



SNDT Women's University, Mumbai

**Bachelor Of Science
(Resource Management & Interior
Design)**

B.Sc. In RM & ID

As Per NEP – 2020

Semester – I & II

**Syllabus
(W.E.F. Academic Year 2025-26)**

Terminologies

Vertical	Full-form/Definition	Remarks	Related to Major and Minor Courses
Major (Core)	Subject comprising Mandatory and Elective Courses, Major Specific IKS, Vocational Skill Courses, Internship/ Apprenticeship, Field Projects, Research Projects connected to Major	Minimum 50% of total credits corresponding to Three/Four - year UG Degree- Mandatory Courses	Related to the Major
Minor Course	Course from same or different Faculty	Minimum 18-20 Credits to be completed in the first three years of UG Programme	Related to the Minor
OEC	Open Elective Courses/ Generic courses	10-12 credits to be offered in I and/or II year. Faculty-wise baskets of OEC to be prepared	OEC is to be chosen compulsorily from faculty other than that of the Major
VSC	Vocational Skill Courses, including Hands on Training corresponding to the Major and/or Minor Subject	8-10 credits, to be offered in first three years, wherever applicable vocational courses will include skills based on advanced laboratory practical's of Major	Related to the Major or Minor
SEC	Skill Enhancement Courses	06 credits, to be offered in I and II year, to be selected from the basket of Skill Courses approved by university	Related to the Major or Minor any relevant Skill
AEC	Ability Enhancement Courses	08 credits, to be offered in I and II year, English: 04 Credits to be earned in Sem - I, Modern Indian Language of 04 credits to be offered in II year	NA

VEC	Value Education Courses	Understanding India, Environmental science/education, Digital and technological solutions, Health & Wellness, Yoga education, sports, and fitness	NA
IKS	Indian Knowledge System	Generic IKS Course: basic knowledge of the IKS to be offered at First Year level	Major-Specific IKS Courses: advanced information about the major, part of the major credit to be offered at second- or third-year level
OJT	On-Job Training (Internship/Apprenticeship)	Corresponding to the Major Subject	Related to the Major
FP	Field projects	Corresponding to the Major Subject	Related to the Major
CC	Co-curricular Courses	Health and Wellness, Yoga education sports, and fitness, Cultural Activities, NSS/NCC and Fine/ Applied/Visual/ Performing Arts	NA
CE	Community Engagement and service		Related to Major
RP	Research Project	corresponding to the Major Subject	Related to Major

Program Template

Degree		B.Sc.
Programme		BSc in Resource Management and Interior Design
Preamble (Brief Introduction to the programme)		<p>Resource Management and Interior Design course aims to provide students with a thorough understanding of the concepts, creativity, aesthetic sense, and technical skills needed to design visually appealing, practical, and sustainable interior and exterior spaces. It also focuses on other aspects of course like efficient management of time, money, spaces, resources and knowledge of smart materials, current trends, fashion to successfully implement creative and people- centered design solutions. The field also incorporates technology, services, ergonomics, consumer theories, landscaping, professional communication skills and traditional and conventional practices in designing.</p> <p>On completion of the course the student will have the complete knowledge, technical skills and enhanced abilities needed to excel in creating safe, functional, and aesthetically appealing indoor and outdoor environment to improve quality of life and cater to the changing requirements of the society. Today there is a growing demand for professionals with expertise in space planning, material selection, construction, and renovation projects, designing offices, hotels, stores, etc. Thus, opening a wide variety of professions avenues for the students.</p>
Programme Specific Outcomes (PSOs)		After completing this program, Learner will be able to
	1.	Illustrate and implement the fundamental elements and principles of design ensuring a coherent and visually compelling artistic outcome
	2.	Demonstrate the strong buying abilities when choosing products and services from the market.
	3.	Understand the intricacy of visual aesthetics while designing spaces.
	4.	Analyze the needs of users considering cultural and social factors.
	5.	Understand the needs of proficiency in multiple perspectives for product and space design.
	6.	Critically analyze original concepts and innovations that will strengthen the ability to design spaces and products.
	7.	Analyze the ergonomic aspects of different job tasks and their potential impact on health.

Eligibility Criteria for Programme		<p>A candidate to be eligible for admission for the three/four years course leading to Degree of Bachelor of Science</p> <ul style="list-style-type: none"> • Must have passed the High School Certificate (Std. XII) examination conducted by different Divisional Boards of the Maharashtra (or any other State) Board of Secondary and Higher Secondary Education • Must have passed Higher Secondary School Certificate (standard XII) examination with Minimum Competency based Vocational Courses (MCVC) conducted by the different Divisional Boards of the Maharashtra (or any other State) Board of Secondary and Higher Secondary Education <p style="text-align: center;">or</p> <ul style="list-style-type: none"> • Equivalent
Intake		30 students

Structure with Course Title

B.Sc. Resource Management & Interior Design

SN	Courses	Type of Course	Credits	Marks	Int	Ext
	Semester I					
10030801	Design and Aesthetics – Theory -I	Major (Core)	2	50	50	0
		Major (Core)	2	50	50	0
		Major (Core)	2	50	50	0
10430811	Décor & Styling Spaces (Th)	OEC	4	100	50	50
10630801	Application of Design and Aesthetics (Pr)	VSC S1	2	50	50	0
10730801	Professional Communication and Presentation – I (Pr)	SEC	2	50	0	50
10810111	English For Academic Writing- Paper I (For Students of English Medium)	AEC (English) (Any One)	2	50	0	50
10810112	English Language and Literature- I (For Students of Non-English medium)					
11051111	Inception of India Knowledge Sys	IKS (Generic)	2	50	0	50
10952111	Introduction to Indian Constitution	VEC	2	50	0	50
11450121	Basics of National Service Scheme	CC (Any One)	2	50	50	0
11450221	National Cadets Corps. (NCC) Studies- I					
11450322	Health and Wellness					
11450421	Performing Arts Exploration					
			22	550	300	250

SN	Courses	Type of Course	Credits	Marks	Int	Ext
	Semester II					
10730801	Design and Aesthetics – Theory -II	Major (Core)	2	50	0	50
		Major (Core)	2	50	0	50
		Major (Core)	2	50	0	50
		VSC S2	2	50	50	0
		VSC S3	2	50	50	0
10730801	Principles of Management (Theory)	OEC	4	100	50	50
20730801	Basics of Content Writing (Theory)	SEC	2	50	50	0
20810111	English For Academic Writing- Paper II (For Students of English Medium)	AEC (English) (Any One)	2	50	0	50
20810112	English Language and Literature- II (For Students of Non-English medium)					
20952111	Environment Awareness	VEC	2	50	0	50
21450121	Volunteerism and National Service Scheme	CC (Any One)	2	50	50	0
21450221	National Cadets Corps. (NCC) Studies- II					
21450323	Yoga Education					
21450421	Fine Art					
			22	550	250	300

Exit with UG Certificate with 4 extra credits (44 + 4 credits)

Syllabus Content

Semester I

1.1 Major (Core)

Course Title	Design and Aesthetics – Theory -I
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able to
	1. Apply the elements and principles of design.
	2. Develop the skills to appreciate the aesthetics of art and design with reference to interior design.
	3. Demonstrate the skills in applying the art principles in various areas of Home Science.
	4. Design and experiment different types of arts and crafts.
Module 1 (Credit 1) – Basics of Art and Design (Theory)	
Learning Outcomes	After learning the module, learners will be able to
	1. Design and differentiate between the types of designs.
	2. Organize the various elements of design to create different types of designs & apply the concept of Optical Illusion in interior design
Content Outline	1. Introduction to Art and Aesthetics <ul style="list-style-type: none">• Definition and Concept of Art and Aesthetics 2. Concept of Art and Design <ul style="list-style-type: none">• Definition and Concept of Design• Types of Design – Structural and Decorative Design• Requirements of a Good Design 3. Basic Elements of Art and Design <ul style="list-style-type: none">• Introduction, types, importance• Point & Line• Space• Shape & Form• Colour• Texture• Light• Pattern 4. Optical Illusion <ul style="list-style-type: none">• Concept of Illusion and Optical illusion• Application in interior design
Module 2 (Credit 1) – Introduction to Colour Theory	
Learning Outcomes	After learning the module, learners will be able to

	1. Understand the basic principles of colour theory
	2. Analyze the psychological and physiological effects of colour.
	3. Create effective colour schemes and compositions for various applications.
Content Outline	<p>1. Colour Wheel</p> <ul style="list-style-type: none"> • Introduction to colour wheel • Classification of Colours (Warm & Cool Colours/ Advancing and Receding Colours) <p>2. Colour Harmony</p> <ul style="list-style-type: none"> • Colour Schemes: Monochromatic, Analogous, Complementary, Split Complementary, and Triad. • Properties/Dimensions of colour theory <p>3. Psychological and Physiological effects of Colour</p> <ul style="list-style-type: none"> • Psychological Effects of Colour: How different colours affect mood and emotions, Colour preferences and personality. • Physiological Effects of Colour -How colour affects visual perception and eye strain, • The role of colour in spatial perception and environment design. • Colour in Marketing and Branding: How businesses use colour to influence consumer behaviour. <p>4. Application of Colour in Art and Design</p> <ul style="list-style-type: none"> • Techniques for creating harmony and contrast in visual compositions. • Colour theory in painting, graphic design, and interior design.

Assessment Pattern:

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal Total Marks – 50 (Continuous Assessment)

Module 1: Basics of Art and Design (marks - 25)

- Collect pictures/make innovative presentations for the basic elements of arts from natural/ manmade objects.
- Draw/collect pictures indicating use of optical illusion created through art elements.

Module 2: Introduction to Colour Theory (marks - 25)

- Creative preparation of colour wheel.
- Creative preparation of chart for colour schemes.
- Create a simple design and use two different colour harmonies by drawing the same design twice

References:

1. Agan, T. (1970). **The house, its plan and use**. Oxford and IBM, New Delhi.
2. Ahmed, K. (1995). **Interior design: An introduction to art, craft, science, techniques, and profession**. Ingra Publications Pvt. Ltd, Mumbai.
3. Anderson, D. (1961). **Elements of design**. Holt, Rinehart and Winston, New York.
4. Bevin, M. E. (1985). **Design through discovery**. Rinehart and Winston, New York.
5. Bhatt, N. D. (1985). **Elementary drawing**. Anan Charotar Publishing House.
6. Bhatt, P., & Goenka, S. (1990). **Foundation of art and design**. Lakhani Book Depot, Mumbai.
7. Collingwood, R. G. (1958). **The principles of art**. Oxford University Press, London.
8. Craig, & Rush. (1980). **Homes with character**. D.C. Heath & Co.
9. Dandekar, H. D., & Krishnamurti, C. E. (1960). **Anchine drawing**. Oxford University Press, London.
10. Dorothy, S. (1964). **Introduction to home furnishing**. The Macmillan Company, New York.
11. Faulkner, R., & Faulkner, S. (1968). **Inside today's home**. Holt, Rinehart and Winston, New York.
12. Faulkner, S., Ziegfeld, E., & Hill, H. (1955). **Art today**. Henry Holt.
13. Frances, O. (1967). **Art and design in home living**. The Macmillan Company, New York.
14. Garreston, F. (1975). **Theory and practice of colour**. Studio Vista Publishers, London.
15. Goldstein, H., & Goldstein, V. (1953). **Art in everyday life**. The Macmillan Company, New York.
16. Grames, M. (1951). **The art of colour and design**. McGraw-Hill Book Co., New York.
17. Lewis, D. S., Osborn, J. B., & Sweeney, E. F. (1969). **Housing and home management**. The Macmillan Company, New York.
18. Morris, W. (1989). **Design and patterns**. Bracker Books, London.
19. Morton, G. M. (1964). **The arts of costume and personal appearance**. John Wiley and Sons, New York.
20. Morton, R. (2009). **The home and its furnishing**. McGraw-Hill Book Company, Inc., New York.
21. Mueller, C. G., & Rudolf, M. (1967). **Light and vision: Life science and library**. Time-Life International, Netherlands.
22. Rowland, K. (1965). **The shapes we need** (Vol. 2/3). Grinnnd Co., London.

1.4 Open Elective Courses (OEC)

Course Title	Décor and Styling Spaces
Course Credits	4 Credits
Course Outcomes	After going through the course, learners will be able to
	1. Describe and relate between the elements and principles of design
	2. Develop skills to appreciate the aesthetics of art and design with reference to interior design
	3. Demonstrates the skills in applying the art principles in various areas of Home Science
	4. Design and create different types of arts and crafts
	5. Design and style different spaces using elements and principles of design
Module 1 (Credit 1) - UNDERSTANDING ART AND DESIGN (Theory)	
Learning Outcomes	After learning the module, learners will be able to
	1. Define design and differentiate between the types of designs
	2. Identify and analyze good and bad structural and decorative designs
	3. Skillfully apply the elements to create different types of designs
	4. Execute the concept of Optical Illusion in interior design
Content Outline	<p>1. INTRODUCTION TO ART and AESTHETICS</p> <ul style="list-style-type: none"> • Definition and concept of art & aesthetics <p>2. CONCEPT OF ART AND DESIGN</p> <ul style="list-style-type: none"> • Definition and Concept of Design • Types of Design – Structural and Decorative Design • Requirements of a Good Design <p>3. BASIC ELEMENTS OF ART AND DESIGN</p> <ul style="list-style-type: none"> • Introduction, types and importance • Point & Line • Space • Shape & Form • Colour • Texture • Light • Pattern <p>4. OPTICAL ILLUSION</p> <ul style="list-style-type: none"> • Concept of Illusion

	<ul style="list-style-type: none"> • Optical illusion • Application/use in interior design
Module 2 (Credit 1) - STUDY OF COLOUR AND PRINCIPLES OF DESIGN (Theory)	
Learning Outcomes	After learning the module, learners will be able to
	1. Draw and illustrate the colour wheel
	2. Create and relate to various colour harmonies
	3. Apply principles of design in various areas of Home Science
Content Outline	<p>1. COLOR WHEEL</p> <ul style="list-style-type: none"> • Introduction to color wheel • Classification of Colors (Warm & Cool Colors/ Advancing and Receding Colors) <p>2. COLOR HARMONY</p> <ul style="list-style-type: none"> • Color Schemes: Monochromatic, Analogous, Complementary, Split Complementary, Triad. • Properties/Dimensions of colour <p>3. PRINCIPLES OF DESIGN</p> <ul style="list-style-type: none"> • Introduction & types • Balance • Scale and Proportion • Emphasis • Rhythm • Harmony <p>4. APPLICATION OF VARIOUS PRINCIPLES OF DESIGN</p> <ul style="list-style-type: none"> • Related to various fields like • Interior Design/hospitality • Textile Design • Food Decoration • Visual Communication
Module 3 (Credit 1) - APPLICATION OF DESIGN (Practical)	
Learning Outcomes	After learning the module, learners will be able to
	1. Skillfully investigate design principles to create functional and decorative designs
	2. Define and demonstrate the concept of space and scale
	3. Create different types of aesthetically appealing geometric patterns

Content Outline	1. UNDERSTANDING APPLICATION OF LINES IN CREATING DESIGNS <ul style="list-style-type: none"> • Vertical • Horizontal • Diagonal • Curved lines 2. TYPES OF SPACE <ul style="list-style-type: none"> • Positive space • Negative space 3. UNDERSTANDING SCALE THROUGH <ul style="list-style-type: none"> • Enlargement • Reduction 4. CREATING GEOMETRICAL DESIGNS <ul style="list-style-type: none"> • Symmetrical design • Asymmetrical design
Module 4 (Credit 1) - DESIGN CREATION (Practical)	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Create varied designs by skillful usage of different mediums 2. Select different textures and apply in a single design 3. Choose different colour combination to increase the visual effects for any design 4. Create different types of art and craft
Content Outline	1. USE OF VARIOUS MEDIUM TO CREATE DESIGNS <ul style="list-style-type: none"> • Pencil • Pen & Ink • Colour 2. CREATING TEXTURES <ul style="list-style-type: none"> • Create a texture collage using various materials 3. COLOUR SCHEMES <ul style="list-style-type: none"> • Colour harmonies: monochromatic, achromatic, chromatic colour schemes 4. INNOVATIVE DESIGN CREATION AND EXHIBITION <ul style="list-style-type: none"> • Paintings / pot painting / 3D murals/Stain Glass Painting (innovative work)

Assessment Pattern:

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal Total Marks – 50 (Continuous Assessment)

Module 1: UNDERSTANDING ART AND DESIGN (Marks – 10)

- Collect pictures/make innovative presentations for the basic elements of arts from natural/ manmade objects.
- Draw/collect pictures indicating use of optical illusion created through art elements.

Module 2: STUDY OF COLOUR AND PRINCIPLES OF DESIGN (Marks – 15)

- Creative preparation of colour wheel.
- Creative preparation of chart for colour schemes.

Module 3: APPLICATION OF DESIGN (Marks – 15)

- Draw sketches/collect pictures for types of space- positive and negative space.
- Draw designs using the techniques of enlargement and reduction.
- Creating symmetrical and asymmetrical designs based on pure geometrical forms.

Module 4: DESIGN CREATION (Marks – 10)

- Draw a single design using three mediums- pencil, ink and colour.
- Create a simple design and use two different colour harmonies by drawing the same design twice.

References:

1. Agan, T. (1970). **The house, its plan and use**. Oxford and IBM, New Delhi.
2. Ahmed, K. (1995). **Interior design: An introduction to art, craft, science, techniques, and profession**. Ingra Publications Pvt. Ltd, Mumbai.
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1.5 VSC

Course Title	Application of Design and Aesthetics (Practical)
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able to
	1. Apply the elements and principles of design.
	2. Develop the skills to appreciate the aesthetics of art and design with reference to interior design.
	3. Demonstrate the skills in applying the art principles in various areas of Home Science.
	4. Design and experiment different types of arts and crafts.
Module 1 (Credit 1) – Application of Design	
Learning Outcomes	After learning the module, learners will be able to
	1. Create and formulate functional and decorative designs
	2. Differentiate & interpret the space and scale with different types of geometric patterns
	3. Create and formulate functional and decorative designs
Content Outline	1. Application of Lines in Creating Designs <ul style="list-style-type: none"> • Vertical • Horizontal • Diagonal • Curved lines 2. Types of Space <ul style="list-style-type: none"> • Positive space • Negative space 3. Understanding Scale <ul style="list-style-type: none"> • Enlargement • Reduction 4. Creating Geometrical Designs <ul style="list-style-type: none"> • Symmetrical design • Asymmetrical design
Module 2 (Credit 1) - Design Creation	
Learning Outcomes	After learning the module, learners will be able to
	1. Experiment with different mediums to create varied designs
	2. Select and apply different textures in a single design & experiment with various colour combination
	3. Develop innovative ideas and demonstrate skills in creating enriching art and craft design or artifacts

Content Outline	<p>1. Use of Various Medium to Create Designs</p> <ul style="list-style-type: none"> • Pencil medium • Pen & Ink medium • Colour – pencil, water colour, crayons, etc. <p>2. Creating Textures</p> <ul style="list-style-type: none"> • Create a texture collage using various materials <p>3. Colour Schemes</p> <ul style="list-style-type: none"> • Colour harmonies: Monochromatic, Achromatic, Chromatic colour schemes <p>4. Innovative Design Creation and Exhibition</p> <ul style="list-style-type: none"> • Paintings / pot painting / 3D murals/Stain Glass Painting (innovative work)
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Assessment Pattern:

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

For Practical Subject Total Marks – (50)

Module 1 – Application of Design (Marks – 25)

- Draw sketches/collect pictures for types of space- positive and negative space.
- Draw designs using the techniques of enlargement and reduction.
- Creating symmetrical and asymmetrical designs based on pure geometrical forms

Module 2 - Design Creation (Marks – 25)

- Draw a single design using three mediums- pencil, ink and colour.
- Create a simple design and use two different colour harmonies by drawing the same design twice.

References:

1. Agan, T. (1970). **The house, its plan and use**. Oxford and IBM, New Delhi.
2. Ahmed, K. (1995). **Interior design: An introduction to art, craft, science, techniques, and profession**. Ingra Publications Pvt. Ltd, Mumbai.
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6. Bhatt, P., & Goenka, S. (1990). **Foundation of art and design**. Lakhani Book Depot, Mumbai.
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11. Faulkner, R., & Faulkner, S. (1968). **Inside today's home**. Holt, Rinehart and Winston, New York.
12. Faulkner, S., Ziegfeld, E., & Hill, H. (1955). **Art today**. Henry Holt.

13. Frances, O. (1967). **Art and design in home living**. The Macmillan Company, New York.
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19. Morton, G. M. (1964). **The arts of costume and personal appearance**. John Wiley and Sons, New York.
20. Morton, R. (2009). **The home and its furnishing**. McGraw-Hill Book Company, Inc., New York.
21. Mueller, C. G., & Rudolf, M. (1967). **Light and vision: Life science and library**. Time-Life International, Netherlands.
22. Rowland, K. (1965). **The shapes we need** (Vol. 2/3). Grinnnd Co., London.

1.6 SEC

Course Title	Professional Communication and Presentation – I (Practical)
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able to
	1. Develop the terminology and vocabulary that are appropriate for your line of work.
	2. Examine, recognize, and effectively summarize a range of textual materials
	3. Critically argue on the shortcomings of listening habits and making use listening strategies according to the needs
Module 1 (Credit 1) - Professional Communication Overview	
Learning Outcomes	After learning the module, learners will be able to
	1. Apply the foundational principles of professional communication, including written, nonverbal, and spoken communication
	2. Examine and assess various communication philosophies and how they affect the development of business contacts and a productive workplace
Content Outline	<p>1. Introduction to Professional Communication</p> <ul style="list-style-type: none"> • Definition and importance, • Types of professional communication: verbal, written, and non-verbal, • Barriers to communication and • Understanding the role of culture in professional communication <p>2. Written Communication Skills</p> <ul style="list-style-type: none"> • Principles of effective business writing, • Email etiquette and best practices, • Drafting professional letters and memos. <p>3. Verbal Communication Skills</p> <ul style="list-style-type: none"> • Public speaking fundamentals • Overcoming the fear of public speaking • Techniques for effective presentations and speeches • Developing interpersonal communication skills <p>4. Non-Verbal Communication and Listening Skills</p> <ul style="list-style-type: none"> • Understanding the importance of body language in communication • Strategies for effective non-verbal communication in a professional setting, • Active listening techniques and their role in effective communication

	<ul style="list-style-type: none"> Exercises and role play to practice non-verbal communication and listening skills
Module 2 (Credit 1) - Professional Presentation Skills	
Learning Outcomes	After learning the module, learners will be able to
	1. Master the techniques of making powerful and captivating presentations
	2. Describe the use of techniques when using multimedia tools and presentation software to enhance the attractiveness and effectiveness of presentations.
	3. Critically assess the presentations of your peers. Provide feedback to foster a collaborative learning atmosphere and continuous improvement in presentation skills.
Content Outline	<p>1. Planning and Structuring Presentations</p> <ul style="list-style-type: none"> Understanding the purpose of the presentation Identifying the target audience and their expectations Organizing content logically and effectively, Creating engaging introductions and conclusions <p>2. Visual Aids and Technology in Presentations</p> <ul style="list-style-type: none"> Best practices for producing visually appealing and captivating slides Using visual aids like slides and movies effectively fixing technological problems during presentations and improving presentations with the use of technology <p>3. Making Impactful Presentations</p> <ul style="list-style-type: none"> Strategies for an assured and convincing deliver During presentations, controlling anxiety and addressing unforeseen difficulties improving body language and voice variation throughout the presentation Promoting participation and involvement from the audience <p>4. Evaluation and Recommendations for Presentations</p> <ul style="list-style-type: none"> Assessing and commenting on presentations given by professionals Giving peers constructive criticism Self-evaluation and introspection regarding individual presenting abilities

Assessment pattern:

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

For Practical subject Total Marks – 50 (Continuous Assessment)

Module 1: Professional Communication Overview (Marks – 25)

- Crafting Professional Correspondence – business email, formal letter, memo
- Preparing and Delivering a Presentation - Writing a brief speech (2-3 minutes) based on the topic of their interest , Practicing and recording the presentation to share with the class.
- Role-playing exercises that emphasize non-verbal communication and active listening.

Module 2: Professional Presentation Skills (Marks – 25)

- Choose a topic and write a brief essay (500 words) on the purpose of the presentation. Identify and describe the target audience, including their expectations and what they hope to gain from the presentation.
- Design a 5-slide PowerPoint presentation on a given topic. Focussing on visual appeal, use of images, graphs with minimal text.

References:

1. Anderson, P. V. (2018). **Technical Communication**. Cengage Learning.
2. Bovee, C. L., & Thill, J. V. (2017). **Business Communication Today**. Pearson. (ISBN-10: 0-13-589161-2, ISBN-13: 978-0-13-589161-2)
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SEMESTER II

2.1 Major (Core)

Course Title	Design and Aesthetics – Theory -II
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	1. Understand and articulate the fundamental principles of design.
	2. Apply the principles of balance and contrast in design projects. 3. Apply advanced design to create visually appealing and functional designs across various mediums.
Module 1 (Credit 1) – Principles of Design	
Learning Outcomes	After learning the module, learners will be able to
	23. Identify and explain key design principles: balance, contrast, emphasis, movement, pattern, rhythm, and unity.
	24. Analyze examples of design in everyday life and professional work.
Content Outline	<ol style="list-style-type: none">1. Principles of Design<ul style="list-style-type: none">• Introduction – Balance, Scale and Proportion, Emphasis, Rhythm, Harmony2. Balance and Alignment –<ul style="list-style-type: none">• Types of Balance• Symmetrical, asymmetrical, and radial balance3. Contrast and Emphasis<ul style="list-style-type: none">• Understanding Contrast - Types of contrast: color, size, shape, texture, etc.• Role of contrast in visual interest and clarity4. Unity and Harmony<ul style="list-style-type: none">• Principles of Unity -Creating cohesion in design, Techniques for achieving unity: proximity, repetition, continuation• Harmony in Design - Balancing elements to create pleasing compositions, The role of harmony in aesthetic appeal
Module 2: Credit -1: Advanced Design Principles and Application	
Learning Outcomes	After learning the module, learners will be able to
	1. Analyze and critique designs through a critical lens using advanced design principles.
	2. Demonstrate an understanding of advanced design principles such as balance, proportion, hierarchy, rhythm, and contrast.

Content Outline	<ol style="list-style-type: none"> 1. Movement and Rhythm <ul style="list-style-type: none"> Understanding Movement in Design Rhythm in Design -Types of rhythm: regular, flowing, progressive 2. Proportion and Scale <ul style="list-style-type: none"> Understanding the relationship between elements Techniques for achieving proportion in design Scale in Design 3. Pattern and Repetition <ul style="list-style-type: none"> Understanding Patterns - Types of patterns and their uses in design 4. Application of art elements and principles of design <ul style="list-style-type: none"> Related to Interior Design/hospitality, Textile Design, Food Decoration, Visual Communication, curriculum planning
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Assessment Pattern:

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal Total Marks – 50 (Continuous Assessment)

Module 1: Principles of Design (marks - 25)

- Collect pictures/make innovative presentations for the principles of designs from natural/ manmade objects.
- Draw a single design using three mediums- pencil, ink and colour.

Module 2: Advanced Design Principles and Application (marks - 25)

- Create a simple design and use two different colour harmonies by drawing the same design twice.
- Group presentations on application of art elements and principles of design

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2.6 OEC

Course Title	Principles of Management (Theory)
Course Credits	4 Credits
Course Outcomes	After going through the course, learners will be able to
	1. Explain and apply the concepts, principles and functions of management.
	2. Categorize management principles in family living at micro level as well as macro level.
Module 1 (Credit 1)	Introduction to Management
Learning Outcomes	After learning the module, learners will be able
	1. Identify and describe the main functions of management.
	2. Assess the importance of management & differentiate between various levels of management.
	3. Recognize the different roles and skills required for effective management
Content Outline	<p>1. Definition and Importance of Management</p> <ul style="list-style-type: none"> • What is Management? • The Role of Managers in Organizations <p>2. Functions of management</p> <ul style="list-style-type: none"> • Planning • Organizing • Leadership • Controlling • Evaluation <p>3. Levels of Management</p> <ul style="list-style-type: none"> • Top-Level Management • Middle-Level Management • First-Line Management <p>4. Managerial Roles and Skills</p> <ul style="list-style-type: none"> • Interpersonal Roles • Informational Roles • Decisional Roles
Module 2 (Credit 1)	Planning and Decision Making
Learning Outcomes	After learning the module, learners will be able to
	1. Understand the steps involved in decision-making.

	2. Comprehend the significance of planning and its process & set effective goals.
Content Outline	<ol style="list-style-type: none"> 1. Planning – meaning, importance, characteristics and steps in planning and types of plans-mental or oral plan, written plan, detail and overall plan, single use plan. 2. Goals- Meaning, types- long term, short term, individual and group goals. 3. Decision Making -Definition and importance of decision making in management, Types of decisions-Habitual, Intellectual, Individual and Group and Decision-Making Process 4. Tools for Decision Making - SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) and PEST Analysis (Political, Economic, Social, Technological)
Module 3(Credit 1)	Organizing and Staffing
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Understand the importance and process of delegation and decentralization. 2. Apply the staffing process including recruitment, selection, and training.
Content Outline	<ol style="list-style-type: none"> 1. Organizing: Definition and Process, Types of Organizational Structures: Functional, Divisional, Matrix 2. Delegation and Decentralization - Importance of Delegation, Process of Delegation and Centralization vs. Decentralization 3. Staffing: Importance and Process , Recruitment, Selection and Training and Development 4. Managing Teams and Groups -Difference Between Teams and Groups, Stages of Team Development and Effective Team Management
Module 4 Credit 1)	Leading and controlling
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Understand different motivational theories and their application. 2. Recognize the importance of communication and how to overcome barriers. 3. Comprehend the control process and utilize various controlling tools effectively.

Content Outline	<ol style="list-style-type: none"> 1. Leadership: Definition and Importance - Leadership vs. Management and Leadership Styles: Autocratic, Democratic 2. Controlling- Meaning and Introduction, Phases of controlling– energizing, checking & adjusting and Principles (factors) in controlling. Supervision- definition and types and techniques of good supervision 3. Evaluation – meaning, importance, types-general and detailed evaluation. 4. Communication - Importance of Communication in Management, Types of Communication: Verbal, Non-Verbal, Written and Barriers to Effective Communication
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Assessment Pattern:

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal Total Marks – 50 (Continuous Assessment)

Module 1: Introduction to Management (Marks -10)

- Case Studies: To provide practical examples and applications.

Module 2: Planning and Decision Making (Marks -15)

- Identify and list down 3 values and 3 goals of a student followed by discussion in a class
- Identify an incident in your life where you took a right decision as well as identify an incident in your life where you took wrong decisions giving reasons
- Identify and list down your human resources and how it helps you to make decisions.

Module 3: Organizing and Staffing (Marks -10)

- Group Discussions and Activities: To encourage interaction and deeper understanding

Module 4: Leading and Controlling (Marks -15)

- Plan an activity applying management process like going for a picnic/movie/giving a birthday party and write a report for the same.

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2.7 SEC

Course Title	Basics of Content Writing (Theory)
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able to
	1. Demonstrate an understanding of diverse content types
	2. Develop proficiency in core writing skills
	3. Craft compelling content applying course concepts
	4. Create well-structured contents for blog, posts, articles, and web content.
Module 1 (Credit 1) – Fundamentals of Content Writing	
Learning Outcomes	After learning the module, learners will be able to
	1. Identify and apply fundamental principles of grammar and punctuation
	2. Demonstrate clarity and conciseness in writing
	3. Create creative headlines and introductions using proven techniques
Content Outline	1. Introduction to content writing <ul style="list-style-type: none">• Definition and significance of content writing• Different types of content (blog posts, articles, web content, etc.) 2. Essential Writing Skills <ul style="list-style-type: none">• Grammar and Punctuation• Common grammatical rules and guidelines• Writing clear and concise sentences• Tips to avoid jargons and unnecessary complexities 3. Crafting Headlines and Introductions <ul style="list-style-type: none">• Techniques for creating attention-grabbing headlines• Methods of writing engaging and effective Introductions
Module 2 (Credit 1) - Developing Structured Content	
Learning Outcomes	After learning the module, learners will be able to
	1. Implement clear and effective organizational structures in writing content
	2. Use subheadings and bullet points to enhance content readability
	3. Apply common editing techniques to improve written work.
	4. Demonstrate effective proofreading skills to eliminate errors

Content Outline	<p>1. Content structure and organization</p> <ul style="list-style-type: none"> • Importance of a clear structure in writing • Outlining and organizing ideas effectively • Enhancing readability with subheadings and bullet points • Best practices for formatting content <p>2. Basics of SEO (search engine optimization)</p> <ul style="list-style-type: none"> • Understanding the basics of search engine optimization • Keyword research and integration <p>3. Editing and Proofreading</p> <ul style="list-style-type: none"> • Common editing techniques • Strategies for effective proofreading
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Assessment pattern:

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal Total Marks – 50 (Continuous Assessment)

Module 1 – Fundamentals of Content Writing (Marks -25)

- Identify a popular content writer. Discuss their profile and uniqueness as a presentation or a project.
- Identify key themes, recurring topics and recent trends in content writing
- Analyze a sample of the content created by any chosen writer.
- Select a topic and perform keyword research.

Module 2 – Developing Structured Content (Marks -25)

- Identify key themes, recurring topics, and recent trends in content writing
- Students to edit and proofread a given content (blog/post/article) for clarity, coherence, and correctness in class/groups.
- Choose a topic within the course scope or personal interests. Write 300 – 500 words blog/post/article applying the principles of effective content writing including a headline, introduction, organized content, and a conclusion.

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