



IDEAL COLLEGE FOR ADVANCED STUDIES

(Affiliated to University of Calicut)

KADAKASSERY, THAVANUR PO, MALAPPURAM DT, KERALA 679573

0494 2 686 675 | 2 687 475 | 2 688 455 | 2 688 575

www.idealcollegekadakassery.ac.in

icas@idealeducation.org

Addon Syllabus – 2018-2019



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ADD-ON SYLLABUS(2018-2019)

SLNO	NAME OF THE COURSE	DEPARTMENT
1	ESSENTIALS OF INFORMATION COMMUNICATION TECHNOLOGY	ENGLISH
2	ADVERTISEMENT THEORY AND PRACTICE	ENGLISH
3	ENGLISH FOR COMPETITIVE EXAMINATIONS	ENGLISH
4	INTRODUCTION TO CLOUD COMPUTING	BCA
5	INTRODUCTION TO PYTHON PROGRAMMING	BCA
6	FLASH(FLOOR FOR ADDITIONAL SKILL HUNT)	COMMERCE
7	TALLY- COMPETENCY ACCELERATION PROGRAM	COMMERCE
8	CORPORATE SOCIAL RESPONSIBILITY	COMMERCE
9	BASICS OF COUNSELLING	BSW
10	MANAGING EMOTIONS IN UNCERTAINTY AND STRESS	BSW



IDEAL COLLEGE FOR ADVANCED STUDIES

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Kadakassery, Ayankalam PO, Thavanur Malappuram 679573

SUBJECT: ESSENTIALS OF INFORMATION COMMUNICATION TECHNOLOGY

CODE: ICAS/ENG18/01

Objectives

- To gain a solid understanding of the basic tools of ICT
- Understanding the basic components of MS office.
- To develop skills in advanced documentation suits
- To enhance the skills of data visualization and analysis
- To develop digital literacy skills

MODULE I – Introduction to Microsoft office & MS Word.

- **The basic components and functions of Microsoft office suits like MS Word, MS Excel and PowerPoint.**
- **Basic document creation, formatting texts and paragraphs, inserting images and graphics.**
- **Advanced word features using tables, charts and smart arts, working with header, footer and page numbers.**
- **Creating impressive styles, themes and templates.**

- Reviewing and Proofing, Track changes and comments, Spelling and grammar check and using thesaurus
- Templates and Mail Merge, Creating and using templates Mail merge for letters, labels, and envelopes.

MODULE II – Professional uses of Microsoft excel

- Basic spreadsheet skills, creating and managing worksheet, formulas and functions, formatting cells, rows and columns.
- Data management, sorting and filtering data and data validation.
- Data analysis and visualization.
- Creating and customizing charts and graphs
- Importing and exporting data

MODULE III – advanced functions of PowerPoint


- Basic presentation skills, creating, adding and formatting texts and images.
- Using slides, layouts and themes.

- Applying animations and transition.

References :

- ICT and language learning: From print to the mobile phone by M.M Kenning
- Information Communication Technology In Education: Singapore's Ict Masterplans
1997-2008 by Lee Sai Choo
- The ICT handbook for primary teachers : a guide for students and professionals by David Hall




Prof. KOYAKUTTY T. K.
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MALAPPURAM DT., KERALA, PIN: 679 594

SUBJECT: Advertisement theory and practice

CODE: ICAS/ENG18/02

Objectives

- Introduce students to the foundational concepts, theories, and principles of advertising.
- To teach students how to develop effective advertising strategies.
- To help students understand the creative process in advertising
- To Equip students with the skills to plan, implement, and evaluate advertising campaigns.
- To Encourage students to critically analyze advertising messages

MODULE I - Introduction to Advertisement and its fundamentals

- Role of Advertising in Marketing Communications
- Advertising as Persuasion, Current Trends and Challenges in Advertising
- The Advertising Process: Planning, Execution, Evaluation
- Role of Advertising in the Marketing Mix
- Advertising Objectives and Goals

MODULE II - Advertising Strategy Development

- Setting Advertising Objectives and Goals
- Identifying Target Audiences
- Brand Positioning and Differentiation
- Message Development and Creative Strategy
- Crafting Compelling Advertising Copy

MODULE III- Creative Advertising Techniques

- The Creative Process in Advertising Brainstorming and Idea Generation

- Storytelling in Advertising
- Visual Communication and Design Principles
- Persuasive Techniques in Advertising

MODULE IV - Digital Advertising and Social Media Marketing

- Overview of Digital Advertising Landscape
- Social Media Platforms and Advertising Opportunities
- Content Creation and Engagement Strategies
- Targeting and Personalization in Digital Advertising
- Measurement and Analytics in Digital Advertising

MODULE V - Ethical and Legal Issues in Advertising

- Ethical Considerations in Advertising Content and Messaging
- Regulations and Industry Standards
- Deceptive Advertising Practices
- Privacy Concerns in Advertising
- Corporate Social Responsibility (CSR) in Advertising

MODULE VI - Emerging Trends in Advertising

- Programmatic Advertising
- Native Advertising
- Influencer Marketing
- Experiential Marketing
- Augmented Reality (AR) and Virtual Reality (VR) in Advertising

References :

- Ads to Icons: How Advertising Succeeds in a Multimedia Age by Paul Springer.
- Online Consumer Psychology Understanding and Influencing Consumer Behavior in the Virtual World by Edited By Curtis P. Haugtvedt, Karen A. Machleit, Richard Yalch.
- Advertising Secrets of the Written Word: The Ultimate Resource on How to Write Powerful Advertising by Joseph Sugarman.

SUBJECT: ENGLISH FOR COMPETITIVE EXAMINATIONS

CODE: ICAS/ENG18/03

Objectives

- **To develop Reading Comprehension Skills**
- To expand vocabulary knowledge through exposure to a wide range of words
- To master English grammar rules and syntax to ensure clear and effective communication.
- To enhance verbal reasoning skills by solving different exercises
- To familiarize students with the format, structure, and question types of various competitive examinations
- To equip students with effective test-taking strategies

MODULE I - Reading Comprehension Skills

- **Understanding Passage Structures**
 - Identifying main ideas and supporting details
 - Recognizing the author's tone and purpose
- **Effective Skimming and Scanning Techniques**
 - Previewing passages for key information
 - Quickly locating specific details within a passage
- **Building Vocabulary in Context**
 - Using context clues to infer word meanings
 - Strategies for dealing with unfamiliar vocabulary
- **Practicing Passage Analysis**

- Analyzing rhetorical devices and argument structures
- Identifying implicit and explicit information

MODULE II - Vocabulary Enhancement

- **Word Roots, Prefixes, and Suffixes**
 - Understanding word formation to decipher meaning
 - Building a strong foundation for word recognition
- **Synonyms, Antonyms, and Analogies**
 - Developing strategies for identifying and using synonyms and antonyms
 - Mastering analogy relationships for vocabulary expansion
- **Idioms and Phrasal Verbs**
 - Learning common idiomatic expressions and their meanings
 - Understanding the usage and nuances of phrasal verbs
- **Word Lists and Flashcards**
 - Creating personalized word lists based on exam requirements
 - Utilizing flashcards for efficient vocabulary memorization

MODULE III - Grammar and Syntax

- **Parts of Speech**
 - Reviewing the functions and classifications of nouns, verbs, adjectives, adverbs, etc.
 - Understanding grammatical agreement and consistency
- **Sentence Structure and Syntax**
 - Analyzing sentence types (simple, compound, complex) and their components
 - Practicing sentence combining and sentence transformation exercises
- **Common Errors and Pitfalls**
 - Addressing common grammatical mistakes in competitive exams
 - Strategies for avoiding errors in subject-verb agreement, tense consistency, etc.
- **Punctuation and Mechanics**
 - Mastering punctuation rules for clarity and coherence
 - Understanding the appropriate use of punctuation marks (comma, semicolon, colon, etc.)

MODULE IV - Verbal Reasoning and Critical Thinking

- **Analogical Reasoning**
 - Recognizing and applying analogy relationships in verbal reasoning questions
 - Developing strategies for solving analogy problems efficiently
- **Sentence Completion and Cloze Tests**
 - Practicing techniques for completing sentences with appropriate words
 - Mastering the use of context clues in cloze tests

- **Critical Reading and Analysis**
 - Evaluating arguments, claims, and evidence in passages
 - Identifying logical fallacies and weaknesses in arguments
- **Logical Deduction and Inference**
 - Making logical deductions and inferences based on given information
 - Differentiating between valid and invalid conclusions

MODULE V - Test-Taking Strategies and Mock Tests

- **Time Management Techniques**
 - Allocating time effectively for each section of the exam
 - Prioritizing questions based on difficulty and point value
- **Guessing Strategies**
 - Strategies for educated guessing when unsure of an answer
 - Avoiding common pitfalls in guessing
- **Mock Test Practice**
 - Simulating exam conditions with timed practice tests
 - Analyzing test performance and identifying areas for improvement
- **Review and Feedback**
 - Providing feedback on mock test performance
 - Addressing specific strengths and weaknesses to tailor further practice
 -

Department of Computer science

Introduction to cloud computing (ICAS/BCA/18-01/CC)

(2018-2019)

UNIT 1: Fundamentals of Cloud Computing (6 Hours)

Introduction to cloud computing-definition, evolution and history, benefits and challenges of cloud computing, cloud service models, IaaS, PaaS, and SaaS, cloud deployment models- public, private, Hybrid and community cloud.

UNIT 2: Cloud Infrastructure and Services (6 Hours)

Cloud architecture- key components, virtualization and its role in cloud computing, cloud storage types and use cases. Major cloud service providers- overview of AWS, Microsoft Azure and Google cloud platforms, cloud computing services.

UNIT 3 : Cloud Security and Management (6 Hours)

Cloud security basics, security challenges, Identity and Access Management (IAM), Data protection and Encryption, Compliance and Legal Considerations, Cloud management monitoring.

UNIT 4 : Cloud Application Development and Deployment (6 Hours)

Developing for the cloud, cloud native application development, cloud deployment strategies, blue-Green Deployment, Canary Releases, containerization and orchestration.

UNIT 5: Emerging Trends and Future Directions (6 Hours)

Emerging technology in cloud computing, Edge computing and its integration with cloud, Internet of Things and cloud, AI and ML in the cloud serverless computing, Future cloud computing.

References

1. Cloud Computing Concepts, Technology & Architecture - by [Thomas Erl](#), [Ricardo Puttini](#), [Zaigham Mahmood](#)
2. Essentials of Cloud Computing – by [K. Chandrasekaran](#)

INTRODUCTION TO PYTHON PROGRAMMING (ICAS/BCA/18-02/PY)

(2018-2019)

UNIT 1: Introduction to python, features, IDLE, python interpreter, writing and scripting python, keywords, variables, type, operation, statements, expressions, functions .

(4 Hours)

UNIT 2 : Boolean expressions, simple if statements, if-else statements, compound Boolean expressions, nesting, loops-while, for, break and continue, nested loops.

(4 Hours)

UNIT 3 : functions, mathematical functions, date time function, random numbers, writing user defined function, function call and return, recursion.

(4 Hours)

UNIT 4 : string and string operation- List, creating list accessing, updating and deleting elements from the list, basic list operation.

(3 Hours)

References

1. Introduction to linear algebra - by Gilbert Strang
2. Applied statistics and probability for engineers - by Douglas Montgomery
3. Mastering python for data science, Samir Madhavan

Practical (15 hours)

Objectives

- Understand and use Python programming for data science applications
- Master data manipulation

Prerequisites

Basic knowledge of c programming

Lab: Python programming

1. Write a Python program to check if a string is a palindrome.
2. Write a Python program to find the factorial of a number.
3. Write a Python program to find the largest element in a list.
4. Write a Python program to reverse a string.
5. Write a Python program to check if a number is prime.
6. Write a Python program to find the common elements between two lists.
7. Write a Python program to sort a list of elements using the bubble sort algorithm.
8. Write a Python program to find the second largest number in a list.
9. Write a Python program to remove duplicates from a list.

PG DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

SYLLABUS FOR FLASH ADD-ON COURSE

Module 1: Introduction to Employability Skills (10 hours)

Session 1 (2 hours): Understanding Employability Skills

Course Orientation

Definition and importance of employability skills

Key employability skills: communication, teamwork, problem-solving, adaptability, etc.

Session 2 (3 hours): Communication Skills

Effective verbal and non-verbal communication

Listening skills and active listening techniques

Public speaking skills

Session 3 (3 hours): Teamwork and Collaboration

Importance of teamwork in the workplace

Strategies for effective collaboration

Dealing with conflicts in a team setting

Group games and activities

Session 4 (2 hours): Problem-solving, Critical Thinking and Adaptability

Problem-solving techniques and methodologies

Critical thinking skills development

Understanding the need for adaptability in the workplace

Resilience and coping with change

Adapting to new technologies for excellence

Module 2: Personal Development and Professionalism (10 hours)

Session 5 (2 hours): Career Planning and Goal Setting

Setting SMART career goals

Developing a pleasing personality

Identifying resources for career development

Session 6 (3 hours): Self-awareness and Emotional Intelligence

Understanding personal strengths and weaknesses

Emotional intelligence in the workplace

Self-regulation and empathy

Professional behavior and ethics

Session 7 (3 hours): Networking and Relationship Building

Importance of networking for career growth

Building professional relationships

Networking strategies and tools

Session 8 (2 hours): Professional Online Presence

Building a strong LinkedIn profile

Managing social media presence for professionalism

Leveraging online platforms for career advancement

Module 3: Practical Application and Preparation (10 hours)

Session 11 (3 hours): Business Writing and Cover Letters

Crafting a professional resume

Writing effective cover letters

Tailoring resumes for specific job applications

Written communication skills: emails, reports, and professional correspondence

Session 12 (2 hours): Interview Skills

Preparing for job interviews

Answering common interview questions

Practicing mock interviews

Session 13 (5 hours): Final Project and Presentation

Case studies and practical problem-solving exercises

Applying employability skills to a real-world scenario

Group project or individual assignment

Presentation of findings and reflections

Oral communication practices and activities



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PG DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

Course code	DCMSTA02
Name of the course	Tally -Competency Acceleration Program
Duration of the course	60 Hrs
Academic year	2018-19

SYLLABUS


Objectives:

1. To gain an understanding of how managers use a to formulate and solve accounting packages in real world business problems and to support managerial decision making.
2. To become familiar with the processes needed to develop, report, and analyse business Mod

Module 1

Masters – Ledgers, Groups, Bill wise Debtors and Creditors Ledger, Payment Voucher, Day Book, PreAllocation of Bills, Receipt Voucher, Contra and Journal Voucher, Cheque Printing.

Module 2


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Masters: Inventory, Goods and Services Tax (GST), Purchase Voucher with GST, Sales Voucher with GST, GST Returns and Payment, Billing Features, Purchase Order Processing.

Module 3

Sales Order Processing, Debit and Credit Notes, Bank Reconciliation, Price List in Tally, Credit Limit, Stock Transfers, Manufacturing Vouchers, Batch Wise Details-Order Level, Interest Calculations (Auto Mode), Voucher Types and Class, Point of Sales, Scenarios and Optional Voucher

Module 4

Budgets and Controls, Cost Centres and Cost Categories, Party Ledger Analysis, Purchase and Sales Reporting, Stock Analysis and Reports, Cash and Bank Reports, Search, Filter and Sorting, Financial Reports, Multi Language, Export, Import, Backup and Restore.

Module 5

Tax Deducted at Source (TDS), Payroll Accounting, Finalisation Entries, Data Security, Audit, Data Synchronization, Multi-Currency, Printing Reports, Miscellaneous, Shortcut Keys

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DR. K. S. SURESH K. K.
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ADD-ON COURSE SYLLABUS

Course Title

Corporate Social Responsibility

Objectives

- Understand the concept and evolution of Corporate Social Responsibility (CSR).
- Identify the drivers and motivations for companies to engage in CSR initiatives.
- Analyze the benefits and challenges associated with CSR implementation.

Outcomes

- Understand CSR Concepts: Define CSR, explain its evolution, and describe key frameworks.
- Develop and Manage CSR Strategies: Create and implement effective CSR strategies and evaluate their impact.
- Explore Trends and Innovations: Analyze current trends and innovations in CSR and their role in sustainable development.

Module 1: Introduction to CSR and Its Frameworks
Duration: 10 hours

Topics Covered:

Definition and evolution of CSR
Major CSR frameworks and standards (e.g., UN Global Compact, ISO 26000)
Drivers, motivations, and ethical considerations for CSR
Teaching Methodology:

Lectures and presentations
Interactive discussions
Case study overview

Module 2: CSR Strategy, Implementation, and Evaluation
Duration: 10 hours

Topics Covered:

Developing and aligning CSR strategies with business goals
Implementing CSR initiatives and managing programs
Stakeholder engagement and partnerships
Monitoring and evaluating CSR impact
Teaching Methodology:
Group projects on CSR strategy development

Module 3: CSR and Sustainable Development: Trends and Innovations
Duration: 10 hours

Topics Covered:

CSR and sustainable development goals (SDGs)
Innovations in CSR (e.g., social entrepreneurship, impact investing)
Future trends in CSR and sustainability
Case studies on emerging CSR practices
Teaching Methodology:
Lectures and guest lectures
Research and presentations on trends and innovations

Department of Social Work

Basics of Counselling (ICAS/BSW219-18/BS)

(2021-2022)

Module I

(5 hours)

Basics of Counselling Practice, Counselling: definition need and scope, Types of counseling: Individual and Group Counselling, Concepts-similarities & differences: Guidance, Counselling, Social Case Work, Psychotherapy. Elements in counselling: counsellee, counsellor, counselling setting.

Module II

(10 hours)

Counselling Process, Counselling stages: Relationship building, Exploring, assessment and understanding, goal setting and action, Termination and Evaluation Phase Attitudes and Skills required for the stages of counseling: Contracting, Attending, reflecting feelings, paraphrasing, focusing, confronting, summarizing, evaluating, goal setting, building relationships, empathic responding, challenging skills,

Module III

(10 hours)

Techniques and skills in Counseling Personal Qualities of an effective counsellor, Skills and Techniques of counselling: Active listening, questioning, clarification, physical attending skills: non-verbal skills: posture, facial expressions and eye contact Counsellor as a professional: Code of ethics and legal and ethical aspects of Counseling

Module IV

(5 hours)

Practical Session of Counselling Practice

References

1. Fuster, J. M., (2002). Personal Counselling. Mumbai : Better Yourself Books
2. Gladding, S. (2013). Counseling : a comprehensive profession. Boston: Pearson
3. Nelson-Jones, R., (2000). Practical Counselling and Helping Skills. Mumbai : Better Yourself Books
4. Yeo, Anthony, (1993). Counselling a Problem Solving Approach. Boa Vista : APECA publications in India

Managing Emotions in Uncertainty and Stress (ICAS/BSW219-18/ME)

(2018-2019)

Module 1 : Understanding Emotions (6 hours)

- Introduction to emotions: Definitions and functions.
- Theories of emotion: Cognitive, biological, and socio-cultural perspectives.
- Emotional intelligence: Components and importance.
- Emotional regulation: Strategies for managing emotions effectively.

Module 2 : Stress and Uncertainty (6 hours)

- Understanding stress: Types, causes, and effects.
- Coping with uncertainty: Psychological responses and adaptive strategies.
- Stress management techniques: Relaxation, mindfulness, and cognitive-behavioral strategies.
- Building resilience: Enhancing adaptive coping mechanisms.

Module 3 : Self-awareness and Mindfulness (6 hours)

- Developing self-awareness: Recognizing and labeling emotions.
- Mindfulness practice: Cultivating present-moment awareness and acceptance.
- Emotional self-regulation techniques: Breathing exercises, progressive muscle relaxation.
- Applying mindfulness to daily life: Stress reduction and emotional well-being.

Module 4 : Social and Interpersonal Dynamics (6 hours)

- Social support networks: Importance and sources of social support.
- Emotional contagion and empathy: Understanding interpersonal emotional dynamics.
-

Effective communication: Assertiveness, active listening, and conflict resolution.

- Managing emotions in relationships: Boundaries, empathy, and perspective-taking.

Module 5 : Applying Strategies in Real-life Situations (6 hours)

- Case studies and role-plays: Applying emotional regulation techniques in simulated scenarios.
- Personal action planning: Identifying triggers, developing coping strategies, and setting goals.
- Reflection and integration: Reviewing progress, challenges, and learning outcomes.
- Creating a personal resilience plan: Strategies for ongoing emotional well-being.

Module 6 : Review and Integration (4 hours)

- Review of key concepts and strategies covered throughout the course.
- Participant presentations: Sharing personal insights and experiences.
- Q&A and discussion: Addressing remaining questions and concerns.
- Final reflections and course evaluation.

Assessment:

- Participation in class discussions and activities.
- Completion of assigned readings and exercises.
- Submission of a personal resilience plan outlining strategies for managing emotions in specific contexts.

References

Goleman, D. (Year). Emotional Intelligence: Why It Can Matter More Than IQ. Publisher.

McGonigal, K. (Year). The Upside of Stress: Why Stress Is Good for You, and How to Get Good at It. Publisher.

Davis, M., Eshelman, E. R., & McKay, M. (Year). The Relaxation and Stress Reduction Workbook. Publisher.

Williams, M., & Penman, D. (Year). Mindfulness: An Eight-Week Plan for Finding Peace in a Frantic World. Publisher.

Brown, B. (Year). The Gifts of Imperfection: Let Go of Who You Think You're Supposed to Be and Embrace Who You Are. Publisher.