

GOVT. POSTGRADUATE COLLEGE, GUNA

Affiliated to Jiwaji University, Gwalior (M.P.)

Phone No.: 07542-251641

Email : hegpgcgun@mp.gov.in

Website : <https://pgcollegeguna.in/>



VOCATIONAL SUBJECT

For B.A., B.Com & B.Sc.

I Year / Certificate Course

COURSE TITLE	COURSE LEARNING OUTCOMES
DESKTOP PUBLISHING V1-COA-DTPT	On completion of this course, learners will be able to- <ol style="list-style-type: none">1. Understand basics of computer and its related terminology.2. Write, Edit and Print documents using MS-WORD, MS EXCEL3. Understand various software used for Desk Top Publishing and would be able to create and design documents with text and graphics like newspaper and wedding cards, visiting cards, greeting cards etc.4. Using PageMaker, Corel Draw and Photoshop Understand colour concept in printing.5. After studying this course the student will be able to pursue his career as a graphics designer, multimedia editor, logo designer, office assistant, desktop publishing operator.
FOOD PRESERVATION AND PROCESSING V1-FOO-FPPT	After studying this course, the student will be able to- <ol style="list-style-type: none">1. To study the different ways in which modern technologies in food preservation and processing techniques.2. To know the different food quality control assessment in food preservation techniques.3. To understand the principles behind the various methods of food preservation.4. To know how to use these principles to preserve different types of foods.5. To maintain the self-life of food products.
BEAUTY AND WELLNESS V1-HSC-BTYT	After successful completion of this course a student will be able to- <ol style="list-style-type: none">1. Identify different services & career opportunities in beauty and wellness sector.2. Prepare and maintain work area.3. Maintain Hygiene & Safety at Work Area.4. Perform skin care services, Depilation Services, Waxing & Threading.5. Perform Manicure & Pedicure Services.

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COURSE TITLE	COURSE LEARNING OUTCOMES
MEDICINAL PLANTS V1-BOT--MPLT	<ol style="list-style-type: none">1. After studying this course, the students will be able to understand the utility of plants as medicines2. After studying this course, the students will be able to understand the preparation of basic herbal medicinal products3. After studying this course, the students will be able to understand the idea of cultivation practices the storage, packaging and marketing of herbal medicines4. After studying this course, the students will be able to understand to work with individual plant and plant products.
NUTRITION AND DIETETICS V1-CLN-NUTT	<p><i>After studying this Course, the Student will be able to-</i></p> <ol style="list-style-type: none">1. Understand the relationship between food nutrition & health.2. Understand various function of food & food groups.3. Understand digestion, absorption & functions of various nutrients & their sources.4. Understand importance of balanced diet to reduce risk of deficiency diseases.
EXPORT IMPORT MANAGEMENT C1-COM-E1MT	<p><i>After successful completion of this course, students will be-</i></p> <ol style="list-style-type: none">1. Understand the import and export Procedure in India.2. Learn the essential documents for importing and exporting.3. Understand the different types of tariff and not-tariff barriers.4. Gather the difference between Risk management, Treat avoidance and reduction along with business continuity practices.
E-ACCOUNTING AND TAX WITH GST V1-COM-GSTT	<p><i>On successful completion of the course students will be able to:</i></p> <ol style="list-style-type: none">1. To know the concept of E-Accounting.2. Obtain the theoretical and practical knowledge of E-Accounting.3. Achieve information relating computing of Taxable income and Tax liability.4. To know of historical background and implementation of GST Act.5. To know of concept of supply and information of input tax credit.

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FINANCIAL SERVICES AND INSURANCE V1-COM-FINT	Understand the functions of Banking and Insurance services. 1. Know about and able to perform various financial services such as Banking, Investment Advisory, Wealth Management, Mutual Funds, Insurance Consultancy, Stock Market, Capital Restructuring, Portfolio Management etc. 2. Enhances knowledge about the legal and regulatory aspects of Banking and Insurance. 3. Aware about the financial derivatives. 4. Development skills to work in financial and insurance services.
WEB DESIGNING V1-COS-WEBT	After successful completion of this course, students will be- 1. Code a handful of useful HTML & CSS examples 2. Build semantic, HTML & CSS web page. 3. Write basic scripts. 4. Use Names, Objects, and Methods 5. Add Interactivity to a Web Page 6. Create Dynamic Web Pages using Java Script in HTML forms.
ELECTRICAL TECHNOLOGY VI-EEQ-ELCT	On completing this course, learners will be able to: 1. Recognize the basic components of electrical instruments. 2. Able to understand the basic functioning of basic electrical components. 3. Understand maintenance of electrical equipment. 4. Able to safe himself from any electrical shock. 5. Able to work in Service center to repair latest useful domestic and office use equipments.

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<p>ELECTRONIC INFORMATION</p> <p>V1-ELE-ELXT</p>	<p><i>After completion of syllabus student will be able to -</i></p> <ol style="list-style-type: none"> 1. Carryout the testing procedure of basic electric components and circuits by making use of different test instruments 2. Define the procedure of making use of printed circuit board 3. Understand the component and principles used in Radio/Audio/Video Systems 4. Understand the devices used in communication system and also learn the art of their maintenance 5. Test different electronic components such as resistors, capacitors, Inductors, diodes and transistors 6. Test the quality of electronic circuits used in day-to-day life 7. Locate the fault at component level and at the advanced circuit level.
<p>HANDICRAFT</p> <p>V1-DRA-HNDT</p>	<p><i>After successful completion of this course a student will be able to-</i></p> <ol style="list-style-type: none"> 1. Get acquainted with craft traditions of India and get practical knowledge. 2. Describe carious craft materials. 3. Understand different craft process and techniques. 4. Design new products for craft revival and income generation. 5. Contribute towards restoring lost cultural handicrafts of Madhya Pradesh. 6. To develop a sense of persolanlity identity and self-esteem through practical achievements in the expressive, communicative and functional modes of craft.
<p>ORGANIC FARMING</p> <p>V1-HOR-ORGT</p>	<ol style="list-style-type: none"> 1. After completing this course, the students will be able to prepare media for protected cultivation. 2. After completing this course, the students will be able to understand irrigation and fustigation, green house operations, care and maintenance of protected structure. 3. After completing this course, the students will be able to understand Special horticultural practices in protected cultivation. 4. After completing this course, the students will be able to Identify and control of insect-pest and diseases, harvest and post-harvest practices.

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HORTICULTURE V1-HOR-HORT	After studying this course, the students will be able to identify floral plants, market demand and techniques of raising, growing and cultivation techniques.
SECURITY SERVICES V1- MIL- SECT	After Studying this Course the student will be able to- <ol style="list-style-type: none"> 1. Assess potential workplace hazards and initiate appropriate security measures. 2. Provide basic first aid in case of emergencies. 3. Demonstrate the knowledge and skills of using technological aids and practices in securing premises and property. 4. Demonstrate the knowledge of current relevant legislation, 5. regulations, codes of practice and guidelines relating to security of people, property and premises. 6. Demonstrate the knowledge and skills of patrolling and crowd control. 7. Demonstrate the use of surveillance and protection systems. 8. Demonstrate the knowledge of responding to security incidents and breaches. 9. Demonstrate the knowledge of social responsibility and gender, 10. cultural and environmental sensitivity.
OFFICE PROCEDURE AND PRACTICES V1-OFM-OPPT	After studying this course the student will be able to - <ol style="list-style-type: none"> 1. Understand office record keeping, Record management and Filing. 2. Understand about Office Forms, Register and the Mail management. 3. Understand the Budget and Audit system in the office. 4. Understand the procedure and Record keeping of various deductions like Professional Tax, Goods and Services Tax, Income Tax, Provident Fund and Insurance.
PERSONALITY DEVELOPMENT V1-PSY-DEVT	After Studying this course, the students will be able to - <ol style="list-style-type: none"> 1. To cultivate skills for successful life and learn to handle failure. 2. To learn the process of goal setting and SWOT Analysis. 3. To understand the importance of time and stress management. 4. To develop core skills for employability. 5. To develop effective communication skills. 6. To resize the role of Technology in personality development.

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<p>TOURISM TRANSPORT AND TRAVEL SERVICES</p> <p>V1-TNT-TTTT</p>	<p><i>After studying this Course, the Student will be able to</i></p> <ol style="list-style-type: none"> 1. Understand the core concept of tourism, travel and transport services. 2. Practically perform passport and visa formalities. 3. Manage airport ground handlings. 4. Independently escort the tourist's group and guide these groups and individual tours also. 5. Understand and practically know the procedure and functioning of travel agency.
<p>VERMICOMPOSTING</p> <p>V1-ZOO-VERT</p>	<p><i>After studying this Course the Student will be able to:</i></p> <ol style="list-style-type: none"> 1. Understand concepts of biofertilizers like vermicomposting. 2. Understand techniques in Vermicomposting. 3. Get the opportunities of employment. 4. Improve the soil quality by promoting the biofertilizers.
<p>DAIRY MANAGEMENT</p> <p>V1-ZOO-DAMT</p>	<p><i>After studying this Course, the Student will be able to</i></p> <ol style="list-style-type: none"> 1. Gain knowledge about production, planning & management of dairy. 2. Impart knowledge & technical proficiency in clean milk production, handling and processing of milk, manufacture of dairy products. 3. Develop technician level human resources for the dairy industry. 4. Upgrade the technical proficiency of workers / technicians working in the dairy and allied sectors. 5. Develop young entrepreneurs for self-employment through dairy technology and associated activities.
<p>MEDICAL DIAGNOSTICS</p> <p>V1-ZOO-MEDT</p>	<p><i>After successful completion of this course, students will be-</i></p> <ol style="list-style-type: none"> 1. Understand importance of medical diagnostics and its role in global market. 2. Gain knowledge about essential concepts of medical diagnostics. 3. Learn about diagnostic methods used to identify disease and its analysis and facilitate treatment procedure. 4. Describe the components of body fluids, their characteristics and abnormalities. 5. Explain diseases and diagnostic medical techniques used. 6. Equip the skills required to handle diagnostic equipment.

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<p>DIGITAL MARKETING</p> <p>V1-COM-DIGT</p>	<p><i>On successful completion of the course students will be able to:</i></p> <ol style="list-style-type: none"> 1. Understand digital marketing, importance thereof, meaning of web site and levels of web site, difference between blog, portal & website. 2. Understand the working of SEO (search engine optimization) on page optimization, off page optimization, and will learn to prepare reports 3. Learn about SMO (social media optimization) like Face book, twitter LinkedIn, Tumblr, Pinterest and other social media services optimization 4. Understand paid tools like Google ad words, display advertising techniques 5. Learn and apply hands on experience on tools useful to SEO for analysis on website traffic, keyword analysis and learn email marketing and ad designing.
<p>ACCOUNTING AND TALLY</p> <p>V1-COM-TALT</p>	<p><i>After successful completion of this course, students will be-</i></p> <ol style="list-style-type: none"> 1. Understand the elements of electronic accounting Process. 2. Apply the basics of accounting with the help of sophisticated software like Tally. 3. Students can create a company, ledger, ledger group, stock groups, stock Items, stock unit formation, various voucher entries etc. in Tally software 4. Making adjustment entries and generate account, Balance sheet, Ratio analysis bills etc. 5. Development skills to prepare accounting manually and computerized.
<p>RETAIL MANAGEMENT</p> <p>V1-COM-REMT</p>	<p><i>The successful completion of this course shell enables the student:</i></p> <ol style="list-style-type: none"> 1. Understand the fundamental concept of retail management. 2. Understand the shopper's behaviour. 3. Understand the consumer's behaviour. 4. Understand merchandise management. 5. Understand visual merchandising. 6. Understand E-retailing system. 7. Understand E-payment system.

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COURSE TITLE	COURSE LEARNING OUTCOMES
SALESMANSHIP V1-COM-REMT	<p><i>The successful completion of this course shell enable the student:</i></p> <ol style="list-style-type: none">1. Basic Selling Techniques: Demonstrate effective selling skills.2. Contract and Sales Negotiations: Apply negotiation techniques to selling situations.3. Customer Profiling: Identify and profile the various selling styles.4. Sales Proposal Writing: Apply the principles of proposal writing.5. Customer Service Skills: Identify successful techniques for working with customers in business situations.6. Provides students with the knowledge and skills necessary to enable them to perform adequately in any single functional area of sales management.7. Helps developing effective selling skills as required in the today's competitive industry.



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VOCATIONAL SUBJECT

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II Year / Diploma Course

COURSE TITLE	COURSE LEARNING OUTCOMES
DESKTOP PUBLISHING WITH ADVANCED PAGE MAKER V2-COA-DTPT	<i>After studying this Course the Student will be able to:</i> <ol style="list-style-type: none">1. Gain in depth knowledge of Page maker and its practical Applications.2. Create, Edit & format documents using Page Maker.3. Understand various advance concepts of Page maker for Desktop Publishing.4. Using PageMaker, students will be able to gain practical knowledge of book preparation and handling of large amount of texts5. Gain deep insights of working with PDF's
FOOD PROCESSING: BEVERAGES MANUFACTURING AND MANAGEMENT V2-FOO-FPPT	<i>After studying this Course the Student will be able to:</i> <ol style="list-style-type: none">1. Characterize the different categories of food beverages.2. Acquire skills in manufacturing of various types of Beverages3. Develops knowledge of Quality control in Food & Beverages manufacturing.4. Understand the technology and machinery of beverage manufacturing.5. Gain insight into the Waste management in beverage industries.
SKIN AND FACIAL BEAUTY CARE V2-HSC-BTYT	<i>After completion of course, students will be able to</i> <ol style="list-style-type: none">1. Identify various types of skin.2. Know the use and application of bleach and masks according to type of skin.3. Know about various makeup products used in facial care.4. Identify the equipments, Materials, tools used in facial care.5. Demonstrate day, evening, party, Bridal Makeup6. Create Bindi Designing.

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<p>PLANTS USED IN THERAPY</p> <p>V2-BOT--MPLT</p>	<p><i>After completion of course, students will be able to</i></p> <ol style="list-style-type: none"> 1. Know about different therapies of treatments. 2. Identify plant species used in Ayurvedic, Homeopathic, Allopathic, Unani and Ethnomedicines. 3. Prepare different Asavas, Arishtas, Dermal oils, Mother Tincture, Ointments and many other cosmetics. 4. Understand importance of Ethnomedicines. 5. Prepare cosmetic Ethnomedicines. 6. Learn about the utility of plant products for treatments to use them as business.
<p>MANAGEMENT OF NUTRITION IN LIFE CYCLE</p> <p>V2-CLN-NUTT</p>	<p><i>After completion of course, students will be able to:</i></p> <ol style="list-style-type: none"> 1. Plan diets for early childhood. 2. Plan diets for school going children 3. Plan diets for adolescent 4. Plan diets for adults 5. Plan a diet for pregnancy and lactation. 6. Plan a diet for old age.
<p>FOREIGN TRADE-PROCEDURE AND DOCUMENTATION</p> <p>C2-COM-E1MT</p>	<p><i>On having completed this course student should be able to:</i></p> <ol style="list-style-type: none"> 1. Understand the Foreign trade Procedure in India. 2. Learn the essential documents of foreign trade. 3. Understand the difference between Domestic contract and international trade contract. 4. Understand shipping and custom clearance procedure. 5. Understand the role of clearing and forwarding agents. 6. Understand procedure of cargo insurance and clearance.

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E-FILING OF TAX RETURN V2-COM-GSTT	<p><i>After completing the course, the student shall be able to:</i></p> <ol style="list-style-type: none">1. Know the difference between e-filing and regular filing of Income tax returns and understand the circumstances when e-filing is mandatory.2. Understand the basic process of computing taxable income and tax liability, and know about various types of income tax return forms.3. Understand the concept of advance payment of tax and tax deduction at source and develop the ability of e-filing of TDS returns.4. Become aware of the basic framework and structure of GST, including the meaning of input tax credit and the process of its utilization.5. Know about various types of GST returns and their filing.
PERSONAL FINANCE AND PLANNING V2-COM-FINT	<p><i>After completion of this course, students shall be able to :-</i></p> <ol style="list-style-type: none">1. Set financial goals and develop a financial plane which for the management of cash and savings and the appropriate use of credit2. Understand the meaning and appreciate the relevance of Financial Planning.3. Familiarize with regard to the concept of Investment Planning and its methods.4. Select appropriate types of insurance policy for specific needs5. Develop an investment plane for the future which may include savings for retirement, and estate planning6. Explain the time value of money

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COURSE TITLE	COURSE LEARNING OUTCOMES
WEB DEVELOPMENT USING PHP AND SQL V2-COS-WEBT	After completion of course, students will be able to - <ol style="list-style-type: none">1. Discover how the web works, what makes web sites work.2. Implement simple and impressive design techniques, from basics to advanced - so as to focus on goal oriented and user centric designs.3. Use Server Side Scripting.4. Implement concept of data persistence.5. Apply skills to program logic using PHP and handle data using MySQL.6. Develop dynamic websites using PHP & MySQL.
ELECTRICAL TECHNOLOGY V2-EEQM-ELECT	After studying this Course the Student will be able to understand: <ol style="list-style-type: none">1. The relevant basic concepts and principles in basic science subjects.2. The manufacturing of different appliances.3. The concepts principles of working, maintenance, constructional details and functions of electrical motors, electrical appliances, measuring and testing instruments and electrical circuits.4. Testing, installation, fault identification and repairing of electrical motors, appliances and instruments.5. The basic concepts in engineering drawing.6. Different types of electrical wiring.

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COURSE TITLE	COURSE LEARNING OUTCOMES
INTRODUCTION TO PHYSICAL COMPUTING V2-ELE-ELXT	<p><i>After completion of course, students will be able to:</i></p> <ol style="list-style-type: none">1. Understand the evolution of the CPU from microprocessor to microcontroller and embedded computers from a historical perspective2. Operate basic electronic components and analog and digital electronics building blocks including power supply and batteries.3. Use basic laboratory equipment for measurement and instrumentation.4. Understand the Arduino ecosystem and to write simple Arduino programs (sketches)5. Understand sensor characteristics and how to select a suitable sensor for various applications.6. Read digital and analog data and produce digital and analog outputs from an embedded computer.7. Understand how to interface an embedded computer to the physical environment.8. Visualize the needs of a standalone embedded computer and implement a simple system using Arduino.
HANDICRAFT V2-DRA-HNDT	<p><i>After completion of course, students will be able to:</i></p> <ol style="list-style-type: none">1. Have a complete knowledge about the extinct art forms and will be able to present their thought and ideas about the same.2. Will be acquainted with the endangered tradition of India's handicraft products.3. Will develop an understanding about various handicraft materials.4. Understand different craft process and techniques.5. Design new products for the craft revival and income generation.

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COURSE TITLE	COURSE LEARNING OUTCOMES
PROCESS OF ORGANIC FARMING V2-HOR-ORGT	After completion of course, students will be able to: <ol style="list-style-type: none">1. Compare chemical and organic fertilizers.2. Know about plant nutrient requirements.3. Develop skill for production of organic manures.4. Develop skill for production of biofertilizer.5. Develop the organic form.
COMMERCIAL VEGETABLE PRODUCTION V2-HOR-HORT	After completion of course, students will be able to - <ol style="list-style-type: none">1. Distinguish the growing of vegetables according to season and climate.2. Know about cultivation aspects of different vegetables.3. Understand and explain the special intercultural operations done in vegetable crops.4. Learn morphology and taxonomy of different vegetable crops.5. Study different varieties of vegetable crops.6. Identify the diseases and pests of vegetable crops and their management.7. Practice land preparation and seedling cultivation.8. Learn methods of fertilizer application in vegetable crops.
SECURITY SERVICES V2- MIL- SECT	After studying this Course the Student will be able to: <ol style="list-style-type: none">1. Assess potential workplace hazards and initiate appropriate security measures.2. Provide basic first aid in case of emergencies.3. Demonstrate the knowledge and skills of using technological aids and practices in securing premises and property.4. Demonstrate the knowledge and skills of patrolling and crowd control.5. Demonstrate the use of surveillance and protection systems.6. Demonstrate the knowledge of responding to security incidents and breaches.7. Demonstrate the knowledge of social responsibility and gender, cultural and environmental sensitivity.

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OFFICE PROCEDURE AND PRACTICES V2-OFM-OPPT	At the end of the Course, the students will be able to: <ol style="list-style-type: none">1. Understand the concept of Office, role of Office Manager2. Differentiate between Organizational Charts and Manuals3. Manage secretarial activities independently like filling online and offline office forms, mail4. Handling, filing and indexing, managing stationery etc. Communicate effectively and handle communication services independently - oral and5. Written communication, barriers, observe telephone etiquettes. Handle and operate different types of Office Machines6. Draft different types of Business and Govt. letters7. Understand different terms related to meetings and conduct meetings8. Prepare Itinerary and make travel arrangements.9. Identify various services provided by the Banks
PERSONALITY DEVELOPMENT V2-PSY-DEVT	After completion of course, students will be able to <ol style="list-style-type: none">1. Students will gain knowledge about the basics of Personality Dynamics.2. 2- Students will learn to implement techniques of Personality Development.3. Students will develop Skills of self resilience and assertiveness in their personality.4. Students will learn Interview skills.5. Students will be able to understand about the importance of life skills needed for personality development.

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TOURISM PRODUCT AND RESOURCES V2-TNT-TTTT	<i>After studying this Course, the Student will be able to demonstrate:</i> <ol style="list-style-type: none">1. The ability to understand concepts of tourism products and resources, and classifications.2. The ability to explain the process of architectural glory of India.3. The ability to comprehend the cultural diversity of India and its significance in the country's tourism.4. The ability to understand the performing arts of India with their base and development.5. The ability to elaborate on Indian paintings and understanding of the live heritage of India6. The ability to explain the natural attractions of India.
ADVANCEMENT IN VERMICOMPOSTING V2-ZOO-VERT	<i>After studying this Course the Student will be able to:</i> <ol style="list-style-type: none">1. Understand methods and techniques in advance vermicomposting.2. Understand applied and economical vermicomposting.3. Get the opportunities of employment.
DAIRY DEVELOPMENT AND DAIRY HUSBANDRY V2-ZOO-DAMT	<i>After completion of course, students will be able to:</i> <ol style="list-style-type: none">1. Recognise different breeds of cows and buffaloes.2. Get self employment.3. Know about Government schemes and funding.4. Get knowledge about reproductive cycle, estrous cycle and methods of semen collection.5. Know the system of breeding of Dairy animals.6. Identify the Diseases of cattles.

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CLINICAL PATHOLOGY AND MEDICAL DIAGNOSTICS V2-ZOO-MEDT	<i>After completion of course, students will be able to</i> <ol style="list-style-type: none">1. Learn basic understanding of structure of human body2. Learn aspects related to Medical lab Diagnosis.3. Learn to perform tests which help in the diagnosis and treatment of diseases.4. Understand Medical imaging procedures.5. Handle laboratory instruments.6. Understand the use of histology for clinical diagnosis.
E- COMMERC V2-COM-DIGT	<ol style="list-style-type: none">1. This paper aims to enhance skill for effective and contemporary applications of E-Commerce After completion of the course students will be able to:2. Describe the challenging needs of the society in the field of E-Commerce.3. Identify various activities and operations in the context of online transactions.4. Explain the steps in surfing of e-commerce websites.5. Describe various e-payment systems.6. Analyse security issues in E-Commerce.



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COMPUTERIZED ACCOUNTING V2-COM-TALT	<p><i>After completing the course, the student shall be able to:</i></p> <ol style="list-style-type: none">1. Understand Computerized Accounting System and environment in India2. Create structure of Computerized Accounting System for a business firm3. Record day to day business transactions in Computerized Accounting System4. Introduce the students to Basic of Accounts and the usage of Tally for accounting purpose.5. Help students to work with well-known accounting software i.e. Tally ERP.Tally is an accounting package.6. Demonstrate an understanding of various predefined inventory vouchers.7. Develop the students use the Tally software, that helps to prepare Accounting, Payroll, Billing, Sales and Profit Analysis, Auditing Banking Inventory, Taxation such as GST. VAT, TDS, TCS etc.
SUPPLY CHAIN AND RETAIL MANAGEMENT V2-COM-REMT	<p><i>After completion of course, students will be able to:</i></p> <ol style="list-style-type: none">1. Understand the fundamental concept of Supply Chain Management2. Understand the importance of Supply Chain Management3. Understand the fundamental concept of Logistics System4. Understand the fundamental concept of Warehousing5. Understand the working procedure of Warehousing & Logistics System6. Discover the aspects of Retail Market Strategy

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COURSE TITLE	COURSE LEARNING OUTCOMES
CUSTOMER RELATIONSHIP MANAGEMENT V2-COM-REMT	<p><i>After completion of course, students will be able to-</i></p> <ol style="list-style-type: none">1. Enable the students to understand the fundamentals of Customer Relationship Management.2. Enable the students to understand the concepts of CRM3. Enable the students to know CRM practices in different sectors like manufacturing, Services, Call Centers, etc.4. Acquaint the students with the process of CRM strategy development.5. Implement various technological tools for data mining and also successful implementation of CRM in the Organizations.6. Disseminate knowledge regarding the concept of e-CRM and e-CRM technologies.7. Enable the students understand the technological and human issues relating to implementation of Customer Relationship Management in the organizations

