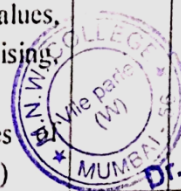


1.2.1 Percentage of Programmes in which Choice Based Credit System (CBCS)/ elective course system has been implemented

SYLLABUS

1. ADVERTISEMENT

| Elective Component B.COM. II SEMESTER III ADVERTISING PAPER I INTRODUCTION TO ADVERTISING COMPUTER CODE - <u>375144</u> 4 CREDITS | | | | |
|---|---|-----------------|---------|-------|
| Course Objective: To acquaint the students with the fundamentals and role of advertising in the contemporary world Marks: 100 (External Exam: 75 Marks and Internal Exam: 25 Marks) | | | | |
| Unit | Topic | No. of Lectures | Credits | Marks |
| 1 | INTRODUCTION TO ADVERTISING Objective: To familiarize students about the role and importance of advertising in contemporary society. <ul style="list-style-type: none"> Advertising -Meaning, Features, Importance, Evolution of Advertising. Role of advertising in marketing mix. Active participants in advertising. Benefits of advertising to business and consumers. Criticisms against advertising. Classification of Advertising – Geographic area, media, audience, functions, product life cycle. | 15 | 1 | 25 |
| 2 | ECONOMIC, SOCIAL AND REGULATORY ASPECTS OF ADVERTISING Objective: To acquaint students with the economic, social and regulatory issues relating to advertising. <ul style="list-style-type: none"> Economic Aspect –Effect of advertising on consumer demand, competition and price. Waste in advertising. Social Aspect –Advertising and Cultural values, Ethical and Social issues in advertising Advertising and Standard of living. Regulatory Aspect – Role and services Advertising Standards Council of India (ASCI) | 15 | 1 | 25 |
| 3 | RESEARCH IN ADVERTISING | 15 | | |



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2. CHILD DEVELOPMENT

L = No. of Lectures / week, P / T = Practical / Tutorial in hrs, D = Duration of Theory paper for Examination in hrs, TP = Theory Paper-marks, TW = Term Work - marks,
P/V = Practical / Viva Voce - marks, T = Total

OBJECTIVES:

1. Students learn about the rudiments /basics of child development.
2. Students acquire the knowledge about physical, social, emotional, cognitive, language & moral development from pre-natal to late childhood.
3. Students understand the role of nature and nurture in the development from pre-natal to late childhood.
4. Students apply knowledge comprehend child's growth and development.

Semester I **FY B.A.C.D - Paper code 180127**

| Subjects | L | Cr | P/T | D | TP | Internal | P/V | T |
|-------------------------------------|---|----|-----|--------|----|----------|-----|-----|
| 1 Fundamentals of Child Development | 4 | 4 | - | 2 5 | 75 | 25 | - | 100 |

Contents :

| Sr. No. | Topics and Details | No. of lectures | Weightage of marks in % |
|------------------|---|-----------------|-------------------------|
| Block I | Introduction | 10 | 15 |
| | Unit 1 Scope of Child-development | 2 | |
| | Unit 2 Chief Characteristics of developmental phases | 3 | |
| | Unit 3 Principles of developments | 5 | |
| Block II | Prenatal Development | 10 | 15 |
| | Unit 1 Fundamental of Pre-natal development | 2 | |
| | Unit 3 Three stages of pre-Natal development | 2 | |
| | Unit 3 Factors effecting pre-natal development | 2 | |
| | Unit 4 Types of birth & Consequences | 2 | |
| | Unit 5 Pre-maturity & its consequences | 2 | |
| Block III | NEO-NATAL DEVELOPMENT | 2 | 5 |
| | Unit 1 Characteristics of Neonate | 1 | |
| | Unit 2 Adjustments of Neonate | 1 | |
| Block IV | PHYSICAL DEVELOPMENT (IN ALL STAGES) | 4 | 7 |
| | Unit 1 Meaning and Importance of physical development | 1 | |
| | Unit 2 Factors Affecting physical development | 1 | |
| | Unit 3 Growth cycle in physical development from birth to late Childhood in relation to body Size, Proportion, fat, Muscles, Bones, Teeth | 2 | |
| Block V | MOTOR DEVELOPMENT | 4 | 6 |

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3. HINDI

B.O.S. HIN - 24-06-15 परिशिष्ट 'अ'

बी. ए. भाग एक (हिंदी)

प्रथम सत्र

| पेपर नं. | शीर्षक | Cr. | L. | T.P. | Int. | T. |
|-----------------|-------------|-----|----|------|------|-----|
| A.C. I / D.C. I | हिंदी कहानी | 4 | 4 | 75 | 25 | 100 |

- उद्देश्य : 1. कहानी के माध्यम से छात्राओं में साहित्य पठन के प्रति रुचि जागृत करना .
 2. कहानी विधा तथा हिंदी के प्रतिनिधि कहानीकारों से परिचित कराना .
 3. भाषा आकलन क्षमता एवं शब्दों के सही प्रयोग की क्षमता बढ़ाना .
 4. सामाजिक समस्याओं का आकलन , सामाजिक परिवर्तन की दिशा की समझ विकसित करना.

निर्धारित पाठ्यपुस्तक : अभिनव कथा भारती : संपादक श्री. चक्रधर , सुमित्र प्रकाशन , 16 / 4 , हेस्टिंग्स रोड , इलाहाबाद - 211001

| | Topics and details | No. of Lectures Assigned | Marks Assigned | Credit |
|--------|---|--------------------------|----------------|--------|
| ईकाई 1 | <ul style="list-style-type: none"> ➤ कहानी : परिभाषाएँ एवं स्वरूप ➤ कहानी : तत्व एवं प्रकार ➤ अध्ययनार्थ चयनित कहानीकारों का सामान्य परिचय | 15 | 25 | 1 |
| ईकाई 2 | <ul style="list-style-type: none"> ➤ पूस की रात : प्रेमचंद ➤ गर्मियों के दिन : कमलेश्वर ➤ बहादूर : अमरकांत | 15 | 25 | 1 |
| ईकाई 3 | <ul style="list-style-type: none"> ➤ चीफ की दावत : भीष्म साहनी ➤ ठेस : फणीश्वर नाथ ' रेणु ' ➤ नेलकटर : उदय प्रकाश | 15 | 25 | 1 |
| ईकाई 4 | <ul style="list-style-type: none"> ➤ महुए का पेड़ : मार्कण्डेय ➤ यही सच है : मन्नु भंडारी ➤ सिरी उपमा जोग : शिवमूर्ति | 15 | 25 | 1 |

संदर्भ ग्रंथ -

- नयी कहानी की भूमिका - कमलेश्वर , शब्दकार , 159 , गुरु अंगद नगर (वेस्ट), दिल्ली - 92
- हिंदी कहानी का समकालीन परिदृश्य - डॉ. वेदप्रकाश अमिताभ , जवाहर पुस्तकालय , हिंदी पुस्तक प्रकाशक एवं वितरक , सदर बाजार , मथुरा - 281001
- समकालीन हिंदी कहानी - बलराम , दिनमान प्रकाशन , 3014 , चर्खेवालान , दिल्ली - 06
- कहानी : स्वरूप और संवेदना - राजेंद्र यादव , नेशनल पब्लिशिंग हाऊस , 2 / 35 , अंसारी रोड , दरियागंज , नई दिल्ली - 110002
- हिंदी कहानी के सौ वर्ष - डॉ. वेदप्रकाश अमिताभ , मधुवन प्रकाशन , 21 , द्वारिकापुरी , मथुरा.
- कहानी के नये प्रतिमान - कुमार कृष्ण, वाणी प्रकाशन, 4695 , 21-ए, दरियागंज, नई दिल्ली - 02



4. MEAL MANAGEMENT

FUNDAMENTALS OF FOOD SCIENCE

180126 .

OBJECTIVES:

This course will enable the students

1. To understand the different pre-preparatory methods & preparation of foods
2. To understand factors that affect palatability and acceptability of food.
3. To know the concepts of food guide, RDA .

| No. | Subjects | L | Cr | P/T | D | TP | Internal | P/V | T |
|-----|-----------------------------------|---|----|-----|---|----|----------|-----|----|
| 1 | Fundamentals of Food Science (Th) | 3 | 3 | 2 | 2 | 50 | 25 | - | 75 |

CONTENT:

| Sl No. | Topics | Periods | % Weight age |
|--------|---|---------|--------------|
| 1 | Introduction To Food science 1.1: Terms- Food, Health, Nutrition, Nutrients, R.D.A, Balanced diet, Malnutrition, Under nutrition, Over nutrition, Optimum Nutrition. 1.2 Functions of food; Digestion of food (in tabular form) | 02 | 10 |
| 2 | Food Guide 2.1: Recommended Dietary intakes (RDI) for different age groups. Meaning objectives and importance of RDI. Reference man and reference woman. 2.2: Food groups and Food guide Pyramid | 03 | 15 |
| 3 | Food consumption and Acceptance 3.1: Factors affecting food consumption- Food availability, Socioeconomic status, Culture, Religion, Food habits, age, health status, media, technological advances and others. 3.2 Factors affecting food Acceptability- Color, Texture, Appearance and Taste. 3.3 :Food in relation to health. | 02 | 10 |
| 4 | Food Preparation 4.1: Reasons for cooking food. 4.2: Prep preparation techniques: Cutting, chopping, grating, mincing, soaking, sprouting, and fermentation. 4.3: Cooking fuels. 4.4: Methods of cooking: Dry heat methods, Moist heat methods 4.5: Use of different equipments for cooking: Pressure cooker, solar cooker, Oven, Microwave oven. | 05 | 20 |

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| | | | |
|---|--|----|----|
| 5 | Effect of Cooking 5.1: Effect of Cooking on foods and Changes on Carbohydrates, Proteins, Fats, color pigments. 5.2 Retention of nutritive value during cooking | 03 | 15 |
| 6 | Selection and storage of foods 6.1: Perishable foods: Milk and milk products, Meat. 6.2 .Semi-perishable foods 6.3: Nonperishable foods: cereals grains, pulses, spices and condiments 6.4: Need for Processed foods: Ready to eat, Ready to cook. | 04 | 10 |
| 7 | Food Sanitation and Hygiene 7.1: Importance of sanitation and hygiene for health 7.2: Contamination of food through air, water, equipments, rodents & insects, cleaning materials, insect, pest and rodent control. 7.3: Practical rules for sanitation and hygiene. | 03 | 10 |

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3. Mudarabi, S.R. and Rajgopal, M.V. Fundamentals of Foods and Nutrition. II edition. Wiley Eastern Ltd, New Delhi.
4. The art and Science of Cooking- A students manual (1993). Department of Foods and Nutrition, University of Delhi, Institute of Home Economics. Blaze Publishers and Distributors.
5. Wilson, E.D., Fisher, K.H and Garcia, P.A. (1979) Principles of Nutrition, 4th edition. Jahu Wiley and sons, New York.
6. C. Gopalan, B.V Ramasastri & S.C Balsubramanian. (1989) - Nutritive value of Indian foods. NINICMR Hyderabad 500007.
7. Roday.Sunetra(2009)-Food science & Nutrition-Oxford university press.



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