

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



## 2022 - 2023

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/2022-2023
B.A. Natya	Yoga and its Benefits for Dancers MJC/NAT1/CC/2022-2023
B.A. Tamil	Potti Thervukana Podhu Tamil MJC/TAM2/CC/2022-2023
BBA - Shift I	Future Business Trends MJC/BBA1/CC/2022-2023
BBA - Shift II	Travel and Tourism Management MJC/BBA2/CC/2022-2023
BCA - Shift I	Advancement from Assembly Language to Artificial Intelligence MJC/BCA1/CC/2022-2023
BCA - Shift II	Artificial Intelligence with Soft Computing MJC/BCA2/CC/2022-2023

# List Of Courses Offered

B.Com. General - Shift I	Basic Concepts of Portfolio Management MJC/BCG1/CC/2022-2023
B.Com. General - Shift II	E-Commerce MJC/BCG2/CC/2022-2023
B.Com. Accounting and Finance - Shift I	Human Resource Management MJC/BAF1/CC/2022-2023
B.Com. Accounting and Finance - Shift II	Design Thinking MJC/BAF2/CC/2022-2023
B.Com. Corporate Secretaryship - Shift I	Secretarial Practice MJC/BCS1/CC/2022 -2023
B.Com. Corporate Secretaryship - Shift II	Emotional Intelligence MJC/BCS2/CC/2022-2023
B.Com. Bank Management - Shift II	Entrepreneurial Development MJC/BBM2/CC/2022-2023

# List Of Courses Offered

B.Sc. Biochemistry	Computational Biology MJC/BBIO1/CC/2022-2023
B.Sc. Microbiology	Preventive and Social Medicine MJC/BMIC1/CC/2022-2023
B.Sc. Computer Science - Shift I	Web Designing MJC/BCSC1/CC/2022-2023
B.Sc. Computer Science -Shift II	Basics of IoT MJC/BCSC2/CC/2022-2023
B.Sc. Psychology	Childhood Psychological Disorders MJC/BPSY1/CC/2022-2023
B.Sc. Mathematics	Math Tricks for Aptitude MJC/MAT1/CC/2022-2023
B.Sc. Visual Communication	Digital Marketing MJC/VIS1/CC/2022-2023



# CERTIFICATE COURSE

## OBJECTIVES

### **REPORT WRITING - MJC/BENG1/CC/2022-2023**

- 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

### **YOGA AND ITS BENEFITS FOR DANCERS - MJC/NAT1/CC/2022-2023**

- After successful completion of this course, students will have the knowledge and skills to train up coming generations in yoga and fitness
- Develops flexibility and deepens yoga knowledge
- Solve the problems of injuries easily by utilizing Yoga in a therapeutic aspect
- Analyse any physical ailment and bring the fruitful result through the practice of yoga

### **POTTI THERVUKKANA PODHU TAMIL - MJC/TAM2/CC/2022-2023**

- The course aims at creating an awareness of varieties in linguistic usage and their successful application in Tamil literature
- The course provides a sound understanding of Tamil culture through Tamil literature
- It helps students to analyse various aspects of high literary language and rules of grammar in Tamil
- To enhance the ability to understand, interpret and evaluate a literary piece

### **FUTURE BUSINESS TRENDS - MJC/BBA1/CC/2022-2023**

- To create a content and develop an understanding of business trends
- To build an insight on Intellectual Property Rights
- To provide knowledge on Digital Marketing and ATMA NIRBHAR BHARAT ABHIYAN

### **TRAVEL & TOURISM MANAGEMENT - MJC/BBA2/CC/2022-2023**

- Understand concepts and principles of tourism management/business
- Identify the opportunities in the travel market and manage the challenges
- Demonstrate the knowledge of tourism managerial science to solve complex travel and hospitality problems using limited resources
- Display enhanced personality and soft skills tourism business opportunities, destination design and implement innovations in work space



# CERTIFICATE COURSE

## OBJECTIVES

### **ADVANCEMENT FROM ASSEMBLY LANGUAGE TO ARTIFICIAL LANGUAGE - MJC/BCA1/CC/2022-2023**

- 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

### **ARTIFICIAL INTELLIGENCE WITH SOFT COMPUTING - MJC/BCA2/CC/2022-2023**

- To understand the concepts of artificial intelligence, its method and its applications
- To provide an introduction of different topics related to soft computing
- To understand different algorithms

### **BASIC CONCEPTS OF PORTFOLIO MANAGEMENT - MJC/BCG1/CC/2022-2023**

- To equip the students with knowledge on the concepts of Portfolio Management
- To facilitate the students to know the techniques of Portfolio Management

### **E-COMMERCE - MJC/BCG2/CC/2022-2023**

- Understand the basic concepts and technologies used in the field of E- Commerce management information systems
- Acquire knowledge on 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

### **HUMAN RESOURCE MANGEMENT - MJC/BAF1/CC/2022-2023**

- Knowledge on the functions of Human Resource Management
- Influence of globalization on Human Resource Management
- Models of HRM

### **DESIGN THINKING - MJC/BAF2/CC/2022-2023**

- The course highlights on the skills required to apply, relate creative thinking with design thinking in every stage of problem solving
- Application of design thinking to troubleshoot real-life problems through innovative and workable solutions



# CERTIFICATE COURSE

## OBJECTIVES

### **SECRETARIAL PRACTICE - MJC/BCS1/CC/2022-2023**

- The Course highlights on the types and development of secretarial practice oriented skills
- Emphasizes on technical, self-management skills and organisational behaviour
- Deliberates on planning, ethical decision making and tax administration
- Knowledge on the role of leadership, team building, communication and conflict management skills

### **EMOTIONAL INTELLIGENCE - MJC/BCS2/CC/2022-2023**

- To enable the students to understand the concepts of emotional intelligence
- To teach the students on aspects related to personality analysis, self-analysis, positive and negative traits

### **ENTREPRENEURIAL DEVELOPMENT - MJC/BBM2/CC/2022-2023**

- To develop small and medium scale enterprises in order to generate employment and widen the scope of industrial ownership
- To develop managerial skills among small entrepreneurs for improving the performance of small-scale industries
- To expand the sources of entrepreneurship

### **COMPUTATIONAL BIOLOGY - MJC/BBIO1/CC/2022-2023**

- 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

### **SOCIAL AND PREVENTIVE MEDICINE - MJC/BMIC1/CC/2022-2023**

- To describe concepts of health and disease and their social determinants
- To assist in preventing infections through protection and maintenance of health
- To have skills to implement meaningful behavioural changes in both individuals and in groups
- To manage and assess health related to environmental or occupational factors

### **WEB DESIGNING - MJC/BCSC1/CC/2022-2023**

- Define the principles of Web page design
- Define the basics in web design
- Visualize the basic concept of HTML and recognize the elements of HTML
- Introduce basics concept of CSS
- Develop the concept of web publishing



# CERTIFICATE COURSE

## OBJECTIVES

### **BASICS OF IOT - MJC/BCSC2/CC/2022-2023**

- To understand the concepts of Internet of Things and the application of IoT
- To provide an extensive guide to the design and prototyping of IoT devices
- To understand the use of IOT in various domains

### **CHILDHOOD PSYCHOLOGICAL DISORDERS - MJC/BPSY1/CC/2022-2023**

- 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

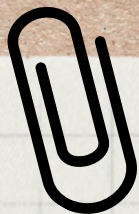
### **MATH TRICKS FOR APTITUDE - MJC/MAT1/CC/2022-2023**

- 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
- To provide increase knowledge, develop logical thinking ability and to instill confidence among students
- To 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

### **DIGITAL MARKETING - MJC/VIS1/CC/2022-2023**

- The course familiarize students with an understanding of the concept of digital marketing and its real-world iterations
- Students will develop the critical insights necessary to succeed in e-commerce and digital and social media marketing
- The course enriches learners with the essential principles and practices of marketing in the digital economy
- Students will be able to identify, assess and select digital market opportunities
- Understand how to create and run digital media based campaigns by utilizing various tools such as social media etc.
- Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks





## 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

08.07.2022





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

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## *Certificate Course*

### PERSONALITY DEVELOPMENT AND SOCIAL ETHICS

**Course Code : MJC/PDSE/CC/2022 - 2023**

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**  
08.07.2022