**UGC ADD-ON Courses**

UGC sanctioned six courses under Career oriented programme with seed money. College runs the courses even after expiry of the scheme.

**Objectives:**

1. To enhance communication skills

2. To impart training to face the interviews

3. To inculcate habit of doing part-time jobs

4. To impart skills to organize events

5. To develop interest to work in print electronic media

6. To provide opportunity to learn foreign languages

7. To promote culinary skills

8. To provide career oriented training

**Guidelines:**

Mandatory for First years

Optional for second years

3 hrs per week of total 60 hours of teaching

No credits, College will issue certificate

Qualified by performance in assessment and attendance

**Evaluation Pattern:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Courses** | **Evaluation** | | | | |
| **Written Skills/**  **Examination** | **Verbal**  **Skills/culinary skills** | **Assignment/**  **Scrap Book** | **Attendance** | **Total** |
| Communication Skills | 20 | 15 | 10 | 05 | 50 |
| Copy writing and Editing | 30 | 10 | 05 | 05 | 50 |
| Travel and Tourism Management | 40 | - | 05 | 05 | 50 |
| Event Management | 40 | - | 05 | 05 | 50 |
| Baking and Confectionary | 15 | 20 | 10 | 05 | 50 |
| French | 40 |  | 05 | 05 | 50 |

**ST.JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM**

|  |  |  |
| --- | --- | --- |
| **S.No.** | **Course Code** | **Title of the Course** |
| 1 | UCS 7101 | Certificate Course in Communication Skills |
| 2 | UCS 8101 | Diploma in Communication Skills |
| 3 | UCS 9101 | Advanced Diploma in Communication Skills |
| 4 | UTT 7201 | Certificate course in Travel & tourism management |
| 5 | UTT 8201 | Diploma in Travel & tourism management |
| 6 | UTT 9201 | Advanced Diploma in Travel & tourism management |
| 7 | UCW 7301 | Certificate course in Copy Writing & Editing |
| 8 | UCW 8301 | Diploma in Copy Writing & Editing |
| 9 | UCW 9301 | Advanced Diploma in Copy Writing & Editing |
| 10 | UEM 7401 | Certificate course in Event Management |
| 11 | UEM 8401 | Diploma in Event Management |
| 12 | UEM 9401 | Advanced Diploma in Event Management |
| 13 | UBC 7501 | Certificate course in Baking &Confectionary |
| 14 | UBC 8501 | Diploma in Baking &Confectionary |
| 15 | UBC 9501 | Advanced Diploma in Baking &Confectionary |
| 16 | UF 7601 | Certificate course in French |
| 17 | UF 8601 | Diploma in French |
| 18 | UF 9601 | Advanced Diploma in French |

ST.JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

CERTIFICATE COURSE IN COMMUNICATION SKILLS

SYLLABUS

UCS 7101 I YEAR

OBJECTIVES OF COURSE:

The learners will

1. Develop better skills of communication.
2. Become skilled in the art of oral communication and improve writing skills.
3. Become more employable with proficiency in Communication.

UNIT-I: INTODUCTION TO COMMUNICATION

The five W’s of communication – Need for communication skills – Why communication fails.

UNIT - II: NON - VERBAL COMMMUNICATION

Appearance – Posture – Gesture – Facial expression – Proxemics

UNIT - III : ORAL COMMUNICATION

DYNAMIC COMMUNICATION

Face to face conversation – Telephone talk – Selling (telemarketing) – Public speaking – Comparing

UNIT - IV : LISTENING AND READING

Skills of learning – Barriers to learning – Mind training for better reading – Steps in reading – Rapid reading

UNIT - V : CAREER ORIENTED COMMUNICATION SKILLS

1. PREPARATION OF CV’s :

Formats – Dos and Don’ts - Covering Letter

1. INTERVIEW :

Pre interview preparation – Appearance and Dress – Dos and Don’ts – Non-verbal clues – Post interview assessment

1. CORRESPONDENCE.

REFERENCES :

1. Hunt, Garry T.- Effective Communication (1985) – Prentice Hall Inc. – New Jersey.
2. Mohan. Krishna and Meenakshi Raman – Effective English Communication (2000) – Tata McGraw-Hill Publishing Company Ltd., New Delhi.
3. Monippally, Mathew T – The Craft of Business Letter Writing (1997) - Tata McGraw-Hill Publishing Company Ltd.
4. Rangarajan C – Communication Theories and Models (1998) – Himalaya Publishing House, Mumbai.

ST.JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

DIPLOMA IN COMMUNICATION SKILLS

SYLLABUS

UCS 8101 II YEAR

LEARNING OBJECTIVESOF THE COURSE :

1. To familiarize the students with accuracy in the usage of language for better employability
2. To acquaint students with required language abilities to enhance job prospects in MN and corporate world
3. To enhance proficiency levels of students in English
4. To help students develop in confidence in using their language.

UNIT – I : LISTENING

Comprehension, Transcription, Telephone Talk (Telesales), Call Centre Communication

UNIT – II : PRONUNCIATION

Phonetics, Intonation (Usage of various tones in oral communication)

UNIT – III : MEETINGS

Seminars, Symposia, Group discussions (Mock trails of the above)

UNIT – IV : GENERAL OVERVIEW

Tips for clear writing, Note-making, Punctuation, Ways to enrich vocabulary, Writing essays

UNIT – V : EFFECTIVE CORRESPONDENCE

Public Relation Communication, Press Release, Fax Message, Electronic Communication (E-mail)

UNIT – VI : PRACTICAL TEST

Listening, Seminar

REFERENCES:

1. Condrill, Jo and Bough, Bennie – 101 Ways to improve your Communication Skills (2), Jaico Publishing House, Mumbai
2. Dobson, Ann – How to Communicate At Work (2002) – Jaico Publishing House, Mumbai
3. D’Albreo, Desmond A – Group Discussion and Team Building (1993) – Better Yourself, Bombay
4. Leech, Geoffrey and Svarthik Jan – A Communication Grammar of English Communication (2000)

McGraw-Hill Publishing Company Ltd., New Delhi

ST.JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

CERTIFICATE COURSE IN TRAVEL AND TOURISM MANAGEMENT

SYLLABUS

UTT 7201 I YEAR

OBJECTIVES OF THE COURSE

To enable the students to

1. Understand the concept of tourism
2. Develop the basic skills required in the area of Travel Writing
3. Gain Practical Knowledge about the job opportunities and the working environment of the tourism organization.
4. Take up careers in the field of Tourism.

UNIT – I :

Tourism phenomena – Nature and Scope of Tourism. Type of Tourism definition of National and International Tourists – Travel terminology.

UNIT- II : BASIC COMPONENTS OF TOURISM

1. Transport
2. Hospitality industry
3. Locale
4. Travel motivations

UNIT – III :

Tourism industry, Role of state, National and International Organization in Tourism.

1. Andhra Pradesh Tourism Organization (A.P.T.O)
2. National Tourism Organization (N.T.O)
3. World Tourism Organization (W.T.O)

UNIT – IV : TOURISM SERVICES

1. Travel and transport
2. Accommodation aspects

UNIT – V : UNDERSTANDING TOURISM MARKET

1. Publicity
2. Planning
3. Marketing
4. Advertising

UNIT – VI: TRAVEL WRITING

1. Communication skills
2. Tourism writing and preparation of records
3. Categories of travel writing
4. Preparation of visual aids for tourism

UNIT – VII : PRACTICAL WORK AND PROJECTS

FIELD WORKS

Visit to hotels, Travel agencies, Passport Office, Tourist Spots, Transport Division.

Books for Study:

1. Bhatia A.K. (1978) – Tourism in India – History and Development. (New Delhi Sterling)
2. Burkart A.J. (1975) – The Management of Tourism (London Heinemann)
3. Burkart A.J. and Medlik S (1976) – Tourism Past, Present and Future. (London, Heinemann)
4. Seth P.N. (1978) Successful Tourism Planning and Management (new Delhi – Cross Section Publications)

ST.JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

DIPLOMA COURSE IN TRAVEL AND TOURISM MANAGEMENT

SYLLABUS

UTT 8201 II YEAR

OBJECTIVES OF THE COURSE

The course enable the students to

1. Understand and analyze India’s tourist potential and significance of tourism
2. Join as guides ‘ Travel Agents and Tour Operators in Tourism sector/industry
3. Establish his/her own travel agency in India

UNIT – I :

Economical and social significance of Tourism; Culture and Tourism – Mutual impact; Environment and Tourism; Central and State Government Policies.

UNIT – II :

India – the land and its Geography – Ancient land; Young Nation – Religion and Philosophy – Dance and Music – Architecture and Sculpture – Paintings – Festivals and Fairs – Indian Cuisine – Shopping – Handicrafts.

UNIT – III :

World Heritage Sites in India – Wild life – Beach Resorts – Summer and Winter Resorts, Sports - Museums – Focus on main centres of Tourists Interests – North – Delhi; South – Chennai; West – Mumbai; East – Kolkata

UNIT – IV :

Facts for Visitors (to India) – VISAs – Health Regulations – Customs Formalities – Money Matters – Other Formalities

UNIT – V

Planning an Itinerary – Where to get travel Information – Govt. of India. Tourist offices in India – Leading travel agents and Tour Operators – Hindi Vocabulary for tourists – What to read and see before coming to India.

ST.JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

ADVANCED DIPLOMA COURSE IN TRAVEL AND TOURISM MANAGEMENT

SYLLABUS

UTT 9201 III YEAR

OBJECTIVES OF THE COURSE

The course enables the students to

1. Understand and analyze international tourism and also different types of tourism
2. Find employment in management areas of tourism organizations
3. Enhance their knowledge by gaining admission into higher courses

UNIT I:

International Tourism -Main places of Tourist interest -Asia – Europe –(Africa)-U.S.A-South East Asia-(Australia )

UNIT II:

Culture and Heritage Tourism. India and World .

UNIT III:

Eco tourism- Health Tourism – Significance

UNIT IV :

Sociology of travel – Meaning , Importance – Social Significance of travel

UNIT V:

Tourists guide – qualities and duties – role played by guides in tourism

UNIT VI:

Tourist resort – Planning the requirements of a resort.

UNIT VII:

Personality Development – Health and Hygiene.

ST.JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

CERTIFICATE COURSE IN EVENT MANAGEMENT

SYLLABUS

UEM 7401

I YEAR

OBJECTIVES OF THE COURSE

1. To enable to students to become aware of the various career options in the growing world of the event management
2. To understand the need for the event managers and their complex roles in the big and small events
3. Be trained in various skills necessary for event managers
4. Get familiar with the logistics and the other terms used in the event management

Course Content:

Module I: Event Management In the 21st Century

1. Introduction
2. Growing career and professionalism
3. Code of ethics
4. Need and the importance of events

Module II: Nature and types of Events

1. Objectives of events
2. Types of events
3. Key elements of events
4. The event team
5. Event as a product

Module III: Event Planning and Skills

1. Need for planning

* Determine and developing a purpose

1. Types of planning or planning tools
2. Steps in planning

* Defining the objectives
* Building teams
* Create agendas
* Budgeting and covering the costs
* Promoting event
* Follow up

Module IV: Fundamental Components of Event Management and the Various Skills

1. Flow charts
2. Logistics
3. Check lists
4. Target audience
5. Protocol
6. Venue infrastructure
7. Event organizers

Module V: Practicum Work

Creative Assessment, Executing small events like theme parties, Birthday Parties, College functions, Rallies, Meetings etc.

ST.JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

DIPLOMA COURSE IN EVENT MANAGEMENT

SYLLABUS

UEM 8401

II YEAR

OBJECTIVES OF THE COURSE

1. Enable the learners to become more aware of the skills in the event management and the communication skills
2. Get professional in event marketing and advertising
3. Learn the safe and secure way of conducting an event
4. Learn about the event budgeting and accounting

Module I: Event Leadership and communication

1. General information and an efficient leader
2. Skills of developing leadership and management
3. Managing team and group
4. Communications

* Verbal
* Visual
* Written
* Behavioral

1. Improving communication

Module II: Event Marketing and Advertisement

1. Nature of the marketing
2. The process of event marketing
3. The marketing mix
4. Sponsorship

Module III: Event Safety and Security

1. Security and occupational safety
2. Crowd management
3. Major risks and emergency planning
4. Incident reporting
5. Emergency procedures

Module IV: Event Accounting

1. The budget
2. Break even points
3. Cash flow analysis
4. Profit and loss statement
5. Panic payments
6. Balance sheet

Module V: Careers in a Changing Environment

1. Job opportunities
2. Event manager and his tasks
3. Venue manager and his tasks
4. Exhibition registration manager
5. Keeping up-to-date

ST.JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

CERTIFICATE COURSE IN BAKING AND CONFECTIONARY

SYLLABUS

UBC 7501

I YEAR

OBJECTIVES OF THE COURSE

To enable the students to –

1. Learn the concepts of baking
2. Get acquainted with various bakery products
3. Learn evaluation methods of quality of the bakery products

COURSE OUTLINE:

Unit I: Introduction to Baking and Confectionary

Unit II: Qualities and characteristics of various baked products

Unit III: Need for evaluation of the bakery products and various methods

PRACTICALS

OBJECTIVES:

To enable the students to acquire skills in

1. Learn basic measures of foods/
2. Preparation of various baked recipes
3. Sensory and quality evaluation of every product

COUSE OUTLINE:

Unit I: Food measures and evaluation of quality of raw ingredients like gluten content etc.

Unit II: Selection, Preparation and evaluation of sensory and quality parameters of various recipes of –

1. Biscuits- 4 variations
2. Cakes- 4 variations
3. Puffs- 2 variations
4. Miscellaneous products- 2 variations.

**ST.JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM**

**UGC ADD-ON DIPLOMA COURSE IN BAKING AND CONFECTIONARY**

SYLLABUS

II YEAR

**OBJECTIVES OF THE COURSE**

To enable the students to –

1. Learn the concepts of baking
2. Get acquainted with various bakery products
3. Learn evaluation methods of quality of the bakery products

**COURSE OUTLINE:**

Unit I: Introduction to ingredients used in baking. Commonly used terms in baking

Unit II: Baking tips, how to test cakes, cake problems

Unit III: Baking recipe book making

**PRACTICALS**

**OBJECTIVES:**

To enable the students to acquire skills in

1. Learn basic measures of foods/
2. Preparation of various baked recipes
3. Sensory and quality evaluation of every product

**COUSE OUTLINE:**

**Unit I:** Muffins -2 variations

**Unit II:** Cookies – 1 variation

**Unit III:** Tart – 1 variation

**Unit IV:** Pie – 1 variation

**Unit V:** Pastry – 1 variation

ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

CERTIFICATE COURSE IN COPY WRITING TIME:2 hrs/wk Duration: 1 Semesters SYLLABUS Marks : 50

OBJECTIVES OF THE COURSE:

The students will be enabled to

 To know about different types of advertisements in present scenario

 To learn how to write a copy for advertising and books etc

 Understanding the implications of the terms in the broader contest of creating an

advertisement copy and editing

 Masters the skills of copy to make a good career in copywriting

UNIT-I: INTRODUCTION TO COPYWRITING:Basics of copywriting;

Definitions, Meaning. What is copywriting? What is copy? Who needs the

copywriter, Responsibilities and characteristics of copywrite, Principles of

copywriting, Types of copy?

UNIT-II: INTRODUCTION TO ADVERTISING: What is advertising? Role of

advertising in society, Kinds of advertisements, advertising as career, origin and

growth of advertising, code of ethics in advertising, ASCI, Ad agency, Function of Ad

agency in present scenario.

UNIT-III: CAMPAIGN: Campaign planning, Creative in ad campaign, Phases of

campaign creation, Advertising appeals, In-door advertisements, Out of home

Advertisements.

UNIT-IV: COPYWRITING FOR VARIOUS MEDIA: Copywriting for Radio,

Copywriting for Print media, Copywriting for TV, Writing for Blogs, Language of

copywriting, Art of Advertising language, Language Tools, headlines, captions etc.

UNIT-V: LAYOUT IN ADVERTISEMENAT:What is Layout, Requisites of an

Effective Layout, Balance and Movements in Layout, Weight and Impact, Designing

an effective Advertisement.

REFERENCES:

1. S.A. Chunawala, Keval J. Kumar, K.C. Sethia, (1994); Advertising theory and

practice, Himalaya Publishing, Mumbai

2. Arvind Korba, Advertising, Kalyani Publishers, Jullunder, New Delhi.

3. Chunnawala, Reddy, Appanniah, (2001); Advertising and Marketing

ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

DIPLOMA in COPY WRITING & AD FILM EDITING TIME:3 hrs/wk Duration: 2 Semesters SYLLABUS

OBJECTIVES OF THE COURSE:

The students will be enabled to

* 1. identify the various terms and concepts used in the Advertising world.
  2. understand the implications of the terms in the broader contest of Creating an advertisement copy and ad film editing.
  3. apply the techniques learnt to Create a visually appealing effective copy.
  4. masters the skills of copy writing to make a good career in Copywriting.

UNIT I: Introduction to Advertising:

What is Advertising? Role of Advertising in the Modern World - Kinds of Advertising - Advertising as a Career, Origin and Growth of Advertising - Code of Advertising standards - Council of India.

UNIT II: Campaign Planning, Creating of Psychology in Advertising:

What is an Ad Campaign? Phases of Campaign creation - Creativity in Campaign - Advertising Appeals.

UNIT III: Designing an effective Ad:

Visualisation Technique – Copy writing – Different types of Copy.

UNIT IV: Copy writing for Radio, TV and Outdoor Media:

TV Copy writing – Scripting for TV Commercials – Forms of TV Commercials – Script and Story Board – Illustrations.

UNIT V: Layout in a Copy:

What is Layout? Requisites of an Effective Layout – Balance and Movements in Layout – Weight – Emphasis.

UNIT VI: Project Assignment:

The course will be divided into 40 hours of theoretical classes. (Exercises included) and 20 hours – Field Component.

Optional:

UNIT VII: Ad Film Production & Editing:

Production – Films & Tapes – Script Layout and Technical terms – Shots – Video Recording – Digital format – Editing – Video Tape Editing – Voice over – Non binear editing.

ST.JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

CERTIFICATE COURSE IN FRENCH

SYLLABUS

UCS 7601 I YEAR

OBJECTIVES OF COURSE:

1. To enable the students to become familiar with the usage of a foreign LanguageFRENCH; 2. To acquire written and verbal skills of French language by study;

3. To improve the basic skills of reading and writing in French and develop awareness of the French culture.

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| I  UN PRINTEMPS  Page 7 | Professions et nationalites vie quotidienne et loisirs description physiques et psychologiques nombres cardinaux | Articles defines et indefinis genre et nombre des noms et des adjectives interrogation et negation conjugaison du present | Intonation  Liaison  voyelles orales et nasales | Faire connaissance inviter et repondre a une invitation decrier les personnes | Paris,monuments et lieux publics  La vie de quatre parisiens de profession differentes | 1 | 8 |
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| II  AVENTURE EN BOURGOGNE  Page 55 | Logement et nourriture vetements et couleurs fetes et faits divers nombres ordinaux | Articles partitifs adjectives demonstratifs et possessifs prepositions et adverbs de quantite et de lieu pronoms toniques conjugaison de I’imperatif verbs pronominaux | Intonation  Semi-voyelles  Liaison  Consonnes sonores et sourds | Exprimer I’ obligation demander et commander evaluer et apprecier feliciter et remercier | Une region de France; la Bourgogne vie quotidienne a la campagne | 1 | 56 |
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| III  LENQUETE DE LINSPECTEUR ORROT  Page 103 | Travail et etudes famille et santé transports et telecommunications | Pronoms complements future proche passé compose et imparfait | Intonation  Liaison et enchainements  Groups consonnantiqes | Reconter et rapporter donner son avis se plaindre et reprimander expliquer et justifier | Plusieurs regions de France different univers sociaux | 1 | 104 |
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