



Pune District Education Association's
**MAHATMA PHULE INSTITUTE OF
MANAGEMENT & COMPUTER STUDIES**

(Affiliated to Savitribai Phule Pune University, Recognised by D.T.E. Govt. of Maharashtra, Approved by A.I.C.T.E. New Delhi)



Annasaheb Magar College Campus, Manjari Road, Hadapsar, Pune-411 028.

Tel. : (020) 26993020, 26992611 E-mail : directorpdeampim@gmail.com Web : pdeampim.edu.in

PUN Code - IMMPO10720

DTE Code - MB6107

AISHE Code : C - 41697

Certificate Course
Bridge course for English Communication (CC - I)

Duration: 04 weeks (32 Hours)

Course Learning Outcomes (CLOs):

After completing the course, the student will be competent in:

1. Integrating accurate pronunciation in speech through an in-depth analysis of sounds in phonetics.
2. Applying the syntax of grammar in English to communicate effectively
3. Attaining fluency through regular practice and speaking skills through efficient usage of vocabulary.
4. Engaging in classroom discourse to develop skills in interactive communication so that deficiencies in spoken English are eliminated.
5. Designing pertinent dialogue for effective consolidation of education-based learning experiences.
6. Evaluating conversations, speeches and digital content to identify analysis and remediate language errors.

Unit No:	Description	Theory	Practical	Total
Unit I	Unit I Phonetics Sounds of English – Vowels, Consonants and Diphthongs	4	2	6
Unit II	Vocabulary Words used for day today communication	3	3	6
Unit III	Common Communication Functions Module I - Greetings and Introducing oneself Module II – Personal Information Module III – Hobbies and Interest Module IV – Everyday Activities Module V – Directions and Instructions Module VI – Job Interviews Module VII – Visiting places Module VIII – Enquiring Module IX – Thanking people and responding to thanks	10	6	16

	Module X – Apology and responding to sorry Module XI – Permission to do something			
Unit -IV	Grammar Important parts of speech, Auxiliary verbs, Tenses, Active & Passive voice, Direct and reported speech	2	2	4
	Total	19	13	32

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AISHE Code : C - 41697

Certificate Course

Basic Computer Education (CC- II)

Duration: 04 weeks (32 Hours)

Course Learning Outcomes (CLOs) :

After completing the course, the student teacher will be competent in:

1. Developing the skill of digital literacy among learners
2. Selecting the suitable computer hardware/software and operating systems for personal use.
3. Applying basics of technologies to web-based applications, social networking tools and searching strategies.
4. Designing innovative teaching learning material using MS Office applications and multimedia.
5. Exploring internet technology to create e-support systems, e-content, e-classrooms, e-assessments, tutorials, remedial interactive automated modules for facilitate e-learning and web authoring.

	Description	Theory	Practical	Total
Unit I	Introduction to Computers Fundamentals, anatomy, classification, input-output devices, types of memory devices, operating system basics and types of software.	3	3	6
Unit II	Graphical User Interface (GUI) and Windows Desktop OS Getting started with Windows, securing and manipulating work with Windows Operating System. Saving and retrieving files from secondary storage devices. (CD and Pen drive).	4	2	6
Unit III	Internet Basics Introduction to internet of things: e-mail, surfing, browsing, chatting, search engines and websites. Accessing and browsing the internet for relevant	4	4	8

	information: Google.com, Kiddle.com, Courseera.com, Eden, SWAYAM , Animations, Remixing media and feedback analysis using Google forms			
Unit -IV	MS Office Packages: <ul style="list-style-type: none"> • MS Word – Customizing word documents, pursuing objects, comments and tables. • MS Excel – Worksheets, simple functions, charts and graphs. • MS Power point – Creating, customizing and showcasing presentations. • MS Publisher - Creating letters, greetings, newsletters and web pages. • MS Access – Creating database: Primary, secondary keys, forms, queries and reports. 	6	6	12
	Total	17	15	32

References:

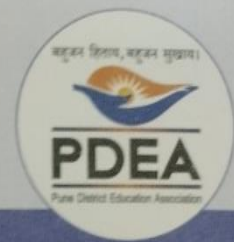
- 1) Glance Publishers – California – text books
- 2) Digital Learning - Journal [www.digital learning](http://www.digitallearning.org).
- 3) Kumar K.L. Educational Technology, New Age Institutional (P) Limited Publishers
- 4) Usha Rao, Educational Technology, Himalaya Publishing House.
- 5) Calhan S.S. Innovation in Teaching-learning process, New Delhi. Vikas Publishing House Pvt. Ltd.
- 6) Vanaja. M: Educational Technology, Neelkamal Publication Pvt. Ltd.
- 7) Ramakrishna A.S. Educational Technology (Telugu Version).
- 8) Vani, M, Ch.Chandrasekhar: educational Technology, Neelkamal Publications Pvt Ltd.
- 9) Sharma R.R. Educational Technology, New Delhi, Loyal Publication.
- 10) Sharma Yogendra K Fundamental Aspects of Educational Technology Kanishka Publishers. & Distributors, New Delhi.





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Certificate Course

Soft Skills (CC- III)

Duration: 04 weeks (32 hours)

Credits: 1

Course Learning Outcomes (CLOs) ::

After completing the course, the student teacher will be competent in:

1. Fostering efficient communication skills and interpersonal skills
2. Reflecting on leadership qualities for working collaboratively.
3. Developing skills of negotiation and conflict management
4. Enhancing decision making through innovative problem-solving strategies
5. Applying time and stress management strategies to daily life.
6. Acquiring employability in diversified roles in the contemporary society

S.Nos.	DESCRIPTION	Theory	Practical	Total
1	➤ COMMUNICATION SKILLS <ul style="list-style-type: none"> • International Phonetic Alphabet (IPA) Symbols • Speaking with grammatical accuracy • Oral - Planning, Delivering Presentation • Pronunciation • Academic Writing • Communication as a skill for career building 	5	7	12
2.	➤ INTERPERSONAL SKILLS <ul style="list-style-type: none"> • Verbal Communication • Non-verbal Communication • Listening Skill • Negotiation • Problem-Solving • Decision-Making • Assertiveness 	6	6	12
3	➤ PUBLIC SPEAKING <ul style="list-style-type: none"> • Overcoming Fear • Knowing Your Audience • Researching Your Topic • Effective Content • Developing Public Speaking Techniques • Body Language (personal space, appearance, gestures) 	6	6	12

4	<p>➤ LEADERSHIP AND TEAM MANAGEMENT</p> <ul style="list-style-type: none"> • Qualities of a Good Leader • Leadership Styles • Decision Making • Intrapersonal Skills • Interpersonal Skills • Problem Solving • Critical Thinking • Negotiation Skills 	4	8	12
5	<p>➤ CONFLICT MANAGEMENT</p> <ul style="list-style-type: none"> • Strategies for dealing with conflict (compete or fight, collaboration, compromise or negotiate denial or avoidance, Smoothing over the problem). • Essential Skills for Handling Conflict (describe the situation, express your feelings, specify what you want, develop assertiveness) 	5	7	12
6	<p>➤ DECISION MAKING</p> <ul style="list-style-type: none"> • Decision making process (recognize problem, analyze problem, consider goals, look for alternatives, select the best alternative, put decision into action, accept responsibility, evaluate results. • Creativity • Critical Thinking • Ingenuity • Innovation • Resourcefulness • Flexibility • Confidence Building • Fostering a decision making culture 	5	7	12
7	<p>➤ TIME MANAGEMENT</p> <ul style="list-style-type: none"> • Identifying Time Wasters • Time Management Tips 	4	8	12
8	<p>➤ STRESS MANAGEMENT</p> <ul style="list-style-type: none"> • Identifying Factors Responsible For Stress • Stress Management Tips • Test Preparation Tips • Employment Related Stress • Relationship Stress 	4	8	12
TOTAL		40	46	96

References:

1. Handbook provided by College
2. Butterfield, J. (2017). Soft Skills for Everyone



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Certificate Course

DIGITAL MARKETING (CC- IV)

Duration: 04 weeks (32 hours)

Credits: 1

Incharge Teacher : Prof. Dhiresh A. More

Course Learning Outcomes (CLOs) ::

After completing the course, the student teacher will be competent in:

1. DEFINE various concepts related to Digital Marketing
2. EXPLAIN the role of Facebook, Google Ad words, Youtube and Email in digital marketing.
3. MAKE USE OF Facebook, Google Ad words, Youtube and Email for carrying out digital marketing of real life products.

S.Nos.	DESCRIPTION	Theory	Practical	Total
1	<ul style="list-style-type: none"> ➤ Digital Marketing Planning and Structure • Inbound vs Outbound Marketing, • Understanding Traffic, Understanding Leads, • Strategic Flow for Marketing Activities. • One Page Website • Strategic Design of Home Page, • Strategic Design of Products & Services Page, 	5	7	12
2.	<ul style="list-style-type: none"> ➤ Facebook Marketing Fundamentals • Creating Facebook Page • Creating facebook A • 	6	6	12
3	<ul style="list-style-type: none"> ➤ Google Adwords • Understanding Adwords, • Google Ad Types, • Pricing Models, PPC Cost Formula, Ad Page Rank, • Billing and Payments, • Adwords User Interface, • Keyword Planning, Keywords Control, • Creating Ad Campaigns, • Creating Text Ads, 	6	6	12

	<ul style="list-style-type: none"> • Creating Ad Groups, Bidding Strategy for CPC, Case Studies. PPC, CPM, CPA , • 			
4	<ul style="list-style-type: none"> ➤ You Tube Marketing • Video Flow, • Google Pages for YouTube Channel, • Verify Channel, • Webmaster Tool –Adding Asset, • Associated Website Linking, • Custom Channel URL, Channel ART, Channel Links, • Channel Keywords Leadership Styles • 	4	8	12
5	<ul style="list-style-type: none"> ➤ E-mail Marketing content writing • Email Software and Tools, • Importing Email Lists, • Planning Email Campaign, • Email Templates and Designs, • Sending HTML • Email Campaigns 	5	7	12
TOTAL		26	34	60

References:

1. Google Adwords for Beginners: A Do-It-Yourself Guide to PPC Advertising, Cory Rabazinsky,

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Certificate Course

Introduction to Labour Laws (CC- V)

Duration: 04 weeks (32 hours)

Credits: 1

Incharge Teacher : Prof. Ashwini S. Walhekar

Course Learning Outcomes (CLOs) ::

After completing the course, the student teacher will be competent in:

4. AWARENESS about foundation of labor legislation.
5. UNDERSTAND the legislation related to various labor and social laws.

S.Nos.	DESCRIPTION	Theory	Practical	Total
1	<ul style="list-style-type: none"> • Unit 1: Introduction to Labour Legislation - Philosophy of Labour Laws, Labour Laws – Concept, Evolution and reign of labor laws, Objectives, classification of labor law, Process of law formation – from Bill to Act, Need, challenges & problems. International Labour Organization and International Labor Conference, Indian Constitution & Labour Legislations, Changing scenario of labour laws. (3+1) 	5	7	12
2.	<ul style="list-style-type: none"> • Unit 2: Legislations Related to Wages and Compensation - The Payment of Wages Act 1936 – Definition, Responsibility for payment of wages, Fixation of wage period, Time of payment of wages, Deduction from wages, Maintenance of registers and records, Inspectors, claims and penalties. 	6	6	12
3	<ul style="list-style-type: none"> • Unit 3: Legislation Governing Industrial Relations - Industrial employment (Stranding Order) Act 1946 – Definitions: Appellate authority, Certifying officer, Standing Order; Submission, Certification, Registration of draft standing orders; Date of operation of draft standing orders; Duration and modification of standing orders. 	6	6	12

4	<ul style="list-style-type: none"> Legislation for Social Security - Employee's Provident Funds Miscellaneous Provisions Act, 1952 – Definitions: Basic wages, Contribution; Employees Provident Funds Scheme; Contribution by employer and employee, Modification of the scheme; Inspectors; Penalties 	4	8	12
TOTAL		21	27	48

References:

1. Industrial and Labour Law – S.P. Jain
2. Labor Law by Malik
3. Employee Relations Management by P.N. Singh, Neeraj Kumar, Pearson Publication

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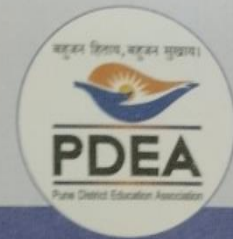
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Certificate Course

Income Tax (CC- VI)

Duration: 04 weeks (32 hours)

Credits: 1

Incharge Teacher: Prof. Rajendra Sathe

Course Learning Outcomes (CLOs):

After completing the course, the student teacher will be competent in:

6. AWARENESS about foundation of labor legislation.
7. UNDERSTAND the legislation related to various labor and social laws.

S.Nos.	DESCRIPTION	Theory	Practical	Total
1	<ul style="list-style-type: none"> • Introduction of Income Tax Act, 1961, Basic definitions and concepts – Direct Tax, Indirect Tax, Person, Assessee, Deemed Assessee, Assessment Year, Previous Year, Residential Status of an individual assessee and company, Income exempt from Tax– Gratuity, Leave Travel Concession, Encashment of Unutilized Earned Leave on Retirement, Pension, Voluntary Retirement Receipts, Retrenchment Compensation, Receipts from Life Insurance Corporation, HRA, Payment from NPS Trust to an assessee on closure of his account/ Opting out of the pension scheme and Payment from NPS Trust to an employee on partial withdrawal, Agriculture Income 	3	2	05
2.	<ul style="list-style-type: none"> • Income under the Head “Salaries”& “Income from House Property”: Meaning of salary, Basis of charge of salary income, different forms of salary, different forms of allowances, perquisites, permissible deductions from salary income, tax treatment of provident fund, Basis of charge, property income not charged to tax, computation of income from let out house property and self-occupied property 	8	2	10

3	<ul style="list-style-type: none"> Income under the Head “Profits and Gains of Business and Profession”: Computation of profit or gain from business and profession (expenses expressly allowed as deduction; general deductions; expenses specifically disallowed) basis of charge; chargeable incomes; specific deductions; amount not deductible 	8	2	10
4	<ul style="list-style-type: none"> Income under the Head “Capital Gain” and “Other Sources”: Capital Gain”- Meaning- Capital Gain, Basis of charge, important definitions like Capital Asset, Short Term Capital Asset, Long Term Capital Asset, Transfer of Capital Asset, Short Term Capital Gain and Long term Capital Gain and their computation. “Other Sources” - Incomes Chargeable Under the head “Other Sources” (Section 56), Deductions Allowable (Sec. 57), Deductions Not Allowable (Sec 58), Bond Washing Transactions and Dividend Stripping (Sec 94) 	8	2	10
TOTAL		27	08	35

References:

1. Direct Taxes, Ravi Kishore
2. Direct Taxes, J.P. Jakhotiya
3. Direct Taxes, Dr. Girish Ahuja & Dr. Ravi Gupta
4. Direct Taxation, Dr. Pradip Kumar Sinha

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