Srinivas University
Value Added Courses

Academic Year 2019-20

Brochures

Si NO	Name of the course/programme	Number of students enrolled in the year	Number of Students completing the course in the year	Link to the relevant document
1.	Statistical Package for Social Sciences	156	156	View Document
2.	Predictive Analytics	481	481	View Document
3.	Human-Computer Interaction (HCI)	198	198	View Document
4.	PLC Programming	48	48	View Document
5.	Concept of Watershed Management	77	77	View Document
6.	Basic level Modeling in CATIA	52	52	View Document
7.	Sustainable Design	49	49	View Document
8.	Financial Modeling and Analysis	62	62	View Document
9.	Digital Marketing	14	14	View Document
10.	Diversity and Cultural Competency	15	15	View Document

11.	Web Development	149	149	View Document
12.	Data Management in mobile apps	47	47	View Document
13.	Industry-specific AI Applications	102	102	View Document
14.	Nonprofit Management	98	98	View Document
15.	Public Relations	216	216	View Document
16.	Sustainable Design and Green Building	76	76	View Document

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Institute of Management & Commerce
Institute of Allied Health Sciences
Institute of Computer Science & Information Science
Institute of Aviation Studies
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Institute of Hotel Management & Tourism
Institute of Physiotherapy
Institute of Education
Institute of Nursing Science

Add on course on

Statistical Package for Social Sciences

Date : 10th to 14th December 2019

Organized by

Master of Business Administration
(Institute of Management & Commerce)

ABOUT THE Department

The Institute of Management and Commerce earlier named as Srinivas Institute of Management Studies at Srinivas University is committed to provide a conducive learning environment which ensures comprehensive development of students and make them competent, confident and good citizens. Our programmes ensure a coherent degree structure which is well-rounded, thereby facilitating interdisciplinary training. We believe that interdisciplinary training is the way to go because the business environment is changing and as such programmes must be able to meet these changes. We are committed to the highest standards of academic excellence, quality, integrity, and professional ethics. It is our goal to provide our students with an academic and research background as well as a practical field experience that are key components to a successful career in today's' changing world. The Institute of Management and commerce believes in serious academic pursuit and encourages original and innovative thinking with regard to national and internationally relevant ideas and policies through intellectually stimulating debates and discussions at all levels. The college has built its reputation with a dedicated goal of adding value to life and professional standards.

COURSE OBJECTIVES

1. Understanding the interface, menus, and basic features of SPSS.
2. Learning how to input and organize data efficiently within SPSS.
3. Exploring measures of central tendency, variability, and distribution of data.
4. Creating charts and graphs to visually represent data.

COURSE OUTCOMES

1. Students should become familiar with the SPSS software interface, including menus, toolbars, and data editor.
2. Ability to input and clean data within SPSS, handling missing values, outliers, and other data issues.
3. Mastery of basic descriptive statistics such as mean, median, mode, standard deviation, and creating frequency distributions.

VENUE

Room No : Gallery Hall, IV floor

COURSE CONTENTS

S No	Content	Day	Hours
1	Data types and data entry	1	7
2	Importing and exporting data	2	7
3	Data transformation and recoding	3	6
4	Measures of variability (range, variance, standard deviation)	4	8
5	Analysis of variance (ANOVA)	5	8
	TOTAL		35

RESOURCE PERSONS

Dr. Robin Shinde
Professor, Institute of Management & Commerce, SU

Dr. Ramesh Pai
Assistant Professor, Institute of Management & Commerce, SU

COURSE COORDINATOR

Mr. Jayaprakash
Assistant Professor, Institute of Management & Commerce
SRINIVAS UNIVERSITY, Srinivas Nagar, Mukka,
Surathkal, Mangalore – 574146 , INDIA
Mobile: 0824-2425966, mail:deancmc@srinivasuniversity.edu.in

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Institute of Physiotherapy
Institute of Education
Institute of Nursing Science

Add on course on

Predictive Analytics

Date : 11th to 15th November 2019

Organized by

Bachelor of Business Administration
Institute of Management & Commerce

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COURSE OBJECTIVES

1. Gain a solid understanding of the fundamental concepts and theories behind predictive analytics.

2. Explore various statistical methods and algorithms used in predictive analytics, such as regression analysis and machine learning algorithms.

3. Develop skills in constructing predictive models, considering factors like feature selection, model training, and validation.

COURSE OUTCOMES

1. Students should grasp the fundamentals of predictive modeling, including different techniques such as regression analysis, decision trees, and machine learning algorithms.

2. Cleaning and preparing data is a crucial step in predictive analytics. Students should learn how to handle missing data, outliers, and other issues that might affect the accuracy of predictions.

VENUE

Room No : Gallery Hall.IV floor

COURSE CONTENTS

S No	Content	Day	Hours
1	Importance in various industries	1	7
2	Data cleaning and preprocessing	2	6
3	Inferential statistics	3	6
4	Model evaluation and interpretation	4	8
5	Logistic regression	5	5
	TOTAL		32

RESOURCE PERSONS

Ms. Pavithra Kumari
- Assistant Professor, Institute of Management & Commerce, SU

Ms. Keerthana Raj
Assistant Professor, , Institute of Management & Commerce, SU

COURSE COORDINATOR

Mr. Jayaprakash

Assistant Professor, , Institute of Management & Commerce
SRINIVAS UNIVERSITY, Srinivas Nagar, Mukka,
Surathkal, Mangalore – 574146 , INDIA
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Institute of Education
Institute of Nursing Science

Add on course on

Human-Computer Interaction (HCI)

Date : 10th to 14th October 2019

Organized by

Bachelor of Technology - Computer Science Engineering
Institute of Engineering & Technology

ABOUT THE Department

Welcome to the Department of Computer Science and Engineering, where innovation meets excellence! Established in 2006, our department offers dynamic undergraduate (B.E. CSE) and postgraduate (M.Tech. CSE) programs.

With a strong focus on practical learning, our curriculum covers the latest advancements in computer science, including computer vision, machine learning, data mining, networking, and high-performance computing. Our dedicated faculty members, with their rich research experience, ensure top-class education that combines theoretical knowledge with real-world applications.

Equipped with state-of-the-art infrastructure and cutting-edge computing equipment, our students have access to high-speed Ethernet and wireless networks, empowering them to engage in hands-on experiments and projects.

COURSE OBJECTIVES

1. Explore methods to identify and analyze user requirements, preferences, and expectations when interacting with technology.

2. Learn and apply principles of designing systems and interfaces that prioritize the needs and experiences of users.

3. Gain skills in conducting usability tests to evaluate the effectiveness and efficiency of interfaces, identifying areas for improvement.

COURSE OUTCOMES

1. Gain insights into how users interact with technology and understand the psychological and social aspects influencing user behavior.

2. Learn and apply principles of usability to design interfaces that are efficient, effective, and satisfying for users.

3. Develop skills in user-centered design processes, including techniques such as personas, scenarios, and prototyping.

VENUE

Room No : 001, Seminar Hall

COURSE CONTENTS

S No	Content	Day	Hours
1	mportance of user-centered design	1	7
2	Human perception and attention	2	6
3	Interviews and observations	3	8
4	Design thinking and ideation	4	8
5	Wireframing and prototyping	5	5
	TOTAL		34

RESOURCE PERSONS

Prof. B.R Kishore
Professor, Dept. of Computer Engineering, SU
Mr. Krishna Kaushik
Assistant Professor, Dept. of Computer Engineering, SU

COURSE COORDINATOR

Ms. Shifana Begum
Assistant Professor, Dept. of ComputerEngineering,
SRINIVAS UNIVERSITY, Srinivas Nagar, Mukka,
Surathkal, Mangalore – 574146 , INDIA
Mobile: 0824-2425966, mail:deanengg@srinivasuniversity.edu.in

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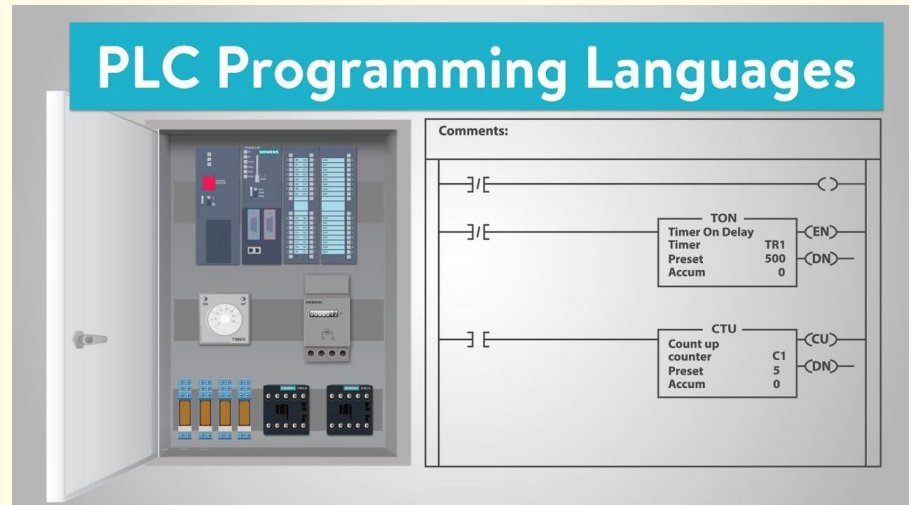
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Add on course on

PLC Programming

Date : 11th to 14th August 2019

Organized by

Bachelor of Technology - Electronics and communication Engineering
Institute of Engineering & Technology

ABOUT THE Department

The goal of the Department of Electronics and Communication Engineering is to provide synergetic education to produce competent and resourceful young E&C engineers with high technical knowledge and good practical skills who excel in a wide variety of job profiles. To achieve this, the curriculum provides a strong foundation in both the technological and theoretical aspects of E&C engineering.

COURSE OBJECTIVES

1. Define the basic components of a PLC system.
2. Identify and describe different types of PLC hardware.
3. Integrate various sensors and actuators with a PLC.

COURSE OUTCOMES

1. Students should grasp the fundamental concepts of PLCs, including their architecture, components, and how they function in industrial automation.
2. Proficiency in programming languages used in PLCs, such as ladder logic, function block diagrams, and structured text. Students should be able to write and understand PLC code.
3. The ability to identify and troubleshoot common issues in PLC systems. This includes debugging code, diagnosing hardware problems, and ensuring the overall reliability of the control system.

VENUE

Room No : 001, Seminar Hall

COURSE CONTENTS

S No	Content	Day	Hours
1	Understanding the basic components of a PLC system.	1	7
2	Hands-on experience with different types of PLCs available in the market.	2	6
3	Hands-on practice with programming tools like ladder logic editors.	3	6
4	Creating and interpreting ladder logic programs for various control applications.	4	8
5	Practical applications of these instructions in real-world scenarios.	5	5
	TOTAL		32

RESOURCE PERSONS

Mr. Krishnaraj.N.S
Assistant Professor, Dept. of Electronica & Communication Engineering, SU

Mr. Anantharama
Assistant Professor, Dept. of Computer Engineering, SU

COURSE COORDINATOR

Prof Swarna
Assistant Professor , Dept. of Electronica & Communication Engineering ,SRINIVAS UNIVERSITY, Srinivas Nagar, Mukka, Surathkal, Mangalore – 574146 , INDIA
Mobile: 0824-2425966, mail:deanengg@srinivasuniversity.edu.in

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Add on course on

Concept of Watershed Management

Date : 20th to 24th August 2019
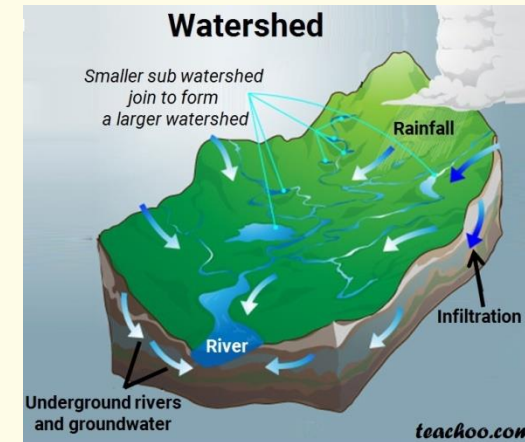
Organized by

Bachelor of Technology - Civil Engineering
Institute of Engineering & Technology

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COURSE OBJECTIVES

1. Define and comprehend the basic principles and components of a watershed.
2. Explore the ecological processes and functions that occur in a watershed.
3. Investigate the principles of water resource management within a watershed.

COURSE OUTCOMES

1. Students should grasp the fundamental principles and concepts related to watersheds, including the definition of a watershed, its components, and the interconnectedness of various elements within a watershed.
2. Gain knowledge about the ecological processes and functions within a watershed, including soil health, water cycles, and the impact of vegetation on water quality.
3. Understand methods for sustainable water resource management, including the conservation and efficient use of water within a watershed.

VENUE

Room No : 001, Seminar Hall

COURSE CONTENTS

S No	Content	Day	Hours
1	Importance of watershed management in sustainable development	1	7
2	Rainfall, runoff, infiltration, and evapotranspiration	2	6
3	Understanding landforms and their impact on water flow	3	6
4	Assessment of water quality parameters	4	8
5	Pollution sources	5	5
	TOTAL		32

RESOURCE PERSONS

Dr. Rama Krishna Hegde
Assistant Professor, Dept. of Civil Engineering, SU

Prof. Shilpa
Assistant Professor, Dept. of Civil Engineering, SU

COURSE COORDINATOR

Prof Srinath Rao
Associate Professor, Dept. of Civil Engineering,
SRINIVAS UNIVERSITY, Srinivas Nagar, Mukka,
Surathkal, Mangalore – 574146 , INDIA
Mobile: 0824-2425966, mail:deanengg.srinivasuniversity.edu.in

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Add on course on

Basic level Modeling in CATIA

Date : 10th to 14th January 2020
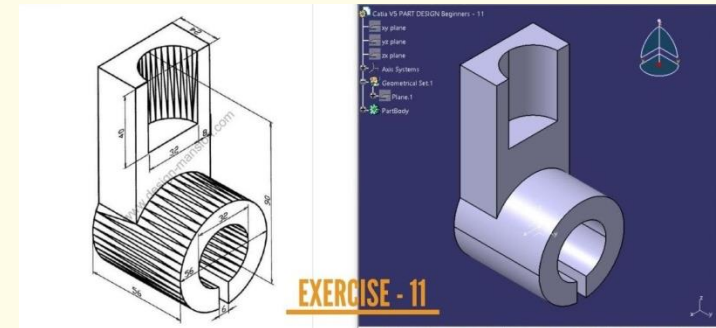
Organized by

Bachelor of Technology - Mechanical Engineering
Institute of Engineering & Technology

ABOUT THE Department

B.Tech. in Mechanical Engineering programme nurtures and develops students as young global Engineers. The programme lays emphasis on preparing students to become competent global business leaders and entrepreneurs by building their capabilities, knowledge, skills and attitude. B.Tech. in Mechanical Engineering is a four-year graduate programme. The goal of B.Tech. programme is to enable students to become technically competent entrepreneurs in the vast technological sector and to prepare students to become responsible and contributing community members.

COURSE OBJECTIVES

1. Familiarize yourself with the CATIA user interface, tools, and basic navigation.
2. Learn how to create 2D sketches using various sketching tools in CATIA.
3. Understand how to apply constraints and dimensions to sketches for accurate and controlled geometry.
4. Explore the creation of 3D solid models from your 2D sketches, including extrusions, revolutions, and sweeps.

COURSE OUTCOMES

1. Navigate and understand the CATIA user interface.
2. Create 2D sketches using various sketch tools.
3. Construct basic 3D solid models using sketch profiles.
4. Compose assemblies by combining multiple part models.

VENUE

Room No : 001, Seminar Hall

COURSE CONTENTS

S No	Content	Day	Hours
1	Understanding the workbenches	1	8
2	Using sketch tools (lines, circles, rectangles, etc.)	2	6
3	Filleting and chamfering edges	3	6
4	Inserting components into assemblies	4	8
5	Creating complex shapes using wireframes	5	5
	TOTAL		33

RESOURCE PERSONS

Dr. Shreeprakash B
Professor, Dept. of Mechanical Engineering, SU

Mr. Omnprakash Bhat
Assistant Professor, Dept. of Mechanical Engineering, SU

COURSE COORDINATOR

Prof. Anantram H
Assistant Professor, Dept. of Mechanical Engineering,
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Surathkal, Mangalore – 574146 , INDIA
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Institute of Education
Institute of Nursing Science

Add on course on

Sustainable Design

Date : 20th to 24th February 2020

Organized by

Bachelor of Technology - Artificial intelligence and Machine learning
Institute of Engineering & Technology

ABOUT THE Department

Srinivas University started the BTech program in AIML to provide access to Srinivas University's quality education to learners across the country. Machine learning aims at building computer programs that automatically improve with experiences. In statistical language, it is simply learning from data that we generate in our day-to-day life. Machine learning is related to diverse disciplines as it is all about automating the process of problem-solving to a more significant extent. It is usually studied as a part of Artificial Intelligence thus relating it to computer science. As already stated it deals with data that we generate thus connecting it to the statistics and mathematics domain.

COURSE OBJECTIVES

1. Gain a solid foundation in the core principles of sustainability, including environmental, social, and economic aspects.

2. Learn to conduct life cycle assessments to evaluate the environmental impact of products and processes from cradle to grave.

3. Explore sustainable materials and resources, focusing on renewable materials, recycled content, and responsible sourcing.

COURSE OUTCOMES

1. Develop the ability to critically evaluate design choices and propose sustainable alternatives based on a comprehensive understanding of environmental, social, and economic factors.

2. Apply sustainable design principles to real-world projects, demonstrating the ability to integrate eco-friendly practices into various design contexts.

3. Conduct comprehensive life cycle assessments for design projects, identifying environmental impacts and proposing strategies for improvement.

VENUE

Room No : 001, Seminar Hall

COURSE CONTENTS

S No	Content	Day	Hours
1	Historical perspective and evolution of sustainable design	1	7
2	Ecological concepts and their application in design	2	6
3	Sustainable building materials	3	6
4	Solar, wind, and other renewable energy sources	4	8
5	Analyzing environmental impact throughout a product's life cycle	5	5
	TOTAL		32

RESOURCE PERSONS

Mr. Subramanya
Assistant Professor, Dept. of Computer Engineering, SU

Dr. Santhosh Shenoy
Assistant Professor, Institute of Engg. &Technology, SU

COURSE COORDINATOR

Dr Ramakrishna Hege
Assistant Professor, Institute of Engg. &Technology SRINIVAS UNIVERSITY, Srinivas Nagar, Mukka, Surathkal, Mangalore – 574146 , INDIA
Mobile: 0824-2425966, mail:deanengg.srinivasuniversity.edu.in

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Institute of Hotel Management & Tourism
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Institute of Education
Institute of Nursing Science

Add on course on

Financial Modeling and Analysis

Date : 10th to 14th March 2020
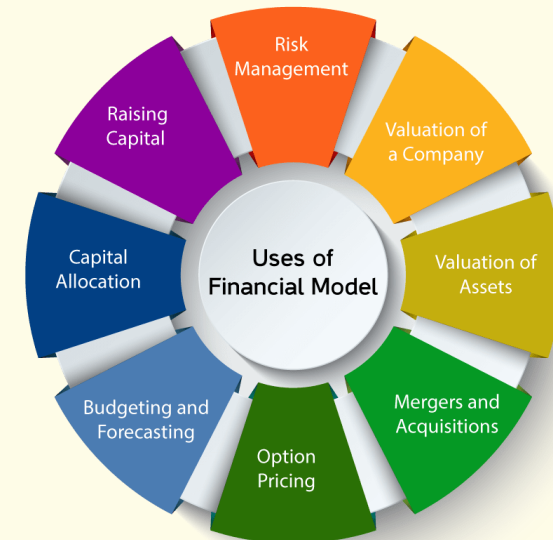
Organized by

Bachelor of Commerce
Institute of Management & Commerce

ABOUT THE Department

The Institute of Management and Commerce earlier named as Srinivas Institute of Management Studies at Srinivas University is committed to provide a conducive learning environment which ensures comprehensive development of students and make them competent, confident and good citizens. Our programmes ensure a coherent degree structure which is well-rounded, thereby facilitating interdisciplinary training. We believe that interdisciplinary training is the way to go because the business environment is changing and as such programmes must be able to meet these changes. We are committed to the highest standards of academic excellence, quality, integrity, and professional ethics. It is our goal to provide our students with an academic and research background as well as a practical field experience that are key components to a successful career in today's' changing world. The Institute of Management and commerce believes in serious academic pursuit and encourages original and innovative thinking with regard to national and internationally relevant ideas and policies through intellectually stimulating debates and discussions at all levels. The college has built its reputation with a dedicated goal of adding value to life and professional standards.

COURSE OBJECTIVES

1. Learn how to read and interpret financial statements, including the income statement, balance sheet, and cash flow statement.

2. Develop the ability to create comprehensive financial models that reflect a company's financial performance and future projections. This involves forecasting, budgeting, and scenario analysis.

3. Explore various valuation methods such as discounted cash flow (DCF), comparable company analysis (CCA), and precedent transactions analysis (PTA) to assess the intrinsic value of a company.

COURSE OUTCOMES

1. Become a pro at using Excel for financial modeling. This includes building complex spreadsheets, using formulas, and creating dynamic financial models.

2. Gain a deep understanding of financial statements like the income statement, balance sheet, and cash flow statement. Learn to analyze and interpret these statements to make informed business decisions.

3. Acquire skills in financial forecasting, helping you project future financial performance. This involves predicting revenue, expenses, and cash flows.

VENUE

Room No : Gallery Hall, IV floor

COURSE CONTENTS

S No	Content	Day	Hours
1	Importance and applications	1	7
2	Data manipulation and formatting	2	6
3	Ratio analysis for performance evaluation	3	7
4	Expense and cost forecasting	4	8
5	Comparable Company Analysis (CCA)	5	5
	TOTAL		33

RESOURCE PERSONS

Dr. Suresh Kumar. P.K
Assistant Professor, Institute of Management & Commerce, SU

Dr. K.V.M Varambally
Assistant Professor, Institute of Management & Commerce, SU

COURSE COORDINATOR

Dr. Shailashree V T
Assistant Professor, Institute of Management & Commerce
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Mobile: 0824-2425966, mail:deancmc@srinivasuniversity.edu.in

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Institute of Physiotherapy
Institute of Education
Institute of Nursing Science

Add on course on

Digital Marketing

Date : 10th to 14th April 2020

Organized by

Master of Commerce
Institute of Management & Commerce

ABOUT THE Department

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COURSE OBJECTIVES

1. Gain insights into the digital marketing ecosystem, including various channels, platforms, and technologies.
2. Learn how to develop effective digital marketing strategies aligned with business goals and target audience.
3. Master the art of optimizing website content to improve its visibility on search engines and drive organic traffic.

COURSE OUTCOMES

1. Gain a comprehensive understanding of the digital marketing ecosystem, including various channels, tools, and platforms.
2. Learn to develop effective digital marketing strategies tailored to specific business goals and target audiences.
3. Acquire skills to optimize website content for search engines, improving visibility and organic traffic.

VENUE

Room No : Gallary Hall, IV floor

COURSE CONTENTS

S No	Content	Day	Hours
1	Evolution and importance in the modern business landscape	1	7
2	Basics of website design and user experience (UX)	2	6
3	On-page and off-page optimization	3	6
4	Ad campaign management and optimization	4	8
5	Social media analytics	5	5
	TOTAL		32

RESOURCE PERSONS

Dr. C. Kusumakar Hebbar
Assistant Professor, Institute of Management & Commerce, SU

Mr. Sashidhar Kotian
Assistant Professor, , Institute of Management & Commerce, SU

COURSE COORDINATOR

Prof. Venkatesh Amin
Assistant Professor, , Institute of Management & Commerce
SRINIVAS UNIVERSITY, Srinivas Nagar, Mukka,
Surathkal, Mangalore – 574146 , INDIA
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Institute of Education
Institute of Nursing Science

Add on course on

Diversity and Cultural Competency

Date : 10th to 14th May 2020

Organized by

Bachelor of Social Work
Institute of Social Work & Humanities

ABOUT THE Department

Man is not only a biological organism, but a social, psychological and spiritual individual responding to establish equilibrium with economic, political and cultural milieu around him. The Institute of Social Sciences and Humanities is envisioned to offer courses which would develop the students into socially sensitive individuals and responsible citizens focusing on man as the centre stage of all institutions that govern his social life.

The College offers excellent learning atmosphere. Students are exposed to a variety of curricular, co-curricular and extra-curricular activities that transform them into dynamic change agents who are able to make a difference by their presence wherever they are. Students from different parts of the country and regions who enroll in the college make it truly inclusive and multi-cultural. The college promotes research in relevant fields of social science and offer Ph.D. programme in accordance with the regulations of the University.

COURSE OBJECTIVES

1. Develop an understanding of the various dimensions of diversity, including race, ethnicity, gender, sexual orientation, religion, socioeconomic status, and more.

2. Foster an inclusive environment where individuals from diverse backgrounds feel valued, respected, and included.

3. Equip participants with the knowledge and skills to interact effectively with people from different cultural backgrounds, fostering better communication and collaboration.

COURSE OUTCOMES

1. Participants should develop an increased awareness and appreciation of diverse cultures, including their customs, traditions, and values.

2. Improved communication skills in a multicultural context, emphasizing active listening, effective verbal and non-verbal communication, and the ability to navigate cross-cultural conversations.

3. Participants should gain sensitivity to cultural differences and learn to avoid stereotypes, biases, and microaggressions.

VENUE

Room No : Gallary Hall, IV floor

COURSE CONTENTS

S No	Content	Day	Hours
1	Importance of creating an inclusive environment	1	7
2	Recognizing stereotypes and biases	2	7
3	Non-verbal communication nuances	3	6
4	Strategies to mitigate bias in decision-making	4	8
5	Understanding how multiple identities influence experiences	5	6
	TOTAL		34

RESOURCE PERSONS

Mr. Pradeep M.D
Assistant Professor, Institute of Social Science & Humanities, SU

Dr. Vidya
Assistant Professor, Institute of Social Science & Humanities, SU

COURSE COORDINATOR

Dr. Laveena D'Mello
Assistant Professor, Institute of Social Science & Humanities
SRINIVAS UNIVERSITY, Srinivas Nagar, Mukka,
Surathkal, Mangalore – 574146 , INDIA
Mobile: 0824-2425966, mail:deancssh@srinivasuniversity.edu.in

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Institute of Physiotherapy
Institute of Education
Institute of Nursing Science

Add on course on

Web Development

Date : 21st to 25th January 2020

Organized by

Bachelor of Computer Applications
Institute of Computer Science and Information Science

ABOUT THE Department

Welcome to the Department of Computer Science and Engineering, where innovation meets excellence! Established in 2006, our department offers dynamic undergraduate (B.E. CSE) and postgraduate (M.Tech. CSE) programs.

With a strong focus on practical learning, our curriculum covers the latest advancements in computer science, including computer vision, machine learning, data mining, networking, and high-performance computing. Our dedicated faculty members, with their rich research experience, ensure top-class education that combines theoretical knowledge with real-world applications.

Equipped with state-of-the-art infrastructure and cutting-edge computing equipment, our students have access to high-speed Ethernet and wireless networks, empowering them to engage in hands-on experiments and projects.

COURSE OBJECTIVES

1. Learn the basics of HTML, CSS, and JavaScript.
2. Understand the structure of a web page and how elements are styled and scripted.
3. Explore techniques for creating websites that adapt to different screen sizes and devices.
4. Use media queries and flexible grid layouts.

COURSE OUTCOMES

1. Students should gain a solid understanding of the core web technologies, including HTML, CSS, and JavaScript.
2. Proficiency in creating responsive and visually appealing user interfaces using front-end frameworks like React, Angular, or Vue.js.
3. Knowledge of server-side scripting languages (e.g., Node.js, Python, Ruby) and frameworks (e.g., Express, Django, Ruby on Rails).

VENUE

Room No : Gallary Hall, IV floor

COURSE CONTENTS

S No	Content	Day	Hours
1	Basics of front-end and back-end development	1	7
2	HTML5 features and semantics	2	6
3	CSS3 features like flexbox and grid	3	6
4	DOM manipulation	4	8
5	Building interactive user interfaces	5	5
	TOTAL		32

RESOURCE PERSONS

Ms. Pachajaneshwari Achar
Assistant Professor, Institute of Computer & Information Sciences, SU

Dr. Krishna Prasad
Assistant Professor, Institute of Computer & Information , SU

COURSE COORDINATOR

Dr. Nethravathi P S
Assistant Professor, Institute of Computer & Information
SRINIVAS UNIVERSITY, Srinivas Nagar, Mukka,
Surathkal, Mangalore – 574146 , INDIA
Mobile: 0824-2425966, mail:deanccis@srinivasuniversity.edu.in

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Add on course on

Data Management in mobile apps

Date : 20th to 24th   May 2020
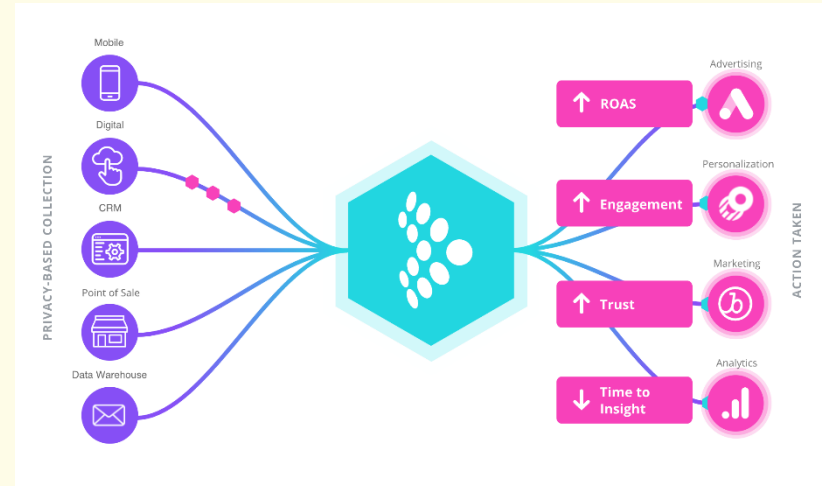
Organized by

Bachelor of Technology - Artificial intelligence and Machine learning
Master of Computer Applications

ABOUT THE Department

The Institute of COMPUTER SCIENCE AND INFORMATION SCIENCE is envisioned to offer courses which would build the students into to enthusiastic quality professionals in the field of Computer Science and Information Technology. The College is located in the heart of Mangaluru city, connected with Central Railway Station offers excellent learning atmosphere. Students are exposed to a variety of curricular, co-curricular and extra-curricular activities that transform them into dynamic change agents who are able to make a difference by their presence wherever they are. Students from different parts of the country and regions who enroll in the college make it truly inclusive and multi-cultural. The college promotes research in relevant fields of Computer and Information Science, offer Ph.D. programme in accordance with the regulations of the University. Since 2005 the college is associated with several MNC's like Infosys Technology, WIPRO, IBM, Accenture Technology, TCS, Tech Mahindra, Diya Systems, Spaneos Technology and many others in Placement activities. All out under graduate and post graduate students get good placement through college placement programme.

COURSE OBJECTIVES

1. Introduce students to the fundamentals of databases and their role in mobile app development.
2. Explore different types of databases (SQL, NoSQL) and their advantages.
3. Teach how to integrate SQLite, a lightweight relational database, into mobile apps.
4. Cover basic CRUD operations (Create, Read, Update, Delete) with SQLite.

COURSE OUTCOMES

1. Define and explain key concepts related to data management in the context of mobile applications.
2. Understand the importance of efficient data handling for mobile app performance.
3. Demonstrate the ability to integrate and interact with databases in mobile applications.
4. Implement CRUD (Create, Read, Update, Delete) operations using a mobile database.

VENUE

Room No : 001, Seminar Hall

COURSE CONTENTS

S No	Content	Day	Hours
1	Understanding the importance of data in mobile apps.	1	7
2	Overview of data types and sources in mobile applications.	2	6
3	Introduction to mobile databases (SQLite, Realm, Firebase, etc.).	3	8
4	Exploring local storage options (SharedPreferences, CoreData, etc.).	4	8
5	Handling data from web services and RESTful APIs.	5	5
	TOTAL		34

RESOURCE PERSONS

Mr. Subramanya Bhat
Assistant Professor, Dept. of Computer Engineering, SU

Mr. Raghavendra
Assistant Professor, Dept. of Computer Engineering, SU

COURSE COORDINATOR

Prof. Vishwas S
Assistant Professor, Dept. of Civil Engineering,
SRINIVAS UNIVERSITY, Srinivas Nagar, Mukka,
Surathkal, Mangalore – 574146 , INDIA
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Institute of Nursing Science

Add on course on

Industry-specific AI Applications

Date : 15th to 19th January 2020

Organized by

Bachelor of Technology – Mechanical Engineering
Institute of Engineering & Technology

ABOUT THE Department

Srinivas University started the BTech program in AIML to provide access to Srinivas University's quality education to learners across the country. Machine learning aims at building computer programs that automatically improve with experiences. In statistical language, it is simply learning from data that we generate in our day-to-day life. Machine learning is related to diverse disciplines as it is all about automating the process of problem-solving to a more significant extent. It is usually studied as a part of Artificial Intelligence thus relating it to computer science. As already stated it deals with data that we generate thus connecting it to the statistics and mathematics domain.

COURSE OBJECTIVES

1. Develop a comprehensive understanding of the target industry's structure, processes, and challenges.

2. Master the foundational concepts of AI, including machine learning, deep learning, and natural language processing.

3. Understand how to tailor AI models to address unique challenges within the chosen industry.

COURSE OUTCOMES

1. Develop a deep understanding of the challenges and complexities specific to the chosen industry where AI applications will be implemented.

2. Acquire domain-specific knowledge to effectively apply AI solutions in the industry context.

3. Learn techniques for collecting and preprocessing industry-specific data, considering the unique characteristics and requirements of the domain.

VENUE

Room No : 001, Seminar Hall

COURSE CONTENTS

S No	Content	Day	Hours
1	Importance of industry-specific AI applications	1	7
2	Trends and advancements in AI technologies	2	6
3	Diagnosis and treatment recommendations	3	6
4	Healthcare chatbots and virtual assistants	4	8
5	Customer service and personal finance AI applications	5	5
	TOTAL		32

RESOURCE PERSONS

Dr. Nagraj. A
Assistant Professor, Dept. of Computer Engineering, SU

Dr. Santhosh Shenoy
Assistant Professor, Institute of Engg. &Technology, SU

COURSE COORDINATOR

Dr Ramakrishna Hegde
Assistant Professor, Institute of Engg. &Technology
SRINIVAS UNIVERSITY, Srinivas Nagar, Mukka,
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Institute of Nursing Science

Add on course on

Nonprofit Management

Date : 20th to 24th January 2020

Organized by

Bachelor of Social Work
Institute of Social Work & Humanities

ABOUT THE Department

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COURSE OBJECTIVES

1. Gain an in-depth understanding of the nonprofit sector, its history, and its role in society.
2. Explore the legal and regulatory aspects of nonprofit organizations, including tax-exempt status, compliance, and governance.
3. Learn to develop and implement strategic plans to achieve the mission and goals of a nonprofit organization.

COURSE OUTCOMES

1. Demonstrate a comprehensive understanding of the nonprofit sector, including its historical context, values, and unique characteristics.
2. Apply knowledge of legal and regulatory requirements to ensure the nonprofit organization's compliance, including maintaining tax-exempt status.
3. Develop and implement effective strategic plans that align with the organization's mission and goals, taking into consideration internal and external factors.

VENUE

Room No : Gallery Hall, IV floor

COURSE CONTENTS

S No	Content	Day	Hours
1	Differentiating nonprofits from for-profits	1	7
2	Compliance and reporting obligations	2	6
3	Board recruitment and retention	3	6
4	Environmental scanning	4	8
5	Budgeting and financial planning	5	7
		TOTAL	34

RESOURCE PERSONS

Dr. Loveena D`mello
Professor, Institute of Social Science & Humanities , SU

Dr. Vidya
Assistant Professor, Institute of Social Science & Humanities , SU

COURSE COORDINATOR

Dr. Pradeep.M.D
Assistant Professor, Institute of Social Science & Humanities
SRINIVAS UNIVERSITY, Srinivas Nagar, Mukka,
Surathkal, Mangalore – 574146 , INDIA
Mobile: 0824-2425966, mail:deancssh@srinivasuniversity.edu.in

Srinivas University, Mangalore, is a Private Research and skill focused University in Mangalore, Karnataka, India established in 2013 by Karnataka State Act.Srinivas University is the flagship of 18 Srinivas Group of Institutions started by A. Shama Rao Foundation, Mangalore, India, a private Charitable Trust founded in 1988 by an Eminent Chartered Accountant A. Raghavendra Rao. A. Shama Rao Foundation has started many professional colleges in Mangalore which include Srinivas Institute of Medical Sciences and Research Center, Srinivas Institute of Dental Sciences, Srinivas Institute of Technology, Srinivas College of Pharmacy, Srinivas Institute of Nursing Sciences, A Shama Rao Nursing School, Srinivas Integrated Campus, Srinivas College of Hotel Management, Vijayalakshmi Institute of Hospitality Sciences, Srinivas First Grade College, Srinivas School of Engineering, Srinivas Institute of Management Studies, Srinivas College of Physiotherapy, Srinivas School of Business, Srinivas School of Management, Srinivas College of Education, Srinivas Institute of Social Work.

Presently, Srinivas University offers undergraduate, postgraduate, and research courses under 9 Faculties/Institutes with about 71 courses. The University made innovations in designing and starting new super speciality programmes both in UG, and PG level as per present and future industry relevance, innovations in examination system through focus on continuous evaluation and to make it foolproof. The University has established networking with many industries, universities, and Education service providers to substantially improve the quality and weightage of the courses and degrees respectively. Presently Srinivas University has Nine Institutes offering innovative industry oriented specialized courses of UG, PG, and Research levels. The Institutes are :

Institute of Engineering & Technology
Institute of Management & Commerce
Institute of Allied Health Sciences
Institute of Computer Science & Information Science
Institute of Aviation Studies
Institute of Social Sciences & Humanities
Institute of Hotel Management & Tourism
Institute of Physiotherapy
Institute of Education
Institute of Nursing Science

Add on course on

Public Relations

Date : 20th to 24th April 2020

Organized by

Bachelor of Arts - Journalism & Mass Communication

Institute of Social Work & Humanities

ABOUT THE Department

Man is not only a biological organism, but a social, psychological and spiritual individual responding to establish equilibrium with economic, political and cultural milieu around him. The Institute of Social Sciences and Humanities is envisioned to offer courses which would develop the students into socially sensitive individuals and responsible citizens focusing on man as the centre stage of all institutions that govern his social life.

The College offers excellent learning atmosphere. Students are exposed to a variety of curricular, co-curricular and extra-curricular activities that transform them into dynamic change agents who are able to make a difference by their presence wherever they are. Students from different parts of the country and regions who enroll in the college make it truly inclusive and multi-cultural. The college promotes research in relevant fields of social science and offer Ph.D. programme in accordance with the regulations of the University.

COURSE OBJECTIVES

1. Gain a solid understanding of the fundamental principles and concepts of public relations, including its role in organizations and society.

2. Develop strong written and verbal communication skills to convey messages clearly and persuasively. This often includes media writing, press release creation, and public speaking.

3. Learn how to build and maintain positive relationships with the media. This involves understanding how journalists work, crafting press materials, and managing media inquiries.

COURSE OUTCOMES

1. Define and explain key concepts and principles in public relations.

2. Demonstrate knowledge of the role of PR in organizational communication.

3. Develop effective media relations strategies.

4. Understand how to create and maintain relationships with journalists and media outlets.

VENUE

Room No : Gallary Hall, IV floor

COURSE CONTENTS

S No	Content	Day	Hours
1	Historical perspective	1	7
2	Role and importance in organizations	2	6
3	Verbal and non-verbal communication	3	6
4	Writing press releases and media kits	4	8
5	Employee relations	5	5
	TOTAL		32

RESOURCE PERSONS

Ms. Ashwini
Assistant Professor, Institute of Social Science & Humanities , SU

Ms. Sharanya
Assistant Professor, , Institute of Social Science & Humanities , SU

COURSE COORDINATOR

Dr Pradeep M D
Associate Professor, , Institute of Social Science & Humanities , SRINIVAS UNIVERSITY, Srinivas Nagar, Mukka, Surathkal, Mangalore – 574146 , INDIA
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Institute of Hotel Management & Tourism
Institute of Physiotherapy
Institute of Education
Institute of Nursing Science

Add on course on

Sustainable Design and Green Building

Date : 10th to 14th June 2020

Organized by

Master of Technology- Civil Engineering
Institute of Engineering & Technology

ABOUT THE Department

With a strong focus on practical learning, our curriculum covers the latest advancements in computer science, including computer vision, machine learning, data mining, networking, and high-performance computing. Our dedicated faculty members, with their rich research experience, ensure top-class education that combines theoretical knowledge with real-world applications.

Equipped with state-of-the-art infrastructure and cutting-edge computing equipment, our students have access to high-speed Ethernet and wireless networks, empowering them to engage in hands-on experiments and projects.

COURSE OBJECTIVES

1. Introduce students to the fundamental principles of sustainability and their application in the built environment.
2. Teach students how to assess the environmental impact of construction projects and evaluate the life cycle of building materials.
3. Explore strategies for designing energy-efficient buildings, including passive design, renewable energy integration, and energy-efficient systems.

COURSE OUTCOMES

1. Students should grasp the fundamental principles of sustainability in design and construction, including concepts like energy efficiency, water conservation, and waste reduction.
2. Familiarity with popular green building certification systems such as LEED (Leadership in Energy and Environmental Design) or BREEAM (Building Research Establishment Environmental Assessment Method) and how to apply them in real-world projects.
3. Knowledge of how to choose and plan building sites to maximize energy efficiency, minimize environmental impact, and promote sustainable land use.

VENUE

Room No : 001, Seminar Hall

COURSE CONTENTS

S No	Content	Day	Hours
1	Historical context and evolution of sustainable architecture.	1	7
2	BREEAM (Building Research Establishment Environmental Assessment Method).	2	7
3	Renewable energy systems (solar, wind, geothermal).	3	6
4	Rainwater harvesting systems.	4	8
5	Life cycle assessment.	5	7
	TOTAL		35

RESOURCE PERSONS

Dr. Ramakrishna Hegde
Professor, Dept. of Civil Engineering, SU

Mr. Shrinath Rao
Assistant Professor, Dept. of Civil Engineering, SU

COURSE COORDINATOR

Ms. Shilpa. S
Assistant Professor, Dept. of Civil Engineering,
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