



**RAYATSHIKSHANSANSTHA'S**

**RAJARSHICHHATRAPATISHAHU COLLEGE, KOLHAPUR**

**Career oriented courses/Certificate Course**

**2020-21**

**CERTIFICATE COURSE IN RETAIL MANAGEMENT**

**SYLLABUS :**

<b>UNIT</b>	<b>TOPIC</b>
<b>UNIT I</b>	Introduction of Retail Management Introduction, Definition, Concept, Nature & Scope of Retail Management Future of Marketing, Effective Marketing
<b>UNIT II</b>	Retail Marketing Strategies & Plans Marketing Strategies, Concept, Role, importance, Types, Steps, Marketing Plans, SWOT Analysis, New Brand Service
<b>UNIT III</b>	Recent Trends in Retail Management E-Marketing concept, Digital Marketing concept & features Social Marketing, Importance, Barriers, Repacking and Self- Branding Concept & importance.
<b>UNIT IV</b>	Social Shopping Meaning, Concept, Trends of Social Shopping Aids of Social Shopping, Benefits, Experiential Retail, E-tailing.

**PRACTICAL :**

<b>SR.No.</b>	<b>PERTICULAR</b>
1	Industrial Visit
2	Experiential Retail
3	E-Tailing
4	Project
5	Guest lecture

## **CERTIFICATE COURSE IN AGREE BUSINESS**

<b>Unit</b>	
Unit I	Introduction of Agree business: Introduction, Definition, Concept, Nature & Scope of Agree business Future of Marketing, Effective Marketing
Unit II	Retail Marketing Strategies & Plans Marketing Strategies, Concept, Role, importance, Types, Steps, Marketing Plans, SWOT Analysis, New Brand Service
Unit III	Recent Trends in Agree business E- Marketing concept, features Social Digital Importance, Barriers, Marketing, Marketing concept & Repacking and Self- Branding Concept & importance.
Unit IV	Social Shopping Meaning, Concept, Trends of Social Shopping Aids of Social Shopping, Benefits, Experiential Retail, E-tailing.

## **CO-OPERATIVE MANAGEMENT**

### **OBJECTIVES:**

1. To Study the concept and functions of Management.
  2. To Study the Management of Co-operative Societies.
  3. To Study the Organization of Co-operative Societies.
  4. To Study the concept of Co-operative Education and training.
  5. To Study the Innovate Schemes and Programmes of Govt.of Maharashtra.

### **SYLLABES:**

<b>TOPIC No.</b>	
1	Management: Concept, Definition, Function.
2	Management of Co-operative Societies
	a. Function and Powers of Co-operatives.
	b. General Body, Board of Management.
	c. Chairman and C.F.O-Members, Duties. Rights and

	Responsibilities.
	d. Functions of Secretary of Co-operatives, Special General Meeting.
3	Organisation of Co-operative Societies
	a. Principles of good Organisation.
	b. Documents of Co-operatives.
	c. Co-operative education and training.
	d. Board features of Maharashtra Co-operative Societies. Act (1960)
4	Innovative Schemes and Programmes of Govt. of Maharashtra ICDP, SHGS and Micro finance.

## CERTIFICATE COURSE IN JOURNALISM

### **SYLLABUS:**

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## **COC IN HUMAN RIGHTS EDUCATION**

Human Rights and Duties in India: Law, Policy, Society and Enforcement Mechanism

### 1. *Human Rights in Indian Context*

- a) Indian Bill of Rights And Sarvodaya
- b) Preamble- Fundamental Rights- Directive Principles-Fundamental Duties II.

### 2. *Human Rights- Enforcement Mechanism*

- a) Human Rights Act, 1993
- b) Judicial Organs-Supreme Court (Art 32) and High Courts (Art 226)

- c) Human Rights Commission- National and State of Maharashtra
- d) Commission of Women, children, Minority, SC/ST
- e) Survey of International Mechanism.

**3. *Human Rights Violations and Indian Polity***

- a) Inequalities in society-population-illiteracy-poverty-caste-  
Inaccessibility of legal redress
- b) Abuse of Executive Power-Corruption-Nepotism and favoritism
- c) Human Rights and Good Governance

**CERTIFICATE COURSE IN BIODIVERSITY CONSERVATION.**

**SYLLABUS :**

Paper 1-Fundamentals of biodiversity.

<b>Section I</b>	
Unit	
Unit I	Origin of life
	Position of different organisms in living world. Differentiation between prokaryotic and eukaryotic cell.
	Brief introduction to five kingdom classification system.
Unit II	Concept of Evolution
	Theories of evolution, Darwinism, Concept of species formation. Phylogeny
Unit III	Taxonomy and Classification
	Introduction to major groups of plants.
	Introduction to major groups of animals and microbes.
Unit IV	Loss of Biodiversity
	Causes of loss of Biodiversity.
	Effects of loss of Biodiversity.
	Terminology- Red data book-concept.
<b>Section II</b>	
Unit I	Biodiversity introduction, concept and significance
Unit II	Levels of Biodiversity
	Mega diversity in India
	Bioreserves



	Hot spots in India with special reference to Himalaya and Western Ghat(Maharashtra)
	National parks, wildlife sanctuaries Botanical gardens and Zoological museums.

## THEORY AND PRACTICALS—

300 hrs -20 credits.

Field Work/Project work /Training-150 hrs-10 credits.

Theory paper I - 100 marks

Theory paper II - 100marks

Paper III- 100marks

(practical-projects- work experience)

## CERTIFICATE COURSE IN PREPARATION OF HOUSEHOLD CHEMICALS

### SYLLABUS -

#### PAPER-I: - BASIC CONCEPT OF HOUSEHOLD CHEMICALS [30 MARKS]

UNIT I	<i>Basic Concepts in Domestic chemicals</i>
	1.1 Mole concepts 1.2 Concentration 1.3 Units of concentration 1.4 Normality 15 Molarity 1.6 Molality 1.7 Mole Fraction 1.8 Percentage composition by volume 1.9 Percentage composition hv weight
UNIT II	<i>Domestic chemicals</i>
	1.10 Introduction of House chemicals or domestic chemicals and their s 1.11 Sanitary acids 1:12 Phenyl 1:13 Liquid soaps, Lysol, Dettol, Savalon 1.14 Acids bases 1.15 General introduction 1.16 Theory

	1.17 Types and Strength of acids 1.18 Cleaning action of acids and Handling and precautions 1.19 Antiseptic and Disinfectant
<b>UNIT III</b>	<i>Titration</i>
	3.1 General introduction 3.2 Types of titration 3.3 Indicators(Artificial and Natural) 3.4 Theory and types.

**PAPER-II :- MECHANISM, PRECAUTION AND CLEANING ACTION OF HOUSEHOLD CHEMICALS [30 MARKS]**

<b>UNIT I</b>	<i>Soaps and detergents</i>
	1.1 Introduction of Soaps 1.2 Theory and types 1.3. Raw materials 1.4 Types of soaps 1.5 Manufacture of soaps, Hot Process 1.6 Cleaning action of soaps 1.7 Introduction of Detergents 1.8 Raw materials 1.9 Types of detergent anionic, anionic, amphoteric and neutral 1.10 Preparation of teepol and deterspat 1.11 Comparison between soaps and detergents
<b>UNIT II</b>	<i>Phenols</i>
	2.1 Introduction of Phenol 05 Marks 2.2 Methods of synthesis of Phenols 2.3 Physical properties 2.4 Chemical properties 2.5 Uses
	<i>Phenyl</i>
	3.1 Preparation 3.2 Ingredients and uses 3.3 Advantage and drawback of phenyl

**PAPER-III:- PRACTICAL'S [40 MARKS]**

- 1) Volumetric titration
- 2) Conduct metric titration
- 3) Preparation of standard solutions
- 4) Preparation of phenyls
- 5) Preparation of dyes
- 6) Preparation of Soap
- 7) Preparation of Detergent Powder
- 8) Preparation of Liquid Soap
- 9) Preparation of Neel
- 10) Preparation and uses of Natural Indicators

### **UNDERSTANDING OF BASIC ELECTRONICS**

#### **SYLLABUS—**

<b>UNIT I</b>	<i>Introduction of electronic Ideas</i>
	Household electricity, Safety and precaution of instruments.. current, voltage amplitude and frequency
<b>UNIT II</b>	<i>Introduction power supplies</i>
	Type of power supplies i.c. a.c. and d.c.. regulated power supply, use of multimeter and testing of components
<b>UNIT III</b>	<i>Study of passive and active electronic Devices</i>
	Resistance, capacitance, inductance, transformer, Relays, Switches, Introduction to basic semiconductor concept, diode and its types and working. transistors and its type and working. IC's
<b>UNIT IV</b>	<i>Practical work (Building simple circuits on breadboards)</i>
	Introduction to PCB, Tag board, Vero board and Breadboard, soldering and disordering technique Tracing of electronic circuit, building of electronic circuit.