Glocal School of Arts & Social Science

Minor: Vocational/Skill Enhancement Courses

Year	Sem.	Course Code	Paper Title	Paper Title Theory / Practical	Credits	L	T	P	Max. Marks. 100	
									IA	End Sem.
1.	I	SEC1101	Presentation and Communication Skills	Theory	03	3	0	0	25	75
	II	SEC1201	Psychology of Health and wellbeing	Theory	03	3	0	0	25	75
2.	III	SEC2301	Fundamentals of Computer Science	Theory	03	3	0	0	25	75
	IV	SEC2401	Digital Marketing	Theory	03	3	0	0	25	75

L-Lecture; T-Tutorial; P-Practical; 1L=1Hour; 1T=1Hour; 2P=1Hour.

L	T	P
3	0	0

Course Name: Presentation and Communication Skills

Course Code: SEC1101

SEMESTER-I

Course Scope:

This course will prepare the young pharmacy student to interact effectively with doctors, nurses, dentists, physiotherapists and other health workers. At the end of this course the studentwill get the soft skills set to work cohesively with the team as a team player and will add value to the pharmaceutical business.

Course Objectives: Upon completion of the course the student shall be able to

1. Understand the behavioral needs for a Pharmacist to function effectively inthe areas of pharmaceutical operation
2. Communicate effectively (Verbal and Non Verbal)
3. Effectively manage the team as a team player 4. Develop interview skills
5. Develop Leadership qualities and essentials

UNIT – I

Communication Skills: Introduction, Definition, The Importance of Communication, The Communication Process – Source, Message, Encoding, Channel, Decoding, Receiver, Feedback, Context.

Barriers to communication: Physiological Barriers, Physical Barriers, Cultural Barriers, Language Barriers, Gender Barriers, Interpersonal Barriers, Psychological Barriers, Emotional barriers .

Perspectives in Communication: Introduction, Visual Perception, Language, Other factors affecting our perspective - Past Experiences, Prejudices, Feelings, Environment.

UNIT – II

Elements of Communication: Introduction, Face to Face Communication – Tone of voice, Body Language (Non-Verbal Communication), Verbal Communication Physical Communication.

Communication Styles: Introduction, The Communication styles Matrix with example for each Direct Communication style, Spirited Communication style, Systematic Communication style, Considerate Communication style.

UNIT – III

Basic Listening Skills: Introduction, Self-Awareness, Active Listening, Becoming an Active Listener, Listening in Difficult Situations.

Effective Written Communication: Introduction, When and When Not to Use Written Communication - Complexity of the Topic, Amount of Discussion‘Required, Shades of Meaning, Formal Communication.

Writing Effectively: Subject Lines, Put the Main Point First, Know Your Audience, Organization of the Message.

UNIT – IV

Interview Skills: Purpose of an interview, Do‘s and Dont‘s of an interview

Giving Presentations: Dealing with Fears, Planning your Presentation, Structuring Your Presentation, Delivering Your Presentation, Techniques of Delivery

UNIT-V

Group Discussion: Introduction, Communication skills in group discussion,Do‘s and Dont‘s of group discussion.

Recommended Books: (Latest Edition)

1. Basic communication skills for Technology, Andreja. J. Ruther Ford, 2nd Edition,Pearson Education, 2011
2. Communication skills, Sanjay Kumar, Pushpalata, 1 stEdition, Oxford Press, 2011
3. Organizational Behaviour, Stephen .P. Robbins, 1 stEdition, Pearson, 2013
4. Brilliant- Communication skills, Gill Hasson, 1 stEdition, Pearson Life, 2011
5. The Ace of Soft Skills: Attitude, Communication and Etiquette for success, GopalaSwamy Ramesh, 5 thEdition, Pearson, 2013
6. Developing your influencing skills, Deborah Dalley, Lois Burton, Margaret, Greenhall, 1st Edition Universe of Learning LTD, 2010
7. Communication skills for professionals, Konar nira, 2ndEdition, New arrivals –PHI, 2011
8. Personality development and soft skills, Barun K Mitra, 1 stEdition, Oxford Press,2011
9. Soft skill for everyone, Butter Field, 1st Edition, Cengage Learning india pvt.ltd,2011
10. Soft skills and professional communication, Francis Peters SJ, 1stEdition, McGraw Hill Education, 2011
11. Effective communication, John Adair, 4 thEdition, Pan Mac Millan,2009
12. Bringing out the best in people, Aubrey Daniels, 2 ndEdition, Mc Graw Hill, 1999

Course Name: Psychology of Health and wellbeing

L	T	P
3	0	0

Course Code: SEC1201

Semester-II

Course Objective:

1. To understand the spectrum of health and illness for better health management
2. Evaluate the impact of psychological variables on physical health and mental well-being.
3. Apply psychological principles to promote health and prevent illness.
4. Analyze the role of stress and coping mechanisms in health and well-being.
5. Examine the influence of social and cultural factors on health-related behaviors.
6. Identify and critically evaluate different approaches to health promotion and behavior change.

Unit 1: Introduction to Psychology of Health and Wellbeing

- Overview of the course and its relevance to personal and community health.
- Key concepts and theories in the psychology of health and well-being.
- Historical perspectives on the mind-body connection.

Unit 2: Psychological Factors and Physical Health

- The impact of stress, emotions, and personality on physical health.
- Health behavior models and theories.
- Health beliefs and attitudes: the role of perception and cognition in health-related decisions.

Unit 3: Mental Health and Wellbeing

- Understanding the relationship between mental health and overall well-being.
- Psychological disorders and their impact on physical health.
- Resilience and psychological well-being: promoting positive mental health.

Unit 4: Stress, Coping, and Adaptation

- Stress and its physiological and psychological effects.
- Coping mechanisms and their impact on health outcomes.
- Strategies for stress management and resilience building.

Unit 5: Social and Cultural Influences on Health

- Social determinants of health: socioeconomic status, education, and access to resources.
- Social support networks and their role in health promotion.
- Cultural factors influencing health beliefs, behaviors, and help-seeking.

Recommended Textbook:

1. Taylor, S. E., & Sirois, F. M. (2019). Health Psychology (10th ed.). McGraw-Hill Education.
2. Brannon, L., & Feist, J. (2020). Health Psychology: An Introduction to Behavior and Health (10th ed.). Cengage Learning.
3. Taylor, S. E., & Sirois, F. M. (2019). Health Psychology (10th ed.). McGraw-Hill Education.
4. Sarafino, E. P., & Smith, T. W. (2017). Health Psychology: Biopsychosocial Interactions (9th ed.). Wiley.
5. Straub, R. O. (2018). Health Psychology: A Biopsychosocial Approach (5th ed.). Worth Publishers.
6. Marks, D. F., Murray, M., Evans, B., & Estacio, E. V. (2018). Health Psychology: Theory, Research, and Practice (5th ed.). SAGE Publications.

(L. T. P. 3. 0. 0)

Course Name: Fundamentals of Computer Science

Course Code: SEC2301

Semester-III

Unit 1: Introduction to Computer Science

- Overview of computer science and its subfields
- Historical development and impact of computer science
- Ethical considerations in computer science

Unit 2: Programming Fundamentals

- Introduction to programming languages and paradigms
- Variables, data types, and expressions
- Control structures (conditionals, loops)
- Functions and modular programming
- Input/output operations

Unit 3: Algorithms and Problem Solving

- Overview of algorithms and their importance
- Algorithm design techniques
- Analysis of algorithm efficiency
- Searching and sorting algorithms

Unit 4: Data Structures

- Introduction to data structures (arrays, linked lists, stacks, queues, trees)
- Implementing and manipulating data structures
- Basic operations and properties of data structures
- Choosing appropriate data structures for specific problems

Unit 5: Computer Architecture and Software Development

- Overview of computer organization and architecture
- Hardware components (CPU, memory, storage)
- Instruction execution cycle
- Memory management and addressing
- Software development methodologies

Text Books

1. B. W. Kernighan and D. M. Ritchi, The C Programming Language, Second Edition PHI.
2. 2. B. Gottfried, Programming in C, Second Edition, Schaum Outline Series.

Reference Books

1. Herbert Schildt, C: The Complete Reference,Fourth Edition, McGraw Hill.

2. Yashavant Kanetkar, Let Us C, BPB Publications

Paper Title: Digital Marketing
Paper Code: SEC2401

Total Credits: 3
Internal Marks: 25
External Marks: 75

Course Outcomes:
After successful completion of the course, students will be able to:
1. Understand the importance of digital marketing in a rapidly changing business landscape.
2. Learn the key elements of a digital marketing strategy.
3. Examine how effectiveness of a digital marketing campaign can be measured.
4. Demonstrate knowledge and ability to implement common digital marketing tools such as SEO, SEM, social media and Blogs.

UNIT – I
Introduction to Digital Marketing (DIM) - Overview of Digital marketing; Meaning, Definition, Origin and Need of Digital marketing, History of DIM, Traditional Vs. Digital Marketing, Concept and approaches to DIM, Advantage and Disadvantage. Scope of DIM.

UNIT-II
Overview of various tools and modes of digital marketing. Display Ads. Mobile Marketing. Email Marketing- Need for Emails, Types of Emails and options in email advertising. Social media marketing, Content marketing and other forms of digital Marketing.

UNIT- III
Measurement Metrics- Digital Marketing Media, Budget Allocation, ROI for Digital Marketing, Analytics and Key Performance Indicators (KPI); Attribution Models and Frameworks.

UNIT- IV
Pitfalls of Digital Marketing. Good practices in digital marketing. Emerging technologies for Digital Marketing. Leading, management and governance of Digital Marketing teams. Digital Marketing for start-ups, MSMEs and rural enterprise. Future of digital marketing.

SUGGESTED READINGS:
1. Bhatia, P. S., Fundamentals of Digital Marketing, Pearson
2. Mathur V. & Arora S., Digital Marketing, PHI
3. Kingsnorth S., Digital Marketing An Integratted Approach to Online Marketing, Kogan Page

NOTE: Only latest editions of the above books are recommended.