



Mahatma Education Society's  
**Pillai HOC College of Arts, Science and Commerce**  
Pillai HOCL Educational Campus, Rasayani  
NAAC Accredited with A+ Grade in Cycle 2  
(ISO 9001: 2015 Certified)



# 6.2.1 QIM

# Strategic Planning and Deployment Document

## (A.Y. 2022-23)



**PRINCIPAL**  
Mahatma Education Society's  
Pillai HOC College of  
Arts, Science & Commerce  
Pillai HOC Educational Campus  
Rasayani, Taluka - Khalsapur  
Dist. Raigad, Pin- 410 207

**Year -1 2022-23**

<b>Name of Add on /Certificate programs offered</b>	<b>Course Code (if any)</b>	<b>Year of offering</b>	<b>No. of times offered during the same year</b>	<b>Duration of course</b>	<b>Number of students enrolled in the year</b>	<b>Number of Students completing the course in the year</b>
Content Creation		2022-23	once	30 Hours	29	29
New Literatures		2022-23	once	30 Hours	35	35
google form		2022-23	once	30 Hours	96	96
Search Engine Optimization		2022-23	once	30 Hours	202	202
Wordpress - An Ultimate Website Builder		2022-23	once	32 Hours	257	257
DATA ANALYSIS USING EXCEL & POWER BI		2022-23	once	32 Hours	29	29
Training on Soft Skills		2022-23	once	30 Hours	6	6
Entrepreneurship and SME Management		2022-23	once	30 Hours	341	341
Financial Market		2022-23	once	30 Hours	279	279
Negotiation & Selling Skills		2022-23	once	30 Hours	330	330
LAPD		2022-23	once	30 Hours	200	200



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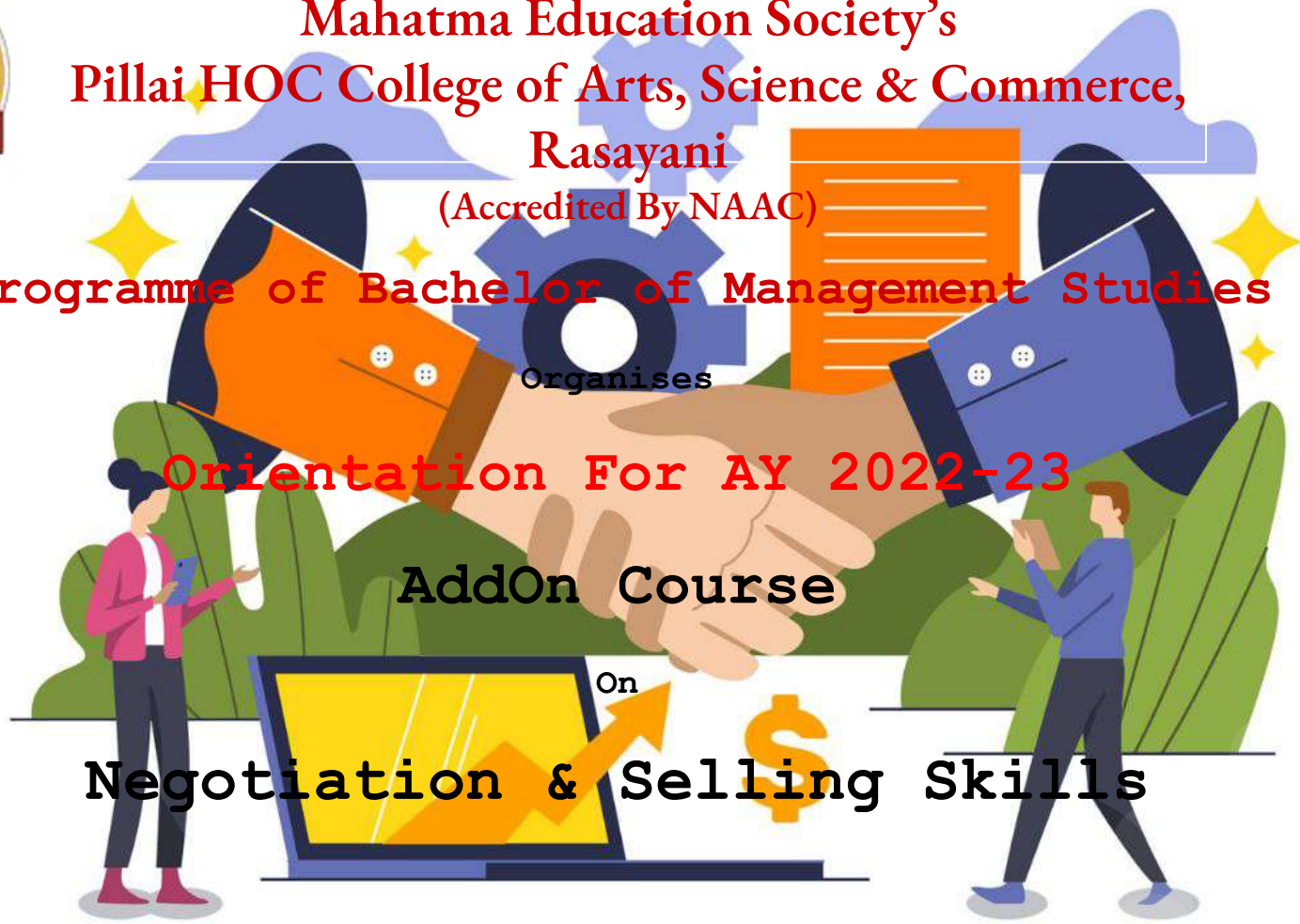
**Programme of Bachelor of Management Studies**

**Organises**

**Orientation For AY 2022-23**

**AddOn Course**

**On  
Negotiation & Selling Skills**





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**Programme of Bachelor of Management Studies**

**Organises**

**AddOn Course**

**On**

**Negotiation & Selling  
Skills**



# Learning Objectives

A central illustration features a large, light-brown hand holding a green globe. Surrounding the hand are various business-related icons: blue gears, an orange document with text, a blue folder, a laptop displaying a yellow line graph with an upward arrow, and a yellow dollar sign. Two stylized human figures, one in a pink shirt and one in a blue shirt, stand on either side of the laptop. The background is white with light blue and green abstract shapes and yellow starburst accents.

- 1. The module will sensitize the students to the concepts and importance of Negotiations & Selling for all functions of Management.**
- 2. The module is designed to introduce the students to the basic elements of the selling**
- 3. The module will give the students a broad understanding regarding different models used for effective selling and negotiations.**
- 4. It also creates awareness among the students about the basic qualities, traits and skills that they need to imbibe to be an effective management professional.**

# Course Outcome



1. Developing basic understanding of students related to Negotiation.
2. Providing deeper insight related to Negotiation framework
3. Familiarizing students with basics of models in negotiation and strategies
4. Introducing students to understand the difference between Marketing and Selling and giving them useful tips for succeeding in Sales
5. Introducing students to understand the difference between Marketing and Selling and giving them useful tips for succeeding in Sales
6. Creating awareness about importance of customer in selling process
7. Familiarizing students with different approaches required For selling different stakeholders
8. Familiarizing students with different approaches required for selling to different segments of customers.
9. Creating awareness about challenges and opportunities available in Start-ups domains
10. To enhance the effectiveness of a Salesperson by understanding Clues provided by body language.

## **Module 1: The concepts & negotiation of Selling**

- ❑ **Meaning, Definition & Importance of Negotiation in Management, Types of Negotiation**
- ❑ **Understanding Negotiation Framework including Legal Aspects, Negotiation Process, Skills of a Negotiator**

## **Module 2: Models of Negotiation**

- ❑ **Negotiation Models (BATNA, Dyad, ZOPA, 9 Grid) & Strategies**
- ❑ **Understanding Barriers to Agreement**



## Module 3: Concepts of Selling & Traits of selling

- ❑ Introduction to Marketing & Selling Concepts & Traits of a Successful Salesperson
- ❑ Understanding Successful Selling Process & Models (7 Steps Model) Customer Focussed Selling, Art of Persuasion

## Module 4: Different models used for effective selling and negotiations

- ❑ Selling to Various Stakeholders such as Dealers, Suppliers, Vendors, Channel Partners, Superiors, Subordinates, Team-Mates & Peers
- ❑ Selling to Customers – B2C, B2B, C2C, Products, Services, Intangibles & Projects
- ❑ Strategic Selling for Start-ups
- ❑ Body Language for Negotiation & Selling





# Google Classroom Code

: **ugcyq5s**



Thank you



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PILLAI HOC COLLEGE OF ARTS, SCIENCE AND COMMERCE, RASAYANI  
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Faculty of Arts  
Organises

# LAPD: Language Acquisition for Professional Development

A.Y. - 2022-23

*Aims & Objectives of the Course:*

- 1. To provide an overview of the prerequisites required for professional growth.*
- 2. To put in use the basic mechanics of Grammar.*
- 3. To impart the correct practices & strategies of effective professional writing.*



*Outcome of the course*

- 1. To exhibit students to be professionally proficient.*
- 2. To develop and exhibit accurate sense of self.*
- 3. To function effectively in heterogeneous professional environment.*
- 4. To demonstrate professional competency in the dynamic job market.*



# LAPD: Language Acquisition for Professional Development

## Module no.1: Introduction & Importance of Communication Skills

- An Overview
- LSRW
- Self-Concept-Johari Window
- Programme Beneficiaries: BA, BAMMC, BCOM, BCOM (A & F), BMS, BSC, BSC (IT), BSC (CS), MCOM, MSC (OC), MSC (IT), BSc HS & BSc DS



## Module no.2: Inter & Intra Personal Communication (Communication for Personal Excellence)

- Workplace Etiquettes
- Decision Making
- Team Work, Empathy & Resolving Conflicts



# LAPD: Language Acquisition for Professional Development

## Module no.3: *Body Language*

- Analysis Project Positivity
- Virtual Body Language
- Seven Strategies for Effective Kinetics



## Module no.4: *Public Speaking*

- OSA - Overcoming Speech Anxiety
- ECD - Effective Content Delivery
- Rendezvous



# LAPD: Language Acquisition for Professional Development

## Module no.5: *Presentation Skills*

- *How to Present your Ideas?*
- *Principles Practices of Effective Presentation*
- *TEPM- Technology Enabled Presentation Model*



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## Module no.5 : *English for Competitive Exams*

- *Basic Grammar: Part I (Spotting Common Errors)*
- *Basic Grammar: Part II (Correct Yourself)*
- *Recapitulation & Assessment*

# LAPD: Language Acquisition for Professional Development

## Module no.7: Interview Skills & GD

- DO's & DON'TS
- Types of Interviews- Selection, Appraisal, Grievance, Exit
- Group Discussion



## Module no.8 : Academia- Industry Connect

- Career Opportunities- Demands, Requirements
- Career Guidance- An Employer's Perspective
- Career Guidance- Alumni Talk



# LAPD: Language Acquisition for Professional Development

## Module no.9: *Writing Skills*

- *Academic Writing*
- *Writing Skills for Job Interviews*
- *Creative Writing*



## Module no.10 : *Personality Development*

- *Positive Thinking & Goal Setting*
- *Leadership Skills & Motivation*
- *Time Management & Stress Management*





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**ADD ON COURSE  
BCOM (A&F) 2022-23  
FINANCIAL MARKETS**



# OUTCOMES

- ❑ Understand the role and importance of the Indian financial market.
- ❑ Apply and analyse the concepts relevant to Indian financial markets and financial institutions.
- ❑ Understand and analyse the mechanics and regulation of financial instruments and determine how the value of stocks, bonds, and securities is calculated.
- ❑ Evaluate the empirical evidence of market performance and, accordingly, the role of regulatory authorities in developing the financial market.
- ❑ Research and analyse specific problems or issues related to financial markets and institutions.

# SYLLABUS

## 1. FINANCIAL MARKETS

- **Basics**
- Meaning
- Characteristics
- Objectives

## 2. MONEY MARKET

- **What are Money markets ?**
- Functions
- Instruments
- Participants



### **3. CAPITAL MARKET**

- **Primary and Secondary markets**
  - Public issue
  - Offering shares to existing shareholders
  - Private Placement
  - Offering shares to existing employees
  - Stock exchange operations

### **4. DEBT MARKET**

- **What are debt markets ?**
  - Instruments
  - Participants
  - Advantages & disadvantages



## 5. MUTUAL FUNDS

- **What are mutual funds ?**
  - Players
  - Types
  - Net asset value calculation

## 6. DEPOSITORIES

- **Types**
  - National securities depository limited
  - Central depository securities limited
- **Receipts**
  - American depository receipt
  - Global depository receipt
- **Participants**
  - Groww,
  - Angel broking
  - Zerodha



## 7. PLEDGE/HYPOTHECATION

- What do mean by pledge/hypothecation
- Distinguish between pledge & hypothecation
- Procedure





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**BSc Hospitality Studies in association with  
Internal Quality Assurance Cell (IQAC)  
Organizes**

# **Training on Soft Skills**

**ADD ON COURSE**

**15<sup>th</sup> February – 4<sup>th</sup> March, 2023**



*Fillai*

# COURSE Outcomes

- To enable students to speak & communicate confidently.
- To enable students to develop skills to crack the interview.
- To enable students to understand different ways of writing CV.
- To enable students to understand & develop business communication skills.



# Syllabus

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## UNIT 1

1. Grooming
2. Communication Skill

## UNIT 2

1. Business Communication
2. Group Discussion

## UNIT 3

1. CV Writing
2. Interview Techniques





# Module 1

## Topic 1 Grooming

- 1.1 What is grooming?
- 1.2 Why it is important?
- 1.3 Grooming standards for Boys and Girls.
- 1.4 Formal Attire

## Topic 2 Communication Skills

- 2.1 Definition & Process
- 2.2 Developing Effective Communication Skills

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# Module 2

## Topic 3 Business Communication

3.1 Tips for Business Writing

3.2 How to write memos?

3.3 How to write E-mails?

## Topic 4 Group Discussion

4.1 What is group discussion?

4.2 Process of GD

4.3 Why is it important?

4.4 Types of GD

4.5 Rules of GD

4.6 Criteria for GD

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# Module 3

## Topic 5 CV Writing

5.1 What is CV?

5.2 How long should a CV be?

5.3 What to include in a CV?

5.4 CV Format

5.5 How to write a good CV?

## Topic 6 Interview Techniques

6.1 What are Interviewing Techniques?

6.2 Types of Interviewing Techniques based on Interview Type

6.3 Tips to prepare for an Interview

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# **Entrepreneurship and SME Management**

**ADD ON PROGRAMME**  
**BCOM 2022-23**



1. To enable students understand entrepreneurship, its relevance and importance in the 21st century.
2. To enable students understand how to become an entrepreneur.
3. To enable students understand the role of entrepreneurial leadership plays in the nurturing and growth of a start-up
4. To enable students understand the importance of small business management.

# SYLLABUS

## MODULE 1:

- Entrepreneurship: meaning
- Importance of entrepreneurship
- Concepts
- Characteristics
- Classifications of entrepreneurship
- Problems faced by entrepreneurs in India

## MODULE 2:

- Entrepreneur v/s intrapreneur
- Discussion of different types of entrepreneurial ventures and explanation about the ways those relate to the typology of entrepreneurship

## **MODULE 3:**

- **Women Entrepreneurs**
- **Working environment**
- **Challenges in the path of women entrepreneurs empowerment**
- **Grassroots entrepreneurs through self help groups (SHG).**
- **Analysing the characteristic skills traits and motivational drivers of at least two successful entrepreneurs with example**

## **MODULE 4:**

- **Building the business plan- Feasibility study:**
- **Setting up of Small business enterprises**
- **Analysing the link between entrepreneurial characteristic and the influence of personal background and experience to specific successful entrepreneurs**
- **Critically evaluating the ways background and experience influences entrepreneurship both positively and negatively by comparing and contrasting examples**

## MODULE 5:

- Marketing: Marketing considerations
- Selecting the target market strategy.
- Industrial relations
- Labour laws
- Pollution control laws

“ If **opportunity** doesn't **knock**, build a **door**. ”

Milton Berle





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## BACHELOR OF ARTS - MULTIMEDIA AND MASS COMMUNICATION

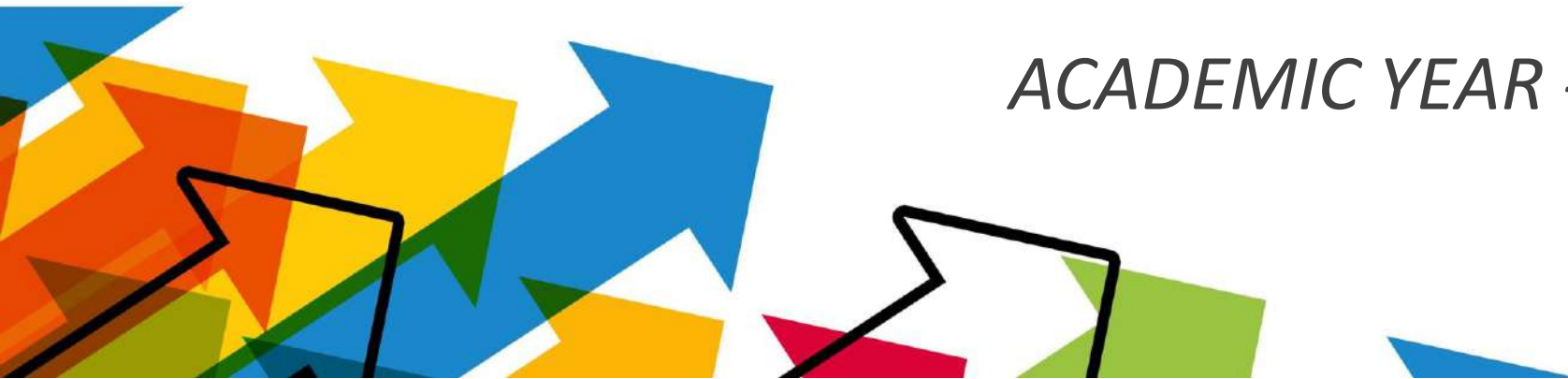
Add On Course

# Advanced Course in Digital Marketing and Content Creation

### *Course Outcomes:*

- 1. Students will be able to use social media platforms effectively*
- 2. Students will be equipped to take up business and freelancing opportunities*
- 3. Students will be able to demonstrate content creation and advertising skills*

ACADEMIC YEAR -2022-23



# Module 1 : Social Media Marketing and Management

## *Syllabus*

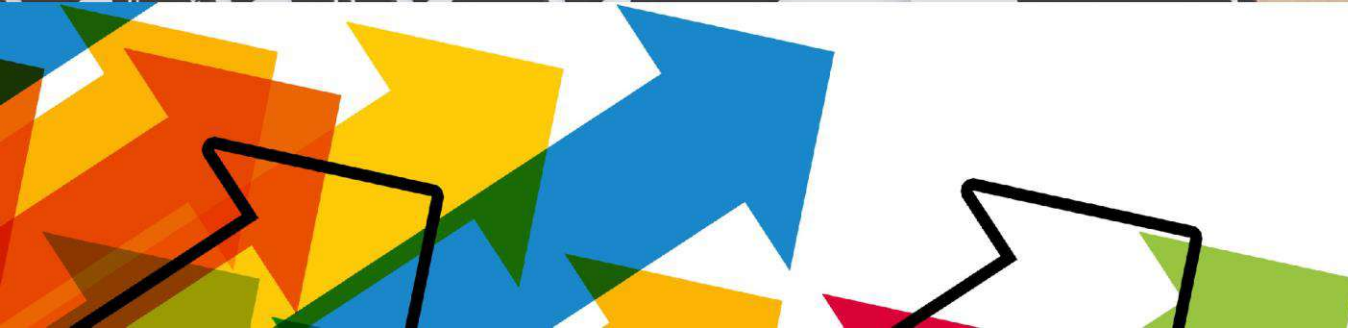
- *Social Media Marketing: An Introduction*
- *What is Social Media Management?*
- *Basics of Social Media Marketing*
- *Introduction to Social Media Platforms*
- *SMM Optimization - Basics to creating marketing strategies*



# Module 2 : Advertising on Social Media

## Syllabus

- *Advertising on Facebook - boosting and income*
- *Advertising on Instagram - for instant business*
- *Social Media Advertising - Ethical Concerns*
  - *Why Youtube Advertising?*
  - *Tiktok*
  - *Case Studies - Display ads on Social Media*



# Module 3 : Content Creation on Digital Platform

## Syllabus

- *SEO - Search Engine Optimization*
- *Creating Interactive Images for Social Media*
- *Content Writing skills*
- *Podcasting*
- *Video Skills*
- *Multimedia tools for creating images, infographics and illustrations*



# Module 4 : Branding your Brandon Social Media

## Syllabus



- *Introduction to Brand Building*
- *Colour Psychology*
- *Copyrights and Licenses*
- *Traffic Generation*
- *Brand Building Imperative - Strategies and Tactics*
- *How to build a brand online?*



# Module 5 : Blogging

## Syllabus

- *Introduction*
- *Starting a Blog*
- *Basic steps to create an interactive blog*
- *Interactive Website Templates*
- *Beat Blogging*
- *Carreer Opportunities*



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# **WordPress: An Ultimate Website Builder**

**Add-On Course - BSc Information Technology**

**Academic Year :2022-23**

# COURSE OUTCOMES:

- To understand what a Content Management System is and how it differs from traditional and flat websites
- To implement a custom WordPress theme
- To successfully organize and present content in WordPress
- To select and integrate extra WordPress features





# CONTENTS :

1 **MODULE 1: INTRODUCING WORDPRESS**

2 **MODULE 2: GETTING STARTED WITH WORDPRESS**

3 **MODULE 3: CREATING BLOG CONTENT**

4 **MODULE 4: PAGES, MEDIA AND IMPORTING/EXPORTING CONTENT**



5 **MODULE 5: PLUGINS WHAT THEY ARE AND WHY YOU NEED THEM**






# SYLLABUS

## **Module 1: Introducing WordPress**

- Getting into WordPress
  - Understanding the common terms
  - Why choose WordPress?
  - Getting to know the WordPress family
  - Digging into WordPress - the features
  - Learning more with online WordPress resources
  - Staying updated with WordPress news
- 
- 



## Module 2: Getting Started with WordPress

- Building your WordPress website – start here
  - The two worlds of WordPress – the difference between WordPress.com and WordPress.org
  - Getting and installing WordPress
  - Installing WordPress through an auto-installer script
  - The wp-admin panel
  - Getting a Gravatar
- 



## **Module 3: Creating Blog Content**

- WordPress admin conventions
- Posting on your blog
- Discussion on your blog - comments
- Adding and managing categories

## **Module 4: Pages, Media And Importing/Exporting Content**

- Pages
- Media library
- Importing/exporting content

## **Module 5: Plugins what they are and why you need them**

- 
- Breaking down plugins - what are they?
  - Installing a plugin - how to go about this
  - The must-have pack of plugins



## Module 1: Introduction

Introduction and definition of New Literature- Postcolonialism- Themes- African- Caribbean- Australian- Canadian- South Asian-Literatures

## Module 2: Poetry

Derek Walcott- "A Far Cry from Africa"  
A.D. Hope- "Australia"  
Margaret Atwood- "Animals in that Country"  
Tenzin Tsundue- "My Tibetanness", "Refugee"  
Alice Walker- "When You See Water"  
Faiz Ahmed Faiz- "A Prison Evening"  
Li- Yung Lee- "Nativity"

## Module 3: Short- Fiction

Alice Munroe- "Voices"  
Katherine Mansfield- "A Cup of Tea"  
Nadine Gordimer- "A Beneficiary"



Faculty of Arts Organises  
Add-on Course on

# New Literatures

AY 2022-2023

## Course Objectives

- To familiarize diverse writings across continents
- To introduce colonial and postcolonial writings
- To identify cultural plurality and hybridity

## Course Outcome

- Students will be able to distinguish a wide range of writings across cultures
- The students will be able to locate the canon of English literature within the context of New Literatures.
- The students will be able to formulate the socio-cultural aspects of literature of various nations.



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Faculty of Arts Organises  
Add-on Course on

# New Literatures

AY 2022-2023



## Module 4: Drama

**Mahesh Dattani- Tara (Non- Detailed)**  
**Eugene O'Neil- Long Day's Journey into Night ((Non- Detailed)**

## Module 5: Film

**Ship of Theseus- Anand Gandhi**  
**The Turtles Can Fly- Bahman Ghobadi**  
**Pather Panchali - Satyajit Ray**



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# Pillai HOC College of Arts, Science & Commerce, Rasayani

(NAAC Accredited and ISO 9001:2015 Certified)



## Programme of B.Sc. Computer Science

Organises

**Add-On Course  
on**

**Search Engine Optimization**

**A.Y. 2022-23**



# OUTCOMES

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- **Create interesting and compelling marketing content**
- **Identify prospects and create an effective content marketing strategy**
- **Create brand messaging and appropriate content guidelines**
- **Perform digital data analytics to derive important insights for all aspects of the customer lifecycle across digital channels**
- **Gain in-depth knowledge of web analytics, social analytics, mobile analytics, and content analytics**





# Table of Contents

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## **MODULE 1:**

**SEO Introduction**

**How Search Engines Work**

**Types of SEO**

## **MODULE 2:**

**Keyword Research and Competitive Intelligence**

## **MODULE 3:**

**On-Page Optimization**

**Off-Page Optimization**

## **MODULE 4:**

**SEO Tools**



# **Module 1: SEO Introduction, How Search Engines**

## **Work, Types of SEO(6 hrs.)**

### **Assignment : (2 hrs.)**


- **SEO Introduction**
- **Importance of SEO**
- **Search Ecosystem Components**
- **What Drives Search Ecosystems?**
- **SEO and Social Media**
- **SEO: Pros and Cons**
- **Enterprise SEO**
- **Small-Medium Business SEO**
- **SEOs in Agencies**
- **Individual SEO**
- **Working of Search Engines**
- **Sitemaps, Storing, Processing and Indexing, Ranking**
- **Types of SEO**
- **SEO Hats**
- **SEO Mistakes**
- **SEO Best Practices**
- **What is SEO Spam?**
- **Falsifying Content**
- **SEO Spam**
- **The Periodic Table of SEO Success Factor**



# **Module 2: Keyword Research and Competitive Intelligence(4 hrs.)**

## **Assignment : (1 hr.)**

- **Importance of Keyword Research**
- **Performing Keyword Research**
- **Demo: Keyword Research Tool (Wordtracker)**
- **Keyword Research and Competitive Intelligence**
- **Types of Queries**
- **Competitive Analysis Overview**
- **B2B vs. B2C**



## **Module 3: On-Page Optimization & Off-Page Optimization(10 hrs.)**

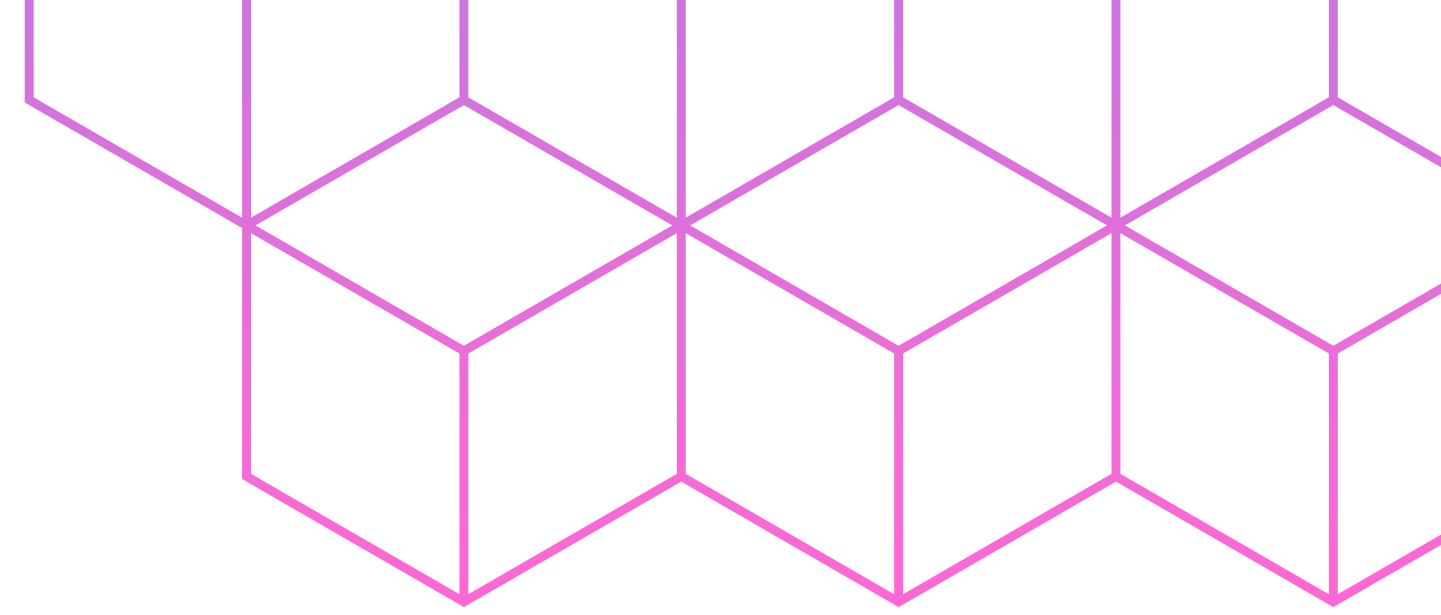
### **Assignment : (2 hrs.)**

- **Defining On-Page Optimization**
- **On-Page Factors**
- **Title Tags**
- **Meta Description**
- **Header Tags**
- **URLs and URL Structure**
- **Keyword Usage**
- **Keyword Stuffing**
- **Hidden Text**
- **Repetitive Anchor Text**
- **Cloaking**
- **Perfectly Optimized Page**
- **SEO Factors**
- **What Is Off-Page Optimization**
- **Signals of Popularity**
- **Why Links? Create Link-Worthy Content**
- **Off-Site Engagement**
- **Utilize Offline Relationships**
- **Types of Links, Link Building Don'ts**

## **Module 4: Hands on(5 hrs.)**

- **Keyword Density Analyzer Tools**
- **Google Tools**
- **Yahoo / Bing Tools**
- **Rich Snippet Text Tools**
- **Comparison Tools**
- **Link Popularity Tools**
- **Search Engines Tools**
- **Site Tools**
- **Miscellaneous Tools**





# DATA ANALYSIS USING EXCEL & POWER BI

**Add-On Course - BSc Data Science**

**AY 2022-23**



# CONTENTS

01

## **Introduction To data**

by Ms. Anita Mhatre

02

## **Analyzing Data using Pivot, graphs and Dashboard**

by Mr. Sadiq Shaikh

03

## **Data Analysis using Statistics**

by Ms. Akanksha Rawat

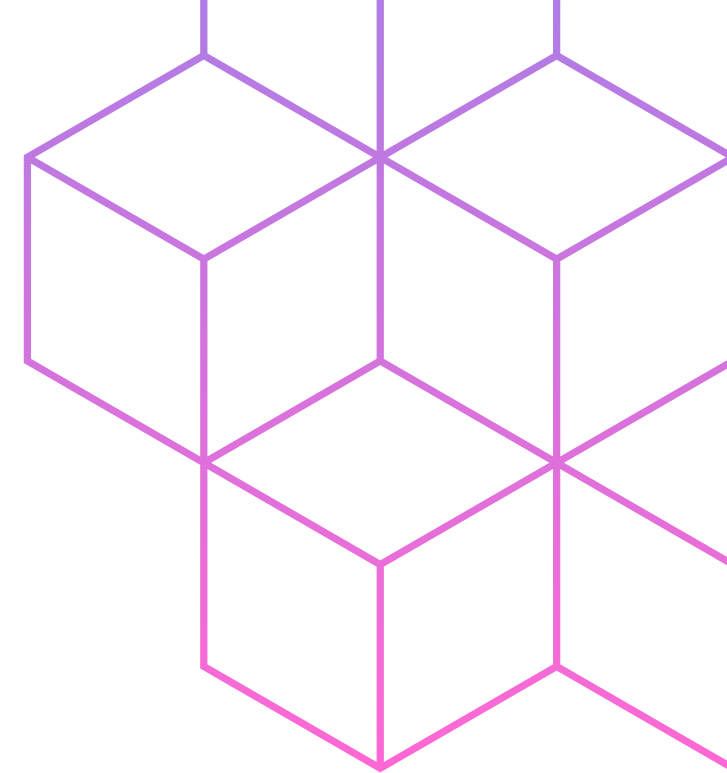
04

## **Data Analysis using Power BI**

by Mr. Shreejith Nair

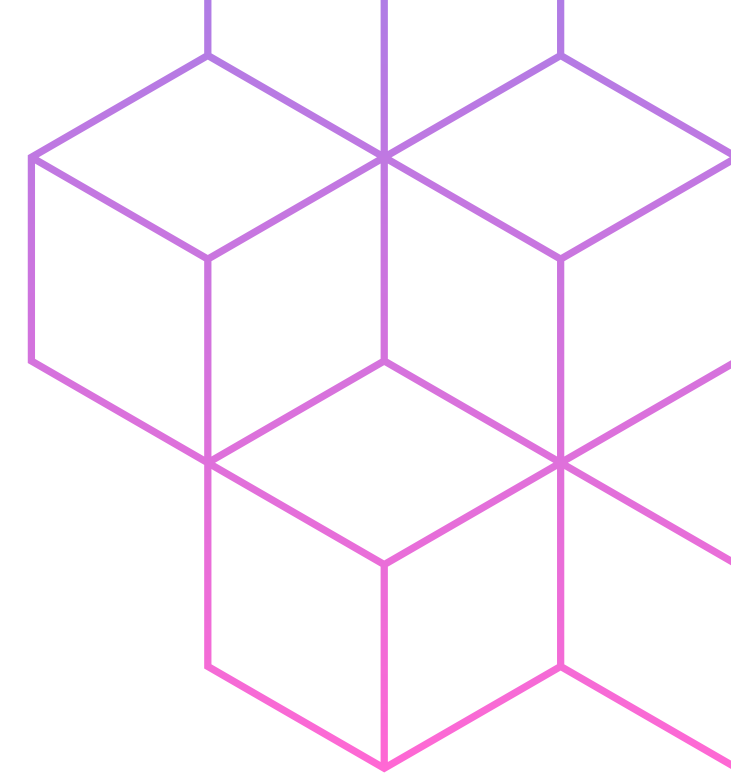
# Module 1: Introduction To Data

- What is data?
- Types of data
- Sources of data
- Data collection methods - google form (survey form collect the primary data and analyze it, Perform suitable analysis of given secondary data)
- Strategy for data analysis
- Creating datasets, open source data - UCI repositories, kaggle, data world etc.
- Introduction to MS Excel
- History of excel, basics understanding of Excel GUI
- Data types of excel, basic formulas
- data validation - on all types - numeric, date, string
- Keypad shortcuts of excel
- Statistics of data
- conditional formatting on cells, color scheming on cells
- Applying IF-ELSE on data





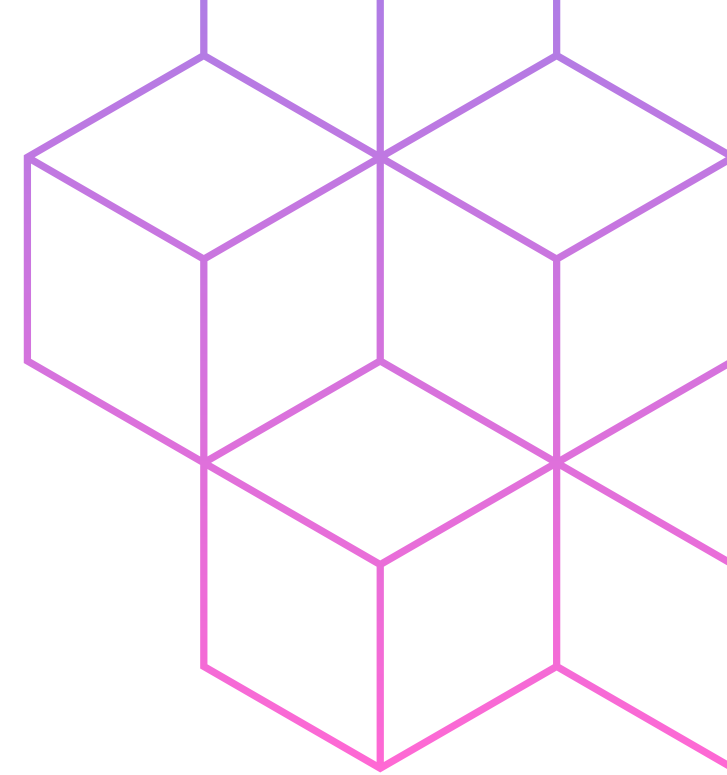
# Module 2: Analyzing Data using Pivot, graphs and Dashboard



- Introduction to Google Spreadsheets
- basics understanding of Google Spreadsheets GUI
- Applying all the basics of excel (covered in previous module) on Google Spreadsheets
- (Data validation, conditional formatting on cells, color scheming on cells, IF-ELSE)
- Understanding types of graphs and its uses
- Creating simple graphs in Excel (Line, bar, pie, scatter, histogram)
- Creating Pivot tables and charts
- Creating a Slicer
- Dashboarding in Excel
- Thermometer, Pareto, Speedometer charts, Funnel chart, interactive charts
- How to present an Analysis Report (story making of analysis)
- How to make analysis Presentation

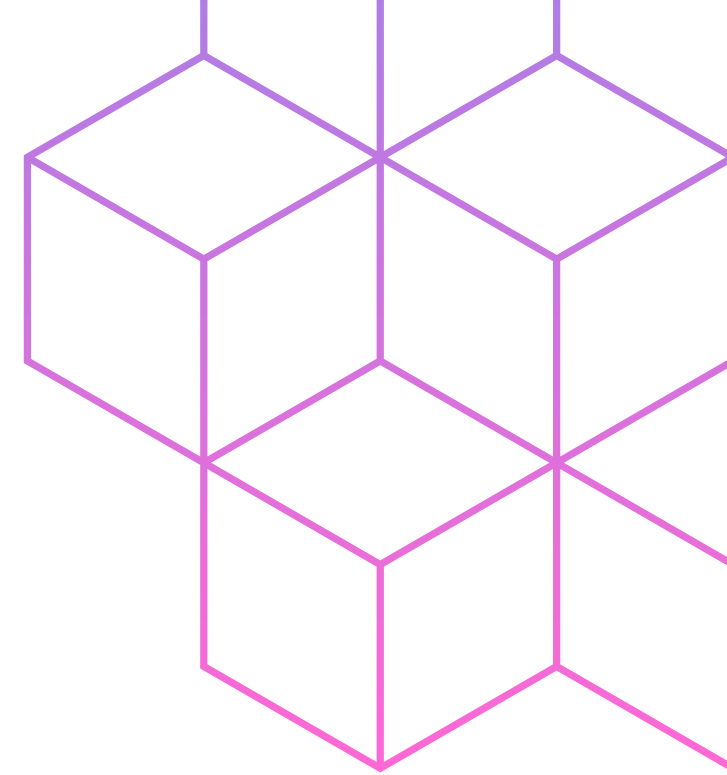
# Module 3: Data Analysis using Statistics

- Moving Averages
- Mean, Median, Mode, Variance, Standard Deviation
- Covariance
- Correlation
- Regression
- ANNOVA
- Hypothesis Testing
- Applying Statistics using Excel



# Module 4: Data Analysis using Power BI

- Introduction to Power BI
- Why Power BI, Power BI vs MS Excel
- Understanding the GUI of Power BI
- Data Cleaning in Power BI
- Power BI query Editor
- Data Transformation
- Visualization - creating all types of graphs
- Creating interactive dashboards
- Premium and new graphs from MS Store
- A Power BI presentation





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Department of B.Sc  
Add-On Course 2022-23

**Fundamentals of Microsoft Office  
and Creating Google Forms**

# Course Outcomes

- \* Students will learn to use MS Word to prepare their E-Content.
- \* Students will be able to learn Data analysis through excel.
- \* Students will be able to make presentations for various academic purposes.
- \* Students will be able to make Google form , edit and analyse it.

# Key Features

- \* Basic Introduction to MS Office
- \* MS Word
- \* MS Excel
- \* MS Power Point
- \* Google Forms



# Module 1: MS Word

- \* MS Word basics
- \* Editing Documents
- \* Formatting Texts
- \* Formatting Pages
- \* Working with Tabs
- \* Advance Operations
- \* Hands on Session



# Module 2: MS Excel

- \* Introduction to MS Excel
- \* Excel Basic Formulas
- \* Excel Data Validation
- \* Formulas and Functions
- \* Logical Functions in Excel
- \* Info graphics in excel
- \* Hands on session





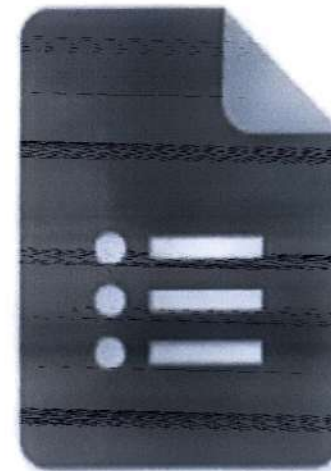
# Module 3: MS Power Point

- Introduction to MS Power Point
- Creating and Editing Presentations
- Formatting Presentations
- Working with Multimedia
- Layout and Designing
- Animations and Transitions
- Hands on session



# Module 4: Google Form

- \* Creation of Google form
- \* Editing the Google form
- \* Google Form Templates
- \* Sharing and collaboration
- \* Analysis of Google form
- \* Hands on session



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