



**VIVEK P.G. COLLEGE**  
**KALWAR, JAIPUR**

(Affiliated to University of Rajasthan & Govt. of Rajasthan)

F4(179/60)AAKASHI/ANU/2003/89

Tel: 0141-2589596, 2589665

Mob.: +91-9928144609

E-mail: info@vivekpgcollege.com

**Institutional programme  
brochure/notice for Certificate/Value  
added programs with course modules  
and outcomes for Academic Session  
2021-22**



# VIVEK P.G. COLLEGE KALWAR, JAIPUR

(Affiliated to University of Rajasthan & Govt. of Rajasthan)

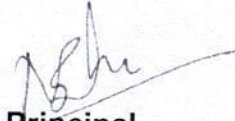
F4(179/60)AAKASHI/ANU/2003/89  
Tel: 0141-2589596, 2589665  
Mob.: +91-9928144609  
E-mail: info@vivekpgcollege.com

Date: 09.10.2021

## NOTICE

**Subject: Announcement of Value-Added Certificate Course on Entrepreneurship Development.**

Dear Students, We are pleased to inform you that college is offering a Value-Added certificate Course on **Entrepreneurship Development** designed to enhance your educational journey and future career prospects for all UG and PG students.

  
Principal  
Coordinator Name

PRINCIPAL  
VIVEK PG COLLEGE  
KALWAR, JAIPUR-303706

1. Chairman Sir
2. IQAC
3. Notice Board
4. Office Copy

  
PRINCIPAL  
VIVEK PG COLLEGE  
KALWAR, JAIPUR-303706





# VIVEK P.G. COLLEGE KALWAR JAIPUR



(APPROVED WITH GOVT OF RAJASTHAN AND  
AFFILIATED TO THE UNIVERSITY OF RAJASTHAN )

**ACADEMIC YEAR 2021-22**

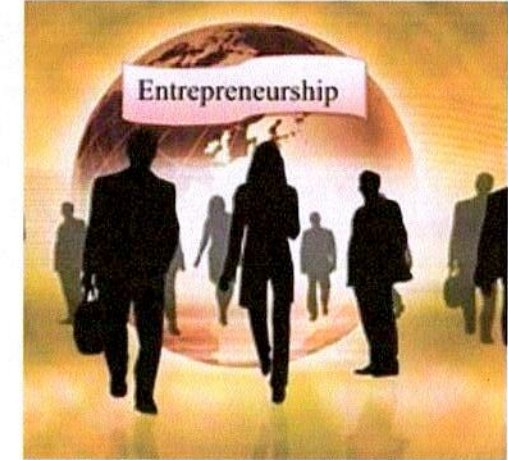
**DURATION : 35 HOURS**

**DATE: 10 OCTOBER 2021**

**VENUE: ROOM NO. 27**

**VALUE ADDED CERTIFICATE COURSE**

## **Entrepreneurship Development**



### **COURSE OUTCOMES:**

- Demonstrate a comprehensive understanding of entrepreneurship and the entrepreneurial process.
- Identify and evaluate viable business opportunities using systematic approaches.
- Develop a detailed and strategic business plan tailored to specific business ideas.
- Analyze different sources of funding and effectively manage startup finances.
- Understand the legal and ethical frameworks relevant to entrepreneurship.
- Apply innovative and strategic thinking in managing and scaling up business ventures.

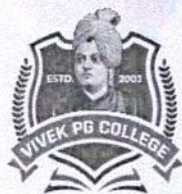
**Coordinator Name - Dr. Sunita Bedwal**

**Note- 75% Attendance Required**

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## Value-Added course Course: Entrepreneurship Development

1.	Course Name	Entrepreneurship Development
2.	Coordinator Name	Dr. Sunita Bedwal
3.	Number of Students	170
4.	Duration	35 Hours

**About the course:** This course is designed to introduce students to the fundamental concepts of entrepreneurship, including the creation, management, and growth of new ventures. It will equip students with the skills necessary to identify business opportunities, develop business plans, secure funding, and manage business operations. The course aims to foster an entrepreneurial mindset, encouraging innovation and risk-taking among students

		Topics	Hours
Module	I	Introduction to Entrepreneurship: Definition and significance of entrepreneurship, Entrepreneurial mindset and characteristics of an entrepreneur, Types of entrepreneurs (social, serial, corporate, etc.)	5
Module	II	Opportunity Identification and Evaluation :Methods for identifying business opportunities, Market research and analysis, Feasibility studies, Innovation and creativity in entrepreneurship	6
Module	III	Business Planning and Strategy: Elements of a business plan, Vision, mission, and objectives, Market strategy, sales strategy, and financial planning, SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)	6
Module	IV	Funding and Financial Management: Sources of funding: self-funding, angel investors, venture capital, bank loans, crowd funding, Financial forecasting and budgeting, Cost management and cash flow analysis, Break-even analysis and profitability, Understanding financial statements	6
Module	V	Legal and Ethical Issues in Entrepreneurship :Legal structures of businesses (sole proprietorship, partnership, corporation), Intellectual property rights (patents, trademarks, copyrights), Contracts and agreements, Ethical considerations and corporate social responsibility, Government policies and support for start-ups	6
Module	VI	Scaling and Managing Growth: Strategies for scaling up a business, Managing organizational growth and change, Leadership and team-building in start-ups, Business sustainability and long-term planning, Exit strategies and succession planning	6

  
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## Course Outcomes:

By the end of this course, students will be able to:

- Demonstrate a comprehensive understanding of entrepreneurship and the entrepreneurial process.
- Identify and evaluate viable business opportunities using systematic approaches.
- Develop a detailed and strategic business plan tailored to specific business ideas.
- Analyze different sources of funding and effectively manage startup finances.
- Understand the legal and ethical frameworks relevant to entrepreneurship.
- Apply innovative and strategic thinking in managing and scaling up business ventures.

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Date: 14.02.2021

**NOTICE**

**Subject: Announcement of Value-Added Certificate Course on Ethical Journalism & Media Ethics.**

Dear Students, We are pleased to inform you that college is offering a Value-Added certificate Course on **Ethical Journalism & Media Ethics** designed to enhance your educational journey and future career prospects for all UG and PG students.

  
Principal

  
Coordinator Name

- PRINCIPAL**  
**VIVEK PG COLLEGE**  
**KALWAR, JAIPUR-303706**
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ACADEMIC YEAR 2021-22

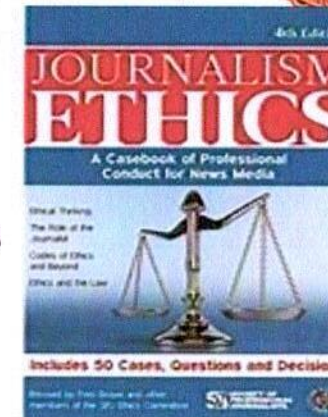
DURATION : 30 HOURS

DATE: 15 FEB. 2021

VENUE: ROOM NO. 20

VALUE ADDED CERTIFICATE COURSE

## Ethical Journalism and Media Ethics



### COURSE OUTCOMES:

- Demonstrate a critical understanding of ethical frameworks and their application to journalism and media practices.
- Analyze Ethical Dilemmas: Analyze and discuss critically different ethical dilemmas in journalism and be able to suggest solution propositions based on ethical principles.
- Apply Ethical Standards: Apply ethical standards to the different practices of journalism with the view to ensuring responsible and fair reporting.
- Understand Legal Aspects: Understand how to negotiate legal aspects in journalism with consideration to implications provided by media law for ethical journalism.
- Promote Ethical Practices: Engage in the promotion of ethical practices in journalism that foster social responsibility and serve the public interest.

**Coordinator Name - Dr. Saroj Choudhary**

**Note- 75% Attendance Required**

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## Value-Added Course

### Course: Ethical Journalism and Media Ethics

1.	Course Name	Ethical Journalism and Media Ethics
2.	Coordinator Name	Dr. Saroj Choudhary
3.	Number of Students	184
4.	Duration	30 Hours

**About the course:** This course provides an overview of the principles and practices of ethical journalism and media ethics. It has been developed to help students acquire the knowledge and skills needed to respond to the challenging ethical problems encountered in journalism and media. By investigating case studies from the real world, together with their theoretical underpinning and practical use, this class will give students profound insight into how ethics guide responsible journalism and media behavior.

		Topics	Hours
Module	I	Introduction to Journalism Ethics: Overview of journalism ethics: history and development, the role of ethics in journalism, important ethical theories and their application in journalism	6
Module	II	Core Ethical Principles in Journalism: Truthfulness, accuracy, and fairness, impartiality and objectivity, independence and transparency, accountability and correction of mistakes	6
Module	III	Media Law and Ethics: Overview of media laws and regulations, defamation, Libel, and Slander, privacy Rights and Public Interest, intellectual Property Rights in Media	6
Module	IV	Ethical Issues in Digital Media , Ethical Issues in Social Media Journalism, Fake News and Misinformation, Ethical Issues in Multi-media and Online Journalism, The Role of Algorithms and AI in Media Ethics	6
Module	V	Ethical Journalism in Practice : Case Studies in Ethical Dilemmas in Journalism, Role-playing and Simulation in Ethical Decision-making, Investigative Journalism and Ethical Challenges	6

  
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## Course Outcomes:

- Demonstrate a critical understanding of ethical frameworks and their application to journalism and media practices.
- Analyze Ethical Dilemmas: Analyze and discuss critically different ethical dilemmas in journalism and be able to suggest solution propositions based on ethical principles.
- Apply Ethical Standards: Apply ethical standards to the different practices of journalism with the view to ensuring responsible and fair reporting.
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Date: 09.12.2021

## NOTICE

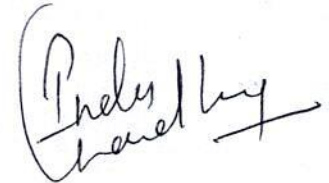
**Subject: Announcement of Value-Added Certificate Course on Public Speaking & Debate.**

Dear Students, We are pleased to inform you that college is offering a Value-Added certificate Course on **Public Speaking & Debate** designed to enhance your educational journey and future career prospects for all UG and PG students.

  
Principal

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KALWAR, JAIPUR-303706

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Coordinator Name

  
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VALUE - ADDED CERTIFICATE COURSE

ACADEMIC YEAR 2021-22  
DEPT. OF POL. SCIENCE  
DURATION : 35 HOURS  
DATE: 10 DEC. 2021  
VENUE - ROOM NO. 34

## Public Speaking & Debate




### COURSE OUTCOMES:

- Itemize Enhanced Communication: Students will show increased oral communication skills both in formal, prepared presentations and in impromptu situations.
- Students will be able to argue at an advanced level by looking at an issue from multiple angles.
- There are the instillations of leadership qualities among students by organizing debates, leading discussions, and encouraging teamwork with their peers.
- Students shall debate and discuss on issues with respect to other people's opinions and with consideration for the observance of ethical behavior.
- Students will be able to address issues of the real world with a sense of civic responsibility and social awareness.

**Coordinator Name - Dr. Indu Bala Choudhary**

**Note- 75% Attendance Required**

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## Value – Added course Course- Public Speaking & Debate

1.	Course Name	Public Speaking & Debate
2.	Coordinator Name	Dr. Indu Bala Choudhary
3.	No. of students	283
4.	Duration	35 Hours

**About the Course:** In this course, skills for the students to develop critical thinking, confidence, and effective communication. Public speaking involves delivering messages with clarity and purpose, while debate encourages the ability to argue different perspective persuasively. These activities help students engage with current issues, build strong arguments, and enhance their overall intellectual and emotional growth.

		Topics	Hours
Module	I	Introduction to Public Speaking: Importance of Public Speaking, Types of Public Speaking, Overcoming Fear of Speaking, Body Language, Voice Modulation, Audience Analysis.	5
Module	II	Speech Preparation, Research Skills, Structuring an Argument (Introduction, Body, Conclusion), Persuasion Techniques, Use of Visual Aids.	6
Module	III	Fundamentals of Debate, Debate Formats (British Parliamentary, Lincoln-Douglas, etc.), Constructing Arguments and Counterarguments, Cross-Examination Techniques.	6
Module	IV	Ethics in Public Speaking and Debate, Respecting Diverse Opinions, Avoiding Logical Fallacies, Constructive Criticism, Dealing with Sensitive Topics.	6
Module	V	Advanced Debate Techniques: Advanced Refutation Techniques, Impacting Arguments, Framing and Reframing Debates, Handling Q&A Sessions.	6
Module	VI	Practical Application and Assessment: Mock Debates, Speech Competitions, Group Discussions, Peer Review Sessions, Feedback from Instructors.	6

  
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## Course Outcomes:

- Itemize Enhanced Communication: Students will show increased oral communication skills both in formal, prepared presentations and in impromptu situations.
- Students will be able to argue at an advanced level by looking at an issue from multiple angles.
- There are the instillations of leadership qualities among students by organizing debates, leading discussions, and encouraging teamwork with their peers.
- Students shall debate and discuss on issues with respect to other people's opinions and with consideration for the observance of ethical behavior.
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E-mail: info@vivekpgcollege.com

Date: 19.09.2021

**NOTICE**

**Subject: Announcement of Add- On Certificate Course on E – Commerce.**

Dear Students, We are pleased to inform you that college is offering a Value-Added certificate Course on **E – Commerce** designed to enhance your educational journey and future career prospects for all UG and PG students.

**Principal  
PRINCIPAL**

**VIVEK PG COLLEGE  
KALWAR, JAIPUR-303706**

**Copy to:-**

1. Chairman Sir
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**Coordinator Name**

**PRINCIPAL  
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ACADEMIC YEAR 2021-22

DEPT. OF COMMERCE

DURATION : 30 HOURS

DATE: 20 SEPT..2021

VENUE - ROOM NO. 22

ADD-on CERTIFICATE COURSE

## E-Commerce



### COURSE OUTCOMES:

- Know the ecosystem of e-commerce and its components.
- Select appropriate e-commerce platforms for different business models
- Leverage various marketing strategies to enhance conversion rates on e-commerce websites
- Analyze the e-commerce data to guide better decision-making
- Personalize customer experience by using customer behavior
- Recognize risk factors of online business and mitigate it.

**Coordinator Name - Mr.Dilip Singh Rathore**

**Note- 75% Attendance Required**

Vivek PG College, Kalwar Jaipur, 303706  
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## Value- Added course Course - E-Commerce

1.	Course Name	E-Commerce
2.	Coordinator Name	Mr.Dilip Singh Rathore
3.	Number of Students	232
4.	Duration	30 Hours

**About the Course:** E-Commerce equips students with essential knowledge and skills to thrive in the digital marketplace. This course covers a wide range of topics, including online business models, digital marketing strategies, payment gateways, and customer relationship management. By engaging in hands-on activities and real-world case studies, students will learn how to create and manage successful e-commerce platforms.

		Topics	Hours
Module	I	Fundamentals of E-commerce: E-commerce types, platforms, payment gateways, logistics, and legal aspects	5
Module	II	Website Development for E-commerce: Introduction to CMS (e.g., Word Press, Shopify), web design principles.	6
Module	III	E-commerce Marketing: Product listings, conversion rate optimization, customer relationship management (CRM), retention strategies.	5
Module	IV	Data Analytics in E-commerce: Analytics tools (Google Analytics, e-commerce metrics), data interpretation, personalization using data.	6
Module	V	Legal and Ethical Issues in E-commerce: Privacy, data protection (GDPR), consumer protection, and online security.	8

  
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## Course Outcomes:

- Know the ecosystem of e-commerce and its components.
- Select appropriate e-commerce platforms for different business models
- Leverage various marketing strategies to enhance conversion rates on e-commerce websites
- Analyze the e-commerce data to guide better decision-making
- Personalize customer experience by using customer behavior
- Recognize risk factors of online business and mitigate it.

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E-mail: info@vivekpgcollege.com

Date: 19.08.2021

## NOTICE

**Subject: Announcement of Value-Added Certificate Course on Gender Studies.**

Dear Students, We are pleased to inform you that college is offering a Value-Added certificate Course on **Gender Studies** designed to enhance your educational journey and future career prospects for all UG and PG students.

Principal

Coordinator Name

PRINCIPAL  
VIVEK PG COLLEGE  
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ACADEMIC YEAR 2021-22

DEPT. OF GEOGRAPHY

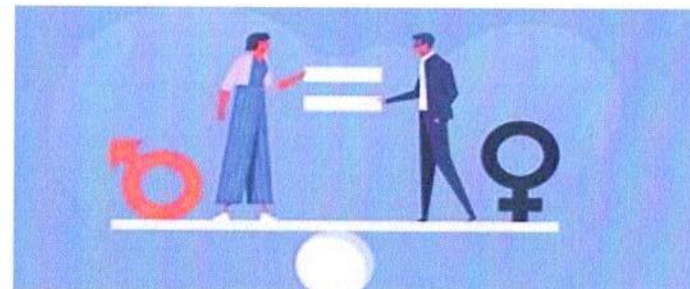
DURATION : 30 HOURS

DATE: 20 AUGUST. 2021

VENUE - ROOM NO. 20

VALUE - ADDED CERTIFICATE COURSE

## Gender Studies




### COURSE OUTCOMES:

- Introduce the learner to basic ideas and theories within gender studies.
- Develop critical thinking around gender and sexuality.
- To explore the ways gender intersects with race, class, and other dimensions of life.
- To understand how gender affects structures of society and the experiences of individuals

**Coordinator Name - Mr. Mahipal Singh Mandiya**

**Note- 75% Attendance Required**

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## Value - Added course Course: Gender Studies

1.	Course Name	Gender Studies
2.	Coordinator Name	Mr. Mahipal Singh Mandiya
5.	Number of Students	338
6.	Duration	30 Hours

**About the Course:** Gender Studies is an interdisciplinary field that explores the social and cultural constructions of gender, sexuality, and identity. This course aims to introduce students to key concepts, theories, and debates in gender studies. Through critical analysis, students will explore how gender intersects with other social categories such as race, class, and sexuality, and how these intersections shape experiences, opportunities, and identities.

Module		Topics	Hours
	I	Introduction to Gender Studies: - Definition and Scope of Gender Studies, the distinction between Gender and Sex, theories of Gender (Biological, Psychological, and Socio cultural perspectives)	4
	II	Feminist Theories and Movements: First, Second, and Third Wave Feminism, Feminist Theories: Liberal, Radical, Marxist, and Intersectional Feminism, The role of feminist movements in shaping gender discourse	5
	III	Masculinities and Men's Studies: Conceptualizing Masculinity: Hegemonic Masculinity and Multiple Masculinities, Men's Studies: History and Scope, Impact of Masculinity on Men's Health, Relationships, and Society, Queer Theory and the Critique of Normative Masculinity	4
	IV	Gender and Sexuality: Understanding Sexuality: Definitions and Theories, The Intersection of Gender, Sexuality, and Power, Social, Cultural, and Legal Implications of Sexual Orientation and Gender Identity	5
	V	Intersectionality and Global Perspectives: Intersectionality: Gender, Race, Class, and Ethnicity, the Global South and Gender Issues,	4

  
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Module	VI	Gender and Media: Representation of Gender in Media and Popular Culture, Gender, Media, and Body Politics, Critical Media Literacy and Gender	5
Module	VII	Gender and Public Policy: Gender and Education, Gender and Employment: Gender Pay Gap, Glass Ceiling, and Labor Rights, Gender-Based Violence and the Law, Policy Approaches to Gender Equality	3

## Course Outcomes:

- Introduce the learner to basic ideas and theories within gender studies.
- Develop critical thinking around gender and sexuality.
- To explore the ways gender intersects with race, class, and other dimensions of life.
- To understand how gender affects structures of society and the experiences of individuals

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Tel: 0141-2589596, 2589665

Mob.: +91-9928144609

E-mail: info@vivekpgcollege.com

Date: 24.03.2021

## NOTICE

**Subject: Announcement of Value-Added Certificate Course on Personality Development.**

Dear Students, We are pleased to inform you that college is offering a Value-Added certificate Course on **Personality Development** designed to enhance your educational journey and future career prospects for all UG and PG students.

Principal

**PRINCIPAL**

VIVEK PG COLLEGE

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Copy to:-

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Coordinator Name

**PRINCIPAL**

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AFFILIATED TO THE UNIVERSITY OF RAJASTHAN )



VALUE - ADDED CERTIFICATE COURSE

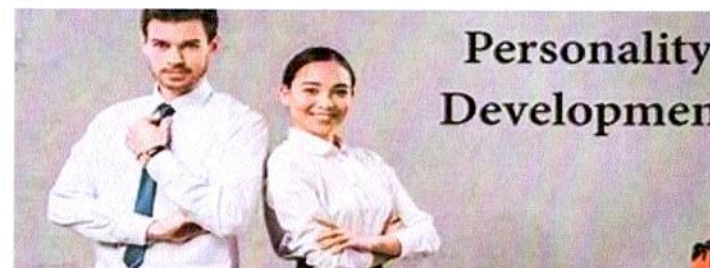
ACADEMIC YEAR 2021-22

DURATION : 35 HOURS

DATE: 25 MARCH, 2021

VENUE - ROOM NO. 31

## Personality Development



### COURSE OUTCOMES:

- Participants will be able to present themselves better and make a better impression.
- To learn how important it is to make a good impression.
- To start developing an attractive and confident personality.
- They will learn the art of imbuing the right body language.
- This will help develop their confidence in speaking in public.

**Coordinator Name - Dr. Urmila Yadav**

**Note- 75% Attendance Required**

Vivek PG College, Kalwar Jaipur, 303706  
(9928144609, info@vivekpgcollege.com)

**PRINCIPAL**  
VIVEK PG COLLEGE  
KALWAR, JAIPUR-303706





# VIVEK P.G. COLLEGE KALWAR, JAIPUR

(Affiliated to University of Rajasthan & Govt. of Rajasthan)

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## Value – Added course Course- Personality Development

1.	Course Name	Personality Development
2.	Coordinator Name	Dr. Urmila Yadav
3.	Number of Students	406
4.	Duration	35 Hours

**About the Course:** This course is to build self-confidence, enhance self-esteem and improve overall personality of the participants. The programme aims at grooming the participants through sensitizing them about proper behaviour, socially and professionally, in formal and informal circumstances.

		Topics	Hours
Module	I	Personality :Aspects of Personality Development, types of personalities, body language, conflict and its resolution, decision-making skills, good manners and etiquette.	10
Module	II	Attitude & Self-Awareness: Attitude-Concept, Techniques for self-analysis, setting realistic personal and professional goals.	8
Module	III	Communication Skills: Public speaking and presentation skills, verbal and non-verbal communication.	12
Module	IV	Career planning and Development: Identifying career interests and opportunities.	5

### Course Outcomes:

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- To learn how important it is to make a good impression.
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