

List of Mody University Elective (MUE) Courses

Sr. No.	Value Added Course	Course code	Offering Deptt.	AC minutes of approval
1	The Bhagavad- Gita	BG 111	SLAS	29.26
2	Gender Justice and the Law	LF 100	SOL	26.54
3	Fashion in EveryDay life	FD 115	SOFD	26.54
4	Application of Electronics in Everyday Life	ET-18.103	SET	32.27
5	Energy Sources & Sustainable development	ET-18.104	SET	32.27
6	Essential English	EL 100	SLAS	26.54
7	Vedic Knowledge	VK 111	SLAS	30.30
8	Freehand Sketching	FH 141	SOFD	30.30
9	E-Government Processes and Technologies	ET-18.101	SET	32.27
10	Web Designing and Mobile App Development	ET-18.102	SET	32.27
11	Women Entrepreneurship	MB.20.552	SOB	36.40


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Women Entrepreneurship

MB.20.552

3-1-0-4 (Contact Hrs: 39)

Course Objective

Gender is a critical factor as it shapes our understanding of whom and what can be legitimately recognized as an entrepreneur. This course seeks to develop an understanding of a woman entrepreneur and the specific requirements and conditions that affect the same.

Course Contents

Woman Entrepreneur: Profile of women-owned businesses, Typology of female entrepreneurs, The Socio-economic context of female entrepreneurship - Labour market structure, occupational segregation, gender pay gap, work-life balance, workplace discrimination, glass ceiling effect, sexrole inventory, gender role expectations of society, stereotyping, perception towards female underperformance. [8]

Feminist approaches: Defining gender, Sensitivity and women, Role expectations for women, House work versus office/business work, Double roles of women, Role of women in family businesses, The 5M framework, Female networking, gender roles and activities, Resources- Access to entrepreneurial capital, Social capital, Human capital, Financing women owned businesses, Accessing finance, Challenges faced by women entrepreneurs, Venture capital funding for women. [8]

Entrepreneurship as empowerment: High technology entrepreneurship and women entrepreneurs, Science and technology enterprises, Gender and technology, Entrepreneurship, Gender and empowerment, Entrepreneurial opportunities for women, Motivating women entrepreneurs. [7]

Women entrepreneurs in India: Rural and urban, Roles, Education levels, Social roles and perception of women, Potential projects, Social entrepreneurship, Role of women in the economy, Role of women in the earning potential of a household, Reception of women entrepreneurs, Obstacles faced by women entrepreneurs, Needs of women entrepreneur, Efforts to increase women entrepreneurship in India, Programs for women entrepreneurs, Institutions engaged in promoting women entrepreneurship. [10]

Case studies of Women entrepreneurs. [6]

Text Books:

1. McAdam, M., Female Entrepreneurship, Routledge.
2. Case Studies = Menon, S., Leading Ladies, Vol. I and II, Fortytwo Books, Mumbai.

References Books:

1. Lavanya, T., Women Empowerment through Entrepreneurship, New Century Publications
2. Kumar, Anil, Women Entrepreneurship in India, Regal Publications
3. Singh, A.K., Suguna, K. and Reedy, R.V.M, Women Entrepreneurship, Vol. I & II, Serials Publications
4. Guillen, M.F. , Women Entrepreneurship, Routledge
5. Kirpal, A., Women Entrepreneurs, Sage Publishers
6. Jauhari, V., Griffy-Brown, C., Women, Technology and Entrepreneurship, Reference Press

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MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

The Bhagavad-Gita: Open Elective for all Undergraduate/Postgraduate/Ph.D. Students

Pre-requisite(s): Basic interest in Indian culture. Sanskrit verses in *Devanagari* script as well as in transliteration forms are provided for further references only; knowledge of Sanskrit is not required as the medium of instruction is English, however it may be an added advantage. Familiarity with the *Devanagari* script may be useful at times.

Course Objectives: The primary aim of the Bhagavad-Gita Course is to make the glorious 'Gita way of life' accessible to anyone who yearns for it, or is just curious to know more in a convenient yet effective manner. It provides a holistic, insightful coverage of the entire text in a lucid and simple style without compromising on the salient features of this priceless knowledge. Providing inputs in the modern context for continuous improvement it becomes a practical manual to live a transformed life of goodness and greatness. The course seeks to help students negotiate the text independently without referring to the traditional commentaries so as to enable them to experience the richness of the text and its philosophy.

Evaluation Process: The evaluation pattern would have following two components:

1. Internal component of 20 marks, which can be assessed in one of the following ways at the discretion of course coordinator
 - a. Assignment
 - b. Written test
 - c. Presentation
 - d. Viva
 - e. Model preparation
 - f. Practical assignment
2. An end term examination of 80 marks.

Course Description:

BG 111	The Bhagavad-Gita	3-0-0-3
Introduction: Background of the Mahabharata War, Author (Vedavyasa), Background of the Bhagavad-Gita: knowledge given in the battlefield of life, The role of Gita in our life, Overview of the chapters, The Distress of Arjuna		[03]
Cognitive and Emotive Apparatus: Hierarchy of senses, <i>manas</i> , <i>buddhi</i> and <i>ātman</i> - III.42, XV.7 Role of the <i>ātman</i> -XV.7, XV.9 Mind as a product of <i>prakṛti</i> VII.4 Properties of three modes and their impact on the mind-XIII. 5-6; XIV.5-8, 11-13; XIV.17		[08]
Controlling the Mind: Confusion and conflict: Nature of conflict I.1; IV.16; I.45; II.6		[09]

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Causal factors-Ignorance-II.41; <i>Indriya</i> -II.60, Mind-II.67; <i>Rajoguna</i> -III.36-39; XVI.21; Weakness of mind- II.3; IV.5 Means of controlling the mind: Meditation–difficulties –VI.34-35; procedure VI.11-14 Balanced life- III.8; VI.16-17 Diet control- XVII. 8-10 Physical and mental discipline – XVII. 14-19, VI. 36.	
Means of Conflict Resolution: Importance of knowledge – II. 52 ; IV.38-39; IV.42 Clarity of <i>buddhi</i> – XVIII.30-32 Process of decision making – XVIII.63 Control over senses – II.59, 64 Surrender of doer-ship –XVIII .13-16; V.8-9 Desirelessness- II.48; II.55 Putting others before self – III.25	[10]
Self Management through Devotion: Surrender of ego – II.7 ; IX.27; VIII.7; XI.55 ; II.47 Abandoning frivolous debates – VII.21, IV.11; IX.26 Acquisition of moral qualities - XII.11; XII.13-19 Conclusion: Arjuna's realization, Lasting property, Total victory- XVIII.73,78	[09]

Text Book:

Srimad Bhagavadgita(with English Translation and Transliteration, Code 1411), Gita Press, Gorakhpur

Reference Books:

1. Shrimadbhagavadgitarahasya or Karmayogashastra: The Hindu Philosophy of Life, Ethics, and Religion (Original Sanskrit Stanzas with English Translation), Balgangadhar Tilak & Balchandra Sitaram Sukthankar, J.S. Tilak & S.S. Tilak
2. Shrimadbhagavadgita-Tattvavivechani (English Commentary by Jayadayal Goyandaka), Gita Press, Gorakhpur
3. Shrimadbhagavadgita:A Guide to Daily Living (English Translation and notes by Pushpa Anand), Arpana Publications
4. Shrimadbhagavadgita:The Blessed Lord's Song Paramananda, The Vedanta Centre
5. The Art of Man Making (114 short talks on the Bhagavadgita), Chinmayananda, Central Chinmay Mission Trust, Mumbai
6. Essays on the Gita, Shri Aurobindo, Shri Aurobindo Ashram, Pondicherry
7. Managing One-Self (Shrimadbhagavadgita: Theory & Practice), Panchamukhi V.R., Panchamukhi Indological Research Centre, New Delhi & Amar Granth Publications, Delhi
8. Science of Bhagavadgita (A Study of Ancient Wisdom through Modern Science),Virajeshwar, Himalayan Books, Connaught Place, New Delhi
9. Shrimadbhagavadgita through the Eyes of a Scientist, Manhas M.S., B.R. Publishing

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Mody University of Science and Technology

Open Elective in Law for all Undergraduate Programmes Choice Based Credit System (CBCS)

Paper Code: LF 100

Credits: 3-0-0-3

Paper Name: Gender Justice and the Law

Position of Women in Vedic, Post Vedic & Medieval period	[03]
Constitutional Provisions and Gender Justice – Relevant provisions relating to women in Fundamental Rights, Directive Principles of State Policy and Fundamental Duties etc. under the Indian Constitution	[06]
Laws Relating to Marriage, Divorce, Maintenance, Adoption and Succession under the relevant personal laws with special emphasis on Women and Maintenance under Code of Criminal Procedure, 1973	[12]
Provisions under the Indian Penal Code, 1860 (Sec. 292, 293, 294, 304B, 326A, 326B, 354, 354A, 354B, 354C, 354D, 370, 370A, 375, 376, 376A to 376E, 359 to 374, 494, 495, 497, 498A, 507 & 509)	[10]
Provisions under the Code of Criminal Procedure, 1973- relating arrest, search & seizure	
Socio-Legal position of women and the law – Dowry Prohibition Act, 1961 – Protection of Woman against Domestic Violence Act, 2005, The Prohibition of Child Marriage Act, 2006	[06]
Free Legal Aid for Women	[02]

Text Books: -

1. Myeni, Women and Law, Asia Law House, (2008)
2. Rao Mamta, Law Relating to Women and Children, EBC(2010)

Reference Books: -

1. Jaisingh Indira.: Law of Domestic Violence, New Delhi, ULPCo. (2007)
2. Anand Justice A.S.: Justice for Women- Concerns and Expressions, Jaipur, Bharat Law House (2004)
3. Jain M. P., Constitution of India, Recent Edition
4. Shukla V. N., Indian Constitution, Recent Edition


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5. Goel A, Kaur M.: Violence Against Women: Issues and Perspectives, Deep & Deep Publication (2006)
6. Ajnes Flavia, Law as Gender Inequality, Oxford University Press (1999)
7. Relevant Reports of the Law Commission of India

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MODY UNIVERSITY

Course Code:
ET-18.102

Web Designing and Mobile App Development

3-0-0-3
Total Lectures:40

OPEN ELECTIVE CBCS COURSE

Objectives: On completion of this course, a student will be familiar with client server architecture and able to develop a web application using java technologies. Students will gain the skills and project-based experience needed for entry into web application and development careers.

1. Concept of Internet A brief Introduction to the Internet: Computer Networks, Internet, URL (Uniform Resource Locator), Internet Service Provider, Intranet, Extranet, Virtual Private Network. Application of Internet: World Wide Web, Search Engines, News groups, Electronic Mail, Web Portal, Chat, Video Conferencing, FTP, Remote Login, E-Commerce, E-Learning, EGovernance, E-Banking. [9]

2. Static Web Page Development Basics of HTML: What is Internet Language?, Understanding HTML, Create a Web page, Linking to other Web Pages, Publishing HTML Pages, Text Alignment and Lists, Text Formatting Fonts Control, Email Links and link within a Page, Creating a Table, Creating HTML Forms, Creating Web Page Graphics, Putting Graphics on a Web Page, Custom Backgrounds and Colors, Creating Animated Graphics. [9]

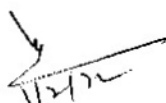
3. Dynamic Web page Development Cascading Style Sheet: CSS, Defining Style with HTML Tags, Features of Style Sheet, Style Properties, Style Classes, External Style Sheet [8]

4. JavaScript Introduction to JavaScript: Writing First Java Script, External JavaScript, Variables: Rules for variable names, Declaring the variable, Assign a value to a variable, Scope of variable, Using Operators, Control Statements, JavaScript loops, JavaScript Functions: Defining a Function, Returning value from function, User define function. [9]

5. Android: Introduction to android OS, Versions of Android, Introduction to Android Studio, Different GUI Elements of Android Programming, WebView, Convert any Website to android apk. [5]

Outcomes:

- Students are able to develop a dynamic webpage by the use of java script and DHTML.
- Students will be able to write a well formed / valid XML document.



- Students will be able to connect a java program to a DBMS and perform insert, update and delete operations on DBMS table.
- Students will be able to write a server side java application called Servlet to catch form data sent from client, process it and store it on database.
- Students will be able to write a server side java application called JSP to catch form data sent from client and store it on database.

Text Books:

1. Teach Yourself HTML 4 in 24 Hours By Dick Oliver (Tech media) 4th edition
2. The Complete Reference JavaScript By Thomas Powell & Fritz Schneider 2nd Edition.
3. Jerome (J.F) DiMarzio "Android A programmer's Guide" Tata McGraw-Hill 2010 Edition.

Reference Books :

1. HTML, DHTML, JavaScript, Perl CGI By Ivan Bayross(BPB) 3rd Edition
2. CSS By Kynn Bartlett(Pearson Education)2nd Edition
3. Introduction to Internet & HTML Scripting By Bhaumik Shroff Books India Publication 3rd Edition.

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OPEN ELECTIVE CBCS COURSE

Course Code:
ET-18.101

E-Government Processes and Technologies

3-0-0-3

Total Lectures: 39

Objectives:

- Support the government departments, in terms of leading or being part of team responsible for, e-Governance project Conceptualization and design .
 - Support the government departments in effectively planning and managing various phases of e-Governance project development and implementation
 - Leverage the strengths of private sector in e-Governance initiatives through effective procurement approach and manage service delivery throughout project Lifecycle
 - Application of learning and good practices in e-Governance projects implementation to minimise the learning curve and to maximise the benefits for the department
1. **Roadmap to e-Government:** Vision and mission of e-government, government to e-government transformation, selection, planning and management of projects, parameters for success and measure of projects, relationship and citizen participation in e-government. [5]
 2. **e-Gov 2.0:** Introduction, e-Gov 1.0 v/s e-Gov 2.0, e-Gov 2.0 financial and technology models. [5]
 3. **Multiple Standards in ICT and Change Management:** Purpose and rationale for multiple standards, areas having multiple standards, rationale for single standard, introduction to change management, model of change management. [6]
 4. **Government Data Centres and Utility Computing :** Elements and complexity of GDCs, virtualization and consolidation of GDCs, architecture of a GDC, utility computing concepts and areas, technical and regulatory issues in utility computing. [7]
 5. **Secured Government Information System Architecture:** Introduction, architectural types, processes, security requirements and policies, steps in designing security architecture. [8]
 6. **Case Studies of few e-Government Projects:** National Citizen Identity System, land records, urban development management system, e-agriculture, e-procurement, RTO, e-mitra etc. [8]

(The contents in this unit are subject to change as per the evolution and progression of novel e-governance projects).

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Outcomes: Will have the understanding and knowledge of the following:

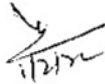
- Better access to information and quality services for citizens
- Simplicity, efficiency and accountability in the government
- Expanded reach of governance
- Enabling Environment for Promoting Economic development
- Enhancing Transparency and Accountability:
- Improving Service Delivery:
- Improving Public Administration

Text Books:

1. Jaijit Bhattacharya, "e-Gov 2.0", 1st edition, Tata McGraw Hill.
2. C.S.R. Prabhu, "e-Governance: Concepts and Case Studies", 2nd edition, PHI.

Reference Books:

1. J. Satyanarayana, "e-Government: The Science of the Possible", PHI.
2. Bidisha Chaudhuri, "E-Governance in India: Interlocking Politics, Technology and Culture", 1st edition, Routledge.


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MODY UNIVERSITY
OPEN ELECTIVE CBCS COURSE

Course Code:
ET- 18.103

Application of Electronics in Everyday Life

3-0-0-3
Total Lectures: 40

Objective: To develop the understanding of Electronics used in daily life as well as understand the principle and working of various instruments used in health care, IoT and communication sector.

1. **ELECTRONICS COMPONENTS:** Resistor and its color code, Capacitor, Inductor, PN diode, Photo Diode, LDR, LED, Zener diode, Varactor diode. [4]
2. **ELECTRONICS IN COMMUNICATION:** Telegraph, Telex, Mobile Phone, Optical Fiber, Transmission Line, Waveguides, Satellite Communication, RADAR, 4G system, Internet, Video conferencing, Fax. [10]
3. **ELECTRONICS IN HOME CARE:** Basic of electricity and electrical cables, Multi meter and basic electronic component, Power supply, UPS/Inverter, SMPS, Washing machine, Microwave oven, Steam iron, Electric rice cooker, Electric kettle, Induction plate. [8]
ELECTRONICS IN IOT: Introduction, IoT applications for industry: Future Factory Concepts, Smart Objects, Smart Applications, Smart Homes, Structural Monitoring, [10]
4. Buildings, Smart Cities , Transportation Healthcare Warfare, Physical Intrusion Detection, Surveillance.
5. **ELECTRONICS IN HEALTHCARE:** ECG, EEG, Defibrillator, Computed Tomography, [8]
Magnetic Resonance Imaging, Glucometer, Sphygmomanometer, Digital and Infrared Thermometer.

Outcomes:

At the end of this course, the student should be able to

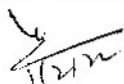
1. Know about fundamentals of Electronic Components.
2. Understand the concept of Communication.
3. Understand the concepts of electronics behind various home appliances.
4. Learn about basics of health care equipment.

Text Books:

1. Ben G. Streetman, Sanjay Kumar Banerjee: Solid state Electronic Device Electronics, Sixth Edition, Prentice Hall.
2. Adel S. Sedra, Kenneth C. Smith: Microelectronic circuit, Sixth Edition, Oxford.
3. Richard. C. Jaeger, "Microelectronic Circuit Design", Tata McGraw-Hill Companies Inc., International Edition.

Reference Books:

1. B. P. Lathi, "Modern Digital and Analog communication Systems", Oxford University Press, 2010.
2. William C. Y. Lee, Mobile cellular telecommunication -- Analog and Digital systems, McGraw Hill, 2nd Ed, 2006



MODY UNIVERSITY

OPEN ELECTIVE CBCS COURSE

Course Code:
ET-18.104

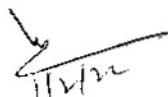
Energy Sources & Sustainable development

3-0-0-3
Total Lectures: 39

Objective(s): *The course is designed to give knowledge of various energy sources and basics of power production techniques. It lays emphasis on basic understanding of green energy technology and its importance for environment and sustainable development.*

1. **World Energy Status:** Present Situation and future Energy Scenario, Evolution of Energy Security; India's Energy Scenario; Introduction to nexus between Energy, Environment, and Sustainable development and Climate Change and societal issues [14]
Conventional Energy Sources: Fossil Fuel, Coal, Oil, Gas, Thermal Power Stations, Hydro power generation, Comparison of various conventional energy systems, their prospects and limitations
Scenario of Green Energy Sources: Difference between conventional and renewable energy systems, Needs and advantages of green energy sources, social implications.
2. **Solar Energy:** Principles of photovoltaic generation of electricity; Silicon cell; Photon absorption; Cell efficiency; Solar cell construction; Types and usage of photovoltaic systems. solar cell modules and arrays, solar cell types, material, applications, advantages and disadvantages, solar energy conversion into heat, types of solar collectors, cylindrical parabolic collector, solar energy thermal storage. [14]
Nuclear Energy: Present Status of Nuclear Power; Nuclear Fission & Fusion, National Nuclear Power Program,, Natural Radioactivity, Radioactive Decay, Radiation Doses, various types of nuclear power plants, Nuclear Reactor Safety, Fusion reactor
3. **Wind Energy:** Energy available from wind, basics of wind energy conversion system, classification, factors influencing wind, wind shear, turbulence, wind speed monitoring, Betz limit, WECS: classification, characteristics, and applications. [6]
Bio Energy: Types of biogas plants, biogas generation, factors affecting biogas generation, advantages and disadvantages, biomass energy, energy plantation, gasification
4. **Ocean Energy:** Ocean energy resources-ocean energy routes - Principles of ocean thermal energy conversion systems- ocean thermal power plants- Principles of ocean wave energy conversion and tidal energy conversion. [5]
Geothermal energy: Introduction, vapor and liquid dominated systems, binary cycle, hot dry rock resources, magma resources, advantages and limitations.

Outcome(s): *After learning the subject, student will be able to understand the basic principle of power production from different energy sources. Advantage of renewable and green energy sources for sustainable development and environmental issues related to energy sources and societal implications*

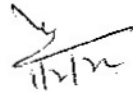

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Text Books:

1. S.P. Sukhatme, Solar Energy: principles of Thermal Collection and Storage, Tata McGraw-Hill
2. C. S. Solanki, "Solar Photovoltaics: Fundamental Applications and Technologies, PHI, 2009
3. S. Glasstone & A. Sesonkse, Nuclear Reactor Engineering, CBS, 2004
4. D. A. Spera, Wind Turbine Technology: Fundamental concepts of Wind Turbine Engineering, ASME Press.

**Reference
Books:**

1. Non-conventional energy resources, Shobh Nath Singh, Pearson India
2. Principles of Solar Energy, Frank Krieth & John F Kreider, John Wiley, New York
3. David Bodansky, Nuclear Energy: Principles, Practices and Prospects, Springer 2004.



Mody University
College of Architecture and Design (CAD)
Open Elective in Free hand sketching for all Undergraduate Programmes

3-0-0-3

Paper Code: FH 141

Paper Name: FREEHAND SKETCHING

Learning Objectives:

1. To ensure that students begin to understand pencils, grades, holding to sketch.
2. To provide students an exposure to express with sketching and understand proportions.
3. To gain skill of sketching indoors.
4. To enhance ability to sketch outdoors.
5. To develop rudimentary ability to use pencil as a media in sketching.

CONTENTS

Unit - I. Introduction to Graphic Skills: [04]

Understanding the meaning of graphic skill; basic techniques, types of pencil shades and grades.

Unit - II. Geometry of Objects [10]

Understanding geometry of an Object; Free hand sketching of an object, object in different eye level, Optical illusions, effect of light on object.

Unit -III. Fundamentals of Perspective [05]

Diminution, Foreshortening, convergence, overlapping shades and shadow

Unit - IV. Outdoor Sketching & Indoor Sketching: [10]

Outdoor:

Sketching buildings, road activity, Landscape, Environmental scenes, principles of perspective drawing, natural forms, built form, their texture.

Indoor: [10]

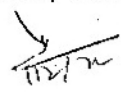
Sketching of an arranged objects, indoor activity, still life, furniture, equipment, understanding depth, light, shade, shadow; memory drawing.

Expected Outcome:

Students learn and able to draw freehand sketch scenes with addition detailing of foreground and background from pencil effectively on paper.

Suggested Readings

- Buildings; Ian Sidaway, : New Holland Publishers.
- Perspective; Milind Mulick, : Jyotsana Prakashan.
- The fundamentals of Water colour Paintings; D. Carter: Arcturus Publishing Ltd
- Drawing for designers; Koptievsky: Sterling Publishing
- Rendering with pen & Ink; R.W Gill: Thomas & Hudson
- Drawing and designing with confidence: A step by step guide; M.W Lin: John Wiley & Sons
- Perspective drawing Handbook; Joseph D'Amelio: Dover Publication
- Urban Sketching a complete guide; Thorspecken: Search Press



Mody University

Open Elective in English for all Undergraduate Programmes

Paper Code: EL 100

Credits: 3-0-0-3

Paper Name: Essential English

Contents:

Reading Comprehension

[11]

To develop skills such as vocabulary building, efficient reading and note-taking.

Poetry

1. Milton: On His Blindness
2. Shakespeare: Let Me Not to the Marriage of true minds
3. Wordsworth: The Solitary Reaper
4. William Butler Yeats: A Prayer to my daughter
5. Browning: My Last Duchess
6. Nissim Ezekiel: Night of the Scorpion

Prose

- (1) Francis Bacon: Of Studies
- (2) R.K. Narayan: Engine trouble
- (3) O. Henry : The Gift of the Magi
- (4) Oscar Wilde : The Nightingale and the Rose

Grammar and Usage

[16]

Tenses and their different forms (present, past and future), their uses and sequences of tenses. Articles, auxiliaries and modals, Preposition, Rules of conversion from direct to indirect speech, expressions of time and place, questions in indirect speech, commands, requests and advice in indirect speech. Spotting the errors in spelling, tenses, prepositions, articles and how to avoid them.

Business Letter Writing

[6]

Layout of formal letters, difference between British and American pattern of letter writing and different types of letters (Job application letter, invitation letter, letter of request)

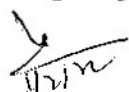
Idioms and Phrasal Verbs: Understanding idioms, collocations, introduction to phrasal verbs, verb and preposition/ adverb combination, usage of idioms and phrasal verbs.

Vocabulary Building: One word for many, Synonyms and Antonyms, words commonly misspelt and mispronounced.

[6]

Text Books:

1. Jain, Jasbir (ed): Strings of Gold, Delhi, Macmillan Ltd. (1994/ Latest Edition).
2. Lockitt, C. H (ed): The Art of the Essayist, Delhi, Longman Group Ltd. (Latest Edition).
3. Murphy and Reynolds: Essentials of English grammar, Cambridge University Press, 4th printing 2007.



References:

1. Andrea J. Rutherford: Basic Communication Skills for Technology; Pearson Education, New Delhi, 2nd edition, 2002.
2. R.C. Sharma and Krishna Mohan: Business Correspondence and Report Writing; Tata McGraw-Hill Publishing Company Limited, New Delhi, 2nd edition, 1999.
3. R.P. Bhatnagar: English for Competitive Examinations; Macmillan India Ltd., 5th edition, 1998.
4. T.Balasubramaniam: A Textbook of English Phonetics for Indian Students; Macmillan India Ltd., 15th edition, 2001.
5. Sharon J. Gerson and Steven M. Gerson: Technical Writing; Pearson Education Asia, New Delhi, 3rd edition, 2001.
6. A.J. Thomson and A.V. Martinet: A Practical English Grammar; Oxford University Press, New Delhi, 4th edition, 1986.


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MODY UNIVERSITY OF SCIENCE & TECHNOLOGY

College of Fashion Design & Merchandising

Bachelors of Design (Fashion Design) BFD

Autumn (2015-16)

First Year

FOUNDATION PROGRAMME

Total L & P: 45

3-0-0-3

Title of Course: Fashion in Everyday Life

Semester: Autumn

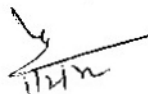
Course Code: FD 115

Pre-requisite(s): Basic interest in fashion and trends

Course Objectives: This course will give the students overview of fashion and its use in everyday life considering trends, forecast; body anatomy, colour preferences and styling techniques. The course will also elaborate on fashion market segments while giving an idea on leading fashion brands, designers and trendsetting celebrities

Course Description:

- Basic Introduction to Fashion: Brief Introduction to fashion and regularly used fashion terminologies, Overview of types of clothing such as Formal Wear, Casual Wear, Evening Wear, Ethnic Wear, Traditional Wear etc., Fun facts related to fashion (3)
- Body Analysis: Triangular figure study, Eight headed figure, Hour glass structure, Vital statistics, Clothing suggestions as per body types (3)
- Practical Colour Study in Fashion: Colour selection in clothing as per skin – tones for day wear and evening wear (6)
- Styling tips with ensembles – An introduction to fashion styling, Exploring various mix and match combinations like print plain combination, combining ethnic and western fashion elements, etc. - **GO, get the desired look!!** (5)
- Fashion Market Segments – A brief insight to different consumer market segments in fashion such as Haute Couture, Pret a Porter (Ready to Wear), Semi Couture, Premium Fashion, High Street fashion, Street fashion, Bridge Fashion, Fast fashion, etc. in context of products, features and service (3)
- Fashion Brands – To Study and compare national and international women's wear fashion brands such as Prada, Dior, Chanel, LVMH, Zara, Aldo, Biba, W, Elle, Aakruti, FabIndia, AND, etc. across market segments and their incorporation by consumers in everyday life (5)
- Fashion Designers – A brief look into the profile and work of renowned Indian and International fashion designers like Manish Malhotra, Sabyasachi Mukherjee, Manish Arora, Ritu Beri, Ritu Kumar, Coco Chanel, Yves Saint Laurent, Giorgio Armani, Christian Dior, Prada, etc. who changed the fashion industry (10)



- Trailblazers of Fashion: To study the role of celebrities (David Beckham, Lady Gaga, Sonam Kapoor, Hrithik Roshan, etc.) red carpets (Oscars, Golden Globes, Filmfare Awards, IIFA, etc.) movies (Piku, Tanu Weds Manu, Dil Dhakadne Do, Devil Wears Prada, etc.) television series (Sex and the City, Gossip Girls, Two Broke Girls, Roadies, Splitsvilla, etc.) on the fashion trends at Indian and Global level (10)

Learning Outcomes:

- Demonstrate a basic knowledge of fashion and common fashion terms
- Understand clothing selection with respect to body type and colour tones while applying basic styling tips to get desired looks
- Explore and evaluate different fashion brands, fashion designers and other popular influencers of fashion

Reference Books:

1. Malcom Barnard, UK March 2014. *Fashion Theory: An Introduction*. Routledge Publishers
2. Harriet Worsley, UK. August 2011. *100 Ideas that Changed Fashion*. Laurence King Publishing
3. Helen Warner. UK April 2014/US June 2014. *Fashion on Television- Identity & Celebrity Culture*. Bloomsbury Academic
4. Pamela Church Gibson. UK December 2011/US December 2011. *Fashion & Celebrity Culture*. Berg Publishers
5. Shanon Burns. UK April 2013/US February 2013. *Style Wise- A Practical Guide to Becoming A Fashion Stylist*. Fairchild Books
6. Patrizia Caietato. Translated by Lisa Adams. UK April 2014/US June 2014. *Luxury- Fashion, Lifestyle & Excess*. Bloomsbury Academic
7. Laura Eceiza, UK. 2008. *Atlas of Fashion Designers*. Rockport Publishers
8. Mark Tungate, UK. 2008. *Fashion Brands*. Kogan Page Limited

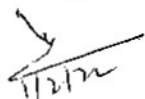
Evaluation Process:

Course Work: 50% weightage. It includes Quiz

Exam: 50% weightage. It includes running jury of fashion display

Other Study Material:

- 1) Websites: www.highheelconfidential.com, www.theblondesalad.com, www.stylebubble.co.uk, www.weworewhat.com, www.wendyslookbook.com
- 2) Handouts: As indicated by the course instructor
- 3) Magazine & Other Reading Material: Vogue, GQ, Elle, Harper Bazaar, Jaipur Times



MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

Open Elective CBCS course

Course Title: Vedic Knowledge

3-0-0-3

Course Code: VK 111

Course Description:

Unit-1 History of Vedic Literature

(13)

1. Importance of Vedas in Indian Tradition (भारतीय परम्परा में वेदों का महत्त्व)
2. The emergence of the Vedas (वेदों का आविर्भाव)
3. Introduction of Vedic Svara (वैदिक स्वर परिचय)
4. Definition of Sukta (सूक्त की परिभाषा)
5. Introduction of Rig-veda: Samhita, Brahmana, Aranyaka and Upanishad.
(ऋग्वेद का परिचय -संहिता,ब्राह्मण,आरण्यक एवं उपनिषद -)
6. Introduction of Yajur-veda: Samhita, Brahmana, Aranyaka and Upanishad.
(यजुर्वेद का परिचय - संहिता,ब्राह्मण,आरण्यक एवं उपनिषद)

Unit -2 Suktas related to Rigveda Samhita (Shakalashakha)

(11)

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|---------------------------|---------------------|---|
| 1. Lord of fire : | Agnisuktam | (अग्निसूक्तम्-ऋग्वेद 1/1/1-4) |
| 2. Lord Of creation : | Vishnusuktam | (विष्णुसूक्तम्-ऋग्वेद 7/100/1-3) |
| 3. Lord of omniscient : | Brahmanaspatisuktam | (ब्रह्मणस्पतिसूक्तम् -ऋग्वेद 1/40/1-4) |
| 4. Lord of pre-creation : | Hiranyasuktam | (हिरण्यगर्भसूक्तम्- ऋग्वेद 10/121/1-3) |
| 5. Goddess of Glory : | Shreesuktam | (श्रीसूक्तम्-ऋग्वेद-परिशिष्ट 1-4) |

Unit-3 Suktas related to ShuklaYajurved Samhita(Madhyandinashakha)

(15)

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|-------------------------------|--------------------|---------------------------------------|
| 1. God of wisdom : | Ganapatistavanam | (गणपति-स्तवनम् -यजुर्वेद - 23/19) |
| 2. Identification of nation : | Rashtrageetam | (राष्ट्रगीतम् -यजुर्वेद - 22/22) |
| 3. Good faith : | Svastivachanam | (स्वस्तिवाचनम् -यजुर्वेद-14/19,21-22) |
| 4. Perception power : | Medhasuktam | (मेधासूक्तम् -यजुर्वेद -32/13 -16) |
| 5. Concept of mind : | Shivasuktam | (शिवसंकल्पसूक्तम् -यजुर्वेद -34/1-6) |
| 6. Origin of creation : | Purushasuktam | (पुरुषसूक्तम् (यजुर्वेद-31/1-4,7,16) |
| 7. Goddess of learning : | Sarasvati-stavanam | (सरस्वती-स्तवनम् (यजुर्वेद -20/84-86) |

11/2/22

Text books :-

1. Vedic Sukta Sangrha: (Code No.1885) 7th Edn. Pub. Gita Press Gorakhpur

(वैदिकसूक्त-संग्रह - प्रकाशक - गीताप्रेस, गोरखपुर)

2. Vedic Sukta Sangrha: Acharya Bheshraja Sharma First Edn. Pub. Hansa prakashan Jaipura (वैदिकसूक्तसंग्रह - आचार्य भेषराज शर्मा, हंसा प्रकाशन, जयपुर)

3. Vedic Sangraha: Dr. Krishna Lal First Edn. Pub. Istarna book Linkarsa Delhi. (वैदिक संग्रह डा कृष्ण लाल, ईस्टर्न बुक लिंकर्स, दिल्ली)

Reference books:-

1. RigvedaSamhita: Acharya Shri Ram Sharma Publishers-Yuganirmana Yojana, Mathura U.P. (ऋग्वेदसंहिता - आचार्य श्रीराम शर्मा प्रकाशक युग निर्माण योजना मथुरा उ.प्र.)

2. Yjurveda: Acharya ShriRam Sharma Publishers Yuganirmana Yojana, Mathura U.P. (यजुर्वेदसंहिता- आचार्य श्रीराम शर्मा प्रकाशक युग निर्माण योजना मथुरा उ.प्र.)

3. Vedas: The source of Ultimate science: Dr. Shri Ram Varma, Nag Publishers Delhi.

4. Vedic Sahitya ka Itihasa aur sanskriti: Shri Baldeva upadhyaay Publishers Sharadasansthan Varanasi .U.P.

5. Vedic dicsnory: Bhagavad Datta and Hansaraja Publishers- VishvBharti Anusandhan prishada Gyanpura U.P. (वैदिककोश - भगवद दत्त एवं हंसराज प्रकाशक -विश्वभारती अनुसंधान परिषद् ज्ञानपुर उ.प्र.)

