



TECNIA INSTITUTE OF ADVANCED STUDIES

GRADE "A" INSTITUTE

Approved by AICTE, Ministry of Education Govt. of India, Affiliated to GGSIP University
Recognized Under Sec. 2(f) of UGC Act 1956

INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085

Tel: 91-11-27555121-24, E-Mail : directortias@tecnia.in, Website: www.tiaspg.tecnia.in



Academic Year 2023-24

Brochure, Notice, Course Module

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Value Added Course

A stylized illustration featuring a large, white, grid-patterned calculator as the central element. Several business professionals are interacting with it: one person sits on top using a laptop, another sits on the right side also using a laptop. In the foreground, three people stand near the calculator; one is holding a circular object, possibly a ring or a small clock. To the left, a large analog clock is shown. On the far left, a person is depicted in a dynamic, jumping pose. On the right, a person stands next to a large clipboard with a checklist. The background includes a large, light-colored circle and several interlocking gears, suggesting a theme of business operations, finance, and productivity.

for any queries related for the VAC Certification course, Please Feel Free to Contact
VAC Coordinator : **Ms. Shradha Jain** (7988736501)



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 Tel: 91-11-27558121-24, E-Mail: director@tecnia.in, Website: www.ticapp.tecnia.in



Department of Management Sciences
(Session: 2023-24)

Ref: TIAS/2023-24/MBA/ACAD/VAC/102

Dated: 6/09/2023

NOTICE

Kind Attn: TIAS Students

Subject: Certificate Course in Event Marketing

With reference to the approval of Departmental Academic Committee of Department Management Sciences for MBA Program on the subject mentioned above, to enrich the curriculum of MBA program it was recommended the Certificate Course in Event Marketing scheduled to commence w.e.f 14/09/2023 for TIAS students.

Introduction:

With the introduction of NEP 2020; the department augmented and enriched the curriculum with the value added course on; which explores the implication and understanding of marketing platform; which further comprehend marketing strategies to meet organizations marketing objectives. The training and placement cell of the Institute also pointed out to upgrade the digital upskilling of the students for meaningful employment.

The detail scheduled of the same is as under:

S.No.	Course offered	Name of the Resource Person	Beneficiary	Day & Time	Venue
1.	Certificate Course in Event Marketing	Dr. Monisha	TIAS Students	Thursday and Friday 3:50pm-4:40pm	Room no.- 1109

Note:

1. Interested students can report in the office of HoD MBA up to closing hrs by 11/9/2023, by 5:00 pm.
2. 75% attendance is mandatory to get the certificates.
3. Assessment will be held on the basis of viva voce.
4. If students are less than 50%, the course will not be conducted.
5. For any queries related to the course, kindly contact the undersigned.


 Course Coordinator
 Ms. Shradha Jain


 HoD
 MBA-TIAS


 Director
 Tecnica Institute of Advanced Studies
 (Affiliated to GGSIP University Delhi)
 Madhuban Chowk, Rohini, Delhi-85

Annexures are attached:

Annexure1: Brochure of the course

Annexure2: Details of the course (syllabi)

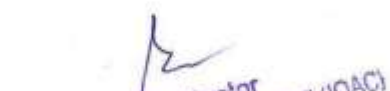
Annexure3: Student details

Annexure4: Detailed report

Annexure5: Sample of certificate

CC to:

ITC Head for updation on the website


 Coordinator
 Internal Quality Assessment Cell (IQAC)
 Tecnica Institute
 New Delhi-110085

SYLLABI
For
Value Added Course
Certificate Course on Event Marketing

Offered by
Department of Management Sciences
Masters of Business Administration
(Session: 2023-24)



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**DEPARTMENT OF MANAGEMENT SCIENCES
MASTERS OF BUSINESS ADMINISTRATION (MBA)**

Certificate Course in Event Marketing

Objectives: The course aims to provide comprehensive understanding of event management and the management industry.

Learning Outcomes:

- To understand the concepts and tools used to design and implement a successful event marketing strategy
- To understand the segmentation, targeting, positioning, and concepts of customer behavior in the context of event marketing.
- To develop a marketing strategy to design, communicate and deliver the event benefits to the target markets.
- To develop a marketing strategy to design, communicate and deliver the event benefits to the target markets.

Course Contents:

Unit I

(9 Hours)

Introduction to event marketing: concepts and tools used to design and implement a successful event marketing strategy, the segmentation, targeting, positioning, and concepts of customer behavior in the context of event marketing.

Unit II

(9 Hours)

Segmentation, Targeting, positioning, and customer behavior: the segmentation, targeting, positioning, and concepts of customer behavior in the context of event marketing.

Unit III

(6 Hours)

Event Design and value creation, Event Pricing, and Integrated Marketing Communication, Event Pricing, and Integrated Marketing Communication.

Unit IV

(6 Hours)

Marketing strategy to design, communicate and deliver the event benefits to the target markets.

Note: Latest Provisions to be taught.

Suggested Readings (All latest editions to be referred):

- Reic, I, (2017), Event Marketing Management: A Consumer Perspective, 1e, Routledge, London.
- Gaur, S. S., and Saggere, S. V. (2013), Event marketing and management, 1e, Vikas Publishing House, New Delhi, India

Evaluation Pattern: On the basis of Presentation, Quiz & Viva Voce

VALUE ADDED COURSE

Session - 2023-2024


**CERTIFICATE COURSE IN
STRONG WORK ETHICS**
About the course

Strong Work Ethics course aims to discuss the ethical issues and societal challenges derived from scientific research and professional activities. Students will examine the sources, fundamental principles, and applications of ethical behavior; the relationship between personal ethics and social responsibility of organizations. After this course students will learn about skills for recognize and promote of ethical decisions in the workplace, Integrity, treating everyone with dignity and respect, and owning up to mistakes and ethical and unethical actions and behaviors.

Learning Outcome

After completion of the course, students will be able to:

- Promote the healthy work environment
- Show the power of integrity at workplace
- Differentiate the ethical and unethical behavioural aspects

Note

- Interested students must report in the office of HoD MBA by 31/01/2024, by 5:00 pm.
- 75% attendance is mandatory to get the certificates.
- Assessment will be held on the basis of viva voce.
- If students are less than 50%, the course will not be conducted.
- For any queries related to the course, kindly contact the undersigned.

Timing : 12:30 PM - 01:30 PM (Friday)
04:00 PM - 05:00 PM (Saturday)

Duration : 30 hours

Resource Person :
Dr. Pooja Sharma

Entry Date :
25-01-2024 - 31-01-2024

Module

- Appearance: Displays proper dress, grooming, hygiene, and manners (5 hours)
- Attendance: Attends class, arrives and leaves on time, tells instructor in advance of planned absences, and makes up assignment promptly (5 hours)
- Attitude: Shows a positive attitude, appears confident and has true hopes of self (5 hours)
- Character: Displays loyalty, honesty, dependability, reliability, initiative, and self-control (5 hours)
- Communication: Displays proper verbal and non-verbal skills and listens (5 hours)
- Organizational Skill: Shows skills in management, prioritizing, and dealing with change (5 hours)

For any queries related the VAC certification course, Please feel free to contact

VAC Coordinator : Dr. Rubeena Bano (9911085093)



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Department of Management Sciences
(Session: 2023-24)

Ref: TIAS/2023-24/MBA/ACAD/VAC/104

Dated: 25/01/2024

NOTICE

Subject: Certificate Course in Strong Work Ethics

With reference to the approval of Departmental Academic Committee (Ref. No. TIAS/DMS/DAC/2023-24/50, Agenda No. 7 dated on 18-01-2024) of Department Management Sciences on the subject mentioned above, to enrich the curriculum of all programs it was recommended to commence the Value Added Course titled Certificate Course in Strong Work Ethics scheduled to commence w.e.f 02/02/2024 for TIAS students.

The detail scheduled of the same is as under:

S.No.	Course offered	Name of the Resource Person	Beneficiary	Day & Time	Venue
1.	Certificate Course in Strong Work Ethics	Dr. Pooja Sharma	TIAS Students	Friday- 12.30PM-1.30PM Saturday- 4.00PM-5.00PM	Room no.- 1408

Note:

1. Interested students can report in the office of HoD MBA up to the closing hrs of 31/01/2024.
2. The Course classes will be held on every Friday at 12:30 pm to 1:30 pm & Saturday at 4:00 pm to 5:00 pm w.e.f 02/02/2024.
3. Students are required to attain minimum 50% for the submission of his candidature for assessment.
4. Assessment will be held based on viva voce, presentation & quiz.

Annexures -

1: Brochure

2: Course Contents


Dr. Rubeena Bano

VAC Coordinator

CC to:

Dean Academics

IQAC

ITC Head for updation of the website


Dr. Pooja Sharma
Head of Department
MBA-TIAS


Dr. Ajay Kumar
Director
Tecnia Institute of Advanced Studies
 (Affiliated to GGSIP University Delhi)
 Madhuban Chowk, Rohini, Delhi-110085


Coordinator
Internal Quality Assessment Cell (IQAC)
Tecnia Institute of Advanced Studies
New Delhi-110085

SYLLABI
For
Value Added Course
Certificate Course on Strong Work Ethics

Offered by
Department of Management Sciences
Masters of Business Administration
(Session: 2023-24)



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New Delhi-110085



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DEPARTMENT OF MANAGEMENT SCIENCES
MASTERS OF BUSINESS ADMINISTRATION (MBA)

Certificate Course on Strong Work Ethics

Objectives: This course in strong work ethics aims to equip individuals with the principles, skills, and attitudes necessary for maintaining integrity and professionalism in the workplace

Learning Outcomes:

1. Student will be able to promote healthy work environment.
2. Students will be able to show the power of integrity at workplace.
3. Students will be able to differentiate ethical and unethical behavioral aspects.

Course Contents:

Unit I

(10 Hours)

Appearance: Emphasizes the significance of proper dress, grooming, hygiene, and manners in professional settings. **Attendance:** Stresses the importance of regular attendance, punctuality, proactive communication about planned absences, and timely completion of missed assignments.

Unit II

(10 Hours)

Attitude: Explores the impact of a positive attitude on personal and professional growth, emphasizing confidence, self-belief, and goal setting. **Character:** Delves deeper into the attributes of loyalty, honesty, dependability, reliability, initiative, and self-control, highlighting their role in building trust and credibility.

Unit III

(5 Hours)

Communication: Enhances verbal and non-verbal communication skills, emphasizing active listening, effective expression, and the importance of clear, respectful communication in various contexts.

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Unit IV

(5 Hours)

Organizational Skill: Expands on skills related to time management, task prioritization, and adaptability to change, equipping learners with strategies for efficient organization and resilience in dynamic work environments.

References:

- Velasquez (2017), Business Ethics: Concepts and Cases 7e.
- Susan Liautaud (2021), The Power of Ethics.
- A C Fernando (2019), Business Ethics: An Indian Perspective.
- Neeru Vasishth (2022), Corporate Governance Values & Ethics with Case Studies.

Evaluation Pattern: On the basis of Presentation, Quiz & Viva Voce


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New Delhi 110085

VALUE ADDED COURSE

Session - 2023-2024



CERTIFICATE COURSE IN LEADERSHIP DEVELOPMENT

About the course

Leadership Development course will develop the understanding of the fundamentals of Leadership and its skills and discover about managing ethical dilemmas, developing organizational culture, and managing change which further demonstrates strategies and tools of leadership in business organization. The course discusses fundamentals of Leadership and its skills, leader behavior and leadership styles and ethics, culture and change management, power, politics and leading upwards and ancient Indian wisdom.

Learning Outcome

After completion of the course, students will be able to:

- Understand the fundamentals of Leadership and its skills
- Learn about leader behaviors and different leadership styles
- Learn to develop sustainable and positive relationships and analyze key biases that impact a leader's decision-making
- Understand about power and politics in organizations, different sources of power, and how to acquire those sources of power

Note

- Interested students can report in the office of HoD BBA up to the closing hrs of 20/9/2023, by 5:00 pm.
- The course classes will be held on every Thursday & Friday at 1:30pm to 2:30pm & Saturday at 3:00pm to 4:00pm & 4:00pm to 5:00pm w.e.f 21/09/2023.
- 75% attendance is mandatory to get the certificates.
- Assessment will be held on the basis of viva voce and written/ practical examination.

Timing : 01.30 PM - 02.30 PM (1st Shift)
03.00 PM - 04.00 PM (2nd Shift)

Duration: 30 hours

Resource Person :
Ms. Aparna Vats
Mr. Kapil Bhardwaj

Entry Date :
19-09-2023 - 20-09-2024

Module

- Introduction to Leadership (5 hours)
- Leader Behavior and Leadership Styles (5 hours)
- Supportive Communication and Decision-making Biases (5 hours)
- Ethics, Culture and Change Management (5 hours)
- Power, Politics and Leading Upwards (5 hours)
- Leadership and Ancient Indian Wisdom (5 hours)

VAC Coordinator : Ms. Shradha Jain (99539 63766)

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Department of Management Sciences
(Session: 2023-24)

Ref: TIAS/2023-24/BBA/ACAD/VAC/101

Dated: 18/9/2023

NOTICE

Subject: Value Added Course: Certificate Course in Leadership Development

With reference to the approval of Departmental Academic Committee (Ref. No. TIAS/DMS/DAC/2023-24/49, Agenda No. 8 dated on 14-08-2023) of Department Management Sciences for all programs on the subject mentioned above, to enrich the curriculum of all programs it was recommended to commence Value Added Course titled Certificate Course in Leadership Development scheduled to commence w.e.f 21/9/2023 for TIAS students.

The detail scheduled of the same is as under:

S.No.	Course offered	Name of the Resource Person	Beneficiary	Day & Time	Venue
1.	Leadership Development	Ms. Aparna Vats	TIAS Students	Thursday - 1.30pm-2.30pm Friday- 1.30pm-2.30pm	Room no.- 1307 (Batch 1)
		Mr. Kapil Bharadwaj		Thursday - 1.30pm-2.30pm Friday- 1.30pm-2.30pm	Room no.- 1309 (Batch 2)
		Ms. Aparna Vats		Saturday - 3.00pm-4.00pm Saturday - 4.00pm-5.00pm	Room no.- 1307 (Batch 3)
		Mr. Kapil Bharadwaj		Saturday - 3.00pm-4.00pm Saturday - 4.00pm-5.00pm	Room no.- 1309 (Batch 4)

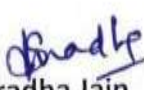
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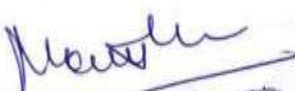
1. Interested students can report in the office of HoD BBA up to the closing hrs of 20/9/2023, by 5:00 pm.
2. The course classes will be held on every Thursday & Friday at 1:30pm to 2:30pm & Saturday at 3:00pm to 4:00pm & 4:00pm to 5:00pm w.e.f 21/09/2023.
3. 75% attendance is mandatory to get the certificates.
4. Assessment will be held on the basis of viva voce and written/ practical examination.

Annexures -

1: Brochure

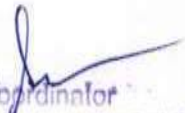
2: Course Contents


Ms. Shradha Jain
VAC Coordinator


Dr. Monisha
Head of Department
HoD
BBA-TIAS


Dr. Ajay Kumar
Director TIAS
Director
Tecnia Institute of Advanced Studies
(Affiliated to GGSIP University Delhi)
Madhuban Chowk, Rohini, Delhi-85

CC to:
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Coordinator
Internal Quality Assessment Cell (IQAC)
Tecnia Institute of Advanced Studies
New Delhi-110085

SYLLABI
For
Value Added Course
Certificate Course in Leadership Development

Offered by
Department of Management Sciences
Bachelors of Business Administration
(Session: 2023-24)

[Signature]
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[Signature]
Coordinator
Internal Quality Assessment Cell (IQAC)
Tecnia Institute of Advanced Studies
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DEPARTMENT OF MANAGEMENT SCIENCES
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Certificate Course in
Leadership Development

Objectives: The course seeks to develop an understanding about leadership roles and styles and examine the leader's role as it leads to development of self and organization.

Learning Outcomes:

- Understand the fundamental concepts of leadership and its skills.
- Identify leader behaviors and different leadership styles.
- Understand about power and politics in organizations, different sources of power, and how to acquire those sources of power.
- Discover about managing ethical dilemmas, developing organizational culture, and managing change.

Course Contents:

Unit I

(7Hours)

Introduction to Leadership, Anchors of leadership, Dynamics of markets, Leadership communication, Traits, styles, skills, behaviors, vision, inspiration and momentum of leadership-International framework for analyzing leadership-Personality Types and Leadership-Five factor model of personality, Leader Behavior and Leadership Styles, Community, Collaboration, and Leadership.

Unit II

(8 Hours)

Supportive Communication and Decision-making Biases, Great Man Theory-Trait theory-Behavioral Theories: Michigan studies, Ohio State University studies, Leadership Grid, Role theory- Contingency Theories: Casual model of Leadership, Normative Decision model, Hersey Blanchard situational model, Vroom & Jago's model, House's Path Goal theory-Contemporary leadership styles, Global Leadership Attributes, : Leadership Explained-Theory X and Theory Y, Understanding interpersonal skills and their use in practice, Understanding conceptual skills and their use in practice.

Unit III

(7 Hours)

Ethics, Culture and Change Management, Characteristics, types and evaluation of Leadership Development-Leadership Succession Choosing a successor, Emotional aspects of leadership succession, developing pool of successors, Followership- Essential qualities of effective followers, Collaboration between leaders and followers, Ethical dilemmas, Organizational culture, Understand the concept of constructive climate.

[Signature]

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PG TIAS

[Signature]
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Unit IV

(8 Hours)

Power, Politics and Leading Upwards, Leadership and Ancient Indian Wisdom, Leadership and Corporate Culture, Levels of Leadership- Leadership Traits of Highly productive Organizations- Leadership strategies for Productivity improvement- Corporate culture- Purpose- Foundations of a Productivity focused culture- Managerial culture, Leader's action that fosters teamwork Leadership Commitment, Leadership-Barriers, Ethics in Leadership, Global scenario Vs Indian scenario, Leadership Development, Succession & Followership, Current issues in leadership.

Note: Latest Provisions to be taught.

Suggested Readings (All latest editions to be referred):

- Fritz, M. S., & Arthur, A. M. (2017). Moderator variables. Oxford Research Encyclopedias, Psychology.
- Han, Y. (2018). Is public service motivation changeable? Integrative modeling with goal-setting theory. International Journal of Public Administration, 41(3), 216-225.
- Openstax, Principles of Management (2019, May 31).
- Hur, Y. (2017). Testing Herzberg's two-factor theory of motivation in the public sector: Is it applicable to public managers? Public Organization Review, 6 February 2017, 1-15.

Evaluation Pattern: On the basis of MCQ exam followed by Viva Voce


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Department of Management
Sciences (BBA)

VALUE ADDED COURSE

Session - 2023-2024



CERTIFICATE COURSE IN PUBLIC SPEAKING

About the course

Public Speaking course aim is to learn how to sharpen presentation skills, overcome the fear of public speaking, how body language changes everything, the art of persuasive speeches, public speaking tips, and how to deliver effective presentations each and every time. Brush up on public speaking skills and become an effective presenter and public speaker today. After this course student will learn understand and persuade presentation techniques, techniques for plan and structure an effective presentation, strategies and ideas and effective delivery methods and control techniques of anxiety, fear and nervousness when making a presentation.

Learning Outcome

After completion of the course, students will be able to:

- Give influencing presentations on selected concept.
- Improve the habit of idea generation and development.
- Grab the attention of employer with attractive presentation skills.

Note

- Interested students can report in the office of HoD BBA up to the closing hrs of 2/2/2024, by 5:00 pm.
- The course classes will be held on every Saturday at 9:00am-11:30am & 12:30pm to 2:30pm w.e.f 3/02/2024.
- 75% attendance is mandatory to get the certificates.
- Assessment will be held on the basis of viva voce and written practical examination.

Timing: 9.00 AM-11.00 AM (1st Shift)
12.30 PM-02.30 PM (2nd Shift)

Duration: 30 hours

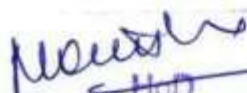
Resource Person: Dr. Monisha
Ms. Chahat

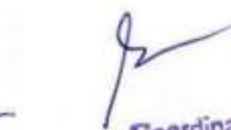
Entry Date:
01-02-2024 - 02-02-2024

Module

- Plan and prepare speeches that inform, persuade, or fulfill the needs of a special occasion (4 hours)
- Use presentation aids to enhance speeches (3 hours)
- Outline speeches in a logical and thorough fashion (4 hours)
- Conduct meaningful research on a variety of topics (5 hours)
- Analyse audience and design speeches to reflect analysis (4 hours)
- Evaluate speeches based on a variety of verbal and non-verbal criteria (4 hours)
- Listen effectively, regardless of interest in the subject matter (2 hours)
- Understand and explain the communication process (3 hours)

For any queries related the VAC certification course, Please feel free to contact
VAC Coordinator : Ms. Shradha Jain (99539 63766)


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Coordinator
Internal Quality Assessment Cell (IQAC)
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Department of Management Sciences
(Session: 2023-24)

Ref: TIAS/2023-24/BBA/ACAD/VAC/103

Dated: 29/1/2024

NOTICE

Subject: Value Added Course: Certificate Course in Public Speaking

With reference to the approval of Departmental Academic Committee (Ref. No. TIAS/DMS/DAC/2023-24/50, Agenda No. 8 dated on 18-01-2024) of Department Management Sciences for all programs on the subject mentioned above, to enrich the curriculum of all programs it was recommended to commence Value Added Course titled Certificate Course in Public Speaking, scheduled to commence w.e.f 3/2/2024 for TIAS students.

The detail scheduled of the same is as under:

S.No.	Course offered	Name of the Resource Person	Beneficiary	Day & Time	Venue
1.	Public Speaking	Dr. Monisha	TIAS Students	Saturday - 9.00am-10.00am	Room no.- 1307 (Batch 1)
		Ms. Chahat		Saturday - 10.00am-11.00am	
		Ms. Chahat		Saturday - 9.00am-10.00am	Room no.- 1308 (Batch 2)
		Ms. Chahat		Saturday - 10.00am-11.00am	
		Dr. Monisha		Saturday - 12.30pm-1.30pm	Room no.- 1307 (Batch 3)
		Dr. Monisha		Saturday - 1.30pm-2.30pm	
		Dr. Monisha		Saturday - 12.30pm-1.30pm	Room no.- 1308 (Batch 4)
		Dr. Monisha		Saturday - 1.30pm-2.30pm	

Note:

1. Interested students can report in the office of HoD BBA up to the closing hrs of 2/2/2024, by 5:00 pm.
2. The course classes will be held on every Saturday at 9.00am-11.00am & 12:30pm to 2:30pm w.e.f 3/02/2024.
3. 75% attendance is mandatory to get the certificates.
4. Assessment will be held on the basis of viva voce and written/ practical examination.

Annexures -

1: Brochure

2: Course Contents

Ms. Shradha Jain
VAC Coordinator

CC to:

Dean Academics

IQAC

ITC Head for updation of the website

Dr. Monisha
Head of Department
BBA-TIAS

Dr. Ajay Kumar
Director TIAS
Tecnia Institute of Advanced Studies
(Affiliated to GGSIP University Delhi)
Madhuban Chowk, Rohini, Delhi-85

Coordinator
Internal Quality Assessment Cell (IQAC)
Tecnia Institute of Advanced Studies
New Delhi-110085

SYLLABI
For
Value Added Course
Certificate Course in Public Speaking

Offered by
Department of Management Sciences
Bachelors of Business Administration
(Session: 2023-24)



TECNIA INSTITUTE OF ADVANCED STUDIES
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Recognized Under Sec. 2(f) of UGC Act 1956

INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085
Tel: 91-11-27555121-24, E-Mail : directortias@tecnia.in, Website: www.tiaspg.tecnia.in



[Signature]
HoD
BBA-TIAS

[Signature]
Coordinator
Internal Quality Assessment Cell (IQAC)
Tecnia Institute of Advanced Studies
New Delhi-110085



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DEPARTMENT OF MANAGEMENT SCIENCES
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Certificate Course in
Public Speaking

Objectives: The course seeks to develop the speech and personality of learners in order to convert them into confident, committed and effective speakers.

Learning Outcomes:

- Understand the fundamentals of public speaking
- Discover about meaningful research on a variety of topics.
- Understand about the audience and design speeches to reflect analysis
- Understand and explain the communication process

Course Contents:

(7Hours)

Unit I

Introduction to Public Speaking, Public Speaking: Meaning and Significance, Objectives of Public Speaking, Benefits of Public Speaking, Types of Public Speaking: Media, Corporate and Political, Models of Communication, Elements of the Communication Process, Types of Speeches and Speaking Occasions, Speaking Competencies, Community, Collaboration, and Leadership, Plan and prepare speeches that inform, persuade, or fulfill the needs of a special occasion.

(8 Hours)

Unit II

Use presentation aids to enhance speeches, Outline speeches in a logical and thorough fashion, Art of Public Speaking: Language, Etiquettes and Communication Skills., Role of Speaker, Effective listening, Hearing Versus Listening, The Value of Listening, Barriers to Effective Listening, Strategies to Enhance Listening, Listening and Feedback, Encouraging Effective Listening, Elements of an Excellent Demonstration Speech, Organizational Styles, Methods of Delivery, Verbal and Non- Verbal Aspects of Delivery, Language and Style.

(7 Hours)

Unit III

Speech Delivery, Types of Speeches, Techniques of Public Speaking: Audience Applause Technique, Practice with a mini-audience, Practice in front of camera, Soft Sale Storytelling Strategy, Researching Your Speech Topic, Audience Analysis, Style and Delivery, Speech to Inform, Presentation Aids, Presentation Aids, Types of Visual Aids, Design Principles, Visual Aid Tips, Speech Evaluation.

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[Signature]
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Internal Quality Assessment Cell (IQAC)
Tecnia Institute of Advanced Studies
New Delhi-110085

(8 Hours)

Unit IV

Tools for Public Speaking: Vocal delivery, Body language, Audio Visual aids, Effective Speaking: Presentation, Persuasive Speaking, Understanding Speech Genres, and Celebratory Speaking, Approaches to Audience Analysis, Ethics in Public Speaking, Ethical Speaking, Ethical Listening, Group Presentations, Communication about Group Interaction, Origins of Public Speaking, Classifying Communication Apprehension (CA), Frames of Reference, Cognitive Restructuring, Techniques for Building Confidence.

Note: Latest Provisions to be taught.

Suggested Readings (All latest editions to be referred):

- Dale Carnegie (2017), How to Develop Self-Confidence & Influence People by Public Speaking.
- Mike Acker (2019), Speak with No Fear: Go from a nervous, nauseated, and sweaty speaker to an excited, energized, and passionate presenter.
- Bhupendra Singh Raathore (2021), Public Speaking: Master the Greatest Skill of All Time.
- J. Berg Esenwein (2022), The Art of Public Speaking.

Evaluation Pattern: On the basis of MCQ exam followed by Viva Voce

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BBA-TIAS

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Internal Quality Assessment Cell (IQAC)
Technia Institute of Advanced Studies
New Delhi-110085



TECNIA
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**Master of Computer
Applications (MCA)**

VALUE ADDED COURSE

Session - 2023-2024

CERTIFICATE COURSE IN DATA ANALYTICS USING EXCEL



About the course

Data analytics using Excel is a valuable skill that allows you to extract insights from data and make informed decisions. It has become one of the most important aspects of business. Students will learn the ability to make decisions by critically analyzing the situation, understand the reason towards a conclusion or application ability to exercise influence in your organization and activate your network to achieve goals, the reason towards a conclusion or application, analyze and draw inferences from numerical models, the ability to use the critical and reasoning skills to make routine decisions. After completing the course students will develop the understanding of critical thinking, reasoning skills, persuasion, type of reasoning and decision making.

Learning Outcomes

At the end of this Course, student will be able to :

- Understand the ability to make decisions by critically analysing the situation
- Implement data validation rules, protect worksheets and workbooks and secure sensitive information within Excel documents.
- Explore advanced features for collaborating on spread sheets, sharing workbooks, and tracking changes made by multiple users.
- Large datasets perform data clearing and apply advanced filtering and sorting methods.
- Understand the reason towards a conclusion or application

Duration : 30 hours

Timing : 03:00 PM - 04:00 PM
(Wednesday, Thursday, Friday)

Resource person:

Dr. Vinay Kumar Nassa

Entry Date :

29.09.2023 – 03.10.2023

Note

- Interested students must report for the course in the office of HoD, MCA up to the closing hours of 03/10/2023.
- Students are required to attain minimum 75% for the submission of his candidature for assessment.
- Assessment will be held based on quiz, viva voce and written/practical examination.
- Successful learners after assessment will get the certificate of the VAC.

VAC Contents

- Introduction to Excel (2 Hrs)
- Basic Formulas and Functions (3Hrs)
- Formatting and Styling (3Hrs)
- Data Management (2 Hrs)
- Charts and Graphs (2 Hrs)
- Advanced Formulas and Functions (3Hrs)
- PivotTables and Pivot Charts (3 Hrs)
- Data Analysis Tools (2Hrs)
- Automation with Macros (2 Hrs)
- Collaboration and Data Sharing (2 Hrs)
- Excel Tips and Tricks (2 Hrs)
- Final Project and Review (4Hrs)

Shalini

**HoD
MCA-TIAS**

For any queries related the VAC certification course, Please feel free to contact

VAC Coordinator
Dr. Shalini
New Delhi-110085

Internal Quality Assurance Cell (IQAC)
TECNIA Institute of Advanced Studies
New Delhi-110085

8371007256

TECNIA INSTITUTE OF ADVANCED STUDIES

GRADE 'A' INSTITUTE
Master of Computer Applications

Ref: TIAS/MCA/VAC/2023-24/01

Date: 28/09/2023

(Session 2023-24)

NOTICE

Subject: Value Added Course: Certificate Course in Data Analytics Using Excel

Reference to the approval of Departmental Academic Committee (Ref No. TIAS/DICT/DAC/2023-24/41) Agenda No- 41.5 dated 10/08/23) of Department of Information, Communication and Technology on the subject cited above, the Value Added Course is proposed to commence w.e.f 05/10/2023 for all students of TIAS.

Introduction:

With the introduction of NEP 2020 wherein it envisages modern tool usage for prediction and modelling to complex IT problems with an understanding; which further augment bridging the gap of corporate requirements to enhance employability of students. Training and Placement Cell also, provides certain cues from the corporate requirement which require attainment by the learners to up skill their skillset. Accordingly, Department recommended to introduce Certificate Course in Data Analytics Using Excel Value Added Course scheduled as below:

Details of the VAC are as follows:

S.No.	VAC	Resource Person	Beneficiary	Schedule	Venue
1.	Certificate Course in Data Analytics Using Excel	Dr. Vinay Kumar Nassa	TIAS Students	3:00-4:00 PM (Wednesday, Thursday, Friday)	Room no. 2304

Note:

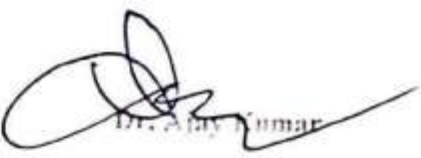
1. Interested students must report for the course in the office of HoD, MCA up to the closing hours of 03/10/2023.
2. Students are required to attain minimum 75% for the submission of his candidature for assessment.
3. Assessment will be held based on quiz, viva voce and written/practical examination.
4. Successful learners after assessment will get the certificate of the VAC.

Annexures-

1. Brochure
2. Course Contents


Dr. Shalini C. HoD
MCA-TIAS
VAC Coordinator & HoD -MCA


Coordinator
Internal Quality Assessment Cell (IQAC)
Tecnica Institute of Advanced Studies
New Delhi-110085


Director, TIAS
Tecnica Institute of Advanced Studies
(Affiliated to GGSIP University Delhi)
Madhuban Chowk, Rohini, Delhi-85

CC:

Dean Academic & Dean- ICT

All HoD MBA/BBA/BCA/BAJMC

ITC Head for update of the website – Department of Information Communication and Technology

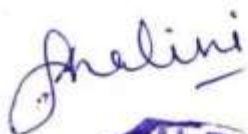
Students' Notice Board – All Departments

**SYLLABUS
For
Value Added Course**

**Certificate Course
In
Data Analytics Using Excel**

Department of Information Communication and Technology

**TECNIA INSTITUTE OF ADVANCED STUDIES
GRADE 'A' INSTITUTE
3 PSP, Institutional Area, Sector – 14, Rohini, Delhi – 11008**


**HoD
MCA-TIAS**


Coordinator
Internal Quality Assessment Cell (IQAC)
Tecnia Institute of Advanced Studies
New Delhi - 110085

COURSE MODULE

Course Name- Data Analytics Using Excel

Duration: 30Hrs

LEARNING OBJECTIVES:

In this course, the learners will be able to develop expertise related to the following:-

- Develop proficiency in using complex formulas and functions such as VLOOKUP, INDEX-MATCH, SUMIFS, and PivotTables.
- Descriptive and inferential statistics and its application to real world problems.
- Data analysis using different statistical tools and techniques.
- Learn how to analyze and manipulate large datasets, perform data cleaning, and apply advanced filtering and sorting methods.

PRE-REQUISITES:

Basic & Advanced knowledge of Excel

Unit -I

Introduction to Excel

(5 hours)

About Excel & Microsoft, Uses of Excel, Excel software, Spreadsheet window pane, Title Bar, Menu Bar, Standard Toolbar, Formatting Toolbar, the Ribbon, File Tab and Backstage View, Formula Bar, Workbook Window, Status Bar, Task Pane, Workbook & sheets

Columns & Rows

Selecting Columns & Rows, Changing Column Width & Row Height, Auto fitting Columns & Rows, Hiding/Unhiding Columns & Rows, Inserting & Deleting Columns & Rows, Cell, Address of a cell, Components of a cell – Format, value, formula, Use of paste and paste special

Functionality Using Ranges.

Using Ranges, Selecting Ranges, Entering Information Into a Range, Using AutoFill

Unit-II

Creating Formulas

(7 hours)

Using Formulas, Formula Functions – Sum, Average, if, Count, max, min, Proper, Upper, Lower, Using AutoSum,

Advance Formulas

Concatenate, Vlookup, Hlookup, Match, Countif, Text, Trim

Spreadsheet Charts

Creating Charts, Different types of chart, Formatting Chart Objects, Changing the Chart Type, Showing and Hiding the Legend, Showing and Hiding the Data Table

Unit -III

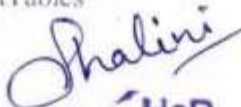
Data Analysis

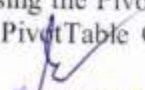
(8 Hours)

Sorting, Filter, Text to Column, Data Validation

PivotTables

Creating PivotTables, Manipulating a PivotTable, Using the PivotTable Toolbar, Changing Data Field, Properties, Displaying a PivotChart, Setting PivotTable Options, . Adding Subtotals to PivotTables


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Unit-IV

Spreadsheet Tools

(10 hours)

Moving between Spreadsheets, Selecting Multiple Spreadsheets, Inserting and Deleting Spreadsheets Renaming Spreadsheets, Splitting the Screen, Freezing Panes, Copying and Pasting Data between Spreadsheets, Hiding , Protecting worksheets

Making Macros

Recording Macros, Running Macros, Deleting Macros

Final Project and Review

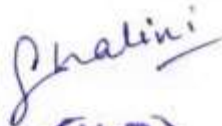
Applying Excel Skills to a Real-world Project, Review of Key Concepts, Q&A Session

Text Books

1. A. Maheshwari, "Data Analytics Made Accessible", Sandra Durcevic, 2018.
2. Alan Murray, "Advanced Excel Success: A Practical Guide to Mastering Excel", O'Reilly, 2020.

References:

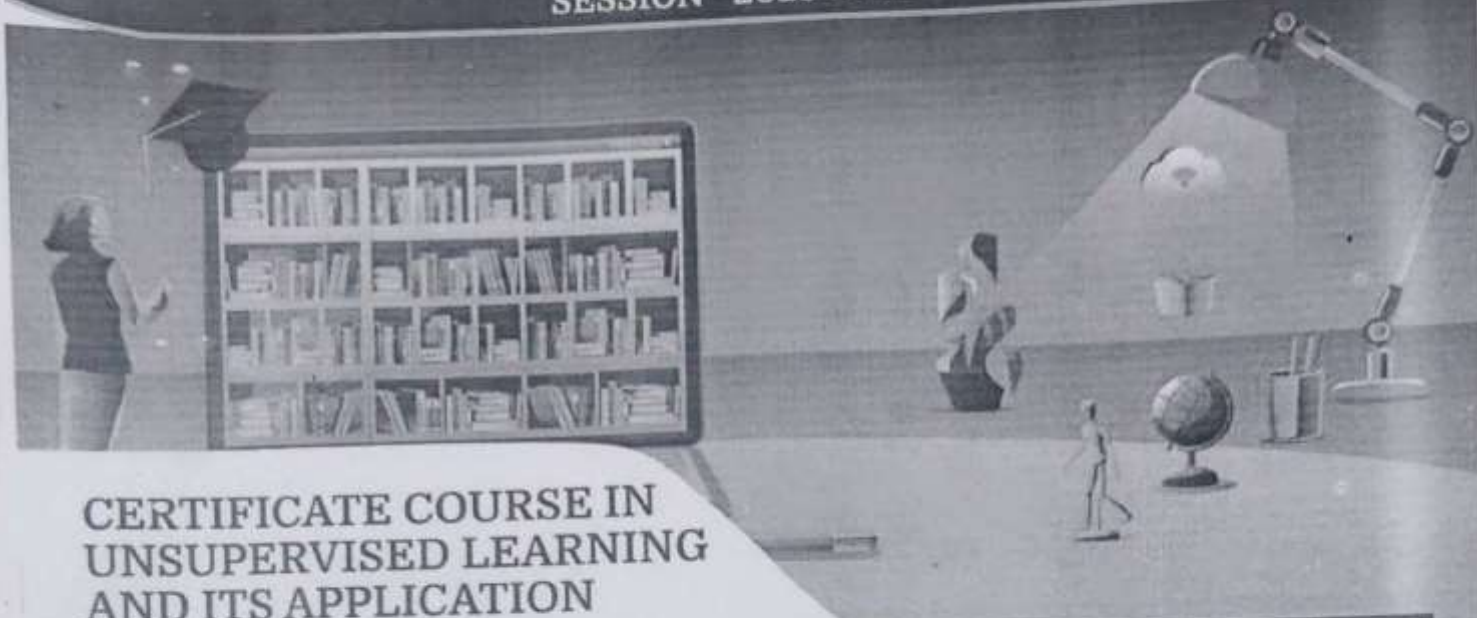
1. "Excel 2019 Bible" by Michael Alexander and Richard Kusleika
2. "Excel 2019 For Dummies" by Greg Harvey


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Technic Institute of Advanced Studies
New Delhi-110085

VALUE ADDED COURSE

SESSION - 2023-2024



CERTIFICATE COURSE IN UNSUPERVISED LEARNING AND ITS APPLICATION

Preface

Value Added Course is augmented as per NEP 2020: Envisage Modern Tool Usage, Learners to up-skill their skillsets, Bridging the gap between academia and corporate requirements: VAC Certificate Course in Unsupervised Learning and Its Application will be able to attain as under –

- Expanding knowledge across various domains
- Implementing effective software validation techniques
- Developing technical skills to excel as a proficient IT professional
- Improving job market readiness

Learning Outcomes

At the end of this Course, student will be able to

- Utilize unsupervised learning methods (e.g., clustering, dimensionality reduction, association rules) to analyze complex datasets.
- Prepare and preprocess data through cleaning, missing value handling, and feature scaling for optimal model training.
- Assess and interpret unsupervised learning model performance using relevant metrics.
- Implement unsupervised learning techniques to solve real-world problems, extracting insights and presenting results effectively.

Note

- Batches will commence w. e. f. 31.01.2024
- Each batch shall comprise of 60 students only.
- Minimum 80% attendance is required by the candidate for assessment
- Assessment will be held on the basis of viva voce and written/ practical examination.
- Successful learners after assessment will get the certificate of the VAC

Duration : 30 Hours

Mode : Offline

Timing :

Wed 09:00 AM-10:00 AM

Thu 10:00 AM-11:00 AM

Batch : 1

Wed 12:30 PM-01:30 PM

Thu 01:30 PM-02:30 PM

Batch : 2

Resource Person : Ms. Arnima Pathak

Entry Date : 27.01.2024

VAC Contents

- Introduction to Unsupervised Learning (3 hr)
- Preparing Your Data (3 hr)
- Getting Started with Clustering (3 hr)
- Exploring Advanced Clustering (2 hr)
- Basics of Dimensionality Reduction (3 hr)
- Advanced Techniques in Dimensionality Reduction (4 hr)
- Mastering Association Rule Learning (2 hr)
- Real-World Applications (4 hr)
- Evaluating and Tuning Models (3 hr)
- Capstone Project & Review (3 hr)

For any queries related the VAC certification course, Please feel free to contact
VAC Coordinator : Ms. Arnima (63939 91091)



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INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085
Tel: 91-11-27555121-24, E-Mail: director@tecniaindia.in, Website: www.tecniaindia.in



Department of Information Communication and Technology
(Academic Session: 2023-24)

Ref/ICT/2023-24/BCA/EVEN/7

Dated: 27/01/2024

NOTICE

Kind Attn: TIAS Students

Subject: Value Added Course: Certificate Course in Unsupervised Learning & Its Applications

Reference to the approval of Departmental Academic Committee of Department of Information Communication & Technology on the subject cited above, the VAC is proposed to commence w.e.f 31/01/2024 for the students.

Introduction:

With the introduction of NEP 2020 wherein it envisages modern tool usage for prediction and modeling to complex IT problems with an understanding, which further augment bridging the gap of corporate requirements to enhance employability of students. Training and Placement Cell also, provides certain cues from the corporate requirement which require attainment by the learners to upskill their skillset. Accordingly, Department recommended to introduced course scheduled as below:

Details of the VAC are as follows:

S. No.	VAC	Resource Person	Beneficiary	Schedule	Venue
1.	Certificate Course in Unsupervised Learning & Its Applications	Ms. Arnima Pathak	TIAS Students	Batch 1 – Wed: 9:00 -10:00 AM Thur : 10:00-11:00 AM Batch 2 – Wed: 12:30 -1:30 AM Thur : 1:30- 2:30 AM	Room no: 2307

Note: -

1. Interested students can meet in the office of HoD BCA up to the closing hrs of 30/01/2024.
2. Students are required to attain minimum 80% for the submission of his candidature for assessment.
3. Assessment will be held based on viva voce and written/ practical examination.
4. Successful learners after assessment will get the certificate of the VAC.

Annexures -

- 1: Brochure
- 2: Course Contents

Arnima

Ms. Arnima
VAC Coordinator

Chesta

Ms. Chesta Agarwal
HOD - BCA
BCA-TIAS

Dr. Ajay Kumar Rathore

Dr. Ajay Kumar Rathore
Director
Tecnia Institute of Advanced Studies
(Affiliated to GGSIP University Delhi)
Madhuban Chowk, Rohini, Delhi-110085

CC:

Dean Academic & Dean ICT
All HoDs - MCA, MBA, BBA, BA (J&MC)
ITC Head for Updation of the website

Sanku
Coordinator
Internal Quality Assessment Cell (IQAC)
Tecnia Institute of Advanced Studies
New Delhi-110085

SYLLABI
For
Value Added Course:
Certificate Course in Unsupervised Learning and
Its Application
(w.e.f. 31/01/2024)

Offered by
Department of Information Communication and Technology

TECNIA INSTITUTE OF ADVANCED STUDIES

GRADE 'A' INSTITUTE

3 PSP, Institutional Area, Sector - 14, Rohini, Delhi - 110085

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HOD
BCA-TIAS

[Signature]
Coordinator
Internal Quality Assessment Cell (IQAC)
Tecnia Institute of Advanced Studies
New Delhi-110085

Course Module
For
Value Added Course

L T C

Course Name: Certificate Course in Unsupervised Learning and Its Application 2 0 2

LEARNING OBJECTIVES:

This course will provide the learners the following: -

- Utilize unsupervised learning methods (e.g., clustering, dimensionality reduction, association rules) to analyze complex datasets.
- Prepare and preprocess data through cleaning, missing value handling, and feature scaling for optimal model training.
- Assess and interpret unsupervised learning model performance using relevant metrics.
- Implement unsupervised learning techniques to solve real-world problems, extracting insights and presenting results effectively.

PRE-REQUISITES: None

COURSE OUTCOMES:

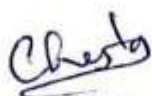
After completion of this course, the learners will be able to:-

- Understand and apply clustering algorithms.
- Perform dimensionality reduction and feature extraction.
- Analyze complex datasets using unsupervised learning techniques.

Unit 1

No. of Hours: 7

Introduction: Overview of Unsupervised Learning, Importance in Various Domains, Differences from Supervised Learning. Introduction to Basic Concepts: Clustering, Association, and Anomaly Detection. Applications of Unsupervised Learning: Market Basket Analysis, Image Compression, and Anomaly Detection.


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Internal Quality Assessment Cell (IQAC)
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Unit 2**No. of Hours: 7**

Clustering: K-Means Clustering, Hierarchical Clustering, DBSCAN. Evaluation of Clustering Results: Silhouette Score, Davies-Bouldin Index. Practical Applications and Use Cases of Clustering Algorithms in Various Domains.

Unit 3**No. of Hours: 8**

Principal Component Analysis: Introduction to Principal Component Analysis (PCA), Singular Value Decomposition (SVD), and t-SNE. Feature Extraction Techniques and Their Importance. Practical Applications of Dimensionality Reduction in Data Preprocessing and Visualization.

Unit 4**No. of Hours: 8**

Association Rule Learning: Apriori Algorithm, Eclat Algorithm, and FP-Growth. Anomaly Detection Techniques: Isolation Forest, Local Outlier Factor (LOF). Introduction to Self-Organizing Maps (SOM) and Their Applications. Real-World Case Studies: Application of Unsupervised Learning in Healthcare, Finance, and Marketing.

TEXTBOOK:

1. Pattern Recognition and Machine Learning by Christopher M. Bishop, 2006.
2. Elements of Statistical Learning by Trevor Hastie, Robert Tibshirani, and Jerome Friedman, 2009.
3. Introduction to Machine Learning with Python by Andreas C. Müller and Sarah Guido, 2016.

REFERENCE BOOK:

1. Unsupervised Learning: Foundations of Neural Computation by Geoffrey Hinton and Terrence Sejnowski, 1999.
2. Hands-On Unsupervised Learning Using Python by Ankur A. Patel, 2019.
3. Machine Learning: An Algorithmic Perspective by Stephen Marsland, 2009.

Evaluation Pattern : On the basis of practical exam followed by viva.

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HOD
BCA-TIAS

[Signature]
Coordinator
Internal Quality Assessment Cell (IQAC)
Tecnia Institute of Advanced Studies
New Delhi-110085



Value Added Course

Certification in Computing Skills 2023-2024

About the course

Certification in computing skills is a formal recognition of an individual's competency and expertise in various aspects of computer technology and software applications. In today's increasingly digital world, the demand for individuals with strong computing skills has grown significantly. This certification of 30 hours serves as a validation of a students' ability to perform specific tasks and make informed decisions in the realm of information technology.

Learning Outcome

- Students would be able to achieve competence in the use of software, and various computing tools commonly used in the journalism field.
- Students would be prepared from the perspective of employability for the Media Houses and Organizations.
- Students would be having an understanding about the different computing software.

Duration : **30 hours**

Timing : Batch 1- 2:30PM-3:30PM (Friday & Saturday)
Batch 2- 5:00pm-6:00pm (Friday)
6:00pm- 7:00pm (Saturday)

Resource Persons:

Dr. Shaheen Bano | Dr. Bharat Kumar

Entry Date:

27/07/2023 - 15/09/2023

Notes

- Interested Students must inform the course coordinator by September 15, 2023 by 5:00pm.
- 75% attendance is mandatory to get the certificate.
- Classes will commence from 20th September 2023.
- There will be 2 batches of 60 students each.
- Assessment will be held on the basis of Quiz test, Class Presentation followed by viva-voce.
- Successful learners after assessment will get the certificate of the VAC.

Module

- MS-Word- Introduction, creating, editing and formatting documents (3 hrs)
- Advanced formatting options and Mail merge (3 hrs)
- MS-Excel-Introduction and Formatting (5 hrs)
- Data Input, Chart and Diagram (5 hrs)
- PowerPoint- Introduction and creating presentation (5 hrs)
- Using text, clipart's and drawing objects (3 hrs)
- Inserting videos, sounds and themes (3 hrs)
- Using presentation masters setting animations (3 hrs)

For any query related to the VAC Certification course, Please Feel Free to Contact

Ms. Jyoti Gupta (VAC Coordinator) 9650863389

E-mail : jyoti.gupta@gmail.com

**TECNIA INSTITUTE OF ADVANCED STUDIES**

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Tel: 91-11-27555121-24, E-Mail: director@tecnia.in, Website: www.tiaspg.tecnia.in

**Department of Journalism and Mass Communication**

Ref. No.:TIAS /2023-24/J&MC/ACAD/VAC/01

Date: 27/07/2023

(Session: 2023-24)

NOTICE**Subject: Value Added Course: Certificate Course in Computing Skills**

With reference to the approval of Departmental Academic Committee (Ref N. TIAS/DoJMC/DAC/2023-2024/41, Agenda No.-7 dated on 24-07-2023) of Department of Journalism and Mass Communication for all the programmes on the subject mentioned above, to enrich the curriculum as it was recommended to commence the Value-Added Course titled **Certificate Course in Computing Skills** scheduled w.e.f. 20/09/2023 for all students of TIAS.

Introduction:

With the introduction of NEP 2020; the department augmented and enriched the curriculum with the Certificate Course in Computing Skills; which explores the implication and understanding of Computing Skills.

The detailed schedule of the same is as under:

Course Name	Name of the Resource Person	Beneficiary	Day & Time	Venue & Batch
Certificate Course in Computing Skills	Dr. Shaheen Bano	TIAS Students	Friday & Saturday 2.30 pm - 3:30 pm	Batch-1 Room no.- 2404
	Dr. Bharat Kumar		Friday 5:00 - 6:00 pm Saturday 6:00 - 7:00 pm	Batch-2 Room no.- 2403

Note:

PM Interested students can contact VAC Coordinator by 15th September 2023, 5:00 pm.

QM 75% attendance is mandatory to get the certificates.

RM Assessment will be held on the basis of Quiz test, class presentation followed by viva voce.

SM For any queries related to the course, Contact the undersigned


Ms. Jyoti Gupta
VAC Coordinator


Dr. Shivendu Kumar Rai
HOD, Dept. of J&MC
HoD
BA(JMC)-TIAS


Director, TIAS
Tecnia Institute of Advanced Studies
(Affiliated to GGSIP University Delhi)
Madhuban Chowk, Rohini, Delhi-60

CC to:

HoD MBA/ BAJMC/ BCA

ITC Head for updation on the website

Student Notice Board – All Departments

Annexures are attached:

Annexure1: Brochure of the course

Annexure2: Details of the course (syllabi)


Coordinator
Internal Quality Assessment Cell (IQAC)
Tecnia Institute of Advanced Studies
New Delhi-110085

Course Module
For
Value Added Course
Certificate Course in Computing Skills

Offered by
Department of Journalism and Mass Communication
(Session: 2023-24)



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Tel: 91-11-27555121-24, E-Mail : directortias@tecnia.in, Website: www.tiaspg.tecnia.in




HoD
BA(JMC)-TIAS


Coordinator
Internal Quality Assessment Cell (IQAC)
Tecnia Institute of Advanced Studies
New Delhi-110085



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51001:2018
Design Management System

Department of Journalism and Mass Communication

Syllabus of Value Added Course

Certificate Course in Computing Skills

Course overview:

Total Marks: 100

Certificate Course in Computing Skills offers comprehensive training in essential computing concepts, tools, and applications. Covering areas such as programming fundamentals, database management, and web development, this course equips learners with the practical skills needed for today's digital world. Through hands-on exercises and real-world projects, students gain proficiency in software applications and develop problem-solving abilities. Whether pursuing a career in IT or enhancing existing skills, this course provides a solid foundation in computing.

Course outcomes:

- Demonstrate proficiency in essential computer applications such as word processing, spreadsheets, and presentations.
- Apply problem-solving techniques and logical thinking to tackle computing tasks effectively.
- Utilize digital tools and resources for efficient information retrieval and management.
- Develop the foundation for further exploration and utilization of advanced computing technologies and applications.

Module 1

1. MS-Word- Introduction, creating, editing and formatting documents (3 hrs)
2. Advanced formatting options and Mail merge (3 hrs)

Module 2

1. MS-Excel-Introduction and Formatting (5 hrs)
2. Data Input, Chart and Diagram (5 hrs)


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Module 3

1. PowerPoint- Introduction and creating presentation (5 hrs)
2. Using text, clipart and drawing objects (3 hrs)

Module 4

1. Inserting videos, sounds and themes (3 hrs)
2. Using presentation masters setting animations (3 hrs)

Examination Scheme:

Components	Marks	Grading Marks
Quiz Tests/Class Assignments/Home Assignments	40	4
Seminar/ Class Presentations /Class Performance	30	3
Viva-voce	30	3
Total	100	10

References:

1. Wempen, F. (2014). Computing Fundamentals: Digital Literacy Edition. United Kingdom: Wiley.
2. Introducing Computing: A Guide for Teachers. (2014). United States: Taylor & Francis.
3. Wempen, F. (2014). Computing Fundamentals: Introduction to Computers. Germany: Wiley.
4. Wempen, F. (2014). Computing Fundamentals: IC3 Edition. Germany: Wiley.

i. Approved in the 41st Meeting of the Departmental Academic Committee held on 24/07/2023
(Ref No. TIAS/DoJMC/DAC/2023-2024/41)


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Department
of Journalism &
Mass Communication



Duration : 30 hours

Value Added Course

Certification in Communicative English 2023-2024

About the course

Certification in Communicative English is a formal recognition of an individual's proficiency in using the English language for effective communication. It's a valuable credential that demonstrates a person's ability to understand, speak, read, and write English in various real-life contexts, such as social interactions, academic pursuits, and professional environments.

Learning Outcome

- Students would be able to improve their English language skills through an active learning environment.
- Students would be able to participate in conversations, understand native English speakers better, and express themselves clearly and accurately.
- Students would be able to acquire competence to secure jobs in any area related to Journalism and Mass Communication.
- This course would help students to groom their personality, improve upon spoken English, and techniques to face for job.

Timings: Batch1 : 01:30pm - 02:30pm (Monday)
12:30pm - 01:30pm (Saturday)

Batch2 : 12:30pm - 01:30pm (Tuesday & Friday)
Batch3 : 12:30pm - 01:30pm (Tuesday)
02:30pm - 03:30pm (Saturday)

Resource Persons:

Ms. Navya Singh, Mr. Nitin Yadav, Mr. Amit Sharma

Entry Date:

27/07/2023 - 17/08/2023

Notes

- Interested students must inform the Course Coordinator by 17th August 2023 by 5:00pm
- 75% attendance is mandatory to get the certificate.
- Classes will commence from 21st August 2023.
- There will be 4 batches of 60 students each.
- Assessment will be held on the basis of Quiz test, Class Presentation followed by viva-voce.
- Successful learners after assessment will get the certificate of the VAC.

Module

- Different types of spoken English - British, American and Indian (3hrs)
- Phonetic Transcription (3hrs)
- E-mail Writing (3hrs)
- Reading Comprehension (3hrs)
- Syntax - different types of sentence formation (3hrs)
- Writing CV (3hrs)
- Transformation of sentences (3hrs)
- Story writing (3hrs)
- Use and importance of English language in media (3hrs)
- Listening News/Conversations/Telephonic conversations (3hrs)

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any query related for the Certification course, Please Feel Free to Contact

Ms. Jyoti Gupta (VAC Coordinator) 9650863386

E-mail Id: jyoti.gupta@gmail.com



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Department of Journalism and Mass Communication

Ref.No.: TIAS /2023-24/J&MC/ACAD/VAC/02

Date: 27/07/2023

(Session: 2023-24)

NOTICE

Subject: Value Added Course: Certificate Course in Communicative English

With reference to the approval of Departmental Academic Committee (Ref N. TIAS/DoJMC/DAC/2023-2024/41, Agenda No.-7 dated on 24-07-2023) of Department of Journalism and Mass Communication for all the programmes on the subject mentioned above, to enrich the curriculum as it was recommended to commence the Value-Added Course titled **Certificate Course in Communicative English** scheduled w.e.f 21/08/2023 for all students of TIAS.

Introduction:

With the introduction of NEP 2020; the department augmented and enriched the curriculum with the Certificate Course in Communicative English; which explores the implication and understanding of Communicative English.

The detail scheduled of the same is as under:

Course Name	Name of the Resource Person	Beneficiary	Day & Time	Venue & Batch
Certificate Course in Communicative English	Ms. Navya Singh	TIAS Students	Monday-1.30pm – 2.30 pm Saturday-12:30pm – 1.30 pm	Batch-1 Room no.- 2404
	Mr. Nitin Yadav		Tuesday & Friday 12:30pm – 1.30 pm	Batch-2 Room no.- 2403
	Mr. Amit Sharma		Tuesday-12:30pm – 1.30 pm Saturday-2:30pm : 3:30pm	Batch-3 Room no.- 2303

Note:

PM Interested students can contact VAC Coordinator by 17th August 2023, 5:00 pm.

QM 75% attendance is mandatory to get the certificates.

RM Assessment will be held on the basis of Quiz test, class presentation followed by viva voce.

SM For any queries related to the course, Contact the undersigned.

Ms. Jyoti Gupta
VAC Coordinator

CC to:

HoD MBA/ BAJMC/ BCA

ITC Head for updation on the website

Student Notice Board – All Departments

Annexures are attached:

Annexure1: Brochure of the course

Annexure2: Details of the course (syllabi)

Dr. Shivendu Kumar Rai
HOD, Dept. of J&MC

BA(JMC)-TIAS

Director
Tecnica Institute of Advanced Studies
(Affiliated to GGSIP University Delhi)
Madhuban Chowk, Rohini, Delhi-86

Coordinator

Internal Quality Assessment Cell (IQAC)
Tecnica Institute of Advanced Studies
New Delhi-110085

Course Module
For
Value Added Course
Certificate Course in Communicative English

Offered by
Department of Journalism and Mass Communication
(Session: 2023-24)



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Department of Journalism and Mass Communication

Syllabus of Value-Added Course

Certificate Course in Communicative English

Course overview:

Total Marks: 100

Certificate Course in Communicative English provides a comprehensive understanding of spoken and written English. Through interactive sessions, students develop fluency, grammar proficiency, and communication skills. The curriculum covers practical scenarios, including presentations, interviews, and discussions. By the course's end, participants gain confidence in expressing themselves effectively in English.

Course outcomes:

- Enhance their spoken and written communication skills in English.
- Develop proficiency in grammar, vocabulary, and pronunciation.
- Acquire the ability to express ideas confidently in various social and professional settings.
- Demonstrate effective communication strategies for real-world scenarios, such as interviews, presentations, and group discussions.

Module 1

1. Different types of spoken English - British, American and Indian (3hrs)
2. Phonetic Transcription (3hrs)
3. E-mail Writing (3hrs)

Module 2

1. Reading Comprehension (3hrs)
2. Syntax - different types of sentence formation (3hrs)
3. Writing CV (3hrs)

Module 3

1. Transformation of sentences (3hrs)
2. Story writing (3hrs)


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Module 4

1. Use and importance of English language in media (3hrs)
2. Listening News/ Conversations/ Telephonic conversations (3hrs)

Examination Scheme:

Components	Marks	Grading Marks
Quiz Tests/Class Assignments/Home Assignments	40	4
Seminar/ Class Presentations /Class Performance	30	3
Viva-voce	30	3
Total	100	10

References:

1. Bhatnagar, N., Bhatnagar, M. (2010). Communicative English for Engineers and Professionals: India: Pearson Education India.
2. English and Communication Skills. (2021). (n.p.): Abhishek Publications.
3. Shaikh, F. (2016). Communicative English for Intermediate Level. (n.p.): CreateSpace Independent Publishing Platform.
4. Anohar, B., John, A. (2018). Pursue English Through Communication: Communicative English. (n.p.): Amazon Digital Services LLC - KDP Print US.

i. Approved in the 41st Meeting of the Departmental Academic Committee held on 24/07/2023
(Ref No. TIAS/DoJMC/DAC/2023-2024/41)


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Department
of Journalism &
Mass Communication



Value Added Course

Certificate Course in Data Journalism 2023-2024

Duration: 30 Hours

Timings:

Batch 1 & 2

Friday & Saturday: 1:30pm- 2:30pm

Batch 3 & 4

Friday & Saturday: 2:30pm- 3:30pm

About the course

Certification in Data Journalism is a specialized credential that recognizes an individual's proficiency in the field of journalism with a particular focus on data analysis, data visualization, and storytelling. This certification program equips students with the skills and knowledge necessary to effectively gather, analyse, and present data-driven stories in an era where data plays a crucial role in news reporting.

Learning Outcome

- Students would be able to collect, assess, and validate various types of data from a range of sources, including government databases, online repositories, and private datasets.
- Students will develop the ability to perform basic data analysis, including calculating descriptive statistics, identifying trends, and recognizing patterns within datasets.
- Students would be proficient in weaving data into compelling narratives that engage and inform the audience effectively, transforming data into stories that are understandable and relatable.
- Students will understand and apply ethical standards when working with data, including issues related to data privacy, bias, and responsible reporting.

Resource Persons:

Mr. Nitin Yadav, Mr. Deepak Prasad

Dr. Rajnesh Kumar Pandey, Ms. Adity Aggarwal

Entry Date: 27/07/2023 - 17/08/2023

Notes

- Interested Students must inform the course coordinator by August 17, 2023 by 5:00pm.
- 75% attendance is mandatory to get the certificate.
- Classes will commence from 21st August 2023.
- There will be 4 batches of 60 students each.
- Assessment will be held on the basis of Quiz test, Class Presentation followed by viva-voce.
- Successful learners after assessment will get the certificate of the VAC.

Module

- Introduction to Data Journalism (3hrs)
- Ethics and best practices in data journalism (2hrs)
- Data Collection and Cleaning (4hrs)
- Data Analysis and Interpretation (6hrs)
- Data Visualization (4hrs)
- Storytelling with Data (2hrs)
- Data Journalism and Investigative Reporting (4hrs)
- Data Journalism Ethics and Legal Considerations (2hrs)
- Data Journalism and Data Science (3hrs)

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Internal Quality Assurance Cell (IQAC)
Tecnica Institute
New Delhi-110085
Coordinator (Course)
Please Feel Free to Contact
9650863386
E mail Id: jyoti.gupta@gmail.com



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Department Of Journalism and Mass Communication

Ref. No.: TIAS/ 2023-2024/ J&MC/ACAD/VAC/03

Date: 27/07/2023

(Session: 2023-24)

NOTICE

Subject: Value Added Course: Certificate Course in Data Journalism

With reference to the approval of Departmental Academic Committee (Ref N. TIAS/DoJMC/DAC/2023-2024/41, Agenda No.-7 dated on 24-07-2023) of Department of Journalism and Mass Communication for all the programmes on the subject mentioned above, to enrich the curriculum as it was recommended to commence the Value-Added Course titled **Certificate Course in Data Journalism** scheduled w.e.f 21/08/2023 for all students of TIAS.

Introduction:

With the introduction of NEP 2020; the department augmented and enriched the curriculum with the Certificate Course in Data Journalism; which explores the implication and understanding of Data Journalism.

The detail scheduled of the same is as under:

Course Name	Name of the Resource Person	Beneficiary	Day & Time	Venue & Batch
Certificate Course in Data Journalism	Mr. Nitin Yadav	TIAS Students	Tuesday-1.30pm – 2.30 pm Wed-12:30pm – 1.30 pm	Batch-1 Room no.- 2404
	Ms. Jyoti Gupta		Tuesday-9:00 am – 10:00 am Saturday-10:00 am – 11:00 am	Batch-2 Room no.- 2403
	Dr. Rajnesh Kr Pandey		Monday-5:00 pm – 6:00 pm Thursday-1:30pm : 2:30pm	Batch-3 Room no.- 2303
	Ms. Adity Aggarwal		Monday & Saturday 12:30 pm – 1:30 pm	Batch-4 Room no.- 2503

Note:

1. Interested students can contact VAC Coordinator by 17th August 2023, 5:00 pm.
2. 75% attendance is mandatory to get the certificates.
3. Assessment will be held on the basis of Quiz test, class presentation followed by viva voce.
4. For any queries related to the course, Contact the undersigned

Ms. Jyoti Gupta
VAC Coordinator

Dr. Shivendu Kumar Rai
HOD, Dept. of J&MC
HoD
BA(JMC)-TIAS

Director, TIAS
Tecnica Institute of Advanced Studies
(Affiliated to GGSIP University Delhi)
Madhuban Chowk, Rohini, Delhi-85

CC to:

HoD MBA/ BAJMC/ BCA

ITC Head for updation on the website

Student Notice Board – All Departments

Annexures are attached:

Annexure1: Brochure of the course

Annexure2: Details of the course (syllabi)

Coordinator
Internal Quality Assessment Cell (IQAC)
Tecnica Institute of Advanced Studies
New Delhi-110085

Course Module
For
Value Added Course
Certificate Course in Data Journalism

Offered by
Department of Journalism and Mass Communication
(Session: 2023-24)



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[Signature]
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Department of Journalism and Mass Communication

Syllabus of Value Added Course

Certificate Course in Data Journalism

Course overview:

Total Marks: 100

The "Certificate Course in Data Journalism" equips students with essential skills to analyze and visualize data for compelling storytelling. Covering topics such as data collection, cleaning, analysis, and visualization, the course combines theoretical knowledge with hands-on practice using tools like Excel, R, and Tableau. Students will learn to uncover insights from data, create interactive graphics, and produce data-driven reports, preparing them for careers in journalism, media, and data analytics.

Course outcomes:

- Understand fundamental concepts of data journalism and its significance in New Media.
- Acquire skills in data collection, cleaning, and analysis using various tools and techniques.
- Develop proficiency in data visualization to create compelling, informative graphics.
- Learn ethical considerations and best practices in handling and reporting data.
- Gain the ability to produce data-driven stories that engage and inform the audience.
- Develop a portfolio of work showcasing expertise in data journalism projects.

Module 1

1. Introduction to Data Journalism (3hrs)
2. Ethics and best practices in data journalism (2hrs)
3. Data Collection and Cleaning (4hrs)

Module 2

1. Data Analysis and Interpretation (6hrs)
2. Data Visualization (4hrs)

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Module 3

1. Storytelling with Data (2hrs)
2. Data Journalism and Investigative Reporting (4hrs)

Module 4

1. Data Journalism Ethics and Legal Considerations (2hrs)
2. Case Studies in Data Journalism (3hrs)

Examination Scheme:

Components	Marks	Grading Marks
Quiz Tests/Class Assignments/Home Assignments	40	4
Seminar/ Class Presentations /Class Performance	30	3
Viva-voce	30	3
Total	100	10

References:

1. Digital Investigative Journalism: Data, Visual Analytics and Innovative Methodologies in International Reporting, Oliver Hahn and Florian Stalph.
2. Journalism in the Data Age by Dr. Jingrong Tong.
3. Bradshaw P. (2018). Data journalism teaching, fast and slow. Asia Pacific Media Educator, 28(1), 55–66. <https://doi.org/10.1177/1326365X18769395>.
4. Anderson C. W. (2018). Apostles of certainty: Data journalism and the politics of doubt. Oxford University Press.

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