

STATISTICAL PACKAGE FOR SOCIAL SCIENCES (SPSS)

Teaching Hours:40

Credits:2

COURSE OBJECTIVES:

1. To enable the students to tabulate and code data using SPSS.
2. To equip students to apply statistical tools to test the relationship between variables and interpret the results graphically.

COURSE OUTLINE:

UNIT I:

Introduction Type of Scale of Measurements - Choosing appropriate scale and measurement to the data - Preparing codebook. Getting to Know SPSS: Starting SPSS- Working with data file - SPSS windows- Menus - Dialogue boxes. Preparing the Data file: Creating data file and entering data - Defining the variables - Entering data - modifying data file- import file. Screening and cleaning data - Manipulation of data.

(10 hours)

UNIT II:

Preliminary Analysis Descriptive statistics - Statistical techniques: Correlation: Pearson product moment correlation - Spearman rank correlation - Partial correlation - Simple linear regression - Multiple Linear Regression - Factor Analysis.

(10 hours)

UNIT III:

Statistical techniques: Compare means One sample and two independent sample t test Paired sample t test - One way Analysis of variance - Two way - Non-Parametric Statistics Independent Chi square Test - Mann-Whitney test - Wilcoxon signed rank test – Kluskal Wallis test- Submission of Live Project Report.

(20 hours)

RECOMMENDED TEXTBOOKS:

1. Darren George & Paul Mallery, IBM SPSS Statistics 23 Step by Step: A Simple Guide and Reference 2016
2. Van Den Berg RG 201 S, I .2.1 SPSS Combining data with syntax and output, SPSS Tutorials, 2016

WEB RESOURCES:

1. <https://www.uvm.edu/ftstatdhtx/fundamentals9/SPSSManual/SPSSLongerManual/SPSSChapterJ.pdf>
2. <https://www.slideshare.net/davidmbwiga1990/spss-lecture-notes>

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ETHIRAJ COLLEGE FOR WOMEN
Chennai - 8

LIFE HEALING THERAPIES

Teaching hours:40

Credits:2

COURSE OBJECTIVES:

1. To enable the students to inculcate the art of breathing techniques, Asanas, and Mudras.
2. To help students experience stress relief and rejuvenation.

COURSE OUTLINE:

UNIT 1:

A brief study of Human Anatomy- Yoga- Introduction- Health Benefits- Relevance of the Five Elements- Pranayama techniques-Surya Pranayama- Nadi Shuddhi and Bastrika- Diet.

(10 hours)

UNIT 2:

Meditation – Introduction- Alpha level of Mind- Subconscious Mind- Goal Visualization- Guided Meditations- Positive Affirmations- Symbols and Switch words- Acupressure points and benefits.

(10 hours)

UNIT 3:

Practice of Basic Joint Exercises – Few Asanas- Meditation- Relaxation- Cleaning process and Rejuvenation—Mudras.

(20 hours)

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ETHIRAJ COLLEGE FOR WOMEN
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Ethiraj College for Women (Autonomous) Chennai-08

Department of Chemistry

Common to all Disciplines

Title of the Course: Dyeing & Printing of Fabrics

(40 Hrs)

Credits: 2

Objectives:

1. To have a knowledge about the types and characteristics of dyes.
2. To impart skill in dyeing and printing of textiles.
3. To inculcate entrepreneur skills in textiles dyeing.

UNIT-I: Dyeing - Condition for a dye, color & constituents – Chromophores & Auxochromes- Classification of Dye-stuff- Natural dyes: vegetable Animal, mineral – Synthetic dyes: Acid dyes, direct dyes, mordant dyes, vat dyes, sulphur dyes, Azodyes – Basic methods of Dyeing – Stock dyeing, top dyeing, dope dyeing, beck dyeing & Vacuum dyeing.

(15Hrs)

UNIT-II: Printing- Basic methods of printing- Direct, Discharge, Revist, Block, Screen printing & Roller printing – Advantages & Disadvantages, Transfer printing- Dry heat, wet heat & its advantages, Bathik, Tie & Dye & Kalamkari.

(10Hrs)

UNIT-III: Practicals: Block printing, Bathik, Tie & Dye and Kalamkari

(15Hrs)

Reference:

1. Fibre to Finished Fabric – A Simple Approach - Edited by Susan George Vanaja Muralidharan
2. Textiles – Fibre to Fabrics – Dr. Bernard, P Lorberman
3. Dyeing and screen printing on textiles by Joanna kinnersly – Taylor.

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ETHIRAJ COLLEGE FOR WOMEN
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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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ETHIRAJ COLLEGE FOR WOMEN
Chennai - 8

Ethiraj College for Women (Autonomous), Chennai

Department of Physics

Certificate Course - Physics for Competitive Exams

Total Hours: 40 hours

Credits: 2

Course Description

The Course is started with the objective for the students across disciplines to enable them crack questions ranging from the fundamental concepts to tougher levels. The Course is designed for students who approach State and National Level entrance examinations like TNPSC, UPSC, RRB and other Armed Forces Exams. The Course concentrates in the basics, giving core importance in kindling the problem solving and analytical skills of the students.

Unit I: Mechanics and Properties of Matter

Basic principles of vector analysis – velocity and acceleration – relative velocity – mass and weight – work and energy – power – impulse and momentum – Rotation: angular velocity, angular momentum – centripetal and centrifugal forces – banking of tracks.

Pressure in a fluid – viscosity of a fluid – terminal velocity – surface tension of a liquid – excess of pressure inside a drop and bubble. 15 hours

Unit II: Heat, Thermodynamics and Statistics

Thermodynamic variables – latent heat of vaporization – latent heat of fusion – internal energy – laws of thermodynamics – carnot engine and its efficiency – entropy – change in entropy.

Statistical Mechanics - Introduction to M-B, B-E and F-D Statistics.

Quantum Statistics – Introduction - Concept of photons – frequency, wavelength and energy – de Broglie's hypothesis – photoelectric emission and work function of a metal – Bragg's law - uncertainty principle. 10 hours

Unit III: Optics and Wave Physics

Reflection and refraction – Laws – Snell's law – total internal reflection – critical angle – focal length of lens - dispersion – basic concepts of interference and diffraction – Fresnel and Fraunhofer diffraction – Polarisation - Brewster's law - electromagnetic spectrum.

Electricity and Magnetism

Charge and current, resistance in series and parallel, ohm's law – capacitance of a capacitor – energy stored in a capacitor – capacitor in series and parallel – magnetic effect of current – Biot Savart's law – force on a moving charge in a magnetic field – force on a current carrying conductor in a magnetic field. 15 hours

Books for Study

Objective Physics: A Collection of Highly useful Questions for Competitive Examinations, R. Gupta's, 13th Edition, Ramesh Publishing House, 2013.

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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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VALUE ADDED COURSE

HERBAL REMEDIES

Course Duration: 45 hours

1. Herbal remedies for facial problems (1+3 hrs)
2. Herbal remedies for hair problems (1+3hrs)
3. Herbal remedies for management of Diabetes Mellitus(1+2hrs)
4. Herbs for Skin care(1+2hrs)
5. Herbal remedies for management of joint pain(1+3hrs)
6. Herbal remedies for management of respiratory illness(1+2hrs)
7. Herbal remedies for management of menstrual problems and nutritional anaemia(1+3hrs)
8. Herbal remedies for management of GI tract disorders(1+3hrs)
9. Herbal remedies for management of obesity(1+3hrs)
10. Herbs used during pregnancy and lactation(1+3hrs)
11. Herbal medicines for healthy liver and kidney(1+3hrs)
12. Herbs as Immunostimulants (1+3hrs)

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ETHIRAJ COLLEGE FOR WOMEN
DEPARTMENT OF MICROBIOLOGY
VALUE ADDED COURSE

TEACHING HOURS: 30 HOURS (ONLINE)
MEDICAL LABORATORY TECHNOLOGY

COURSE CONTENT

UNIT I

5 Hrs

Phlebotomy- Personal protective equipments. Basic steps for drawing blood specimen by vein puncture. Complications of vein puncture. Specimen rejection criteria. Measurement of pulse and blood pressure. Characteristics of a good technician.

UNIT II

10 Hrs

Hematology and coagulation studies. WBC total count and differential count. Determination of ESR by Wintrobe method. Estimation of hemoglobin and Peripheral smear study.

UNIT III

10 Hrs

Serology and Pathology. ABO grouping, RA, CRP, ASO and Pregnancy test. Basic steps for tissue processing - fixing, embedding, microtome, staining (Hematoxylin eosin stain) and mounting methods. Faeces occult blood test, Estimation of bleeding time, clotting time, Prothrombin time and Activated partial thromboplastin time(APTT)

UNIT IV

5 Hrs

Laboratory Quality assessment- Laboratory Standard Accreditation Boards - NABL, ISO and CAP. Errors - Pre analytical, Analytical and post analytical. List of automated equipments. Precautions to prevent hemolysis. Storage of blood specimens.



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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.

Unit 5 Practicals Teaching Practice

20 hours

Case History - Informal Learning Assessment of -.Concept -.Phonics-.English – Reading -English Writing -Second Language Reading and Writing –Numbers and ADHD. **Remedial teaching** for Concept -.Phonics-.English – Reading -English Writing -Second Language Reading and Writing –Numbers and ADHD. Submission of Project

EVALUATION

Total		100 marks
Theory	50	
External		30 +
Internal		20
Practical	50	
External		40 +
Internal		10

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DEPARTMENT Of MATHEMATICS WITH COMPUTER APPLICATIONS
Certificate Course

Title of the Paper: "General Aptitude"

Credits: 1

Hours: 30 hrs.

OBJECTIVE:

- To enhance the problem solving skills, to improve the basic mathematical skills and to help students who are preparing for any type of competitive examinations.
- To Understand the basic concepts of QUANTITATIVE ABILITY, LOGICAL REASONING Skills
- To Acquire satisfactory competency in use of VERBAL REASONING

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
B.S.Sijwali
Indu Sijwali.

Reference Text: R. Gupta's Guide to General Awareness and baking Aptitude.

Ramesh Publishing House

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ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)
DEPARTMENT OF CORPORATE SECRETARYSHIP
VALUE ADDED COURSE – INTRODUCTION TO SPSS

COURSE OBJECTIVE

- To acquaint the students with Research Parlanges, Tests, Techniques and Practices in Research
- To familiarize students with testing the statistical hypothesis of the research data, choice of appropriate statistical techniques and interpretation of results.

COURSE OUTCOME

- Understand the main features of SPSS and use various test statistics in hypothesis testing for mean and variances of large and small samples.
- Perform descriptive analysis with SPSS calculate the partial correlation coefficient for the given set of data using SPSS
- Test the hypothesis for several means using One Way Anova

COURSE OUTLINE

Unit I : Introduction to research – Purpose of research – Types of research – Steps in research – testing of hypothesis – Sampling techniques- Introduction to statistical package for social sciences (SPSS) - Type of scale of measurements. (15 hrs)

Unit II : Descriptive Statistics Comparing Averages- Student t Test – Two Sample t test and One Sample t Test - Anova – One Factor Between Subject- Explore Relationship among Variables- Correlation – Simple Correlation – Chi-Square Test (15 hrs)

Reference Books

1. Rajathi A & Chandran P, SPSS for You, MJP Publishers.
2. Sundara Pandian P, Muthulakshmi S, Vijayakumar T, Research Methodology and Applications of SPSS in Social Science Research, Sultan Chand Publications, 2022.

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VALUE ADDED COURSE

WEB DESIGNING

Enable the students to

1. Understand the principles of creating an effective web page
2. Define terms associated with basic Web page development.
3. Describe the use of various tags in an HTML document.
4. Develop Web pages that incorporate a variety of features found in web applications

Course Outline:

Unit - I:

Internet Basics – Introduction to HTML and HTML 5 – Basic structure – Creating and saving HTML document – Viewing a web page – Basic HTML tags: Heading tags – Paragraph and break tags – Bold and Italics – HTML Lists: Ordered - Unordered list and Definition list – Working with Image: Insert – Border - Align – Alternate text.

[10 hours]

Unit - II:

CSS: Introduction – Working with styles – Working with Background properties – Working with Text properties – Working with Font properties – Working with List properties – HTML Form: Create and adding controls to HTML form – Email - Frame: Introduction to frames – Frame tag – Frameset tag

[20 hours]

Unit - III:

HTML 4 and HTML 5 Tables – Creation – Caption – Heading – Border – Align – Width – Background colour – Cell padding – cell spacing – Row and column span - Hyperlink: Internal and External - Using image as links – Creating Images Maps – Multimedia: Audio and Video – Embedding Multimedia on web page – Creating a link to a Multimedia file - Using the < object > tag to insert objects.

[20 hours]

Recommended Text Books

S. No	Title of the book	Authors	Publishers / Edition	Year of publications
1	Web Enabled Commercial Application Development Using HTML, JavaScript, DHTML and PHP	Ivan Bayross	BPB Publications, Fourth Revised Edition	2010
2	HTML 5 in Simple Steps	KogentLearning Solutions Inc	Dreamtech Press	2014

E-Learning Resources:

S.No.	URL
1	https://www.w3schools.com/html
2	https://www.tutorialspoint.com/html5
3	https://html.com

Teaching Methodology:

Chalk and Talk, OHP, LCD, Seminar, Practical Demonstrations, Discussion, Program writing.

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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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Value Added Course

MATLAB for Beginners

Total Hours:40

Credit: 1

Course Objectives:

1. To appraise the students with MATLAB for math computation
2. To explore different arrays and plots
3. To impart the program writing using simple commands

Unit 1 – MATLAB – An introduction

MATLAB windows – command window – Arithmetic operations – Display formats – elementary math built-in functions – scalar variables – command for managing variables – script files – MATLAB applications with examples.

Script files and data management

MATLAB workspace – workspace window – input and output commands – display command – fprintf f command – save and load commands – importing and exporting data – Import wizard.

Unit 2 – Arrays

Creating one dimensional-two dimensional arrays – zeros, ones and eye commands – variables in MATLAB – Transpose operators – Array addressing – Adding – Deleting elements – Built-in function for handling arrays – strings and strings as variables – mathematical operations with arrays – Element by element operations – Build in function – Generation of random numbers – MATLAB applications with examples.

Unit 3 – Plots

Two-dimensional plot command – plot of given data and function – fplot command – plotting multiple graphs in the same plot – Formatting a plot – Logarithmic axes – Error bars – special graphics – Histograms – polar plots – multiple plots on the same page – multiple figure windows – Introduction to three-dimensional plots – line plots – mesh and surface plots.



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Books for Reference

1. MATLAB – An introduction with applications, Amos Gilat, 4th edition-John Wiley & sons, Inc, 2011.
2. A guide to MATLAB for beginners and experienced users, Biran R. Hunt, Ronald L. Lipsman, Jonathan M. Rosenberg, Cambridge University press, 2001.
3. MATLAB for Beginners: A Gentle Approach, Peter Issa Kattan, 1st edition, Createspace Independent Pub, 2008.
4. MATLAB: A Practical Introduction to Programming and Problem Solving, Stormy Attaway, 5th edition, BH publication, Elsevier, 2018.

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DEPARTMENT OF BANK MANAGEMENT
VALUE-ADDED COURSE
EDGE- ENTREPRENEURSHIP DEMYSTIFIED – SYLLABUS
(Equip, Develop, Grow and Evolve)

TEACHING HOURS :30

CREDITS

2

COURSE OBJECTIVE:

- EDGE aims to guide early-stage start-ups and aspiring entrepreneurs to act and think entrepreneurially
- Hone the skills they need to develop a new enterprise with potential for growth and funding.
- To identify and pursue opportunities for growth within an existing organization.
- Applies real-world experience engaging activities and lessons that help aspiring start -ups

TOPICS COVERED:

- **Basics of Entrepreneurship** – Introduction to Entrepreneurship – Executive Presence – Personal Branding – Opportunity Analysis – Product Market Fit.
- **Developing the opportunity** – Idea Validation – Business Model Canvas – Business Models- Case study – Value proposition – Building MVP – Design Thinking.
- **Business Strategy** – Strategic Positioning – Financial Basics – Define the Legal Structure – Company Registration – Business Plan Preparation.
- **Launch your Start Up** – Marketing Strategy – Government Schemes & Subsidies – Funding Strategy – Pitch Preparation.
- **Growth Strategies** – Branding Strategy – Digital Marketing – Scaling up Methodology – Business Growth Calculator.

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DEPARTMENT OF BANK MANAGEMENT
VALUE ADDED COURSE – YOUTH ENTREPRENEURSHIP

SYLLABUS

TEACHING HOURS :30

CREDITS 2

COURSE OBJECTIVE:

- To understand the dynamics of Entrepreneurship
- To understand the role of women entrepreneurs
- To understand the perceptions and attitude of Entrepreneurs

TOPICS COVERED:

- What is Entrepreneurship?
- Types of entrepreneurship
- Social and emotional stability
- Sole proprietorship
- Women entrepreneurship in 21st century
- Leadership and soft-skill
- SWOT Analysis
- Organizations Behavior
- Group Formation and Group Dynamics
- Start-up Policy Framework and Incentives
- Life Cycle Analysis
- Business Ethics
- Financial assistance by different agencies
- Manpower Planning for Recruitment and Selection
- Idea to pitch



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SEMESTER II

CYBER AWARENESS FOR WOMEN

TOTAL HOURS: 30 Hrs

COURSE CODE: MCA20/2VAC/CAW

CREDITS : 2

L-T-P : 3-0-0

COURSE OBJECTIVES:

To enable the post graduate students to,

1. Release cyber awareness posters to create awareness among the women and children on cyber safety and security.
2. Encourage women and children to engage themselves in promoting cyber safety.
3. Review the existing research on the issues and dangers women and children face on the Internet.
4. Create guidelines to develop a cyber security awareness programme for women and children.

COURSE OUTLINE:

UNIT I: Introduction to Cyber Space - Introduction to Information Systems - Need for Cyber Security. **6 hrs**

UNIT II: Introduction to Cyber Attacks - Classification of Cyber Attacks - Classification of Malware Threats. **6 hrs**

UNIT III: Web Security - Email Security - Mobile Device Security - Cloud Security - IoT Security - Social Media Security. **6 hrs**

UNIT IV: Cyber Crimes - Different Types of Cyber Crimes - Scams and Frauds - Analysis of Crimes - Human Behavior. **6 hrs**

UNIT V: Cyber Law Basics - Information Technology Act 2000 - Amendments to IT Act 2000 - Evidentiary value of Email/SMS - Cybercrimes and Offenses dealt with IPC 39. **6 hrs**

BOOKS FOR REFERENCES:

1. Mary Aiken, The Cyber Effect, Random House, 2017.
2. Christopher Hadnagy, Social Engineering The Science of Human Hacking, Wiley, 2018
3. Debarati Halder, Jai Shankar, Cyber Crime and the Victimization of Women, Laws, Rights and Regulations, Information Science Reference, US, 2012.

JOURNALS:

1. <https://academic.oup.com/cybersecurity>
2. <https://www.cybercrimejournal.com/>
3. <https://www.tandfonline.com/doi/abs/10.1080/08874417.2020.1712269?journalCode=ucis20>

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ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

PG & RESEARCH DEPARTMENT OF COMMERCE

FINANCIAL MARKET PROFESSIONAL PROGRAM

CERTIFICATE COURSE – “CAPITAL MARKETS”

Duration of the Course: 45 hours comprising of 3 modules of 15 hours each

1. Module I : Fundamentals of Capital Markets
No. of Hours : 15 hours
Fees : Rs. 1000/student
Certification : NSE, Finmark & Ethiraj College
2. Module II : Securities Market and Risk Management
No. of Hours : 15 hours
Fees : Rs. 1000/student
Certification : NSE, Finmark & Ethiraj College
3. Module III : Mutual Fund Distributors
No. of Hours : 15 Hours
Fees : Rs. 1000/student
Certification : NSE, Finmark & Ethiraj College

FUNDAMENTALS OF CAPITAL MARKETS

TOTAL HOURS: 45

LTP: 15 5 25

CREDITS : 2

COURSE OUTLINE

UNIT I

Structure of the financial markets in India-Problems of the unorganized sector-Role of the various Regulators-Demonetization, Digitalization & Transformation of Indian Economy into a Cashless society-Role of Payment Banks-NBFCs-Importance of CASA for a bank-Difference between Savings and Investment-Appreciating Risk-Importance of the Time Value of Money-Evolution of the Indian Financial Markets (8 hrs)

UNIT II

Primary Markets: Understand the nature and functions of the primary market-Difference between various types of public issues-Categories of issuers in the primary market-Regulatory framework for primary markets-Types of investors in the primary market-Types of public issues of equity shares-Pricing process in a public issue of shares-Public issue process-Features of a prospectus-Process of applying to a public issue-Process of listing of public issues-Process of rights issues in equity-Process and concepts in public issue of debt securities-Private placement process in equity and debt. Secondary Markets: Role and functions of the secondary markets-Market structure and participants in the secondary markets-Role of brokers and processes for client acquisition-Process of trade execution in the secondary market-Process of trade settlement-Market information available **(12 hrs)**

UNIT III

Types of Capital: Difference between equity and debt securities-Features of equity capital-Features of debt capital-Factors that influence the choice between equity and debt capital for issuers-Various aspects of investing in equity-Concepts and elements of financial analysis and valuation-Commonly used terms in equity investing-Risk and return from investing in equity-Basic features of debt instrument-Types and structure of debt instruments-Concepts and terms relating to debt securities-Benefits and risks of investing in debt securities-Factors that influence the choice between equity and debt for investors-Concepts of hybrid instruments and their features **(8 hrs)**

UNIT IV

Introduction to Market Indices. Introduction to Mutual Funds. The OTC Market. Depositories and their Role. Methods of Analyzing the Share Market. Importance of Ratios. Credit Rating and its Role. Mutual Funds: Understand the meaning and features of a mutual fund-Key terms and concepts associated with mutual funds-Functioning of a mutual fund and roles of constituents in the mutual fund-Regulatory framework for mutual funds-Types of open-ended mutual fund products-Types of close-ended mutual fund products-Processes associated with investing in

mutual funds-Uses and process of conducting systematic transactions-Information available on mutual funds for investment decision making-Costs and benefits of investing in mutual funds-ETFs (12 hrs)

UNIT V

Introduction to Derivatives Markets. Introduction to Financial Planning and Securities Markets: Financial planning framework for investing in securities-Steps in financial planning-Asset allocation process and diversification-Allocation of securities in the financial planning process.

(5 hrs)

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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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