

ETHIRAJ COLLEGE FOR WOMEN
DEPARTMENT OF BUSINESS ADMINISTRATION
VALUE ADDED COURSE SYLLABUS

COURSE TITLE: EMPLOYABILITY SKILLS TRAINING

COURSE DURATION: 30 HOURS

UNIT I : Quantitative Ability- 1

Indices and Surds- Logarithms- Simple Equations- Ratio–Proportion–Variation- Percentages– Profit & Loss–Partnerships- Simple & Compound Interest- Numbers- Averages– Mixtures– Alligations- Quadratic Equations.

Unit II: Quantitative Ability-2

Progressions- Time and Work – Pipes and Cisterns- Time and Distance- Probability- Permutations & Combinations and Number System and exercises related to the topic.

Unit III: Verbal and Reasoning

The puzzles and games test -Logical reasoning skills - Verbal ability – Vocabulary (antonyms and analogies and synonyms, Sentence completion, Reading comprehension)-Deductions- Analytical Reasoning- Non Verbal Reasoning- Pattern completions.

Unit IV: Qualitative Ability – 1

Grooming Standards- Being Market Ready- Levels of Communication- Team working- Public speaking- Decision Making Skills.

Unit V: Qualitative Ability -2

Self branding- Self- SWOT- Sessions on Group Discussion- Personal Interviews and Career orientation.



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ETHIRAJ COLLEGE FOR WOMEN
Chennai - 8

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS) CHENNAI
DEPARTMENT OF BUSINESS ECONOMICS
BASICS OF SPSS- VALUE ADDED COURSE

UNIT: I Introduction

Population and Sample – Observations and Variables – Variables and Scales – Sampling Methods – Types of Data – Framing of Questionnaire: Through literature and objectives of research – Likert scale – Testing of Hypothesis: One-tailed & Two-tailed Hypothesis – Level of Significance

UNIT: II SPSS Data File

Opening of a Data file in SPSS – SPSS Data Editor: Variable View – Data View – Entering Data into Data Editor – Saving the Data file – Entering and Manipulating Data: Inserting a new variable – Rearranging the order of variables in variable view – Deleting & Rearranging items – Missing values – Copying SPSS output – Importing Data from Excel File.

UNIT: III Descriptive Statistics

Comparing Averages – Chi-Square test with SPSS - Frequency Distribution and Cross Tabulation – Measures of Dispersion: Standard Deviation – Descriptive Statistics with Quantitative Data and Qualitative Data – Independent Sample – t-test - Chi-square test.

UNIT: IV ANOVA, Correlation and Regression with SPSS

ANOVA: One factor between subjects

Correlation: Simple and Multiple

Regression: Simple and Multiple

Reference

SPSS for You – Rajathi A & P Chandran



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Chennai - 8

CERTIFICATE COURSE IN LABORATORY TECHNIQUES

DURATION : 6 MONTHS

UNIT I : INSTRUMENTATION

- a) Microscopy - Principles, types of microscopes – micrometry.
- b) Colorimetry - Principles and working methods of colorimeter and spectrophotometer.
- c) Chromatography - Principles and working methods – paper and thin layer chromatography.
- d) Electrophoresis - Principles and applications – Agarose and polyacrylamide gel electrophoresis.
- e) Centrifuge - Principles and applications – Types – simple and ultra centrifuge.

UNIT II : HAEMATOLOGY AND IMMUNOLOGY

- a) Blood cell count - Total RBC, WBC, D.C. – Estimation of Hb, ESR, Blood grouping.
- b) Widal test, Latex agglutination, ASO, CRP, RA factor, pregnancy test.
- c) Estimation of sugar – blood and urine sample.
- d) ELISA and Western blot.

UNIT III : BACTERIOLOGY

- a) Aseptic techniques.
- b) Culture media preparation – agar slants, agar plates and agar deeps.
- c) Isolation of bacteria – serial dilution, pure culture techniques – pour plate, spread plate and streak plate.

UNIT IV: PATHOLOGY

- a) Identification of pathogenic bacteria.
 - i) Staining – simple and differential.
 - ii) Biochemical tests for identification of pathogens.
 - iii) Test for antibiotic sensitivity.
- b) Identification of pathogenic fungi.
 - i) Mold study, slide culture method.
 - ii) Staining method

UNIT V : QUALITY ANALYSIS

Bacteriological examination of

- a) Water
- b) Soft drinks *Air*
- c) Food products */see notes*

Eligibility : Undergraduates – Biology, Chemistry, Physics, Biochemistry and Microbiology / Plus two with Biology and Chemistry.

11000/-

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Chennai - 8

20 students / Batch

Advanced Biochemical Techniques

Syllabus

1. Protein structure retrieval and visualization.
2. Nucleotide sequence similarity search.
3. Conductometric titration.
4. Isolation and estimation of curcumin.
5. Isolation and Estimation of DNA from animal tissue .
6. Extraction of lipid and Estimation of cholesterol.
7. ELISA.
8. IR spectroscopy.
9. Gas liquid chromatography.
10. High performance liquid chromatography

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ETHIRAJ COLLEGE FOR WOMEN
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TALLY AND TAXATION

Teaching hours:40

Credits:2

UNIT – I - BOOK KEEPING

(4 Hours)

Introduction to Accounting - Basic Accounting Concepts and Conventions Journal - Transaction Analysis for Journal Entries- Ledger - Trial Balance - Final Accounts – Introduction -Trading Account – Profit And Loss Account - Balance Sheet Bank Reconciliation - Statement - Need - Meaning - Causes For Different Between Cash Book and Pass Book- Method of Preparation Of Bank Reconciliation-Statement.

UNIT – II - TALLY & BOOK KEEPING

(8 Hours)

Introduction to Accounting Softwares - TALLY, TATA EX -NGN, PROFIT, FOCUS, WINGS & CUSTOMISED SOFTWARES - Features & Configuration of Tally -Creation of company - Alteration - Deletion -Classification of Accounts - Accounts Masters (Groups) – Creation –Alteration & Deletion - Ledger - Simple & Multiple ledger Creation, and Alteration & Deletion Accounting - Vouchers -Voucher Types and Classes-creation , alteration & deletion – final accounts - Bank Reconciliation - Creation, - Display of Books of Accounts and registers - cost centres - Creation , Alteration and Deletion - Maintenance Cost-centres- Interest Calculation

UNIT - III - TALLY & INVENTOR

(10 Hours)

Introduction to Inventory - Inventory Configuration- Inventory Masters - Stock Groups, Categories & Items and Units of Measure - Creation, Alteration, Display & Deletion - Inventory vouchers with item allocations -Order - Sales / purchase Order, Quotation, Purchase Enquiry - Linking of Orders with Challans/ invoices - Challans -Delivery Note, Receipt Note Rejection In/Out - Working with Tracking Numbers - Invoices, Debit Note Credit note - Reorder Level - Stock summary - Effects of Inventory in Accounts Report - Inventory Books and Statement of Inventory with All Options and Formats - Multiple Price Level -Bill Of Material

UNIT -IV- TALLY BUSINESS MANAGEMENT

MIS REPORTS:

(6 Hours)

MIS Reports-Ratio Performance Analysis- Cash Flow & Funds Flow Statements- Budget & Scenario Management - Optional, Reversing journal & Memorandum Vouchers - Multi Column Reports - Statistics - Graphical Analysis- Cost Centre Reports - Receivable and Payable Management - Stock Movement Analysis - Forex Management – Creation of Group Company - Splitting of Company Data.

REPORTS & CONNECTIVITY AND MAINTENANCE

(3 Hours)

Export of Data - Customising reports in different Formats -Import tally Of Data - Importing data into Tally - ODBC Connectivity- plugging tally data in MS Word, Excel through ODBC - Internet Connectivity - Printing Options - Back up - Restore - Security Control - Tally Audit

UNIT - V BUSINESS TAXATION

(9 Hours)

Income Tax - Service Tax - ESI and PF - Commercial Taxes – Different forms and Procedures relating to Registration, Renewal, Periodical Returns - Filing, Assessment Procedures.

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TRAVEL AND TOURISM

Teaching Hours: 40

Credits:2

UNIT I:

Planning and tourism-Demand and Supply- Human Resources Planning-Tourism Marketing-Market Research- Marketing Mix.

UNIT II:

Modes of Travel and Transport –Government and Private Enterprises –Rail-Road-Sea and Air Travel

UNIT III:

International tourist organisations-origin and administration- principles-world tourist organisations –members and their duties –IATA-UPTA-PATA-ICAO

UNIT IV:

Preparation for tours –financial management –currency regulations- foreign currency – conversion.

UNIT V:

Technological advances in communications –mass media techniques- computers

REFERENCES:

1. Bhatia A.K Tourism Development-Principles and practices
2. Bhatia AK Tourism in India —History and Development
3. Bhatia A.K International Tourism and Management
4. Burton.R.Travel Geography
5. Chucky. gee- travel and Tourism Management
6. Douglas Foster —Travel and tourism Management
7. John.M.Brydon- Tourism and Management
8. Malhotra Socio-Environmental Of legal issues in tourism
9. Premnath Seth- an introduction to travel and tourism
- 10.Pushpinder S.gill-tourism-economic and social development
11. Premnath Seth-successful tourism and management
Management

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TRAINING FOR TNPSC EXAMS
&
TRAINING FOR COMPETITIVE EXAMS

Teaching Hours :40

Credits: 2

UNIT I:

General Knowledge-Current Affairs (Objective Type)

UNIT II:

Quantitative Aptitude, Arithmetic, Ability. Basics -Problems On numbers, Ages, Percentage, Ratio, Profit and Loss. Time and Distance, Interest. Trains Clocks, Calendar.

UNIT III:

Verbal reasoning -general mental ability-logical reasoning- Non-verbal Reasoning (objective type)

UNIT IV:

Current issues News Papers(The Hindu Indian Express- Times Of India)- Magazines (India Today. Business Today)

REFERENCE BOOKS

1. Edger Showick General Knowledge manual (Current year)
- 2- RS Aggarwal A Modern approach to verbal and non- verbal reasoning. S.Chand and Company Ltd 2005
3. RS Aggarwal quantitative aptitudes. Chand and cornrunyLtd 2005
4. Manorama Year books (Current year)
5. Competition success (recent edition)

1. No continuous assessment
2. Internal question paper setting only
- 3-Internal valuation only
4. Examination to be conducted along with regular papers
5. Internal valuation by the course teacher

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Chennai - 8

Ethiraj College for Women (Autonomous), Chennai -08

Department of Physics

Value Added Course - Maintenance of Modern Equipments

L-T-P: 2 - 0 - 0

Total Hours: 30 hours

Credits: 2

Course Objective:

1. The Course helps students across disciplines to understand the fundamentals of electricity.
2. The students would be able to demonstrate the applications of Physics and Electrical Sciences in daily lives.
3. This discourse imparts to the students the prerequisite knowledge to maintain home appliances by troubleshooting minor errors; whilst still being aware of precautionary measures.

Unit 1: Basic Concepts of Electricity

Classification of electrical materials – conductor, semiconductor and insulators – (relation between electrical resistivity and conductivity – properties of electrical heating materials – ohm's law – voltage, current (direct and alternating). 10 hours

Unit 2: Simple Electric Circuits and Components

Battery – electric circuits – wattles current – electronic choke – transformer – switches – fuses – polarity test in DC – grounding – neutral and earth – circuit breaker – relay – stabilizer – inverters - UPS (ON line and OFF line) – soldering practice – types of solders – flux and methods. 10 hours

Unit 3: Home Appliances and Safety Measures - An Overview

Fundamental theories, working and fault detection of electrical gadgets – electric iron – electric kettle – electric cooking range (multi-range heat control) – microwave – refrigerators – hair dryers – washing machine – live wire – precautions. 10 hours

Books for Study

1. Fundamentals Of Physics, Alan Giambattista, Betty Richardson, Robert C. Richardson, Special Indian Edition, 2008, McGraw-Hill Education (India) Pvt Limited, ,2010.
2. Repair of home appliance, sector: electrical, for modular employable skills, No. 1,2, and 3 developed by National Instructional Media Institute, CTI Campus, Chennai.
3. Handbook Of Repair And Maintenance Of Domestic Electronics Appliances, Shashi Bhushan Sinha (Author), BPB Publications, 2016.

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Chennai - 8

ETHIRAJ COLLEGE FOR WOMEN (Autonomous)
DEPARTMENT OF MATHEMATICS WITH CA (SS)
VALUE ADDED COURSE
ANALYTICAL SKILLS IN MATHEMATICS FOR COMPETITIVE
EXAMINATIONS/COMMON APTITUDE FOR MATHEMATICS

Credit:1

Hours: 30 Hours

Course Objectives :

Enable the students to

- enhance the problem solving skills.
- improve the basic Mathematical skills.
- use shortcut methods to save time during exams.

UNIT – I: VERBAL REASONING

Classification - Coding – Decoding- Comparison of Ranks- Direction test- Logic Based Venn Diagram - Sitting Arrangement - Logical Arrangement of words.

Unit – II : VERBAL REASONING(CONTD...)

Blood Relation – Mathematical Operations - Number Puzzles- Clocks - Calendars - Analytical Reasoning.

Unit – III: NON-VERBAL REASONING

Completion of Series – Analogy - Counting of Figures - Completion of Figures.

Recommended Text:

A New Approach to Reasoning, Verbal and Non – Verbal , Arihant Publications(I) Pvt Ltd, Meerut by H.S.Sijwali, Indu Sijwali

Reference Text :

R.Gupta's Guide to General Awareness and banking Aptitude, Ramesh Publishing House.

ETHIRAJ COLLEGE FOR WOMEN (Autonomous)

DEPARTMENT OF MATHEMATICS (SS)

VALUE ADDED COURSE

Course Title : Common Aptitude Mathematics

Total Hours : 40 Hours

Credits : 1

Course Objectives :

Enable the students to

- enhance the problem solving skills.
- improve the basic Mathematical skills.
- train to face competitive examinations.

UNIT – I LOGICAL REASONING

Logical reasoning using Venn diagram, Series classification, Odd man out.

UNIT – II VERBAL REASONING

Blood relations, Direction sense, Sitting arrangements.

UNIT – III ARITHMETICAL ABILITY

Averages, Ratio and Proportions, Permutations and Combinations .

Recommended Textbook :

Quantitative Aptitude by R.S.Agarwal , S.Chand & Co Ltd .,2007.

Course Outcomes :

Upon Completion of this course the students will be able to

- detect, identify and evaluate the aptitude problems.
- solve mathematical logic based problems easily.
- crack competitive exams

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Chennai - 8

ETHIRAJ COLLEGE FOR WOMEN (Autonomous), CHENNAI-8
DEPARTMENT OF MATHEMATICS (AIDED)
VALUE ADDED COURSE

HIGHER LEVEL MATHEMATICS FOR COMPETITIVE EXAMINATIONS

Maximum number of students : 40

HOURS : 40 Hrs

CREDITS : 2

OBJECTIVES :

To enable the students to

- Develop logical reasoning
- Develop analytical skills
- Face competitive examinations

COURSE CONTENT :

UNIT- 1 :

NON – VERBAL REASONING :

Non-Verbal Series, Non – Verbal Analogy

VERBAL REASONING :

Blood Relation, Direction Sense, Sitting Arrangements

UNIT- 2 :

LOGICAL REASONING :

Syllogism, Logical Reasoning Using Venn Diagram

Odd Man Out, Series Classification.

UNIT- 3 :

ARITMETICAL ABILITY :

Ranking, Averages , Ratio & Proportion, Clocks and Calendar, Profit & Loss.

UNIT- 4 :

DATA INTERPRETATION :

Bar Graphs, Pie Charts, Coding & De- Coding

RECOMMENDED TEXT :

1. A New approach to Reasoning , Verbal and Non- Verbal Reasoning , B.S. Sijwali & Indu Sijwali , Arihant Publications (I) Pvt,Ltd, Meerut.
2. Popular Master Guide Ibps-Cwe, R.Gupta's Ramesh Publishing House, New Delhi.

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Chennai - 8

VALUE ADDED COURSE
DYSLEXIA - SYLLABUS

No of Hours: 40

Credits: 1

Course objectives:

1. To identify children with learning difficulties in the normal classroom.
2. To understand teaching methods to overcome learning problems.
3. To help the parent to move in the positive direction.

Course Outcomes:

1. Students will be able to assess children with learning difficulties in the normal classroom
2. Students will be able to teach remedial sessions for children with dyslexia and counsel parents of such children

Unit 1

4hours

Timeline of Learning Disabilities, History of Dyslexia, -Specific Language Disability, Definition of Dyslexia. – Characteristics and Symptoms related to age of the child and category, Types of Dyslexia - based on brain areas and functions.

Unit 2.

6 hours

Dyslexia- Reading difficulty – specific symptoms, Stages of reading, steps in remedial teaching. Spelling difficulty –symptoms, teaching methods. Dysgraphia – writing difficulty, specific symptoms and instructional activities in remedial teaching. Dyscalculia- math difficulty, specific symptoms, activities and steps in remedial teaching

Unit 3

4 hours

Attention Deficit Hyperactivity Disorder- Types, symptoms, positive traits, handling methods at school and home. Psychological Tests – History of Intelligence tests, Intelligence Scales and Classification of IQ.

Unit 4

6 hours

Teaching Methods - Multisensory teaching - Phonics methods - Multiple Intelligences. Parent Counseling – Psychosocial problems, Counseling, Family centered approach, Family centered care. Behaviour Management – Analysis of Problem behavior (ABC method), Management strategies.

**FOREIGN LANGUAGES
SYLLABUS**

JAPANESE LANGUAGE

TEACHING HOURS: 45

COURSE OBJECTIVE

- Language skills are essential attribute in most professions and help in the advancement of career.
- Job Opportunities International organisations such as UNO, WTO, FAO RBI etc.
- Career opportunities in various sectors such as tourism, embassies, diplomatic service etc.
- Indian MNCs require trained foreign language professionals to open their operations in foreign countries

COURSE OUTLINE

UNIT I

Introduction to Hiragana, katakana and Kanji.
Introduction to subject verb object.

UNIT II

Colours
Months
Days of week
Seasons
Numbers

UNIT III

Time- asking time and replying to it.
Telephone numbers - asking telephone numbers and replying to it.

UNIT IV

Asking Yes/no question with verb in Japanese.
Giving negation answers in Japanese.

UNIT V

Make suggestions in Japanese.
Discussing about question words in Japanese.

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AKBAR ACADEMY OF AIRLINE STUDIES

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Akbar Academy, the Travel & Tourism training institute was started by Akbar Travels of India, the No.1 Travel Company in India to meet the ever increasing demand for trained personnel in the Travel & Tourism industry. Akbar Academy is the **Winner of 2019 Premier Circle Award** by **International Air Transport Association, Montreal, Canada.**

We offer the following courses:

| COURSES | DURATION | ELIGIBILITY | FEE |
|---|----------|---|----------------|
| IATA/UFTAA Foundation | 6 months | Successful completion of Plus Two | 75,000 |
| Diploma in Airlines and Tourism Management | 3 months | Successful completion of Plus Two | 25,000 |
| Computerised Reservation System | 2 months | Successful completion of Plus Two | 15,000/ CRS |



- ONE WEEK INTERNSHIP IN AKBAR TRAVELS OF INDIA PVT LTD
- 100% Placement Assistance
- FEES PAID WILL NOT BE REFUNDED

COURSE CONTENTS

1. IATA UFTAA Foundation Course

- Geography in Travel Planning - 1
- Travel Formalities
- Land Transport – Rail, Road.
- Water Transport
- Hotel
- Tour Packages - 1
- Air Transport Essentials
- Customer Service
- Technology in Travel Industry
- Air Fares & Ticketing - 1
- GDS – Electronic booking tools

2. Diploma in Airline & Tourism Management

- Basics of Tourism
- City and Airport Codes
- Currency Codes and Currency Conversion
- IATA World Geography
- Travel terminology
- Global Indicators
- Types of journey
- Fares and their types
- Manual and electronic ticketing
- Computerized Reservations
- Travel agency products



3. CRS Training – (Galileo, Abacus & Amadeus)

Training on Computer Reservation Systems is a hands-on training on computer and covers following topics:

- City & Airline Decoding & encoding
- Time & Calendar
- PNR Creation
- Split PNR
- Special service requests
- Fare Quote

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**SPRACHLINGUA CERTIFICATE COURSE
FOREIGN LANGUAGES
SYLLABUS**

SPANISH LANGUAGE

TEACHING HOURS: 45

COURSE OBJECTIVE

- Language skills are essential attribute in most professions and help in the advancement of career.
- Job Opportunities International organisations such as UNO, WTO, FAO RBI etc.
- Career opportunities in various sectors such as tourism, embassies, diplomatic service etc.
- Indian MNCs require trained foreign language professionals to open their operations in foreign countries

COURSE OUTLINE

15 Hrs

UNIT I

- 1.1 Introduction to Spanish/Subject, Verb and Object concepts/Alphabets.
- 1.2 Informal and Formal Greetings and Salutations
- 1.3 Colors with a song and Video with Activity
- 1.4 Basic months of the year/Seasons/Days of the week with Video Presentation
- 1.5 Playing with Numbers with a song

UNIT II

10 Hrs

- 2.1 Introduction to Sentence Framing and Structure in Spanish
- 2.2 Concept of 'To-Be Verbs
- 2.3 Usage of Articles and sentences with basic list of Nouns
- 2.4 Concept of Infinitives Verbs and Conjugated Verbs.
- 2.5 Official and Unofficial Time asking and responding with Time related Words

UNIT III

10 Hrs

- 3.1 Basic List of Verbs to know to frame sentences with practice
- 3.2 Members of the Family in Spanish with Video presentation
- 3.3 Modal and helping words to frame sentences (want/can/need/have etc)
- 3.4 Possessive Adjectives my/mine/his etc with sentences to practice

UNIT IV

10 Hrs

- 4.1 Concept of question words like when/what/why/etc
- 4.2 Formal self introduction in Spanish along with activities.
- 4.3 Verb conjugation with basic verbs
- 4.4 Usage of But/Because etc and how to respond.

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**VALUE ADDED COURSE
INTRODUCTION TO GENDER STUDIES**

Course objective

This course will introduce concepts related to gender ideology and the social construction of gender in Indian context. It will highlight the role of social institutions in upholding the gender ideology and have a critical analysis of social reality in the fields of health, economy, media and governance. Further it gives a brief picture of gender mainstreaming by international and national actors to promote gender parity.

Unit 1

Social construction of gender- Sex and Gender- Nature versus Culture Gender roles- Gender discrimination- Gender equity- Gender equality-and Empowerment. Patriarchy- Caste- Class- interlink of issues in Indian context

Unit 2

Role of Social Institutions- Family- School- Media- Religion and Legal concerns. Socialization process- Control of social norms – Society – Women the vanguard of culture. Gender violence in private and public sphere-legal measures to curb these social evils Family and

Unit 3

Women and Health :

Health a gender issue- status of women's health in India- health care services in India- food and nutrition- reproductive health- occupational health health policy in India- maternity benefit act – debates around Pre Natal Diagnostic Test Act-promotion of women's health in international measures

Unit 4

Women and Economy :

Gender role expectations and work- Women's representation in the workforce unorganized organized-women's contribution through unpaid work- Impact of globalization on women's work. New economic policy and its impact on women's employment- training, skills, income Generation- migration of women...

Unit 5

Women and Media :

Portrait of women in media- women as major consumers- cosmetics- body health-beauty concepts- toys for different sex- objectification of women. Women and Governance International conferences- Changes in development approaches – Beijing Platform for Action- Women as change agents- India's inclusive strategy and women in decision making bodies opportunities and challenges.

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ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

PG & RESEARCH DEPARTMENT OF COMMERCE

LIFE SKILLS

The life skills is an essential program for today's youth. The life skills program will enhance individual values for life and living. This program will impart the need of the hour finesse, to one and all.

Topics Covered:

The look- makeup, hairdo and body care.

My fitness- General Fitness for the Day.

My Health - General Health and Hygiene.

Know Thyself- Communication, Relaxation and Leadership.

My Body - Body Structure, Styling- Colour and Clothes that suit.

My Space – Lightened Up your space and Décor for a better living.

Etiquette - Learn to Present Yourself In Private and public life.

The final day for the participants to present themselves to a jury.

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