

B. VOC

In

INTERIOR DESIGN
(UGC)

Program Outcomes:

- Study the science of interior design
- Learn the proper techniques and planning required for interior design for domestic and commercial purposes
- Booking and consultation of clients
- Build your own book of business
- Selling ideas using social media marketing techniques

Course Relevance:

The popularity of interior design in India is such that it's no longer a choice of luxury but has evolved to become a necessary amenity. Increased standard of living and a growing concern for shrinking living spaces have made interior design more significant than ever.

Currently, India needs more than 100000 interior designers to work in various architectural and real estate firms, event management companies, healthcare and retail industry, hospitality, furniture companies and more. However, this enormous demand for interior designers is heavily undersupplied as there are very few students who are taking up the interior design as a career and very few interior designers who are capable of meeting the industry standards and satisfying all their clients, each with a different mindset and taste.

The interior design industry has evolved to become a fully - fledged, established profession today. Along with the existing high demand, the industry also has a tremendous growth rate of 20%, which is expected to continue.

After doing B. Voc in Interior Designing there is multiple job scope for the aspirants as they can find jobs in Interior Design & Architecture firms, infrastructure & property developers, furniture manufacturing companies, design firms, building material and interior product vendor. People can even get government jobs in the offices of Municipal and Town Planning Departments. With growing experience and demand, one set up his own interior design firm, be a consultant to high - end projects.

TOTAL DURATION OF COURSE: 3 Years

- ✓ After completion of Year - 1 Diploma is awarded.
- ✓ After completion of Year - 2 Advance Diploma is awarded.
- ✓ After completion of Year - 3 B. VOC Degree is awarded.

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly West Bengal University of Technology)

B. Voc. in Interior Design (UGC)

(Effective for Academic Session 2018-2019)

Year - 1 - Diploma (SEMESTER - I)

Course	Component	Theory / Practical / Sessional	Internal (Theory)	External (Theory)	Internal (Practical)	External (Practical / Sessional)	Credit		
							L	T	P
UGEN - 101 ENGLISH LANGUAGE AND COMMUNICATIVE SKILLS	Generic	Theory	10	40	-	-	1	1	-
UGEN - 102 COMPUTER FUNDAMENTALS & IT	Generic	Theory	10	40	-	-	1	1	-
UIDV - 103 BASIC KNOWLEDGE OF CIVIL CONSTRUCTION	Skill	Theory	10	40	-	-	1	1	-
UIDV - 104 PRINCIPLES OF INTERIOR DESIGN & INTERIOR CONSTRUCTION	Skill	Theory	10	40	-	-	1	1	-
UGEN - 191 COMPUTER FUNDAMENTALS & IT LAB	Generic	Practical	-	-	10	40	-	-	2
UIDV - 192 BASIC CIVIL CONSTRUCTION LAB	Skill	Practical	-	-	10	40	-	-	2
UIDV - 193 BASIC INTERIOR DESIGN & CONSTRUCTION LAB	Skill	Practical	-	-	10	40	-	-	2
UIDV - 194 INTERIOR DRAWINGS	Skill	Practical	-	-	40	60	-	-	4
UGEN - 181 ENGLISH LANGUAGE LAB	Generic	Sessional	-	-	-	50	-	-	2
<p>All Generic Components common to all B. Voc. courses. Industrial Training of 3 - 4 weeks of 6 credits in each year followed by report writing and Viva Voce. These credits will be evaluated in semester 6</p>									

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Year - 1 - Diploma (SEMESTER - II)

Course	Component	Theory / Practical / Sessional	Internal (Theory)	External (Theory)	Internal (Practical)	External (Practical / Sessional)	Credit		
							L	T	P
UGEN - 201 SOFT SKILL & PERSONALITY DEVELOPMENT	Generic	Theory	10	40	-	-	1	1	-
UGEN - 202 BUSINESS ANALYSIS: ENVIRONMENT, SALES & MARKETING	Generic	Theory	10	40	-	-	1	1	-
UIDV - 203 INTERIOR MATERIALS & PRODUCT - I	Skill	Theory	10	40	-	-	1	1	-
UIDV - 204 HISTORY OF FURNITURE & DETAIL STUDY OF FURNITURE	Skill	Theory	10	40	-	-	1	1	-
UIDV - 205 KNOWLEDGE ON DIFFERENT SCALE, COLOUR	Skill	Theory	10	40	-	-	1	1	-
UIDV - 291 INTERIOR MATERIALS & PRODUCT LAB - I	Skill	Practical	-	-	10	40	-	-	2
UIDV - 292 KNOWLEDGE ON DIFFERENT SCALE, COLOUR LAB	Skill	Practical	-	-	10	40	-	-	2
UGEN - 281 SOFT SKILL & PERSONALITY DEVELOPMENT LAB	Generic	Sessional	-	-	-	50	-	-	2
UGEN - 282 PRACTICE SESSION ON BUSINESS ANALYSIS: ENVIRONMENT, SALES & MARKETING	Generic	Sessional	-	-	-	50	-	-	2
UIDV - 283 HISTORY OF FURNITURE & DETAIL STUDY OF FURNITURE LAB	Skill	Sessional	-	-	-	50	-	-	2
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Year - 2 - Advanced Diploma (SEMESTER - III)

Course	Component	Theory / Practical / Sessional	Internal (Theory)	External (Theory)	Internal (Practical)	External (Practical / Sessional)	Credit		
							L	T	P
UGEN - 301 VALUE EDUCATION & HUMAN RIGHTS	Generic	Theory	10	40	-	-	1	1	-
UGEN - 302 BASIC ACCOUNTING	Generic	Theory	10	40	-	-	1	1	-
UIDV - 303 INTERIOR MATERIALS & PRODUCT - II	Skill	Theory	10	40	-	-	1	1	-
UIDV - 304 PARTITION, ILLUMINATION, AIR - CONDITIONING, PLUMBING & SANITATION	Skill	Theory	10	40	-	-	1	1	-
UIDV - 305 APPLICATION OF DESIGN CONCEPT	Skill	Theory	10	40	-	-	1	1	-
UIDV - 391 INTERIOR MATERIALS & PRODUCT LAB – II	Skill	Practical	-	-	10	40	-	-	2
UIDV - 392 PARTITION, ILLUMINATION, AIR - CONDITIONING, PLUMBING & SANITATION LAB	Skill	Practical	-	-	10	40	-	-	2
UIDV - 393 APPLICATION OF DESIGN CONCEPT LAB	Skill	Practical	-	-	10	40	-	-	2
UGEN - 381 PRACTICE SESSION ON VALUE EDUCATION & HUMAN RIGHTS	Generic	Sessional	-	-	-	50	-	-	2
UGEN - 382 PRACTICE SESSION ON BASIC ACCOUNTING	Generic	Sessional	-	-	-	50	-	-	2
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Year - 2 - Advanced Diploma (SEMESTER - IV)

Course	Component	Theory / Practical / Sessional	Internal (Theory)	External (Theory)	Internal (Practical)	External (Practical / Sessional)	Credit		
							L	T	P
UGEN - 401 ENVIRONMENTAL STUDIES	Generic	Theory	10	40	-	-	1	1	-
UGEN - 402 QUALITY MANAGEMENT	Generic	Theory	10	40	-	-	1	1	-
UIDV - 403 QUANTITY SURVEYING & ESTIMATION	Skill	Theory	10	40	-	-	1	1	-
UIDV - 404 SECONDARY SERVICES	Skill	Theory	10	40	-	-	1	1	-
UIDV - 405 LANDSCAPING & INTERIOR SCAPE	Skill	Theory	10	40	-	-	1	1	-
UIDV - 491 QUANTITY SURVEYING & ESTIMATION LAB	Skill	Practical	-	-	10	40	-	-	2
UIDV - 492 SECONDARY SERVICES LAB	Skill	Practical	-	-	10	40	-	-	2
UIDV - 493 LANDSCAPING & INTERIOR SCAPE LAB	Skill	Practical	-	-	10	40	-	-	2
UGEN - 481 PRACTICE SESSION ON ENVIRONMENTAL STUDIES	Generic	Sessional	-	-	-	50	-	-	2
UGEN - 482 PRACTICE SESSION ON QUALITY MANAGEMENT	Generic	Sessional	-	-	-	50	-	-	2
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Year - 3 - Degree (SEMESTER - V)

Course	Component	Theory / Practical / Sessional	Internal (Theory)	External (Theory)	Internal (Practical)	External (Practical / Sessional)	Credit		
							L	T	P
UGEN - 501 INDIAN ECONOMY & SOCIAL CHANGES	Generic	Theory	10	40	-	-	1	1	-
UGEN - 502 RESEARCH METHODOLOGY	Generic	Theory	10	40	-	-	1	1	-
UIDV - 503 COMMERCIAL PROJECTS, VAASTU CONCEPTS & DESIGN	Skill	Theory	10	40	-	-	1	1	-
UIDV - 504 INTERIOR MATERIALS & PRODUCT - III	Skill	Theory	10	40	-	-	1	1	-
UIDV - 505 2D & 3D CAD DRAWINGS	Skill	Theory	10	40	-	-	1	1	-
UIDV - 591 COMMERCIAL PROJECTS, VAASTU CONCEPTS & DESIGN LAB	Skill	Practical	-	-	10	40	-	-	2
UIDV - 592 INTERIOR MATERIALS & PRODUCT LAB - III	Skill	Practical	-	-	10	40	-	-	2
UIDV - 593 2D & 3D CAD DRAWINGS LAB	Skill	Practical	-	-	10	40	-	-	2
UGEN - 581 PRACTICE SESSION ON INDIAN ECONOMY & SOCIAL CHANGES	Generic	Sessional	-	-	-	50	-	-	2
UGEN - 582 PRACTICE SESSION ON RESEARCH METHODOLOGY	Generic	Sessional	-	-	-	50	-	-	2
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Year - 3 - Degree (SEMESTER - VI)

Course	Component	Theory / Practical / Sessional	Internal (Theory)	External (Theory)	Internal (Practical)	External (Practical / Sessional)	Credit		
							L	T	P
UGEN - 601 GENERAL HUMAN PSYCHOLOGY & HR MANAGEMENT	Generic	Theory	10	40	-	-	1	1	-
UGEN - 602 ENTREPRENEURSHIP DEVELOPMENT PROGRAMME	Generic	Theory	10	40	-	-	1	1	-
UGEN - 681 PRACTICE SESSION ON GENERAL HUMAN PSYCHOLOGY & HR MANAGEMENT	Generic	Sessional	-	-	-	50	-	-	2
UGEN - 682 PRACTICE SESSION ON ENTREPRENEURSHIP DEVELOPMENT PROGRAMME	Generic	Sessional	-	-	-	50	-	-	2
UIDV - 683 INDUSTRIAL TRAINING	Skill	Sessional	-	-	-	300	-	-	12
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Year - 1 Diploma (SEMESTER - I)

Paper Title: UGEN – 101: ENGLISH LANGUAGE AND COMMUNICATIVE SKILLS

Objective: The objective of this paper is to familiarize the students with the importance of Communication and its associated components in the hard core corporate sector.

UNIT - I

The Sentence and Its Structure - How to Write Effective Sentences - Phrases - What Are They? - The Noun Clauses - The Adverb Clause - The Relative Clause - How the Clauses Are Conjoined - Word - Classes and Related Topics - Understanding the Verb - Understanding the Auxiliary Verb - Understanding the Adverbs - Understanding the Pronoun - Prepositions.

UNIT - II

Spelling and Pronunciation - Pronunciation, The Tense and Related Topics - Presentness and Present Tenses - The Presentness of a Past Action - Interrogatives and Negatives - Negatives - How to Frame Questions - What's What? - Polite Expressions - Some Time Expressions - In Conversation – Letter Writing - Academic Assignments.

UNIT - III

Self - Assessment; Identifying Strength & Limitations; Habits, Will - Power and Drives, Developing Self - Esteem and Building Self - Confidence, Significance of Self - Discipline, Understanding Perceptions, Attitudes, and Personality Types, Mind - Set: Growth and Fixed, Values and Beliefs, Motivation and Achieving Excellence; Self - Actualization Need; Goal Setting, Life and Career Planning , Constructive Thinking, Communicating Clearly: Understanding and Overcoming barriers.

UNIT - IV

Active Listening, Persuasive Speaking and Presentation Skills, Conducting Meetings, Writing Minutes, Sending Memos and Notices; etiquette: Effective E - mail Communication; Telephone Etiquette, Body Language in Group Discussion and Interview.

Books Recommended:

- Dorch, Patricia. What Are Soft Skills? New York: Execu Dress Publisher, 2013.
- Kulbhushan Kumar, Effective Communication Skills, Khanna Publishing House (ACITE Recommended Textbook)
- Kamin, Maxine. Soft Skills Revolution: A Guide for Connecting with Compassion for Trainers, Teams, and Leaders. Washington, DC: Pfeiffer & Company, 2013.
- Klaus, Peggy, Jane Rohman & Molly Hamaker. The Hard Truth about Soft Skills. London: HarperCollins E - books, 2007.
- Petes S. J. , Francis. Soft Skills and Professional Communication. New Delhi: Tata McGraw - Hill Education, 2011.
- Stein, Steven J. & Howard E. Book. The EQ Edge: Emotional Intelligence and Your Success. Canada: Wiley & Sons, 2006.

Paper Title: UGEN – 181 ENGLISH LANGUAGE LAB

Planning for Practical session: (Based on UGEN – 101)

- Conversation classes on contemporary issues
- Writing of corporate CVs
- PPT presentation on selected issues
- Group discussion
- Tips to face the interviews and mock sessions

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Paper Title: UGEN – 102: COMPUTER FUNDAMENTALS & IT

Objectives: The objective of this course is to familiarize students with Fundamentals of Computer and IT applications. It enables the student to get practical exposure towards MS - Office tools.

UNIT - I

KNOWING COMPUTER: Introduction, Objectives, Basic Applications of Computer, Components of Computer System: Central Processing Unit, Keyboard, mouse and VDU, Other Input devices, Other Output devices, Computer Memory. Concept of Hardware and Software: Hardware, Software: Application Software, Systems software. Concept of computing, data and information. Bringing computer to life: Connecting keyboard, mouse, monitor and printer to CPU, Checking power supply.

UNIT - II

OPERATING COMPUTER USING GUI BASED OPERATING SYSTEM: Introduction, Objectives, Basics of Operating System: Operating system, Basics of popular operating system (LINUX, WINDOWS). The User Interface: Task Bar, Icons, Menu, Running an Application. Operating System Simple Setting: Changing System Date And Time, Changing Display Properties, To Add Or Remove A Windows Component, Changing Mouse Properties, Adding and removing Printers. File and Directory Management: Creating and renaming of files and directories, Common utilities.

UNIT - III

INTRODUCTION TO INTERNET, WWW AND WEB BROWSERS: Introduction, Objectives. Basic of Computer Networks: Local Area Network (LAN), Wide Area Network (WAN). Internet: Concept of Internet, Applications of Internet, Connecting to the Internet, Troubleshooting, World Wide Web (WWW), Web Browsing Software, Popular Web Browsing Software. Search Engines: Popular Search Engines / Search for content, Accessing Web Browser, Using Favorites Folder, Downloading Web Pages, Printing Web Pages. Understanding URL, Surfing the web: Using e - governance website.

UNIT - IV

COMMUNICATIONS AND COLLABORATION: Introduction, Objectives, Basics of E - mail: What is an Electronic Mail, Email Addressing, Using E - mails: Opening Email account, Mailbox: Inbox and Outbox, Creating and Sending a new E - mail, Replying to an E - mail message, Forwarding an E - mail message, Sorting and Searching emails. Introduction to MS - Office: MS - Word, MS - Excel, MS - Power Point.

Books Recommended:

- Computer Fundamentals, R.S. Salaria, Khanna Publishing House (AICTE Recommended Textbook – 2018)
- Handbook of Computer Fundamentals, N.S. Gill, Khanna Publishing House (AICTE Recommended Textbook – 2018)
- Fundamentals of Computers, V. Rajaraman, PHI Publication
- Computer Fundamentals, P. K. Sinha, BPB Publication
- Introduction to Computers with MS - Office 2007, Leon, TMH Publication

Paper Title: UGEN – 191 COMPUTER FUNDAMENTALS & IT LAB

List of Experiments: (Based on UGEN – 102)

- Different components of Taskbar
- Create Desktop icons
- Create Folder and Files on Desktop
- Run Application such as Notepad, MS Paint
- Change Mouse properties in Windows
- Connecting to the Internet
- Applying browsers software such as chrome, Internet Explorer
- Applying software download
- Create E-mail ID in a mail server
- Sending E-mail and working with Inbox
- Create Bio data in word
- Formatting text in Word
- Create excel database, apply auto sum
- Create presentation file with multiple slides
- Apply slide transition

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Paper Title: UIDV - 103: BASIC KNOWLEDGE OF CIVIL CONSTRUCTION

Job Role: Junior Interior Designer

Objectives: The course will provide a detailed knowledge on the fundamental concepts of civil construction process before moving to the higher levels.

UNIT - I

Nomenclatures and their Meaning, Introduction to Drawing, Surveying, Introduction to Construction Work

UNIT - II

Earth Work (Cutting and Filling), Prevention of Building from Termite and Dampness, Security Arrangements

UNIT - III

Building Materials, Brick Work, Ordinary Cement Concrete, Reinforced Cement Concrete

UNIT - IV

Roof, Plastering, Painting and Polishing, Flooring, Wooden and Fabrication Work, Construction of Drains/Sewers

Books Recommended:

- Building Construction by Dr. B. C. Punmia Publisher - Laxmi Publications Pvt Ltd. 5 th Edition Reprint 2001
- The A To Z of Practical Building Construction and its Management Publisher – Mantri Institute of Development and Research, Pune.
- Construction Engineering & Management, S.V. Deodhar & S.C. Sharma, Khanna Publishing House (AICTE Recommended Textbook)

Paper Title: UIDV - 192 BASIC CIVIL CONSTRUCTION LAB

Planning for Practical Session: (Based on UIDV – 103)

- PPT/Audio visual / Physical demonstration on Drawing, Surveying and Construction work
- PPT/Audio visual / Physical demonstration on Earth Work and Security Arrangements
- PPT/Audio visual / Physical demonstration on Materials, Brick Work, Cement Concrete
- PPT/Audio visual / Physical demonstration on Roof, Plastering, Painting and Polishing, Flooring
- Seminar on Selected Issues

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Paper Title: UIDV - 104: PRINCIPLES OF INTERIOR DESIGN & INTERIOR CONSTRUCTION

Job Role: Junior Interior Designer

Objectives: The course aims at giving an exposure to the principles of interior design and construction to make the students survive in the highly competitive world.

UNIT - I

Introduction to parameters of design, anthropometrics and ergonomics, human activity and use of interior spaces and furniture, Analysis of design to perceive elements which define the character of the environment.

UNIT - II

Analysis of design process, Concept formation for design, Structural components: Introduction to structural components and elements of built structure, Walling Systems: Brick walls for interior division of spaces and other uses (half brick and one brick thickness). Light weight concrete blocks, hollow blocks, aerated concrete blocks.

UNIT - III

Joinery: Introduction to joinery and joints, limitations and applications, Openings: Doors, windows, ventilators with focus on different modes of operation and their jamb linings. Types of Lintels and Arches based on structure and materials. Structural glazing

UNIT - IV

Doors and Windows: Types based on mode of operation, material and positioning.

Books Recommended:

- William Rupp; Construction Materials of Interior Design; Whitney Library
- Bhat Pranav & Goenka Shanita, The Foundation of Art & Design, Lakhani Book Depot. , Bombay, 1990

Paper Title: UIDV - 193 BASIC INTERIOR DESIGN & CONSTRUCTION LAB

Planning for Practical Session: (Based on UIDV – 104)

- PPT/Audio visual / Physical demonstration presentation on parameters of design, anthropometrics and ergonomics, human activity and use of interior spaces and furniture
- PPT/Audio visual demonstration on analysis of design process, concept formation for design, structural components and walling systems
- PPT/Audio visual / Physical demonstration on joinery and openings
- PPT/Audio visual / Physical demonstration on doors and windows
- Graphical project work (Pencil drawing of planning of any Flat/House/Bungalow)

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Paper Title: UIDV - 194: INTERIOR DRAWINGS

Job Role: Junior Interior Designer

Objectives: This subject aims to teach the students the prior planning for the interior design through technical drawings and sketches.

UNIT - I

Drafting techniques, graphic codes, symbols and architectural lettering, Architectural scales, Solid geometry

UNIT - II

Orthographic projections of simple, complex solids and hollow objects, Sections, Isometric and axonometric projections, Rendering techniques

UNIT - III

Sciography of two dimensional objects in plan and elevation. Sciography of three dimensional objects in plan, elevation and views

UNIT - IV

Basic terms, principles, types and techniques of perspective, One, two and three point perspective of simple interior elements (drafted and free hand), Presentation of interior views (drafted and free hand) with pencil and colour rendering

Books Recommended:

- French Thomas E, Engineering Drawing & Graphic Technology, McGraw Hill, New York.
- Millar Max, Know How to Draw, B T Batsford Ltd. , London
- Shah, Kale & Patki, Building Drawing, Tata McGraw Publishing Co. , New Delhi
- Pradeep Jain & A.P. Gautam, Engineering Graphics & Design, Khanna Publishing House, New Delhi

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Year - 1 Diploma (SEMESTER - II)

Paper Title: UGEN – 201: SOFT SKILL & PERSONALITY DEVELOPMENT

Objective: On completion of the course, the students will be able to listen to lectures, public announcements, news on TV, radio and engage in telephonic conversation to communicate effectively and accurately in English used as spoken language for various purposes.

UNIT - I

Listening Skills: Barriers to listening; effective listening skills; feedback skills. Attending telephone calls; note taking. Activities: Listening exercises - Listening to conversation, News and TV reports. Taking notes on a speech / lecture.

UNIT - II

Speaking and Conversational Skills: Components of a meaningful and easy conversation; understanding the cue and making appropriate responses; forms of polite speech; asking and providing information on general topics. The study of sounds of English, stress and intonation. Situation based Conversation in English.

UNIT - III

Essentials of Spoken English: Activities, Making conversation and taking turns, Oral description or explanation of a common object, situation or concept, Giving interviews.

UNIT - IV

Oral Presentation with / without audio visual aids. Group Discussion . Listening to any recorded or live material and asking oral questions for listening comprehension.

Books Recommended:

- Soft skills Training - A workbook to develop skills for employment by Fredrick H. Wentz
- Personality Development and Soft skills , Oxford University Press by Barun K. Mitra

Paper Title: UGEN - 281 SOFT SKILL & PERSONALITY DEVELOPMENT LAB

Planning for Practical session: (Based on UGEN – 201)

- Classroom technique to improve the soft skills
- Surprise writing on current issues
- General grooming sessions to face the interview
- Group discussions
- Motivational classes to improve communication and confidence power

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Paper Title: UGEN – 202: BUSINESS ANALYSIS: ENVIRONMENT, SALES & MARKETING

Objective: The course will enable the students to understand, assimilate and apply the various dimensions of business and its associated affairs in the socio economic, socio cultural and socio political ambience.

UNIT - I

Business Environment - Introduction, Concept of Business, Levels of the Business Environment, Understanding the Environment, Economic Environment of Business, The Global Economic Environment, Economic Policies, Business and Economic Policies, Socio Cultural Environment, Business and Society, Business and Culture , Indian Business Culture, Culture and Organizational Behavior. Introduction to Political Environment, Political Environment and the Economic system, Types of Political Systems, Indian Constitution and Business, Changing Profile of Indian Economy , Business Risks Posed by the Indian Political System, Economic Systems, Financial Environment: Introduction, An Overview of the Financial System, Components of Financial System, Financial Institutions and their Roles, Financial Institutions in India, Role of Foreign Direct Investment

UNIT - II

Introduction to Legal Environment, Laws Impacting Industry in India, Intellectual Property Rights, Major Regulations Pertaining to Business, Regulatory Role of Government, Promotional Role of Government, Participatory Role of Government, Conciliatory and Judicial Role of Government , Impact of India's Industrial Policy on Economic Reforms, New Economic Policy, Globalization. India, WTO and Trading Blocs, Levels of Economic Integration/Trading Blocs, Effects of Economic Integration, Major Regional Trading Blocs, Commodity Agreement, World Trade Organization, WTO and India, Corporate Social Responsibility: Introduction, Meaning and Definition, Need for social responsibility of business, Social responsibility of business towards different groups, Barriers to social responsibility, Social responsibility of business in India, Public, Private, Joint and Cooperative Sectors

UNIT – III

Traditional and Modern Concepts of Marketing; Selling vs. Marketing; Marketing mix; Marketing Environment. Market Segmentation & its implication. Concept of Product, Product Planning and Development; Packaging: Role and Functions; Brand name and Trade mark; Product Life Cycle Concept; Distributions Channels and Physical Distribution. Price: Importance of Price in the Marketing Mix; Factors affecting Price of a Product/Service; Discounts and Rebates. Methods of Promotion; Advertising Media; Characteristics of an effective Advertisement

UNIT – IV

Salesmanship and Qualities of Salesman; Product knowledge; Customer knowledge: Buying Motives and Selling Points. Scientific Selling; Approach and Presentation: Methods of Approaching a Customer; Presentation Process and Styles; Presentation planning. Objection Handling: Types of objections; Handling customer objections. Closing Sales and Follow up: Methods of closing sale; Executing sales order; Follow-up; Sales Promotion Schemes: Sampling; Coupon; Price Off; Premium Plan; Consumer Contests and Sweeps Takes; POP Displays; Demonstration; Trade Fairs and Exhibitions; Sales Promotion Techniques and Sales Force.

Books Recommended:

- Business Environment; By T. R. Jain, Mukesh Trehan, Ranju Trehan, VK Global Publications.
- Business Environment; By Vishwajeet Prasad, Gyan Publishing House.
- Business Environment; By Saleem, Pearson Education India.
- BUSINESS ENVIRONMENT; By VEENA KESHAV PAILWAR, PHI Learning Pvt. Ltd.
- Business Environment, by Suresh Bedi, Excel Books
- BUSINESS ENVIRONMENT: INDIAN AND GLOBAL PERSPECTIVE; FAISAL AHMED, M. ABSAR ALAMM, PHI Learning Pvt. Ltd.
- Principles of Management, Premvir Kapoor, Khanna Publishing House
- PRINCIPLES OF MARKETING; Kotlar Philip and Armstrong Gary, Pearson Education
- MARKETING MANAGEMENT; Ramaswamy, V.S. and S. Namakumari: Macmillian
- SALES MANAGEMENT; Condiff, Still and Govani et.al: Prentice Hall of India
- SALES MANAGEMENT; Text; Cases & Readings: Vaccaro J.P: Prentice Hall of India
- ADVERTISING & SALES PROMOTION; Kazmi & Batra: Excel Books

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Paper Title: UGEN - 282 PRACTICE SESSION ON BUSINESS ANALYSIS: ENVIRONMENT, SALES & MARKETING

Planning for Practical session: (Based on UGEN – 202)

- Study of international organization (WTO, WORLD BANK, IMF, AMA)
- Case studies on the recent Business Environment, Marketing, & Sales Promotion
- PPT presentation on selected issues
- Survey to collect the samples for project work

Paper Title: UIDV - 203: INTERIOR MATERIALS & PRODUCT - I

Job Role: Junior Interior Designer

Objectives: The course shows a proper path for acquiring knowledge on the materials and products before they move to the concepts of interior decoration and construction.

UNIT - I

Natural stones, Bricks, light weight concrete blocks

UNIT - II

Cement, concrete, Ceramics

UNIT - III

Commercial forms of wood,

UNIT - IV

Timber, Glass, Bamboo

Books Recommended:

- Arora S P & Bindra S P, Building Construction, Dhanpat Rai & Sons, New Delhi, 1990.
- Deshpande R S, Build Your Own Home, Poona Book Corporation, Pune. 1985
- Deshpande R S, Engineering Materials for Diploma Students, Poona Book Corporation, Poona, 1985
- Deshpande R. S, Modern Ideal Homes for India, Poona Book Corporation, Poona, 1976
- Mehra. P, Interior Decoration, Hind Pocket Books Ltd. , Delhi, 1981

Paper Title: UIDV - 291 INTERIOR MATERIALS & PRODUCT LAB - I

Planning for Practical Session: (Based on UIDV – 203)

- Demonstration on natural stones
- Demonstration on bricks and concrete blocks
- Demonstration on cement and ceramics
- Demonstration on wood and timber
- Demonstration on glass and bamboo

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Paper Title: UIDV - 204: HISTORY OF FURNITURE & DETAIL STUDY OF FURNITURE

Job Role: Junior Interior Designer

Objectives: The course is designed to make the students familiar with the study of history and background of the antique and modern furniture

UNIT - I

Introduction to furniture history, Evolution of furniture over a period based on climate, social factors, life style, technical and stylistic development availability of materials and various movements in design. Introduction to furniture terminology based on methods of joinery techniques such as parquetry, marquetry gilding, turning, pierced and chip carving, ormolu mounts,

UNIT - II

Ancient civilization, art, architecture of Egypt. Furniture preserved in ancient pyramids, Ancient classical orders developed by them and various methods to overcome optical illusion, Furniture developed by Greeks and Romans by 3rd century A. D.

UNIT - III

Medieval era in Europe, utilitarian furniture developed from Romanesque till Gothic times. Gothic cathedrals preserving art, manuscripts, furniture, paintings, sculptures, stain glass, Beginning of Renaissance - second golden era in Europe, age of discovery. Renaissance furniture of Italy and France. Baroque and Rococo furniture of 17th century Europe, Neoclassical and Regency period in history of furniture - 18th century, Prominent names in the field of Architecture, sculptures, paintings international and Indian.

UNIT - IV

English furniture from 16th to 18th century. Tudor, Stuart, Jacobean, Restoration period, Queen Ann period, Gregorian period, Chippendale, Sheraton, Beginning of 19th century industrialization, Victorian Era in England, Art and Craft movement in design, Art Nouveau movement in art and furniture. Art movements before and after world wars, Cubism of Picasso, De - stijl movement, Bauhaus school of Design and its impact on modern design, Art Deco movement, Oriental furniture and how it is different from western counterparts. Furniture of Japan and China, Indian furniture, traditional and colonial.

Books Recommended:

- Charlotte & Peter Fiell, Modern Furniture Classics Since 1945; Thames & Hudson
- Darby Tom, Making fine furniture; Guild of Master Craftsman Publications

Paper Title: UIDV – 283: HISTORY OF FURNITURE & DETAIL STUDY OF FURNITURE LAB

Planning for Practical Session:(Based on UIDV – 204)

- Audio visual demonstration on furniture
- PPT on selected areas
- Seminar on selected areas
- Research based on the comparative studies between the ancient and modern modes of furniture used
- Market survey to prepare project report on the socio economic impact on the use of furniture

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Paper Title: UIDV - 205: KNOWLEDGE ON DIFFERENT SCALE, COLOUR

Job Role: Junior Interior Designer

Objectives: The course is framed to acquaint the students with the use of different colours and scales

UNIT - I

Introduction to Colour: Rodes & cones, after images and their effects

The Prang Colour System: Hue: classes of colour (primary, binary, intermediate, tertiary, quaternary), neutrals, changing of hues, warm & cool colours, advancing & receding, hues & the seasons. Value: value of normal colours, tints & shades, changing of values, effects of different values, Intensity: dull and bright colours, complimentary colours, changing of intensity, texture & its influence on intensity & taste

UNIT – II

The Munsell Colour System: The colour sphere, Munsell colour notation, Complementary hues in Munsell colour system, Hue, value, chroma, Colours and emotions, Effect of colour on each other.

UNIT – III

Principles of Design Applied to Colour: Harmony in colour: standard colour schemes (related & contrasting harmonies), how to use colour harmonies, background colours, keyed colours through neutralizing, mixing etc. Balance in colours: balancing dull and bright colours, light & dark colours, warm & cool colours, crossing or repetition. Proportion in colour: law of colour areas Rhythm in colour Emphasis in colour.

UNIT – IV

Applications of Colour in Various Elements of Interiors, Summing up of interiors in various colour schemes and its relation to work output, Effect of Colour on Texture, Effect of Colour on Light or Colour Rendition

Books Recommended:

- Beazley Mitchell, Colour Book, Reed Consumer Books Pvt. Ltd.
- Chijiwa Hideaki, Colour Harmony; Rockport Publishers
- Halse A. O, The Use of Colour in Interiors; McGraw Hill Book Company
- Stochton Tomes, Designer's Guide to Colour, Chronicle Books
- Bhat Pranav & Goenka Shanita, The Foundation of Art & Design, Lakhani Book Depot. , Bombay, 1990
- Goldstein H & Goldstein V, Art in Everyday Life, Oxford and IBH Publishing Company, New Delhi, 1967.
- Rutt Anna Hong, Home Furnishing, Wiley Eastern Pvt. Ltd. , 1961
- Scott R G, Design Fundamentals

Paper Title: UIDV – 292: KNOWLEDGE ON DIFFERENT SCALE, COLOUR LAB

Planning for Practical Session: (Based on UIDV – 205)

- Demonstration on colour
- Demonstration on the prang colour system: Hue, Value, Intensity
- Demonstration on “The Munsell Colour System”
- Demonstration on principals of design applied to colour: Harmony in colour, Balance in colours and proportion in colour
- Demonstration on applications of colour in various elements of interiors
- Demonstration on Effect of colour on texture, Effect of colour on light or colour rendition

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Year - 2 - Advanced Diploma (SEMESTER - III)

Paper Title: UGEN – 301: VALUE EDUCATION & HUMAN RIGHTS

Objective: The course aims to provide a sharp insight into the importance of human values, ethics, morality and above all the full growth of personality to ensure some total development of the human mind.

UNIT – I

Concept of Human Values, Value Education Towards Personal Development, Aim of education and value education; Evolution of value oriented education; Concept of Human values; types of values; Components of value education. Personal Development, Character Formation Towards Positive Personality, Value Education Towards National and Global Development, National and International Values, Social Values, Professional Values , Religious Values, Aesthetic values.

UNIT – II

Impact of Global Development on Ethics and Values, Conflict of cross – cultural influences, mass media, cross – border education, materialistic values, professional challenges and compromise, Modern Challenges of Adolescent Emotions and behavior; Sex and spirituality, Adolescent Emotions.

UNIT – III

Therapeutic Measures – Control of the mind through: Simplified physical exercise, Meditation – Objectives, types, effect on body, mind and soul, Yoga – Objectives, Types, Asanas, Activities: Moralisation of Desires, Neutralisation of Anger, Eradication of Worries, Benefits of Blessings

UNIT – IV

Human Rights – concepts & evolution, Definitions under Indian and International documents, Broad classification of Human Rights and Relevant Constitutional Provisions, Human Rights of Women and Children, Institutions for Implementation, Violations and Redressal.

Books Recommended:

- Value education and human rights, By R. P. Shukla, Sarup & Sons
- Value Education And Education For Human Rights, By V.C. Pandey, Gyan Publishing House.
- Education for Values, Environment and Human Rights, By Y. K. Sharma, Published by Deep and Deep Publications.
- Human Rights: Twenty First Century Challenges, edited by V.N. Viswanathan (ed. By), Gyan Publishing House.
- Education for Values, Environment and Human Rights, By J. C. Aggarwal, Shipra Publications, 2005
- Human Rights Education: A Global Perspective, edited by Hemlata Talesra, Nalini Pancholy, Mangi Lal Nagda, Published by Daya Books.
- Professional Ethics and Human Values, Premvir Kapoor, Khanna Publishing House (AICTE Recommended Textbook - 2018)

Paper Title: UGEN - 381 PRACTICE SESSION ON VALUE EDUCATION & HUMAN RIGHTS

Planning for Practical session: (Based on UGEN – 301)

- Motivational classes on values and ethics
- Case studies
- PPT presentation on selected areas

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Paper Title: UGEN – 302: BASIC ACCOUNTING

Objective: The course will surely help the students to gain a comprehensive knowledge on the various areas of finance such as basic concepts, role of accounts, preparation of charts and an overview of the subject at the both domestic and international levels.

UNIT – I

Define the accounting process, Describe the role of accountants, Explain accounting concepts and principles, Discuss the concept of the accounting equation, Use the accounting equation to analyze basic transactions in terms of increases and decreases, Reporting financial information on a balance sheet, Determine how transactions change owner's equity in an accounting equation, Reporting a changed accounting equation on a balance sheet, Analyze transactions using T – accounts and using debits and credits, Use debits and credits to record increase and decreases in accounts, Record journal entries in a 5 – column journal, Define accounting terms related to journalizing transactions, Prove and rule a five – column journal and prove cash

UNIT – II

Prepare a chart of accounts and opening accounts, Post separate amounts from a journal to a general ledger, Post column totals from a journal to a general ledger, Make correcting entries, Reconcile a bank statement and record bank service charges, dishonored checks, and petty cash transactions, Describe and prepare the work sheet, Plan and adjust entries on a work sheet, Extend financial statement information on a work sheet, Find and correct errors on a work sheet, Describe the content and purpose of the three basic financial statements and how they are related.

UNIT – III

Journalize and post adjusting entries, Journalize and post closing entries and prepare a post – closing trial balance. Reinforcement 1B, Describe the nature of merchandising business, Describe and be able to journalize purchases of merchandise for cash, Describe and be able to journalize purchases of merchandise on account and buying of supplies, Describe and be able to journalize cash payments and other transactions, Journalizing sales (compute sales tax) and cash receipts, Describe the concept of subsidiary ledgers, Journalize and post using accounts payable subsidiary ledgers, Journalize and post using accounts receivable subsidiary ledgers

UNIT – IV

Prepare payroll records, Preparing payroll time cards, Calculating employee total earnings, Determining payroll tax withholding, Preparing payroll checks, Record, and journalize the payroll for a merchandising business, Record employer payroll taxes, Reporting, and paying withholding and payroll taxes, Prepare a worksheet for a merchandising business, Analyzing and adjusting the Merchandise Inventory account, Analyzing and adjusting the Supplies account, Analyzing and adjusting the Prepaid Insurance account, Prepare a multiple – step income statement for a merchandising business, Analyzing component percentages of income statements showing net income and net loss, Prepare a distribution of net income and owner's equity statements, Prepare a classified balance sheet

Books Recommended:

- Basic Accounting: The step-by-step course in elementary accountancy, By Nishat Azmat, Andy Lymer, Hachette UK.
- Basic Accounting, By Rajni Sofat, PHI Learning Pvt. Ltd.
- BASIC ACCOUNTING, By SOFAT, RAJNI , HIRO, PREETI, PHI Learning Pvt. Ltd.
- Accounting for Beginners, By Kokab Rahman, Createspace Independent Pub, 2013

Paper Title: UGEN - 382 PRACTICE SESSION ON BASIC ACCOUNTING

Planning for Practical session: (Based on UGEN – 302)

- Assignment on discussed topics
- Case studies analysis

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Paper Title: UIDV - 303: INTERIOR MATERIALS & PRODUCT - II

Job Role: Assistant Interior Designer

Objectives: The course shows a proper path for acquiring knowledge on the use of advanced materials and products before they move to the concepts of interior decoration and construction.

UNIT - I

Artificial stones, semi - precious stones, Paints, polishes

UNIT - II

Ferrous and non - ferrous metals

UNIT - III

Plastics and Polycarbonates.

UNIT - IV

Floor coverings and furnishings

Books Recommended:

- YouTube videos on construction operation using various building materials
- Latest construction technologies such as precast modular building and home construction
- Arora S P & Bindra S P, Building Construction, Dhanpat Rai & Sons, New Delhi, 1990.
- Deshpande R S, Build Your Own Home, Poona Book Corporation, Pune. 1985
- Deshpande R S, Engineering Materials for Diploma Students, Poona Book Corporation, Poona, 1985
- Deshpande R. S, Modern Ideal Homes for India, Poona Book Corporation, Poona, 1976
- Mehra. P, Interior Decoration, Hind Pocket Books Ltd. , Delhi, 1981

Paper Title: UIDV – 391 INTERIOR MATERIALS & PRODUCT LAB – II

List of Experiments: (Based on UIDV – 303)

- Knowledge on artificial stone ,semi precious stones by seeing and touching them for identification.
- Use of paints and polishes for home looks.
- Use of floor coverings and furnishings by manual use.
- PPT
- Paper presentation.

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Paper Title: UIDV - 304: PARTITION, ILLUMINATION, AIR - CONDITIONING, PLUMBING & SANITATION
Job Role: Assistant Interior Designer

Objectives: The students here will get to learn on the more advanced application of the interior design besides the electrical and hygienic parts to cater a complete look to the matter.

UNIT - I

Advance Partition Sliding folding partition in metal and glass, Thermal/Acoustical partition and Systems: paneling in metal frame finished in various materials, movable partitions, False Ceiling : Concepts Systems: Gypsum board ceiling, modular ceiling systems in various materials, Raised flooring, Systems: Raised floor for commercial spaces and I. T. rooms.

UNIT - II

Illumination standards and artificial lighting design and lighting power density, Day light integrated lighting systems, timers and sensors, Different types of illuminations, Study of lighting fixtures and fittings used in interior spaces, special lighting systems for malls or displays, Provisions of standards and energy codes related to interior electrical services, Automation in lighting industry

UNIT - III

Introduction to HVAC, Principles of thermal comfort parameters for humans, Principles of natural ventilation, Heat load calculations, Introduction to air conditioning systems, methods of air conditioning, equipment and components used in air conditioning, Selection criteria for air conditioning systems, Ducting principles, layout schemes and placement of air conditioner outlets in central air conditioning systems, Mechanical ventilation and its application, Introduction to Acoustics and its application to interior.

UNIT - IV

Dies and Taps, Description of pipe dies Taps, their uses, care &precaution. selection of Dies and Taps, Descriptions of the plumber's tools and equipments, Types of traps, Describe gully trap , man holes, Description of Plumbing, Materials (Pipes and other accessories), Description of various pipe joints, Type of joints used for Different materials, Description of Plumber's Materials (PVC Pipes and accessories for joining), Bending machine and method of bending, Description & types of water supply system, sources of water, composition of water Inspection and testing of water supply system, Description of cocks & Valves - their types, purpose materials, specification, Domestic drainage System, Describe - types -material application -specification of wash basin, bathtubs, sinks, and traps.

Books Recommended:

- Agan Tessi, The House - Its Plan and Use, JB Lippincott &Co. , 1976
- Alexander NJ Designing Interior Environment, Harcourt Brace, Johanovich, New York
- Allen Edward, How Buildings Work, Oxford University Press
- Conran T, New House Book, Guild Publishing, London
- De Chiara Joseph & Callender John, Time Saver Standards for Building Types for Architectural Types,
- Interior Design, McGrawHill Book Co.
- Deshpande, R S, Modern Ideal Homes for India, United Book Corporation, 1974
- Faulkner S. Planning a House, Holt, Richard & Winson
- Grandjean E, Fitting the Task to the Man; Taylor & Francis, London, 1988
- Leniham J & Fletcher W W, The Build Environment, Environment & Man, Vol. 8, Blackie
- Revi Aromar, Shelter in India, Vikas Publishing House, New Delhi

Paper Title: UIDV – 392 PARTITION, ILLUMINATION, AIR - CONDITIONING, PLUMBING & SANITATION LAB

List of Experiments: (Based on UIDV – 304)

- Concepts of partition, false ceiling, flooring and commercial spaces through manual application.
- Concepts of different lighting, respective designs and devices.
- Concepts of installing air conditioning system, functions .
- Knowledge based applications in plumbing tools and equipments.
- Knowledge based application in valves, cocks and water supply
- PPT.

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Paper Title: UIDV - 305: APPLICATION OF DESIGN CONCEPT

Job Role: Assistant Interior Designer

Objectives: This course is designed to focus on the more detailed technical aspects involved in the interior design.

UNIT - I

Introduction to parameters of design, anthropometrics and ergonomics, human activity and use of interior spaces and furniture, Analysis of design to perceive elements which define the character of the environment, Analysis of design process, Concept formation for design.

UNIT - II

Designing a medium size residential spaces (Master Bedroom not less than 18. 00 sq. mts with Attached Toilet not less than 5. 00 sq. mts & Childrens Bedroom not less than 18. 00 sq. mts), Study and application of anthropometry, ergonomics, design principles and components related to retail spaces. The design exercise may include small retail spaces such as Garment Boutique, mobile stores, Accessories store, small Café etc. (not exceeding 30. 00 sq. mts.)

UNIT - III

Partition Systems: Wooden framed fixed partition with single/double skin, Aluminium framed Partition, Dry wall partition systems, Full glass partition with architectural hardware, Wall Cladding and Paneling: Wet and Dry wall cladding in different materials, Wall paneling in different materials, Modular furnitures: Introduction to modular furniture, analyzing the need and criteria for selection, materials used and constructional details.

UNIT - IV

Design of Studio Apartment of Small or medium size not exceeding 50. 00 sq. mts. (Carpet Area), Large multilevel luxury residence such as a Penthouse, Bungalow etc. (Carpet Area between 200. 00 to 300. 00 sq. mts)

Books Recommended:

- Agan Tessi, The House - Its Plan and Use, JB Lippincott &Co. , 1976
- Alexander NJ Designing Interior Environment, Harcourt Brace, Johanovich, New York
- Allen Edward, How Buildings Work, Oxford University Press
- Conran T, New House Book, Guild Publishing, London
- De Chiara Joseph & Callender John, Time Saver Standards for Building Types for Architectural Types, Interior Design, McGrawHili Book Co.
- Deshpande, R S, Modern Ideal Homes for India, United Book Corporation, 1974
- Faulkner S. Planning a House, Holt, Richard &Winson
- Grandjean E, Fitting the Task to the Man; Taylor & Francis, London, 1988
- Leniham J & Fletcher W W, The Build Environment, Environment & Man, Vol. 8, Blackie
- Revi Aromar, Shelter in India, Vikas Publishing House, New Delhi

Paper Title: UIDV – 393 APPLICATION OF DESIGN CONCEPT LAB

List of Experiments: (Based on UIDV – 305)

- Design and formation- concept and application.
- Designing a residential, Commercial retail spaces.
- Concepts and applications for various kinds of partitions and paneling used in recent home designs.
- Ways to learn and apply the skill of studio design of different measurements and levels.
- PPT
- Paper presentation.

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Year - 2 - Advanced Diploma (SEMESTER - IV)

Paper Title: UGEN – 401: ENVIRONMENTAL STUDIES

Objective: Keeping in view the modern status of environment, the course primarily aims at providing various awareness programs required for the welfare of the environment apart from the emphasis on the general and conventional issues surrounding the environment.

UNIT - I

Multidisciplinary nature of environmental studies - Definition, scope and importance, need for public Awareness, Natural Resources: Renewable and non - renewable resources, Natural resources and associated problems, Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles, Ecosystems: Concept, Structure and function of an ecosystem. Producers, consumers and decomposers. Energy flow in the ecosystem. Ecological succession. Food chains, food webs and ecological pyramids.

UNIT - II

Biodiversity and its conservation , Bio - geographically classification of India, Value of biodiversity, Biodiversity at global, National and local levels. India as a mega diversity Nation, Hot - spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man - wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: In - situ and Ex - situ conservation of biodiversity.

UNIT - III

Environmental Pollution: Definition , Cause, effects and control measures of : Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards. Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: floods, earthquake, cyclone and landslides . Social Issues and the Environment: From Unsustainable to Sustainable development. Urban problems related to energy. Water conservation, rain water harvesting, watershed management. Resettlement and Rehabilitation of people; its problems and concerns. Case Studies.

UNIT - IV

Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies. Wasteland reclamation. Consumerism and waste products. Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and control of Pollution)Act. Wildlife Protection Act Forest Conservation Act. Issues involved in enforcement of environmental legislation. Public awareness. Human Population and the Environment. Population growth, variation among nations. Population explosion - Family Welfare Programme. Environment and human health. Human Rights. Value Education. HIV/AIDS. Women and Child Welfare. Role of Information Technology in Environment and Human health. Case Studies.

Books Recommended:

- M.P. Poonia & S.C. Sharma, Environmental Studies, Khanna Publishing House
- Mike Hulme, Climates and Cultures.
- Mark Garrett, Encyclopaedia of Transportation Social Science and Policy.
- Steel, Science An A - to - Z Guide to Issues and Controversies.
- John A Matthews, Encyclopaedia of Environmental Change.
- O.P. Gupta, Elements of Environmental Pollution Control, Khanna Publishing House

Paper Title: UGEN - 481 PRACTICE SESSION ON ENVIRONMENTAL STUDIES

Planning for Practical session: (Based on UGEN – 401)

- Case studies
- Tree plantation program
- PPT presentation on selected areas
- Poster making

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Paper Title: UGEN – 402: QUALITY MANAGEMENT

Objective: This course will help the students to digest the basic features of the subject apart from a handful of theories, laws, hypothesis included in the course, before the students stamp their feet on the corporate sector.

UNIT - I

Introduction to Quality Management, Evolution of Quality Management, Concepts of Product and Service Quality
Dimensions of Quality, Deming's, Juran's, Crosby's Quality Philosophy, Quality Cost

UNIT - II

Introduction to Process Quality, Graphical and statistical techniques for Process Quality Improvement
Graphical tools for data representation, 7 QC tools

UNIT - III

Sampling, sampling distribution, and hypothesis Testing Regression, Control charts, Process capability analysis, Measurement system analysis, Analysis of Variance (ANOVA), Design and Analysis of Experiment (DOE), Acceptance sampling plan, TQM, Leadership, Lean and JIT Quality Philosophy, Benchmarking, Process failure mode and effect analysis(PFMEA), Service Quality, Six sigma for Process Improvement, ISO 9001 and QS 9000
Quality Audit, Quality Circles

UNIT - IV

Quality Improvement, Quality Function Deployment, Robust Design and Taguchi Method, Design Failure Mode & Effect Analysis, Product Reliability Analysis, Six Sigma in Product Development

Books Recommended:

- D. C. Montgomery, Introduction to Statistical Quality Control, John Wiley & Sons, 3rd Edition.
- M.P. Poonia & S.C. Sharma, Total Quality Management, Khanna Publishing House (AICTE Recommended Textbook)
- Mitra A. , Fundamentals of Quality Control and Improvement, PHI, 2nd Ed. , 1998.
- J Evans and W Linsay, The Management and Control of Quality, 6th Edition, Thomson, 2005
- Besterfield, D H et al. , Total Quality Management, 3rd Edition, Pearson Education, 2008.
- D. C. Montgomery, Design and Analysis of Experiments, John Wiley & Sons, 6th Edition, 2004
- D. C. Montgomery and G C Runger, Applied Statistics and Probability for Engineers, John Wiley & Sons, 4th Edition.

Paper Title: UGEN - 482 PRACTICE SESSION ON QUALITY MANAGEMENT

Planning for Practical session: (Based on UGEN – 402)

- Case studies
- PPT presentation on TQM practices
- Survey and sample collection for project

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Paper Title: UIDV - 403: QUANTITY SURVEYING & ESTIMATION

Job Role: Assistant Interior Designer

Objectives: The course is structured to focus on the quantitative survey and the estimation of cost involved in the interior design and construction.

UNIT - I

Structural Systems, Load, Support, Span, Structural Behaviour, Compression, Tension, Influencing Factors - Seismic, Wind, Time.

UNIT - II

Importance of Estimation & Costing In Interiors: Individual item, A room, A full apartment, A house.

Main areas of Cost Estimation: Walls (plastering, white washing, painting, textured finish, panelling etc.), Flooring: material, laying, Ceiling: false ceiling, painting etc, Wood work (material, polishing, varnishing & other applied finishes), Furniture & furnishing, Plumbing, Drainage, Electrical fittings & layout, Other special features.

UNIT - III

Rules & Methods of Measurement.

Procedure of Estimating: Metric system and primary units, International system of units, Degree of accuracy, Calculations.

UNIT - IV

Analysis of Rates: Overhead costs, Task or out turn work, Rates of material and labour (quantity take off schedule of item, schedule of rates, schedule of quantities), Preparing analysis of rates.

Specifications: General specifications, Detailed specification of cement, concrete, R. C. C, brickwork, plastering, painting, white washing, colour washing snowcem, decorative cement colour washing, woodwork, varnishing etc.

Books Recommended:

- Agnew, J. C. 'A House of Fiction: Domestic Interiors and the Commodity Aesthetic', in Bronner, S. (ed.) Consuming Visions: Accumulation and Display of Goods in America 1880 - 1920. New York: Norton, 1989.
- Ayres, James. Domestic Interiors: The British Tradition, 1500 - 1850. New Haven and London: Yale University Press, 2003.
- Baker, Malcolm. „Public Images for Private Spaces? The Place of Sculpture in the Georgian Domestic Interior“, Journal of Design History, 20: 4 (2007), 309 - 23.
- Beard, Geoffrey. Craftsmen and Interior Decoration in England, 1660 - 1820. London: Bloomsbury Books, 1986.
- Bryant, Julius. „Curating the Georgian Interior: From Period Rooms to Marketplace?“, Journal of Design History, 20: 4 (2007), 345 - 50.
- Arora B D, Electrical Wiring, Estimation & Costing, New Heights, Karol Bagh, New Delhi.
- Basu, Economical Building designs, Basu Publications, Kolkata.
- Hungtington & Whitney Clark, Building Construction John Wiley & Sons Pvt. Ltd.
- S.K. Sharma, Civil Engineering Construction Materials, Khanna Publishing House, New Delhi (AICTE Recommended Textbook – 2018)

Paper Title: UIDV – 491 QUNANTITY SURVEYING & ESTIMATION LAB

List of Experiments: (Based on UIDV – 403)

- Estimation of rates and respective costs w.r.t plasters, paints and furnishings. Individual item, a room, a full apartment, various ceilings, flooring and wood work.
- Concept to develop and apply the ideas of rates and cost estimation pertaining to plumbing drainage and electrical fittings.
- Learn to analyse and evaluate the rates and costs of items of interior design.
- A general survey (through paper presentation)
- Demonstration on various structural systems, behaviors and their factors.
- Learn and apply the procedure of estimating various systems and units viz metric system, primary units and so on.
- Learn, analyse and apply the rate analysis of overhead costs, material, task or out turn work
- Demonstration on the detailed specification of cement, concrete, white washing, colour washing snowcem and so on.

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Paper Title: UIDV - 404: SECONDARY SERVICES

Job Role: Assistant Interior Designer

Objectives: The course is designed to make the students adept in different secondary services to ensure complete security to one and all.

UNIT - I

Lifts and Escalators / Travelators, Service Systems

UNIT - II

PHE, Electrical / Illumination, HVAC

UNIT - III

IT/ Networking, Landscape, Fire

UNIT - IV

CCTV, Building / Home / Office Management System

Books Recommended:

- Bryden, I. and Floyd, J. (eds). Domestic Space: Reading the Nineteenth - Century Interior. Manchester and New York: Manchester University Press, 1999.
- Busch, A. Geography of Home: Writings on Where We Live. Princeton, NJ: Princeton Architectural Press, 1999.
- Calloway, Stephen. Twentieth - Century Decoration: The Domestic Interior from 1900 to the Present Day. London: Weidenfeld & Nicolson, 1998.
- Cieerad, I. (ed.)An Anthropology of Domestic Space. Syracuse, NY: Syracuse University Press, 1999.

Paper Title: UIDV – 492 SECONDARY SERVICES LAB

List of Experiments: (Based on UIDV – 404)

- Learn the use of lift escalators and other service systems.
- Develop the concept and application of networking, landscape , fire and HVAC.
- Learn the basics of CCTV installation and office management system.
- PPT
- Paper Presentation.

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Paper Title: UIDV - 405: LANDSCAPING & INTERIOR SCAPE

Job Role: Assistant Interior Designer

Objectives: The course is framed to improvise more vivid touches to the themes of landscape and interior scape in the field of interior design and construction.

UNIT - I

Landscape Architecture - Types of natural elements - stones, rocks, pebbles, water forms, plants and vegetation. Elements of interior landscape.

UNIT - II

Plants & Landscape Design and Interiors - Types of indoor plants; plant characteristics - biology, soil, moisture, light nutrients, atmospheric conditions, growing medium, pests & diseases. Indoor plants in Indian context.

UNIT - III

Design with Plants -The physical attribute of plants in relation to design. Appearance, functional, visual effects, selection and management of plant material of plants in landscape design and built environment. Design concepts related to use of sculpture, lightings, garden furniture, architectural features and grouping them into meaningful compositions for visual and functional effects.

UNIT - IV

Landscaping Design Parameters & Different Types of Built Forms - Indoor and outdoor linkage to spaces. Landscaping of courtyards - residential and commercial forms. Indoor plants and their visual characteristics - colour, texture, foliage. Science of maintaining and growing greenery. Flowers in relation to visual perception in various indoor spaces and science of flower arrangement. Automatic irrigation costing and installation of micro irrigation systems.

Books Recommended:

- Gerald Robert Vizenor - A Guide to Interior Landscapes, Univ of Minnesota Press, 1990.
- Hacheat, Blan - Plant Design.
- Laurie, Michael - An Introduction to Landscape. 2nd edition, Prentice Hall, New Jersey, 1986.
- Nelson Hammer and Mel Green - Interior Landscape Design, McGraw Hill, 1991.
- Trivedi. P. Prathiba - Beautiful Shrubs. Indian council of Agricultural Research. New Delhi, 1990.

Paper Title: UIDV – 493 LANDSCAPING & INTERIOR SCAPE LAB

List of Experiments: (Based on UIDV – 405)

- Knowing and identifying the various types of natural elements.
- Use and application of plants and landscape design interiors like(sculpture, garden furniture, growing greenery and so On).
- Micro irrigation system for flower arrangement – concept and application.
- Learn and apply the design with the use of plants.
- Learn and apply the visual effects of the plant materials on the landscape design and environmental set up.
- Develop the concept of indoor and outdoor linkage via spaces, use of spaces for both residential and commercial purposes.
- Learn the importance and application of indoor plants and their visual features fitted for interior design.
- PPT
- Paper Presentation.

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Year - 3 - Degree (SEMESTER -V)

Paper Title: UGEN – 501: INDIAN ECONOMY & SOCIAL CHANGES

Objective: The subject aims to cover a broad canvas of the Indian economy from independence to the present era including the possible social changes witnessed over the period of time.

UNIT - I

Indian Economy on the eve of Independence, British rule and its impact on Indian Economy, Emergence and development of Planning exercise in India - historical debates, plan models and shift in focus over time

UNIT - II

Output (National Income) and Employment Structure of Indian Economy; Composition and relative rates of growth of agriculture, industry and services sectors; Sub - sectoral analysis. Trends and patterns in structure of population over time - growth rate, gender, rural - urban, literacy, regional; Structure and trends of Poverty and Inequality (interpersonal and regional);

UNIT - III

Inflation - trends, structure and causes; Unemployment - trends, structure and types. Trends in Agricultural Production and Productivity; Land Reforms - Genesis, Progress and current status; Green Revolution - Measures and its effects. Trends and Patterns of Industrial Sector; Changes in the structure of Indian Industry; Small Scale Industries - Growth, Structure and its contribution in national economy; Public Sector - Growth, Structure, Historical role, Evolution and Dilution. Trends in Exports and Imports; Composition and Direction of Foreign Trade; Balance of Payments - Current Status

UNIT - IV

Introduction to different theories of social change, Social conditions and religious thought.

Books Recommended:

- R Dutta and K P M Sundaram: Indian Economy, S Chand
- A. N. Agarwal: Indian Economy, Problems of Development and Planning, New Age.
- Mishra and Puri: Indian Economy, Himalaya.
- Planning Commission: Eleventh Five Year Plan, Vol I, II and III, Academic Foundation.
- Government of India: Economic Survey (latest issue)

Paper Title: UGEN - 581 PRACTICE SESSION ON INDIAN ECONOMY & SOCIAL CHANGES

Planning for Practical session: (based on UGEN – 501)

- Data collection on Indian economy system
- PPT presentation on the current economic scenario
- Case studies on recent economic issues
- Graphical presentation to connect between economy and society

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Paper Title: UGEN – 502: RESEARCH METHODOLOGY

Objective: The course aims to teach the students to read, understand and explore something new from the conventional material before they climb up the ladder for more progressive research works.

UNIT - I

Foundations of Research: Meaning, Objectives, Motivation, Utility. Concept of theory, empiricism, deductive and inductive theory. Characteristics of scientific method - Understanding the language of research - Concept, Construct, Definition, Variable. Research Process (10%)

UNIT - II

Problem Identification & Formulation - Research Question - Investigation Question - Measurement Issues - Hypothesis - Qualities of a good Hypothesis - Null Hypothesis & Alternative Hypothesis. Hypothesis Testing - Logic & Importance (10%)

UNIT - III

Research Design: Concept and Importance in Research - Features of a good research design - Exploratory Research Design - concept, types and uses, Descriptive Research Designs - concept, types and uses. Experimental Design: Concept of Independent & Dependent variables.

UNIT - IV

Qualitative and Quantitative Research: Qualitative research - Quantitative research - Concept of measurement, causality, generalization, replication. Merging the two approaches.

Books Recommended:

- Research methodology by P. K. Manoharam
- Research methodology by Dr. C. Rajindra Kumar
- Research methodology methods and techniques by C. R. Kothari

Paper Title: UGEN - 582 PRACTICE SESSION ON RESEARCH METHODOLOGY

Planning for Practical session: (Based on UGEN – 502)

- Case studies
- Model paper presentation on assigned topics
- Survey and sample collection for project preparation

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Paper Title: UIDV - 503: COMMERCIAL PROJECTS, VASTU CONCEPTS & DESIGN

Job Role: Interior Designer

Objectives: The course is structured to give an overview on the commercial project, vastu sastra in interior design.

UNIT - I

Study of Commercial Interior Design with the Perception of Purpose, Function & Aesthetics.

Basic needs: ergonomic consideration, psychological, aesthetic, occupational and professional development.

Analysis of clients specific requirements, Location, Space requirement, Availability of materials, Design principles, Budget.

Current Trend in Commercial Interior Design.

UNIT - II

Interior Design of Commercial Spaces with Their: Types, Planning considerations: functions, orientation, circulation, grouping, light, ventilation, privacy, climatic and ergonomic factors, aesthetics & cost. Standards, Service (electrical, lighting, water supply, drainage, air conditioning), Materials & finishes (wood, glass, plastic, metals, acoustical boards, floor covering, panelling materials, false ceiling material). Furniture details

UNIT - III

Study of the Following Commercial Space Based on the Above Factors:

General office design

Office functions: space requirements, History & development: traditional to modern. Office furniture: work tops, storage, chairs, equipment, workstations or system furniture. Office features: reception, conference/meeting room, record room, workstations and equipments, pantry, lunchroom, rest rooms / toilets. Space standards and circulation patterns, flexibility and growth in design, office hierarchy.

Design of Restaurants, Cafeteria & Fast Food Centre: Guest Contact Area, Eating Area, Cooking Area.

Designing of Educational Facilities: Class Rooms, Library (small), Hostel.

Designing of Retail Outlets (Books Shops, Boutique, Gift shops, Jewellery Store, Footwear, departmental Store): General principles related to the type of outlet, Window display for customer attraction, Various areas designated, Storage, Trial rooms

Design of Interior Layouts for a Health Facility and a Polyclinic

UNIT - IV

Various Principles of Indian Vaastu Shastra

Various Principles of Chinese FengShui and their application in modern building construction and interior design

Books Recommended:

- Alexander, N J, Mercoust Brace, Designing Interior Environment, Havanovich Inc.
- Cerver F A, Commercial Space, Office Design & Layout, Rotovision SA
- Cerver F A. Commercial Space, Bars, Hotels & Restaurants, Rotovision SA, Switzerland
- Cerver F A. , Shops, Malls & Boutiques, Rotovision SA
- De Chiara Joseph & Callender John, Time Saver Standards for Architectural Types & Interior Design & Space Planning, McGraw Hill Book Co.
- Gustafsan K & Yes Robert, Corporate Design, Thames & Hudson, London
- National Building Code of India, Bureau of Indian Standards, New Delhi, 1999
- Reznikoff S C, Specifications for Commercial Interiors, Whitney Library of Design
- "GOLDEN PRINCIPLES OF VASTU SHASTRA Vastukarta". www. vastukarta. com. Retrieved 2016 - 05 - 08.
- Acharya P. K. (1946), An Encyclopedia of Hindu Architecture, Oxford University Press
- Vibhuti Sachdev, Giles Tillotson (2004). Building Jaipur: The Making of an Indian City. p. 147. ISBN 978 - 1861891372.
- Vasudev (2001), Vastu, Motilal Banarsidas, ISBN 81 - 208 - 1605 - 6, pp 74 - 92
- Sherri Silverman (2007), Vastu: Transcendental Home Design in Harmony with Nature, GibbsSmith, Utah, ISBN 978 - 1423601326
- Gautum, Jagdish (2006). Latest Vastu Shastra (Some Secrets). Abhinav Publications. p. 17. ISBN 978 - 81 - 7017 - 449 - 3.
- BB Dutt (1925), Town planning in Ancient India at Google Books, ISBN 978 - 81 - 8205 - 487 - 5; See critical review by LD Barnett, Bulletin of the School of Oriental and African Studies, Vol4, Issue 2, June 1926, pp 391
- Vibhuti Chakrabarti (2013). Indian Architectural Theory and Practice: Contemporary Uses of Vastu Vidya. Routledge. pp. 1-2. ISBN 978 - 1 - 136 - 77882 - 7

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- Dunning, Brian. "FengShui Today". Skeptoid. com. Retrieved 30 October 2016.
 - Cheng Jian Jun and Adriana Fernandes - Gonçalves. Chinese FengShui Compass: Step by Step Guide. 1998: 21
- UIDV – 591 COMMERCIAL PROJECTS, VASTU CONCEPTS & DESIGN LAB**

List of Experiments: (Based on UIDV – 503)

- Learn the analysis of client requirements, design principles and the current trend in commercial interior design and apply the same.
- Concept and application of circulation, group lighting and standard services.
- Develop and apply the concept of space and layout in various forms of interior design for different requirements(office, restaurants, educational facilities , retails and so on)
- PPT
- Paper Presentation.
- Learn and apply the study of commercial interior design in its current trend..
- Different case studies on the needs and preferences of clients.
- Develop the concept of vastu shastra and its application in interior design.
- Develop the concept of Chinese Fengshui and its application in the modern construction and design.

Paper Title: UIDV - 504: INTERIOR MATERIALS & PRODUCT - III

Job Role: Interior Designer

Objectives: The course shows a proper path for acquiring knowledge on the advanced level of use of materials and products before they move to the concepts of interior decoration and construction.

UNIT - I

Materials and techniques used for water - proofing.

UNIT - II

Fire retardant materials and their applications.

UNIT - III

Thermal insulating materials and their applications.

UNIT - IV

Outdoor and infrastructural products used as substitutes in today's times.

Books Recommended:

- Interior Design Materials and Specifications, By Lisa Godsey, A&C Black.
- Interior Design Illustrated, By Francis D. K. Ching, Corky Binggeli, John Wiley & Sons.
- Bamboo Architecture & Design, Architecture & Materials, By Chris van Uffelen, Braun, 2014
- Construction and Detailing for Interior Design, By Drew Plunkett, Laurence King Publishing, 2015
- The Fundamentals of Architecture, By Lorraine Farrelly, Bloomsbury Publishing.

Paper Title: UIDV – 592 INTERIOR MATERIALS & PRODUCT LAB – III

List of Experiments: (Based on UIDV – 504)

- Learn and apply the methodology for water proofing.
- Learn and apply the tools and techniques for fire retardant materials.
- Thermal insulation, substitutes of outdoor and infrastructural products- concept and application.
- PPT
- Paper Presentation.

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Paper Title: UIDV - 505: 2D & 3D CAD DRAWINGS

Job Role: Interior Designer

Objectives: The course is designed to emphasize on the 2D and 3D drawings using computer software.

UNIT - I

Introduction about Computer Aided Designing (Essentiality of CAD), Usage of Autocad, Product Show Reel, User Interface of Autocad, Understanding Coordinate System, Classification of Autocad Coordinate System, Drafting Basic Shape with Dimension, Working with Architectural Unit System, Drawing & Modifying Simple Architectural Block.

UNIT - II

Drafting Plan of Residential / Commercial Building, Drafting Front & Side Elevation of Residential / Commercial Building, Making Layout of Different Sectional Views, Making a Complete Interior Layout with All Accessories, Concept of Autocad Plotting. Plotting a Complete Layout, Designing & Modifying Complex Architectural Block (Doors, Windows Chajja, Sofa, Wardrobe & Wall Units etc.).

UNIT - III

Hatching Different Cross Sections & Applying Various Patterns, Customizing Different Dimension Styles
Layout Slide Show, Understanding 3rd Dimension & 3d Model Space, Working with 3d Primitives, Understanding Camera Trucking, Panning & Dolly, 3D Object Transformation, Designing Simple 3D Architectural Blocks, Modifying 3D Block with Boolean Operations.

UNIT - IV

Designing Complex 3D Architectural Accessories with Dimensions, Shading & Texturing With Interior Materials, Placing Virtual Light (Exterior & Interior) within a Final Scene, Rendering Various Perspective Views, Managing Project File, File Import Export, Interoperability Between Autocad & 3D Max, Conversion of Freehand sketch designs for plan and elevation into Computer Aided Designs Points, Lines, Types of Lines, Angles, Triangles, Circles and other types of pictorial projections

Books Recommended:

- Book on Latest Version of Auto CAD
- Parker, Charles. Understanding Computers Today & Tomorrow. Fort Worth, TX: Dryden Press, 1998.
- Sabot, Gary. High Performance Computing Problem Solving with Parallel and Vector Architectures. Reading, MA: Addison - Wesley Publishing Company, 1995.
- Taylor, Dean. Computer - Aided Design. Reading, MA: Addison - Wesley Publishing Company, 1992.
- Pradeep Jain & A.P. Gautam, Engineering Graphics & Design, Khanna Publishing House, (AICTE Recommended 2018)
- Pradeep Jain & A.P. Gautam, Engineering 3D AutoCAD, Khanna Publishing House, 2018

Paper Title: UIDV – 593 2D & 3D CAD DRAWINGS LAB

List of Experiments: (Based on UIDV – 505)

- Use and manual application of CAD, its allied features, coordinate system, drafting basic commands, shapes of various types of dimensions, drawing and modifying architectural blocks.
- Learn and apply the concepts of drafting, residential plans, layouts, designing, modifications, architectural tools and techniques w.r.t 3D blocks.
- Learn and apply the various types of pictorial projections.
- Learn and apply the concept of interior layout with all accessories, layout of different sectional views, AutoCAD plotting, layout, designing and modifying of different architectural blocks.
- Develop the concept of hatching and apply the same for various patterns and styles.
- Role and application of slide show, 3rd dimension, 3d model, 3d primitives, camera trucking planning dolly.
- Develop the concept and apply the same in virtual light, rendering various perspective views of solid editing.
- Learn and apply the various patterns and their customization w.r.t. 3rd dimension and 3d Model space.
- Learn 3D object transformation and design 3D architectural blocks with Boolean interpretations,
- Power Point Presentation (Selected topics)
- Paper Presentation. (Selected topics).

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Year - 3 - Degree (SEMESTER -VI)

Paper Title: UGEN – 601: GENERAL HUMAN PSYCHOLOGY & HR MANAGEMENT

Objective: The classic blend of psychology and human resource will help to deal with the individuals in the corporate sector. The study of proper human mind is to be emphasized before the role of human resource management comes to play.

UNIT - I

Introduction to psychology, Nature of psychology; Basic concepts: Person, States of Consciousness: Sleep and Wakefulness and altered States of Consciousness, Behavior and Experience, II Evolution of the discipline of psychology; Psychology and other disciplines; Linkages across psychological processes

UNIT - II

Methods of psychology, The bases of human behavior, Evolutionary perspective on human behavior; Biological and cultural roots; Nervous system and endocrine system: Structure and relationship of with behavior and experience; Brain and behavior, Socialization, Enculturation and Acculturation; Globalization; Diversity and pluralism in the Indian context.

UNIT - III

Evolution and growth of human resource management (with special reference to Scientific management and Human relations approaches). Role of HR in strategic management. Nature, objectives, scope, and functions of HR management, Challenges of HR (the changing profile of the workforce - knowledge workers, employment opportunities in BPOs, IT and service industries, Flexi options), Workforce diversity (causes, paradox, resolution of diversity by management).

UNIT - IV

Concepts of line - staff in the structure of human resource department and the role of human resource manager, Manpower planning, Job analysis, Job evaluation.

Books Recommended:

- General Psychology by S. Dandapani, Neelkamal Publication (2016)
- General Psychology by R. K. Gupta
- Aswathappa K. (2002) Human Resource and Personnel Management, Tata McGraw - Hill, New Delhi.
- Bhattacharyya Kumar Deepak (2006) Human Resource Managing, Excel Books, New Delhi.
- Cascio F. W. (2003) Managing Human Resources, Productivity, Quality of Life, Profits, Tata Mc - Graw - Hill, New York.

Paper Title: UGEN - 681 PRACTICE SESSION ON GENERAL HUMAN PSYCHOLOGY & HR MANAGEMENT

Planning for Practical session: (Based on UGEN – 601)

- How to conduct counseling sessions
- Case studies
- PPT presentation on recent HR practices

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Paper Title: UGEN – 602: ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

Objective: The course aim to give a shape to understand the validity of various entrepreneurship development programs in the field of economics and its related concepts.

UNIT - I

To make the students understand about entrepreneurs and different classifications. Entrepreneur and entrepreneurship - Definition; traits and features; classification; Entrepreneurs; Women entrepreneurs; Role of entrepreneur in Entrepreneurs in India, Create an awareness about EDP. Entrepreneurial development programme concept; Need for training; phases of EDP; curriculum & contents of Training Programme; Support systems, Target Groups; Institutions conducting EDPs in India and Kerala.

UNIT - II

General awareness about identification of project financing new enterprises; Promotion of a venture; opportunity Analysis Project identification and selection; External environmental analysis economic, social, technological and competitive factors; Legal requirements for establishment of a new unit; loans; Over run finance; Bridge finance; Venture capital; Providing finance in Approaching financing institutions for loans.

UNIT - III

To identify different Discuss opportunities in small business; Small business Enterprise - Identifying the Business opportunity in various sectors - formalities for setting up of a small business enterprise - Institutions supporting small business enterprise - EDII (Entrepreneurship Development Institute of India), SLDO (Small Industries Development Organization NSIC (National small Industries Corporation Ltd. (CNSIC) NIESBUD (National Institute for Entrepreneurship and small Business Development) Sickness in small business enterprise causes and remedies.

UNIT - IV

To understand about a project report relating to a small business; Project formulation - Meaning of a project report significance contents formulation planning commissions guidelines for formulating a project report - specimen of a project report, problems of entrepreneurs case studies of entrepreneurs.

Books Recommended:

- Cliffton, Davis S. and Fylie, David E. , Project Feasibility Analysis, John Wiley, New York, 1977.
- Desai A. N., Entrepreneur and Environment, Ashish, New Delhi, 1990.
- Drucker, Peter, Innovation and Entrepreneurship, Heinemann, London, 1985
- Jain Rajiv, Planning a Small Scale Industry: A guide to Entrepreneurs, S. S. Books, Delhi, 1984
- Kumar S. A. , Entrepreneurship in Small Industry, Discovery, New Delhi, 1990
- McClelland, D. C. and Winter, W. G. , Motivating Economic Achievement, Free Press, New York, 1969

Paper Title: UGEN - 682 PRACTICE SESSION ON ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

Planning for Practical session: (Based on UGEN – 602)

- PPT presentation
- Case studies on Men/Women entrepreneurs
- Seminar on successful entrepreneurs
- Preparation of project work

Paper Title: UIDV - 683: INDUSTRIAL TRAINING

Job Role: Interior Designer

Industrial Training of 5 - 6 weeks of 6 credits in each year followed by Report Writing and Viva - voce. These trainings are to be carried out during summer vacations. These training may be done from industries/Skill knowledge providers (SKPs)/Sector Skill Councils (SSCs)/Training centers/Institutes. These credits will be evaluated in Semester VI.