

SCHOOL OF SOCIAL SCIENCES

PROGRAMME CODE: SS1C

PROGRAMME TITLE: Certificate in Guidance and Counselling

OBJECTIVES:

The curriculum is designed to achieve the core competencies and knowledge related to Guidance and counseling

ELIGIBILITY: Second class Master's Degree in Psychology or M. Phil. (Psychology).

AGE LIMIT:

As per the directives of Government of Madhya Pradesh, There is no upper age limit for admission to various programmes. Guidelines and rules for admission framed by **Government of Madhya Pradesh** regarding age limit will be opted in to from the issue of the date.

ADMISSION PROCEDURE:

The admissions will be done as per merit.

SEATS: 40 (reservation as per state Govt. rules).

DURATION: One Semester (Six Months).

FEE STRUCTURE (2019-20):

Semester	Academic Fee	Development & Maintenance Fee	Students' Services Fee		Examination Fee	Total (Rs.)	
			Boys	Girls		Boys	Girls
I Sem	4500	2500	3300	3111	2500	12800	12611

- Caution money (Refundable) of Rs. 4000/- will be charged additionally in the first semester.
- If a student repeats a paper(s) in a semester, an additional fee of Rs.500/- per paper shall be payable.
- For NRI/ FN/ PIO Candidates, a fee of US\$ 3500 Per Annum shall be payable on yearly basis. They will have to pay a refundable deposit of US\$ 500 once at the time of admission.
- Hostel Fee and Central Library Fee will be extra.

PROGRAMME STRUCTURE (2019-21):

First Semester:

Code	Title	Credits (L T P)
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DEVI AHILYA VISHWAVIDYALAYA, INDORE

CORE COURSES		
PGDGC 101	Principle & Procedures of Guidance and counselling (Core)	3 (2-1-0)
PGDGC 102	Human adjustment & Career Development (Core)	3 (1-1-1)
PGDGC 103	Social Communication & Personality Development (Soft Skill)	2 (1-1-0)

Note: The above programme structure can be modified as per requirement from time to time in accordance with University Ordinance No. 14.

PROGRAMME OUTCOMES:

1. To understand the concept, Need, Importance and process of Guidance and Counselling.
2. It enables students to differentiate between guidance and counselling
3. Analyses the importance of educational, Career, social and moral guidance services in the learning situation.
4. Equips learners with skills and techniques of Counselling

PROGRAMME SPECIFIC OUTCOMES:

The programme is of special helps to people who wants to understand counselling such as professionals who is or working with humans.

SCHOOL OF SOCIAL SCIENCES

PROGRAMME CODE: SS1B

PROGRAMME TITLE: Certificate in Consumer Psychology and Advertising

OBJECTIVES:

The broad objectives of the Certificate in Consumer Psychology and Advertising programme are as follows:

- The objective of this course is to familiarize the students with the advertising concepts and practices and develop their analytical skills, conceptual abilities and substantive knowledge in the aforesaid field.
- It seeks to achieve the objective by helping the participants to undergo meaningful exercises in decision-making in a variety of real life situations.
- Consumer psychology is the study of how people's thoughts, beliefs, perceptions and feelings influence their buying habits for services and goods.

ELIGIBILITY: Graduate in any stream (at least one of the following subject – Psychology / Economics/ Sociology/Commerce with II Class

AGE LIMIT:

As per the directives of Government of Madhya Pradesh, There is no upper age limit for admission to various programmes. Guidelines and rules for admission framed by **Government of Madhya Pradesh** regarding age limit will be opted in to from the issue of the date.

ADMISSION PROCEDURE:

The admissions will be done as per merit.

SEATS: 30 (reservation as per state Govt. rules).

DURATION: One Semester (Six Months).

FEE STRUCTURE (2019-20):

Semester	Academic Fee	Development & Maintenance Fee	Students' Services Fee		Examination Fee	Total (Rs.)	
			Boys	Girls		Boys	Girls
I Sem	4500	2500	3300	3111	2500	12800	12611

- Caution money (Refundable) of Rs. 4000/- will be charged additionally in the first semester.

- If a student repeats a paper(s) in a semester, an additional fee of Rs.500/- per paper shall be payable.
- For NRI/ FN/ PIO Candidates, a fee of US\$ 3500 Per Annum shall be payable on yearly basis. They will have to pay a refundable deposit of US\$ 500 once at the time of admission.
- Hostel Fee and Central Library Fee will be extra.

PROGRAMME STRUCTURE (2019-21):

First Semester:

Code	Title	Credits (L T P)
COURSES		
DCPA 101	Principles of Consumer Psychology (Core)	3 (2-1-0)
DCPA 102	Principles of Advertising (Core)	3 (2-1-0)
DCPA 103	Social Communication & Personality Development (Soft Skill)	2 (1-1-0)
DCPA 104	Project (Practical)	3(0-0-3)

Note: The above programme structure can be modified as per requirement from time to time in accordance with University Ordinance No. 14.

PROGRAMME OUTCOMES:

- Developing of managerial and analytical skills covering both technical and business domains.
- Consumer psychologists use this information to develop marketing techniques for targeting potential new customers and for reaching out to them to buy products, and also to help companies maintain their current customers.

PROGRAMME SPECIFIC OUTCOMES:

- To develop the Consumer psychologists for study the buying habits of individuals, groups and organizations and the manner in which they select, pay for, use and dispose of products and services.

SCHOOL OF SOCIAL SCIENCES

PROGRAMME CODE: SS3C

PROGRAMME TITLE: P.G. Diploma in Labour Law and Personnel Management

OBJECTIVES:

The broad objectives of the P.G. Diploma in Labour Law and Personnel Management programme are as follows:

- An in hand experience of the basic labour laws both of central as well state government.
- Students get special training in the field which a pre-requisite eligibility to work closely with management

ELIGIBILITY: Passed LLB/ Post Graduate with 50%

AGE LIMIT:

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ADMISSION PROCEDURE:

The admissions will be done as per merit.

SEATS: 40 (reservation as per state Govt. rules).

DURATION: Two Semester (One Year).

FEE STRUCTURE (2019-20):

Semester	Academic Fee	Development & Maintenance Fee	Students' Services Fee		Examination Fee	Total (Rs.)	
			Boys	Girls		Boys	Girls
I Sem	4500	2500	3300	3111	2500	12800	12611
II Sem	4500	2500	2911	2722	2500	12411	12222

- Caution money (Refundable) of Rs. 4000/- will be charged additionally in the first semester.
- If a student repeats a paper(s) in a semester, an additional fee of Rs.500/- per paper shall be payable.

- For NRI/ FN/ PIO Candidates, a fee of US\$ 3500 Per Annum shall be payable on yearly basis. They will have to pay a refundable deposit of US\$ 500 once at the time of admission.
- Hostel Fee and Central Library Fee will be extra.

PROGRAMME STRUCTURE (2019-21):

First Semester:

Code	Title	Credits (L T P)
COURSES		
DLLPM 101	Labour Industry & Social Work (Core)	3 (2-1-0)
DLLPM 102	Labour Legislation(Core)	3 (1-1-1)
DLLPM 103	Social Communication & Personality Development (Soft Skill)	2 (1-1-0)

Second Semester:

Code	Title	Credits (L T P)
COURSES		
DLLPM 201	Industrial Relation and Trade Unionism (Core)	3 (2-1-0)
DLLPM 202	Management of Human Resources(Core)	3 (2-1-0)
DLLPM 203	Essay or Dissertation (Elective)	4 (0-2-2)

Note: The above programme structure can be modified as per requirement from time to time in accordance with University Ordinance No. 14.

PROGRAMME OUTCOMES:

- Developing of managerial and analytical skills covering both technical and business domains.
- An in hand experience of the basic labour laws both of central as well state government.

PROGRAMME SPECIFIC OUTCOMES:

- Specifically designed curricula to provide basic and an in-depth knowledge of the compliances pertaining to labour laws
- Demonstrate knowledge of statistical data analysis techniques utilized in business decision making.

SCHOOL OF SOCIAL SCIENCES

PROGRAMME CODE: SS1B

PROGRAMME TITLE: Diploma in Consumer Psychology and Advertising

OBJECTIVES:

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- It seeks to achieve the objective by helping the participants to undergo meaningful exercises in decision-making in a variety of real life situations.
- Consumer psychology is the study of how people's thoughts, beliefs, perceptions and feelings influence their buying habits for services and goods.

ELIGIBILITY: Graduate in any stream (at least one of the following subject – Psychology / Economics/ Sociology/Commerce with II Class

AGE LIMIT:

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ADMISSION PROCEDURE:

The admissions will be done as per merit.

SEATS: 30 (reservation as per state Govt. rules).

DURATION: Two Semesters (One Year).

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COURSES		
DCPA 101	Principles of Consumer Psycholgoy (Core)	3 (2-1-0)
DCPA 102	Principles of Advertising (Core)	3 (2-1-0)
DCPA 103	Social Communication & Personality Development (Soft Skill)	2 (1-1-0)
DCPA 104	Project (Practical)	3(0-0-3)

Second Semester:

Code	Title	Credits (L T P)
COURSES		
DCPA 201	Marketing and Salesmanship (Core)	3 (2-1-0)
DCPA 202	Consumerism and Social Aspect of Consumer Behaviour (Core)	3 (2-1-0)
DCPA 203	Project (Practical)	2 (0-0-2)

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