

SHRI VISHWAKARMA SKILL UNIVERSITY

(A STATE GOVT SKILL UNIVERSITY ESTABLISHED BY GOVT.OF HARYANA)



Detailed Programme Report

Name of the Skill Faculty: Skill Faculty of Applied Sciences and Humanities

Name of the Programme /Course: Diploma in Graphics and Communication Design

Duration of the course: 2 Semesters/ 1 Year

Batch: 2022-2023 (onwards)

Semester- I

Sr No.	Code	Subject Name	Credits			Marks (Theory)			Marks (Practical)			Total Marks (T H +P)	Hours		
			T	P	Total	I	E	Total	I	E	Total		Total Marks	T	P
1	DGM-501	Introduction to Multi media & Graphics	3	0	3	15	35	50	0	0	0	50	45	0	45
	DGM-501 L	Introduction to Multi media & Graphics Lab	0	1	1	0	0	0	35	15	50	50	0	30	30
2	DGM-502	Poster and Vector Graphics	2	0	2	15	35	50	0	0	0	50	30	0	30
	DGM-502 L	Poster and Vector Graphics Lab	0	2	2	0	0	0	35	15	50	50	0	60	60
3	DGM-503	Visual Art	3	0	3	15	35	50	0	0	0	50	45	0	45
	DGM-503 L	Visual Art Lab	0	1	1	0	0	0	35	15	50	50	0	30	30
4	DGM-504 &	Fundamentals of Traditional Animation	3	0	3	15	35	50	0	0	0	50	45	0	45
	DGM-504 L	Fundamentals of Traditional Animation Lab	0	1	1	0	0	0	35	15	50	50	0	30	30
5	ENG-501	Communication Skills	3	0	3	15	35	50	0	0	0	50	45	0	45
	ENG-501 L	Communication Skills Lab	0	1	1	0	0	0	35	15	50	50	0	30	30
6	DGM-505	Psychology for Interactive Media	4	0	4	30	70	100	0	0	0	100	60	0	60
7	DGM-506	Project work	0	4	4	0	0	0	70	30	100	100	0	120	120
		Total	18	10	28	105	245	350	245	105	350	700	270	300	570

Semester -II

Sr No.	Code	Subject Name	Credits			Marks (Theory)			Marks (Practical)			Total Marks (T H +P)		Hours		
			T	P	Total	I	E	Total	I	E	Total	Total Marks (T H +P)	T	P	Total	
1	DGM-507	Visual Communication Design	2	0	2	15	35	50	0	0	0	50	30	0	30	
	DGM-507L	Visual Communication Design Lab	0	2	2	0	0	0	35	15	50	50	0	60	60	
2	DGM 508	Photography & Film Studies	2	0	2	15	35	50	0	0	0	50	30	0	30	
	DGM 508L	Photography & Film Studies Lab	0	2	2	0	0	0	35	15	50	50	0	60	60	
3	DGM-509	Fundamentals of Audio- Video	2	0	2	15	35	50	0	0	0	50	30	0	30	
	DGM-509L	Fundamentals of Audio- Video Lab	0	2	2	0	0	0	35	15	50	50	0	60	60	
4	ENG 507	Employability Skills	4	0	4	30	70	100	0	0	0	100	60	0	60	
5	OMS-501	Entrepreneurship	2	0	2	15	35	50	0	0	0	50	30	0	30	
6	DGM 510	Fundamentals of Animation & 2D	2	0	2	15	35	50	0	0	0	0	30	0	30	
	DGM 510 L	Fundamentals of Animation & 2D Lab	0	2	2	0	0	0	35	15	50	50	0	60	60	
7	DGM 511	Advertising New Media	3	0	3	15	35	50	0	0	0	0	45	0	45	
	DGM 511L	Advertising New Media Lab	0	1	1	0	0	0	35	15	50	50	0	30	30	
8	DGM 512	Project Work I	0	6	6	0	0	0	70	30	100	100	0	180	180	
		Total	177	15	32	120	280	400	245	105	350	650	255	450	705	

Semester-I

SUBJECT NAME: Introduction to Multimedia & Graphics
CODE:DGM-501

Credit	Hours	Marks		
3	1	I	E	T
		35	15	50

UNIT	Topic	Key Learnings
Unit 1	Introduction to Multimedia	What is Multimedia, Elements of Multimedia in detail, Linear and Non-Linear Multimedia, Uses of Sound and Typography in Multimedia
Unit 2	Authoring Tools:	Introduction to Authoring Tools, Different types of Authoring Tools, Designing outputs using various authoring tools, Study of Media platforms related to authoring tools like print and electronics. Articulate 360
Unit 3	Visual Communication using Multimedia	What is Visual Communication, Use of Authoring tools in Visual Communication, Principles of Gestalt theory, Introduction to Color theory, Storytelling through multimedia.
Unit 4	Introduction to Internet Technology	How internet works, Defining LAN, WAN and WWW, Uses of Internet, Understanding IP address, ISP and role of Browser , Internet protocol (http, https, ftp, smtp, pop.)–
Unit 5	Emerging Multimedia Technologies	Topics: Introduction to AR/VR, Applications of AR/VR, Study of New Media platforms like Websites and Apps

Suggested Readings:

Text Book:

1. Introduction to Multimedia by Ramesh Bangia (Khanna Book Publishing Co. Pvt. Ltd)
2. Mass Communication in India by Keval J. Kumar

Reference Books:

- 1 Fundamentals of Creative Design by Gavin Ambrose/Paul Harris
2. Kidzztale by Partho Acharya
3. The Design Process by Karl

4.Principles of Gestalt Psychology by Kurt Koffka

5.The Design of Everyday Things by Don Norman

6.Multimedia on the Web by Stephen McGloughlin

SUBJECT NAME: Poster and Vector Graphics
Code- DGM-502

Credit	Hours	Marks		
2	2	I	E	T
		35	15	50

UNIT	Topic	Key Learnings
Unit 1	Graphic Design	Graphic Design Concepts & Practices Elements of design Typography Color Layout Information Hierarchy Industry standard design apps: Adobe InDesign, Photoshop, and Illustrator
Unit 2	Adobe Photoshop	The industry standard for Photo Retouching, Retouch photos, create graphics, and more. Adjust color, contrast, and other aspects of photos, Prepare images for use on the web or in print
Unit 3	Visual Communication using Multimedia	Create graphics: logos, icons, patterns, packaging, and more Draw vector graphics for web and print
Unit 4	Introduction to Internet Technology	Create a Portfolio Use In Design, Photoshop, and Illustrator to produce designs Create projects such as logos, social media graphics, stationery, book/eBook covers, album art, event posters, and email announcements

SUBJECT NAME: Visual Art

CODE: DGM-503

Credit	Hours	Marks		
2	2	I	E	T
		35	15	50

Course objectives:

1. To understand the basic elements of visual Art and Design
2. To inculcate the basic principles of visual Art and Design.
3. To understand the colour theory and the psychological, culture and other association with colour.
4. To understand the shading techniques using light and shadow.
5. To develop a basic understanding of using shapes in object drawing and nature.

Course outcome:

1. Students would be able to Create visual designs or artwork using visual art elements.
2. Students would be able to implement the acquired knowledge of the principles of design to create artcomposition.
3. Students would be able to implement the understanding of basic color theory to create an impactfulcomposition to express or influence certain feelings or emotions through visual art.
4. Students would be able to draw light and shadow on objects with appropriate assessment andrepresentation of the impact of light on simple forms and objects.
5. Students would be able to develop a basic understanding of using shapes in object drawing andnature study.

UNIT	Topic	Key Learnings
Unit 1	Drawing with Basic shapes	Object drawing from surroundings, study of plants and trees, Visualizing objects in various angles.
Unit 2	Elements of Art	Line - Colour - Shape - Texture - Space – Form - Value
Unit 3	Colour Theory	Colour Theory: Primary & Secondary Colour, & Territory colour, warm & coolcolour, psychological aspect of colour.

Unit 4	Principles of Art	Principles of Art: Unity, Balance, Rhythm, Contrast, Dominance, Movement, and Pattern
Unit 5	Introduction to Light & shade	Introduction to Light & shade: Pencil shading techniques- hatching, Cross hatching, stippling, scribbling and smudging

REFERENCES

1. Universal principles of design by William led well
2. Design element: A graphic style manual by Timothy Samara
3. Geometry of design by Kimberly Elam
4. The principles of beautiful web design by Jason Beard

SUBJECT NAME: Fundamentals of Traditional Animation

Code:DGM-504

Course Objectives:

1. To understand advance drawing techniques for animation with the help of mannequins.
2. To acquire knowledge of Timing for animation.
3. To understand Animation principle.
4. To understand the use of light box equipment for animation.
5. To understand the principles of animation with the help of basic cell animation exercises.

Course Outcomes:-

1. Students will be able to create human action figures with enhanced drawing skills.
2. Students will be able to implement knowledge of light box equipment to create flipbook animation.
3. Students will be able to implement knowledge of basic animation principles to create cellanimation exercises like bounce ball animation, paper fly animation and various similar animations.

4. Students will be able to develop Pendulum animation using principle of arc.
5. Students will be able to develop a foundation for understanding the advance animation Principles and body mechanics.

UNIT	Contents
Unit 1	Drawing Skill development for animation
Unit 2	Understanding: Principles of Animation: Timing, Slow Out & Slow In.
Unit 3	Principles of Animation: Squash & Stretch
Unit 4	Principles of Animation: Arc, Follow through & Overlapping Action.
Unit 5	Principles of Animation: Straight Ahead Action and Pose to Pose.

REFERENCES

- 1 Disney Animation: The Illusion of Life by Thomas and Ollie Johnston
- 2 Figure drawing without a model by Ron Tiner
- 3 Drawing for Absolute and utter beginner by Claire Garcia
- 4 Pencil sketching by Thomas C Wang
- 5 Perspective Drawing Hand Book by Joseph D' Amelio

Credit	Hours	Marks		
3+1	2	I	E	T
		35	15	50

SUBJECT NAME:
Communication
Skills
CODE: ENG-501

UNIT	Topic	Key Learnings
Unit 1	Communication	<p>Meaning of Communication, Importance of Communication, Types of communication, Process of communication</p> <p>Communication network in an organization</p> <p>Barriers to communication, Essentials of good communication</p>
Unit 2	Remedial English Grammar Understanding and applying Vocabulary	<p>Articles, subject-verb agreement, use of tenses, Modal and their uses, Prepositions.</p> <p>One-word substitutes, Synonyms and Antonyms</p> <p>Word formation: -Prefixes, Bases and Suffixes.</p>
Unit 3	Listening Skills	<p>The process of listening, Types of listening, Benefits of effective listening</p> <p>Barriers to listening, listening to announcements at work place.</p>
Unit 4	Reading Skills	<p>Process and methodologies of reading, Skimming and scanning, Levels of reading, Proofreading, Summarizing, Precise writing</p> <p>Unseen comprehension passage, Notetaking and reviewing</p> <p>convert the given information into charts and graphs.</p>
Unit 5	Writing Skills	<p>Main forms of written communication: Notices, Drafting-an Email, Report Writing, Correspondence- Personal and Official, Notices.</p>

Suggested Readings:

- Sethi, J & et al. A Practice Course in English Pronunciation, Prentice Hall of India, New Delhi.
- Sen, Leena. Communication Skills, Prentice Hall of India, New Delhi.
- Prasad, P. Communication Skills, S.K. Kataria & Sons.
- Bansal, R.K. and J.B. Harrison. Spoken English, Orient Language.
- Roach Peter. English Phonetics and Phonology.
- A.S. Hornby's. Oxford Advanced Learners Dictionary of Current

English, 7th Edition. Prasad, P. The Functional Aspects of Communication Skills, Delhi.

- McCarthy, Michael. English Vocabulary in Use, Cambridge University Press.
- Rajinder Pal and Prem Lata. English Grammar and Composition, SultanChand Publication.
- Idioms & Phrases (English-Hindi), Arihant Publication (India) Pvt. Ltd.
- One Word Substitution, Dr. Ashok Kumar Singh, Arihant Publications (India) Pvt, Ltd

Press.

- Rajinder Pal and Prem Lata. English Grammar and Composition, SultanChand Publication.
- Idioms & Phrases (English-Hindi), Arihant Publication (India) Pvt. Ltd.
- One Word Substitution, Dr. Ashok Kumar Singh, Arihant Publications (India) Pvt, Ltd

SUBJECT NAME: Psychology for Interactive Media

CODE: DGM-505

Course Objectives:

1. To introduce the students to the subject of psychology, nature, scope and schools of psychology.
2. To familiarize the methods used in psychology and to facilitate their knowledge about causes of behavior.
3. To provide the knowledge of basic concepts in psychology.
4. To develop an understanding of psychology of human behavior.
5. To understand the Basic Concept, Social Cognitive Theory.

COURSE OUTCOMES:

1. Students will be able to understand nature, scope and schools of psychology.
2. Students will be able to understand methods used in psychology and to facilitate their knowledge about causes of behavior.
3. Students will be able to understand basic concepts in psychology.
4. Students will be able to understand the Basic Concept, Social Cognitive Theory.

UNIT	Topic	Key Learnings
Unit 1	Perception	Definition, goals and scope of psychology; Approaches: biological, psychodynamic, behaviouristic, and cognitive, Perception, Factors affecting the Perception, Principles of Perceptual Organisation, Constancies in Perception - Size, Shape, Form, Space, Movement etc., Depth Perception, Psychophysics, Life-span Changes in Perception, Extra Sensory Perception (ESP), Illusions, Plasticity of Perception
Unit 2	Memory and Forgetting	Definition of memory; Processes involved in memory; Methods of measuring retention; Types of memory: sensory memory, short-term memory, and long-term memory, Process of forgetting; Determinants or causes of forgetting; Interference: proactive and retroactive interference, Ziegarnik effect.

Unit 3	Behavior	: <u>(1) Biological Bases of Behavior (Heredity):</u> Human Evolution, Behavior Genetics, Phenotype, Genotype, Studies on the Effect of Hormones on Behavior, Genetics and Behavior, <u>(2) Social cultural Bases of Behaviour (Environment):</u> Environment and Behavior, Natural Internal Environment (physical or maternal
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		environment) and Behavior, Man-made Environment (subjective environment), How these two affect behavior? Heredity Vs Environment.
Unit 4	Cognition	Cognitive Approach: Basic Concept, Assumptions, and Major Contributors, Social Cognition: Basic Concept, Social Cognitive Theory, Culture and Social Cognition, Perceiving Self, Self Concept, Self Esteem
Unit 5	Gestalt	Gestalt theory of perception: figure and ground, Laws of perceptual organization.

Semester- II

SUBJECT NAME: Visual Communication Design

CODE: DGM-507

Credit	Hours	Marks		
2	2	I	E	T
		35	15	50

UNIT	Topic	Key Learnings
Unit 1	TYPOGRAPHY AND TYPOGRAPHIC ELEMENTS	<ul style="list-style-type: none"> Historical evolution Serif vs sans-serif fonts Legibility vs readability Use in ads, signs, movie posters, etc
Unit 2	COMPOSITION	<ul style="list-style-type: none"> Focus Leading lines Scale/hierarchy Contrast Repetition White space Rule of thirds
Unit 3	SYMBOLISM	<ul style="list-style-type: none"> Symbols and signs Psychoanalytical symbols Metaphor in visual design Evolution of symbols and metaphor
Unit 4	Multiplicity Paradigm	<p>Multiplicity Paradigm</p> <ul style="list-style-type: none"> Topics: Medium, media, and channels of communication, Introduction to traditional and folk media, Introduction to print and electronic media, Introduction to emerging newmedia.
Unit 5	Communication for Animation	<ul style="list-style-type: none"> Use of Animation in Communication, Relevance and use of video games in communication, Population and Target Audience, Democratization of Communication and Participation

SUBJECT NAME: Photography & Film Studies**CODE: DGM-508**

Credit	Hours	Marks		
		I	E	T
2	2	35	15	50

Course Objectives

1. To study the history of photography, camera and Indian history of cinema.
2. To understand about films, theme, cinematography.
3. To acquire knowledge the camera's components and function of digital camera.
4. To learn about camera angles, shot sizes, Camera movements
5. To acquire knowledge of outdoor photography.

Course Outcomes:

1. Students will be able to know about photography and camera.
2. Students will be able to use of camera in films and videos.
3. Students will be able to solve basic problems in cinematography using different statementslike lights, camera angles, movements, shots
4. Students will be able to apply lights and camera fundamentals and for films and photography.
5. Students will be able to acquire knowledge of outdoor photography.

UNIT	Topic	Key Learnings
Unit 1	History	<ul style="list-style-type: none">• Brief History of Photography• Chronicle of Development of Camera.
Unit 2	Film appreciation	<ul style="list-style-type: none">• Theme,• Story and screen play• Cinematography• Sound and editing• Short film, Documentary and feature film,• Movie genres, Western film• History of Indian cinema,• Impact of film in society and Analysis.
Unit 3	Camera fundamentals	<ul style="list-style-type: none">• Working of Camera• Components, Functions & Types of Camera• Camera and lens• Element of photography• Understating light• Compositing rules.

Unit 4	Essentials of screen	<ul style="list-style-type: none">• Camera angles• Shot sizes• Camera movements
Unit 5	Outdoor study of photography	<ul style="list-style-type: none">• capture silhouette image• monochromatic image

REFERENCES

1. The beginner's photography guide by Chris Gatum
2. Digital photography for beginners by Angela Pierce.
3. Film direction Shot by shot, by Steve Katz

SUBJECT NAME: Advertising and New Media
CODE:DGM-511

Credit	Hours	Marks		
2	2	I	E	T
		35	15	50

Course Objective:

1. To inculcate the knowledge of Culture and Society
2. To introduce students the fundamentals of advertising and ethics.
3. To familiarize students with the concept of diverse Demographics.
4. To broaden and deepen the students understanding of various kind of media and emerging trends
5. To understand Promotional activity through campaign.

Course Outcomes:

6. Students would be able to understand the Culture and Society
7. Student would be able to the fundamentals of advertising and ethics.
8. Student will have the knowledge of diverse Demographics.
9. Learner would know about various kinds of media and emerging trends
10. Learner would know about promotion activity

UNIT	Topic	Key Learnings
Unit 1	Culture	<ul style="list-style-type: none"> • Society • Social continuum (tribe caste Paradigm), • Big Society, Small Society
Unit 2	Advertising	<ul style="list-style-type: none"> • Advertising and Culture • Ethics Censorship • Gender • push and pull factor
Unit 3	Demographics	<ul style="list-style-type: none"> • Population Pyramids • Migration, • Marginalization • Census

Unit 4	Media	<ul style="list-style-type: none"> • Media Definition, • Folk Media • Mass Media, Emerging Media, Media Activism, Media Consumption, Digital Media • Emerging Trends, Social Media
Unit 5	Campaign	Promotional activity which aims to sell a product or service to a target audience.

REFERENCE

1. Business for communication by Suparna Dutta
2. Iyer Venkat, Mass Media Laws And Regulations in India- Published by AMIC, 2000
3. Introduction to mass Communication : Media Literacy & Culture By Stanley Baran The Tata McGraw Hill
4. The Media in your life -By Jean Folkerts & Stephen Lacy by PEARSON PUBLICATIONS

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SUBJECT NAME: Fundamentals of Audio- video
CODE: DGM-509

Credit	Hours	Marks		
2	2	I	E	T
		35	15	50

UNIT	Topic	Key Learnings
Unit 1	Basic Definitions	Intensity & Intensity level, Bel and Decibel, Analogy between electrical mechanical and acoustical quantities.
Unit 2	Basics of Architectural Acoustics	Reverberation time, Sabine equation and Eyring Formula (Without derivation), Active enclosures with sound reinforcement systems. Synthetic reverberation, Audio delays, Anechoic chambers. Requirement of an auditorium. Acoustic characteristics of film, radio & T.V. Studios.
Unit 3	Characteristics of Loud Speakers	Direct radiator dynamic loudspeaker, Horn and electrodynamic type loudspeaker, loudspeaker system for halls, theaters. Directional characteristics of loud speakers, three-way speaker mechanism system including woofer, midrange and tweeter, Cross-over networks, measurement of frequency response characteristics of a loudspeaker.
Unit 4	Microphones:	Characteristics and requirements of a microphone. Different types of microphones. Special types: lapel, wireless, shotgun. Directional response and polar diagrams of different types of microphones: moving coil (dynamic), ribbon, condenser, carbon, electret and crystal. Factors governing the selection of microphones.
Unit 5	Sound reproducing Systems	Monophonic, Stereophonic, Surround System. Hi-Fi system, P.A. system: block diagram and use of Home Theatre Systems.

Reference Books:

1. Fundamental of Acoustics: Kinsler & Frey

2. Elements of Acoustical Engineering: Olson.
3. Acoustic Measurements: Berenek.
4. Audio and video system: R.G.Gupta

Subject: Employability Skills
CODE: ENG-507

Credit	Hours	Marks	
		I	E
3	45	15	35

Unit	Unit Name	Contents
I	Soft Skills	Soft Skills- Introduction to soft skills, aspects and importance of soft skills. Personality Development: Definition and Types of personality; Elements of Personality development; Goal setting. SWOT Analysis, Problem solving.
II	Organizational Behavior	Assertive Behavior, Emotional Intelligence, Empathy Building, Time Management, Adaptability and Workplace Etiquette, Decision Making, Team Building and Leadership, Inter-Cultural communication
III	Interview Skills	Interview- Types, Process and Strategies; Group discussion, Resume Writing and Job Application; Job description, Research about Industry and Mapping of Job Competencies with Personal Skills; Presentation Skills
IV	Communicating with Customer	Types of Customers, Dealing with Angry Customer, Opening and Closing a Call, Handling Customer queries, Call Flow; Feedback: Giving and Receiving Feedback.

Suggested Readings

1. Sector IT-ITeS, NSQF Level 4, Student Workbook – Vol. 1, PSS Central Institute of Vocational Education, Bhopal.
2. The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change by Stephen R. Covey.
3. Soft Skills Training: A Workbook to Develop Skills for Employment by Frederick H. Went
4. The Ace of Soft Skills: Attitude, Communication and Etiquette for Success by Gopaldaswamy Ramesh.
5. Sizzling Soft Skills For Spectacular Success by Ameer Ali.

Credit	Hours	Marks		
		I	E	To
1	30	35	15	50

Employability Skills Lab

1. PPT
2. Group Discussion
3. Mock Interviews
4. Resume writing and Job Application Writing
5. Opening and Closing a Call
6. Customer handling
7. Call Flow
8. Role Plays

SUBJECT NAME: Entrepreneurship/Online MOOCs

CODE: OMS-501

Credit	Hours	Marks		
2	2	I	E	T
		35	15	50

Units	Topics	Learning outcomes
Unit-1	Introduction to Entrepreneurship	Introduction to Entrepreneurship, Entrepreneurial Mindset, Characteristic of an Entrepreneur, Advantages and disadvantages of Entrepreneurship
	Recognise Opportunity	Purpose of all businesses, Types of Entrepreneurial organizations, Types of Enterprises
	Creativity & Innovation	Marketing, 4Ps of Marketing, Process of Marketing, Marketing Mix, 7Ps of Marketing
	Conception & Ideation	Business Plan and its elements, Application of Business Plan
	Are you a risk taker?	Entrepreneurs, types of Entrepreneurs, Roles and Responsibilities of Entrepreneurs, Qualities of an Entrepreneur
	Identify Your Customer	Customer segmentation, Criteria for selling customer value proposition, Customer Lifecycle
Unit-2	Self Confidence and Resilience	4 Ps of Entrepreneurship, Qualities of successful entrepreneur, Self-confidence, Positive attitude, Overcoming the fears, Recover from Failure
	Success and Failure Stories of Famous Entrepreneurs – 1	Steve Jobs Success Story, Mumbai Dabbawala delivery success Story
	Never Give Up	Importance of Focusing energy on Business, Importance of Business Networking and its advantages

	Risks – Identification and Mitigation	Business Risk, Types of Business Risks, Risk Identification, Risk Mitigation,
	Getting Money for Business	Concept Of Funding, Basics terms of Accounting, Types of Funding,
Unit-3	Dream and Achieve	Vision, Mission and Goals, Business Ethics, SMART goals, entrepreneurial work ethics
	Leadership and Team Spirit	Lead by example, Importance of Embracing diversity, Role of Emotional Intelligence to be a leader.
	Success and Failure Stories of Famous Entrepreneurs – 2	
	Serving the Society	Roles of Entrepreneurs in society, Selfless Entrepreneurship,
	Taking Ownership	Taking complete ownership, taking control over the business
	Adapt to Change	Porter's competition strategies, Factors affecting business,
	Discover Yourself	Qualities of the successful entrepreneur
Unit-4	Problem Solving: Introduction to Critical Thinking	Critical Thinking, Applying critical thinking, REASON Model of Critical Thinking
	Problem Solving: Introduction to Creative Thinking	Creative thinking, Importance and benefits of Creative thinking, Creative thinking in problem solving
	Problem Solving: Introduction to Decision Making	Decision making, Effective decision-making process
Unit-5	4Ps of Marketing	4Ps- Product, Place, Price, Promotion, Apply 4Ps to marketing Strategy into action
	Costs in Entrepreneurship	Cost, types of Costs, Introduction to Accounting Basics, main methods of Accounting, Financial Documents, P&L statements, Working capital
	Applicable Sources of funding and Regulatory and Statutory rules	Regulatory and statutory rules for an Entrepreneur, Business Loans for startups and MSMEs by Indian Government
	Analysis of success and failure stories	Analysis of success and failure stories, Key skills involved in the successes of entrepreneurs

	Identification of one's entrepreneurial skills and knowledge	Identify various skills and characteristics o be an entrepreneur, Effective Ways to Build Entrepreneurial Skills, Develop or Improve your Entrepreneurial Skills.
	Legal Issues	Intellectual Property Rights, patents, trademarks, copyrights, trade secrets, licensing, franchising

Text Books:

1. Dollinger, MJ, Entrepreneurship- Strategies and Resources, Pearson Education.
2. Desai, Vasant, Entrepreneurship Development, Himalaya Publishing House.
3. Gupta, C.B. and Srinivasan, P., Entrepreneurship Development, Sultan Chand & Sons.

Reference Books:

1. Charanthimath, P.M., Entrepreneurship Development and Small Business Enterprise, Pearson Education.
2. Havinal, Veerbhadrapa, Management and Entrepreneurship, 1st Edition, New Age International Publishers, 2008

Faculty & staff requirement

Faculty	Number
Faculty	Two + Two
SKILL INSTRUCTOR	One
Lab Technician	One
DEO	One

Minimum infrastructure requirement

Year	Lecture Hall/Drawing Lab	High end Computer Lab lab	2d Animation Lab
1	1	1	1