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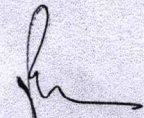
**Ref. No.: MU/RO/2019/2540-A**

**13<sup>th</sup> July 2019**

**OFFICE ORDER**


**Sub.:** Value Added Course on "Brand & Content Marketing" by Department of Management

Students are hereby informed that Department of Management offering a value added course on "Brand & Content Marketing" from 1<sup>th</sup> August 2019. So, interested students can enroll on or before 31<sup>st</sup> July 2019. For more information, students are advised to contact Mr. Rajesh Bhatt Sir (Head, Department of Management)

  
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## VALUE ADDED COURSE

### Brand and Content Marketing

#### Course Outcome:

- To understand the basic Concepts of Digital marketing and the road map for successful Digital marketing strategies.
- It will help to develop and recognize students own creativity and carry out innovative work in an effective way.

#### Unit-1

Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence wrt Digital Marketing.

#### Unit-2

The Digital users in India, Digital marketing Strategy- Consumer Decision journey, POEM Framework, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan.

#### Unit-3

Terminology used in Digital Marketing, PPC and online marketing through social media, Social Media Marketing, SEO techniques, Keyword advertising, Google web-master and analytics overview, Affiliate Marketing, Email Marketing, Mobile Marketing

#### Unit-4

Display adverting, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, Programmatic Digital Advertising.

by  
(Rajesh Kumar)



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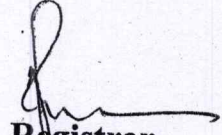
Ref. No.: MU/RO/2019/2697-A

5<sup>th</sup> August 2019

**OFFICE ORDER**

**Sub.:** Value Added Course on "Business English Basics" by Department of English

Students are hereby informed that Department of English is offering a value added course on "Business English Basics" from 2<sup>nd</sup> September 2019. So, interested students can enroll on or before 1<sup>st</sup> September 2019. For more information, students are advised to contact Ms. Vandana Chundawat (Head, Department of English)

  
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## Business English Basics

### Course Outcome:

1. Learner's confidence to do basic interactions and transactions in oral and written English required in specific employment such as customer service, financial service, medical representative, retail and tourism will be enhanced.
2. Public speaking skills will be developed.
3. Competence in oral and written English in various commercial situations will be improved.
4. Learner's will get the knowledge of fundamentals of English language.

### Module 1

Effective Communication: Concept of Effective Communication; Components of Effective Communication -Conviction, confidence & enthusiasm, Type of communication, verbal, Non-Verbal Communication -its importance and Nuances-Facial Expression, Posture, Gesture, eye contact, Appearance barrier in communication feedback

### Module 2

Listening: Importance, Good and Bad listening, Listening Communication Process, Advantage of listening, How to become a good listener

### Module 3

Language for Communication: Language and Communication, General Principles of Writing; Improving Writing Skills; Essentials of good style; Expressions and words to be avoided; Grammar and Usage

### Module 4

Reading Skills: Reading Skill; Purpose of Reading; Types of Reading; Techniques for Effective Reading

### Module 5

Employment Communication: Resume: Contents of Good Resume; Guidelines for Writing Resume Different Types of Resumes ;Reason for a Cover Letter to Apply for a Job ; Format of Cover Letter ;Different Types of Cover Letters; Job Interview :Importance and Factors Involving Job Interview; Characteristics of Job Interview, Job Interview Process; Job Interview Techniques- Manners and etiquettes to be maintained during an interview; Sample Questions Commonly asked During Interview

*Vandana Chaudhary*



*[Signature]*  
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Ref. No.: MU/RO/2019/ 2783 - A

20<sup>th</sup> Aug 2019

**OFFICE ORDER**

**Sub.:** Value Added Course on "Electronic Product Design" and "Introduction to IoT" by Department of Electronics & Communication Engg.

Students are hereby informed that Department of Electronics & Communication Engg is offering a value added course on "Electronic Product Design" and "Introduction to IoT" from 10<sup>th</sup> Sept, 2019. So, interested students can enroll on or before 10<sup>th</sup> Sept 2019. For more information, students are advised to contact Mr. Gaurav Sharma (Head, Department of ECE)

  
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**VALUE ADDED COURSE**  
**Electronic Product Design**

Course Outcomes	Contents
Acquire the knowledge of the fundamentals of Electronics	Fundamentals of Electricity, Voltage and Current, Power Supplies and Simple Circuits, Resistor Circuits and Ohms Law, Resistor Networks, Capacitor Circuits, Fundamentals of Magnetism, Inductor Circuits, Building Electronic Circuits.
Acquire the knowledge of various Electronic/Electromechanical Components	Understanding of various Electronic /Electro-mechanical components and its specifications, Active components, Passive Components, Switches, Plugs, Sockets, Panel controls, Integrated Circuits, Pin identification and numbering convention.
Acquire the knowledge of handling various components	IC handling and installation, Electrostatic Discharge (ESD) Protection. Use of Component testers for validation: Multimeters, Non-polar Capacitor (electrolytic), "Open" Resistor – damaged, Opto-couplers, Piezo Diaphragms, Piezo Buzzers, Spark Gaps, Super Probe MkII, Surface Mount – Packs, Transformers, Voltage Regulators, Voltages on a circuit, Yokes, Audio Stages, Batteries – testing, Burnt Resistor, Cells - batteries, Co-Ax Cables, Coils
Acquire the knowledge of Materials inventory management and records	Electronics Components handling Electronic stores management as per environmental conditions Maintenance of official records, Bill of Materials, Inventory management

  
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# VALUE ADDED COURSE

## Introduction to IoT

### Course Outcome:

1. Identifies the basic fundamentals of IoT models and Design techniques.
2. Understood various network technologies involved with IoT.
3. Smart tools, security threats and technology implementation.
4. Issues involved with existing connectivity technologies and the advancement of health care towards Industry 4.0.

**Unit: 1 Basics of Internet of Things** Introduction to IoT, Physical Design of IoT, Logical Design of IoT, IoT Enabling Technologies, IoT Levels and Deployment Templates

### Unit: 2 IoT Architecture & IoT Device

IoT Communication protocols, databases, Time-bases, Sensors, actuators, The IoT device design space, cost of ownership and Power consumption, cost per transistor and chip size, Duty cycle and power consumption, platform design & Architectures

### Unit: 3 Event Driven System Analysis

IoT Network Model, IoT Event analysis, Introduction to Industry 4.0, Industrial IoT, IoT Architecture, basic technologies, applications and challenges.

### Unit: 4 Security & Safety

Introduction to system security, network security, generic application security, application process security and safety, design of reliable and secure IoT applications, Run-time Monitoring, The ARMET approach, privacy and dependability

  
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Ref. No.: MU/RO/2019/2797

22<sup>th</sup> August 2019

**OFFICE ORDER**

**Sub.:** Value Added Course on "Industrial Microbiology" by Department of Life Science

Students are hereby informed that Department of Life Science offering a value added course on "Industrial Microbiology" from 2<sup>nd</sup> September 2019. So, interested students can enroll on or before 30<sup>th</sup> August 2019. For more information, students are advised Dr. Vipin Yadav (Head, Department of Mathematics)

  
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## MMB 203: Industrial Microbiology

### Course Outcomes:

- CO1: On successfully completing the module, students will be able to demonstrate a knowledge and understanding of: Antibiotics types, range and production of different types of antibiotics.
- CO2: Understanding of immune system and development and production of various kinds of vaccines, vitamins and proteins.
- CO3: Will be able to explain the production of industrial products from microorganisms with fermentation
- CO4: Will be able to explain the microorganism used industry
- CO5: After completing the course students will be understand use and functioning of biopesticides and biofertilizers.

### SYLLABUS

**Unit 1.** Strategies for isolation and screening of industrially important strains, strategies for strain improvement of industrially important strains, Fermentation technologies- principles, Bioelectronics- biochips and biosensors

**Unit 2.** Fermenters- types, design, operation and application, Downstream processing of biologicals- Introduction, economics of downstream processing vis-à-vis fermentation process, Cell and enzyme immobilization, Hygiene and safety in fermentation industries

#### Unit 3

Microbial production of ethanol and alcoholic beverages- beer and wine

Microbial production of Vitamin B2 and B12

Microbial production of enzymes- amylase and protease

Microbial production of amino acids- L Lysine and L glutamic acid

#### Unit 4

Microbial production of antibiotics- penicillin and streptomycin

Microbial production of interferon

Microbial production of insulin

Microbial production of vaccines

#### Unit 5


Biopesticides- bacterial, fungal and viral control of insect pests


Biofertilizers- types, production and applications

Microbial production of polymers- dextran and xanthan

Microbial transformations- steroid transformations

  
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(Dr. Satish Kumar Arora)

  
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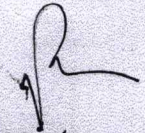
Ref. No.: MU/RO/2019/2549-A

15<sup>th</sup> July 2019

**OFFICE ORDER**

**Sub.:** Value Added Course on "Innovation Management" by Department of Management.

Students are hereby informed that Department of Management offering a value added course on "Innovation Management" from 1<sup>th</sup> August 2019. So, interested students can enroll on or before 31<sup>st</sup> July 2019. For more information, students are advised to contact Mr. Rajesh Bhatt Sir (Head, Department of Management)



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## VALUE ADDED COURSE

### Innovation Management

#### Course Outcome:

- The Course is designed to reap the economic benefits of new technological inventions by commercializing in time to meet the needs of entrepreneurs.
- The course will identify the difference between creativity and innovation and will increase the awareness about the importance of creativity and innovation among the students.
- It will help to develop and recognize students own creativity and carry out innovative work in an effective way.
- It also exposes and motivates the students to apply problem solving steps and tools for carrying out creative and innovative work.
- The course helps the students to get into and out of the technologies faster and more efficiently.

#### Unit-I

Innovation & Creativity Innovation: Meaning, Concept, Characteristics, Importance, Principles of Innovation, Process Of Innovation. Creativity: Meaning, Concept, Importance, Creativity Process, Hurdles To Creativity.

#### Unit-2

Innovation Management Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing Innovation

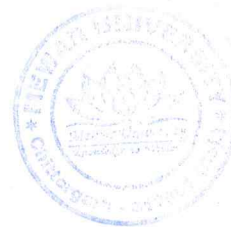
#### Unit-3

Tools for Innovation Creativity Thinking: Traditional V/S Creative Thinking, Individual Creativity Techniques: Meditation, Self-Awareness, & Creative Focus Group Creative Techniques: Brain Storming, off The Wall Thinking & Thinking Hats Method.

#### Unit-4

Areas of Innovation Product Innovation: Concept, Packaging And Positioning Innovation Process Innovation: Concept, Requirement & Types: Benchmarking-TQM Business Process Reengineering.

by  
(Rajesh .Bhatt)



  
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Ref. No.: MU/RO/2019/ 2570-A

17<sup>th</sup> July 2019

**OFFICE ORDER**

**Sub.:** Value Added Course on "Introduction to GST" by Department of Commerce.

Students are hereby informed that Department of Commerce offering a value added course on "Introduction to GST" from 1<sup>th</sup> August 2019. So, interested students can enroll on or before 31<sup>st</sup> July 2019. For more information, students are advised Mr. Vikram Singh Rao (Head, Department of Commerce)

  
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# Introduction to GST

## Course Outcome:-

- To expose the student to the various provision & fundamental understanding of GST relating to business product and processing.

## UNIT-1

Introduction: concept of GST, its significance & limitation, Need for Tax Reforms, GST rate structure, type of GST, GSTIN.

Registration: Introduction, Registration Procedures, Special Person, Migration of Person, Amendments of Registration/Cancellation of Registration, impact of GST on Job work and electronic commerce.

## UNIT-2

An overview of the integrated Goods & Services tax Act, 2017, inter-state supply, Intra-state supply, supply in territorial water, places of supply of goods, Zero rated supply, appointment of tax and settlement of fund, transfer of input Tax Credit, Authority and Power-Officer under the Act, Power of officers, Levy and collection of tax, offences penalties and prosecution.

## UNIT-3

Valuation of GST: Transaction Value, Valuation Rules, Input Tax Credit: Introduction, concept of input service distribution, legal formalities for ISD, distribution of credit and claiming, Input Tax Credit for Capital Goods.

## UNIT-4

Tax Invoice, Credit and Debit Note: Tax Invoice, Important Documents, Credit Note and Debit Note, Tax Invoice in Special Cases.


E-way Bill: Introduction, preparation of e-way Bill, important point for Transporter.

## UNIT-5

Inter- State Goods & Services tax: Major advantage of IGST Model, salient features of Integrated GST.

Payment of Tax: Introduction, computation of tax, Liability, Tax Liability Register, Electronic credit Ledger, Electronic cash Ledger, Time of GST Payment, How to make payment, Challan Generation & CPIN, TDS, TCS

GST Portal: Introduction, GST council, GST Eco-System, GST Suvidha Provider (GSP), uploading Invoice.

*W*  
*(Kajal Raut)*  


*Kajal Raut*  
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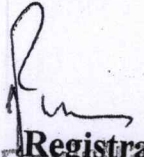
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08<sup>th</sup> August 2019

**OFFICE ORDER**


**Sub.:** Value Added Course on "Introduction to Machine Learning" by Department of Computer Applications

Students are hereby informed that the Department of Computer Application is offering a value added course on "Introduction to Machine Learning" from 10<sup>th</sup> September 2019. So, interested students can enroll on or before 5<sup>st</sup> September 2019. For more information, students are advised Mr. Ravindra Verma (Head, Department of Computer Applications)

  
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# Introduction to Machine Learning

## SYLLABUS AND COURSE OUTCOMES

### COURSE OUTCOMES

1. Understanding of machine learning concepts and algorithms: Students should be able to understand and apply key concepts and algorithms of machine learning, including supervised learning, unsupervised learning, deep learning, and reinforcement learning.
2. Familiarity with machine learning tools and frameworks: Students should have hands-on experience with popular machine learning tools and frameworks, such as TensorFlow, Keras, and scikit-learn.
3. Data preprocessing and feature engineering: Students should be able to clean, preprocess, and engineer features from raw data to prepare it for machine learning.
4. Model selection and evaluation: Students should be able to select appropriate models for a given problem and evaluate their performance using appropriate metrics.
5. Ethical considerations: Students should be aware of ethical considerations related to machine learning, such as bias, fairness, and privacy.

Unit –I	<b>INTRODUCTION</b> : Two simple approaches to prediction-statistical decision theory-local methods in high dimensions-statistical models, supervised learning and function approximation-structured regression models- classes of restricted estimators- model selection and the bias–variance trade off
Unit –II	<b>LINEAR MODELS</b> : Linear classification – univariate linear regression – multivariate linear regression – logistic regression – perceptron – multilayer neural networks – learning neural networks structures – support vector machines – soft margin SVM – going beyond linearity
Unit –III	<b>DISTANCE BASED MODELS</b> : Nearest neighbor models – K-means – clustering around medoids – silhouettes – hierarchical clustering – ensemble learning: bagging and random forests – boosting – meta learning
Unit –IV	<b>TREE AND RULE MODELS</b> : Decision trees – learning decision trees – ranking and probability estimation trees – regression trees – clustering trees – learning ordered rule lists – learning unordered rule lists. Image fusion-object recognition-text document clustering-handwritten digit recognition-image segmentation-spam email classification
Reference Books	<ul style="list-style-type: none"> <li>• Christopher M. Bishop. 2006. Pattern Recognition and Machine Learning (Information Science and Statistics). Springer-Verlag New York, Inc., Secaucus, NJ, USA.</li> <li>• Programming Collective Intelligence: Building Smart Web 2.0 Applications</li> <li>• Machine Learning for Hackers: Case Studies and Algorithms to Get you Started</li> <li>• Machine learning By Tom M Mitchell Author – Tom M. Mitchell</li> </ul>

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Ref. No.: MU/RO/2019/2754-A

14<sup>th</sup> August 2019

**OFFICE ORDER**

**Sub.:** Value Added Course on "Introduction to Sci-Lab" by Department of Electrical Engineering

Students are hereby informed that Department of Electrical Engineering is offering a value added course on "Introduction to Sci-Lab" from 16<sup>th</sup> September 2019. So, interested students can enroll on or before 30 August 2019. For more information, students are advised Mr. V. Siva Brahmaiah Rama (Head, Department of Electrical Engineering)

  
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**Mewar University, Gangrar, Chittorgarh**  
**Department of Electrical Engineering**  
**Value Added Course on Introduction to Sci-lab**  
**Course Code: VAC-EE-1 (2019-20)**

**Course Outcomes**

1. To create understanding of the Sci-lab.
2. To understand the fundamentals of Sci-lab and Utilization.
3. To understand graphical representation of mathematical functions.

<b>Unit-1 Introduction to about Sci-lab Software</b>	<b>6hrs</b>
<ul style="list-style-type: none"><li>• Installation of the software Sci-lab.</li><li>• Basic syntax, Mathematical Operators, Predefined constants, Built in functions.</li></ul>	
<b>Unit-2 Introduction to Sci-Lab Function</b>	<b>6hrs</b>
<ul style="list-style-type: none"><li>• Complex numbers Polynomials Vectors, Matrix.</li><li>• Handling these data structures using built in functions.</li></ul>	
<b>Unit-3 Programming</b>	<b>6hrs</b>
<ul style="list-style-type: none"><li>• Functions</li><li>• Loops</li><li>• Conditional statements</li><li>• Handling .sci files</li></ul>	
<b>Unit-4 Installation of additional packages e.g. 'optimization'</b>	<b>3hrs</b>
<b>Unit-5 Graphics handling</b>	<b>6hrs</b>
<ul style="list-style-type: none"><li>• 2D, 3D</li><li>• Generating .jpg files</li><li>• Function plotting</li><li>• Data plotting</li></ul>	
<b>Unit-6 Applications</b>	<b>3hrs</b>
<ul style="list-style-type: none"><li>• Numerical Linear Algebra (Solving linear equations, eigen values etc.)</li><li>• Numerical Analysis – iterative methods</li><li>• ODE – Blotting solution curves Comparison with C / C++/ Matlab</li></ul>	

  
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Ref. No.: MU/RO/2019/ 630-C

17<sup>th</sup> July 2019

**OFFICE ORDER**

**Sub.:** Value Added Course on "Mushroom Cultivation" by Department of Agriculture

Students are hereby informed that Department of Agriculture is offering a value added course on "Mushroom Cultivation" from 5th August, 2019. So, interested students can enroll on or before 04<sup>th</sup> August 2019. For more information, students are advised Dr. D. C. Kala (Head, Department of Agriculture)

  
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## Course title : Mushroom Culture

### Course Outcomes:-

1. Students study the morphology and types of Mushrooms.
2. They are aware of the identification of edible and poisonous Mushrooms.
3. Students will be able produce spawn on their own.
4. Learned the prospects and scope of mushroom cultivation in small scale industry.

### UNIT-1

Introduction to mushrooms fungi - nutritional value, edible and poisonous types, edible mushrooms, Pleurotus, Volvariella and Agaricus, medicinal value of mushrooms,

### UNIT-2

Construction cultivation room/structure and Disinfection. Compost preparation & pasteurization. Procurement of mother culture and spawn preparation.

### UNIT-3

Procurement of casing soil and preparation for production. Mushroom seeding, Casing with soil and maintenance,

### UNIT-4

Harvesting, processing, Grading, packing, marketing and Cost economics of mushroom culture.

*Neelam Jain*



*[Signature]*  
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Ref. NO: MU/RO/2019/2740-A

12<sup>th</sup> August 2019

**OFFICE ORDER**

**Sub:** Value Added Course on "Public Dealing" by Department of Psychology

Students are hereby informed that Department of Psychology is offering a value added course on "Public Dealing" from 7th September 2019. So, interested students can enroll on or before 1<sup>st</sup> September 2019. For more information, students are advised to contact Dr. Ravindra Kumar (Head, Department of Psychology).

  
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**DEPARTMENT OF PSYCHOLOGY**  
**Value Added Course: Public dealing I Psychology**

**Public dealing I Psychology**

**Unit – I**

Personality: Personality: Meaning, Types Traits: Physical, Mental, Emotional, Social; improving personality.

**Unit – II**

Making the First Impression: Remember names, Smile, Appealing to self expression, listening to others, being empathetic.

**Unit – III**

Handling People: Meaning, Need Techniques: Appreciation, Criticism, Avoid Flattery, Avoid arguments and Fault finding.

**Unit – IV**

Interpersonal Skills: Meaning, Importance, Elements: Ability to handle diverse roles, Altruism, Negotiation, Handling conflicts, Developing skills: Role play, Behaviour modelling, Structured insight.

**Unit – V**

Interactive Skills: Meaning, Nature, Types, Transaction Analysis: Ego states, Types of transactions.

**REFERENCE BOOKS**

1. Feltham, Colin, and Windy, 2004, "Dictionary of Counseling", Second Edition, John Wiley and Sons, New Delhi.
2. Narayana Rao S and Sahajpal P, 2012, "Counseling and Guidance", Third Edition, Tata Mc Graw Hill, New Delhi.
3. Nayak A.K, 2012, "Guidance and Counseling", First Edition, APH Publishing Corporation, New Delhi.
4. Dr.S.S.Khanka, 2012, Organisational Behaviour, Reprint, S.Chand & Company Ltd, New Delhi.
5. M.R.Kopmeyer, 2003, 'Here is help' UBS Publishers.

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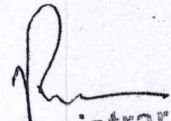
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19<sup>th</sup> August 2019

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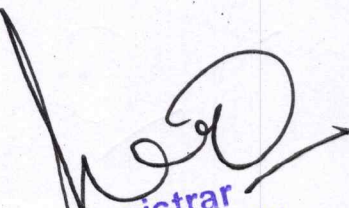
**Sub.:** Value Added Course on "Quality and Safety Management in Construction"  
by Department of Civil Engineering.

Students are hereby informed that Department of Civil Engineering is offering a value-added course on "Quality and Safety Management in Construction" from 3<sup>rd</sup> September 2019. So, interested students can enroll on or before 30<sup>th</sup> August 2019. For more information, students are advised to contact Mr. Esar Ahmad (Head, Department of Civil Engineering)

  
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VALUE ADDED COURSE  
QUALITY & SAFETY MANAGEMENT IN CONSTRUCTION

L	T	P	Cr
3	1	-	4

Internal Evaluation: 50 Marks  
External Examination: 50 Marks  
Duration of Examination: 03 Hours

**Course Objective:**

Familiarizing oneself with various construction quality and safety standards, regulations, and best practices, developing skills in planning and implementing quality and safety. Management systems, including risk assessment, hazard identification, and control measures.

**Course Outcome:**

Understanding the importance of quality and safety management in construction projects, identifying the key components of a quality and safety management system, evaluating quality and safety management practices in the construction industry, Identifying and assessing construction hazards and risks.

**Unit – I**

Introduction to quality; Importance of quality; Quality transition - quality control and inspection, quality assurance, total quality management; Evolution of quality management;

**Unit – II**

Planning and control of quality during design of structures; Tools and techniques for quality management; Inspection of materials and machinery.

**Unit – III**

Quality assurance in construction; Systems quality management; Quality standards/codes in design and construction; (ISO:9000);

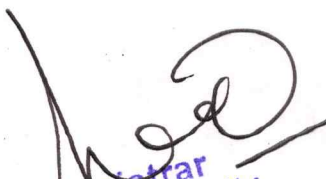
**Unit – IV**


Total quality management (TQM) - principles, tools and techniques. Introduction to safety; Safety and health programs in construction industry; Planning for safety provisions; Analysis of construction hazards and accidents; **Unit – V**

Construction hazards and safety guidelines; Prevention techniques for construction accidents; Site management with regard to safety recommendations; Training for safety awareness and implementation; Construction safety and health manual.

**References:**

1. B. G. Dale, Managing quality, 4<sup>th</sup> ed., Blackwell Publishing, Oxford, 2003.
2. D. Reese and J. V. Eidson, Handbook of OSHA construction safety and health, 2<sup>nd</sup> ed., CRC Press, Boca aton, 2006.
3. F. Harris, R. McCaffer and F. Edum-Fotwe, Modern construction management, 6<sup>th</sup> ed., Blackwell Publishing, Oxford, 2006
4. K. Knutson, C. J. Schexnayder, C. M. Fiori and R. Mayo, Construction management fundamentals, 2<sup>nd</sup> ed., McGraw Hill, New York, 2008..
5. S. J. Holt, Principles of construction safety, Blackwell Publishing, Oxford, 2008

  
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Dr. Eas Ahnrad

