

Prospectus

2021-22



**Mehr Chand Mahajan
DAV College for Women**
Sector 36-A, Chandigarh (U.T.)

<https://mcmdavcwchd.edu.in>



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UNDERGRADUATE COURSES

1. BA (General)
2. BA Office Management & Secretarial Practice (Elective)
3. BA Functional English (Elective)
4. BA (Honours)
5. BSc (Medical)
6. BSc (Non-Medical)
7. BSc (Computer Application) Elective
8. BSc Microbial & Food Technology
9. BSc (Honours)
10. BCom
11. BCom (Honours)
12. BBA
13. BCA

BA / BSc / BCom / BBA / BCA is an integrated course comprising 6 semesters spread over three years. The University Examination will be held at the end of every semester.

UGC-NSFQ VOCATIONAL COURSES

14. B Voc Retail Management
 15. Diploma Microbial Analysis and Food Safety
- UGC-NSQF Vocational Courses comprise, Diploma, Advanced Diploma and Degree course spread over, one, two and three years respectively.

ADD-ON COURSES

16. Communicative English (FEA)
17. Cosmetology and Beauty Care (CMT)
18. Floriculture and Landscaping (FCL)
19. French (FRA)
20. Interior Decoration & Design (IDD)
21. Video Reporting (VDO)

Add-on Courses comprise Certificate, Diploma and Advanced Diploma Course spread over one, two and three years respectively. Examination will be held as per University guidelines.

DOCTORATE COURSE (PhD)

22. English

M PHIL COURSE

23. English

POSTGRADUATE DEGREE COURSES

24. MA (English)
25. MA (Hindi)
26. MA (Economics)
27. MA (Psychology)
28. MA (Sociology)
29. MSc (Chemistry)
30. MSc (Mathematics)
31. MCom

MA / MSc / MCom is an integrated course comprising 4 semesters spread over two years. The university examination will be held at the end of every semester.

POSTGRADUATE DIPLOMA COURSES

32. Postgraduate Diploma in Mass Communication (PGDMC)
33. Postgraduate Diploma in Computer Application (PGDCA)

Postgraduate Diploma is an integrated course comprising 2 semesters spread over one year. The University Examination will be held at the end of every semester.

- Students in BA / BSc (Semester II-VI) will continue in the subsequent semesters with the same subject combination taken by them in Semester I.
- Change of subject is permitted in an even semester on the condition that the student has to clear that subject as deficient in lower semester examinations which has been changed in the higher semester.
- Environment, Road Safety Education, Violence against Women/Children and Drug Abuse is a compulsory qualifying paper. The student will take the exam in Semester II, failing which she may be allowed to appear in Semester IV or Semester VI.
- Rules for Admission, Syllabus and Examination for Courses will be as per guidelines of Panjab University, Chandigarh.

Bachelor of Arts

BA General

BA Semester I

No. of seats: 1000

For admission details, refer to: www.mcmdavcwchd.edu.in/
www.mcmdav.com

Eligibility

- A student who has passed class XII from State Board / CBSE/ ICSE / or any other recognized Board/University shall be eligible to seek admission to BA Semester I. The admission shall be made on the basis of Panjab University rules.
- If the student is found to be admitted from an unrecognized Board her admission will stand cancelled.
- The admission shall be made on the basis of Panjab University rules.

Combination of Subjects

Compulsory Subjects

- a. English
- b. Punjabi or History & Culture of Punjab
(HCP is only for those students who have not studied Punjabi in Class X)
- c. Environment, Road Safety Education, Violence against Women/Children and Drug Abuse

Elective Subjects

Option 1

A student is required to select three elective subjects in all, selecting not more than one subject from any of the following sets of combinations:

- i. English Elective, Hindi Elective, Punjabi Elective
- ii. Economics, Fine Arts
- iii. History, Mathematics
- iv. Sociology
- v. Public Administration, Home Science, Philosophy
- vi. Political Science
- vii. Sanskrit, Physical Education, Psychology
- viii. Music (Vocal) ix. Music (Instrumental)

Option 2

Functional English with any two of the following subjects: English Elective, Public Administration, Economics, Political Science & Sociology

Option 3

Police Administration with any two of the following subjects: Public Administration/Philosophy, Economics, Sociology, Political Science, Sanskrit, English Elective

Option 4

Office Management & Secretarial Practice with any two of the following subjects: English Elective/Hindi/Punjabi Elective, Sociology, Political Science, Economics & History

***Combinations subject to change according to Panjab University guidelines**

Note

- Check the subject combination carefully to avoid subject clash.
- A student cannot opt for more than two practical subjects.
- In addition, a student of BA can opt for Add-on Courses.
- It is the discretion of the College authorities to dissolve a subject/subject combination having less than 15 students.

Change of Subject

- A student, with the approval of the Principal, concurrence of the teachers concerned and subject to the availability of a seat, may change a subject in BA Semester I by a date to be notified later on.
- Students seeking admission after one month of commencement of admission of BA Semester I will not be allowed change of subject.

Graduate Attributes

- Introduces the recent class XII pass-outs with a comprehensive model of undergraduate learning. The course provides a wide array of choices of Elective subjects from the Humanities, Social Sciences, Languages and Arts.
- Provides the learners adequate preparation for taking up Honors in their Semester III and is designed to equip them with basic and conceptual clarity for advanced studies in their proffered elective subjects.

Course Outcomes

- To train newly inducted undergraduates with the necessary social, linguistic, cultural, historical and economic knowledge of the working of society.

Bachelor of Arts

- To instruct and groom learners in the attributes of critical and analytical thinking and writing, ethics, team co-ordination, co-operation and empathy towards society in particular and humanity at large.

Avenues

- To build up the learners' critical and analytical reading, writing and thinking abilities so that they are able to understand the advanced nuances of their choice of subjects.
- To enable the learners to respond to pressing social, cultural and economic issues around them.
- To sensitize the learners to the various options available to them at higher levels of learning, after studying their choice of Elective subjects.

Functional English Elective Course

No. of Seats: 30

For admission details, refer to:

www.mcmandavcwchd.edu.in / www.mcmandav.com

Eligibility

Students should have studied English at the class XII level.

Selection will be made on the basis of merit and interview of the candidates.

Course Content

- i. Theory
- ii. Practicals
- iii. On-the-job training (Four weeks after Semester IV during summer vacation).

Graduate Attributes

- The Course of Functional English aims to introduce the learners to basic communication skills in English, Critical Reasoning, Writing and Presentation.
- Learners are familiarized with specialized skills and nuances of Phonetics, Business English, Media Studies (Print Media & Broadcast Journalism) and Electronic Media.

Course Outcomes

- It is a foundational learning course for enhancing the basic proficiency of learners in critical reading skills, effective writing skills, fundamentals of English language and business writing.

- Learners are also familiarized with varied structures of English language like descriptive, narrative and discursive analysis.

Avenues

- The Course enables the learners to build their reading, writing and listening skills in English language which further equips them for future prospects in the fields of TV, Print journalism, advertising and other streams of mass media.

Office Management And Secretarial Practice

No. of Seats: 30

For admission details, refer to:

www.mcmandavcwchd.edu.in / www.mcmandav.com

Eligibility

All candidates who have passed class XII in any academic or vocational stream

Course Content

- i. Theory
- ii. Practicals
- iii. On-the-job training (Four weeks after Semester II during summer vacation)

Graduate Attributes

- Introduces learners to the basics of Computer Operations & typing, Organisational Behaviour, Office Procedures and Practices and Shorthand Writing.
- The Course also focuses on Business and Office Communication Skills

Course Outcomes

- The Elective Vocational Course enables learners to support management in office administration and better prepare business documents as well as manage records.
- Equips learners with the necessary business communication skills and the ability to utilize appropriate office technology.

Avenues

- The learners' competence and skill in Office Administration and Management will help them gain employment in Government and Private Offices, and as professional typists.
- Learners can also be a part of several "Earn While You Learn" programmes initiated within the College alongside the three year course.

Honours

Eligibility

Students can opt for Honours in Semester III.

- The student who opts for Honours must take up the subject concerned as elective in Semester I (only for BA & BSc).
- The candidate must have secured at least 50% marks (result available at the time of admission) in the concerned subject in the university examination.
- Admission will be on the basis of merit and subject to the availability of the seats.

Honours are Offered in the following Subjects:

BA

- | | | |
|--------------|-------------|-------------------------|
| • English | • Hindi | • Punjabi |
| • Economics | • History | • Political Science |
| • Psychology | • Sociology | • Public Administration |

BSc

- Physics

BCom

- *Accounting & Finance • Economics • Management Studies

BA

English

Graduate Attributes

- Introduces learners to major trends, history of English literature, thematic concerns, prevalent attitudes and the milieu reflected in iconic texts.
- Knowledge of identification of literary devices used by writers.

Course Outcomes

- Builds critical ability to appreciate literature from various levels/perspectives and astute analytical and linguistic skills.
- A better understanding of society, politics, culture and economy is achieved.

Avenues

- Opens up literature and language related avenues, such as Editing, Journalism and Academia and forms the basis for admission to Masters Courses in literature and Mass communication.

हिंदी

पाठ्यक्रम की विशेषताएं

- मानक हिंदी भाषा के स्वरूप से छात्रों को परिचित करवाना ।
- काव्य भाषा के सौष्ठव एवं काव्य कृतियों के वैभव से छात्रों को अवगत कराना एवं विश्लेषण की मूल्यांकन-परकृष्टि से सम्पन्न करना ।

परिणाम

- शुद्ध उच्चारण, शुद्धलेखन व सृजनात्मकता की प्राप्ति ।
- मीडिया लेखन, अनुवाद एवं साहित्य और पत्रकारिता पर विशेष पकड़ ।
- हिंदी भाषा और साहित्य का समग्र अध्ययन सम्भव हो पाता है ।

क्षेत्र

- अध्यापन, हिंदी अधिकारी, हिंदी अनुवादक, पत्रकार, मीडिया, समाचार वाचक, उद्घोषक, मीडिया में अनुवादक, लेखक, सिनेमा जगत में गीतकार पटकथा लेखक, समाचार पत्र में संपादक व संवाददाता इत्यादि

Punjabi

Graduate Attributes

- Introduces learners to modern and medieval Punjabi sensibility and sensitizes them to deep rooted motifs of literature.
- Introduces learners to Indian Literature, Punjabi Literature of East Punjab, history of Punjabi literature, literary criticism as well as cultural studies.

Course Outcomes

- Enhances proficiency of learners in Punjabi language, literature, writing skills, literary nuances and criticism of Punjabi language.
- Critical assessment of literary texts of various writers, periods and genres of Punjabi culture.

Avenues

- Competitive exams, careers in Academia

Economics

Graduate Attributes

- Introduces learners to diverse aspects of Industrial Economics and Development Economics, International Economics and Monetary Economics.
- Learners are familiarized with models of growth, development, policy frameworks and theories of Industrial location, International trade and Foreign exchange.

Course Outcomes

- The course equips the students with fundamentals of Industrial theory and practice on the one hand and International trade on the other.

Avenues

- Academia and Corporate Sector

History

Graduate Attributes

- An in-depth study of various aspects of History through means of Historiography, proper and unbiased study of sources, course of events and various view points of scholars and historians.

Course Outcomes

- Analysis of overall impact of historic occurrences, trends and artifacts.
- Studying the impact of various revolutions and civil wars in shaping national and international politics, society and culture.

Avenues

- Civil Services, Academia, Archaeology and Broadcast journalism, Editorial assistants, Human resource officers or Museum officers.

Political Science

Graduate Attributes

- Enhances empirical knowledge of politics at national and international levels and inculcates intellectual curiosity, analytical reasoning, reflective thinking, leadership, research and investigation skills.

Course Outcomes

- Inculcates the art of problem solving techniques and enables learners to find various alternatives to political problems faced by mankind such as war, economic crisis and violation of human rights.
- Grooms learners in the art of political leadership and creates awareness regarding role of International and Regional Organizations.

Avenues

- International affairs, Competitive examinations, Journalism, Academia, Judiciary, Political/ legislative analysts, Politicians, Public policy

Honours

researchers, Speech/Content writers and jobs in United Nations and Non Profit Organizations.

Psychology Honours

Graduate Attributes

- To explore behavioral and mental processes, including perception, cognition, attention, emotional intelligence, phenomenology, motivation, brain functioning, and personality and their influence upon our mental health and well-being.

Course Outcomes

- Introduces major concepts, theoretical perspectives, empirical findings, and historical trends in psychology.
- Develops critical thinking and scientific approach to solve problems related to behavioral and mental processes.

Avenues

- Clinical psychologist, school counseling, organizational psychologist, Psychotherapist (Marital therapy, Family therapy, Psychoanalysis) and Sport psychologist.

Public Administration

Graduate Attributes

- To provide a thorough understanding of the role of the Government – Central, State and Local as well as workings of Administrative Theory, Indian, Personnel, Financial, Local and Development Administration.

Course Outcomes

- Familiarization with the types of Government organizations in India, the personnel and financial management therein and the working of administration at Union, State and Local levels.

Avenues

- Academia, business and social organizations like Centre for Rural Reconstruction and Development, Indian Institute / State Institute of Public Administration etc. Public Sector Undertakings, Mass Media and Civil Services or jobs as Political Observers and Correspondents.

Sociology

Graduate Attributes

- Learners are exposed to various sociological perspectives through Indian and foreign thinkers and develops research aptitude for testing theories and accumulation of knowledge.

Course Outcomes

- Provides in-depth study of various terms, concepts and processes which help learners in formulating a sociological imagination and comprehensive understanding of the discipline, for social transformation of our society.

Avenues

- Competitive exams as well as job prospects in Governmental and Non-governmental organizations.

BSc

Physics

Graduate Attributes

- Enables learners to develop ability of advanced, independent, critical enquiry, analysis and reflection with an aptitude for implementation of knowledge of physics in technical writing.
- Learners are able to critically examine, synthesize and evaluate knowledge including experimental design, project planning etc.

Course Outcomes

- Offers theoretical as well as practical knowledge about Physics, Chemistry and Mathematics.
- Helps to develop a scientific temper amongst learners which is beneficial for the society as a whole, as scientific development can make nations and societies grow at a rapid pace.

Avenues

- Learners may pursue MSc and then opt for research or opt to join Indian Civil services, the Indian Armed Forces, Entrepreneurship, Academia, Research Scientist, Technical Authors, Data analyst, Meteorologist, Nanotechnologist, Radiologist or Radiation protection practitioner.

BCom

Accounting and Finance

Graduate Attributes

- Helps learners in strategic decision making with in-depth knowledge of financial management and learning nuances of buying and selling assets in financial markets.

Course Outcomes

- Provides specialized understanding of concepts, policies and contemporary issues of accounting, along with theoretical and practical background of investments and financial markets.

Avenues

- Higher education like MCom, MBA etc. or a professional degree in Accounting and Finance. Careers in Banking, Finance, Accounting, in the Government or in the Private Sector.

Economics

Graduate Attributes

- Imparts information related to Economic Development and growth and enables learners to use current and emerging data related to Economic Environment for analytical practices.

Course Outcomes

- Along with the basic knowledge of Commerce, learners are provided with specialized knowledge and skills related to International Trade, Industrial Structure and Economic Development.

Avenues

- The graduates can pursue a Masters degree in Economics, Commerce, and Management or appear for Indian Economic services (IES).
- Careers in Economic Analysis, Financial Planning, Foreign Affairs, Fund Management, International Business and Trade Analysis.

Management Studies

Graduate Attributes

- Imparts skills to learners in marketing functions like designing of advertising strategies and human resource functions like reward structures for employees, training and development.
- Aims to inculcate managerial skills among learners thereby making them effective leaders.

Course Outcomes

- Imparts deep understanding to learners in the fields of Advertising, Brand Management, Consumer Behaviour and Human Resource Management.

Avenues

- Higher education like MCom, MBA, etc. or Marketing executives, Consultants in advertising agencies and Management trainers.

Note: If a student does not clear the principal/elective subject, in any semester, in which she has taken Honours, her Honours will stand cancelled with immediate effect.



BSc General

Semester I

No of seats:

Medical: 125

Non-medical: 80

Computer Applications (Elective): 50

Centralised Admission

For admission details refer to the Joint Online Prospectus: www.dhe.chd.gov.in

Eligibility

- A student who has passed class XII in Science from State Board/CBSE/ICSE/ or any other recognized Board/University shall be eligible to seek admission to BSc Semester I.
 - BSc Medical (Class XII with Physics, Chemistry and Biology as subjects)
 - BSc Non-medical (Class XII with Physics, Chemistry and Mathematics as subjects)
 - BSc Computer Applications (Class XII with Physics, Chemistry and Mathematics as subjects)
- The admission shall be made on the basis of Panjab University rules.
- If the student is found to be admitted from an unrecognized Board her admission will stand cancelled.

Course Content

Semester I & II

- Punjabi/History and Culture of Panjab (HCP is only for those who have not studied Punjabi in class X)
- The following three Science subjects

Medical:

Chemistry, Botany, Zoology

Non-Medical:

Chemistry, Physics, Mathematics

Computer Applications (Elective):

Physics, Mathematics, Computer Applications

- Environment, Road Safety Education, Violence against Women/Children and Drug Abuse

Semester III & IV

- English
- The three Science subjects as studied in Semester I & II

Semester V & VI

The same three Science subjects as studied in Semester III & IV

BSc General

Learners may opt for any of the three streams of Bachelors of Science, namely, Medical, Non-medical or Computer Applications.

BSc (Medical)

Graduate Attributes

- An in-depth knowledge of the fundamental concepts and latest developments in the fields of Botany, Zoology and Chemistry.
- Detailed understanding of the evolutionary trends, environmental interactions and economic importance of flora and fauna.
- Capacity to identify real world problems, approach challenges with critical thinking and work effectively across disciplinary boundaries.



Course Outcomes

- Development of creative and research skills through an inter-disciplinary inquiry-based learning.
- Ability to realize the importance of entrepreneurship as a tool for growth and sustainable development.

Avenues

- Higher studies and research in the fields of Chemical/ Biological Sciences
- Career opportunities in Civil services, Education, Environment, Agriculture, Health, Pharmaceutical and allied sectors
- Entrepreneurship

BSc (Non-Medical)

Graduate Attributes

- Developing ability of independent, critical enquiry and an aptitude for implementation of knowledge of Physics in technical writing.
- Ability to synthesize and evaluate knowledge including experimental design, project planning etc.

Course Outcomes

- Theoretical as well as practical knowledge of Physics, Chemistry and Mathematics.
- Helps to develop scientific temper which encourages scientific evolution of society.

Avenues

- Higher Studies, Research, Entrepreneurship, Indian Civil Services or Indian Armed Forces.
- The course enables learners to opt for any of these avenues: Academia, Research Scientist, Technical

Authors, Data analyst, Meteorologist, Radiologist, Nanotechnologist, Radiation protection practitioner or Chemist.

BSc (Computer Applications) Elective

Graduate Attributes

- Knowledge of using Office Applications in Report Writing
- Knowledge of Programming languages C, C++, Java and VB.NET, Web Sites
- Understanding core concepts of Data structures, DBMS, OS and Networks.

Course Outcomes

- The course enables learners to analyze real world problems and design solutions by applying the concepts of Programming Languages, Web tools and Data Base Management Systems.
- Learners are also made to understand core concepts like Operating Systems, Data Structures, Networking and Communication along with Physics and Mathematics as other elective subjects.

Avenues

- Masters in Physics, Mathematics, Computer Science, Information Technology, Computer Applications and specialized courses in AI, Data Analytics etc.
- System Analyst, Software Developer, Web Application Developer, Programmer, DBA, Software Engineer, Technical Trainer, Project Manager (IT), Academia.



Bachelor of Computer Application

Semester I

No. of seats: 80

Centralised Admission

For admission details refer to the Joint Online Prospectus:

www.dhe.chd.gov.in

Eligibility

- A student who has passed the class XII Examination in any discipline with at least 50% marks from a recognized Board. The student should have passed Mathematics as one of the subjects at Matriculation level.
- The admission shall be made on the basis of Panjab University rules.

Course Content

Semester I

BCA 16 101 English (Compulsory)-A
 BCA 16 102 Fundamentals of Mathematical Statistics
 BCA 16 103 Computer Fundamentals and Computing Software
 BCA 16 104 Problem Solving Through C
 BCA 16 105 Lab based on BCA 16 103
 BCA 16 106 Lab based on BCA 16 104
 Environment, Road Safety Education, Violence against Women/Children and Drug Abuse

Semester II

BCA 16 201 English (Compulsory)-B
 BCA 16 202 Computer Organization
 BCA 16 203 Fundamentals of Web Programming
 BCA 16 204 Object Oriented Programming using C++
 BCA 16 205 Lab based on BCA 16 203
 BCA 16 206 Lab based on BCA 16 204

Semester III

BCA 16 301/ BCA 16 302 Punjabi-A/ History & Culture of Punjab A
 BCA 16 303 Information System Design and Implementation
 BCA 16 304 Computer Oriented Numerical Methods
 BCA 16 305 Data Structures
 BCA 16 306 Lab based on BCA 16 304
 BCA 16 307 Lab based on BCA 16 305

Semester IV

BCA 16 401/ BCA 16 402 Punjabi-B/ History & Culture of Punjab B
 BCA 16 403 Software Project Management
 BCA 16 404 Operating System Concepts and Linux
 BCA 16 405 Database Management System
 BCA 16 406 Lab based on BCA 16 404
 BCA 16 407 Lab based on BCA 16 405

Semester V

BCA 16 501 Computer Networks
 BCA 16 502 Discrete Mathematical Structure
 BCA 16 503 Java Programming
 BCA 16 504 Web Application Development using PHP
 BCA 16 505 Lab based on BCA 16 503
 BCA 16 506 Lab based on BCA 16 504

Semester VI

BCA 16 601 E-Commerce
 BCA 16 602 Application Development using VB.Net
 BCA 16 603 Computer Graphics and Multimedia Applications
 BCA 16 604 Lab based on BCA 16 603
 BCA 16 605 Major Project and Seminar

Graduate Attributes

- Learners get conversant with Programming Languages C, C++, Java, and VB.NET, Web Programming, Multimedia Applications and Software/Project Development.
- Learners get understanding of core concepts like Data Structures, Operating systems, Computer Organization, Client and Server-side Scripting, Data Base Management Systems and Software Engineering.

Course Outcomes

- Imparts necessary technical skills in various areas of Information Technology like Data Base Management, Computer Languages, Graphics and Multimedia, Web based applications, Software Development and Project Management.
- Helps in producing employable IT workforce and enables them to pursue post-graduation in fields of Information Technology/ Computer Science/ Applications.

Avenues

- Graphics Designer, DBA, Web/Software Developer, Programmer, Software Engineer, Technical Trainer, Project Manager (IT), System Analyst etc.

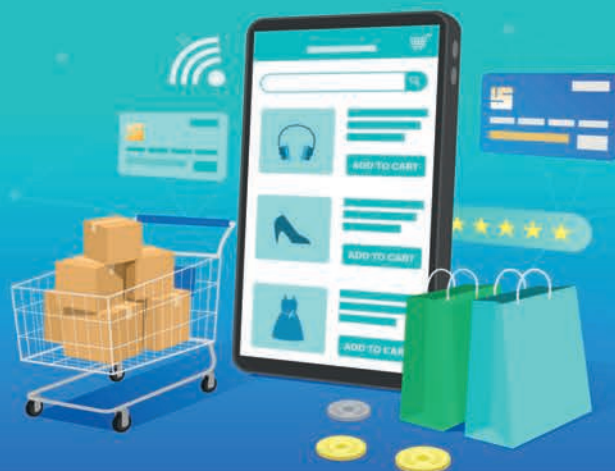
Reach within. Shape the future.

Job oriented Vocational Training Program **B Voc (Retail Management)**

To build a secure career in Retail Management sector

B Voc Retail Management

course caters to the needs of retail management sector. This sector faces its unique set of challenges & problems. Management, sales, pricing, distribution, transportation – are the common challenges arising in this sector. This course will train you and make you capable of handling these challenges. This course is known to churn out skilled Retail Management Professionals each year.



Bachelor of Vocation (B Voc), a Bachelor level degree specified by UGC under section 22(3) of UGC Act, 1956 and notified in official Gazette of India dated 19 January, 2013 be recognized at par with other Bachelor level Degrees for competitive exams conducted by Union / State Public Service Commission, Staff Selection Commission or other such bodies where the eligibility criteria is "Bachelor Degree in any discipline". Unlike Diploma and Certificate training programs, this is a 3 years (6 Semesters) **Bachelor's Degree course with Exit Point Facility.**

| Duration | Award | Job Roles to be covered in each year |
|----------------|------------------|---|
| After 1st Year | Diploma | Customer Sales Assistant / Store Executives |
| After 2nd Year | Advanced Diploma | Sales Supervisor / Store Supervisor |
| After 3rd Year | Degree | Asst. Manager Sales / Asst. Manager Stores |

Eligibility: 10+2 in any discipline of the University / Board / Council or examination of any other recognized university with not less than 45% marks in the aggregate.

Number of seats: 25 (Twenty Five)

Admission criteria: Merit Basis.

For more details contact Dr. Gagandeep at : 9464777926

BSc Microbial & Food Technology

3 Years Degree Course

Eligibility: A student who has passed the class XII Examination under 10+2+3 system of education of a recognized University/Board/ Council or any other examination recognized by the Panjab University as equivalent thereto shall be eligible to offer the subject of Microbial & Food Technology at the BSc level, if the student has passed the class XII examination with Physics, Chemistry, Mathematics/ Biology as their subjects.

Graduate Attributes: The attributes and the qualities that graduates are expected to possess, in full or part, after they have completed their course i.e BSc.(Microbial & Food Technology) includes: • A deep knowledge and strong foundation of the subject areas in the programme of study they have successfully completed.
• Sound hands on technical and practical knowledge of the various topics under the course content.

Learning Outcomes:

- The course will provide expertise in the field of General Microbiology, Food Microbiology, Microbial Technology, Industrial Microbiology, Environment Microbiology, Microbial Genetics and rDNA Technology, Microbial and Food Biochemistry, Food Processing Technology, Food Analysis, Quality Control Management, Food Packaging, etc.
- The course aims at preparing the students with potential to explore developments in the Food Sector with the application of Genetic Engineering which could provide novel solution to long standing problems like Micronutrient deficiency, Malnutrition and Genetic Disorders and Safety concern by assuring microbiological quality.
- It will also provide opportunities in the field of Agriculture based management and as well as in R & D sector for new processing technologies and developing new products like Weaning foods, Therapeutic diets, Organic Foods, etc.
- The Department is actively involved in industry – academia Interface through trainings and seminars. The students of 1st Year and 2nd Year do their Trainings for one month in different industries or institutes like: Smithkline Beecham; Pepsi Foods Ltd.; Coca -Cola; Cadbury's; Britannia; Nestle; Agro Dutch; Bonn; Cremica; Wockhardt; Amrit Banaspati; NDRI, Karnal; PAU; PU, NBAGR; CRI etc.

Avenues: The course has tremendous openings in academic and research organizations. Some of the areas where the professionals are in demand are:

- **Food Industries:**
Microbiologist, QC Executives, Production Manager, etc.
- **Research & Development:**
Agricultural Universities & Institutions like CFTRI, NDRI, IARI, CIPHET, ICAR etc.
- **Public Sector:**
Food Inspectors, Health Inspectors (FCI, IRCTC, FRAC, SGS, SRIRAM Institute etc.) **Educators:** State and Central Universities, Colleges and Institutes.
- **Diet Consultants:** Hospitals, Fitness Centres etc.
- **Entrepreneurs:**

For more details contact:
Dr. Vandana Sharma
9914084438



Fastest-Growing Industry could be the

Best option for Your Career

UGC approved 1 Year Skill Based Diploma in

Microbial Analysis & Food Safety

Eligibility: 10+2 Graduation in science from recognized University / College / Board / Council or examination of any other recognized university with not less than 45% marks in the aggregate.

No of Seats: 25

Admission criteria: Purely on Merit Basis.

Programme overview: Mehr Chand Mahajan DAV College for Women under the aegis of UGC - National Skills Qualifications Framework (NSQF) has introduced The Microbial Analysis and Food Safety Diploma. With Food Safety recognized as a priority area, we provide the above course for enhancing the employability and skill quotient of the students in this field while updating them with the latest technologies adopted in the food industry. Thus the fast track course has been introduced to develop individuals for food analysis & quality assurance to make an exciting career in this field.

Objectives:

- Meets the increasing requirements for food safety & quality management professionals in the food sector.
- Prepares skillful professionals in food safety analysis & monitoring, setting up & executing food safety laws, food safety management systems, risk analysis, & total quality assurance.
- Creates professionals which ensure the safety & quality of food products as per mandatory legal requirements.

Career Prospects: The programme shall open new vistas & a vast array of job openings in Food Industries & Food Testing Laboratories as follows:

- Food safety analyst
- Food Safety and Quality Assurance Supervisor
- Food Safety and Quality Assurance Technologist
- Quality control Analyst
- Food testing lab technologist.



For more details contact Dr. Vandana Sharma at : 9914084438

Bachelor of Commerce

Semester I

No. of seats: 280

Centralised Admission

For admission details refer to the Joint Online Prospectus: www.dhe.chd.gov.in

Course Content

Semester I

- BCM 101 A Punjabi
- BCM 101 B History & Culture of Punjab
(HCP is only for those who have not studied Punjabi in class X)
- BCM 102 English & Business Communication
- BCM 103 Psychology for Managers
- BCM 104 Business Economics I
- BCM 105 Principles of Financial Accounting
- BCM 106 Commercial Laws
- BCM 107 Principles and Practices of Management

Semester II

- BCM 201 A Punjabi
- BCM 201 B History & Culture of Punjab
(HCP is only for those who have not studied Punjabi in class X)
- BCM 202 English & Business Communication

BCM 203 E-Commerce

BCM 204 Business Economics II

BCM 205 Corporate Accounting

BCM 206 Business Laws

BCM 207 Human Resource Management

Environment, Road Safety Education, Violence against Women/Children and Drug Abuse

Semester III

- BCM 301 Issues in Indian Commerce
- BCM 302 Cost Accounting
- BCM 303 Company Law
- BCM 304 Business Maths and Statistics
- BCM 305 Banking and Insurance
- BCM 306 Goods and Services Tax (GST)

Semester IV

- BCM 401 Security Analysis and Portfolio Management
- BCM 402 Advance Accounting
- BCM 403 Auditing and Secretarial Practice
- BCM 404 Cost Management
- BCM 405 Marketing Management
- BCM 406 Quantitative Techniques and Methods

Semester V

- BCM 501 Income Tax Law
- BCM 502 Management Accounting



BCM 503 Indian Economy

BCM 504 Production and Operation Management

BCM 505 Entrepreneurship and Small Business

BCM 506 Financial Markets and Services

Semester VI

BCM 601 Direct Tax Laws

BCM 602 Financial Management

BCM 603 Issues in Financial Reporting

BCM 604 Social and Business Ethics

BCM 605 Operational Research

BCM 606 Sectoral Aspects of Indian Economy

Graduate Attributes

- The course aims to build a strong foundation of knowledge in different areas of Commerce.
- It aims to enhance the learner's ability of being ethical and collegial in professional practice and trains in effective decision making and problem solving through the application of appropriate theories, principles and data.

Course Outcomes

- The course is an integration of knowledge, skills and attitudes that sustain an environment of learning and creativity among the students.
- The course aims to impart knowledge about the theories and concepts of Accounting, Taxation, Organisation

Behaviour, Finance, Human Resource and Marketing Management to the learners.

- Learners are familiarized with different aspects of entrepreneurship and also develop adequate soft skills to react aptly in decision making situations.

Avenues

- BCom graduates may pursue postgraduate studies like MCom and MBA.
- Other career options include Chartered Accountancy, Banking services, Insurance sector, Stock Exchange services, Tax Consultancy, Entrepreneurship, Law or Company Secretary.
- They may also appear for competitive exams conducted by UPSC, UGC etc.





Bachelor of Business Administration

Semester I

No. of seats: 40

Centralised Admission

For admission details refer to the Joint Online Prospectus: www.dhe.chd.gov.in

Course Content

Semester I

BBA 101A/ BBA 101 B Punjabi/ History & Culture of Punjab (HCP is only for those who have not studied Punjabi in class X)

BBA 102 Business Statistics

BBA 103 Fundamentals of Information Technology

BBA 104 Management Concept & Practices

BBA 105 Financial Accounting

BBA 106 Essentials of Business Economics I

Semester II

BBA 121A/ BBA 121 B Punjabi/ History & Culture of Punjab (HCP is only for those who have not studied Punjabi in class X)

BBA 122 Managerial & Soft-Skills Management

BBA 123 Essentials of Business Economics II

BBA 124 Business Laws

BBA 125 Psychology for Managers

BBA 126 Financial Management

Environment, Road Safety Education, Violence against Women/Children & Drug Abuse

Semester III

BBA 201 English & Business Communication Skills

BBA 202 Operation Research

BBA 203 Marketing Management

BBA 204 Economics of Money & Banking

BBA 205 Regulatory Framework for Companies

BBA 206 Direct Tax Laws

Semester IV

BBA 221 English & Business Communication Skills

BBA 222 Project Management

BBA 223 Research Methodology

BBA 224 Human Resource Management

BBA 225 Goods and Services Tax

BBA 226 Database Management System

Semester V

BBA 301 Insurance & Risk Management

BBA 302 International Business

BBA 303 Business Environment

BBA 304 Entrepreneurship & Small Business Management

BBA 305 Consumer Behavior

BBA 306 Sales & Distribution Management

Semester VI

BBA 321 Business Policy & Strategy

BBA 322 Production & Operations Management



BBA 323 Social & Ethical Issues In Business

BBA 324 Project Report & Viva-Voce

BBA 325 Advertising & Brand Management

BBA 326 Marketing of Services

Graduate Attributes

- Enhances learner's ability to evaluate different business problems using analytical skills and inculcates an attitude for entrepreneurship.
- Learners develop better communication skills, an ability to understand importance of team work and proficiency in the use of basic tools of Information Technology.

Course Outcomes

- The program aims to develop ethical thinking among learners by understanding the principles and practices of

management, leadership, teamwork, and social skills.

- Learners will be equipped to analyze socio-political-economic environment of business organizations and understand the laws and practices of taxation.

Avenues

- BBA graduates can pursue postgraduate studies like MCom, MBA, etc. or go for Chartered Accountancy, Banking services, Hotel Management, Insurance sector, Tax Consultancy and Entrepreneurship.
- They may appear for competitive exams conducted by UPSC, UGC etc.





Add-on Courses

Add cutting edge to your aspirations through value added Professional Add-on courses. Students can opt for any one Add-on at a time.

Add-on Courses

- Communicative English (FEA)
- Cosmetology and Beauty Care (CMT)
- Floriculture and Landscaping (FCL)
- French (FRA)
- Interior Decoration & Design (IDD)
- Video Reporting (VDO)

Communicative English

No. of Seats: 40

Graduate Attributes

- Introduces learners to communication at various levels by providing proactive training in Speech Skills and Writing Skills.

Course Outcomes

- Improves the reading fluency and writing competence of learners, by making them master the nuances of grammar, syntax, semantics and pronunciation. Develops critical thinking, reading and writing skills of the learners.

Avenues

- Interviewer, Anchor, Newsreader, Commentator, Announcer and Documentary Narrator/script writer with TV/Radio/ Newspaper, Feature Writer with Newspaper.

Cosmetology and Beauty Care

No. of Seats: 40

Graduate Attributes

- Learners understand human anatomy, skin and hair structure and suggest required treatments for proper care and beautification of skin and hair. Empowers learners on the art of suitable make-up for various occasions.

Course Outcomes

- Learners are trained in Hair therapies, Beauty therapies, usage of tools and equipment and the art of suitable make-up and hairdos.

Avenues

- Beauty therapists, make-up artists etc.

Floriculture and Landscaping

No. of Seats: 40

Graduate attributes

- Provides knowledge on fundamentals of floriculture, nursery and seed production, cultivation practices, identification and protected cultivation of flowers.
- Familiarization with preparation of beds, plots and maintenance of gardens and lawns.

Course Outcomes

- Enables learners to create sustainable and well-designed landscapes to improve their environment and enhance the aesthetic value of their natural surroundings.

Avenues

- Students are trained in floricultural skills required for working as specialists in botanical gardens.
- Students may enter the field of garden designers that can help in construction, planting and maintenance of public and private landscapes.

French

No. of Seats: 40

Graduate Attributes

- Offers multiple contexts for studying the language with many experimental opportunities for students.
- Focuses on speaking, listening, reading and writing as well as knowledge of francophone cultures and the skills of collaboration and critical thinking.



Course Outcomes

- The learning of the language includes communication skills, pronunciation, vocabulary and grammar, enabling the students to demonstrate good comprehension of written discourse in areas of special interest.
- Students are able to communicate effectively in the foreign language via proficient, articulate and well-organized writing.

Avenues

- Learning French expands their horizon of opportunities for higher education at some of the best universities in the world and opens the gates for careers in sectors such as, Tourism, Public Relations, Mass Communication, International Organisations, Interpretation, Translation etc.

Interior Decoration & Design

No. of Seats: 40

Graduate Attributes

- Aims at making students learn to create practical and beautiful indoor environments, improving people's lives at home and at work while protecting their health and safety.
- Makes them competent in taking independent assignments of designing home interiors, corporate offices, commercial establishments or window displays.

Course Outcomes

- Learners are familiarized with global perspectives of design, based on sustainable, socio-economic and cultural contexts and are taught the application of theories of human behavior to human-centered, design solutions.
- To apply principles of lighting, acoustics, thermal comfort, and indoor air quality as required, to enhance health, safety, welfare, and performance of building occupants.

Avenues

- Learners can work on long or short-term projects, in the fields of hospitality, residential, commercial, healthcare etc. and as Interior & spatial designer, exhibition designer, production or set designers, VM-Visual Merchandiser, Industrial designer, apparel & lifestyle designer etc.

Video Reporting Course

No. of Seats: 40

Graduate Attributes

- Introduces learners to basics of Journalism and Mass Communication.
- Learners are familiarised with specialised skills in Video Reporting, Print Journalism, Video Production and Photography and trained in Camera Handling, TV & Radio Script writing and News Writing.

Course Outcomes

- This is a foundational learning course for enhancing the basic proficiency of learners in Video Reporting, Video Editing, News Writing, and Creative TV & Radio Script Writing. They are also familiarised with various News Story structures, Basics of Photography, Photo Editing, Video Editing and Functioning of various Media organisations (Print, Radio, TV).

Avenues

- Enables learners to build their reading, writing and presentation skills which further prepares them for prospects in the fields of Broadcast, Print Journalism, TV Production and other streams of Mass Media.

MA English

No. of seats: 60

For admission details, refer to

www.mcmandavcwchd.edu.in/ www.mcmandav.com

Eligibility

- BA with Honours in English/BA (General) with at least 45% marks in English as Elective subject.
- Bachelor's degree in any faculty with at least 50% marks in the aggregate or Master's degree in a subject other than English.
- The admission shall be made on the basis of Panjab University rules.

Course Content

Semester I

Paper I Literary Movements I

Paper II Approaches to Literary Criticism I

Paper III Cultural Studies I

Paper IV British Literature II

Semester II

Paper V Literary Movements II

Paper VI Approaches to Literary Criticism II

Paper VII Cultural Studies II

Paper VIII British Literature IV

Semester III

Paper IX Critical Theory I

Paper X Cultural Studies III/ Indian Writings in Translation I

Paper XI World Literature I

Paper XII American Literature I

Paper XIII Dissertation Work I

Semester IV

Paper XIV Critical Theory II

Paper XV Cultural Studies IV/ Indian Writings in Translation II

Paper XVI World Literature II

Paper XVII American Literature II

Paper XVIII Skill -Enhancement /Social Outreach

Graduate Attributes

- Acquaints learners with different genres of Literature and strengthens their critical skills and aptitude for Research.
- Includes various literary theories and approaches to the study of literatures of various countries and cultures such as Cultural Studies, Indian Writings, American Literature, World Literature etc.

Course Outcomes

- Learners are sensitized to analyse and probe deeper into the nuances of literature and undertake research initiatives in future.
- Enhances analytical faculties essential in understanding culture, politics, social scenarios and power structures.

Avenues

- Apart from Academia, jobs can be sought in the corporate world as Content Writers, Jingle Writers, Language Trainers, Copy Writers and Copy Editors in the Publication Industry too.
- As proficient users of the language, they can become Creative Writers and also get jobs in media.



MA Hindi

No. of seats: 60

For admission details, refer to www.mcmdavcwchd.edu.in/
www.mcmdav.com

Eligibility

- BA with Honours in Hindi/BA (General) with at least 45% marks in Hindi as Elective subject.
- Bachelor's degree in any faculty with at least 50% marks in the aggregate or Master's degree in a subject other than Hindi.
- The admission shall be made on the basis of Panjab University rules.

Course Content

समेस्टर 1

- पेपर 1 : हिंदी साहित्य का आदिकाल और मध्यकाल
- पेपर 2 : आधुनिक हिंदी काव्य
- पेपर 3 : आधुनिक हिंदी गद्य साहित्य
- पेपर 4 : भारतीय काव्य शास्त्र के सिद्धांत

समेस्टर 2

- पेपर 1 : हिंदी साहित्य का आधुनिक काल
- पेपर 2 : आधुनिक हिंदी काव्य
- पेपर 3 : आधुनिक हिंदी गद्य साहित्य
- पेपर 4 : पाश्चात्य काव्य शास्त्र एवं समकालीन आलोचना सिद्धांत

समेस्टर 3

- पेपर 1 : भाषा विज्ञान एवं हिंदीतर भाषाओं का अध्ययन
- पेपर 2 : प्राचीन एवं मध्यकालीन काव्य
- पेपर 3 : हिंदी उपन्यास
- पेपर 4 : मीडिया लेखन और अनुवाद

समेस्टर 4

- पेपर 1 : भाषा विज्ञान एवं हिंदी भाषा का अध्ययन
- पेपर 2 : प्राचीन एवं मध्यकालीन काव्य
- पेपर 3 : हिंदी उपन्यास
- पेपर 4 : भारतीय साहित्य

पाठ्यक्रम की विशेषताएं

- छात्राओं को कालजयी लेखकों, कवियों और उनकी रचनाओं से अवगत कराया जाता है ।
- एम.ए. हिंदी के पाठ्यक्रम का उद्देश्य छात्राओं को हिंदी साहित्य के ऐतिहासिक परिदृश्य, सांस्कृतिक चेतना एवं कालजयी रचनाओं की रचना प्रक्रिया से अवगत कराना है ।
- हिंदी भाषा की प्रकृति, उसकी मानक ध्वनियों, लिपि, मीडिया लेखन, अनुवाद एवं साहित्य और पत्रकारिता संबंधी जानकारी दी जाती है ।

परिणाम

- एम.ए.हिंदी में साहित्य के माध्यम से जीवन जीने की कला विकसित होती है ।
- एम.ए. हिंदी में भारतीय एवं पाश्चात्य समीक्षकों के अध्ययन से और संपूर्ण भारतीय साहित्य की रचनाओं को पढ़कर छात्राओं के ज्ञान में वृद्धि होती है ।
- छात्राओं को अपनी भाषा और साहित्य पर गर्व होता है। हिंदी के संरचनात्मक स्वरूप से भली-भांति अवगत होने के कारण शुद्ध उच्चारण, शुद्धलेखन पर ध्यान दिया जाता है ।

क्षेत्र

- अध्यापन, हिंदी अधिकारी, हिंदी अनुवादक, पत्रकार, मीडिया, लेखक, सिनेमा जगत में गीतकार, पटकथा लेखक, समाचार पत्र में संपादक व संवाददाता इत्यादि ।



MA Economics

No of Seats: 60

For admission details, refer to:

www.mcmdavcwchd.edu.in/ www.mcmdav.com

Eligibility

- BA with Honours in Economics / BA (General) with at least 45% marks in Economics as an Elective subject
- Bachelor's degree in any faculty with at least 50% marks in the aggregate or Master's degree in a subject other than Economics.
- The admission shall be made on the basis of Panjab University rules.

Course Content

Semester I

All Compulsory Papers

MAECO 101 Micro Economics I

MAECO 102 Macro Economics I

MAECO 103 Quantitative Methods I

MAECO 104 International Economics

Semester II

All Compulsory Papers

MAECO 201 Micro Economics II

MAECO 202 Macro Economics II

MAECO 203 Quantitative Methods II

MAECO 204 Public Finance

Semester III

There will be two Compulsory Papers:

MAECO 301 Economics of Growth and Development I

MAECO 302 Indian Economic Issues I

Optional Papers (Any two):

MAECO 303 & 304

- Economics of Industry I (option ii)
- Econometrics I (option v)
- Economics of Population I (option vii)

Semester IV

There will be two Compulsory Papers:

MAECO 401 Economics of Growth and Development II

MAECO 402 Indian Economic Issues II

Optional Papers (Any two):

MAECO 403 & 404

- Economics of Industry II (option ii)
- Econometrics II (option v)
- Economics of Money and Banking II (option vii)

Graduate Attributes

- The course aims to equip the students to understand the facts, theoretical developments as well as empirical analysis of Economics.
- Learners are taught specialized skills with focus on empirical analysis with respect to various subjects like Macro Economics, GDP, Money and Banking, Econometrics and Industry.

Course Outcomes

- It is an advanced course for enhancing the understanding of the theoretical structure of Macro Economics for comprehension of different issues and policies.
- Learners are trained to apply theoretical aspects to practical world, providing them with broader outlook and opportunities in dynamic economic scenario.

Avenues

- The course prepares the learners for Civil Service Examinations like Indian Economics Services and National Eligibility Test for Lectureship as well as other competitive exams.



MA Sociology

No of Seats: 60

For admission details, refer to:

www.mcmandavcwchd.edu.in/ www.mcmandav.com

Eligibility

- BA with Honours in Sociology/ BA (General) with at least 45% marks in Sociology as an Elective subject
- Bachelor's degree in any faculty with at least 50% marks in the aggregate or Master's degree in a subject other than Sociology.
- The admission shall be made on the basis of Panjab University rules.

Course Content

Semester I

SOC R 411 History of Social Thought
 SOC R 412 Sociology of Family and Gender
 SOC R 413 Sociology of Development
 SOC R 414 Social Stratification: Concepts and Theories

Semester II

SOC R 425 Positivistic Sociological Theories
 SOC R 426 Methodology of Social Research
 SOC O 621 Social Dimensions of Development
 SOC O 721 Sociology of Urban Settlements

Semester III

SOC R 438 Interpretive Sociological Theories
 SOC R 439 Methods and Techniques in Social Research

SOC O 632 Social Development in India

SOC O 934 Sociology of Crime

Semester IV

SOC R 440 Perspectives on Indian Society

SOC O 644 Environmental Crisis and Sustainable Development

SOC O 843 Family Dynamics in Contemporary India

SOC O 942 Social Problems

Graduate Attributes

- The course offers opportunities in terms of diverse career options in welfare organizations, criminal justice, law firms, public health, survey and polling organizations.
- Learners are exposed to sociological thinking and its application to social issues such as discriminations, gender equality, caste, class, ethnicity, problems of adolescents, sexual orientation and are encouraged to come up with theoretical interventions to address the same.

Course Outcomes

- Aids learners in developing problem solving along with critical thinking
- The course encourages the learners to obtain specialized training to become counselors, therapists or program directors in social service agencies.

Avenues

- The course prepares the students for various competitive exams and opens up avenues such as urban planners, criminologists, survey researchers, demographers, community developers.



MA Psychology

No. of seats: 40

For admission details, refer to: www.mcmdavcwchd.edu.in/
www.mcmdav.com

Eligibility

- BA with honours in Psychology / Bachelor's degree with Psychology as one of the subjects in graduation with atleast 50% marks in graduation.
- Students who have NOT studied Psychology in graduation are not eligible to apply.
- The admission shall be made on the basis of Panjab University rules.

Course Content

Semester I

- Paper I Theories and Systems of Psychology I
- Paper II Social Psychology I
- Paper III Experimental and Cognitive Psychology I
- Paper IV Research Methodology and Statistics I
- Paper V Practicum I

Semester II

- Paper I Theories and Systems of Psychology II
- Paper II Social Psychology II
- Paper III Experimental and Cognitive Psychology II
- Paper IV Research Methodology and Statistics II
- Paper V Practicum II

Semester III

- Paper XIII Research methodology and Statistics (Compulsory)
- Paper XIV Practicum (Compulsory)

Optional Papers (Any three):

- Paper I Organizational Psychology
- Paper II Child Psychopathology I

Paper V Clinical Disorders

Paper VI Counselling Psychology (Professional Foundation)

Semester IV

Paper XIII Research methodology and Statistics (Compulsory)

Paper XIV Practicum (Compulsory)

Optional Papers (Any three):

- Paper I Organizational Psychology
- Paper III Clinical Psychology: Prevention & Intervention
- Paper V Applied Counselling: Specialities in the practice of counselling
- Paper VIII Child Psychopathology II

Graduate Attributes

- Equips the learners with various research techniques, assessment tools and applications of Psychology in field and lab settings.
- Helps learners with basic principles and to gain a better insight into their intra and interpersonal skills, abilities as well as an understanding of the dynamics of human behavior.

Course Outcomes

- Learners are familiarized with conceptual practical techniques and skills involved in basic and applied fields of psychology.
- The course enhances therapeutic and professional proficiencies of the learners.
- Students learn to apply basic research methods in psychology
- Students learn to apply psychological principles to personal, social, and organizational issues.

Avenues

- The course prepares students for research, academically inclined avenues in counselling, clinical, organizational, positive and child psychology viz., clinical psychologist, school counselor (personal and vocational counseling), organizational psychologist, Psychotherapist (Marital therapy, Family therapy) etc.



MCom

No. of seats: 40

**For admission details, refer to: www.mcmdavcwchd.edu.in/
www.mcmdav.com**

Eligibility

- The admission will be made strictly in order of merit
- The admission shall be made on the basis of Panjab University rules.

Course Content

Semester I

- MC 101 Managerial Economics
- MC 102 Quantitative Methods for Business
- MC 103 Modern Accounting Theory & Reporting Practices
- MC 104 Organisation Theory & Behaviour
- MC 105 Marketing Management
- MC 106 Management Information System
- MC 107 Workshop on IT Applications in Commerce

Semester II

- MC 201 Business Environment
- MC 202 Research Methodology in Commerce
- MC 203 Financial Management & Policy
- MC 204 Production and Materials Management
- MC 205 Operations Research
- MC 206 Business Policy & Strategic Management
- MC 207 Summer Training Report & Viva Voce

Semester III

- MC 301 Business Performance Measurement
- MC 302 Tax Planning & Management
- MC 305 Human Resource Development
- MC 306 Industrial Relations

- MC 309 Strategic Cost Management
- MC 310 International Accounting
- MC 315 Workshop on Financial Markets And Instruments

Semester IV

- MC 401 Project Planning & Control
- MC 402 Knowledge Management
- MC 403 Business Ethics and Corporate Governance
- MC 413 Advanced Corporate Accounting
- MC 414 Security Analysis & Portfolio Management
- MC 415 Advanced Auditing

Graduate Attributes

- Facilitates the development of professional attributes such as specialist skills, communications, statistical analysis, ethical professional practice, critical thinking, and cultural awareness.

Course Outcomes

- Helps learners specialize in Accounting, Finance and Human Resources, develop managerial skills and analyze ethical issues in an organization.
- The research and analytical skills of the learners are developed and groomed by the study of Business Research Methods and practical application of the same through project work.

Avenues

- Students may pursue MPhil/PhD or take up teaching as their career in higher educational institutions.
- Other career options are those of Chartered Accountant, Banker, Company Secretary, Stock Broker, Tax Consultant, Entrepreneurship, Financial Risk Manager (FRM), Certified Management Accountant (CMA), and Research Analyst.
- They may also appear for competitive exams conducted by UPSC, UGC etc.



MSc Mathematics

No. of seats: 40

For admission details, refer to: www.mcmandavcwchd.edu.in/
www.mcmandav.com

Eligibility

Minimum 65% marks in Mathematics and 60% marks in aggregate in BA/BSc

The admission shall be made on the basis of Panjab University rules.

Course Content

Semester I

MATH 601S Real Analysis I

MATH 602S Algebra I

MATH 603S Differential Equations

MATH 604S Complex Analysis I

MATH 605S Number Theory I

Semester II

MATH 621S Real Analysis II

MATH 622S Algebra II

MATH 623S Vector Analysis and Mechanics

MATH 624S Complex Analysis II

MATH 625S Number Theory II

Semester III

MATH 617S Field Theory (Compulsory Course)

MATH 618S Topology (Compulsory Course)

MATH 661S Probability and Mathematical Statistics I

MATH 676S Fluid Mechanics I

MATH 678S Linear Programming

Semester IV

MATH 637S Linear Algebra (Compulsory Course)

MATH 638S Functional Analysis (Compulsory Course)

MATH 681S Probability and Mathematical Statistics II

MATH 696S Fluid Mechanics II

MATH 698S Non-Linear Programming

Graduate Attributes

- The course gives advanced knowledge of Mathematics in the areas of Linear Algebra, Statistics, Numerical and Real Analysis. Learners are also given in-depth knowledge of Differential Equations, Measure and Probability, Advanced and Algebraic Topology, Differential Geometry and Number Theory.

Course Outcomes

- The course comprises of twenty papers covering pure and applied streams of Mathematics.
- The knowledge and skills obtained during the course help the learners excel in all fields of personal as well as professional life.
- Learners are familiarized with an advanced study of Mathematical concepts, both in theory as well as application. They are taught the skills of identification, formulation and deciphering of complex mathematical problems.

Avenues

- MSc Mathematics opens doors to these professions: Academia, Banking, Insurance, Actuary, DRDO and other similar organizations, Defence sector, Corporate world, Management, Data Analyst, Data Scientist, to name a few.



MSc Chemistry

No. of seats:40

For admission details, refer to: www.mcmdavcwchd.edu.in/
www.mcmdav.com

Admission will be on the basis of Entrance test (OCET) conducted by the Panjab University. Only the rank holders in this Entrance test will be considered for admission. 50% weightage will be given to the score in the entrance test and 50% to the score in the qualifying examination.

Eligibility

- BSc examination of the Panjab University or any other University recognized by the Syndicate securing at least 50% marks in the subject of Chemistry and 50% marks in aggregate with Chemistry & Mathematics for MSc Chemistry course along with any Science subject. Provided that the student who had not taken Mathematics as one of the subjects in BSc examination may be admitted to MSc (2 Year course) in Chemistry on the condition that she passes an additional paper in Mathematics in the first year examination securing at least 40% marks.
- BSc Pass Degree under the old BSc Honours regulations awarded by the Syndicate on the recommendation of the Board of Control in the subject of MSc course.
- BSc (Honours) examination of Panjab University or of any other University (recognized as equivalent thereto) in the subject of MSc course.
- The admission shall be made on the basis of Panjab University rules.

Course Content

Semester I

- CH 411 Inorganic Chemistry
- CH 412 Organic Chemistry
- CH 413 Physical Chemistry
- CH 414 a) Mathematics for Chemists
 b) Biology for Chemists
 c) Computer for Chemists
- CH 415 Laboratory Course (Inorganic)
- CH 416 Laboratory Course (Organic)
- CH 417 Laboratory Course (Physical)

Semester II

- CH 421 Inorganic Chemistry

- CH 422 Organic Chemistry
- CH 423 Physical Chemistry
- CH 424 Group Theory, Spectroscopy and Diffraction Method
- CH 425 Laboratory Course (Inorganic)
- CH 426 Laboratory Course (Organic)
- CH 427 Laboratory Course (Physical)

Semester III

- CH 511 Application of Spectroscopy
- CH 512 Organotransition Metal Chemistry
- CH 513 Heterocyclic Chemistry
- CH 514 Environmental Chemistry
- CH 515 Laboratory Course (Inorganic)
- CH 516 Laboratory Course (Organic)
- CH 517 Laboratory Course (Physical)

Semester IV

- CH 521 Biophysical Chemistry
- CH 522 Organic Synthesis I
- CH 523 Chemistry of Natural Products
- CH 524 Photochemistry and Solid State Chemistry
- CH 525 Laboratory Course (Inorganic)
- CH 526 Laboratory Course (Organic)
- CH 527 Laboratory Course (Physical)

Graduate Attributes

- Learners are provided with an in-depth knowledge about molecular structures and chemical reactions.
- They become equipped with the skills and detailed knowledge of functioning of several laboratory instruments like rota-evaporator, UV-Visible spectrophotometer, centrifuge, pH meter, Conductivity meter etc.

Course Outcomes

- Learners get wide-spread knowledge on molecular interactions and their interplay in controlling properties and chemical reactions. They get ample exposure in different cutting edge experimental techniques to validate their theoretical knowledge.

Avenues

- Learners with multiple skills both in theoretical and experimental chemistry can easily find positions in Chemical Industries, Pharmaceutical Industries, Research and Development, as well as in academics.
- Many of them opt for research oriented careers by pursuing PhD and other advanced research.



Post Graduate Diploma in Computer Applications

(One year course)

No. of seats: 30

For admission details, refer to:

www.mcmandavcwchd.edu.in / www.mcmandav.com

Eligibility

- Bachelor's degree of Panjab University under 10+2+3 system of examination with atleast 50% marks in any discipline. (OR)
- B E/B Tech (OR)
- B Voc (Software Development), B Voc (Hardware and Networking) & B Voc Multimedia (Graphics & Animation) courses **with at least 50% marks.** (OR)
- Any other examination recognized by the Syndicate as equivalent to (a) or (b) or (c) above.

Course Content

Semester I

PGD 1101 Computer Fundamentals
 PGD 1102 Computer Programming using C
 PGD 1103 Data Base Management System
 PGD 1104 Data Communications and Networks
 PGD PR1105 Lab1 (Based on PGD 1101 & PGD 1102)
 PGD PR1106 Lab2 (Based on PGD 1103)

Semester II

PGD 2101 Object Oriented Concepts Using JAVA

PGD 2102 Web Technologies

PGD 2103 Software Engineering

PGD 2104 Computer Based Accounting

PGD PR2105 Lab3 (Practical based on PGD 2101)

PGD PR2106 Lab4 (Practical based on PGD 2102)

PGD 2107 Project Work: Development of Business Application / Web Site

Graduate Attributes

- Students get proficiency in Programming Languages C, C++ and Java, Web Tools
- Students get understanding of core concepts like Software Engineering, DBMS and Networking
- Students equip themselves with the skills required to develop minor projects.

Course Outcomes

- Provides skills required for designing and developing applications using core Programming Languages, Web tools and Data Base Management Systems.
- Provides insight into analyzing the real world problems and designing solutions by applying the concepts of Software Engineering.

Avenues

- Learners may go for higher studies by opting for MCA (Lateral Entry) or MSc Computer Science.
- They may get employment as DBA, Web Developer, Programmer or Software Engineer.



Post Graduate Diploma in Mass Communication

(One year course)

No. of seats: 30

For admission details, refer to:

www.mcmdavcwchd.edu.in / www.mcmdav.com

Eligibility

A Bachelor or Post Graduate degree in any discipline of the University or a degree of any other University which has been recognized by the Syndicate as equivalent thereto with not less than 40% marks in aggregate.

Course Content

Semester I

- 101 Introduction to Mass Communication
- 102 Print Media
- 103 Electronic Media
- 104 Advertising and Public Relations
- 105 Practical

Semester II

- 106 Introduction to Mass Communication
- 107 Print Media
- 108 Electronic Media
- 109 Advertising and Public Relations
- 110 Practical

Graduate Attributes

- Learners are familiarized with specialized skills required in the fields of print journalism, electronic journalism, advertising and public relations.

Course Outcomes

- Besides strengthening the theoretical foundations of the budding media professionals, the course equips them with the requisite skills in areas like copywriting, photography and videography.

Avenues

- The course opens up a plethora of career opportunities in creative or technical areas in newspapers, magazines, radio, television, digital marketing, advertising and public relations.





Admission Process for PhD and MPhil:

Step 1: Clearing of PU CET/UGC NET

Step 2: Applying at the Research Centre as per notification in the newspapers

Step 3: Qualifying an interview/viva-voce at the College Research Centre in which candidates are required to discuss their research interest/area through a presentation before a duly constituted research committee

All selection and eligibility criteria will be as per PU guidelines.

No. of Seats:

As per availability of supervisors

Duration of the Programmes

MPhil : Minimum duration of two consecutive semesters/ one year and a maximum of four consecutive semesters/ two years

PhD: Minimum duration of three years including course work and a maximum of six years

Course Content:

As per Panjab University guidelines

Eligibility Criteria for Admission to MPhil Programme

1. Candidates fulfilling any of the following eligibility: JRF/UGC NET / Valid clearance of PU CET / Any other test or scholarship as per PU/UGC guidelines for MPhil Enrollment.
2. Candidates for admission to the MPhil programme shall have a Master's degree in English with at least 55% marks in aggregate or its equivalent grade 'B' in the UGC 7-

POINT SCALE (or an equivalent grade in a point scale wherever grading system is followed) or an equivalent degree from a foreign educational institution accredited by an Assessment and Accreditation Agency which is approved, recognized or authorized by an authority established or incorporated under a law in its home country or any other statutory authority in that country for the purpose of assessing, accrediting or assuring quality and standards of educational institutions.

3. A relaxation of 5% marks, from 55% to 50%, or an equivalent relaxation of grade, may be allowed for those belonging to SC/ST/OBC (non-creamy layer)/ Differently-abled and other categories of candidates as per the decision of the Commission from time to time , or for those who had obtained their Master's degree prior to 19th September 1991. The eligibility marks of 55% (or an equivalent grade in a point scale wherever grading system is followed) and the relaxation of 5% to the categories mentioned above are permissible based only on the qualifying marks without including the grace mark procedure.

Eligibility Criteria for Admission to PhD Programme

1. Candidates fulfilling any of the following eligibility: JRF/UGC NET /MPhil / Valid clearance of PU CET / Any other test or scholarship as per PU/UGC guidelines for PhD Enrollment.
2. Candidates for admission to the PhD programme shall have a Master's degree in English with at least 55% marks in aggregate or its equivalent grade 'B' in the UGC 7-



POINT SCALE (or an equivalent grade in a point scale wherever grading system is followed) or an equivalent degree from a foreign educational institution accredited by an Assessment and Accreditation Agency which is approved, recognized or authorized by an authority established or incorporated under a law in its home country or any other statutory authority in that country for the purpose of assessing, accrediting or assuring quality and standards of educational institutions.

3. A relaxation of 5% marks, from 55% to 50%, or an equivalent relaxation of grade, may be allowed for those belonging to SC/ST/OBC (non-creamy layer)/ Differently-abled and other categories of candidates as per the decision of the Commission from time to time, or for those who had obtained their Master's degree prior to 19th September 1991. The eligibility marks of 55% (or an equivalent grade in a point scale wherever grading system is followed) and the relaxation of 5% to the categories mentioned above are permissible based only on the qualifying marks without including the grace mark procedure.
4. Candidates who have cleared the MPhil course work with at least 55% marks in aggregate or its equivalent grade 'B' in the UGC 7-POINT SCALE (or an equivalent grade in a point scale wherever grading system is followed) and successfully completing the MPhil Degree of Panjab University shall be eligible to proceed to do research work leading to the PhD Degree. A relaxation of 5% marks, from 55% to 50%, or an equivalent relaxation of grade, may be allowed for those belonging to SC/ST/OBC (non-creamy

layer)/ Differently-abled and other categories of candidates as per the decision of the Commission from time to time.

5. A person whose MPhil dissertation submitted to Panjab University has been evaluated and the viva voce is pending may be admitted to the PhD programme.
6. Candidates possessing a Degree considered equivalent to MPhil degree of an Indian Institution from a foreign educational institution accredited by an Assessment and Accreditation Agency which is approved, recognized or authorized by an authority established or incorporated under a law in its home country or any other statutory authority in that country for the purpose of assessing accrediting or assuring quality and standards of educational institutions, shall be eligible for admission to PhD programme.
7. The candidates who have MPhil degree from Panjab University and after taking admission to MPhil based on entrance test will be eligible to take admission to PhD programme without the entrance test. However, such candidates would have to qualify the interview. Candidates having MPhil degree from any other institution/agency/university shall have to seek admission in PhD programme through its normal admission process like entrance test followed by the interview.

Chief- Coordinator IQAC

Principal

Research Centre, PG Department
of English : PhD and MPhil in English