

# MODERN COLLEGE OF PROFESSIONAL STUDIES

Mohan Nagar Ghaziabad

Affiliated to Chaudhary Charan Singh University, Meerut



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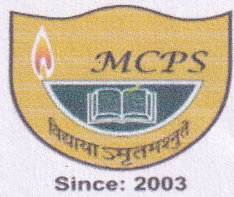
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0120-4900197

## Criterion 1 Curricular Aspects

### Key Indicator 1.2 Academic Flexibility

**1.2.2: Number of Add on /Certificate programs offered during the year**



Ph. No. : 0120-4900197,4981029

Mob. : 9711149573

# MODERN COLLEGE OF PROFESSIONAL STUDIES

(Approved by NCTE & Affiliated to C.C.S. University, Meerut)

ANAND INDUSTRIAL ESTATE, MOHAN NAGAR, GHAZIABAD-201007 (U.P.)

Email : [info@moderncollege.org](mailto:info@moderncollege.org) | Website : [www.moderncollege.org](http://www.moderncollege.org)

Academic Year, 2023-24

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6.	Ethics and Responsibility in Modern Research	VACED020
7.	Mindful Living: Yoga and Meditation for Well-Being	VACED021
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*Nishu*  
Co-Ordinator, IQAC  
Modern College of Professional Studies  
Mohan Nagar, Ghaziabad

*[Signature]*  
PRINCIPAL  
Modern College of Professional Studies  
431, Anand Indl. Area,  
Mohan Nagar, Ghaziabad



## **MODERN COLLEGE OF PROFESSIONAL STUDIES**

Affiliated to C.C.S. University, Meerut Anand Industrial Estate,  
Mohan Nagar, Ghaziabad-201007 (U.P.)

**Department of Education**  
**Session: 2023-2024**

**Value Added Course**  
**Introduction to Digital**  
**Humanities: Exploring Technology in Arts**  
**and Culture**

**Course Code: VACED015**

**Duration: 36 Hours**  
**Coordinator: Ms. Parul Uniyal**

Email:  
[info@moderncollege.org](mailto:info@moderncollege.org)

Website:  
[www.moderncollege.org](http://www.moderncollege.org)

*Nishu*  
Co-Ordinator, IQAC  
Modern College of Professional Studies  
Mohan Nagar, Ghaziabad

*120*  
PRINCIPAL  
Modern College of Professional Studies  
431, Anand Indl. Area,

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Date: 09/08/2023

**NOTICE**

All the students of B.Ed. (2<sup>nd</sup>Year) are hereby informed that Department of education, at Modern College of Professional Studies is organizing a Value Added Course titled “**Introduction to Digital Humanities: Exploring Technology in Arts and Culture Certificate Course**”. The course will have duration of 16 weeks, commencing from **2<sup>nd</sup> September, 2023**.


Students are requested to register by 23<sup>rd</sup> August, 2023. Certificates will be awarded to students who maintain at least 75% attendance throughout the course.

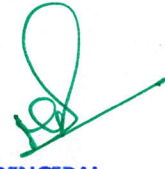
  
**Value Added Course Coordinator**

Ms. Parul Uniyal

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Mohan Nagar, Ghaziabad

  
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431, Anand Indl. Area,  
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## Value Added Course (Session 2023-24)

### Department of Education

#### Course-Introduction to Digital Humanities: Exploring Technology in Arts and Culture

##### Course Code-VACED015

**Course Duration** – 36 Hours, Twice a week - 12 weeks

(Weekly: 2 hours of lecture/discussion, 1-hour workshop)

##### Course Description

This non-credit, value-added course is designed for undergraduate students seeking an immersive exploration of the convergence between technology and the humanities. Digital Humanities (DH) is a multidisciplinary field that harnesses digital tools and methodologies to advance research, analysis, and knowledge dissemination within humanities disciplines. This introductory course is thoughtfully shaped to acquaint undergraduate students with the expanding domain of Digital Humanities, with a particular focus on its intersection with the realms of arts, literature, and cultural studies.

Throughout the course, students will actively engage with both the theoretical foundations and pragmatic applications of digital tools in the context of humanities research. A central principle of this course is to foster a critical perspective on the ever-evolving role of digital methodologies within the humanities and their profound influence on the presentation and interpretation of cultural artifacts.

##### Course Objectives

1. To understand the broad aspects and importance of Digital Humanities in modern arts and culture studies.
2. To get real-life experience with digital tools and methodologies relevant to the humanities.
3. To develop the ability to critically assess how technology intersects with and influences the humanities.
4. To apply learned concepts to create an original digital humanities project, integrating course knowledge into a practical application

##### Course Outcomes

1. Understand the role and impact of Digital Humanities in modern arts and culture studies.
2. Acquire practical experience with digital tools and methodologies used in the humanities.
3. Develop critical skills to assess the interplay between technology and the humanities.
4. Create an original digital humanities project that integrates course knowledge into a practical application

##### Course Outlines

###### Module 1. Introduction to Digital Humanities

- Definition and scope

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Co-Ordinator, IQAC  
Modern College of Professional Studies  
Mohan Nagar, Ghaziabad

  
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Modern College of Professional Studies  
431, Anand Indl. Area,  
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- Historical development and key concepts
- Case studies of DH projects

### **Module 2. Digital Tools and Techniques**

- Text analysis and visualization (e.g., using Python or R)
- Geographic Information Systems (GIS) in humanities
- Digital archiving and preservation

### **Module 3. Digital Culture and Media**

- The impact of digital media on culture and society
- Digital art and literature
- Social media analysis

### **Module 4. Digital Project Management**

- Basics of managing a digital project
- Collaboration tools and methods
- Ethical considerations in DH projects

### **Module 5. Hands-On Workshops**

- Sessions on specific DH tools and software
- Group activities and discussions

### **Module 6. Final Project**

- Students design and execute a small-scale DH project
- Could include digital storytelling, a digital exhibition, or a textual analysis

### **Assessment**

- Participation in discussions and workshops (20%)
- Mid-term assignment (30%): A critical essay on a DH topic
- Final Project (50%): A digital humanities project with a reflective report.

### **Teaching Methods**

- Lectures and guest talks from DH practitioners.
- Interactive workshops for hands-on learning.
- Group discussions and collaborative projects.

### **Course Schedule**

- Weekly: 2 hours of lecture/discussion, 1-hour workshop.
- Duration: 10 to 12 weeks.

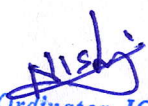
### **Suggested Readings:**

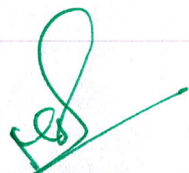
- 1) Warwick, C., Terras, M., & Nyhan, J. (2012). Digital Humanities in Practice. ISBN: 1856047660.

*Nishu*  
 Co-Ordinator, IQAC  
 Modern College of Professional Studies  
 Mohan Nagar, Ghaziabad

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 431, Anand Indl. Area,  
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- 2) **Gold, M. K., & Klein, L. F. (Eds.). (2012, 2016, 2019).** Debates in the Digital Humanities. ISBN: 0816677956.
- 3) Debates in the Digital Humanities.
- 4) **Burdick, A., Drucker, J., Lunenfeld, P., Presner, T., & Schnapp, J. (2012).** Digital\_Humanities. ISBN: 9780262018470. The MIT Press. Digital\_Humanities | MIT Press.
- 5) **Dodd, M., & Kalra, N. (Eds.).** "Exploring Digital Humanities in India: Pedagogies, Practices, and Institutional Possibilities." Routledge. Routledge - Exploring Digital Humanities in India.
- 6) **Zaidi, N., & Pue, A. S. (Eds.).** "Literary Cultures and Digital Humanities in India." Routledge. Routledge – Literary Cultures and Digital Humanities in India.
- 7) **The Centre for Internet and Society.** "Digital Humanities in India?" Centre for Internet and Society - Digital Humanities in India.
- 8) **Data Analytics in Digital Humanities. (2017).** Available at: Data Analytics in Digital Humanities.
- 9) **A New Companion to Digital Humanities. (2016).** Available at: A New Companion to Digital Humanities.
- 10) **Defining Digital Humanities. (2013).** Available at: Defining Digital Humanities.
- 11) **Routledge International Handbook of Research Methods in Digital Humanities. (2022).** Available at: Routledge International Handbook.
- 12) **Hockey, S. (2004).** "The History of Humanities Computing". In A Companion to Digital Humanities. The History of Humanities Computing.
- 13) **Fitzpatrick, K. (2012).** "The Humanities, Done Digitally". In Debates in the Digital Humanities. The Humanities, Done Digitally.
- 14) **Spiro, L. (2012).** "This Is Why We Fight': Defining the Values of the Digital Humanities". In Debates in the Digital Humanities. Defining the Values of the Digital Humanities.
- 15) **Posner, M. (2013).** "How Did They Make That?" Blog post. How Did They Make That?
- 16) **Visconti, A. (2016).** "A Digital Humanities What, Why, & How". Blog post. A Digital Humanities What, Why, & How?

  
Co-Ordinator, IQAC  
Modern College of Professional Studies  
Mohan Nagar, Ghaziabad

  
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Modern College of Professional Studies  
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**Department of Education Session:  
2023-2024**

**Value Added Course  
Enhancing Proficiency in  
Indian Classical Music: Vocal and Instrumental  
Traditions**

**Course Code: VACED016**

**Duration: 36 Hours**

**Coordinator: Ms. Haritima Dixit**

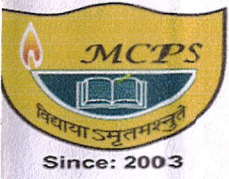
Email:  
[info@moderncollege.org](mailto:info@moderncollege.org)

Website:  
[www.moderncollege.org](http://www.moderncollege.org)

*Haritima Dixit*  
Co-Ordinator, IQAC  
Modern College of Professional Studies  
Mohan Nagar, Ghaziabad

*Haritima Dixit*  
PRINCIPAL  
Modern College of Professional Studies  
431, Anand Indl. Area,





Ph. No. : 0120-4900197,4981029

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Date: 09/08/2023

## NOTICE

All the students of B.Ed. (2<sup>nd</sup>Year) are hereby informed that Department of education, at Modern College of Professional Studies is organizing a Value Added Course titled “**Enhancing Proficiency in Indian Classical Music: Vocal and Instrumental Traditions Certificate Course**”. The course will have duration of 16 weeks, commencing from **2<sup>nd</sup> September, 2023**.

Students are requested to register by 23<sup>rd</sup> August, 2023. Certificates will be awarded to students who maintain at least 75% attendance throughout the course.

*Ms. Haritima*  
**Value Added Course Coordinator**

Ms. Haritima Dixit

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*Nishu*  
Co-Ordinator, IQAC  
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Mohan Nagar, Ghaziabad

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PRINCIPAL  
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431, Anand Indl. Area,  
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**Value Added Course (Session 2023-24)**

**Department of Education**

**Course Name- Enhancing Proficiency in Indian Classical Music: Vocal and Instrumental Traditions**

**Course Code-VACED016**

**Duration:** 36 Hours, - 12 weeks

(Weekly: 2 hours of lecture/discussion, 1-hour workshop)

**Course Description:**

This value-added course provides an extensive exploration of the world of Indian Classical Music, equipping participants with practical skills and in-depth knowledge in both vocal and instrumental aspects of this profound musical tradition. Participants will delve into the foundational principles, historical evolution, and philosophical essence that shape Indian classical music while honing their performance abilities.

**Course Objectives**

1. Develop a deep understanding of the history, philosophy, and diverse traditions within Indian classical music.
2. Enhance vocal and instrumental skills for expressive and technically proficient performances.
3. Explore the intricate melodic structures and emotive qualities of different ragas.
4. Acquire proficiency in classical music through the mastery of vocal exercises and instrumental techniques.
5. Gain insight into the cultural and historical context of Indian classical music.

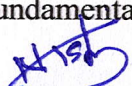
**Course Outcomes**


1. Develop a comprehensive understanding of the history, philosophy, and traditions of Indian classical music.
2. Enhance vocal and instrumental performance skills for technical proficiency and expressive depth.
3. Explore the complex melodic structures and emotional expressions within various ragas.
4. Achieve proficiency in Indian classical music through rigorous vocal and instrumental practice.
5. Understand the cultural and historical significance of Indian classical music in its contemporary and traditional forms

**Course Outlines:**

**Module 1: Fundamentals of Indian Classical Music**

- Introduction to fundamental concepts, history, and philosophy of Indian Classical Music.

  
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## **Module 2: Vocal Proficiency**

- Techniques of voice modulation, pitch control, and tonal quality.
- Learning and practicing various classical vocal exercises (Alankar, Meend, Gamak, etc.).
- Detailed study of different ragas and their application in vocal renditions.

## **Module 3: Instrumental Excellence**

- Introduction to classical instruments such as tabla, Harmonium, etc.
- Hands-on training in playing the chosen instrument, including techniques, fingering, and posture.
- Exploration of the role of the chosen instrument in solo and ensemble performances.

## **Module 4: Rhythm (Tala) and Percussion Mastery**

- Understanding and mastery of different talas (rhythmic cycles) in classical music.
- Training in percussion instruments like tabla and Harmonium.

## **Module 5: Composition and Artistry**

- Introduction to classical compositions (bandish, kriti, etc.) and their structure.
- Techniques for improvisation (alap, taans, etc.) in both vocal and instrumental performances.

## **Module 6: Performance and Presentation Skills**

- Opportunities for regular solo and group performances.
- Stage presence, audience engagement, and effective communication through music.
- Critique and feedback sessions to enhance performance skills.

## **Module 7: Music Theory and Notation**

- Understanding the theoretical aspects of Indian classical music.
- Reading and writing musical notation specific to the chosen instrument or vocal style.

## **Module 8: Cultural and Historical Context**

- Exploring the cultural and historical context of Indian classical music.
- Appreciation of the contributions of renowned classical musicians.

## **Module 9: Hands-On Workshops and Cultural Fusion**

- Sessions on specific Taals, Raags, and group performances.

*Nishu*  
Co-Ordinator, IQAC  
Modern College of Professional Studies  
Mohan Nagar, Ghaziabad

  
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Mohan Nagar, Ghaziabad

Exploring cultural fusion, blending music from diverse traditions to highlight the diversity of musical cultures.

## Module 10: Final Projects in Innovation and Wellness


- Remix Project: Take existing songs from different artists and create remixes that offer a fresh perspective.
- Music and Wellness: Explore the connection between music and well-being, creating compositions for relaxation, focus, and emotional states.


### Assessment (Evaluation/Criteria for Completion):

- Active participation in class activities, including workshops, group performances, and discussions, demonstrating commitment to learning and collaboration.
- Evaluation of participants' progress in developing vocal and instrumental skills, including -
  - Periodic assessments
  - Performance evaluations
  - Feedback sessions

### Suggested Readings

- 1) Kaufmann, W. (1968). *The Ragas of North India*.
- 2) Farrell, G. (2007). *Indian Music and the West*.
- 3) Khandekar, K. J. (Year of Publication). *Introduction to the Study of Musical Scales*.
- 4) Ruckert, G. E. (2004). *Music in North India: Experiencing Music, Expressing Culture*.
- 5) Raja, D. (Year of Publication). *Indian Classical Music and Gharana Tradition*.
- 6) Bhagyalekshmy, S. (Year of Publication). *Ragas in Indian Music: A Complete Reference Source for Carnatic Ragas*.
- 7) Misra, S. (Year of Publication). *The Great Masters: Profiles in Hindustani Classical Vocal Music*.
- 8) Sarangadeva. (Year of Publication). *Sangeet Ratnakara*.
- 9) Bharata Muni. (Year of Publication). *Natya Shastra*.
- 10) Damodara Pandita. (Year of Publication). *Sangeet Darpan*.
- 11) Amjad Ali Khan. (Year of Publication). *Raga'n Josh: Stories from a Musical Landscape*.
- 12) L. Subramaniam. (Year of Publication). *Aesthetic Rhapsody*.
- 13) Namita Devidayal. (Year of Publication). *The Music Room*.
- 14) Palghat Mani Iyer. (Year of Publication). *Musical Excellence of Mridanga*.
- 15) Vishnu Narayan Bhatkhande. (Year of Publication). *Hindustani Sangeet Paddhati*.
- 16) Pesch, L. (Year of Publication). *The Oxford Illustrated Companion to South Indian Classical Music*.
- 17) Menon, R. R. (Year of Publication). *Indian Classical Music: The Roots and the Raga*.
- Deva, B. C. (Year of Publication). *Musical Instruments of India: Their History and Development*.
- 18) Shringy, R. K., & Sharma, P. L. (Year of Publication). *Sangitaratnakara of Sarngadeva: Text and English Translation with Comments and Notes*.
- 19) Sankaran, S. (Year of Publication). *Exploring the World of Indian Music: An Introduction to Music from an Indian Classical Perspective*.

  
Co-Ordinator, IQAC  
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Department of Education

Session: 2023-2024

## Value Added Course

**Swacch Bharat**

Course Code: VACED017

Duration: 36 Hours

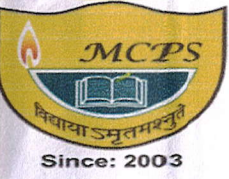
Coordinator: Dr. Rajni Sharma

Email:

[info@moderncollege.org](mailto:info@moderncollege.org)

Website:

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Ph. No. : 0120-4900197,4981029

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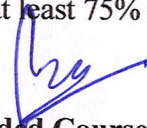
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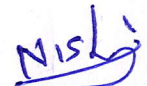
All the students of B.Ed. (2<sup>nd</sup>Year) are hereby informed that Department of education, at Modern College of Professional Studies is organizing a Value Added Course titled "**Swacch Bharat Certificate Course**". The course will have duration of 16 weeks, commencing from **2<sup>nd</sup> September, 2023**.

Students are requested to register by 23<sup>rd</sup> August, 2023. Certificates will be awarded to students who maintain at least 75% attendance throughout the course.

  
**Value Added Course Coordinator**  
Dr. Rajni Sjharna

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**Value Added Course (Session 2023-24)**

**Department of Education**

**Course Title: Swachh Bharat**

**Course Code: VACED017**

**Duration:** 36 Hours - 12 weeks

(Weekly: 2 hours of lecture/discussion, 1-hour workshop)

**Course Description**

The "Swachh Bharat" course is a non-credit value-added course (For UG and PG Students) aimed at fostering awareness and practical skills in sanitation, hygiene, and waste management, with a focus on the Swachh Bharat Abhiyan initiative in India. This course is designed to provide students with a comprehensive understanding of the developmental challenges related to sanitation infrastructure and practices in both rural and urban settings.


Through a series of engaging lectures, discussions, and practical activities, students will explore various aspects of the Swachh Bharat Abhiyan, including its historical background, key objectives, and phases of implementation. The course will delve into Gandhian philosophy of cleanliness and its relevance in the contemporary context, as well as the roles and responsibilities of citizens in promoting cleanliness and hygiene.


**Course Objectives:**

1. To identify and analyze developmental challenges in sanitation infrastructure and practices.
2. To demonstrate values of cleanliness, hygiene, and waste management, and exhibit practical skills applicable in various socio-economic contexts.
3. To Cultivate values of cleanliness, hygiene, and waste management, while providing practical skills applicable in diverse socio-economic contexts.
4. To equip students with waste management techniques for community-level application, promoting proactive engagement in addressing sanitation challenges.
5. To enable students to evaluate the significance and effectiveness of the Swachh Bharat Abhiyan in addressing national sanitation issues.

**Course Outcomes:**

1. To recognize and analyze developmental challenges in sanitation infrastructure and practices.
2. To exhibit values of cleanliness, hygiene, and waste management, along with practical skills applicable in diverse socio-economic contexts.
3. To apply waste management techniques at the community level to address sanitation challenges effectively.
4. To assess the significance and effectiveness of the Swachh Bharat Abhiyan in addressing national sanitation issues through critical evaluation.
5. To Instill a sense of service towards society and the Nation, motivating them to actively contribute to sanitation improvement initiatives with a commitment to societal welfare.

  
**Co-ordinator, IQAC**  
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## Course Outlines:

### Module 1: Understanding Swachh Bharat Abhiyan

- Introduction to Gandhian philosophy of cleanliness
- Overview of the Swachh Bharat Abhiyan (SBA)
- Concepts of hygiene, sanitation, and sustainable waste management
- Roles of key agencies and nodal ministries for SBA
- Evaluation of different phases of SBA
- Citizen responsibilities: Role of Swacchagrahi

### Module 2: Rural Sanitation

- Indicators for assessing rural sanitation
- Analysis of sanitation coverage across households (2014 vs. 2022)
- Parameters for Open Defecation Free (ODF) villages and ODF plus model
- Practical strategies for rural sanitation improvement

### Module 3: Urban Sanitation

- Sustainable sanitation practices in urban areas
- Management of waste, water, and solid waste in urban settings
- Initiatives for achieving Garbage Free Cities
- Challenges and prospects in urban sanitation

### Module 4: Attitudes and Challenges

- Examination of attitudes and perceptions towards sanitation
- Operational and financial challenges in sanitation initiatives
- Strategies for community mobilization


### Module 5: Practical Application and Engagement

- Various activities related to waste management, cleanliness drives, and community mobilization
- Participation in Swachh Bharat Internship program
- Documentation of experiences through project reports

### Practical/Practice Component:

- Identify plastic and e-waste in and around the institution and suggest innovative technologies to minimize wastage.
- Identify events/fests that generate maximum waste and ways to minimize it.

  
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- Visit canteen/shops and track the lifecycle of wet/dry waste in and around the institution and document the findings in the form of a Project Report.
- Conduct interviews of stakeholders to understand the level of awareness.
- Conduct a Clean Audit of the Institution and identify areas for action.
- Organize Swachhata Pakhwada meetings, rallies, and mobilization camps within the identified communities.
- Students may participate in the Swachh Bharat Internship program and share experiences in the form of a Project Report.

### Assessment

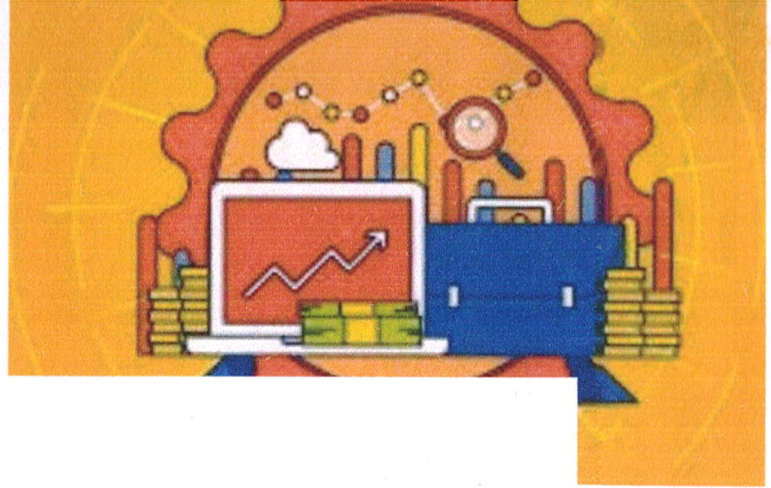
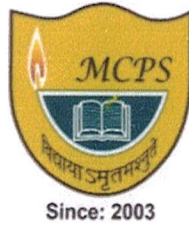
1. Quizzes, Tests, and Written Assignments
2. Practical Projects and Presentations
3. Fieldwork Evaluation and Final Exam

### Suggested Readings -

- 1) Government of India. (Year). *Swachh Bharat Mission (Gramin): Guidelines for SBM (G) Implementation*. Ministry of Drinking Water and Sanitation.
- 2) Ministry of Housing and Urban Affairs, Government of India. (Year). *National Urban Sanitation Policy*.
- 3) Ministry of Health and Family Welfare, Government of India. (Year). *National Guidelines on Sanitation in Healthcare Facilities*.
- 4) Central Pollution Control Board, Government of India. (Year). *Guidelines for Municipal Solid Waste Management in India*.
- 5) Ministry of Environment, Forest and Climate Change, Government of India. (Year). *National Policy on Faecal Sludge and Septage Management*.
- 6) Narain, S. (Year). *Sanitation and Cleanliness for a Healthy Environment*.
- 7) United Nations. (Year). *Transforming Our World: The 2030 Agenda for Sustainable Development*.
- 8) WaterAid India. (Year). *Clean India: Clean Schools - A Handbook*.
- 9) World Bank Group. (Year). *Making Cities Work: Swachh Bharat Mission Urban*.
- 10) Bill & Melinda Gates Foundation. (Year). *Beyond Toilets: A Systems Approach to Sanitation*.

  
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## **MODERN COLLEGE OF PROFESSIONAL STUDIES**

Affiliated to C.C.S. University, Meerut Anand Industrial Estate,  
Mohan Nagar, Ghaziabad-201007 (U.P.)

**Department of Education**  
**Session: 2023-2024**

### **Value Added Course** **Introduction to Research** **Methods and Basic Data Analysis** **Course Code: VACED018**

**Duration: 36 Hours**  
**Coordinator: Dr. B.P. Gaur**

Email:  
[info@moderncollege.org](mailto:info@moderncollege.org)

Website:  
[www.moderncollege.org](http://www.moderncollege.org)

*Nishu*  
Co-Ordinator, IQAC  
Modern College of Professional Studies  
Mohan Nagar, Ghaziabad

*H.P.*  
PRINCIPAL  
Modern College of Professional Studies  
431, Anand Indl. Area.



Ph. No. : 0120-4900197,4981029

Mob. : 9711149573

# MODERN COLLEGE OF PROFESSIONAL STUDIES

(Approved by NCTE & Affiliated to C.C.S. University, Meerut)

ANAND INDUSTRIAL ESTATE, MOHAN NAGAR, GHAZIABAD-201007 (U.P.)

Email : [info@moderncollege.org](mailto:info@moderncollege.org) | Website : [www.moderncollege.org](http://www.moderncollege.org)

Date: 10/01/2024

## NOTICE


All the students of M.Ed. (1<sup>st</sup>Year) & BCA (2<sup>nd</sup>Year) are hereby informed that Department of education, at Modern College of Professional Studies is organizing a Value Added Course titled "**Introduction to Research Methods and Basic Data Analysis Certificate Course**". The course will have duration of 16 weeks, commencing from 31st January 2024.


Students are requested to register by 25<sup>th</sup> January, 2024. Certificates will be awarded to students who maintain at least 75% attendance throughout the course.

  
**Value Added Course Coordinator**  
Dr. B. P. Gaur

Copy to:

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3. M.Ed. 1<sup>st</sup>& BBA 2<sup>nd</sup>Year Programme Coordinators
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## Value Added Course (Session 2023-24)

### Department of Education

**Course Name: Introduction to Research Methods and Basic Data Analysis**

**Course Code:** VACED018

**Course Duration:** 36 Hours, 12 weeks

(Weekly: 2 hours of lecture/discussion, 1-hour workshop)

#### Course Description

This introductory, non-credit course is designed for postgraduate students with little to no background in research methods or data analysis. It aims to explain the research process and introduce basic data analysis techniques in an accessible, hands-on manner. Students will learn the essentials of conducting research, from formulating research questions to collecting and analyzing data, and finally, presenting their findings.

#### Course Objectives

1. Understand the basic principles and processes involved in conducting research.
2. Learn to formulate clear and researchable questions.
3. Gain familiarity with simple data collection methods.
4. Introduce basic concepts of data analysis and interpretation.
5. Develop skills to present research findings effectively.

#### Course Outcomes

By the end of the course, students will be able to

- Explain the fundamental steps and reasoning behind research processes.
- Develop well-defined research questions that are feasible to investigate.
- Employ basic methods for gathering data relevant to their research.
- Analyze collected data using introductory techniques and draw meaningful interpretations.
- Communicate research findings clearly and concisely through presentations or reports.


#### Course Outline

##### Module 1: Understanding Research

- What is Research? An Introduction to Research in Academic and Real-World Contexts.
- Types of Research
- Ethical Considerations in Research: Understanding Consent, Privacy, and Integrity.

##### Module 2: Formulating Research Questions

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- Identifying a Research Problem
- Developing Research Questions
- Introduction to Research Design: Case Studies, Surveys, and Experiments.

### **Module 3: Basics of Data Collection**

- Overview of Data Collection Methods: Surveys, Interviews, Observations, and Secondary Data.
- Designing Simple Surveys and Questionnaires.
- Basic Sampling Techniques: Understanding Population and Sample.

### **Module 4: Introduction to Data Analysis**

- Types of Data
- Simple Data Analysis Techniques: Calculating Averages, Percentages, and Simple Trends.
- Introduction to Qualitative Data Analysis: Identifying Themes and Patterns.

### **Module 5: Presenting Research Findings**

- Basics of Data Visualization: Using Charts and Graphs.
- Writing a Research Report: Structure and Key Elements.
- Effective Presentation Skills: Sharing Research Findings with an Audience.

### **Hands-On Workshops**

- Group activities on designing surveys and collecting data.
- Basic data analysis exercises using Excel or Google Sheets.

### **Final Project**


In small groups, students will design a mini-research project on a topic of their choice, covering the formulation of research questions, data collection, basic data analysis, and presentation of their findings.


### **Assessment**

- Participation in discussions and workshops.
- Group presentation of the final project.

### **Suggested Readings**


- 1) Borg, B.L. (2004). Qualitative research methods. Boston: Pearson.
- 2) Best, J. W., & Kahn, J. (1997). Research in education. New Delhi: Prentice-Hall of India Ltd.
- 3) Bryman, A. (1988). Quantity and quality in social science research. London: Routledge.

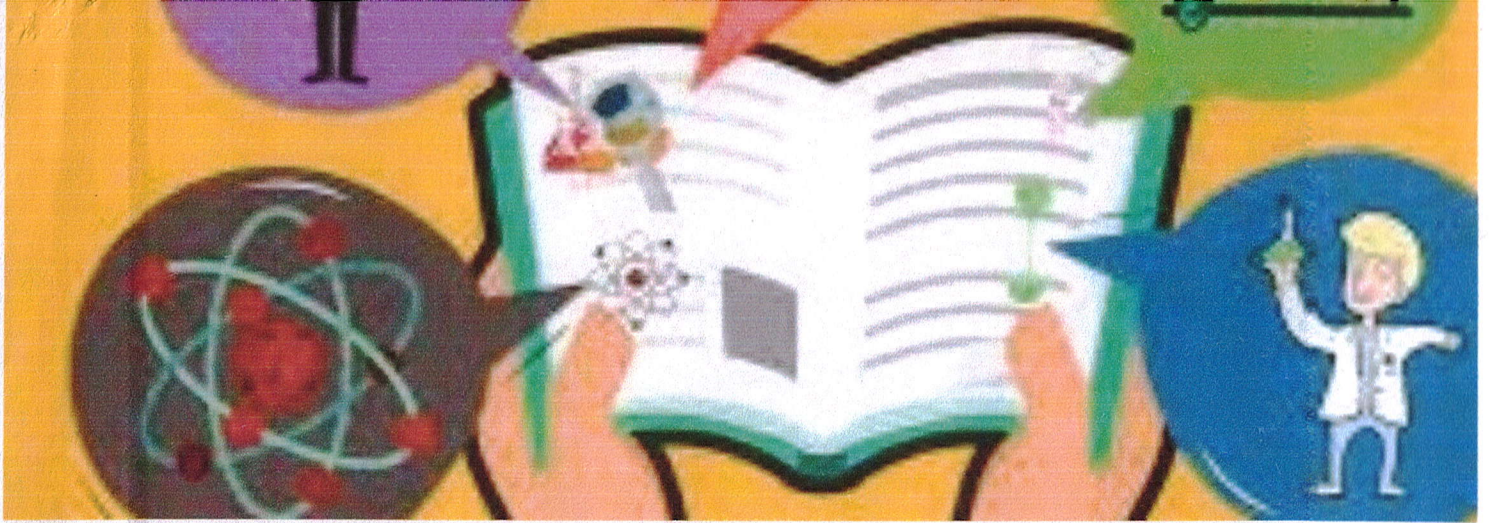
  
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- 4) Cohen, L., & Manion, L. (1994). Research methods in education. London: Routledge.
- 5) Creswell, J.W. (2002). Educational research. New Jersey: Upper Saddle River.
- 6) Creswell, J.W. (2003). Research design: qualitative, quantitative, and mixed methods approaches. Thousand Oaks: Sage.
- 7) Creswell, J. W. (2007). Qualitative inquiry and research design. London: Sage Publications.
- 8) Kelly, A., & Lesh, R. (2000). Handbook of research design in education. Erlbaum Associates.
- 9) McMillan, J. H., & Schumacher, S. (2001). Research in education. New York: Longman.
- 10) O'Leary, Z. (2004). The essential guide to doing research. London: Sage.

  
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**Modern College of Professional Studies**  
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## **MODERN COLLEGE OF PROFESSIONAL STUDIES**

Affiliated to C.C.S. University, Meerut Anand Industrial Estate,  
Mohan Nagar, Ghaziabad-201007 (U.P.)

**Department of Education**  
**Session: 2023-2024**  
**Value Added Course**

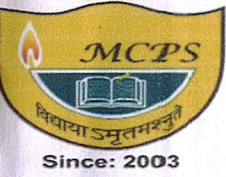
**Introduction to Story Telling  
in Science Education**

**Course Code: VACED019**

**Duration: 36 Hours**  
**Coordinator: Mr. Ashish Singh**

Email:  
[info@moderncollege.org](mailto:info@moderncollege.org)

Website:  
[www.moderncollege.org](http://www.moderncollege.org)



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Mob. : 9711149573

# MODERN COLLEGE OF PROFESSIONAL STUDIES

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Email : [info@moderncollege.org](mailto:info@moderncollege.org) | Website : [www.moderncollege.org](http://www.moderncollege.org)

Date: 09/08/2023

## NOTICE

All the students of B.Ed. (2<sup>nd</sup>Year) are hereby informed that Department of education, at Modern College of Professional Studies is organizing a Value Added Course titled "**Introduction to Story Telling in Science Education Certificate Course**". The course will have duration of 16 weeks, commencing from **2<sup>nd</sup> September, 2023**

Students are requested to register and by 23<sup>rd</sup> August, 2023. Certificates will be awarded to students who maintain at least 75% attendance throughout the course.

**Value Added Course Coordinator**

Mr. Ashish Singh

Copy to:

1. Principal Office
2. Admin Office
3. B.Ed Programme Coordinators
4. Website In -charge
5. Student's Notice Board

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## Value Added Course (Session 2023-24)

### Department of Education

**Course Name: Introduction to Storytelling in Science Education**

**Course Code:** VACED019

**Course Duration:** 36 Hours, 12 weeks

(Weekly: 2 hours of lecture/discussion, 1-hour workshop)

### Course Description

This interdisciplinary course is designed for undergraduate and post graduate students interested in bridging the gap between the rigor of scientific inquiry and the art of storytelling. "Narratives in Science: Mastering the Art of Scientific Storytelling" explores how narrative techniques can be effectively applied to communicate complex scientific ideas to diverse audiences. Through a blend of theoretical insights and practical exercises, students will learn to craft engaging stories that convey scientific concepts, findings, and their significance in an accessible and compelling manner.

### Course Objectives

1. Understand the role of narrative and storytelling in the communication of science.
2. Learn techniques for crafting engaging and accessible scientific narratives.
3. Explore the use of different media for scientific storytelling, including writing, video, and digital platforms.
4. Develop skills to critically analyze scientific narratives for accuracy and impact.
5. Create original scientific stories that effectively communicate scientific concepts to non-specialist audiences.

### Course Outcomes

By the end of the course, students will:

1. Be able to articulate the importance of storytelling in science communication.
2. Have mastered techniques for translating scientific data and concepts into engaging narratives.
3. Be proficient in creating scientific stories across various media.
4. Be able to critically evaluate the effectiveness and accuracy of scientific narratives.
5. Have produced a portfolio of original scientific stories.

### Course Outline

#### Module 1: The Science of Storytelling

  
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- Introduction to storytelling and its importance in science communication.
- The elements of a compelling story: structure, character, and narrative arc.

### Module 2: Crafting Scientific Narratives

- Techniques for translating scientific data and jargon into narrative form.
- The role of metaphor and analogy in explaining complex concepts.
- Workshop: Writing your first scientific story.

### Module 3: Visual and Digital Storytelling in Science

- Principles of visual storytelling: using images, videos, and infographics.
- Digital storytelling tools and platforms.
- Workshop: Creating a short video or digital story.

### Module 4: Ethical Considerations in Scientific Storytelling

- Balancing accuracy with engagement.
- Addressing bias and ensuring inclusivity in scientific narratives.

### Module 5: Analyzing and Evaluating Scientific Stories

- Critical analysis of examples from popular science media.
- Peer review session: feedback on classmates' stories.

### Hands-On Workshops

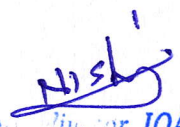
- Interactive sessions on writing, digital storytelling, and visual communication.
- Group critiques and peer feedback sessions.
- Guest lectures from experts in science communication and storytelling.


### Assessment

- Participation in discussions and workshop activities.
- Final project: creation and presentation of an original scientific story in a medium of their choice (written, digital, or video).


### Suggested Readings


- 1) Glynn, S. M., & Takahashi, T. (1998). Learning from Analogy-Enhanced Science Text. *Journal of Research in Science Teaching*, 35. [https://doi.org/10.1002/\(SICI\)1098-2736\(199812\)35:10<1129::AID-TEAS>3.0.CO;2-2](https://doi.org/10.1002/(SICI)1098-2736(199812)35:10<1129::AID-TEAS>3.0.CO;2-2)
- 2) McDrury, J., & Alterio, M. (2003). *Learning through Storytelling in Higher Education: Using Reflection and Experience to Improve Learning*. London: Kogan Page. <https://doi.org/10.4324/9780203416655>
- 3) *Storytelling in science*, Rowcliffe, S. (2004). [https://www.academia.edu/5051952/Storytelling\\_in\\_science](https://www.academia.edu/5051952/Storytelling_in_science)

  
 Co-ordinator, IQAC  
 Modern College of Professional Studies  
 Mohan Nagar, Ghaziabad

  
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 Mohan Nagar, Ghazi

- 4) Schank, R. C., & Abelson, R. P. (1995). Knowledge and Memory: The Real Story. In R. S. Wyer, Jr. (Eds.), *Advances in Social Cognition*, Vol. VIII, (pp. 1-85), Hillsdale, Erlbaum, New Jersey.
- 5) Tandon, T. (2011), Story-telling --- A constructivist tool in science teaching, *School Science*. NCERT, 49(2), 4-8
- 6) Yanowitz, K. L. (2001). The Effects of Analogies on Elementary School Students' Learning of Scientific Concepts. *School Science and Mathematics*, 101, 133-142. <https://doi.org/10.1111/j.1949-8594.2001.tb18016.x>

  
Co-Ordinator, IQAC  
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## MODERN COLLEGE OF PROFESSIONAL STUDIES

Affiliated to C.C.S. University, Meerut Anand Industrial Estate,  
Mohan Nagar, Ghaziabad-201007 (U.P.)

Department of Education Session: 2023-2024

### Value Added Course

### Ethics and Responsibility in Modern Research

Course Code: VACED020

Duration: 36 Hours

Coordinator: Dr. Safia Mustfa

Email:  
[info@moderncollege.org](mailto:info@moderncollege.org)

Website:  
[www.moderncollege.org](http://www.moderncollege.org)

*Nishu*  
Co-Ordinator, IQAC  
Modern College of Professional Studies  
Mohan Nagar, Ghaziabad

*182*  
PRINCIPAL  
Modern College of Professional Studies  
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# MODERN COLLEGE OF PROFESSIONAL STUDIES

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Email : [info@moderncollege.org](mailto:info@moderncollege.org) | Website : [www.moderncollege.org](http://www.moderncollege.org)

Date: 10/01/2024

## NOTICE

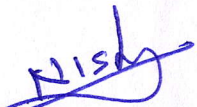
All the students of M.Ed. (2<sup>nd</sup>Year) are hereby informed that Department of education, at Modern Collage of Professional Studies is organizing a Value Added Course titled “Ethics and Responsibility in Modern Research CERTIFICATE COURSE”. The course will have duration of 16 weeks, commencing from 31st January 2024.


Students are requested to register by 25<sup>th</sup> January, 2024. Certificates will be awarded to students who maintain at least 75% attendance throughout the course.

  
Value Added Course Coordinator  
Dr. Safia Mustafa

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## Value Added Course (Session 2023-24)

### Department of Education

#### Course- Ethics and Responsibility in Modern Research

##### Course Code-VACED020

**Course Duration** – 36 Hours, 12 weeks

(Weekly: 2 hours of lecture/discussion, 1-hour workshop)

##### Course Description

This course is designed to introduce postgraduate students to the ethical considerations and responsibilities inherent in the conduct of research across various disciplines. Covering a broad range of topics from data integrity to the ethical treatment of human and animal subjects, the course aims to instill a strong ethical foundation in future researchers. Through discussions, case studies, and practical exercises, students will explore contemporary ethical issues in research, understand the importance of ethical standards, and learn to navigate complex ethical dilemmas.

##### Course Objectives

1. Understand the fundamental ethical principles guiding research practices.
2. Explore the ethical considerations involved in the treatment of human and animal subjects.
3. Learn about data integrity, confidentiality, and the responsible use of data.
4. Examine the ethical implications of emerging technologies and digital research.
5. Develop critical thinking skills to navigate ethical dilemmas in research.

##### Course Outcomes


By the end of the course, students will:


1. Be familiar with key ethical guidelines and regulations in research.
2. Understand the ethical responsibilities of researchers to their subjects, their discipline, and society at large.
3. Be able to identify ethical issues in research proposals and published studies.
4. Have the skills to apply ethical principles in the planning and conduct of their research projects.

##### Course Outline

###### Module 1: Foundations of Research Ethics

- Introduction to research ethics: history, principles, and importance.
- Overview of ethical guidelines and codes (the Belmont Report and the Declaration of Helsinki).

  
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- Ethical considerations in research design.

### **Module 2: Ethics in Human Subject Research**

- Informed consent: principles and practices.
- Privacy, confidentiality, and data protection.
- Vulnerable populations and coercion.
- Ethical review boards and the approval process.

### **Module 3: Ethics in Animal Research**

- Justification for the use of animals in research.
- Ethical treatment of animal subjects.
- Alternatives to animal testing.

### **Module 4: Data Integrity and Management**

- Fabrication, falsification, and plagiarism.
- Responsible data management and sharing.
- Authorship and peer review ethics.

### **Module 5: Digital Research and Technology Ethics**

- Ethical challenges in digital research: privacy, consent, and data security.
- The impact of artificial intelligence and machine learning on research ethics.
- Open access and the ethics of knowledge dissemination.

### **Module 6: Navigating Ethical Dilemmas**

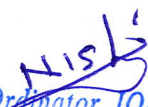
- Case studies: Review and discussion of real-world ethical dilemmas in research.
- Role-playing exercises: Simulated ethical review board meetings.
- Developing an ethical mindset: Strategies for ethical decision-making in research.

### **Hands-On Workshops**

- Sessions on ethical data management using software tools.
- Group discussions and analyses of case studies.

### **Final Project**

Students will analyze a research proposal or a published study to identify potential ethical issues, propose solutions, and present their findings to the class. Alternatively, students may develop their ethical guidelines for a hypothetical study.

  
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## Assessment

- Participation in discussion
- Writing an essay on any ethical issue in modern research.

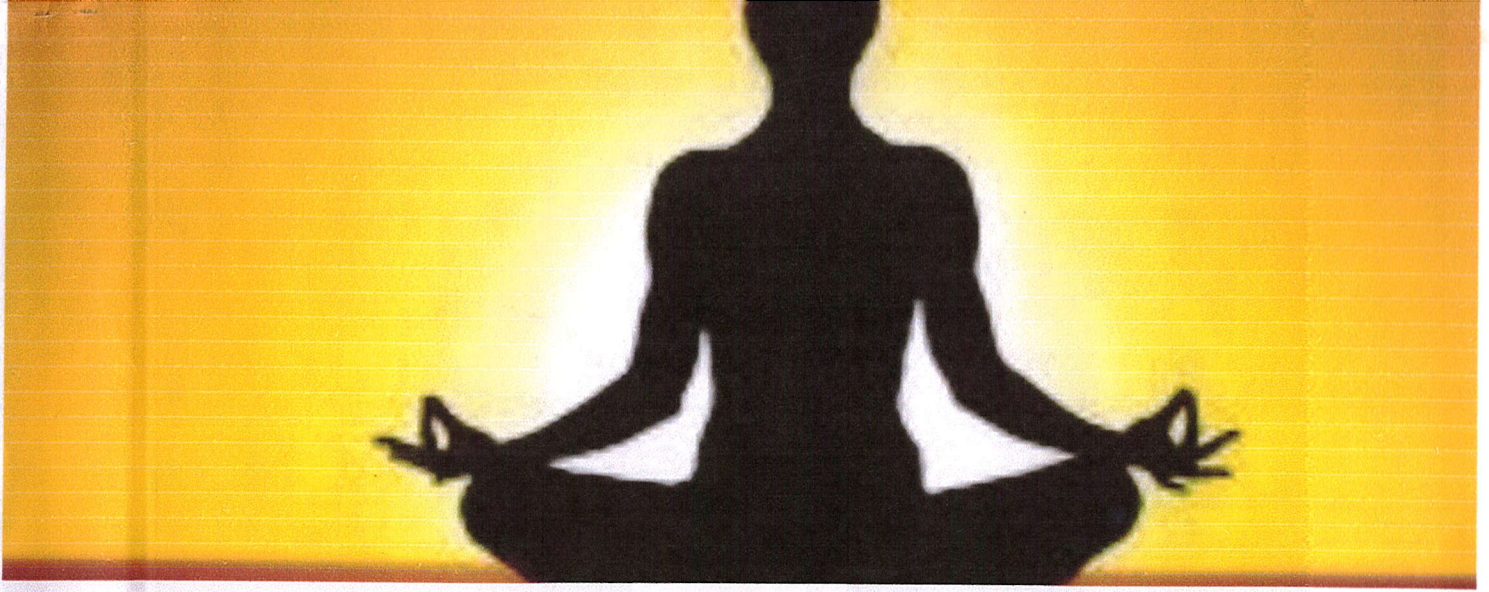
## Suggested Readings

- 1) Comstock, G. (2012). *Research ethics: A philosophical guide to the responsible conduct of research*. Cambridge University Press.
- 2) Iltis, A. S., & Cherry, M. J. (Eds.). (2020). *The Oxford handbook of research ethics*. Oxford University Press.
- 3) Black, J., Roberts, M. S., & Steele, B. (2011). *Doing ethics in media: Theories and practical applications*. Routledge.
- 4) British Educational Research Association. (2018). Ethical issues in online research. *BERA Ethics and Educational Research Guidelines*.
- 5) Manson, N. C., & O'Neill, O. (2007). Rethinking informed consent in bioethics. *Cambridge University Press*.
- 6) Royal Society. (2012). The use of animals in research. *Royal Society Policy Document*.

  
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## MODERN COLLEGE OF PROFESSIONAL STUDIES

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Mohan Nagar, Ghaziabad-201007 (U.P.)

Department of Education

Session: 2023-2024

### Value Added Course

**Mindful Living: Yoga and Meditation for  
Well-Being**

Course Code: VACED021

Duration: 36 Hours

Coordinator: Ms. Neha Bansal

Email:

[info@moderncollege.org](mailto:info@moderncollege.org)

Website:

[www.moderncollege.org](http://www.moderncollege.org)

*Nisha*  
Co-Ordinator, IQAC

Modern College of Professional Studies  
Mohan Nagar, Ghaziabad

*Neha*  
PRINCIPAL

Modern College of Professional Studies  
431, Anand Indl. Area,



Ph. No. : 0120-4900197,4981029

Mob. : 9711149573

# MODERN COLLEGE OF PROFESSIONAL STUDIES

(Approved by NCTE & Affiliated to C.C.S. University, Meerut)

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Email : [info@moderncollege.org](mailto:info@moderncollege.org) | Website : [www.moderncollege.org](http://www.moderncollege.org)

Date: 10/01/2024

## NOTICE

All the students of B.Ed (1<sup>st</sup> Year) are hereby informed that Department of education, at Modern College of Professional Studies is organizing a Value Added Course titled "**Mindful Living Yoga and Meditation for Well-Being Certificate Course**". The course will have duration of 16 weeks, commencing from 31st January 2024.

Students are requested to register by 25<sup>th</sup> January, 2024. Certificates will be awarded to students who maintain at least 75% attendance throughout the course.

**Value Added Course Coordinator**

Ms. Neha Bansal

Copy to:

1. Principal Office
2. Admin Office
3. B.Ed Programme Coordinators
4. Website In -charge
5. Student's Notice Board

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Co-Ordinator, IQAC  
Modern College of Professional Studies  
Mohan Nagar, Ghaziabad

*[Signature]*  
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Mohan Nagar, Ghaziabad

## Value Added Course (Session 2023-24)

### Department of Education

#### Course Name: Mindful Living: Yoga and Meditation for Well-Being

**Course Code:** VACED021

**Duration:** 36 Hours, 12 weeks

(Weekly: 2 hours of lecture/discussion, 1-hour workshop)

#### Course Description

This course is designed to enhance the academic journey of undergraduates and postgraduates. It integrates theory and practice to introduce mindfulness, yoga, and meditation as tools for stress management, personal growth, and holistic well-being. This course empowers students with practical skills for a balanced and focused lifestyle, supporting their academic success and preparing them for future challenges.

#### Course Objectives-

1. To provide students with understanding of the fundamental principles of mindfulness, emphasizing its importance for mental clarity and stress reduction.
2. To guide students through the essential postures, breathing exercises, and theoretical foundations of yoga, promoting physical health, awareness, and philosophical knowledge.
3. To impart various meditation methods, including their theoretical underpinnings that aid in fostering concentration, emotional balance, and inner peace.
4. To equip students with practical strategies for managing academic stress, enhancing their focus, and integrating mindfulness and yoga principles into their daily lives for improved learning outcomes.
5. To highlight the interconnectedness of mental, physical, and emotional well-being through the integrated practice of yoga, meditation, and mindfulness.
6. To provide a complementary skill set that aids students in their academic pursuits and personal life, preparing them for future challenges with resilience, poise, and a deep understanding of these practices.

#### Course Outcomes:

1. Practice mindfulness techniques to cultivate present-moment awareness and manage academic stress.
2. Perform essential yoga postures and breathing exercises, explaining their theoretical foundations.
3. Distinguish between various meditation methods, utilizing them to improve concentration and emotional balance.
4. Integrate mindfulness and yoga principles into daily routines, recognizing the interconnectedness of well-being.
5. Develop a complementary skillset of mindfulness, yoga, and meditation to navigate academic life with resilience.

#### Course Outlines-

##### Module 1: Introduction to Mindfulness and Basic Yoga

- Introduction to Basic Yoga Poses and Breathing Techniques

## **Module 2: Meditation Essentials and Stress Management**

- Yoga Philosophy: History and Principles
- Basic Yoga Poses, Alignment, and Breathing Techniques

## **Module 3: Physical and Emotional Wellness**

- Enhancing Strength and Flexibility through Yoga
- Meditation for Emotional Awareness and Stress Management

## **Module 4: Intermediate Yoga and Meditation Techniques**

- Yoga Practice: Intermediate Poses and Alignment
- Meditation: Focus and Concentration Techniques

## **Module 5: Holistic Well-Being and Emotional Health**

- Role of Yoga in Overall Health and Nutrition
- Emotional Regulation and Positive Thinking through Meditation

## **Module 6: Advanced Yoga and Diverse Meditation Traditions**

- Advanced Yoga Practices for Different Needs
- Meditation Traditions and Techniques

## **Module 7: Integrative Wellness and Application**

- Yoga for Relaxation, Sleep, and Holistic Health
- Meditation in Daily Life for Personal Growth

## **Module 8: Yoga Philosophy and Mindful Living**

- Core Principles of Yoga Philosophy
- Practical Mindfulness: Integrating Techniques into Daily Life

## **Module 9: Specialized Yoga Practices and Sustaining Meditation**

- Yoga for Specific Conditions
- Meditation Practice for Long-term Benefits

## **Module 10: Integration and Practical Application**

- Bringing It All Together: Integrating Yoga and Meditation Techniques
- Real-World Application: Using Your Skills for Daily Life and Personal Wellness

## **Module 11: Community Involvement and Shared Experiences**

- Collaborative Practices: Group Yoga and Meditation Sessions
- Learning and Outreach Within the Community: Extending Your Knowledge and Skills

## **Module 12: Course Recap and Future Planning**


- Summarizing Key Learnings
- Planning for Ongoing Practice and Personal Wellness Goals

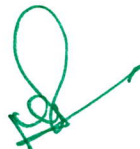
## Assessment (Evaluation/Criteria for Completion)-

- Consistent involvement in workshops, group yoga, and meditation sessions, and discussions.
- Periodic Assessments to monitor progress in yoga poses, breathing techniques, and meditation practices.
- Practical demonstrations of yoga sequences and meditation techniques to gauge proficiency and improvement.
- Peer assessment and self-reflection on personal growth and mindfulness practices throughout the course.

## Suggested Reading

- 1) Krishnamacharya, T. (2001). Yoga Makaranda. The Yoga.
- 2) Iyengar, B.K.S. (2005). Light on Life: The Yoga Journey to Wholeness, Inner Peace, and Ultimate Freedom. Rodale Books.
- 3) Sivananda, S. (1999). Essence of Yoga. Divine Life Society.
- 4) Vivekananda, S. (2001). Raja Yoga. Advaita Ashrama.
- 5) Desikachar, K. (1995). The Heart of Yoga: Developing a Personal Practice. Inner Traditions.
- 6) Mohan, A.G., and Mohan, Indra (2004). Yoga for Body, Breath, and Mind: A Guide to Personal Reintegration. Shambhala Publications.
- 7) Saraswati, S. N. (1996). Asana Pranayama Mudra Bandha. Bihar School of Yoga.
- 8) Kabat-Zinn, J. (2005). Coming to Our Senses: Healing Ourselves and the World Through Mindfulness. Hyperion.
- 9) Easwaran, E. (2007). Meditation: A Simple Eight-Point Program for Translating Spiritual Ideals into Daily Life. Nilgiri Press.
- 10) Pandit, M.P. (2002). Gems from the Tantras. Dipti Publications.
- 11) Iyengar, B. K. S. (1991). Light on Yoga. Schocken Books.
- 12) Desikachar, T. K. V. (1999). The Heart of Yoga: Developing a Personal Practice. Inner Traditions.
- 13) Kabat-Zinn, J. (1994). Wherever You Go, There You Are: Mindfulness Meditation in Everyday Life. Hyperion.
- 14) Bryant, E. F. (2009). The Yoga Sutras of Patanjali. North Point Press.
- 15) Gunaratana, B. H. (2002). Mindfulness in Plain English. Wisdom Publications.
- 16) Hanh, T. N. (1976). The Miracle of Mindfulness: An Introduction to the Practice of Meditation. Beacon Press.
- 17) Salzberg, S. (2011). Real Happiness: The Power of Meditation. Workman Publishing Company.
- 18) Brach, T. (2003). Radical Acceptance: Embracing Your Life With the Heart of a Buddha. Bantam Books.
- 19) Harris, D. (2014). 10% Happier. HarperCollins Publishers.
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- 22) The Mindfulness Research Monthly. Retrieved from <https://www.mindfulexperience.org/>
- 23) Vox Media. (2019). The Mind, Explained [TV series]. Netflix.
- 24) Headspace [Mobile application software]. Retrieved from <https://www.headspace.com/>
- 25) Calm [Mobile application software]. Retrieved from <https://www.calm.com/>
- 26) Journal of Yoga & Physical Therapy. Retrieved from <https://www.omicsonline.org/yoga-physical-therapy.php>
- 27) International Journal of Yoga. Retrieved from <https://www.ijoy.org.in/>
- 28) Mindfulness. Retrieved from <https://www.springer.com/journal/12671>

  
Co-Ordinator, IQAC  
Modern College of Professional Studies  
Mohan Nagar, Ghaziabad

  
PRINCIPAL  
Modern College of Professional Studies  
431, Anand Indl. Area,  
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# कम्प्यूटर और हिंदी भाषा



Since: 2003

## MODERN COLLEGE OF PROFESSIONAL STUDIES

Affiliated to C.C.S. University, Meerut Anand Industrial Estate,  
Mohan Nagar, Ghaziabad-201007 (U.P.)

Department of Education

Session: 2023-2024

## Value Added Course

कम्प्यूटर एवं हिन्दी भाषा

Course Code: VACED022

Duration: 36 Hours

Coordinator: Dr. Nishi Tyagi

*Nishi*  
Co-ordinator, IQAC  
Modern College of Professional Studies  
Mohan Nagar, Ghaziabad

Mohand Nagar, Ghaziabad  
Modern College of Professional Studies  
Mohan Nagar, Ghaziabad



Ph. No. : 0120-4900197,4981029

Mob. : 9711149573

# MODERN COLLEGE OF PROFESSIONAL STUDIES

(Approved by NCTE & Affiliated to C.C.S. University, Meerut)

ANAND INDUSTRIAL ESTATE, MOHAN NAGAR, GHAZIABAD-201007 (U.P.)

Email : [info@moderncollege.org](mailto:info@moderncollege.org) | Website : [www.moderncollege.org](http://www.moderncollege.org)

Date: 09/08/2023

## NOTICE

All the students of **B.A.** (2<sup>nd</sup>Year) are hereby informed that Department of education, at Modern College of Professional Studies is organizing a Value Added Course titled "कम्प्यूटर एवं हिन्दी भाषा Certificate Course". The course will have duration of 16 weeks, commencing from **2<sup>nd</sup> September, 2023**.


Students are requested to register by **23<sup>rd</sup> August, 2023**. Certificates will be awarded to students who maintain at least 75% attendance throughout the course.


**Value Added Course Coordinator**

Dr. Nishi Tyagi

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Value Added Course (Session 2023-24)

Department of Education

पाठ्यक्रम: कंप्यूटर और हिंदी भाषा

पाठ्यक्रम कोड : VACED022

पाठ्यक्रम की अवधि: 12 सप्ताह (36 घंटे)

पाठ्यक्रम का विवरण:

इस पाठ्यक्रम का उद्देश्य कंप्यूटिंग क्षेत्र में हिंदी भाषा के प्रयोग को समझना और प्रोत्साहित करना है। हम इस पाठ्यक्रम के माध्यम से हिंदी भाषा की प्रोसेसिंग के विकास का अध्ययन करेंगे और कंप्यूटर और इंटरनेट को हिंदी के रूप में राजभाषा के रूप में कैसे प्रसारित किया जा सकता है, इस पर अध्ययन करेंगे। हम इस पाठ्यक्रम के माध्यम से हिंदी कंप्यूटिंग के तकनीकी अग्रिमों की जांच करेंगे और डिजिटल प्लेटफॉर्म पर हिंदी के उपयोग में चुनौतियों और अवसरों का अध्ययन करेंगे।

पाठ्यक्रम के उद्देश्य:

1. कंप्यूटिंग में हिंदी भाषा के एकीकरण को समझना।
2. हिंदी भाषा प्रोसेसिंग के विकास का अन्वेषण करना।
3. कंप्यूटर और इंटरनेट की भूमिका को हिंदी के राजभाषा के रूप में प्रसार में अध्ययन करना।
4. हिंदी कंप्यूटिंग में तकनीकी अग्रिमों की जांच करना।
5. डिजिटल प्लेटफॉर्म में हिंदी के उपयोग में चुनौतियों और अवसरों का विश्लेषण करना।

पाठ्यक्रम के परिणाम:

1. छात्र कंप्यूटिंग में हिंदी के इतिहास और विकास को समझने और समझाने में सक्षम होंगे।
2. छात्र विभिन्न डिजिटल प्लेटफॉर्मों में हिंदी की भूमिका का विश्लेषण और चर्चा करने में सक्षम होंगे।
3. छात्र हिंदी भाषा प्रोसेसिंग और डिजिटल संचार में चुनौतियों की महत्वपूर्ण समझने में सक्षम होंगे।
4. छात्र तकनीकी अग्रिमों की विस्तृत जानकारी और इसके हिंदी कंप्यूटिंग पर प्रभाव की समझ प्राप्त करेंगे।
5. छात्र डिजिटल प्लेटफॉर्मों पर हिंदी के उपयोग की चुनौतियों और अवसरों की समझ प्राप्त कर सकेंगे और इस पर विस्तृत चर्चा कर सकेंगे।

पाठ्यक्रम का विवरण

मॉड्यूल 1: कंप्यूटरों का परिचय और हिंदी भाषा का विकास

- कंप्यूटर के बुनियादी ज्ञान की समझ: कंप्यूटर के उपयोग के एक प्रोजेक्ट (उदाहरण: दस्तावेज़ बनाना) का मूल्यांकन।
- कंप्यूटरों के ऐतिहासिक विकास: कंप्यूटिंग उपकरणों के विकास का इतिहास में गहरा अध्ययन और समाज पर उनके प्रभाव की जांच के आधार पर प्रमाणीकरण।

  
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## मॉड्यूल 2: हिंदी भाषा और सूचना प्रौद्योगिकी

- हिंदी वेबसाइट्स, ब्लॉग्स, और सोशल मीडिया पर हिंदी की प्रस्तुति की जांच और प्रमोशन।
- यूनिकोड, देवनागरी लिपि, और हिंदी भाषा प्रोसेसिंग: हिंदी में टाइपिंग, फॉर्मेटिंग, और संपादन की तकनीकी का अध्ययन।
- हिंदी में वेब डिज़ाइनिंग और डिजिटल मीडिया: हिंदी में एक बेसिक वेबसाइट या मल्टीमीडिया प्रस्तुति और प्रमोशन।

## मॉड्यूल 3: हिंदी भाषा, कंप्यूटर, और ई-गवर्नेंस

- हिंदी को एक राष्ट्रीय भाषा के रूप में प्रसारित करने में कंप्यूटरों की भूमिका
- कंप्यूटरों की भूमिका और उनका योगदान हिंदी को एक राष्ट्रीय भाषा के रूप में प्रमोट करने में।
- ई-गवर्नेंस, इंटरनेट, और हिंदी वेबसाइट्स: हिंदी में ऑनलाइन ई-गवर्नेंस के कार्य का अध्ययन और प्रमोशन।
- सरकारी और गैर-सरकारी संगठनों में हिंदी का उपयोग: हिंदी के सरकारी और गैर-सरकारी संगठनों में भूमिका और उपयोग का अध्ययन।

## मॉड्यूल 4: हिंदी भाषा और कंप्यूटर अनुप्रयोग

- ऑनलाइन प्रकाशनों में हिंदी: ऑनलाइन प्रकाशन पर हिंदी ब्लॉग या लेख का प्रकाशन और प्रमोशन।
- डिजिटल संचार में हिंदी (जैसे ईमेल, एसएमएस): हिंदी में विभिन्न डिजिटल संचार माध्यमों का अध्ययन और प्रैक्टिस।
- हिंदी कीबोर्ड लेआउट्स और उनका उपयोग: हिंदी में विभिन्न कीबोर्ड लेआउट्स का अभ्यास और उनका उपयोग के साथ कंप्यूटर पर हिंदी टाइपिंग का प्रैक्टिस।

## इकाई 5: हिंदी कंप्यूटिंग में चुनौतियां और अवसर

- हिंदी कंप्यूटिंग में तकनीकी चुनौतियां : हिंदी सॉफ्टवेयर और उपकरणों से संबंधित समस्या
- नए मीडिया और हिंदी भाषा : हिंदी में नई मीडिया रुझानों के अन्वेषण पर प्रोजेक्ट।
- डिजिटल संचार में हिंदी का भविष्य : हिंदी कंप्यूटिंग के क्षेत्र में संभावित और भविष्य के विकासों पर समूह चर्चा।

### मूल्यांकन मानदंड:

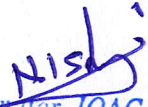
- **उपस्थिति और भागीदारी:** कक्ष में नियमित उपस्थिति और कक्ष गतिविधियों और चर्चाओं में सक्रिय भागीदारी।
- **असाइनमेंट और प्रोजेक्ट्स:** समय पर असाइनमेंट, प्रोजेक्ट्स, और मूल्यांकन का पूरा करना
- **मौखिक परीक्षण:** ज्ञान और कौशल का मूल्यांकन और परीक्षण


### Books (पुस्तकें):

1. कुमार मिश्र, अ. कंप्यूटर और तकनीकी [Computers and Technology]. तात्विक पुस्तक भंडार.
2. वर्मा, व. हिंदी कंप्यूटर शिक्षा [Hindi Computer Education]. प्राचीन प्रकाशन.
3. कुमार, श. इंटरनेट पर हिंदी [Hindi on the Internet]. हिंदी ग्रंथागार.
4. मिश्र, र. हिंदी कंप्यूटिंग के प्रसार में तकनीकी उन्नति [Technological Advancements in the Spread of Hindi Computing]. साहित्य संग्रह.
5. शर्मा, अ. हिंदी भाषा प्रोसेसिंग और डिजिटल संचार [Hindi Language Processing and Digital Communication]. विज्ञान ग्रंथ मंदिर.
6. जैन, स. हिंदी डिजिटल युग में [In the Age of Hindi Digitalization]. व्यापारिक प्रकाशन.
7. गोयल, द. हिंदी कंप्यूटर क्षेत्र की नवाचार [Innovations in the Hindi Computer Field]. हिंदी साहित्य संग्रह.

### E resources –

1. **Hindi Wikipedia:** [hi.wikipedia.org](http://hi.wikipedia.org).
2. For "हिंदी टेक्नोलॉजी ब्लॉग," "हिंदी संग्रह," **HindiMe.net:** [hindime.net](http://hindime.net)
3. **Tech Yukti:** [techyukti.com](http://techyukti.com)
4. **Digital India:** [www.digitalindia.gov.in](http://www.digitalindia.gov.in).
5. **National Informatics Centre (NIC) India:** [www.nic.in](http://www.nic.in).

  
Co-Ordinator, IQAC  
Modern College of Professional Studies  
Mohan Nagar, Ghaziabad

  
PRINCIPAL  
Modern College of Professional Studies  
431, Anand Indl. Area,  
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## **MODERN COLLEGE OF PROFESSIONAL STUDIES**

Affiliated to C.C.S. University, Meerut

Anand Industrial Estate, Mohan Nagar, Ghaziabad-201007 (U.P.)

**Department of Education**

**Session: 2023-2024**

### **Value Added Course**

**Introduction to Indian Knowledge System**

**Course Code: VACED023**

**Duration: 36 Hours**

Email:

[info@moderncollege.org](mailto:info@moderncollege.org)

Website:

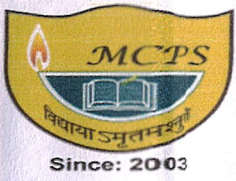
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*Mishra*  
Co-Ordinator, IQAC

**Modern College of Professional Studies**  
Mohan Nagar, Ghaziabad

*Principals*  
PRINCIPAL

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431, Anand Indl. Area,



Ph. No. : 0120-4900197,4981029

Mob. : 9711149573

# MODERN COLLEGE OF PROFESSIONAL STUDIES

(Approved by NCTE & Affiliated to C.C.S. University, Meerut)

ANAND INDUSTRIAL ESTATE, MOHAN NAGAR, GHAZIABAD-201007 (U.P.)

Email : [info@moderncollege.org](mailto:info@moderncollege.org) | Website : [www.moderncollege.org](http://www.moderncollege.org)

Date: 10/01/2024

## NOTICE

All the students of B.Ed. (1<sup>st</sup> Year) are hereby informed that Department of education, at Modern College of Professional Studies is organizing a Value Added Course titled “**Introduction to Indian Knowledge System Certificate Course**”. The course will have duration of 16 weeks, commencing from 31st January 2024.

Students are requested to register by 25<sup>th</sup> January, 2024. Certificates will be awarded to students who maintain at least 75% attendance throughout the course.

**Value Added Course Coordinator**

Ms. Asha Sharma

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431, Anand Indl. Area,  
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**Value Added Course (Session 2023-24)**

**Department of Education**

**Course Name:** Introduction to Indian Knowledge System

**Course Code:** VACED023

**Course Duration:** 36 Hours, 12 weeks  
(Weekly: 2 hours of lecture/discussion, 1-hour workshop)

**Course Description:**

This course offers an introduction to the Indian Knowledge System (IKS), exploring the richness and diversity of indigenous knowledge rooted in Indian traditions. It provides students with insights into the ancient wisdom encapsulated in Indian philosophies, sciences, arts, and literature. The course aims to highlight the relevance of IKS in contemporary society, fostering a greater appreciation for India's cultural heritage.

**Course Objectives:**

1. To introduce students to the foundational concepts of the Indian Knowledge System.
2. To explore key areas of IKS, including philosophy, science, art, and literature.
3. To examine the relevance of IKS in addressing modern challenges.
4. To encourage critical thinking and appreciation for indigenous knowledge.

**Course Outcomes:**

By the end of the course, students will:

1. Understand the Indian Knowledge System.
2. Analyze key concepts from various IKS domains.
3. Understand the application of IKS in contemporary issues.
4. Develop a reflective approach to integrating IKS in modern contexts.

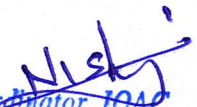
**Course Outline:**

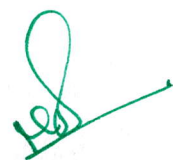
**Module 1: Introduction to Indian Knowledge System**

- Overview of Indian Knowledge System
- Ancient Indian philosophical thought
- Indian sciences: Ayurveda, Astronomy, and Mathematics

**Module 2: Indian Philosophy and Ethics**

- Overview of Indian philosophical schools

  
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- Ethics in Indian traditions
- Dharma and Karma: Ethical frameworks

### **Module 3: Indian Art and Aesthetics**

- Introduction to Indian art forms
- Indian aesthetics: Rasa theory
- The role of art in Indian culture

### **Module 4: Indian Literature**

- Overview of Indian literary traditions
- Epics and Puranas: Mahabharata, Ramayana
- Classical and modern Indian literature

### **Module 5: Indian Science and Technology**

- Ancient Indian scientific contributions
- Ayurveda: Indian system of medicine
- Indian contributions to mathematics and astronomy

### **Module 6: Applications of Indian Knowledge System**

- Case studies on IKS applications
- IKS and sustainable development
- Contemporary relevance of IKS

### **Hands-On Workshops:**

1. Analysis of selected passages from Indian texts
2. Group discussions on applying IKS in modern contexts
3. Projects on IKS-based solutions to contemporary issues

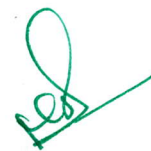
### **Final Project:**

Students will work in groups to explore a contemporary issue through the lens of Indian Knowledge System, culminating in a presentation with insights and solutions based on IKS.

### **Assessment:**

1. Participation in discussions and workshops
2. Group presentation of the final project

*Nishy*  
 Co-Ordinator, IQAC  
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 Mohan Nagar, Ghaziabad




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**Suggested Readings:**

- 1) Kapil Kapoor, "Text and Interpretation: The Indian Tradition"
- 2) Satya Prakash Singh, "Foundations of Indian Culture"
- 3) Michel Danino, "Indian Culture and India's Future"
- 4) "The Upanishads," translated by Eknath Easwaran
- 5) "The Bhagavad Gita," translated by Swami Sivananda

*Nishy*  
Co-Ordinator, IQAC  
Modern College of Professional Studies  
Mohan Nagar, Ghaziabad

  
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## MODERN COLLEGE OF PROFESSIONAL STUDIES

Affiliated to C.C.S. University, Meerut  
Anand Industrial Estate, Mohan Nagar, Ghaziabad-201007 (U.P.)

**Department of Computer Application**  
**Session: 2023-2024**

**Value Added Course**  
**Microsoft office Essentials: Word**  
**and PowerPoint fundamentals**  
**Course Code: VACCA008**

**Duration: 36 Hours**  
**Coordinator: Mr. Vikas Rajput**

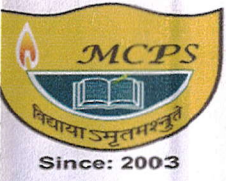
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Website:  
[www.moderncollege.org](http://www.moderncollege.org)

*Nishu*  
Co-Ordinator, IQAC  
Modern College of Professional Studies  
Mohan Nagar, Ghaziabad

*Vikas*  
PRINCIPAL  
Modern College of Professional Studies  
431, Anand Indl. Area





Ph. No. : 0120-4900197,4981029

Mob. : 9711149573

# MODERN COLLEGE OF PROFESSIONAL STUDIES

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Date: 10/01/2024

## NOTICE

All the students of B.Com (1<sup>st</sup> Year) are hereby informed that Department of Computer Application, at Modern College of Professional Studies is organizing a Value Added Course titled "**Microsoft office Essentials: Word and PowerPoint fundamentals Certificate Course**". The course will have duration of 16 weeks, commencing from 31st January 2024.

Students are requested to register by 25<sup>th</sup> January, 2024 Certificates will be awarded to students who maintain at least 75% attendance throughout the course.

**Value Added Course Coordinator**

Mr. Vikas Rajput

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**Modern College of Professional Studies**  
**Mohan Nagar, Ghaziabad**

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**Mohan Nagar, Ghaziabad**

**Value Added Course (Session 2023-24)**  
**Department of Computer Application**  
**Course-Microsoft Office Essentials: Word and PowerPoint Fundamentals**

**Course Code-VACCA008**

**Course Duration** – 36 Hours, 12 weeks

(Weekly: 2 hours of lecture/discussion, 1-hour workshop)

**Course Description**

Computer Proficiency is an inevitable part of education. The course is aiming to equip all the aspirants to have basic skills as well as hands on experience on word processing, for creating excel spreadsheets.

**Objectives of the Course:**

- To give basic information about the computer system.
- To give knowledge about computer hardware and computer software.
- To familiarize students with the use of MS Windows, Internet and E-mail.
- To familiarize students with the use of MS Office-MS Word & MS Excel.

**Course Outcomes**

- Demonstrate a foundational understanding of computer systems, including their basic components and functionalities.
- Distinguish between computer hardware and software, explaining their roles in the overall system.
- Navigate the MS Windows operating system, effectively utilizing its features for file management and application access.
- Utilize the internet for information retrieval and communication, demonstrating safe browsing practices.
- Apply basic functionalities of MS Word and MS Excel to create documents, spreadsheets, and perform essential tasks.


**Course Outlines:**

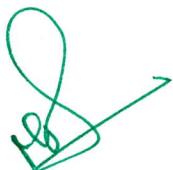
**Module 1: Introduction to Microsoft Word**

- Overview of Microsoft Word interface
- Creating, opening, and saving documents
- Basic text formatting (font, size, style)

**Module 2: Document Formatting**

- Paragraph formatting (alignment, indentation, and spacing)
- Page layout (margins, orientation)
- Headers and footers
- Using styles for consistent formatting
- Applying document themes
- Working with style & Themes

  
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### **Module 3: Lists, Tables, Graphics**

- Creating and formatting lists
- Inserting and formatting tables
- Inserting and formatting images and shapes
- Track changes and comments
- Collaborative editing
- Document protection

### **Module 4: Mail Merge & Template**

- Creating and using templates
- Mail merge for letters and labels
- Table of contents and indexing
- Cross-references
- Footnotes and endnotes

### **Module 5: Introduction to MS Power Point**

- Overview of PowerPoint interface
- Creating a new presentation and saving it
- Adding and formatting slides
- Slide layouts and themes
- Adding and formatting text boxes
- Inserting and formatting shapes

### **Module 6: Graphics & Multimedia**


- Inserting and formatting images
- Inserting and formatting videos and audio
- Applying transitions between slides
- Adding animations to text and objects
- Creating and formatting charts
- Using SmartArt for visual representations

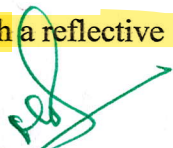
### **Module 7: Presenter Tools & Delivery**

- Presenter view
- Slide show settings
- Rehearsing and delivering a presentation
- Participants create a short presentation incorporating various features learned
- Course review and Q&A

### **Assessment (Evaluation/Criteria for Completion):**

- Participation in discussions and workshops: Active engagement in class activities.
- Mid-term assignment: Quiz based on the covered topics.
- Final Project: Successful creation of a project using MS word & MS Excel with a reflective report.

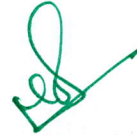
  
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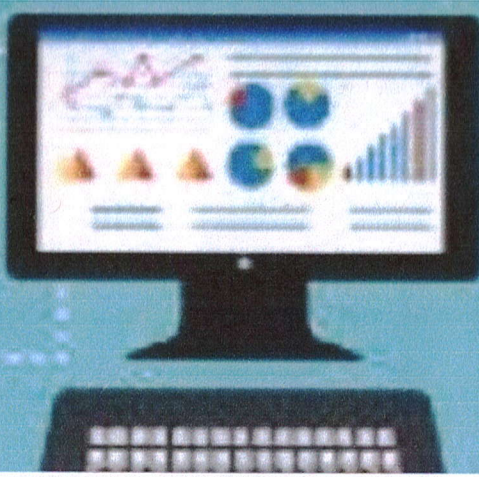
**Suggested Readings:**

- 1) Word - <https://support.office.com/en-US/article/Word-2013-training-courses-videos-andtutorials-14807f76-d2b5-44d6-af11-9c880c44e551?ui=en-US&rs=en-US&ad=US>
- 2) Excel - <https://support.office.com/en-US/article/Excel-2013-training-courses-videos-andtutorials-aaae974d-3f47-41d9-895e-97a71c2e8a4a>
- 3) MS-Office 2010 Training Guide by Prof. Satish Jain, M. Geetha: Complete guide for Step-by-Step Learning Quick and Easy Reference for learning MS Office 2010

*Nish*  
Co-Ordinator, IQAC  
Modern College of Professional Studies  
Mohan Nagar, Ghaziabad



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**Department of Computer Application**  
**Session: 2023-2024**

### Value Added Course

#### Business Data Analysis

**Course Code: VACCA009**

**Duration: 36 Hours**

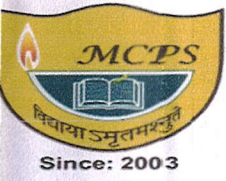
**Coordinator: Mr. Tajender**

Email:  
[info@moderncollege.org](mailto:info@moderncollege.org)

Website:  
[www.moderncollege.org](http://www.moderncollege.org)

*Nishu*  
Co-Ordinator, IQAC  
Modern College of Professional Studies  
Mohan Nagar, Ghaziabad

*Principals*  
PRINCIPAL  
Modern College of Professional Studies  
431, Anand Indl. Area.



Ph. No. : 0120-4900197,4981029

Mob. : 9711149573

# MODERN COLLEGE OF PROFESSIONAL STUDIES

(Approved by NCTE & Affiliated to C.C.S. University, Meerut)

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Date: 10/01/2024

## NOTICE

All the students of BCA (2<sup>nd</sup>Year) are hereby informed that Department of Computer Application, at Modern College of Professional Studies is organizing a Value Added Course titled "**Business Data Analysis Certificate Course**". The course will have duration of 16 weeks, commencing from 31st January 2024.

Students are requested to register by 25<sup>th</sup> January, 2024. Certificates will be awarded to students who maintain at least 75% attendance throughout the course.

**Value Added Course Coordinator**

Mr. Tagender

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**Value Added Course (Session 2023-24)**

**Department of Computer Application**

**Course- Business Data Analysis**

**Course Code-VACCA009**

**Course Duration** – 36 Hours, 12 weeks

(Weekly: 2 hours of lecture/discussion, 1-hour workshop)

**Course Description:**

This value added course provides an introduction to data analysis fundamentals, including statistical methods and data manipulation techniques. Students learn to apply analytical tools to real-world business scenarios, emphasizing data-driven decision-making. Practical exercises and case studies facilitate hands-on application of data analysis concepts for business insights.

**Objectives of the Course:**


- Develop proficiency in data analysis techniques such as descriptive and inferential statistics.
- Acquire skills in data manipulation, cleaning, and preparation for analysis.
- Apply analytical methods to extract insights and support informed business decision-making.
- Enhance communication of findings through effective presentation and visualization techniques.


**Course Outcomes:**

- Proficiency in employing statistical methods and data manipulation techniques for business data analysis.
- Ability to interpret and communicate findings effectively to support informed decision-making.
- Practical application of analytical tools to solve real-world business problems, fostering a data-driven approach to decision-making.

**Module I:**

- Spreadsheet Fundamentals

  
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- Reporting & Representation Analysis of different data types,
- Formatting Concepts and styles,
- Usage of various Shortcut Keys

### Module II:

- Functions for Analysis
- Working with various Functions other than SUM - MAX - MIN - AVERAGE such as : Text functions (Left - Right - Mid - Len - Proper - Trim - Text - Value) Math Functions
- Logical Functions (IF - AND - OR - NOT)
- Statistical Functions (Count - Counta - Countblank - Large - Small)
- Interest Calculation - PV - RATE - NPER - FV - PMT - IPMT - PPMT

### Module III:


- Lists and Data Management Techniques Sorting Lists,
- Sorting in Ascending/Descending Order,
- Finding/Replacing Data Sub-Totals – The Automatic and Manual Processes for calculating Sub-Totals. All About AutoFilters,
- All About Pivot Tables for Analytical use Protecting data for Analysis - partial protection


### Module IV:

- Business Analysis Tools
- What-If Analysis Concepts Precedents - Dependents
- What-If Analysis using Goal Seek
- Working effectively with Scenario Manager
- Understanding single and Double input Data Tables - Company Performance Analysis.

### Assessment (Evaluation/Criteria for Completion):

- Participation in discussions and workshops: Active engagement in class activities.
- Mid-term assignment: Quiz based on the covered topics.
- Final Project: Quiz based

  
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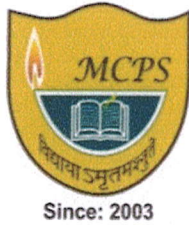


**Suggested Readings:**

- Business Analysis 3rd Edition, Que Publishers Authored by Conrad Carlberg.
- Microsoft Excel 2007 Data Analysis and Business Modeling2011, Authored by Wayne L Winston, Microsoft Office Press
- Master Visually Excel 2007 by Wiley Publishing Inc., Authored by Elaine Marmel

  
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**Department of Computer Application**  
**Session: 2023-2024**

### **Value Added Course**

**Introduction to Canva**

**Course Code: VACCA010**

**Duration: 36 Hours**

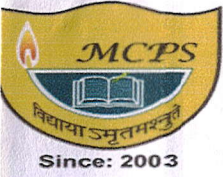
**Coordinator: Ms. Aparna Indu**

Email:  
[info@moderncollege.org](mailto:info@moderncollege.org)

Website:  
[www.moderncollege.org](http://www.moderncollege.org)

*Nishu*  
Co-Ordinator, IQAC  
Modern College of Professional Studies

*AP*  
PRINCIPAL  
Modern College of Professional Studies  
431 Anand Industrial Estate



Ph. No. : 0120-4900197,4981029

Mob. : 9711149573

# MODERN COLLEGE OF PROFESSIONAL STUDIES

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Date: 10/01/2024

## NOTICE

All the students of BCA (2<sup>nd</sup>Year) are hereby informed that Department of Computer Application, at Modern College of Professional Studies is organizing a Value Added Course titled "**Introduction to Canva Certificate Course**". The course will have duration of 16 weeks, commencing from 31st January 2024.

Students are requested to register by 25<sup>th</sup> January, 2024. Certificates will be awarded to students who maintain at least 75% attendance throughout the course.

*Aparna*

**Value Added Course Coordinator**

Ms. AparnaIndu

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Mohan Nagar, Ghaziabad

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## Value Added Course (Session 2023-24)

### Department of Computer Application

#### Course- Introduction to Canva

#### Course Code-VACCA010

**Course Duration** – 36 Hours, Twice a week - 12 weeks  
(Weekly: 2 hours of lecture/discussion, 1-hour workshop)

#### Course Description:


The course provides an introduction to Canva, covering its features, tools, and applications for design creation. Students learn fundamental design principles and techniques to enhance visual appeal and communication effectiveness. Practical exercises and projects allow for hands-on practice with Canva's tools and templates. Advanced customization options, branding features, and platform-specific optimizations are explored to create professional-quality designs tailored to various contexts.


#### Objectives of the Course:

- Acquire a foundational understanding of Canva, including its interface, features, and capabilities.
- Learn to create and customize designs like social media posts and presentations using Canva's tools.
- Advance your design skills with complex techniques and brand consistency strategies.
- Apply learned design principles through practical exercises and a comprehensive final project.
- Utilize Canva's collaborative features and present designs effectively to stakeholders.

#### Course Outcomes:

- Master the Basics of Canva: Acquire a foundational understanding of Canva, including its interface, features, and capabilities.
- Develop Design Skills: Learn to create and customize designs like social media posts and presentations using Canva's tools.
- Explore Advanced Techniques: Advance your design skills with complex techniques and brand consistency strategies.

  
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- Engage in Practical Application: Apply learned design principles through practical exercises and a comprehensive final project.
- Foster Collaboration and Professional Presentation: Utilize Canva's collaborative features and present designs effectively to stakeholders.

### **Module I:**

- Overview of Canva: Introduction to the platform, its features, and capabilities.
- Understanding the interface: Navigation, tools, and workspace layout.
- Creating designs: Basics of creating various types of designs such as social media posts, presentations, flyers, and posters.

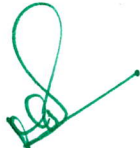
### **Module II:**

- Using templates and elements: Exploring Canva's extensive library of templates, photos, illustrations, and graphics.
- Hands-on exercises: Practice creating simple designs and customizing templates.
- Fundamentals of design: Introduction to design principles such as layout, color theory, typography, and visual hierarchy.
- Advanced design techniques: Tips and tricks for creating visually appealing designs, including alignment, spacing, and contrast.

### **Module III:**

- Image editing: Basic image editing tools and techniques within Canva, such as cropping, resizing, and applying filters.
- Collaboration and sharing: Collaborative features for working on designs with team members and sharing designs with clients or stakeholders.
- Hands-on exercises: Applying design principles and techniques to create more polished and professional-looking designs.
- Branding with Canva: Creating and managing brand kits to maintain consistency across designs.
- Customization options: Advanced customization features such as uploading custom fonts, colors, and logos.

  
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#### Module IV:

- Designing for specific platforms: Optimizing designs for various social media platforms, websites, and print materials.
- Interactive design elements: Incorporating interactive elements such as links and animations into designs.
- Hands-on exercises: Customizing designs to match brand guidelines and creating platform-specific content.

#### Module V:

- Project assignment: Working on a design project to apply learned concepts and techniques.
- Peer review and feedback: Reviewing and providing feedback on project submissions from classmates.
- Best practices and further resources: Tips for efficient design workflow, staying updated with new features, and exploring additional learning resources.


#### Assessment (Evaluation/Criteria for Completion):

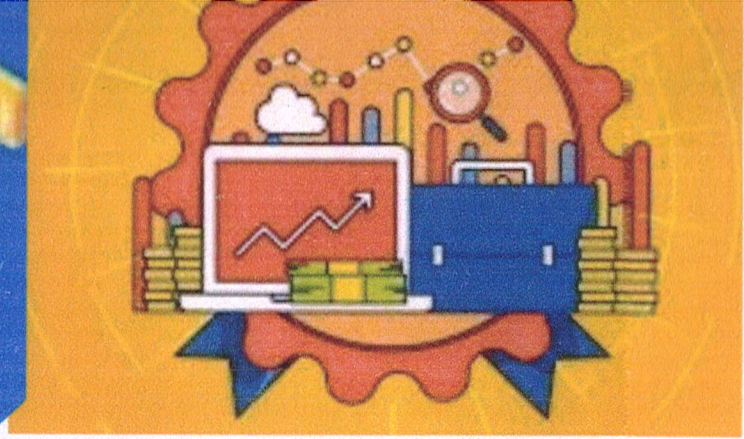
- Participation in discussions and workshops: Active engagement in class activities.
- Mid-term assignment: Quiz based on the covered topics.
- Final Project: Evaluation of project submissions and overall understanding of Canva concepts and skills.

#### Suggested Reading:

- 1) "The Non-Designer's Design Book" by Robin Williams - A classic guide to design principles and techniques for non-designers.
- 2) "Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students" by Ellen Lupton - Explores typography fundamentals and principles for effective communication through type.
- 3) "Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers, Typographers, and Three Dimensional Designers" by Josef Müller-Brockmann - A comprehensive guide to grid systems and layout design.
- 4) "Graphic Design School: The Principles and Practice of Graphic Design" by David Dabner, Sandra Stewart, and Abbie Vickress - Covers the fundamentals of graphic design, including typography, layout, color, and image manipulation.

  
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## MODERN COLLEGE OF PROFESSIONAL STUDIES

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**Department of Computer Application**

**Session: 2023-2024**

**Value Added Course**

**Advance Web Designing**

**Course Code: VACCA007**

*Nishu*  
Co-Ordinator, IQAC  
Modern College of Professional Studies  
Mohan Nagar, Ghaziabad

**Duration: 36 Hours**

**Coordinator: Ms. Priyanka Dhaka**

*[Signature]*  
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Mohan Nagar, Ghaziabad

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# MODERN COLLEGE OF PROFESSIONAL STUDIES

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Date: 10/01/2024

## NOTICE

All the students of BCA (2<sup>nd</sup>Year) are hereby informed that Department of Computer Application, at Modern College of Professional Studies is organizing a Value Added Course titled “**Advanced Web Designing Certificate Course**”. The course will have duration of 16 weeks, commencing from 31st January 2024.

Students are requested to register by 25<sup>th</sup> January, 2024. Certificates will be awarded to students who maintain at least 75% attendance throughout the course.

*Priyanka*

**Value Added Course Coordinator**  
Ms. Priyanka Dhaka

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4. Website In -charge
5. Student's Notice Board

*Nishu*  
Co-Ordinator, IQAC  
Modern College of Professional Studies  
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*[Signature]*  
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## VALUE ADDED COURSE (2023-24)

### Department of Computer Applications

#### Advance Web Designing

**Course Duration:** 36 Hours, 12 weeks

**Course Code:** VACCA007

(Weekly: 2 hours of lecture/discussion, 1-hour workshop)

#### Course Description:


"Advanced Web Development" is an intensive course designed to deepen participants' knowledge and skills in modern web technologies, frameworks, and best practices. Through a combination of theoretical instruction and hands-on projects, participants will explore advanced topics such as responsive design, front-end and back-end frameworks, database integration, security, and performance optimization. Emphasis is placed on industry-relevant skills, including mastering complex development tools, collaborating effectively in teams, and deploying scalable and secure web applications. By the end of the course, participants will be equipped to tackle sophisticated web development challenges and contribute to cutting-edge projects in the digital landscape.


#### Course Objectives:

- Develop proficiency in advanced web development technologies such as modern front-end frameworks (e.g., React, Angular), back-end frameworks (e.g., Express, Django), and database systems (e.g., MySQL, MongoDB).
- Learn to design and develop sophisticated web applications that are responsive, scalable, and secure, incorporating advanced features such as user authentication, authorization, and real-time communication.
- Gain expertise in optimizing web application performance and security, including techniques for improving loading times, minimizing latency, and implementing best practices to mitigate security vulnerabilities.
- Understand and apply industry best practices in web development, including version control, continuous integration/continuous deployment (CI/CD), code documentation, and collaborative development methodologies, to deliver high-quality, maintainable codebases.

#### Course Outcomes:

- Proficiency in advanced web technologies and frameworks for building dynamic, responsive, and scalable web applications.
- Ability to implement complex features such as user authentication, authorization, and real-time communication.
- Understanding of performance optimization and security best practices to ensure efficient and secure web applications.
- Mastery of industry-standard tools and methodologies for collaborative development, deployment, and maintenance of advanced web projects.

  
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## Course Outline

### Module 1: Advance Frontend Development

- Advanced concepts in HTML5 and CSS3
- Responsive web design with Flexbox and CSS Grid
- CSS preprocessors (e.g., Sass/SCSS) for efficient styling
- Introduction to frontend build tools (e.g., Webpack) and task runners (e.g., Gulp)

### Module 2: Frontend framework & State Management

- In-depth exploration of modern frontend frameworks (e.g., React.js, Angular, Vue.js)
- Advanced state management with Redux, Vuex, or Context API
- Routing and navigation techniques in single-page applications
- Testing frameworks and methodologies for frontend development

### Module 3: Backend Development & API Design

- Server-side scripting with Node.js and Express.js or another backend language/framework (e.g., Django, Flask, Ruby on Rails)
- Designing and building RESTful APIs for communication between frontend and backend
- Middleware integration for authentication, authorization, and error handling

### Module 4: Data management & Database

- Relational database management systems (e.g., PostgreSQL, MySQL) and advanced SQL querying
- NoSQL databases (e.g., MongoDB, Firebase) and their integration with web applications
- Data modeling and schema design for scalable and efficient data storage

### Module 5: Development, Security and Advance Toipcs


- Deployment strategies for web applications (e.g., containerization with Docker, serverless architecture)
- Security best practices for web development, including HTTPS, CORS, and input validation
- Performance optimization techniques (caching, lazy loading, code splitting)
- Exploring emerging technologies and trends in web development (e.g., Progressive Web Apps, WebAssembly)


### Assessment (Evaluation/Criteria for Completion):

- Participation in discussions: Active engagement in class activities.
- Mid-term assignment: Quiz based on the covered topics.
- Final assessment: Successful creation of a project using basic concepts of programming with a reflective report.


### Suggested Reading:


- "Eloquent JavaScript" by Marijn Haverbeke

  
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- "React Design Patterns and Best Practices" by Michele Riva
- "Fullstack React: The Complete Guide to ReactJS and Friends" by Anthony Accornazzo, Nate Murray, and Ari Lerner
- "Designing Data-Intensive Applications" by Martin Kleppmann
- "Clean Code: A Handbook of Agile Software Craftsmanship" by Robert C. Marti
- "The Web Application Hacker's Handbook" by Dafydd Stuttard and Marcus Pinto

  
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Since: 2003

## **MODERN COLLEGE OF PROFESSIONAL STUDIES**

Affiliated to C.C.S. University, Meerut Anand Industrial Estate,  
Mohan Nagar, Ghaziabad-201007 (U.P.)

**Department of Department of Management  
and Commerce**

**Session: 2023-2024**

### **Value Added Course**

**Advanced Excel Proficiency and Data  
Analysis Fundamentals**

**Course Code: VACMC011**

**Duration: 36 Hours**

**Coordinator: Ms. Anubha Gupta**

Email:  
[info@moderncollege.org](mailto:info@moderncollege.org)

Website:  
[www.moderncollege.org](http://www.moderncollege.org)



Ph. No. : 0120-4900197,4981029

Mob. : 9711149573

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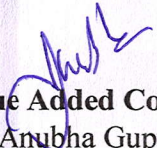
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Date: 10/01/2024

## NOTICE

All the students of BAA (1<sup>st</sup> Year) are hereby informed that Department of management and commerce, at Modern College of Professional Studies is organizing a Value Added Course titled "**Advanced Excel Proficiency and Data Analysis Fundamentals Certificate Course**". The course will have duration of 16 weeks, commencing from 31st January 2024.

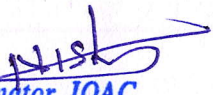
Students are requested to register by 25<sup>th</sup> January, 2024. Certificates will be awarded to students who maintain at least 75% attendance throughout the course.


  
Value Added Course Coordinator

Ms. Anubha Gupta

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5. Student's Notice Board

  
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## Value Added Course (Session 2023-24)

### Department of Management and Commerce

#### Course Name- Advanced Excel Proficiency and Data Analysis Fundamentals

**Course Code-**VACMC011

**Course Duration:** 36 Hours, Twice a week - 12 weeks

(Weekly: 2 hours of lecture/discussion, 1-hour workshop)

#### Course Description-

"Advanced Excel Proficiency and Data Analysis Fundamentals" is a comprehensive course designed to equip students with advanced skills in Microsoft Excel, a powerful spreadsheet program crucial in modern business applications. This course goes beyond basic Excel knowledge to enable students to efficiently manage and analyze data, make informed decisions, and present information effectively. Participants will learn advanced Excel features, functions, and techniques essential for data analysis and reporting.

#### Course Objectives-

1. Provide students with a strong foundation in IT skills necessary for today's competitive job market.
2. Equip students with fundamental computing skills that significantly enhance their employability across various industries.
3. Enable students to proficiently analyze and present data, enhancing their ability to make data driven decisions in professional settings.

**Course Outcomes-**Upon completion of this course, students will be able to:

1. Master data organization, manipulation, and analysis in worksheets and workbooks using advanced spreadsheet functions and formulas.
2. Utilize Excel to perform data analysis and draw insights to support informed decision-making.
3. Create meaningful representations of data through the generation of charts and pivot tables.
4. Database Management: Manage data in database tables, harnessing it for generating queries, forms, and reports.

#### Course Outline:

##### Module 1: Spreadsheet Fundamentals

- Understanding worksheets and workbooks
- Creating, opening, closing, saving, and naming workbooks
- Manipulating worksheets
- Controlling worksheet views
- Cell naming conventions

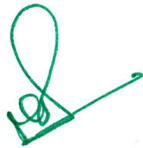
##### Module 2: Printing, Exporting, and Protection

- Printing worksheets and workbooks
- Protecting worksheets
- Exporting files from various sources

##### Module 3: Formulas, Formatting, and Comments

- Utilizing formulas and functions
- Formatting data and cells
- Adding comments to worksheets

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- Page setup for printing
- Inserting logos in worksheets

#### Module 4: Advanced Formula Techniques

- Absolute, relative, and mixed cell referencing
- Linking cells across worksheets and workbooks
- Correcting common formula errors
- Exploring inbuilt function categories (mathematical, statistical, text)

#### Module 5: Data Analysis and Visualization


- Choosing chart types for data representation
- Understanding data points and data series
- Editing and formatting chart elements
- Filtering and grouping data items


#### Assessment (Evaluation/Criteria for Completion):

- Active participation in class activities, including workshops, group performances, and discussions, demonstrating commitment to learning and collaboration.
- Evaluation through periodic assessments and performance evaluations.
- Feedback sessions for continuous improvement and skill enhancement.

#### Suggested Readings

- 1) Inventateq. (n.d.). Excel Training Syllabus.
- 2) Academy of Maritime Education and Training. (n.d.). Advance Excel.
- 3) Shri Guru Tegh Bahadur Khalsa College, University of Delhi. (n.d.). Course Syllabus - Advanced Spreadsheet Tools for Business Analysis. Retrieved from [URL]
- 4) Shaheed Sukhdev College of Business Studies, University of Delhi. (n.d.). Advanced Spreadsheet Tools for Business Analysis
- 5) University of Delhi. (2022). Appendix 143: B.Com. (Hons.)
- 6) Besant Technologies. (n.d.). Advanced Excel Course Syllabus.
- 7) Russo, M., & Ferrari, A. (Year). *The Definitive Guide to DAX – 2nd Edition*. Publisher.
- 8) Puls, K., & Escobar, M. (Year). *M Is for (Data) Monkey: A Guide to the M Language in Excel Power Query*. Publisher.
- 9) Wexler, S., Shaffer, J., & Cotgreave, A. (Year). *The Big Book of Dashboards: Visualizing Your Data Using Real World Business Scenarios*. Wiley.
- 10) Murray, D. G. (Year). *Tableau Your Data! Fast and Easy Visual Analysis with Tableau Software*. Publisher.
- 11) Knaflic, C. N. (Year). *Storytelling with Data: A Data Visualization Guide for Business Professionals*. Wiley.

  
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## **MODERN COLLEGE OF PROFESSIONAL STUDIES**

Affiliated to C.C.S. University, Meerut Anand Industrial Estate,  
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### **Value Added Course**

### **Logical Reasoning**

Course Code: VACMC019

**Department of Management & Commerce**

**Session: 2023-2024**

**Duration: 36 Hours**

**Coordinator: Ms. Sonam Topwal**

Email:  
[info@moderncollege.org](mailto:info@moderncollege.org)

Website:  
[www.moderncollege.org](http://www.moderncollege.org)

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Modern College of Professional Studies

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Email : [info@moderncollege.org](mailto:info@moderncollege.org) | Website : [www.moderncollege.org](http://www.moderncollege.org)

Date: 10/01/2024

## NOTICE

All the students of **B.C.A** (1<sup>st</sup> Year) are hereby informed that Department of management and commerce, Modern College of Professional Studies is organizing a Value Added Course titled "**Logical Reasoning**". The course will have duration of 16 weeks, commencing from 31st January, 2024.

Students are requested to register by 25<sup>th</sup> January, 2024. Certificates will be awarded to students who maintain at least 75% attendance throughout the course.

**Value Added Course Coordinator**  
Ms. Sonam Topwal

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2. Admin Office
3. BCA Programme Coordinators
4. Website In -charge
5. Student's Notice Board

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**Value Added Course (Session 2023-24)**

**Department of Management and Commerce**

**Course- Logical Reasoning**

**Course Code-VACMC012**

**Course Duration** – 36 Hours, 12 weeks

(Weekly: 2 hours of lecture/discussion, 1-hour workshop)

**Course Description**

This course offers a comprehensive exploration of various cognitive abilities and reasoning techniques essential for academic and professional success. Students will develop proficiency in critical thinking, problem-solving, and logical reasoning across diverse domains including verbal and non-verbal reasoning. Through a structured curriculum, participants will enhance their analytical skills, decision-making abilities, and data interpretation prowess, preparing them to excel in competitive examinations and real-world scenarios.

**Course Objectives**

1. To develop students' emotional and social intelligence by fostering self-awareness, empathy, and effective interpersonal communication skills.
2. To cultivate critical thinking abilities enabling students to analyze, evaluate, and synthesize information from various sources, enhancing their problem-solving capabilities.
3. To impart proficiency in non-verbal and verbal reasoning, series identification, and data structure comprehension, facilitating logical reasoning and pattern recognition.
4. To enable students to master concepts related to blood relations, Venn diagrams, puzzles, and coding-decoding, enhancing their analytical and deductive reasoning skills.
5. To empower students with advanced reasoning skills in areas such as analogy, classification, logical sequences, and data arrangement, enabling them to excel in assessments and real-world problem-solving scenarios.

**Course Outcome**

Upon completion of the course, students will

- demonstrate enhanced cognitive abilities, advanced reasoning skills, and proficient problem-solving techniques
- Excel in academic assessments and effectively tackle real-world challenges.


**Course Outline**

**Module- I**

- Non-Verbal Reasoning -Meaning, types
- Verbal reasoning - Meaning, types
- Emotional & Social Intelligence.

**Module – II**

- Classification,
- Series
- Blood Relations
- Venn Diagram
- Word Formation

  
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- Puzzle
- Coding-Decoding
- logical sequences
- Direction Sense

### Module – III

- Analogy
- Calendars
- Cubes and Clocks
- Syllogisms
- Logical sequences statement conclusion
- Data Arrangement
- Family Tree
- Seating Arrangement.

### Module – IV

- Similarities and Differences
- Space visualization
- Spatial orientation

### Module – V


- Discrimination
- Observation and figural classification
- Tables & Pie Charts,
- Data Sufficiency
- Bars & Line Graphs

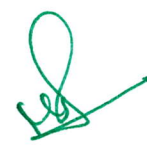
### Assessment (Evaluation/Criteria for Completion):

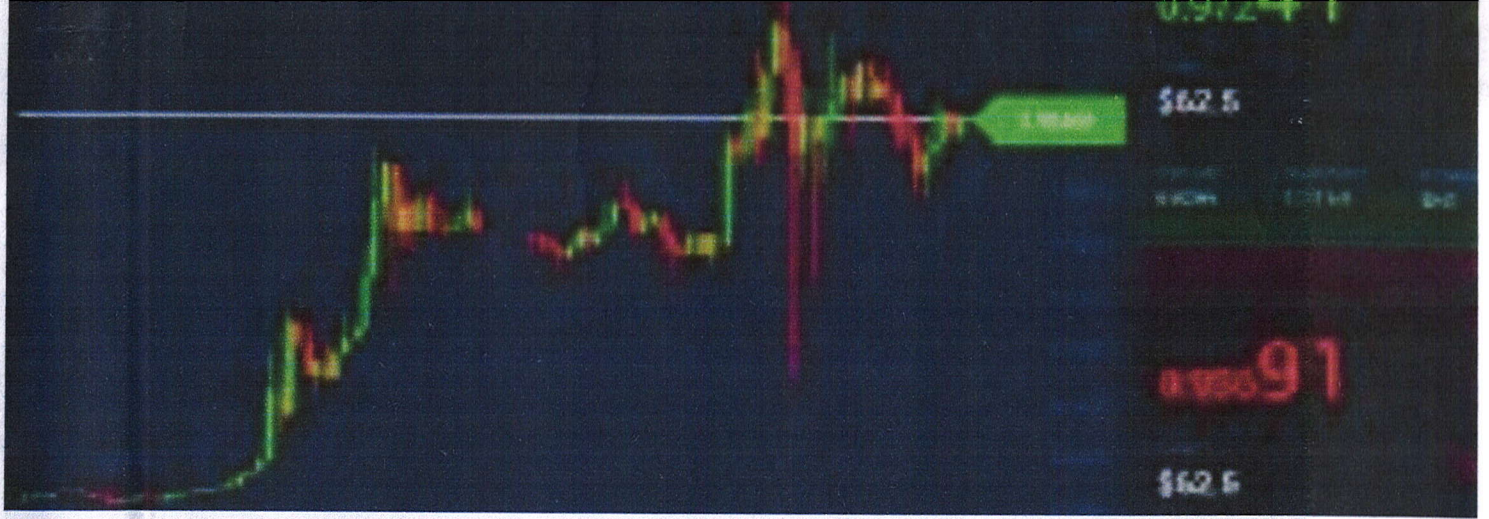
- Participation in class activities and discussions
- Completion of assignments and quizzes
- Self-assessment reports and reflections

### Suggested Readings

- 1) Goleman, D. (2006). Emotional Intelligence: Why It Can Matter More Than IQ. Bantam.
- 2) Paul, R., & Elder, L. (2006). Critical Thinking: Tools for Taking Charge of Your Professional and Personal Life. FT Press.
- 3) Aggarwal, R. S. (2018). A Modern Approach to Verbal & Non-Verbal Reasoning. S. Chand Publishing.
- 4) Saxena, S. (2017). A New Approach to Reasoning Verbal & Non-Verbal. Arihant Publications.
- 5) Lewis, C. H., & Papadimitriou, C. H. (1998). Elements of the Theory of Computation. Prentice Hall.
- 6) Baddeley, A. (1992). Working Memory. Science, 255(5044), 556-559.

  
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**Department of Management & Commerce**  
**Session: 2023-2024**

### Value Added Course

### Online Trading

**Course Code: VACMC013**

**Duration: 36 Hours**

**Coordinator: Ms. Sonam Mishra**

Email:

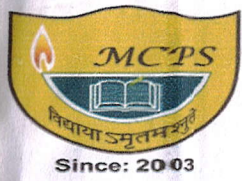
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Website:

[www.moderncollege.org](http://www.moderncollege.org)

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Modern College of Professional Studies  
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Date: 10/01/2024

## NOTICE

All the students of **B.Com** (2<sup>nd</sup>Year) are hereby informed that Department of management and commerce, at Modern College of Professional Studies is organizing a Value Added Course titled “**Online Trading Certificate Course**”. The course will have duration of 16 weeks, commencing from 31st January 2024.

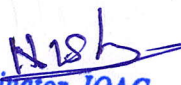
Students are requested to register by 25<sup>th</sup> January, 2024. Certificates will be awarded to students who maintain at least 75% attendance throughout the course.


### Value Added Course Coordinator

Ms. Anjali Goswami

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## VALUE ADDED COURSE

Department of Management & Commerce

### Online Trading

**Course Duration:** 36 Hours, 12 weeks  
(Weekly: 2 hours of lecture/discussion, 1-hour workshop)

**Course Code:** VACMC013

#### Course Description:

This course offers an introduction to the fundamentals of online trading, emphasizing the efficiency of modern markets and the latest advancements in the field. It covers topics such as primary and secondary markets, trading techniques, and investment strategies essential for navigating the online trading landscape.

#### Course Objectives:

1. Introduce students to the concept of online trading and its significance in modern financial markets.
2. Emphasize the efficiency of market operations and the role of regulatory bodies like SEBI in maintaining market integrity.
3. Explore recent developments in online trading platforms and technologies, enabling students to stay updated with market trends.

#### Course Outcomes:

1. Develop a clear understanding of the concept of online trading and its relevance in contemporary financial markets.
2. Grasp the efficiency of market operations and the regulatory framework governing online trading activities.
3. Acquire practical skills in using online trading platforms, analyzing market data, and executing trades efficiently.
4. Apply various trading strategies, including investment, swing trading, and day trading strategies, to make informed investment decisions in online trading.


#### Course Outline


##### Module 1: Primary Market

- Initial Public Offerings (IPOs)
- Understanding their significance
- Features, and advantages in the primary market.

##### Module 2: Secondary Market

- Roles and functions of regulatory bodies like SEBI, stock exchanges
- Stock price indices

  
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- Highlighting their importance in the secondary market.

### **Module 3: Trading**

- Practical aspects of online trading, including logging in and out of trading applications
- Accessing market information, checking previous trades
- Managing orders, and monitoring market movements.

### **Module 4: Methodology**

- Fundamental and technical analysis techniques
- Analysing securities based on economic factors and market trends.

### **Module 5: Strategies**


- Various investment strategies, including swing trading and day trading
- Practical approaches to optimize their trading decisions.


### **Assessment (Evaluation/Criteria for Completion)-**

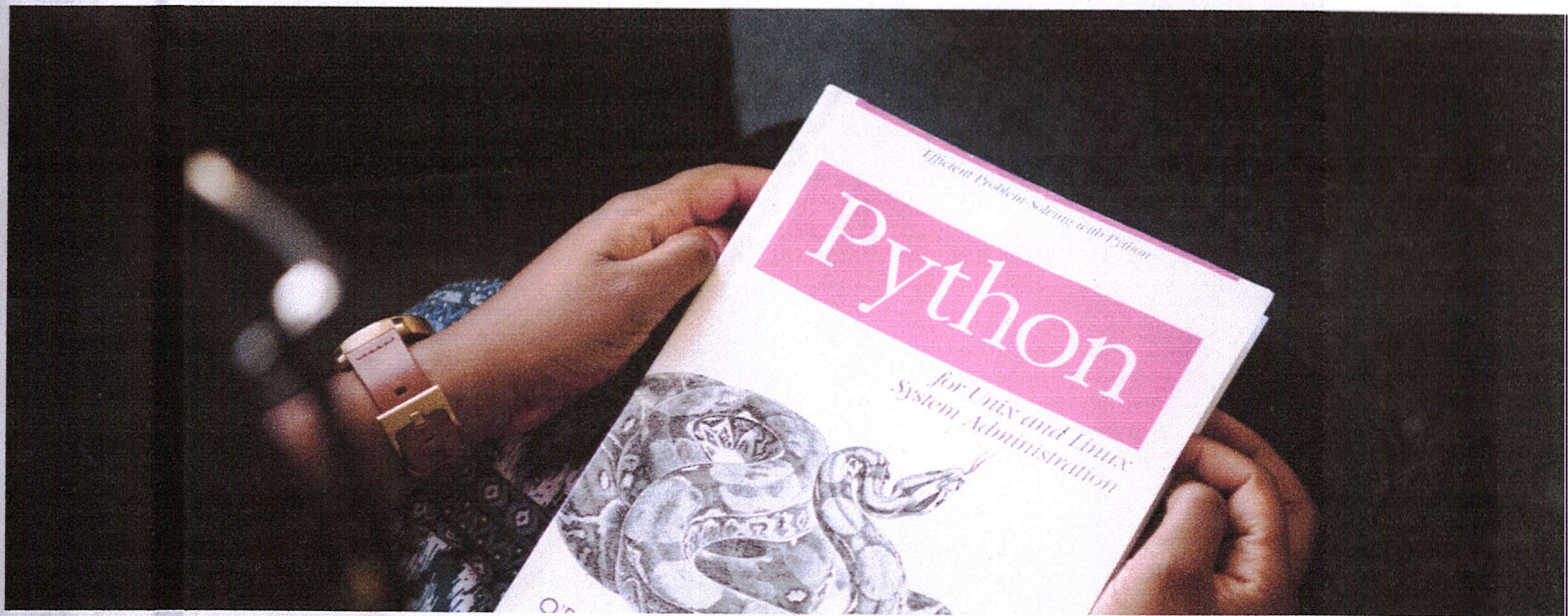
- Regular attendance and active participation in class discussions, activities, and assignments.
- Completion of quizzes, assignments, and examinations assessing understanding of course concepts, methodologies, and strategies.

### **Suggested Readings**

- 1) Bodie, Z., Kane, A., & Marcus, A. J. (2018). \*Investments\*. McGraw-Hill Education.
- 2) Hull, J. C. (2017). \*Options, Futures, and Other Derivatives\*. Pearson.
- 3) Natenberg, S. (2015). \*Option Volatility and Pricing: Advanced Trading Strategies and Techniques\*. McGraw-Hill Education.
- 4) Murphy, J. J. (1999). \*Technical Analysis of the Financial Markets: A Comprehensive Guide to Trading Methods and Applications\*. New York Institute of Finance.
- 5) Schwager, J. D. (2012). \*Market Wizards: Interviews with Top Traders\*. Wiley.

  
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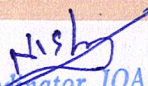
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### Department of Computer Application

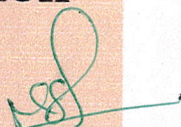
Session: 2023-2024

## Value Added Course

Python Full Stack Development in Collaboration  
with MTA India

  
Co-Ordinator, IQAC  
Modern College of Professional Studies  
Mohan Nagar, Ghaziabad

**Duration: 6 Months**  
**Coordinator: Mr. Vikas Rajput**

  
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# MODERN COLLEGE OF PROFESSIONAL STUDIES

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Date: 10/01/2024

## NOTICE

All the students of BCA (2<sup>nd</sup> Year) are hereby informed that Department of Computer Applications, Modern College of Professional Studies is organizing a Value Added Course titled "Python Full Stack Development in Collaboration with MTA India". The course will have duration of 6 months, commencing from 3rd February, 2024.

Students are requested to register by 25<sup>th</sup> January, 2024. Certificates will be awarded to students who maintain at least 75% attendance throughout the course.

Value Added Course Coordinator

Mr. Vikas Rajput

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## Python Full Stack Development Content :-

Full stack development is the most popular developer occupation today. They have the ability to design complete web application and websites. They work on the frontend, backend, database and debugging of web application or websites with deployment. The chief duty of full stack developers is to plan and provide a full stack application of the web. They write computer programs, modify and maintain prevailing program.

### **Module -1 UI Designing :**

**HTML:** Introduction, Basic Formatting Tags, Grouping Using Div Span, Lists, Images, Hyperlink, Table, Iframe, Form, Headers, Miscellaneous And many more.....

**CSS:** Introduction, Syntax, Selectors, Id and classes, Styling, Color Background Cursor, Text Fonts, Lists Tables, Box Model, Display Positioning, Floats, Pseudo-Class/ Pseudo-Elements, Transformations, Animations. Column Layout, UI, Grid, Function And many more.....

**Bootstrap:** Getting to Know Bootstrap 4, Responsive Layouts with the Bootstrap Grid, Using Bootstrap Components, Building Forms with Bootstrap, Images, Media Queries, Columns, Offset/ Nested, And many more.....

**JavaScript:** Intro to JavaScript, Variables and Assignments, JavaScript Programming, Writing Functions, Dynamic Web Page Creation, Comparisons and Control Flow, Built-in Functions & Methods, Object-Oriented JavaScript, Validations, Closures, Exception- Handling, Asynchronous, Dom, Classes And many more.....

**Reactjs:** Introduction Components, JSX, Props, State, SetState, Event Handling, Methods, Conditional Rendering, List Rendering, Component Styling, Forms, Component lifecycle Methods, Fragments, Pure and Memo Components, Hooks, Effect Hook, State, HOC, Refs And many more.....

### Module -2 Python:

Introductions, Install and download, language syntax, keyword & Identifiers, comments, variables, Data-types, Operators, Control flow decision making, Control-flow looping, Control-flow branching, numbers, String, String Representations, String functions, Indexing, Slicing, List, List Comprehension, Tuples, Set, Dictionary, Array, User defined function, Build in function, Modules, User input, File handling, Exception handling, Regular expression, Classes and object, Method, Constructor, Inheritance, Polymorphism, Abstract, Encapsulation, Database access, Multi-threading, Python network programming, Python GUI, And many more.....

### Module -3 Back End: (Revision Python-3 Days)

#### Django Framework:

Basic of Django Framework & its uses, Installation and setting up Django, Virtual Environments, Templates, Context, Static Files, Syntax and URL, Routing, Request/Response cycle, Models, Django-ORM, Queries of Django-ORM, Function-based Views, Class-based Views, Forms HTML, Model & Django Forms, CRUD Operations using Model Forms, Statement, Using Callable

Python Database Connectivity (PDBC):- SQL Database connection using python, Install the MySQL DB and other Packages, DML and DDL Operations with Databases, Disconnecting Database, CRUD Operation using PDBC, DjangoAPI(Application Program Interface)

File Handling:- Reading and writing text files, Understanding other functions related to it.

### Module -4 (Database):

#### MongoDB Database

Understanding the basic concepts of a Database, Database categories: What is NoSQL? Why NoSQL? Benefit over RDBMS, Types of NoSQL Database, and NoSQL vs. SQL Comparison, ACID & Base Property,

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CAP Theorem, implementing NoSQL and what is MongoDB?, Overview of MongoDB, Design Goals for MongoDB Server and Database, MongoDB tools, Understanding the following: Collection, Documents and Key/ Values, etc. Introduction to JSON and BSON documents, Environment setup (live Hands-on) and using various MongoDB tools available in the MongoDB Package, Data Modelling Concepts, Why Data Modelling? Data Modelling Approach, Analogy between RDBMS & MongoDB Data Model, MongoDB Data Model (Embedding & Linking), Challenges for Data Modelling in MongoDB, Data Model Examples and Patterns, Model Relationships between Documents, Model Tree Structures, MongoDB Development Architecture, MongoDB CRUD Introduction, MongoDB CRUD Concepts, Cursor Query Optimizations, Query Behavior in MongoDB, MongoDB Datatypes, Index Introduction, Index Concepts, Index Types, Index Properties, Introduction to Aggregation, Types of Aggregation (Pipeline, MapReduce & Single Purpose), Administration concepts in MongoDB, Database Profiling, Locks, Memory Usage, No of connections, page fault etc., Data Managements in MongoDB (Capped Collections/ Expired data from TTL), Hands on Administrative Tasks

#### Module -5 Server Hosting:

Server Introduction , Set up local Server and Website Hosting with Server And many more....

- **MTA India Certification** differentiates students as prepared to start applying themselves in entry level technology jobs such as apprenticeships and internships.
- Industry-recognized credentials inspire confidence as students pursue future college and career aspirations

#### Student Benefit:

- **Help your students become more competitive.** Information Technology Specialists the first step towards more advanced certifications, which will help your students secure their value in the job market.
- **Build Your Tech Program** Information Technology Specialist certifications are a great way to introduce students to the sense of achievement that comes with earning an industry recognized credential.
- **Success is contagious.** When word spreads that students from your program are earning certifications and preparing for high-paying tech careers, other students will naturally want to join.

#### Trainer Profile:

- Certified Industry Experts with more than 12+ years of experience in IT industry.

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Co-Ordinator, ICAC  
Modern College of Professional Studies  
Mohan Nagar, Ghaziabad

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- Have years of experience in working in Big corporation and MNC's like HCL Technologies, Wipro, Sapient, Birla soft, TCS, Accenture and IBM
- Our professionals in their field of domain & constantly upgrade themselves with new tools to impart the finest training of a real working environment.

### **College Responsibilities:**

- **Student Registration:** The College will help for training & certification promotion and student registration on the website <https://mtaindia.org>.
- **MTA India App Registration:** The College will help for MTA India App promotion and student should download our MTA India App for Quiz, Free learning material, mock interview and many more.

**For more Information please visit @ <https://mtaindia.org>**

### **Services Offered**

- 4/6 Summer Industrial Training Internship with Certification
- Six Weeks Industrial Internship Program with Certification
- 6 months Industrial Training Program with Certification
- Workshop Program with Certification
- Interview Preparation Program
- Online Live Training Program with Certification
- AZ-900 Azure Fundamentals Certification with Training Program
- AZ-104 Microsoft Azure Administrator Certification Training Program
- **Industrial Visit-** We provide industrial visit at MTA India Noida office/IT Company in Delhi NCR, Where they gain the knowledge of new IT Technology Like - Angular, React Js, Flutter, Blockchain technology, Social Media Activity and Quiz and Get **Industrial Visit Participation Certificate Just @ 300/- INR Per Student.**
- **Scholarship Quiz -** MTA India provide scholarship Quiz at Modern Campus. Students can attend the Scholarship Quiz and get up to 100% scholarship for **4/6 Summer Training Internship Program.**

*Nishu*  
Co-Ordinator, IQAC  
Modern College of Professional Studies  
Mohar Nagar, Ghaziabad

*Hes*  
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Modern College of Professional Studies  
431, Anand Indl. Area,  
Mohar Nagar, Ghaziabad


- **Workshop/Seminar/Guest** - We provide the one 2-3 days workshop / Seminar /Guest lecture for as per industry oriented topic like -Time Management, Web development , Mobile App Development.
- **Faculty Development Program** - MTA India will Provide Live Faculty Development Program (FDP) with different technology ie. Digital Marketing for Faculty.


For MICRODOT TECH ASPIRE SOLUTIONS (P) LTD. (MTA-INDIA)

Anil Kumar | BDM | B-4/5 Sector-63 Noida - 201301 (U.P.)

Email: [anil@mtaindia.org](mailto:anil@mtaindia.org) | Mobile : +91 7827574047

Web: <https://mtaindia.org>

  
Co-Ordinator, IQAC  
Modern College of Professional Studies  
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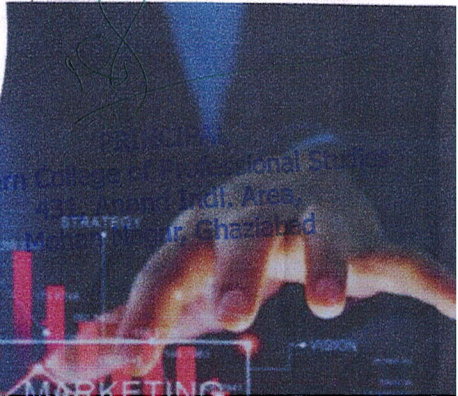
  
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ADVANCE CERTIFICATION IN

# DIGITAL MARKETING



PROSPECTUS 2023 - 24





Ph. No. : 0120-4900197, 4981029

Mob. = 9711149573

# MODERN COLLEGE OF PROFESSIONAL STUDIES

(Approved by NCTE & Affiliated to C.C.S. University, Meerut)

ANAND INDUSTRIAL ESTATE, MOHAN NAGAR, GHAZIABAD-201007 (U.P.)


Email : [info@moderncollege.org](mailto:info@moderncollege.org) | Website : [www.moderncollege.org](http://www.moderncollege.org)

Date: 10/01/2024

## NOTICE


All the students of BBA Final Year and B.Com 2<sup>nd</sup> Year are hereby informed that Department of management and commerce, Modern College of Professional Studies is organizing a Value Added Course titled "Advanced Certification in Digital Marketing Course in collaboration with Relymore". The course will have duration of 6 months, commencing from 1st February, 2024.


Students are requested to register by 25<sup>th</sup> January, 2024. Certificates will be awarded to students who maintain at least 75% attendance throughout the course.

  
Value Added Course Coordinator  
Ms. Sonam Topwal

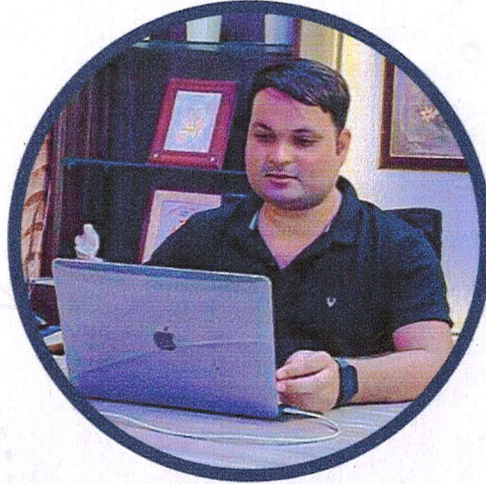
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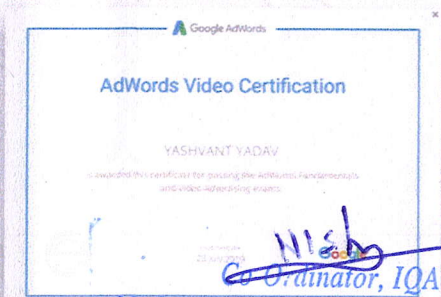




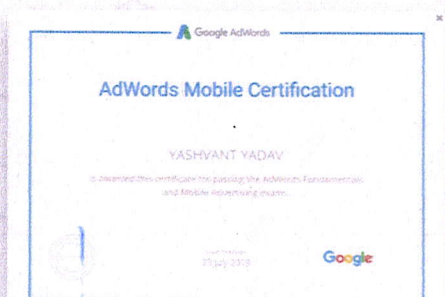
# YASHVANT YADAV

## Ex-Google India

**In the world of Internet Customer Service,  
it's important to remember your competitor  
is only one mouse click away.**



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Modern College of Professional Studies  
Mohan Nagar, Ghaziabad*



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# Why to Choose **SOFTCRAYONS ?**

## FOR STUDENTS

1. Trusted Certified Trainers who are expert in their field
2. Practical Studies, Capstone Projects, Agency style training experience
3. Build your own brand during training itself and practice all learning on your brand.
4. Most advanced course content with focus on practical learning

## FOR FREELANCERS & JOB SEEKERS

1. 100% Internship & Job Assistance
2. Access to placement support and chance to work companies like Zomato, OYO, Cashkaro, Paytm, Flipkart, etc.
3. Make passive income during the course itself with our freelancing training.
4. Get access of Freepik, Flaticon, Shutterstock, Unspalsh, Canva, Adobe Suit, etc.

## FOR ENTREPRENEURS & BUSINESS OWNER

1. 100% Internship & Job Assistance  
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2. Access to placement support and chance to work companies like Zomato, OYO, Cashkaro, Paytm, Flipkart, etc.  
*Resh*  
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3. Make passive income during the course itself with our freelancing training.
4. Get access of Freepik, Flaticon, Shutterstock, Unspalsh, Canva, Adobe Suit, etc.

# About The Program

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Become a Digital Marketer with the help of the Advance Certification, offered by Softcrayons. This program features the perfect mix of theory, case studies, and extensive hands-on practicum. It dives deep into various facets of digital marketing like Search Engine Optimization (SEO), Social Media, Pay-Per-Click (PPC), Web Analytics, Marketing Analytics, and Content, Email, and Mobile Marketing.

The Digital Marketing Program is designed for graduates, Entrepreneurs, Freelancer & Job Seekers.

This program blends online self-paced videos that teach you the relevant concepts, live virtual classes that provide context and industry examples, and hands-on projects to help you apply your skills in context and crystallize your learning.



# Who Should Enroll in This Program?

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The program is best suited for individuals:



Professionals who would like to pursue a career in Digital Marketing



Business professionals



Sales and marketing professionals




Content writers



Business/communication graduates interested in jump-starting a career in digital marketing

*Nishu*  
Co-Ordinator, IQAC  
Modern College of Professional Studies  
Mohan Nagar, Ghaziabad



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431, Anand Indl. Area,  
Mohan Nagar, Ghaziabad

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- ON-Page SEO
- OFF-Page SEO
- SEO Audit, Tools, Measurement

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- Mobile AD Campaign
- Shopping Campaign - Introduction
- Youtube Marketing - Introduction & AD Format

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- Getting started with Social Media Marketing
- Facebook Marketing
- Instagram & LinkedIn Marketing
- Twitter & Snapchat Marketing
- Pinterest Marketing & Creating Successful Digital Marketing Strategy

## 4 ORM ( Online Reputation Management )

*Nishij*  
Co-Ordinator, IQAC  
Modern College of Professional Studies  
Mohan Nagar, Ghaziabad

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Modern College of Professional Studies  
431, Anand Indl. Area,  
Mohan Nagar, Ghaziabad

## 5 BUILDING A WEBSITE

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- Graphic Design for Social Media
- Web Design and Optimization
- Typography and Text Effects
- Image Manipulation and Composition
- Branding and Logo Design
- Exporting and File Formats
- Projects and case Studies

# DIGITAL MARKETING ( ADVANCE )

## TRAINING CURRICULUM

### 1 SEARCH ENGINE OPTIMIZATION (10 DAYS- 2Hrs)

#### INTRODUCTION TO SEO

- **How Search Engines Work**
  - Indexing & Crawling Basics
  - Optimizing Crawl Budget
- **Intro to SEO**
  - Organic Search vs. Paid Search Results
  - Anatomy of a Search Result (Search Snippet)
  - What is On-page SEO (Content, Architecture, HTML)
  - What is Off-page SEO / Link Building (Social, Content-based, PR)
- **Keyword Research**
  - Finding Seed Keywords: Mind Map for Keyword Research
  - Using Wikipedia, Forums for Keyword Research
  - Keyword Research Process – Identify Seed Keywords, Collect metrics, Map Keywords Google Keyword Planner Tool
  - Negative on-page to avoid
- **TECHNICAL SEO**
  - URL Architecture
  - Page Speed Analysis (GTmetrix / YSlow Google Page Speed Insights)
  - 301 Redirects
- **MOBILE SEO**
  - App Store Optimization
  - Mobile Websites: Responsive, Adaptive, Dynamic
  - Optimizing for Voice Search
- **SCHEMA MARKUP**
  - What is Schema & Why is it relevant to SEO.
  - Schema Types - Micro, JSON-LD
  - Common JSON Schema Tags - Organization, Website, Blog Posting, Local Business
  - How Schema shows up in SERPs

#### ON-PAGE SEO

- **HTML BASIC**
  - Web Page Basics: What is HTML, JavaScript, CSS
  - Basic HTML Tags to create a web page
  - HTML Tags for SEO: Title, H1, META Tags, IMG, A Href

#### OFF-PAGE SEO

- **LINK BUILDING**
  - What is Link Building
  - Link Building Tactics
  - Manual Link Building Process
  - Link Building Metrics
- **SOCIAL SEO**
  - QUORA
  - YOUTUBE VIDEO SEO
- **LOCAL SEO**

NISHA  
Co-Ordinator, IQAC  
Modern College of Professional Studies  
Mehra Road, Ghaziabad

PRINCIPAL  
Modern College of Professional Studies  
431, Anand Indl. Area,  
Mehra Road, Ghaziabad

- **SEMRush.com Backlink**
  - Backlink audit of one website
  - How to audit backlinks of competitors and gain insights

## SEO AUDIT, TOOLS, MEASUREMENT

- **SEO AUDITS**
  - What are SEO Audits.
  - Different Types of SEO Audits.
  - Complete SEO Audit with Checklist – Screaming
  - Frog SEO Spider, SEMRush Backlink Audit, Page
  - Speed Audit with GTMetrix / Google Page Speed
  - Insights, Mobile Site Audit
- **GOOGLE SEARCH CONSOLE & ALGORITHM UPDATE**
  - History of Google Algorithms
  - Panda, Penguin, Pigeon, Caffeine updates
  - RankBrain and the Future of SEO
- **MEASUREMENT WITH GOOLGE ANALYTICS**
  - Basics of Google Analytics
  - SEO Metrics to Measure -On-page, Off-page,
  - Technical SEO Reporting

## 2 SEARCH ENGINE MARKETING

(10 DAYS- 2Hrs)

### INTRODUCTION OF SEM - FUNDAMENTALS & CASE STUDIES

- Consumer Journey
- What is SEM? Why SEM?
- What is Google AdWords? Why Google AdWords?
- Google Network
- AdWord Terminologies
- How does the SEM Auction Work?
- Structure of an AdWords Account
- Campaign Types - Introduction to Search, Display (including Videos), Shopping and Mobile-specific campaign types, and when/why to use them.
- Creating of Search Network Campaign

- DKI
- Ad Extensions
- Keyword Research
- Tool - Keyword Planner & Estimator
- Keyword Match types
- Keyword Strategies
- Landing Page
- Bidding and Budget
- Optimizing the Sn Campaign using the KW Planner, Match types, Ad Text best practices, etc.

### CREATION OF GOOGLE DISPLAY NETWORK

- GDN Targeting options
- Display Ad Formats

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- Remarketing
- Advanced Display: RLSA, Dynamic Remarketing, YouTube Remarketing
- Advance Display: Smart Display Campaign

## MOBILE AD CAMPAIGN

- Universal App Campaigns
- Mobile-Specific Bidding and Targeting Strategies
- Measuring Mobile Ad Performance and Conversions
- Report Editor
- Optimization Strategies
- Account Audit Demo

## SHOPPING CAMPAIGNS - INTRODUCTION

- What are Google Shopping Ads/Product Listing Ads?
- Where do they appear on Google? What Shoppers on the internet do?
- What retailers need? - New Advertising Technologies
- Google Shopping set retailers up for success
- Features of Google Shopping Why PLA's? And the path to create PLA Ads
- Merchant Centre Steps
- Create Shopping Campaign on Google AdWords
- Track Performance and optimize the Campaign

## YOUTUBE MARKETING - INTRODUCTION & AD FORMATS

- YouTube Ad Formats
- YouTube Campaign Creation
- YouTube Analytics
- Video Campaign Optimization Tips

## 3 SOCIAL MEDIA MARKETING

(10 DAYS- 2Hrs)

### GETTING STARTED WITH SOCIAL MEDIA MARKETING

*Co-Ordinator, IOAC Nishu*  
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- Introduction to Social Media
- Facebook Marketing
- Creating Content for Facebook & Social Media

- Building content that is inherently shareable
- Tools for Content Creation
- Why is facebook marketing

### FACEBOOK MARKETING

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- Facebook Insight
- Facebook Business Manager
- **How does Facebook Advertising works?**
  - Facebook Ad Campaign Objectives
  - Facebook Ad Targeting

## INSTAGRAM & LINKEDIN MARKETING

- **Marketing on Instagram**
  - Optimizing your instagram business profile
  - Crafting an instagram content strategy
  - Best Practices
  - Influencer Marketing on Instagram
  - Analytics & Measurement
  - Instagram Ads
- **Linkdin as a Marketing Platform**
  - Linkdin for personal Branding
  - Brand Marketing on Linkdin
  - Linkdin Company Pages
  - Linkdin Advance Search
  - Linkdin Premium
  - Linkdin Ads


- **Pintrest Marketing**
  - Pintrest for business
  - Marketing on pintrest
  - Best practicing
  - Leaveraging Rich Pins
  - Analytics & Measurement
- **SMM Tools**
  - Hootsuite
  - Buffer
  - Tweetdeck
  - SproutSocia
- **Crafting a Successful Social Media Strategy**
  - 10-step framework to crafting a successful SMM strategy
  - Building Content That is Inherently Shareable
  - Creating Content for multiple platforms
  - Generating content ideas and building a plan
  - Effective Content Distribution
  - Evaluating Success

## TWITTER AND SNAPCHAT MARKETING

- **Twitter Marketing**
  - Twitter marketing for awareness
  - Twitter Analytics
  - Twitter Ads
  - Twitter Tool - Crowdfire, Tweriod, Hashtagify Ritetag, TweetReach & TweetArchivist
- **Snapchat Marketing**
  - Snapchat for business
  - Building a following
  - Driving Engagement
  - Analytics & Measurement

## PINTEREST MARKETING & CREATING SUCCESSFUL DIGITAL MARKETING STRATEGY

Co-Ordinator, IOAC  
 Modern College of Professional Studies  
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## 4 Online Reputation Management (2 DAYS- 2Hrs)

### (ORM) Online Reputation Management

- What is ORM
- Why ORM
- Understanding ORM scenario
- How to deal with criticism online
- way to create positive brand image online
- Understanding tools for monitoring online reputation
- Step by step guide to overcome negative online reputation
- Best example of online reputaton management
- Delete Negative Reviews

## 5 Building a Website (15 DAYS- 2Hrs)

### Introduction to HTML 5

- About HTML5 Tutorial
- Introduction to HTML
- History of HTML
- New Features in HTML5
- First Page in HTML
- Basics of HTML
- Relation Between HTML and CSS

### HTML Table

- Introduction to Table
- Table Elements and Attributes part 1
- Table Elements and Attributes part 2
- Table Elements and Attributes part 3 (tr attribute)
- Table Elements and Attributes part 4 (The and Elements)
- Table Elements and Attributes part 5
- Table Caption
- Tables Head, Body, and Foot
- Nested Table

### Structuring Web Documents

- HTML Tags
- HTML Elements
- Basic Text Formatting
- Presentational Elements
- HTML Phrase Elements
- HTML Comments
- HTML Links

### HTML Forms

- Form Introduction
- Text Input Controls
- HTML Buttons
- HTML CheckBox
- HTML Radio Button
- HTML Select Box or Drop down Box
- Fieldset and Legend in HTML Form
- Focus and Tabbing Order in HTML

### HTML List

- List Introduction

### HTML Media

- HTML Audio
- HTML Video

### HTML Image

- HTML Image Introduction

*Nishi*  
Co-Ordinator, IQAC  
Modern College of Professional Studies  
Mohan Nagar, Ghaziabad

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Mohan Nagar, Ghaziabad

## Introduction to CSS

- Understanding the role of CSS in web design and development
- CSS syntax and basic structure
- Inline CSS, internal CSS, and external CSS

## Selectors and Properties

- CSS selectors: element, class, ID, attribute, pseudo-class, and pseudo-elements
- Applying styles using CSS properties: color, font, background, text formatting, etc.
- Box model: margin, padding, border, and content

## Layout and Positioning

- CSS positioning: static, relative, absolute, fixed
- Floating elements and clearing floats
- Creating responsive layouts using CSS media queries

## CSS3 Features

- CSS3 transitions, transformations, and animations
- CSS3 gradients, shadows, and rounded corners
- Working with web fonts using @font-face

## CSS Frameworks and Libraries

- Introduction to popular CSS frameworks like Bootstrap or Foundation
- Working with pre-built CSS components and grid systems
- Customizing and extending CSS frameworks

## Responsive Web Design

- Understanding the principles of responsive web design
- Using CSS media queries to create responsive layouts
- Mobile-first design and optimizing for different devices

## CSS Best Practices and Optimization

- Writing clean and efficient CSS code
- CSS optimization techniques for improved performance

## CSS Preprocessors

- Introduction to CSS preprocessors (e.g., Sass, LESS)
- Variables, mixins, and nesting in preprocessors
- Compiling preprocessors into CSS

## CSS and SEO

- Understanding the impact of CSS on search engine optimization
- Optimizing CSS for faster page loading and better search rankings
- Structuring CSS for improved accessibility and user experience

## Advanced CSS Techniques

- Advanced selectors and combinators
- CSS grid and flexbox for complex layouts
- Creating custom animations and transitions



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# 6 PHOTOSHOP

(8 DAYS- 2Hrs)

## Introduction to Photoshop

- Familiarize yourself with the Photoshop interface
- Tools
- Basic functions

## Image Editing and Retouching

- Learn how to enhance images
- Fix imperfections
- Adjust colors
- Optimize visuals for digital platforms

## Graphic Design for Social Media

- Explore techniques to create engaging social media graphics
- Including banners
- Posts
- Cover photos

## Web Design and Optimization

- Understand how to design web elements, such as buttons, icons, and layouts, and optimize images for web use

## Typography and Text Effects

- Discover how to work with text
- Apply various effects
- Create attention-grabbing typography for digital marketing materials

## Image Manipulation and Composition

- Master advanced techniques like compositing multiple images

## Branding and Logo Design

- Learn how to create and modify logos
- Apply branding elements
- Maintain consistency across digital marketing materials

## Batch Processing and Automation

- Explore time-saving techniques like creating actions
- Using batch processing
- Automating repetitive tasks

## Exporting and File Formats

- Understand different file formats for various digital platforms
- Including web
- Social media
- Email marketing

## Practical Projects and Case Studies

- Apply your skills to real-world digital marketing scenarios
- Working on projects that involve creating graphics
- Editing images
- Optimizing visuals.

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