DR.MGR - JANAKI COLLEGE
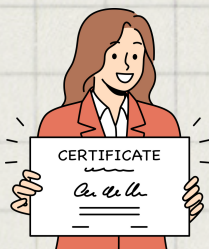# OF ARTS & SCIENCE FOR WOMEN

11 & 13, DURGABAI DESHMUKH ROAD, R.A PURAM, CHENNAI - 600 028.

CERTIFICATE COURSES OFFERED

2020 - 2021

Dr. MGR-Janaki College was the result of the visionary zeal of Smt. Janaki Ramachandran who believed that we should create an atmosphere where excellence is the result of diligence on the part of the students. Our college motto is "Excellence through Diligence". Dr. MGR- Janaki College offers various certificate courses for the Undergraduate students. The courses are designed to help our students to sharpen their abilities and to establish their professional credibility. These Certificate Courses can strengthen the students profile by adding a certificate.

List Of Courses Offered

B.A English	Report Writing MJC/BENG1/CC/2020-2021
B.A. Natya	Sastra Prayoga – Techniques and Practice of Natya MJC/NAT1/CC/2020-2021
BBA - Shift I	Basics of Managerial Skills MJC/BBA1/CC/2020-2021
BBA - Shift II	Basic Managerial Skill MJC/BBA2/CC/2020-2021
BCA - ShiftI	Basic and Advanced Concept In Evolution of Information Technology MJC/BCA1/CC/2020-2021
BCA - Shift II	Basic and Advanced Concept In Evolution of Information Technology MJC/BCA2/CC/2020-2021
B.Com. General - Shift I	E-Commerce MJC/BCG1/CC/2020-2021

List Of Courses Offered

B.Com. General - Shift II	E-Commerce MJC/BCG2/CC/2020-2021
B.Com. Accounting and Finance - Shift I	Basics Of Stock Exchange MJC/BAF1/CC/2020-2021
B.Com. Accounting and Finance – Shift II	Basics Of Stock Exchange MJC/BAF2/CC/2020-2021
B.Com. Corporate Secretaryship - Shift I	Retail Marketing MJC/BCS1/CC/2020-2021
B.Com. Corporate Secretaryship - Shift II	Retail Marketing MJC/BCS2/CC/2020-2021
B.Com. Bank Management – Shift II	Strategic Management MJC/BBM2/CC/2020-2021
B.Sc. Biochemistry	Computational Biology MJC/BBIO1/CC/2020-2021

List Of Courses Offered

Department	Course
B.Sc. Microbiology	Introduction to Aquaponics and Vermicomposting MJC/BMIC1/CC/2020-2021
B.Sc. Computer Science - Shift I	Career Development Training Program MJC/BCSC1/CC/2020-2021
B.Sc. Computer Science -Shift II	Career Development Training Program MJC/BCSC2/CC/2020-2021
B.Sc. Psychology	Childhood Psychological Disorders MJC/BPSY1/CC/2020-2021
B.Sc. Mathematics	Math Tricks for Aptitude MJC/MAT1/CC/2020-2021
B.Sc. Visual Communication	Script Writing MJC/VIS1/CC/2020-2021

CERTIFICATE COURSE OBJECTIVES

REPORT WRITNG - MJC/BENG1/CC/2020-2021
- This course provides student report writers the necessary writing skills to prepare and complete a report professionally
- The course assists the students to identify types of reports and the principles of report construction
- It also provides them with the critical skills to evaluate their subject and present conclusions objectively
- To present facts in a specific manner as per the requirement of a report and to convey information on a subject clearly, fairly and without bias
- Identify techniques for collection and organization of data relevant to preparation of a report
- Analyse and outline key points in preparing and writing academic essays

SASTRA PRAYOGA – TECHNIQUES AND PRACTICE OF NATYA - MJC/NAT1/CC/2020-2021
- To learn the basic concepts and terminology of Bharatanatyam as defined by the Natyashastra, which is the oldest and most comprehensive treatise on dance, drama, and music in India
- To study the various styles and schools of Bharatanatyam that have evolved over time and across regions, and how they interpret and apply the sastras in their own ways
- To develop technical proficiency and artistic expression in performing Bharatanatyam by following the guidelines and examples given by the sastras and the masters of the tradition

BASICS OF MANAGERIAL SKILLS - MJC/BBA1/CC/2020-2021
- To impart the importance of managerial skills in managing a company
- Facilitate planning, organizing, coordination and control on decision making and problem solving
- Deliberates on the role of leadership and team building
- Conflict management, Self - Management and negotiation skill

BASIC MANAGERIAL SKILLS - MJC/BBA2/CC/2020-2021
- Understanding about basics of management theories and its significance
- To Impart knowledge on the functioning of management systems

BASICS AND ADVANCED CONCEPTS IN EVOLUTION OF INFORMATION TECHNOLOGY - MJC/BCA1/CC/2020-2021
- Exposure to technical skills for IT industry and recruitment process
- Fundamental concepts and skills to confidently navigate various aspects of IT and the digital world
- Knowledge on Hardware, operating systems technology, software, programming, databases, networking, storage, cybersecurity, cloud computing, and support and operations
- Reasoning, algorithms building and trouble shooting skills

CERTIFICATE COURSE OBJECTIVES

BASIC AND ADVANCED CONCEPTS IN EVOLUTION OF INFORMATION TECHNOLOGY - MJC/BCA2/CC/2020-2021

- The main objective of this course is to equip students with the use of some of the emerging technologies related to ICT
- To encourage higher-level thinking and creativity through ICT
- To provide extensive learning experience of ICT tools to students and guiding students to understand major information systems concepts
- To equip learners with the appropriate social skills required to cooperate with fellow ICT learners for a more productive learning experience

E – COMMERCE - MJC/BCG1/CC/2020-2021

- To study the concepts of E-Commerce and its Social impact in India
- To study Internet banking and various types of Online fund transfer
- To learn about Online Share Trading Stock market
- To study the procedures for E-filling under Income Tax Act

E-COMMERCE - MJC/BCG2/CC/2020-2021

- Understand the basic concepts and technologies used in the field of E- Commerce management information systems
- Acquire the knowledge of the different types of management information systems
- Understand the process of developing and implementation of information systems
- To be aware of the ethical, social, and security issues of information systems

BASICS OF STOCK EXCHANGE - MJC/BAF1/CC/2020-2021

- Basic understanding of share market operation
- To provide a fair, transparent and efficient securities market to investors using electronic trading system
- A compressive analysis on investment decision and various components in share market
- Money Management and Risk Management Skills

BASICS OF STOCK EXCHANGE - MJC/BAF2/CC/2020-2021

- The Course designed for beginners helps to understand the basic principles ofshare market operation
- To learn how to minimize the risk of stock market investing
- Techniques to buy or sell shares using orders
- Money Management and Risk Management Skills

CERTIFICATE COURSE OBJECTIVES

RETAIL MARKETING - MJC/BCS1/CC/2020-2021
- To understand the concept, process and management of retail business
- To develop an understanding of the retail strategy, planning process and merchandise process
- Learn to understand target customer and make connections with the customers to analyse the customer lifestyle and spending characteristics
- Relationship building skills to improve direct marketing

RETAIL MARKETING - MJC/BCS2/CC/2020-2021
- To understand the concept, process and management of retail business
- To develop an understanding of the retail strategy and planning process
- To have an understanding of merchandise process
- To provide an understanding of the retail environment that helps in formulating appropriate retail strategy in achieving competitive advantage

STRATEGIC MANAGEMENT - MJC/BBM2/CC/2020-2021
- To provide an underpinning of strategy formulation process and frameworks, tools and techniques of strategic analysis and its applications
- To gain competitive advantage, to outperform the competitors and achieve market dominance
- To act as a guide to the organization to help in surviving the changes in the business environment

COMPUTATIONAL BIOLOGY - MJC/BBIO1/CC/2020-2021
- To learn about biological databases
- To learn different methods to analyse sequences
- To explore the phases of clinical trials
- To learn about management of clinical data

INTRODUCTION TO AQUAPONICS (Sec A)/VERMICOMPOSTING (Sec B) - MJC/BMIC1/CC/2020-2021
- To study the methodology of aquaponics/ vermicomposting
- To learn about various aquaponic/vermicomposting systems that meets different requirements
- To appreciate the commercial applications of aquaponic/ vermicomposting systems
- To develop, maintain and manage an aquaponic system and vermicomposting system, evaluate problems and find possible solutions for commercial use

CERTIFICATE COURSE OBJECTIVES

CAREER DEVELOPMENT TRAINING PROGRAM-MJC/BCSC1/CC/2020-2021

- This course provides students with opportunities to explore their own interests, values and skills and to begin developing those skills and qualities that will enable them to be highly successful in the workplace
- The course introduces students to a variety of career options and real world feedback
- The course encourages students to engage in a thoughtful, academic, extracurricular, career and lifelong planning
- To improve morale and motivation level of students

CAREER DEVELOPMENT TRAINING PROGRAM-MJC/BCSC2/CC/2020-2021

- The objective of career development training programme course is to help students grow and utilize their skills to achieve their desires and aspirations related to their career
- The course module assists students with better career decisions and to set realistic career goals
- To impart strong analytical, relevant vocational (aptitude, reasoning) and social skills

CHILDHOOD PSYCHOLOGICAL DISORDERS - MJC/BPSY1/CC/2020-2021

- Understand and explain the milestones of childhood development and effectively monitor the rate of the development of a child through the administration of a milestone chart
- Outline the various childhood and developmental disorders that affect children, their causes and symptoms
- Define ways to diagnose and treat various childhood disorders such as autism, ADHD, conduct disorders, learning disabilities and intellectual disabilities
- Describe in detail and explain the procedure of administration for various psychological assessments available for the diagnosis of disorders
- Effectively use the various psychological assessments to determine the intensity and duration of developmental disorders

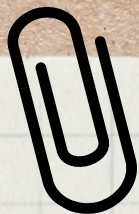**MATH TRICKS FOR APTITUDE - MJC/MAT1/CC/2020-2021**

- To enhance the problem solving skills, to improve the basic mathematical skills and to help students who are preparing for any type of competitive examinations
- The course enriches students' knowledge, develop their logical thinking ability and instills confidence among students
- Help students to solve the problems easily by using Short-cut method with time management
- Analyse the Problems logically and approach the problems in a different manner
- To clear the competitive exams for better job opportunity

CERTIFICATE COURSE OBJECTIVES

SCRIPT WRITING-MJC/VIS1/CC/2020-2021
- The aim of this course is to emphasize the importance of a good screenplay and how it impacts the overall quality of a film
- The course will enhance student's understanding of the integral elements of Story and Screenplay creation
- It aims to teach the students how to develop a story and write a screenplay
- To identify genres and their structure
- To provide a general introduction to the concept of film as art and the role of the auteur
- To understand new methods of identifying film ideology through spectatorship theory

NOTES FOR STUDENTS:

- Certificate courses offered by each department is for a duration of 30 hours.
- II UG Students must register for the certificate courses offered by the departments.
- For registration process, students can contact the Certificate Course Incharges of the departments.
- Certificates will be issued on successful completion of courses and evaluation.

Principal
08.06.2020

Certificate Course

PERSONALITY DEVELOPMENT AND SOCIAL ETHICS

Course Code : MJC/PDSE/CC/2020 - 2021

This certificate course aims to provide students with a comprehensive understanding of personality development within the cultural and ethical context of India, fostering not only personal growth but also a sense of social responsibility aligned with ethical principles.

Course Objectives:

1. To understand the theories and concepts related to personality development.
2. To analyze the influence of cultural and societal factors on personality in an Indian context.
3. To explore the ethical principles and values embedded in Indian society.
4. To develop critical thinking skills in evaluating ethical dilemmas within various societal contexts.
5. To foster the application of ethical principles in personal and professional life.

Note :

This Certificate course offered to all I year Under Graduate students is for a duration of 30 hours. For registration, students can contact the Course Coordinators of the Department of Psychology. Certificates will be issued on successful completion of the course and evaluation.

PRINCIPAL
08.06.2020