




JSS MAHAVIDYAPEETHA

# JSS COLLEGE FOR WOMEN

(An Autonomous College of University of Mysore)

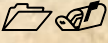

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Saraswathipuram, Mysuru-570009, Karnataka

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


## ADMISSIONS OPEN FOR VAP IN FOREIGN TRADE 2021-22

Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two  
Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma

### Objectives:

-  *To enable students comprehending procedural issues in foreign trade.*
-  *To make the students employable in export and import houses.*

### Relevance and Scope:

-  *Entire globe is becoming a single market as the shackles are broken open.*
-  *Universal brotherhood is the order of the day.*
-  *Cross border Business transaction are aplenty.*
-  *This program imparts nature, significance and procedure involved in foreign trade.*






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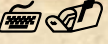
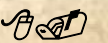
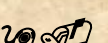
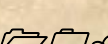
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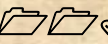
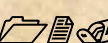
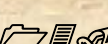
## ADMISSIONS OPEN FOR VAP IN FUNCTIONAL ENGLISH 2021-22

Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two  
Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma

### Objectives:

-  **To help Students in understanding the Nuances English language.**
-  **To enable students, understand the correct usage of English language.**
-  **To facilitate students in improving better Communication skills.**
-  **By mastering English, the emerging global language, Job opportunities for students would enhance.**

### Relevance and Scope:

-  **English, as a foreign language is a hard nut to crack for many mediocre students hailing from Kannada medium and rural areas.**
-  **Conversation in English is an art which becomes perfect with practice only.**
-  **The module based VAP enables students in mastering the communication English.**





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## ADMISSIONS OPEN FOR VAP IN HORTICULTURE

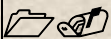
2021-22

Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma

Objectives:

1. *To make students understand the theory and practical aspects of Horticulture.*
2. *To make the students employable in Horticultural Farms.*

Relevance and Scope:



*Horticulture is emerging as a viable and lucrative agricultural activity in the recent past.*



*Horticultural activities, at different scale, can be carried out from house-hold roof-top to large farms.*



*The module based VAP imparts leveraged knowledge on theory and practical aspects of Horticulture.*





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## ADMISSIONS OPEN FOR VAP IN HUMAN RESOURCE MANAGEMENT 2021-22

Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two  
Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma

Objectives:







*To provide thorough Knowledge on the principles and Practice of HRM.*



*To make the students job ready with all HR Skills expected by industry.*

Relevance and Scope:

-  *Expansion of business across the world demands Intellectual HR.*
-  *Global Perspective in the domain of HR calls for continuous improvement.*
-  *The highly volatile human resource asset is getting perplexed owing to mass media intrusion, therefore, handling emotional intelligence is becoming complicated.*
-  *This VAP enables students learning all HR skills so that their employability increases.*






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


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## ADMISSIONS OPEN FOR VAP IN HUMAN RIGHTS

2021-22

Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two  
Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma

### Objectives:




   *To enable students to understanding the significance of human rights  
in ensuring the social order.*

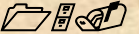


   *To throw light on legal issues pertain to human rights.*

   *To motivate students in becoming activists on human rights in a right  
perspective.*

### Relevance and Scope:

   *Violation of human rights is reported occasionally within and beyond the  
national frontiers.*

   *Creating awareness on human rights and making everybody responsible  
towards honoring human rights is the need of the hour.*

   *This VAP covers issues pertaining to human rights, their implications, challenges  
and solutions.*





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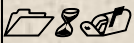
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## ADMISSIONS OPEN FOR VAP IN IFRS

2021-22

Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two  
Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma

Objectives:

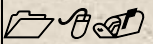


*To enable students understand the theory and practice of accounting across the globe.*

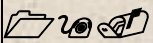


*To enable students getting jobs in Impex companies.*

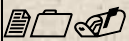
Relevance and Scope:



*Accounting is highly professional and there is harmonization of accounting standards across the globe.*



*Requirement of professional experts in international accounting is very high.*



*This module based program enables students understand Indian Accounting Standards vis-à-vis IFRS.*






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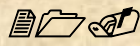
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## ADMISSIONS OPEN FOR VAP ININD. AS & IFRS (PG)

### 2021-22

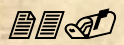
Multidisciplinary Elective Programme-2yrs/4 Semesters

#### Objectives:

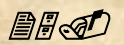
 **To enable students understand the theory and practice of accounting across the globe.**

 **To enable students getting jobs in Impex companies.**

#### Relevance and Scope:

 **Accounting is highly professional and there is harmonization of accounting standards across the globe.**

 **Requirement of professional experts in international accounting is very high.**

 **This module based program enables students understand Indian Accounting Standards vis-à-vis IFRS.**




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## ADMISSIONS OPEN FOR VAP IN INSURANCE MANAGEMENT 2021-22

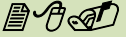
Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two  
Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma


### Objectives:

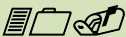
 *To enable students, understand theoretical and practical issues regarding risks and risk coverage through insurance.*

 *To make the students readily employable in insurance industry.*

### Relevance and Scope:

 *Vast expansion in business activities resulted in more than commensurate expansion of risk.*

 *There is oligopoly in insurance marketing and insurers are recruiting large number of employees.*

 *This module based VAP covers all issues pertain to theory and practice.*






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## ADMISSIONS OPEN FOR VAP IN MARKETING MANAGEMENT 2021-22

Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma

### Objectives:



*Enables students understand marketing theory and practice*



*To make students feel employable in the Marketing domain*

### Relevance and Scope:



*Entire world has become a single market.*



*National boundaries are kept open for trade and cultural exchanges.*



*Communication and transportation has seen sea changes.*



*Outline marketing has become an order of the day.*



*The program offers module based education in 6 semesters to make students readily employable.*





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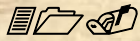
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## ADMISSIONS OPEN FOR VAP IN PHOTO JOURNALISM

2021-22

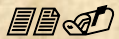
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### Objectives:



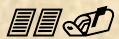
to

***Empowering women by moulding them  
become professional journalists.***

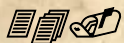


***Inculcating spirit of inquisitiveness and liberty among students.***

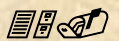
### Relevance and Scope:



***Plenty of opportunities in the field of Journalism are available for women  
which would help journalism students to get into a media house of their choice.***



***The job of a journalist would help the student to develop a spirit of enquiry  
which in-turn would emancipate her.***



***Questioning attitude would help the students in realizing their dream of  
achieving independent identity and self –discovery.***



***Students would successfully nurture their dreams of becoming  
professionals.***





***This program gives practical knowledge on photo journalism effectively.***






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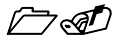
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## ADMISSIONS OPEN FOR VAP IN RETAIL MANAGEMENT 2021-22

Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two  
Semesters-Certificates: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma

### Objectives:



*To impart holistic knowledge on retail management with  
practical exposure.*



*To ensure students getting job in big retail outlets.*

### Relevance and Scope:



*Retail marketing is mushrooming owing to rapid expansion of business.*



*Middle and higher level jobs are created in large numbers.*



*Supermarkets mall and digital marketing requires skill employers*



*The program entails honing up required skills.*





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## ADMISSIONS OPEN FOR VAP IN RURAL DEVELOPMENT

2021-22

Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two  
Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma

Objectives:

- 📖👉 *To make students clearly understand nature significance and means for Rural Development.*
- 📖👉 *To enable students drawing plans for Rural Development.*
- 📖👉 *To make the students employable in Rural Development agencies.*
- 📖👉 *To enable students becoming consultants.*

Relevance and Scope:

- 📖👉 *Rapid urbanization has sidelined the rural development agenda.*
- 📖👉 *Rural economy is still developing.*
- 📖👉 *This VAP enables the students to understand the scheming and implementation of Rural Development plans.*






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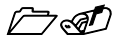
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## ADMISSIONS OPEN FOR VAP IN TAX MANAGEMENT (PG) 2021- 22

Multidisciplinary Elective Programme-2yrs/4 Semesters

### Objectives:



*To enable students learning the law and practice of direct and indirect taxes.*



*To enable students in taking up tax consultancy work after graduation.*



*To enable students getting employed in the tax consultants' firms.*

### Relevance and Scope:



*Taxation is an unavoidable burden which can be minimized through proper planning.*



*The expansion of business world requires more number of tax consultants.*



*Dynamism in tax law requires continuous updating.*



*This program covers dissemination of theoretical knowledge and practical exposure.*



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## ADMISSIONS OPEN FOR VAP IN TAX MANAGEMENT

2021-22

Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two Semesters-Certificates: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma

### Objectives:

- 📁📁👤 To enable students learning the law and practice of direct and indirect taxes.
- 📁📁👤 To enable students to taking up tax consultancy work after Graduation.
- 📁📁👤 To enable students getting employed in the tax consultant firms.

### Relevance and Scope:

📁📁👤 Taxation is an unavoidableburden whichcan be minimized through proper planning.

📁📁👤 The expansion of business world requires more number of tax consultants.

📁📁👤 Dynamism in tax law requires continuous updating.

📁📁👤 This program covers dissemination of theoretical knowledgeand practical exposure.





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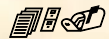
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## ADMISSIONS OPEN FOR VAP IN TRANSLATION

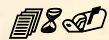
2021-22

Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two  
Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma

### Objectives:

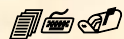


*To enable the readers to appreciate and enjoy the underlying spirit of cultural diversity and emotional sustenance which create the spirit of Indianness.*

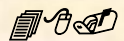


*To create jobs in print and electronic media.*

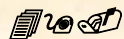
### Relevance and Scope:



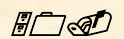
*Translator would get self confidence as there is growing demand for competent translators.*



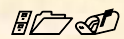
*In a multilingual country like India, translation leads to 'Emotional Unity among its Citizens'.*



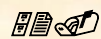
*Translators act as 'Bridge Builders' in a multicultural country like India.*



*Translations of reputed literature would provide larger readership for indigenous writers.*



*Translations of significant authors would introduce the regional writers to global readership.*



*This module based VAP covers theory and practice of translation studies.*




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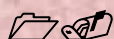
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## ADMISSIONS OPEN FOR VAP IN WOMEN HEALTH AND HYGIENE 2021-22

Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma

### Objectives:



*To sensitize the women about the importance of the personal health and hygiene.*



*To impart knowledge on theory and practical aspects of Women Health and Hygiene.*



*To make the students employable as counselors.*



*To make students entrepreneurs and consultants.*

### Relevance and Scope:



*Majority women, especially from marginalized and under privileged class are least bothered about personal health and hygiene.*



*The privileged class is also not fully aware of advanced issues pertaining to health and hygiene.*





***This module based VAP provides needed education with practical inputson health and hygiene of women.***



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## ADMISSIONS OPEN FOR VAP IN WOMEN STUDIES

2021-22

Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma

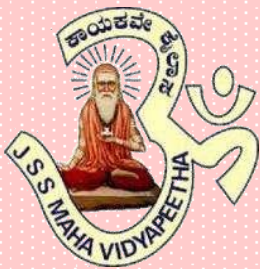
### Objectives:

- 📁📁👤 *Enabling students in achieving gender parity.*
- 📁📁👤 *To enable students becoming entrepreneurs.*
- 📁📁👤 *To instill self confidence among women by empowering them.*

### Relevance and Scope:

- 📁📁👤 *Upholding the dignity of women in the biased society.*
- 📁📁👤 *Women still suffer from of the stigma of being treated as subalterns.*
- 📁📁👤 *Economic independence is still utopia for women.*
- 📁📁👤 *Need of the hour is the emancipation of women by liberating her from dogmatic clutches.*
- 📁📁👤 *This VAP enlightens women by becoming self conscious of their rights and duties.*






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## ADMISSIONS OPEN FOR VAP IN YOGA



2021-22

Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma




### Objectives:

-  **To rejuvenate one of the ancient exercises which revitalizes both body and mind.**
-  **To improve emotional and psychological abilities.**
-  **To attain higher levels of concentration and consciousness.**
-  **To rediscover one's own inner strength.**
-  **Yoga opens up innumerable career opportunities.**

### Relevance and Scope:

-  **Knowledge of yoga opens up a plethora of career opportunities.**
-  **Growing demand for yoga instructors with the declaration of**

'International Yoga Day'—June 21<sup>st</sup>.

-  **Self employment through yoga centers.**
-  **Yoga offers various jobs in the given field such as research, management, hospital, academic, administrative, consultation etc.**
-  **This VAP imparts theory and practice of Yoga.**



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## ADMISSIONS OPEN FOR VAP IN DANCE

2021-22

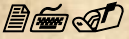
Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two  
Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma

### Objectives:

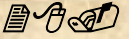


*students to learn classical and modern dances in a  
manner.*

*To enable  
systematic*

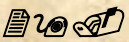


*To enable students to becoming entrepreneurs.*

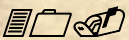


*To enable to feel employable.*

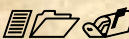
### Relevance and Scope:



*Dance, as one of the types of art, has been in lime light for a long  
time and now emerging as a very important entertainer.*



*The fusion of dance forms along with classical dances are still respected  
very high.*



*This VAP covers lesser aspects of theory and more practical exposure in  
classical and in modern dances.*





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## ADMISSIONS OPEN FOR VAP IN FUNCTIONAL HINDI 2021-22

Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two  
Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma


### Objectives:

-  *To enable students converse in fluent Hindi.*
-  *To enable students to become Hindi teachers.*

### Relevance and Scope:

 *Hindi, being a national language, is a necessity for easy movement and hassle free communication across the nation.*

 *Fluency in Hindi enables getting jobs in national level companies.*

 *This VAP covers the basics of Hindi language along with conversational and communicative Hindi.*



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## ADMISSIONS OPEN FOR VAP IN MUSIC 2021-22

Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma

### Objectives:



*To enable students to learn music as passion and career.*

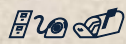


*To enable students to become musicians-vocal or instrumental.*



*To enable students feel employable.*

### Relevance and Scope:



*Music is a great entertainer and there is mushrooming of musicians with high talents.*



*The demand for musicians is also high because, art lovers are increasing commensurately.*



*This VAP covers imparting of knowledge on theory and practice of music in a holistic manner.*






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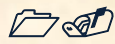
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## ADMISSIONS OPEN FOR VAP IN PROOF READING 2021-22


Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two  
Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma


### Objectives:


 *To make students understand the basic principles and practice of Proof Reading.*

 *To enable students feel employable.*

### Relevance and Scope:

 *Final copies without proof reading may lead to several complications, owing to typographical error.*

 *Proof reading with reference to punctuation keep the matter apt communicable.*

 *This VAP covers the basics of Proof Reading along with practical exposure.*




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## ADMISSIONS OPEN FOR VAP IN GOOD GOVERNANCE AND E-GOVERNANCE 2021-22

Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma

Objectives:

1. *To make students understand critical issues pertain to governance model.*
2. *To enable students becoming good bureaucratic and political leaders.*
3. *To enable student feel employable in high level jobs.*

Relevance and Scope:

4. *Governing the mass with heterogeneity in all spheres is a challenge.*
5. *Knowledge explosion and mass media are making present generation highly vulnerable to emotional issues.*
6. *This VAP addresses the problems of bad governance and provides muchneeded training in e-governance.*





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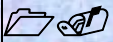
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## ADMISSIONS OPEN FOR VAP IN SOCIAL WELFARE 2021-22

Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma

### Objectives:



*To enlighten the students about significance of social welfare in building the nation.*

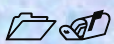


*To make the students practically appreciate scheming and implementation of social welfare measures.*




*To make the students employable in the posts of social welfare officers in government and non-governmental offices.*

### Relevance and Scope:



*The society is reeling under many problems arising out of disparity in social welfare schemes, as the equity-based schemes are not directly reaching the end-users.*

 ***Illiterate and gullible rural folk are unable to understand the practicability of schemes.***

 ***This VAP enables the students to understand the scheming and implementation of social welfare measures.***





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
## ADMISSIONS OPEN FOR VAP IN AGRICULTURE MARKETING MANAGEMENT 2021-22


Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two  
Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma

Objectives:

 *To make students analyse the nature of the agricultural marketing scenario at micro and macro level.*

 *To make the students come out with plans in bringing vibrancy in agricultural marketing scenario.*

 *To make students becoming entrepreneurs in agricultural marketing.*

 *To make them readily employable in agricultural management firms.*

Relevance and Scope:

1. *Agriculture is still a backbone for a developing country like India.*
2. *Though the productivity from farm land is increasing, the benefits passing on the farmer is not commensurate, albeit government regulations.*
3. *The menace of intermediaries in agricultural management is heavy.*

***4. An attempt is made in this module based program to make student understand all issues pertain to agricultural marketing.***






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## ADMISSIONS OPEN FOR VAP IN ANIMATION

2021-22

Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma

### Objectives:

5. *To give practical exposure to the ultramodern aspects of Animation technology.*
6. *To make students readily employable in Animation firms.*
7. *To make entrepreneurs.*

### Relevance and Scope:

8. *Animation industry is catapulting onto the prime arena in the recent past.*
9. *There is disparity between demand for and supply of skilled employees in animation industry.*
10. *This VAP provides much needed theory and practical knowledge on Animation.*





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


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## ADMISSIONS OPEN FOR VAP IN AUDITING 2021-22

Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma

### Objectives:

-  *To make the students understand theory and practice of auditing.*
-  *To enable the students starting professional audit work on their own.*
-  *To enable the students getting ready for audit clerks' job.*

### Relevance and Scope:

1. *Checking the veracity of accounting records play a vital role in transparency.*
2. *Safeguarding the interest of investors is socio economic agenda.*
3. *Reports of unscrupulous accounting and reporting practices are often reported in mass media.*
4. *The module based value added programs on auditing covers issues pertain to theory and practical auditing.*





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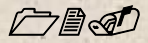
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## ADMISSIONS OPEN FOR VAP IN BANKING & INSURANCE PG 2021-22

Multidisciplinary Elective Programme-2yrs/4 Semesters

### Objectives:

-  *To make students understand principles, law and practice of banking and insurance.*
-  *To enable students getting into job in banking and insurance companies.*

### Relevance and Scope:

- 1. Banking and insurance are emerging as prime areas in service industry.*
- 2. Technology based service rendering requires skilled labourers.*
- 3. Industry management is reluctant to spend money on training cost.*
- 4. This program entails students getting job ready.*





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## ADMISSIONS OPEN FOR VAP IN BASIC MATHEMATICS 2021-22

Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma

Objectives:

- 1. To enable students clearly understand basic mathematical principles.*
- 2. To make the students employable in clerical jobs.*

Relevance and Scope:

- 3. Mathematics is omniscient, the understanding of which is essential in every level of job.*
- 4. Cracking the mathematical problem is not that easy for mediocre and slow learners.*
- 5. This VAP is encapsulated to impart required basic mathematical knowledge to the students.*





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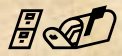
## ADMISSIONS OPEN FOR VAP IN BHARATHIYA SAMSKRUTHI (PG) 2021-22

Certificate Programme-1yr/2 Semesters

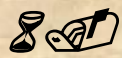
### Objectives:



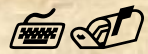
*To create awareness on Indian Cultural and social ethos.*



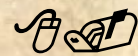
*To highlight India's art, architecture and music.*



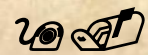
*To create awareness about scientific background on  
Indian Traditions, beliefs and practices.*



*To make students imbibe the essence of Indian culture 'Unity In Diversity'.*

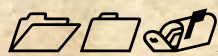


*To create awareness about the Indian Family system.*



*To help students realise the plurality of Indian culture.*

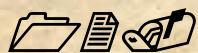
### Relevance and Scope:



*India is a country with divergence of culture.*



*Indian art, architecture and music have encomiums across the globe.*



*Understanding Indian culture is a basic necessity for every educated  
person to foster nationalism and patriotism.*



***This module based program makes it developing student's community into responsible citizens upholding nationalism.***






JSS MAHAVIDYAPEETHA

# JSS COLLEGE FOR WOMEN

(An Autonomous College of University of Mysore)

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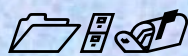
## ADMISSIONS OPEN FOR VAP IN BHARATHIYA SAMSKRUTHI (UG) 2021-22

Certificate Programme-1yr/2 Semesters

### Objectives:



*To create awareness on Indian Cultural and social ethos.*



*To highlight India's art, architecture and music.*



*To create awareness about scientific background on  
Indian Traditions, beliefs and practices.*



*To make students imbibe the essence of Indian culture 'Unity In Diversity'.*

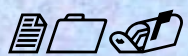


*To create awareness about the Indian Family system.*



*To help students realise the plurality of Indian culture.*

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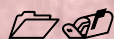
E-mail: [jsscw.principal@gmail.com](mailto:jsscw.principal@gmail.com), Ph No: 0821-2548239 ♣ Principal 2548383 ♣ Fax: 2548240 ♣ :  
[jsscw.principal@gmail.com](mailto:jsscw.principal@gmail.com) ♣ Website: <http://www.jsscw.in>

## ADMISSIONS OPEN FOR VAP IN

## BUSINESS JOURNALISM AND CORPORATE COMMUNICATION 2021-22

Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma

### Objectives:



*To enable students understand the theory and practice of  
Business Journalism and Corporate Communication.*



*To enable students to become free-lance journalists.*



*To enable students feel employable.*

### Relevance and Scope:



*Media is the third eye of the society which keeps watching all activities of  
society.*



*The vibrancy in media is a braking system for stopping wrong doers in  
diverting social system.*



*This VAP covers all issue pertaining to methods of corporate communication and  
practical aspects of business journalism.*





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
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jsscw.principal@gmail.com ♣ Website: <http://www.jsscw.in>

## ADMISSIONS OPEN FOR VAP IN CLINICAL LABORATORY


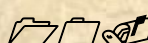
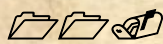
2021-22

Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two  
Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma

Objectives:

-  *To make students understand the clinical lab techniques thoroughly.*
-  *To make the students employable in pathological laboratories.*

Relevance and Scope:

-  *The demand for pathological investigation is very high, because of complexity of diseases and needle focused diagnosis report expected by medical practitioners.*
-  *The supply side of lab technicians is mismatching with demand side*
-  *This module based VAP imparts skewed knowledge on theory and practical aspects of Clinical Laboratory Techniques.*






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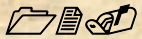
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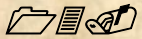
## ADMISSIONS OPEN FOR VAP IN COMMUNICATION FOR DEVELOPMENT 2021-22

Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma

### Objectives:

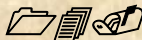


*To hone up the communication skills that lead to the development agenda of Governments and NGOs.*

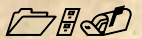


*To enable the students understand nature, significance, scope and practicality of communication for development.*

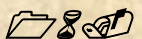
### Relevance and Scope:



*Development strategies are formulated and deployed perpetually by Government and NGOs.*



*The efficacy of development agenda depends heavily on free flow of two way communication.*



*This module based education provides holistic knowledge on communication for development.*






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


## ADMISSIONS OPEN FOR VAP IN ENTREPRENEURSHIP DEVELOPMENT (PG) 2021-22


Certificate Programme-2yrs/4 semesters




### Objectives:




1. *To inculcate the required skills for students to be successful entrepreneurs.*
2. *To make students take up entrepreneurship after graduation.*
3. *To enable students start consultancy work.*

### Relevance and Scope:

   *The demand for and supply of jobs is highly mismatching.*

   *Unemployed youths can be motivated to become the entrepreneurs.*

   *Training and developing agencies are limited in numbers.*

   *Age of learning – 18-21 is conducive to imbibe extra skills along with formal education.*





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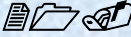
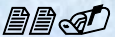


## ADMISSIONS OPEN FOR VAP IN FINANCIAL MANAGEMENT 2021- 22

Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two  
Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma

### Objectives:

- 1. To make students understand theory and practice of financial management in a holistic manner.***
- 2. To enable students get jobs in finance divisions of corporate houses.***

### Relevance and Scope:

-  ***Finance, as the lifeblood of the business, needs meticulous management.***
-  ***Sources of funding and expenditure portfolios are ever increasing.***
-  ***Proper financial management requires thorough theoretical and practical knowledge.***
-  ***The module based program on financial management covers all issues pertaining to theory and practice.***





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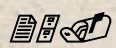
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## ADMISSIONS OPEN FOR VAP IN FOOD AND NUTRITION SCIENCE 2021-22

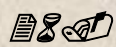
Multidisciplinary Elective Programme-3yrs/6 Semesters -with exit option First Two  
Semesters-Certificate: 3<sup>rd</sup> and 4<sup>th</sup> Diploma: 5<sup>th</sup> and 6<sup>th</sup> Ad. Diploma


### Objectives:

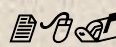
 ***Creating and awareness among students about ill effects of malnutrition and under nourishment.***

 ***Imparting knowledge on the good effects of balanced diet.***

### Relevance and Scope:

 ***Malnutrition and under nourishment are common among majority Indians.***

 ***Among affluent class also dieting is dire need because of irregular foodhabit.***

 ***This program imparts much needed knowledge on food and nutrition.***