



*Dyal Singh
Evening
College
(A Full Fledged
Day College)
University of
Delhi*

Certificate. Courses



Dyal Singh Evening College, a fully operational day college under the University of Delhi, is pleased to announce five precisely crafted certificate courses, each lasting three months, geared to promote intellectual development and skill enhancement. These programs encompass **Hindu Studies**, a subject that offers an understanding of Sanatana practices of living, along with an introduction to its foundational philosophies of Dharma, Karma, and contemporary existence. The **Basic Sanskrit** course provides insights into ancient traditions and linguistic foundations. The **English Conversation** course improves conversational proficiency, whilst **Content Production for Social Media** provides learners with vital digital media competencies. The Certificate Course in **Econometrics** offers advanced analytical techniques for economic research, catering to individuals interested in quantitative analysis. These courses are suitable for scholars, professionals, and enthusiasts pursuing academic advancement and professional growth.

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2. Basic Sanskrit
3. English Conversation
4. Content Production for Social Media
5. Certificate Course in Econometrics



HINDU STUDIES

CERTIFICATE COURSE

Introduction:

Hindu Studies is an interdisciplinary field that explores one of the world's oldest and most intricate religious traditions. Rooted in a civilisation that has thrived for millennia, Hinduism encompasses a vast array of philosophies, texts, practices, and cultural expressions. A course in Hindu Studies provides students with the tools to understand this tradition's complexity, diversity, and influence, engaging them with a tradition that is both ancient and contemporary, regional and global.

At the heart of Hindu Studies is the study of foundational texts, such as the Vedas, Upanishads, Bhagavad Gita, Ramayana, and Mahabharata. These scriptures have served as

the bedrock for Hindu philosophy, theology, and cosmology. Through critical reading and interpretation, students gain insights into Hindu perspectives on key existential questions about the nature of the self, the universe, ethics, and liberation (moksha). The course also delves into the Puranas and other devotional texts that chronicle the myths, legends, and genealogies that have shaped Hindu identity and practice.

The Course is not limited to textual analysis; it also places a strong emphasis on the lived experiences of Hindus across different historical and social contexts. By studying rituals, festivals, temple architecture, and pilgrimage traditions, students develop an appreciation for how Hinduism manifests in everyday life. One of the key strengths of the course lies in its interdisciplinary approach. It

incorporates perspectives from history, anthropology, philosophy, sociology, art history, and religious studies to offer a holistic understanding of the tradition. This approach enables students to examine Hinduism as both a religion and a cultural phenomenon, situating it within broader societal, political, and historical frameworks. Topics such as the caste system, gender roles, and the impact of colonialism on Hindu traditions are critically examined, providing students with a comprehensive perspective.

The course also explores the role of Hinduism in contemporary society and its global impact. With a diaspora spanning across continents, Hindu practices and philosophies have become part of the global cultural fabric, influencing areas such as yoga, meditation, and

environmental ethics. The course engages with the modern interpretations of Hinduism and its intersections with issues such as secularism, pluralism, and globalisation. The course is not just an academic endeavour; it is an invitation to engage deeply with a tradition that has shaped the lives and identities of millions. By fostering critical thinking and cultural empathy, this course equips students to understand Hinduism in all its richness and complexity, while also appreciating its relevance in a rapidly changing world. Whether one approaches the subject as a scholar, practitioner, or curious learner, Hindu Studies opens the door to a profound intellectual and spiritual journey.

Objective:

- **Comprehensive Understanding:** To provide an in-depth understanding of the history, philosophy, and practices of Hinduism, including its diverse texts, traditions, and cultural expressions.
- **Critical Analysis:** To foster the ability to critically analyse Hindu scriptures, rituals, and practices through interdisciplinary approaches, integrating perspectives from history, anthropology, sociology, and philosophy.
- **Contextual Exploration:** To explore the evolution of Hinduism in historical and social contexts, including its interactions with other religions, colonial influences, and modern challenges.
- **Textual Mastery:** To engage students with primary Hindu texts like the Vedas, Upanishads, Bhagavad Gita, Ramayana,

and Mahabharata, enabling them to interpret and appreciate their philosophical and theological insights.

- **Cultural Appreciation:** To develop an appreciation for the art, architecture, music, dance, and other cultural forms associated with Hindu traditions and their role in expressing religious ideals.
- **Diversity and Plurality:** To highlight the diversity within Hindu practices and beliefs across regions, castes, and historical periods, emphasising the adaptability and plurality of the tradition.
- **Practical Relevance:** To examine the relevance of Hinduism in contemporary society, including its influence on global spiritual practices like yoga and meditation, as well as its perspectives on ethical and environmental issues.

- **Inter-religious Dialogue:** To encourage dialogue and understanding between Hinduism and other religious and philosophical traditions, fostering a spirit of mutual respect and learning.
- **Personal and Global Perspectives:** To cultivate an understanding of how Hindu philosophy addresses universal questions about existence, ethics, and spirituality, while also situating it within the context of global religious traditions.
- **Preparation for Advanced Studies:** To prepare students for further academic research or professional applications in fields such as theology, comparative religion, cultural studies, or global ethics.

Scope of the Course:

A certificate course in Hindu Studies offers a comprehensive introduction to one of the world's

most ancient and profound traditions. This program delves into the philosophical, cultural, and historical aspects of Hinduism, allowing students to explore its diverse practices, texts, and interpretations. The scope of such a course is vast, catering to students, professionals, and enthusiasts eager to deepen their understanding of Hindu philosophy, yoga, meditation, Sanskrit, and its socio-cultural impact. It provides valuable insights for those in fields like theology, anthropology, history, or philosophy, enhancing their academic and professional pursuits. For individuals seeking spiritual enrichment, the course offers pathways to explore personal growth through the teachings of Hinduism. Moreover, the global interest in Hindu practices, such as yoga and Ayurveda, opens doors for professionals in wellness, tourism, or cultural consultancy. Graduates can pursue roles in academia, interfaith dialogue, and cultural preservation or utilise their

knowledge to promote cross-cultural understanding. By combining theoretical knowledge with practical applications, a certificate course in Hindu Studies equips participants to engage with Hindu traditions intellectually and spiritually, contributing to their personal development and fostering broader awareness of this rich heritage. The course is a stepping stone for anyone interested in exploring the timeless wisdom of Hindu culture.

Career Opportunities:

- **Academia and Research:** Pursue teaching or research roles in universities and institutions specialising in philosophy, religion, or cultural studies. **Interfaith Dialogue Facilitator:** Work in organisations promoting inter-religious understanding and cooperation.

- **Cultural Consultant:** Provide expertise in Hindu traditions for media, tourism, or cultural exchange programs.
- **Yoga and Wellness Industry:** Enhance careers in yoga instruction, Ayurveda, or holistic health by incorporating Hindu philosophical principles.
- **Tourism and Heritage Management:** Serve as a guide or advisor for religious and cultural tourism focusing on Hindu sites.
- **Spiritual Leadership:** Train as a spiritual guide or counsellor, offering insights based on Hindu teachings.
- **Publishing and Writing:** Write or edit for publications focusing on Hindu philosophy, culture, and history.
- **Social Work and Community Engagement:** Support community projects informed by Hindu values of service and sustainability.

- **Public Speaking and Workshops:** Conduct seminars or workshops on Hindu philosophy, meditation, or related topics.

Takeaways from the Course:

- **Comprehensive Understanding:** Gain in-depth knowledge of Hindu philosophy, scriptures, and cultural practices.
- **Sanskrit Proficiency:** Acquire basic to intermediate skills in Sanskrit, the language of many Hindu texts.
- **Personal Growth:** Explore spiritual practices like meditation and yoga for self-development.
- **Cross-Cultural Awareness:** Develop an appreciation for the diversity and global relevance of Hindu traditions.
- **Networking Opportunities:** Connect with like-minded individuals, scholars, and professionals in the field.

- **Holistic Skillset:** Enhance critical thinking, analytical, and interpretative skills applicable to various professions.
- **Certification:** Earn a recognised credential showcasing expertise in Hindu studies.
- **Practical Applications:** Learn how to integrate Hindu values and practices into modern contexts, including leadership and sustainability.

Syllabus:

कार्यक्रम की रूपरेखा

पाठ्यक्रम -१(क्रेडिट -१२ घंटे)

- भारत की प्राचीनता
- प्राचीन भारतीय संस्कृति के प्रमाण
- प्राचीन भारत में उन्नत विचार

व्यवस्था का उत्थान - सनातन धर्म और वैदिक धर्म - वर्तमान में हिंदुत्व की पहचान

पाठ्यक्रम -२ (क्रेडिट १२ घंटे)

- हिंदुत्व का सैद्धांतिक पक्ष

एकात्मकता, पुनर्जन्म, कर्म व फल, वैचारिक विविधता व स्वातंत्र्य

- हिंदुत्व का वैचारिक पक्ष
- उपासना पद्धतियां, व्यक्तित्व

स्वतंत्रता, विभिन्न विश्वास व पद्धति का स्वागत, चार पुरुषार्थ, भौतिक व आध्यात्मिक संतुलन, सहभागिता, सहयोग व सामूहिकता

पाठ्यक्रम -३(क्रेडिट -१२ घंटे)

- हिंदुत्व के ग्रंथ (केवल परिचय) वेद, उपनिषद, पुराण, रामायण, महाभारत, व गीता
- ५ महाभूत, ५ ज्ञानेन्द्रिय, ५ तन्मात्राएँ, ५ कर्मेन्द्रियाँ, शरीर, मन, बुद्धि व आत्मा।

पाठ्यक्रम -४(क्रेडिट १२ घंटे)

- वैज्ञानिकता, स्वीकार्यता, विश्व शांति व मानव विकास।

- मानव विकास की परंपरा में सनातन संस्कृति का योगदान

Schedule	Mode	Topic Cover	Class Days	Timings
Per Week 4 Hours	Online Mode	Theory	Saturday/ Sunday	

Certificate Course in Basic Sanskrit



Introduction:

Sanskrit, the ancient language of India, is the foundation of philosophical, spiritual, and literary traditions. Sanskrit is a treasure of wisdom, philosophy, and literary beauty. This certificate course is designed to offer a comprehensive exploration of key Sanskrit texts—**Panchatantra, Upanishads, Bhagavad Geeta, Nitishataka** and **Modern Sanskrit Prose** while also focusing on the formation of Sanskrit sentences and grammar. This certificate course aims to introduce learners to the rich wisdom of India's classical texts, through the lens of the Sanskrit language.

The **Panchatantra** offers moral and ethical lessons through captivating stories of animals, teaching the importance of wit, wisdom, and diplomacy in overcoming challenges. This work is not only a treasure of fables but also a key to

understanding human behaviour in different social contexts.

The **Upanishads**, the philosophical core of the Vedic tradition, delve into the concepts of the self (Atman), the universal soul (Brahman), and the ultimate truth. These ancient texts provide profound insights into metaphysics, spirituality, and the nature of reality. From the study of Upanishad, they will know about philosophical and psychological insights of our ancestors and can develop this learning further for the benefit of themselves in particular and society in general.

The **Bhagavad Geeta**, a part of the Mahabharata, is a philosophical dialogue between Lord Krishna and the Arjuna. In these verses, the Geeta discusses essential aspects of life such as duty (Dharma), righteousness, devotion, and the path to liberation (Moksha), providing timeless wisdom for all who seek guidance in their journey of life.

Nitishataka, written by the sage **Bhartrihari**, is a collection of shlokas that offer practical advice on morality, ethics, and human behaviour. It emphasises the importance of virtues such as humility, self-discipline, and wisdom in living a balanced life.

While Sanskrit is often associated with ancient texts, its adaptability and relevance persist in modern times. In this course, we will delve into modern Sanskrit prose, showcasing its applications in various fields such as literature, media, education, and even daily communication. Students will engage with a diverse range of texts, including contemporary essays, stories, translations, and articles that reflect the modern developments in the Sanskrit language. The learners will be familiar with the tradition of Indian Philosophical literature with some focus on individual contributors of Sanskrit prose writing.

Through this course, learners will explore these ancient texts in their original Sanskrit form, gaining a deeper understanding of their meanings, context, and relevance in contemporary times. By learning the linguistic nuances of Sanskrit, students will uncover the true essence of these works and develop an appreciation for the timeless wisdom embedded within them.

At the end of this course, students will be able to form simple sentences using nouns, pronouns, and verbs. The students will be able to understand the general structure of Sanskrit language and will be able to write and communicate in Sanskrit.

Objective:

- To introduce students to key Sanskrit texts, including **Panchatantra**,
- **Ishavasyopanishada, Bhagavad Geeta, Nitishataka, and Modern Sanskrit Prose**, enabling them to explore their

literary, philosophical, and ethical dimensions.

- To develop a deeper understanding of the **moral lessons** and **philosophical teachings** embedded in these ancient and modern texts.
- To develop a deeper understanding of the philosophical and psychological insights of our ancestors. Through this student can develop this learning further for the benefit of themselves and society in general.
- To enhance students' **Sanskrit vocabulary** through the study of diverse textual forms, ranging from fables to philosophical discourses and modern prose.
- To enable students to **identify and analyse Sanskrit sentence structures** and apply grammatical principles in reading and writing.

- To provide a practical understanding of **Sanskrit grammar**.
- To encourage the **formation of Sanskrit sentences** using appropriate grammatical structures, enhancing the ability to construct meaningful expressions in Sanskrit.
- To explore the **evolution of Sanskrit** from classical texts to modern usage, focusing on the continuity and adaptability of the language in contemporary contexts.
- To improve students' ability to **read and interpret** Sanskrit texts with confidence and clarity, cultivating both linguistic and cultural fluency.
- To foster an appreciation for the richness of Sanskrit literature and philosophy, connecting ancient wisdom to modern-day applications.

To enable students with the skills needed to **compose and translate** Sanskrit prose and poetry, using the knowledge gained from the course texts.

Scope of the Course:

This certificate course offers an extensive and enriching exploration of Sanskrit literature, philosophy, and grammar through the study of key texts—**Panchatantra, Ishavasyopanishada, Bhagavad Geeta, Nitishataka, and Modern Sanskrit Prose**. The course provides a comprehensive understanding of Sanskrit as both a classical and modern language, equipping students with the skills to interpret ancient wisdom while honing their linguistic proficiency.

The **Panchatantra** introduces students to the art of storytelling and moral instruction through fables, teaching the application of diplomacy,

ethics, and human behaviour. The **Ishavasyopanishada** delves into the metaphysical ideas of self-realisation and the ultimate unity of the individual soul (Atman) with the Supreme (Brahman), expanding the student's philosophical understanding of the world. In studying the **Bhagavad Geeta**, students will explore critical concepts of duty (Dharma), righteousness, and devotion, with an emphasis on how these teachings can be applied to modern life. The **Nitishataka** by Bhartrihari is a collection of shlokas that offer practical advice on morality, ethics, and human behaviour. It emphasizes the importance of virtues such as humility, self-discipline, and wisdom in living a balanced life.

Furthermore, the course introduces **Modern Sanskrit Prose**, offering students insight into how Sanskrit continues to be used in contemporary contexts such as literature, journalism, and academic writings. This exploration of modern

usage helps students see the relevance of Sanskrit in today's world.

Alongside the study of texts, the course emphasises the **formation of Sanskrit sentences** and in-depth **grammar instruction**. Students will learn sentence structure, and other grammatical terms, enabling them to read, write, and compose Sanskrit with clarity and precision. Ultimately, the course empowers students with both linguistic and cultural competence, allowing them to appreciate the beauty and depth of Sanskrit and apply it effectively in various fields. The students will be able to understand the general structure of Sanskrit language and will be able to write and communicate in Sanskrit.

Career Opportunities:

- **Academic and Research Roles:**

- Students can pursue teaching and research opportunities in Sanskrit or related fields.
- Opportunities to work as **Sanskrit instructors** or **language experts** in academic settings, contributing to the preservation and propagation of Sanskrit.
- **Translation and Interpretation:**
- With expertise in both ancient and modern Sanskrit, students can work as **translators** for scholarly works, religious texts, literature, and philosophical treatises.
- Career prospects also exist in **interpretation services**, especially for international institutions, universities, and cultural organisations.
- **Content Writing and Editing:**
- Students can engage in **writing and editing** for publications focusing on ancient texts, Sanskrit literature, or modern applications of Sanskrit.

- Opportunities in **creating educational material** for Sanskrit courses, literature reviews, or journals.
- **Cultural and Heritage Organisations:**
- Sanskrit experts can work with **cultural heritage organisations, museums, and institutions** that focus on preserving and promoting India's ancient knowledge and heritage.
- Roles in **documentation, or cultural outreach programs** that involve the use of Sanskrit.
- **Media and Journalism:**
- Increasing interest in traditional and classical languages opens career paths in **Sanskrit media**, including digital platforms, news, and social media that focus on the promotion of Sanskrit and its literature.
- **Spiritual and Philosophical Consultancy:**

- Those with a deep understanding of the **Bhagavad Geeta** and **Upanishadic philosophy** can provide **spiritual guidance** and **consultancy** to individuals or institutions interested in these teachings.

Takeaways from the Course:

1. Deep Understanding of Ancient and Modern Sanskrit Texts: Gain a comprehensive understanding of key Sanskrit texts such as the **Panchatantra**, **Ishavasyopanishada**, **Bhagavad Geeta**, **Nitishataka**, and **Modern Sanskrit Prose**, which offer insights into both philosophical and literary traditions.

2. Sanskrit Grammar Proficiency: Master the grammar of Sanskrit, including sentence formation and the ability to form complex structures, enabling the students to read, write, and understand Sanskrit fluently.

3. **Cultural and Ethical Insights:** The study of texts like the **Panchatantra** and **Nitishataka** provides timeless moral lessons, enhancing ethical understanding and cultural sensitivity.

4. **Improved Communication Skills:** Through the study and practice of Sanskrit, students will gain enhanced **language and communication skills**, both in Sanskrit and in the ability to express complex ideas clearly. Students will be able to communicate in simple Sanskrit. This course will enhance their skills of chaste Sanskrit pronunciation as well as competence and performance of the language.

5. **Interdisciplinary Knowledge:** The course offers exposure to interdisciplinary knowledge, combining literature, philosophy, ethics, and linguistics, making students versatile in various fields such as academics, research, cultural heritage, and more.

6. Enhanced Logical and Analytical Thinking:

The study of ancient texts and grammatical structures fosters critical thinking, analytical reasoning, and a deeper understanding of language mechanics, which are valuable skills in many career paths.

7. Connection with Ancient Wisdom: Students will gain an appreciation for India's rich intellectual tradition, learning to apply the insights from texts like the **Geeta** and **Upanishads** in their personal and professional lives, enhancing their overall worldview. The stories and verses prescribed in the course will help the learners develop an understanding of the moral and ethical values that will be useful in their day- to-day life. They will be familiar with the rich history of Sanskrit Literature.

5. Syllabus of the Course

CERTIFICATE COURSE IN SANSKRIT PROFORMA FOR COURSE DETAILS

Course Name	Basic Sanskrit
Course Subject	Sanskrit
Duration of Course	6 Months

Learning Objectives

- To generate interest in Sanskrit language among the students.
- To impart knowledge of the structure of Sanskrit Language.
- To impart general skills of reading and learning in Sanskrit.

Learning Outcomes

- The students will be able to understand the general structure of Sanskrit Language.
- The students will be able to read and learn in Sanskrit.

खण्ड -I

CREDIT- 20 Hours

- क) पञ्चतन्त्र, मित्रभेद, श्लोक : 1 – 35
(शब्दार्थ, अनुवाद एवं व्याख्या)
- ख) पञ्चतन्त्र, अपरीक्षितकारक (ब्राह्मणीनकुल कथा), श्लोक : 19 – 22
(शब्दार्थ, अनुवाद एवं व्याख्या)
- अपरीक्षितकारक (सिंहकारकमूर्खब्राह्मणत्रय कथा), श्लोक : 37- 39
(शब्दार्थ, अनुवाद एवं व्याख्या)

खण्ड -II

CREDIT- 12 Hours

- क) ईशावास्योपनिषद्, मन्त्र संख्या : 1-5
(शब्दार्थ, अनुवाद एवं व्याख्या)
- ख) श्रीमद्भगवद्गीता, द्वितीय अध्याय, श्लोक : 11-25
(शब्दार्थ, अनुवाद एवं व्याख्या)

खण्ड -III

CREDIT- 8 Hours

- क) नीतिशतक, श्लोक : 2,9,10,11,12,18,19,26,61,64

(शब्दार्थ, अनुवाद एवं व्याख्या)

खण्ड – IV

CREDIT- 8 Hours

लघुकथा – त्रिपादी (लेखक, प्रो. रेवाप्रसाद द्विवेदी)

सन्दर्भ -ग्रन्थ

- पञ्चतन्त्र, व्याख्याकार, डॉ. पुष्पा गुप्ता, चौखम्बा संस्कृत प्रतिष्ठान, नई दिल्ली
- ईशावास्योपनिषद्, व्याख्याकार, डॉ. शशि तिवारी, भारतीय विद्या प्रकाशन, नई दिल्ली
- श्रीमद्भगवद्गीता, गीताप्रेस, गोरखपुर
- नीतिशतक, व्याख्याकार, डॉ. सावित्री गुप्ता, विद्यानिधि प्रकाशन, नई दिल्ली
- यादव, राजमंगल, अर्वाचीन संस्कृत साहित्य, जे. पी. पब्लिशिंग हाउस, नई दिल्ली

CERTIFICATE
COURSE
ENGLISH
CONVEATION

Introduction:

The proposed course aims to improve the English-speaking skills of students from diverse backgrounds for their academic, professional and social growth. Despite efficiency in writing, students face difficulty in speaking English confidently. This course will provide practice opportunities, and audio-visual learning exercises to help students with accurate pronunciation, appropriate articulation and fluency in expression.

The course is a comprehensive program including verbal interactive activities, role-plays, audio-visual learning exercises and discussions. The pedagogy would entail reading out loud, recording yourself speaking (listening, analysing then recording again), learning where to stress, paying attention to the attitude you show through your intonation, practise saying the same thing in a different way to change your attitude, to control

the speed of your speech, to set pronunciation goal (for example, to master s versus h); then go on to the next and learning to check the pronunciation of new words in a dictionary (print or online).

Objective:

The objective is to learn to converse in English fluently. This would be done at three levels **Beginner, Intermediate and Advanced** focussing on:

- Pronunciation and Intonation Practice
- Stress and Pauses
- Speaking English in day-to-day life
- Speaking English in informal situations
- Speaking English in formal situations
- Developing accurate reading skills
- Vocabulary Expansion

- Identifying inaccurate usage of the English language
- Speaking individually and in groups
- Expressing ideas/views orally
- Negotiation and Persuasion strategies

Scope of the Course:

It has been seen that students do have prior knowledge of English yet do not have proper and fluent speaking skills. They lack confidence and accuracy which reduces or mars their employment opportunities. Even though they have mobiles or other gadgets, they do not use them to improve their conversational English.

It is proposed that by the end of the program, the participants will be able to gain confidence in speaking English, will have awareness regarding accurate/inaccurate usage of the language, learn to speak fluently in daily life and formal situations, express their ideas without hesitation, have an

increased vocabulary, and pronounce correctly with proper intonation, stress, accent and voice modulation. The course will facilitate the usage of online resources to enhance their speaking skills and in turn, assist them to fulfil their aspirations.

Takeaways:

- The course aims to provide learners with the confidence to speak English with accuracy and fluency.
- Students will learn to express their ideas without hesitation, have an increased vocabulary, and pronounce correctly with proper intonation, stress, accent and voice modulation
- The course will facilitate the usage of online resources to enhance their speaking skills
- With improved conversational skills, the course will assist them to fulfil their

aspirations and achieve their career goals in life.

Syllabus:

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Level 1: Beginner

- **<https://clapingo.com/blog/english-speaking-topics>**
- **[h t t p s : / /
learnenglishkids.britishcouncil.org/print-make/flashcards](https://learnenglishkids.britishcouncil.org/print-make/flashcards)**
- 
01_Tintin_in_the_Land_of_the_Soviets.pdf
- **<https://readtintin.blogspot.com/>**
- Archies
- **<https://archiecomics.com/wp-content/uploads/bonus/ADD261/#3>**
- **Amar Chitra Katha**



Level 2: Intermediate

- Tales of Panchatantra <https://talesofpanchatantra.com/>
- Engine Trouble, R K Narayan. <https://www.thefreshreads.com/engine-trouble/>
- Shooting an Elephant by Rudyard Kipling <https://www.orwellfoundation.com/the-orwell-foundation/orwell/essays-and-other-works/shooting-an-elephant/>
- The Postmaster by Rabindranath Tagore <https://americanliterature.com/author/rabindranath-tagore/short-story/the-postmaster/>
- Poems like “Goodbye Party for Miss Pushpa T.S.” by Nissim Ezekiel <https://allpoetry.com/poem/14330576-Goodbye-Party-For-Miss-Pushpa-T.S.-by-Nissim-Ezekiel>

Level 3: Advanced

- Reader's Digest
- Newspaper Editorials
- Eats Shoots and Leaves: The Zero Tolerance to Punctuation, Lynne Truss, Profile Books, 2007.
- 'Speaking Tree'
- 'Inner Voice'

Listening:

Audio Clips

- <https://youtu.be/vPDQOB7pRRM> (Speech by Swami Vivekananda in Chicago in 1893)
- <https://barindia.in/inauguration-speech.html> (Inaugural Address by Dr. Rajendra Prasad)
- https://openvault.wgbh.org/catalog/A_76C3B93B557D4976A032C27C72AC

ED18#at 89.00_s

(Speech Martin

Luther King)

- Palki Sharma's Speech https://www.youtube.com/live/-Z9b_v612QQ
- Ted Talks, Motivational Speeches

Movies to Watch

- Ben Hur
- Troy
- Shutter Island
- Gods Must be crazy
- English Vinglish
- My Fair Lady
- 12 Angry Men
- Gods Must be Crazy, Shutter Island,
- The Great Escape
- Mind your Language

Web Series

- Downton Abbey

- The Crown

-

Documentaries on Netflix

- To Kill a Tiger
- The Elephant Whispers

Suggested Pedagogy:

- **Describing Activities**
- How to operate a mobile
- How to create a Facebook/ Instagram/LinkedIn account
- Comic Strip Description
- Story Telling
- **Narrating Past Events**
- A visit to Trade Fair
- A journey by Air
- **Reporting**

- Launch of Chandrayaan 3
- Ayodhya Ram Mandir Prana Pratishtha
- **Making Inquiries**
- At the bank
- On Mobile about flights/trains
- At the Reception in a corporate House/
Government office
- Interviews: Find out More
- **How To**
- Give Instructions
- Ask For Instructions
- Accept
- Reject/refuse
- Apply Conditions
- Reminders

- Greetings
- Giving and asking for contact details
- **Indicators for**
- Intentions
- Correctness

- **Duration of the Course: 3 Months**
- **Classes: 2-hour class, Twice a week**
- **Number of Seats: 25 Per Batch**
- **Mode: Offline/Online**
- **Fee Structure for the course:**
- **Eligibility: 10 + 2**
- **Teacher Eligibility: As per College/ UGC norms**



CERTIFICATE CRURSE

I COURSE IN

CONTENT PRODUCTION SOCIAL MEDIA

გამოცემის სახელით ხელმძღვანელი: დიმიტრი ბერიძე
დასრულებულია კურსის სწავლა: გიორგი ბერიძე, რომელსაც დიმიტრი ბერიძემ
სწავლის შედეგად მიანიჭა კურსის დამთავრების დიპლომი. დასრულებულია
კურსის სწავლა: გიორგი ბერიძე, რომელსაც დიმიტრი ბერიძემ
სწავლის შედეგად მიანიჭა კურსის დამთავრების დიპლომი.

დიმიტრი ბერიძე
დირექტორი



გიორგი ბერიძე
სტუდენტი

Introduction:

Content production for social media refers to the process of creating, designing, and publishing engaging materials tailored for various social platforms such as Instagram, Facebook, Twitter, LinkedIn, YouTube, and others. It encompasses a wide range of formats, including text posts, images, videos, infographics, stories, reels, and live streams, all aimed at capturing the audience's attention, conveying messages effectively, and meeting specific marketing or communication goals.

In today's digital age, social media content has become a crucial tool for brands, organisations, and individuals to establish their presence, build relationships with their audience, and drive business or personal growth. Successful content production involves a mix of creativity, strategic planning, audience understanding, and technical skills.

Key elements of social media content production include:

1. Understanding the Audience: Knowing the target demographic to create relevant and appealing content.
2. Platform-Specific Approach: Designing content suited to the unique features and audience behaviours of different social media platforms.
3. Content Types: Experimenting with visuals, written posts, videos, and interactive elements like polls and quizzes.
4. Storytelling: Crafting engaging narratives that connect emotionally with the audience.
5. Consistency: Maintaining a regular posting schedule to build and retain audience interest.

With the ever-evolving nature of social media platforms, content production demands staying updated with trends, algorithms, and new tools, ensuring the content remains fresh, relevant, and impactful.

Objective:

This course will provide students with a comprehensive understanding of content production for social media platforms. It explores the principles, strategies, and tools required to create engaging and effective content that resonates with target audiences. It also explores the legal and ethical considerations in social media content production. Students will learn to leverage various social media channels and understand the evolving landscape of digital communication. The course integrates theoretical concepts with practical skills, enabling students to develop a strong foundation in content creation for the digital age. This is a professional Course which will enhance overall knowledge of the student for developing a successful career in Content Production for social media.

Scope of the Course:

A course in Content Production for social media offers vast opportunities for individuals looking to build careers in digital marketing, brand communication, or personal branding. With the exponential growth of

social media platforms as marketing and engagement tools, the demand for skilled professionals in this field is constantly rising. The course provides both theoretical and practical insights into creating effective and engaging social media content, ensuring relevance in the dynamic digital world.

Key Areas Covered in the Course:

- **Platform-Specific Content Creation:**
 - o Understanding the nuances of platforms like Instagram, Facebook, LinkedIn, YouTube, and TikTok.
 - o Learning to adapt content formats and tones for different audiences.
- **Visual and Multimedia Content:**
 - o Basics of photography, videography, and graphic design.
 - o Creating infographics, animations, reels, and stories.
- **Writing and Copywriting Skills:**

- o Crafting impactful captions, blogs, and posts.
- o Developing skills for SEO-driven content and hashtags.

- **Content Strategy and Planning:**

- o Learning how to conduct audience research and trend analysis.
- o Designing editorial calendars and campaigns for consistent engagement.

- **Analytics and Performance Metrics:**

- o Measuring content performance through analytics tools.
- o Optimizing strategies based on data insights.

- **Emerging Trends and Tools:**

- o Adopting AI tools for content creation.
- o Understanding the rise of AR/VR in social media marketing.

- **Monetisation and Branding:**

- o Creating content for influencers and personal branding.
- o Exploring partnerships, sponsorships, and ads.

Career Opportunities:

- Social Media Manager
- Content Strategist
- Digital Marketing Specialist
- Influencer Marketer
- Graphic Designer
- Video Editor for Social Media
- Brand Manager
- Freelance Content Creator or Consultant

Industries Benefiting from Social Media Content Production:

- Advertising and Marketing
- E-commerce

- Media and Entertainment
- Education and EdTech
- Hospitality and Tourism
- Nonprofit Organisations

This course prepares individuals to leverage social media not just as a communication tool but as a powerful medium for personal growth, business development, and community engagement.

Professional Value of the Course:

The global digital content creation market has been a very popular market these days with a value of 25.6 billion USD in 2022 and is estimated to expand at a CAGR of 13.5% from 2023 to 2030. Being a widely popular field, student can have better prospects in finding and growing their careers in this field. The college is offering the course at a much lower price than most of the universities offering similar kind of courses.

Nature of the Course: Professional

Duration of the Course: 6 Months

Classes: 2-hour class each day for 3 days per week
(preferably evening Classes)

Number of Seats: 40 Per Batch

Mode: Blended Mode (Theory classes can be taken online as well as offline but practical classes will be in physical mode)

Fee Structure for the course: 15,000/- per student

Eligibility: 10 + 2

Teacher Eligibility: As per College/ UGC norms

Take aways from the Course:

Completing a course in Content Production for social media opens up a wide array of career opportunities in various industries. With the growing reliance on social

media for marketing, communication, and brand building, skilled content creators are in high demand.

- Technical Skills:
- Creative Expertise:
- Strategic Knowledge:
- Audience Understanding:
- Branding Insight:
- Performance Measurement:
- Emerging Trends:
- Portfolio Development:

Industries Where These Skills Are in Demand

- Advertising and Public Relations
- Media and Entertainment
- E-commerce and Retail
- Education and EdTech

- Nonprofit Organizations
- Healthcare and Fitness

Course Overview:

This course is designed to provide students with a comprehensive understanding of content production for social media platforms. It explores the principles, strategies, and tools required to create engaging and effective content that resonates with target audiences. Students will learn to leverage various social media channels and understand the evolving landscape of digital communication. The course integrates theoretical concepts with practical skills, enabling students to develop a strong foundation in content creation for the digital age.

Syllabus:

Paper -1

Credit 2

Social Media: Introduction and Basic Concepts

1. Origin of Communication and great communicators (Devarshi Narad, Maharishi Aurobindo, Swami Vivekanand & Mahatma Gandhi etc.)
2. Rise of Journalism and social media: History and Evolution
3. Understanding social media: Overview of Social Media Platform
4. Emerging trends in social media

Paper -2

Credit 2

Content Creation: Basics, Technology and Tools

- Visual Content Creation
 - o Basics of Visual Content
 - o Important Tools for Eye-catching and trending Videos, Shorts and Reels (Graphics, Animation and AI)
- Video Content Production
 - o Introduction to Video Production

- o Basics of Videos (Scripting, Shooting and Editing)
- Writing for social media Content
- o Elements of effective storytelling
- o Crafting and Editing stories
- Creating and Visualising Content for different social media platforms

Paper -3

Credit 2

Analytics and
Optimisation

- Hashtags and Trend Utilisation
- Social Media Analytics and Optimisation
- Legal and Ethical Consideration of Social Media Content
- Copy write and fair use of social media

Paper -4

Credit 2

- Practical, Project, Presentation and Internal Assessment



Introduction:

The aim of this course is to introduce students to basic statistical and econometric methods, with their intended application in data analysis. This course provides intuitive and student friendly introduction to essential techniques required for quantitative research and data analysis. The learning acquired can be readily applied to perform basic research based on regression analysis in economics, finance, management, sciences etc.

Objective:

Data is one of the important aspects, a basic understanding of which has become a bare minimum necessity in almost all fields of work. Vast amount of data is being generated by businesses, individuals and devices every day. An understanding of how to look at the data, interpret and analyse it, can provide great insights and can be further used to make informed decisions, drive innovation, and improve operations. Data analysis and its interpretation is fast gaining

importance in every field - be it legal, management or IT.

- To understand the fundamentals of Econometric theory and its use in the study of Data
- To explore various methodologies of testing claims using data for hypothesis testing
- To understand data collection techniques so as to arrive at estimations and predictions
- To familiarise the candidate with use of Econometric models in numerous spheres of Industry, academia and policy making
- To train students in the use of Data analysis software for handling and analysing collected data through familiarisation with relevant Data sets from NSSO, RBI, etc.

Duration of the Course: 6 Months

Total No. of Hours: 60 hours

Classes: 2.5 hours per week

Number of Seats: 30 Per Batch

Eligibility: Mathematics/Statistics in XIIth Standard

Syllabus:

Module 1: Introduction to Descriptive Statistics &
Econometrics 7 hours

Content:

- Nature of Statistics
- Statistics and Econometrics
- Methodology of Econometrics
- Descriptive Statistics
- Practice with Data Set through Statistical software

References:

McClave et. Al. – Chapter-1, Chapter -2 (2.1-2.5)

Studenmund A.H. Chapter- 1

Module 2: Probability Theory and Probability
distributions 13 hours

Content:

- Understanding Probability theory
- Random Variables and Probability Distributions
- Sampling
- Practice with Data Set through Statistical software

References:

McClave et. al. Chapter 3 and 4 (4.1, 4.2, 4.3, 4.5, 4.6, 4.8 -only uniform distribution)

Assessment for Module 1 & 2: Computer based Assignment I

Module 3: Statistical inference and Hypothesis Testing 16 hours

Content:

- Concept of Statistical inference from sample for population
- Confidence Interval estimation

- Tests of Hypothesis
- Practice with Data Set through Statistical software

References:

McClave et al. Chapter- 6 (6.1- 6.3), Chapter -7 (7.1-7.5, 7.8)

Assessment for Module 3: Computer based Assignment II

Module 4: Linear Regression Model 13 hours

Content:

- Least Squares Approach
- Assumptions of Simple Linear Regression
- Practice with Data Set through Statistical software

References:

Studenmund A.H. Chapter- 2, 4, 5, 7 (till 7.3)

Assessment for Module 4: Computer based Assignment III

Module 5: Multiple Linear Regression and Violation of OLS 11 hours

Content:

- Multiple Linear Regression model
- Violation of Classical Assumptions
- Practice with Data Set through Statistical software

References:

Studenmund Chapter- 8, 9, 10; Gujarati, D. N., Porter,
D. C Chapte-6 (till 6.5)

Assessment for Module 5: Computer based Assignment IV

Proposed Break down of Total Assessment: 100 Marks

☐ Assignment I: 10 Marks

- ❑ Assignment II: 10 Marks
- ❑ Assignment III: 10 Marks
- ❑ Assignment IV: 10 Marks
- ❑ Final Exam: 60 Marks (Practical: 20 marks;
Theory: 40 marks)

Suggested References:

- Gujarati, D. (2014). Econometrics by example, 2nd ed. Palgrave Macmillan.
- Gujarati, D., Porter, D. (2010). Essentials of econometrics, 4th ed. McGraw- Hill.
- James McClave, P. George Benson, Terry Sincich (2017), Statistics for Business and Economics, Pearson Publication
- A.H. Studenmund, Using Econometrics: A Practical Guide, 7th Edition , Pearson, 2017
- Manuals for Statistical software

S.N	Head	Requirement
1	Teaching Instructor and creation Fee	(60 hours)
2	Software	STATA or SPSS
3	Computers	15
4	Administrative Requirements	Administration Accounts Marketing &
5	Brochures	Printing
6	Date of launch of course	Yet to be decided