SOPHIA COLLEGE FOR WOMEN (EMPOWERED AUTONOMOUS)

Affiliated to

UNIVERSITY OF MUMBAI

Syllabi for the Common Courses

Based on the National Education Policy 2020

Vocational Skill Course

Course Code: AVSC

S.Y.B.A.

2024-25 (NEP)

Programme Outline : Vocational Skill Course
SYBA (SEMESTER III)

Course Code	Name of the Course	Credits
AVSC301	Fundamentals of Calculus for Economics	2
AVSC302	Feature Writing	2
AVSC303	विज्ञापन-लेखन	2
AVSC304	Elements of Indian Iconography	2
AVSC305	Formal Logic	2
AVSC306	Self-Discovery And Wellness using Expressive Arts	2
AVSC307	Data Collection in Social Sciences	2

ASSESSMENT DETAILS:

Continuous Assessment (50 marks)

1. A minimum of two activities will be given in each semester.
2. Each will be for 20 marks.
3. The nature of the activities will be decided by the Examiner and may include Assignment/ MCQs/ Short notes and/or any other type of /combination of objective or descriptive type activity.
4. 10 marks will be given for Class participation.

NAME OF THE COURSE	FUNDAMENTALS OF CALCULUS FOR ECONOMICS	
CLASS	SYBA	
COURSE CODE	**AVSC301**	
NUMBER OF CREDITS	2	
NUMBER OF LECTURES PER WEEK	2	
TOTAL NUMBER OF LECTURES PER SEMESTER	30	
EVALUATION METHOD	CONTINUOUS ASSESSMENT	
TOTAL MARKS	50	
PASSING MARKS	20	

COURSE OBJECTIVES:

CO 1.	To provide students with a solid foundation in calculus concepts and techniques relevant to economic analysis.
CO 2.	To demonstrate the applications of calculus in solving economic problems such as optimisation, marginal analysis and elasticity.
CO 3.	To develop students' critical thinking and problem-solving skills through mathematical reasoning.
CO 4.	To prepare students for advanced coursework in economics and related fields that require proficiency in calculus.

COURSE LEARNING OUTCOMES:

CLO 1.	Apply differential techniques to analyse functions and calculate derivatives of economic functions.
CLO 2.	Utilize optimisation methods, first order and second order derivative tests to solve constrained and unconstrained optimisation problems in economics
CLO 3.	Interpret economic concepts using calculus including marginal analysis and elasticity.
CLO 4.	Apply integration techniques to calculate total, average and marginal quantities in economic contexts such as consumer's and producer's surplus.
CLO 5.	Communicate mathematical solutions and economic interpretations effectively both orally and in writing.

UNIT 1	Techniques and applications of derivatives and partial derivatives (15 LECTURES)

1.1	Differentiation of single variable functions: Derivatives, Higher order derivatives, Increasing and decreasing functions; convex and concave functions, necessary and sufficient conditions for maxima and minima.
1.2	Economic applications: Optimisation of economic function.
1.3	Differentiation of multivariable functions: Partial Derivatives and second order partial derivatives, Optimisation of multivariable functions, constrained optimisation using lagrange multiplier.
1.4	Economic applications: obtaining marginal quantities like MP, MRS, MRTS, Price, income and cross price elasticity, optimising Cobb Douglas function, unconstrained optimisation, constrained optimisation of economic functions using lagrange multiplier method.
UNIT 2	Integral Calculus (15 LECTURES)
2.1	Indefinite integration, method of substitution, integration by parts.
2.2	Definite integral and obtaining area under the curve.
2.3	Economic application of integration: total, average and marginal quantities, present value, consumer's surplus and producer's surplus.

REFERENCES:

1. Dowling Edward, Mathematical economics, Schaum's Outline series,.

2. Chiang Alpha, Wainwright Kevin, Fundamental Methods of Mathematical Economics, Mc-Graw -Hill international Edition, fourth edition, 2005.

3. Simon C.P. and Blume L., Mathematics for Economics, W. W. Norton & Company, 1994.

4. Sydsaeter K, Hammond P.J. and Strom A, Essential Mathematics for Economic Analysis, Pearson Education Limited, 2016.

5. Pemberton Malcolm and Rau Nicholas, Mathematics for Economists- An Introductory Textbook, Viva Books Publications Limited, Fourth Edition .

NAME OF THE COURSE	FEATURE WRITING	
CLASS	SYBA	
COURSE CODE	**AVSC302**	
NUMBER OF CREDITS	2	
NUMBER OF LECTURES PER WEEK	2	
TOTAL NUMBER OF LECTURES PER SEMESTER	30	
EVALUATION METHOD	CONTINUOUS ASSESSMENT	
TOTAL MARKS	50	
PASSING MARKS	20	

COURSE OBJECTIVES:

CO 1.	The course aims to introduce students to the fundamentals of feature writing.
CO 2.	The course aims to train students to write features through a variety of exercises.

COURSE LEARNING OUTCOMES:

CLO 1.	The learner will be able to understand the fundamentals of feature writing.
CLO 2.	The learner will be able to write various types of features.

UNIT 1	Fundamentals of feature writing (15 LECTURES)
1.1	• What is feature writing? • Feature writing for newspapers and magazines, newsletters and online publications
1.2	• Finding a good feature idea • Researching the idea
1.3	Writing and editing a feature
UNIT 2	Types of features (15 LECTURES)
2.1	• descriptive features • the human interest article • profiles/personality sketches • entertainment features including reviews and criticism • travel writing • personal experience features

REFERENCES:

1. Aamidor, Abraham. *Real Feature Writing: Story Shapes and Writing Strategies From the Real World of Journalism.* Routledge, 2013.

2. Cox, Jennifer B. *Feature Writing and Reporting Journalism in the Digital Age. Sage Publication*, 2020.

3. Garrison, Bruce. *Professional Feature Writing (Routledge Communication Series).* 5th ed.,Lawrence Erlbaum Associates, 2003.

4. Granato, Len. *Newspaper Feature Writing*. UNSW Press, 2003.

5. Hennessy, Brendan. *Writing Feature Articles.* Focal Press, 2006.

6. Pape , Susan , and Sue Featherstone. *Feature Writing: A Practical Introduction*. Sage, 2006.

7. Ricketson, M. *Writing Feature Stories: How to Research and Write Articles - From Listicles to Longform.* Routledge, 2017.

8. Saleh, Naveed . *The Complete Guide to Article Writing: How to Write Successful Articles for Online and Print Markets.* Penguin Publishing Group, 2014.

9. Sumner, David Sumner E., and Holly G. Miller. *Feature and Magazine Writing: Action, Angle, and Anecdotes*. Wiley-Blackwell, 2013.

10. Yudkin, Marcia . *Writing Articles about the World Around You*. Writer's Digest Books, 1998.

NAME OF THE COURSE	विज्ञापन-लेखन
CLASS	SYBA
COURSE CODE	**AVSC303**
NUMBER OF CREDITS	2
NUMBER OF LECTURES PER WEEK	2
TOTAL NUMBER OF LECTURES PER SEMESTER	30
EVALUATION METHOD TOTAL MARKS	CONTINUOUS ASSESSMENT 50
PASSING MARKS	20

COURSE OBJECTIVES:

CO 1.	विज्ञापन के माध्यम से विद्यार्थियों को हिंदी विज्ञापन क्षेत्र में रोजगार के प्रति परिचित कराना	
CO 2.	विज्ञापन के विभिन्न प्रकारों का परिचय देना	
CO 3.	विज्ञापन लेखन की ओर विद्यार्थियों को अग्रेसर करना।

COURSE LEARNING OUTCOMES:

CLO 1.	विद्यार्थी विज्ञापन क्षेत्र की अपार सम्भावनाओं से परिचित होंगे ।
CLO 2.	विद्यार्थी विज्ञापन की विविध एजंसियों से परिचित होंगे	
CLO 3	विज्ञापन लेखन कला से अवगत होने पर विद्यार्थी विज्ञापन क्षेत्र में रोजगार पाने में सक्षम होंगे	

इकाई 1	विज्ञापन : अवधारणा एवं स्वरूप
1.1	विज्ञापन : परिचय
1.2	विज्ञापन : महत्व एवं उपयोगिता

1.3	हिंदी विज्ञापनों की भाषा
1.4	विज्ञापन एजेंसियों का परिचय
इकाई 2	**विज्ञापन के विविध आयाम**
2.1	विज्ञापन के प्रकार
2.2	विज्ञापन क़ानून और सहिताएं
2.3	विज्ञापन लेखन, प्रारूप, अभिकल्पना (डिजाइन)
2.4	विज्ञापन : व्यावहारिक प्रयोग ● प्रिंट मीडिया में विज्ञापन लेखन ● इलेक्ट्रॉनिक मीडिया में विज्ञापन लेखन ● जिंगल लिखना

REFERENCES:

- विज्ञापन और ब्रांड - संजय सिंह बघेल

- विज्ञापन बाज़ार और हिंदी -कैलाश नाथ पांडे

- विज्ञापन की दुनिया -कुमुद शर्मा

- प्रयोजन मूलक हिंदी डॉ. रवींद्रनाथ श्रीवास्तव

- प्रयोजनमूलक हिंदी- डॉ. विनोद गोदरे

- प्रयोजन मूलक हिंदीः सिद्धांत और प्रयोग- डॉ. दंगल झाल्टे

- प्रस्तावना मूलक हिंदी- माधव सोनटक्के

NAME OF THE COURSE	ELEMENTS OF INDIAN ICONOGRAPHY
CLASS	SYBA
COURSE CODE	**AVSC304**
NUMBER OF CREDITS	2
NUMBER OF LECTURES PER WEEK	2
TOTAL NUMBER OF LECTURES PER SEMESTER	30
EVALUATION METHOD TOTAL MARKS	CONTINUOUS ASSESSMENT 50
PASSING MARKS	20

COURSE OBJECTIVES:

CO 1.	To understand the tradition and significance of iconography.
CO 2.	To learn about the basics Hindu, Buddhist and Jain iconography.
CO 3.	To learn about regional variations of iconographies.
CO 4.	To enable students to appreciate the importance of iconographies in the writing of Ancient Indian History.

COURSE LEARNING OUTCOMES:

CLO 1.	The Learner will be able to understand the basic idea of iconography.
CLO 2.	The Learner will be able to illustrate the role played by iconography in the writing of the socio-religious history of ancient Indian
CLO 3.	The Learner will be able to describe the importance of iconography as reliable sources of history.
CLO 4.	The Learner will be able to determine the possibility of archaeology as a future career.

UNIT 1	Iconography in Indian Context (15 LECTURES)
1.1	Iconography the nature of the subject
1.2	Emergence and development of Iconography and image worship in India
1.3	Iconometry, iconographic terminology

UNIT 2	Hindu, Buddhist and Jain Iconography (15 LECTURES)
2.1	Origin and development of Hindu icons
2.2	Origin and development of Buddhist imagery, and symbols
2.3	Origin and development of Jain images, Tirthankaras and Symbolism of Jain iconography

REFERENCES:

- Banerjee, J.N. Development of Hindu Iconography. New Delhi: Munshiram Manoharlal, 1974.
- Bhattacharya, A.K., Historical Development of Jaina Iconography (A comprehensive study), Delhi: Bharatiya Kala Prakashan, 2010.
- Bhattacharya, D., Iconology of Composite Images. New Delhi: Munshiram Manoharlal Publication, 1980.
- Champaklakshmi, R. *Vaishnava Iconography in the Tamil Country*. Delhi: Orient Longman, 1981.
- Gopinath Rao, T.A., *Elements of Hindu Iconography*. 2 Vols. Varanasi: Motilal Banarasidas, 1985
- Gupte, R.S., *Iconography of Hindus, Buddhists and Jainas*. Bombay: D.B. Taraporewala Sons and Co., 1971
- Khandalwala, Karl (ed.), *Golden Age: Gupta Art Empire, Province and Influence*. Bombay: Marg Publications, 1991
- Krishnan, Y. *The Buddha image: Its origin and Development*. New Delhi: Munshiram Manoharlal Pvt. Ltd., 1996
- Liebert, Gosta, *Iconographic Dictionary of the Indian Religions: Hinduism, Buddhism and Jainism*. Delhi: Sri Satguru Publications, 1985
- Chandra, Lokesh, *Buddhist Iconography*. 2 vols. New Delhi: Aditya Prakashan, 1987
- Mani, V.R., *Saptamatrikas in Indian Religion and Art*. New Delhi: Mittal Publications, 1995
- Parimoo, Ratan, *Life of Buddha in Indian Sculpture (Ashta-Maha-Pratiharyan): An Iconological Analysis*. New Delhi: Kanak Publications, 1982
- Rao, Ramachandra, *Pratima Kosa- Encyclopedia of Indian Iconography*. 6 vols. Bangalore: Kalpataru Research Academy, 1988-91
- Zimmer, Heinrich, *Myths and Symbols in Indian Art and Civilization*. New Delhi: Motilal Banarassidas, 2010

NAME OF THE COURSE	FORMAL LOGIC	
CLASS	SYBA	
COURSE CODE	**AVSC305**	
NUMBER OF CREDITS	2	
NUMBER OF LECTURES PER WEEK	2	
TOTAL NUMBER OF LECTURES PER SEMESTER	30	
EVALUATION METHOD	CONTINUOUS ASSESSMENT	
TOTAL MARKS	50	
PASSING MARKS	20	

COURSE OBJECTIVES:

CO 1.	To introduce students to methods of traditional logic to evaluate formal arguments
CO 2.	To master the theory underlying Aristotelian logic

COURSE LEARNING OUTCOMES:

CLO 1.	Distinguish and identify arguments from non-arguments
CLO 2.	Determine the validity of arguments through the application of syllogistic reasoning.
CLO 3.	Determine the validity of arguments using the method of Venn diagrams.

Unit 1	**Basic Concepts in Logic (15 lectures)**
Topic 1	Arguments: premise and conclusion; recognizing arguments
Topic 2	relation between truth and validity of an argument
Topic 3	inductive and deductive arguments, recognizing inductive-deductive arguments.
Unit 2	**Traditional Logic (15 lectures)**
Topic 1	Four fold classification of propositions and distribution of terms;
Topic 2	Testing validity of arguments: structure of syllogism and syllogistic method (Rules of syllogism)
Topic 3	Venn diagram method to test validity of arguments.

REFERENCES:
1. Irving Copi, Carl Cohen and Kenneth McMahon, *Introduction to Logic 14th* edition
2. Patrick Hurley, *A Concise Introduction to Logic.*
3. Stan Baronett, Logic.

NAME OF THE COURSE	SELF-DISCOVERY & WELLNESS USING EXPRESSIVE ARTS
CLASS	SYBA
COURSE CODE	**AVSC306**
NUMBER OF CREDITS	2
NUMBER OF LECTURES PER WEEK	2
TOTAL NUMBER OF LECTURES PER SEMESTER	30
EVALUATION METHOD	CONTINUOUS ASSESSMENT
TOTAL MARKS	50
PASSING MARKS	20

COURSE OBJECTIVES:

CO 1.	To expose students to various artistic channels such as Visual Arts, Music, Movement and Drama, which can be utilized for self-exploration and personal development
CO 2.	To encourage students to engage in and foster self-care habits through use of these artistic channels by understanding themselves and their needs
CO 3.	To cultivate constructive patterns of Mindfulness and Emotional Articulation, Expression and Management

COURSE LEARNING OUTCOMES:

CLO 1.	Explain how various forms of expressive arts contribute to self-exploration and personal growth
CLO 2.	Students will be able to identify the need and execute this ability to keep tab of their emotions and mental health
CLO 3.	Incorporate expressive arts into their daily routines for ongoing personal growth
CLO 4.	Reflect on personal artistic processes and the outcomes to gain deeper insights and set goals for the future

UNIT 1	Introduction to Expressive Arts (15 LECTURES)
1.1	Self and Expressive Arts
1.2	Functions of Expressive Arts
1.3	Importance of Silence and Mindfulness

1.4	Brief Overview of the Expressive Arts: Visual Arts, Sound/Rhythm, Dance/ Movement, Storytelling/Drama
UNIT 2	Canvas of Compassion: Fostering Self-Care through the Arts (15 LECTURES)
2.1	The Healing Palette: Self and Visual Arts
2.2	Seeking Self-Harmony: Self and Music
2.3	Go with the flow: Self and Movement
2.4	Finding Yourself: Self and Stories

REFERENCES:

Main books for study:

1. Malchiodi, C. (2023). *Handbook of Expressive Arts Therapy.* The Guilford Press. New York.
2. Hinz, L. D. (2020). *Expressive Therapies Continuum: A Framework for using Art in Therapy.* Routledge. New York.

Further Readings:

1. Malchiodi, C. (2003). *Handbook of Art Therapy.* The Guilford Press. New York.
2. Gussak, D. E & Rosal, M. L. (2016). *The Wiley Handbook of Art Therapy.* Wiley Blackwell. United Kingdom.
3. Trenton, N. (2022). *The Art of Self-Therapy: How to Grow, Gain Self-Awareness & Understand Your Emotions.* PublishDrive.

NAME OF THE COURSE	DATA COLLECTION IN SOCIAL SCIENCES	
CLASS	SYBA	
COURSE CODE	**AVSC307**	
NUMBER OF CREDITS	2	
NUMBER OF LECTURES PER WEEK	2	
TOTAL NUMBER OF LECTURES PER SEMESTER	30	
EVALUATION METHOD	CONTINUOUS ASSESSMENT	
TOTAL MARKS	50	
PASSING MARKS	20	

COURSE OBJECTIVES:

CO 1.	To provide students with theoretical knowledge on data collection methods
CO 2.	To enable students to understand the various techniques of data collection in social sciences

COURSE LEARNING OUTCOMES:

CLO 1.	The learner will be able to appreciate and understand the methods of data collection
CLO 2.	The learner will be able to effectively use appropriate data collection techniques in social science research

UNIT 1	Methods of Data Collection
1.1	Survey and Case Study
1.2	Exploratory and Experimental
UNIT 2	Techniques
2.1	Questionnaire
2.2	Interview and Observation

REFERENCES:

Best, J., Kahn, J. (2008) Research in Education (10th ed.). Prentice Hall. Pearson Education.