

IQAC
ORIENTATION OF FYBA
STUDENTS

APPLIED COMPONENTS AT SYBA LEVEL

SUBJECT COMBINATION

- Students should note that The subject combination will remain same as FYBA .
- Students will have 8 papers.
 1. Psychology-Sociology-History -2 papers each
 2. Economics-Psychology-Statistics-2 papers each
 3. Economics-Sociology-Commerce-2 papers each
 4. Foundation course –compulsory paper
 5. 1 applied component to be chosen from

EQT/STRESS MANAGEMENT/INTRODUCTION TO ADVERTISING

Applied Component at SYBA for all Combinations Elementary Quantitative Techniques

EQT (Semester III)

- Frequency distribution
- Graphs
- Measures of Central Tendencies
- Mean, Median , Mode
- Measure of Dispersion-Absolute and relative.
- Probability- concepts

EQT (Semester IV)

- Functions-graphing of functions
- Limits,
- Continuity,
- Derivatives
- Linear Programming
- Matrix algebra

Stress Management – Applied component.

- Who can opt for it-
 - ❖ If you have taken Psychology in FYBA that is your subject combinations are- Economics- Psychology- Statistics or Psychology-Sociology-History
- Benefits-
 - ❖ Can provide for important ways in which to deal with Stress in everyday life, with some practical exercises.
 - ❖ Also will provide a substantial understanding and help in understanding concepts at TYBA level if student takes Psychology as major or part major in TYBA.

Stress Management

Some of the topics included in the syllabus are

- Stress and Stress Psychophysiology
- Stress and Illness/Disease, and Intervention
- Intrapersonal and Interpersonal Life-Situation Interventions
- Relaxation Techniques
- Exercise and Strategies for decreasing stressful behaviours
- Occupational Stress
- Family Stress
- Stress and the Elderly

SYBA –ADVERTISING(Skill Enhancement Courses (SEC)

Modules SEM III	Modules SEM IV
1. Introduction to Advertising	1. Media in Advertising
2. Advertising Agency	2. Planning Advertising Campaign
3. Economic & Social Aspects of Advertising	3. Execution and Evaluation of Advertising
4. Brand Building and Special Purpose Advertising	4. Fundamentals of Creativity in Advertising

SYBA –ADVERTISING(Skill Enhancement Courses (SEC))

Course Objective:

- 1. To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.**
- 2. It aims to orient learners towards the practical aspects and techniques of advertising.**
- 3. It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising.**