ADD-ON course Syllabus 2019-20		
ENTREPRENEURSHIP DEVELOPMENT PROGRAMME		
Duration: 30 Hours	Dept of Commerce	Course code: COM-ED

Objectives:
To enable students to understand the basic concepts of entrepreneurship and motivation and creativity and organization assistance of entrepreneur.

Module I: Introduction		6 Hours

Meaning and Importance, Evolution of term 'Entrepreneurship, Factors influencing entrepreneurship, Psychological factors, Social factors, Economic factor , Environmental factors, Characteristics of an entrepreneur, Entrepreneur and Entrepreneur, Types of entrepreneur, According to Type of Business, According to Use of Technology, According to Motivation, According to Growth, According to Stages , New generations of entrepreneurship viz. social entrepreneurship, Health entrepreneurship, Tourism entrepreneurship, Women entrepreneurship etc. Barriers to entrepreneurship

Module II: Entrepreneurial Motivation	6 Hours

Motivation, Maslow's theory, Herjburg's theory, Mc Gragor's Theory, McClelland's Need – Achievement Theory, Culture & Society, Values / Ethics, Risk taking behaviour

Module III: Creativity	6 Hours

Creativity and entrepreneurship, Steps in Creativity, Innovation and inventions, Using left brain skills to harvest right brain ideas, Legal Protection of innovation, Skills of an entrepreneur, Decision making and Problem Solving (steps indecision making)

Module IV: Organisation Assistance	6 Hours

Assistance to an entrepreneur, New Ventures, Industrial Park (Meaning, features, & example, Special Economic Zone (Meaning, features & examples), Financial assistance by different agencies, MSME Act Small Scale Industries, Carry on Business (COB) licence, Environmental Clearance, National Small Industries Corporation (NSIC), Government Stores Purchase scheme (e-tender process), Excise exemptions and concession, Exemption from income tax, Quality Standards with special reference to ISO, Financial assistance to MSME,

Module V:	6 Hours

Modernisation assistance to small scale unit, The Small Industries Development Bank of India(SIDBI), The State Small Industries Development Corporation(SSIDC), Export oriented units, Incentives and facilities to exports entrepreneurs, Export oriented zone, Export-Import Bank of India Shilpabandhu-M Incentives for entrepreneurs reference to The West Bengal State Support for Industries Scheme 2008 & 2013. Other agencies for industrial assistance West Bengal Electronics Development Corporation ICICI West Bengal Infrastructure Development Corporation, West Bengal Industrial Infrastructure Development Corporation Other Corporations with focus as specific segments, State Industrial Development Corporation (SIDC)

ADD-ON course Syllabus 2019-20		
PHOTOGRAPHY		
Duration: 30 Hours	Dept of Commerce	Course code: JOR-PH

Objectives:

• The course enables students with basic knowledge on photography.

• It helps students understand the composition, photography types and other technical operations.

• Students will also Learn the Photography Editing like cropping colour correction and Retouching

Scope: Skill Development- It develops the creative, Visual and Technical Skills of the students. Career Opportunities – Students can take photography as a Profession.

Module I: Introduction to Digital Photography:	**6 Hours**
Camera body, lens, Accessories.	
Module II: Exposure	**6 Hours**
Aperture, Shutter and ISO, Exposure triangle.	
Module III: Other Camera Settings	**6 Hours**
AF points, Drive Mode, White Balance, Histogram	
Module IV: Types of Photography	**6 Hours**
Bird, Landscape, Sports, Portrait, Wild Life	
Module V: Digital Editing	**6 Hours**
Crop, colour correction, Retouching	

ADD-ON course Syllabus 2019-20		
Gandhian Philosophy and Social Development		
Duration: 30 Hours	Dept of Commerce	Course code: IC-GS

Objectives:

This course aims to explore the life, philosophy, and contributions of Mahatma Gandhi to social development. It will provide students with an understanding of how Gandhi's principles of non-violence, truth, and self-reliance have influenced social, economic, and political changes. The course will also examine the relevance of Gandhian thought in contemporary social development issues.

Scope:

The course will cover:

- The historical and cultural context of Gandhi's ideas.
- Key principles and practices advocated by Gandhi.
- Case studies of Gandhian social movements.
- The impact of Gandhian philosophy on modern social development theories and practices.
- Critical analysis of Gandhi's relevance today.

Module I: Introduction to Gandhian Philosophy and Social Vision	**8 Hours**
1.1 Life and Times of Mahatma Gandhi 1.2 Core Principles: Ahimsa (Non-violence) and Satya (Truth) 1.3 Satyagraha: The Philosophy and Practice of Non-violent Resistance 1.4 Concept of Sarvodaya (Welfare of All) 1.5 Trusteeship: Economic and Social Justice	
Module II: Social Movements and Reforms	**8 Hours**
2.1 Civil Rights Movement in South Africa 2.2 Indian Independence Movement: Non-cooperation, Civil Disobedience, and Quit India Movements 2.3 Social Reforms: Untouchability, Women's Rights, and Communal Harmony 2.4 Education and Social Reform: Nai Talim (Basic Education)	
Module III: Global Impact and Critical Perspectives	**8 Hours**
3.1 Influence on Global Leaders and Movements: Martin Luther King Jr., Nelson Mandela, etc. 3.2 Non-violent Movements Worldwide: Case Studies 3.3 Critiques of Gandhi's Approach 3.4 Limitations and Controversies	
Module IV:	**6 Hours**
4.1 Relevance of Gandhi in Modern Social Issues: Poverty, Environment, and Human Rights 4.2 Applying Gandhian Principles in Today's World: Case Studies and Practical Approaches	

ADD-ON course Syllabus 2019-20		
Tally with GST 9.0		
Duration: 30 Hours	Dept of Commerce	Course code: COM-GST

Objectives:

The objective of the subject is to familiarize the students with E-commerce models and tally. To know about information technology & applications of E-commerce.

Scope:

They can become Tally operator

Module I: Tally Basics and Function Keys

Introduction to Tally, Types of Function Keys, Company Creation in Tally, Ledger Creation in Tally, Accounting Voucher Entries in Tally, P&L and Balance Sheet Reports, Tally Features and Configurations, Cost Centre Entries and Reports.

Module II: Inventory Management in Tally

Accounts with Inventory Transactions, Stock Group and Item Creation, Units of Measurement and Godown Entries, Inventory Voucher Entries and Adjustments, Bank Reconciliation Statement, P&L Analysis, Cost Centre Calculations with Selling Price.

Module III: GST Fundamentals and Benefits

Introduction to GST, Types of GST, Benefits of GST in India, Impact of GST on Common Man, GST Slab Rates, Migration to GST, GST Registration, GSTIN of Various States, GST Calculations Before & After GST Impact,

Module IV: GST in Tally and Practical Applications

GST in Tally ERP 9, GST Ledger Entries, GST Purchase and Sales Voucher Entries in Tally, GST Invoice Generation and B2B/B2C Entries

ADD-ON course Syllabus 2019-20		
Data Analytics		
Duration: 30 Hours	Dept of Commerce	Course code: COM-DA

Objectives:
The objective of this course is to provide a comprehensive understanding of data analytics concepts, techniques, and tools. The course aims to equip students with the skills necessary to collect, process, analyse, and interpret large datasets to support decision-making processes in various business contexts.

Scope: Skill Development- It develops the creative, Visual and Technical Skills of the students. Career Opportunities – Students can take photography as a Profession.

Module I: Overview of Data Analytics	8 Hours
Definition and importance, Types of data analytics (descriptive, diagnostic, predictive, prescriptive), Data Analytics Life Cycle, Tools and Technologies, Data Types and Sources, Case Studies and Applications.	
Module II: Data Collection and Cleaning	**8 Hours**
Data Collection Methods, Data Quality and Preprocessing, Data Integration, Data Privacy and Ethics.	
Module III: Data Visualization	**6 Hours**
Introduction to Data Visualization, Visualization Tools and Techniques, Advanced Visualization Techniques	
Module IV: Statistical Analysis and Machine Learning	**6 Hours**
Descriptive and Inferential Statistics, Introduction to Machine Learning, Implementing Machine Learning Models, Applications and Case Studies.	

ADD-ON course Syllabus 2019-20		
WEB PAGE DESIGNING		
Duration: 48 Hours	Dept of Commerce	Course code: COM-WEB

Objectives:

The main principal objective of the course is to introduce web programming technologies, including HTML, CSS, JAVA SCRIPT, and PHP and Databases to enhance the performance and functionality of a website. Enhanced web pages are created by using web page layout techniques, text formatting, graphics, images, and multimedia; and producing a functional, multi-page website.

Scope:

Web designing is a professional job-oriented course. There are huge opportunities available for the students who want to work in this field. Many private and public organizations hire web designer for their online work and website development. With the rapid advent of online industry, the demand of web development professionals is increasing and this has created a huge job opportunity for the aspirants in the upcoming days

Module I: HTML and HTML5:	12 Hours

Basic HTML Structure, Common HTML Tag, Basic syntax, Standard XHTML document structure, Basic text markup, Images, Embedding Audio, Video, Hypertext Links, Lists, Tables, frames and forms. Introduction to HTML5, HTML5 new attributes HTML5 semantic elements.

Module II:CSS and CSS3	12 Hours

Introduction, Levels of style sheets, Style specification formats, Types of Selectors, Font properties, List properties, Colour, Alignment of text, Borders, Background images, vertical and horizontal menu bar creation.

Module III: Java Script	12 Hours

Introduction to Java Script, Embedding Java script in HTML using the script tag, Identifier & operator, JS variables, JS comments, JS functions, validation. Element access in JavaScript; Predefined functions, string functions, Events and event handling; Handling events from the Body elements, Button elements.

Module IV:PHP:	12 Hours

Introduction to PHP, PHP syntax, PHP variables, PHP loops, PHP functions, PHP Strings, MySQL database connection.

PRINCIPAL

The National College-Autonomous

Basavanagudi, Bengaluru-560 004