SIES College of Arts, Science & Commerce (Autonomous), Sion (West)

SIES
RISE WITH EDUCATION
NAAC REACCREDITED - 'A' GRADE

The Department of English
brings to you to a value added course

Training for the International English Language Testing System (IELTS)

Instructor: Ms. Sudha Krishnan

**Limited Seats!
Any Student from
SIES can join!**

About the course

The syllabus is designed to acquaint students with the nuances of the English Language. The course will familiarize the students with the exam format, teach them better time management and learn how to use linkers correctly and score well in IELTS.

Date: 6th to 20th December

Timing: 4 to 6 Pm

**Fees: Rs. 1500
Payment to be made in Cash Only at Counter No:6
Course Duration: 30 Hours
Fees must be paid at the college counter.**

Register Now:

Course Highlights

Speaking
Practice with cue cards and jam

Reading
Train for speed reading and comprehension

Listening
Learn to recognize the tone, inference and signpost words

Writing
Do essay and summary writing activities

Practice, Practice, Practice!
Prepare yourself with mock exams, revision and doubt solving

https://forms.gle/G3SSfzp2XFHUT8n87

Tally Prime Syllabus 2023-24

LEVEL -1

CHAPTER-1. COMPANY CREATION

- Company Creation
- Opening (Loading) the Company in Tally Prime
- Modification | Update | Alter Company Details | Delete Company

CHAPTER-2. SET-UP OF GROUPS/LEDGERS [Charts of Accounts]

- Account Groups in Tally Prime
- Create Account Groups (under Single Group) one-by-one
- Advanced Configurations for Account Groups
- Ledgers in Tally Prime
- Creating a Single LEDGER
- Displaying, Altering and Deleting Ledger Accounts
- Creating a Current Liabilities / Assets Ledger
- Creating Bank Account Ledgers in Tally Prime
- Creating Party Ledgers (Sundry Debtor / Sundry Creditor)

CHAPTER-3. INVENTORY / ITEMS & GOODS / STOCK

- Creating a Stock Group
- Modifying / Deleting a Single Stock Group
- Creation of Stock Units of Measure
- Simple Units of Measure
- Alternation / Deletion of Stock Units
- Creation of Stock Items

CHAPTER-4. VOUCHERS in Tally Prime

- Purchase Voucher (F9)

(A) Purchase Voucher with some Additional Charges/ Discount etc.

(B) Purchase Bill Voucher with Additional Charges / Discount

- Sales Invoice (F8)

(A) 'General' Setting in Voucher Type

(B) 'Printing' Setting in Voucher Type

(C) Item Invoice Mode

(D) Accounting Invoice Mode

- Contra Voucher (F4)

(A) Cash Deposit Voucher

(B) Cash Withdrawal Voucher

(C) Fund Transfer Voucher

- Payment Voucher (F5)
- Receipt Voucher(F6)
- Journal Vouchers (F7)

CHAPTER-5. OTHER UTILITIES

- Security Control
- Set Password in Tally Prime
- Creating Users and Passwords
- Tally Vault Password
- Year-end Processing & Moving Company Data to Next Financial Year
- Change Current Period
- Create New Company and Import the Opening Balances
- Export closing balances from old company
- Import Masters of closing balances as opening balances in new company
- Splitting Company Data based on Financial Year
- Group Company in Tally Prime

LEVEL -2

CHAPTER-6. GST SETUP USING Tally Prime

- Activate GST for Your Company
- Activate GST for Regular Dealers
- Activate GST for Composition Dealers
- Creating GST Ledger (CGST / SGST / IGST) under Duty and Taxes Group.
- Creating Sales and Purchase Ledgers for GST Compliance:
- Creating a Sales Ledger: Sales-GST/IGST (both for Local & Outside State)
- Creating a Purchase Ledger: Purchase-GST/IGST (both for Local & Outside
- GSTR -1 Report in Tally Prime
- Return View of GSTR-1
- Return View Information (GSTR-1 Report)
- Incomplete/mismatch in information (to be resolved) – GSRT-1
- Particulars Information (GSTR-1 Report)
- Nature View of GSTR-1 Report
- Export GSTR-1 Report from Tally Prime
- GSTR -2 Report in Tally Prime
- Transaction Summary in GSTR-2 Report
- Total number of vouchers for the period
- Invoices with mismatch in information

- Particulars Information (GSTR-2 Report)
- Total number of vouchers for the period

CHAPTER-7. Bill of Materials (BoM)

- Setup Bill of Materials (BOM)
- Creating a Manufacturing Journal

CHAPTER-8. Price Levels & Price List

- Price Levels in Tally Prime

(A) Create Price Levels

(B) Assign Price Levels to Ledger Accounts

(C) Price List in Tally Prime

(D) Use Price Levels & Price List during Voucher Entry

CHAPTER-9. Cost Centre and Cost Category

- Creating Cost Category and Cost Centre
- Applying Cost Centres to Ledger Accounts
- Cost Centres Allocation in Voucher Entry

CHAPTER-10. REPORTS IN Tally Prime

- Modifying Reports
- Display Financial Statements in Tally Prime
- Balance Sheet in Tally Prime
- Profit & Loss Account in Tally Prime
- Receipts and Payments Report in Tally Prime
- Trial Balance in Tally Prime
- Display Books, Registers and Ledgers
- Sales Register Report in Tally Prime
- Purchase Register Report in Tally Prime
- Cash /Bank Book Report in Tally Prime
- Statement of Accounts Report in Tally Prime
- Journal Register Report in Tally Prime
- Day Book Report in Tally Prime
- Display Inventory Reports and Statements
- Stock Summary Report in Tally Prime
- Stock Items Report in Tally Prime
- Godown / Location Summary Report in Tally Prime

SEMESTER VI	
COURSE CODE	**COURSE NAME and DETAIL SYLLABUS**
BAMMC EJPT 2B603	**PHOTO AND TRAVEL JOURNALISM**
COURSE OUTCOME	

1. The objective of this course is to develop the ability of the learner to bring life into the story through characters and descriptions of places using photographs.
2. The learner will be able to spread knowledge about different destinations through writings
3. To understand the diverse audiences that are interested in travel and lifestyle-related content.
4. To understand the use of camera and images to drive interest in stories.

MODULE	TOPIC	DETAILS	LECTURES
		BEGINNING OF THE STORY	
I	**INTRODUCTION TO TRAVEL WRITING**	• Writing about destinations: How do we capture the particular spirit of a place? Who are we writing for? We should know our publication house audience • Compelling beginnings and endings: Where do we start? How do we end? Ethical issues while covering travel journalism: How to cover and what should be avoided. Factoring in cultural diversity • Building a theme and narrative structure: What makes a travel narrative feel whole? • Drawing characters from real life: How can we reproduce memorable encounters? Travel journalists don't just report, they become a source of information for many other stories. • Submitting writings for publications: How do we catch the interest of an editor?	10
		CREATION OF THE STORY	
II	**WORDS, PICTURES AND STORY TELLING**	• What is good travel writing? Salient examples. • Finding and focusing your story, crafting and structure – the beginning, middle, the end and transitions. • Bring your story to life – characters and descriptions • Show don't tell – exercises in enlivening your writing • Elements of style – use of first person, developing your voice, rewriting and self-editing • The qualities of a good travel writer - use of vivid language, voice, tone, readings from published travel writers. • The dos and don'ts from professionals	10
		WHERE TO WRITE THE STORY	
III	**TYPES OF TRAVEL WRITING**	1. Freelance Travel writing 2. Travel blogging 3. Books 4. General Tips and guidelines 5. Travel writing for guidebooks and apps	08

		CAMERA –EYEPIECE OF A TRAVEL JOURNALIST		
IV	PHOTO JOURNALISM	• Introduction to Photo Journalism • Basic Concepts of photography and photo editing • Fields of Photojournalism • Digital Photography, Camera Topology and Operations • Analysis of Photo Journalist's work, Photo Journalism Ethics, Case Studies in Photo Journalism	12
		NICHE MARKET, INTERNET AND PRINT	
V	MARKETING YOUR STORY	• Online Travel Journalism • networking, niche markets, travel trends, market research • communicating with editors of different media , preparing the manuscript for submission	06

SYLLABUS DESIGNED BY

1. PROF. RANI D'SOUZA (CONVENER)
2. MR. ADITH CHARLIE (INDUSTRY EXPERT)
3. DR.YATINDRA INGLE
4. PROF. APARAJITA DESHPANDE (INDUSTRY EXPERT)

REFERENCES

1. How To Be A Travel Writer (Lonely Planet) By Don George
2. The Writer's Handbook Guide To Travel Writing By Barry Turner (Editor)
3. The Travel Writer's Handbook: How To Write And Sell Your Own Travel Experiences 6th Edition By Jacqueline Harmon Butler, Louise Purwinzobel.
4. Travel Writing: See The World. Sell The Story. 2nd Edition By L. Peat O'neil

Course Title: DOCUMENTARY & AD FILM MAKING   **Alias:** DAFM
Course Credits: 3 Credits   **No of Hours:** 48 hours
Total Marks: 75
Course Content

Module 1 UNDERSTANDING DOCUMENTARY   8 Lectures

1. Category
- Non-fiction (Limitation and Wonders)/Docu-drama
- Anthropological/Ethnographic
- Biographical/Historical
- Arts/Cultural
- Science and Technology
- Promotional
- Environment including Agricultural
- Social Issues
- Educational
- Investigative
- Family Values
- Exploration/Adventure

2. Writing   4 Lectures
- Formation of Concept
- Research Modes: Library, Archives, Location, Life stories, ethnographic.
- Synopsis
- Script and Visualization
- Commentary
- Subtitling/Translation

3. Production   18 Lectures
- Pre-Production: Engaging technical team & equipment. Acquiring shooting permissions.
- Production: On locale and studio shooting.

Technology involved.
- Post Production: Editing (Technique & Grammar),

Voice over, Music, Foley, Sp. Effects/Graphics, Sound
Re- recording and Mixing, DI, and Subtitling.
Making final master& telecast copy.

Module 2 – AD FILM MAKING
1. Ad Film Making   10 Lectures
- Writing a selling concept.
- Budgeting.
- Preparing Storyboard (Using different formats of making)
- Agency/Client approval.
2. Pre to Post Production   8 Lectures
- Finalization of Cast and Crew.
- Set erection/Location, Scheduling, Shooting.
- Editing, Voice over, Music, Foley, Sp. Effects/Graphics,
- Sound Re-recording & Mixing, DI & Subtitling. Making final master & telecast copy.

Internal Methodology: INTERNALS
(The objective of internals is to help the students practice the practicalities of

making
Documentary& Ad films.) 50 MARKS

Course Title	Strategic Marketing Management
Course Alias	SMM
Course Credits	2
Total Marks.	50
No.of hours.	30

Module 1	**Introduction to SMM and STP** ● **Business Models top-down business model generation, bottom up business model generation.** ● **The G-STIC framework** ● **Segmentation, Factors to be considered while segmenting the market** ● **Identifying Target Customers, Target Attractiveness and Target compatibility** ● **Positioning, Role of Strategic Positioning** ● **Creating Collaborator value**	15
Module 2	**Strategic decisions in Marketing Mix** ● **Product and Service management** ● **Managing new products, new products adoption: Forecasting new product demand using Primary Data and secondary data offering specific forecasting, forecasting by analogy, category based forecasting.** ● **Understanding new product adoption, factors influencing diffusion of new offering, new product development process, managing risk in new products-market risk and technological risk, Moore's Model of adoption of new technologies, managing product life cycle at various stages, extending Product life cycle.** ● **Product lines: Managing vertical, upscale, downscale, horizontal ontal product-Line Extensions, Managing Product Line Cannibalization, Managing Product lines to gain and defend market position-The Fighting Brand Strategy, The sandwich strategy, The Good-better-best strategy** ● **Managing price: Major approaches to strategic pricing-cost based pricing, competitive pricing, demand pricing; Price sensitivity: meaning, psychological pricing, Five psychological pricing effects: reference price effects, price quantity effects, price tier effects, price ending effects, product line effects; Understanding competitive pricing and price wars: factors affecting price wars, Approach for developing a strategic response to competitors price cut, Other pricing strategies-captive pricing, cross price elasticity, deceptive pricing, everyday low pricing, experience curve pricing, loss leader pricing, horizontal price fixing, price signalling**	15

| References | https://www.researchgate.net/publication/283733157_Strategic_Marketing_Management_3e

https://www.ifheindia.org/dlp/selflearningmaterial2021/Book/8.3%20Strategic%20Marketing%20Management%20Block%203.pdf

https://www.mmimert.edu.in/images/digital-library/strategic-marketing.pdf | |

SIES College of Arts, Science and Commerce (Autonomous), Sion (W), Mumbai - 400022

RISE WITH EDUCATION
NAAC RE-ACCREDITED - 'A' GRADE

This is to certify that
Mr / Ms. GANGURDE ABHISHEK KARBHARI RATNA
of Class FYBCOM has successfully
completed Tally Prime course with 85%
from August 2023 to March 2024.

_____
Co-ordinator

_____
Principal

SIES College, of Arts, Science and Commerce (Autonomous)

Sion (West), Mumbai - 400022.

NAAC Reaccredited "A" Grade, CGPA 3.51/4.00

SIES
RISE WITH EDUCATION

Certificate Course / Credit Based Course

This is to certify that Mr/Ms **TIA DEMBLA** of **SYBA/B** class,

Roll No **SA2324399** has completed the **TRAINING OF THE IELTS** course

held by Department of **ENGLISH** from **5|12|23** to **18|12|23** and has

scored **B+** credits in the academic year 20 **23** - 20 **24**

Lakshmi S
Convener / Course Coordinator

signature
Principal