

TOTAL DURATION:	40 + 40 hrs (5 <sup>th</sup> & 6 <sup>th</sup> Semester)
MODE OF DELIVERY	Physical Session
TRAINER TO STUDENT RATIO:	1:60
TOTAL MARKS:	75

### Implementation Framework

1. Target Group: Final-year UG students (5<sup>th</sup> and 6<sup>th</sup> Semesters) of Government Women Autonomous Colleges in Tamil Nadu.
2. Duration: 80 Hours (40 hours per semester).
  1. Part I (5<sup>th</sup> Semester): 3 Units Domain Skilling + 2 Units Employability Readiness.
  2. Part II (6<sup>th</sup> Semester): 2 Units Domain Skilling + 3 Units Employability Readiness.
3. Mode of Delivery: Physical Session with trained industry facilitators.
4. Monitoring: Student attendance and progress tracking, with SPOC-level coordination.
5. Assessment: Internal evaluation and Hands on projects Assessment.

OVERALL COURSE OBJECTIVE:	<ol style="list-style-type: none"> <li>1. Design and apply industry-relevant domain skills tailored to students' academic disciplines for improved job alignment.</li> <li>2. Develop advanced employability competencies such as communication, critical thinking, collaboration, and digital literacy through structured experiential learning.</li> <li>3. Bridge academic concepts with workplace demands by integrating real-world scenarios and professional expectations.</li> <li>4. Enable students to explore and pursue emerging career opportunities across high-growth sectors using sector-specific tools and methodologies.</li> </ol>
LEARNING OUTCOME:	<ol style="list-style-type: none"> <li>1. Apply domain-specific tools and technologies to solve practical problems in simulated work environments.</li> </ol>

	<ol style="list-style-type: none"> <li>2. Demonstrate advanced communication, teamwork, and interpersonal skills in professional contexts.</li> <li>3. Construct real-world solutions through case studies, mini-projects, and hands-on tasks relevant to their discipline.</li> <li>4. Evaluate and refine personal branding tools such as resumes and interviews, and exhibit confidence in job-seeking processes and workplace behaviour.</li> </ol>
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## MODULE-WISE COURSE CONTENT

### 1. Digital Marketing – Domain Skill Course (20 Hours + 20 Hours)

Semester	Unit	Module Name	Module Content	Duration
5th	1	Fundamentals of Digital Marketing	Digital Channels, Online Consumer Behavior, Career Roles	6 hrs
	2	Website & SEO Basics	CMS, SEO Introduction, Keyword Research	6 hrs
	3	Social media & Content	Social Media Platforms, Content Strategy, Paid Ads, Analytics	8 hrs
6th	1	Advanced Tools & Platforms	Email Marketing, Google Ads, YouTube, Influencer Marketing	10 hrs
	2	Career Project & Professional Prep	Project Planning, Campaign Simulation, Resume, Interview Skills	10 hrs

### 2. Python Coding – Domain Skill Course (20 Hours + 20 Hours)

Semester	Unit	Module Name	Module Content	Duration
5th	1	Intro to Python	Applications, Environment Setup, Variables, Data Types	6 hrs
	2	Control Structures & Functions	Conditions, Loops, Functions, Mini Challenges	8 hrs

	3	Data Structures Basics	Lists, Tuples, Sets, Dictionaries	6 hrs
6th	1	File Handling & Errors	File I/O, Try-Except Blocks	6 hrs
	2	OOP & Project	Classes, Inheritance, Mini Project, Resume & Interview	14 hrs

### 3. Medical Coding – Domain Skill Course (20 Hours + 20 Hours)

Semester	Unit	Module Name	Module Content	Duration
5th	1	Intro to Medical Coding	Healthcare Basics, ICD, CPT, Code Sets	6 hrs
	2	Anatomy & Terminology	Human Body Systems, Abbreviations, Disease Classifications	8 hrs
	3	Coding Practice	ICD-10-CM, Sample Case Studies	6 hrs
6th	1	Advanced Coding	CPT & HCPCS, Compliance, Insurance Basics	8 hrs
	2	Final Project & Career Prep	Full Case Coding, Resume, Interview, Presentation	12 hrs

### 4. Tally with GST – Domain Skill Course (20 Hours + 20 Hours)

Semester	Unit	Module Name	Module Content	Duration
5th	1	Accounting & Tally Basics	Commerce, Company Creation, Vouchers	6 hrs
	2	Core Transactions	Vouchers, BRS, P&L, Balance Sheet	8 hrs
	3	Tax & Tally Prime	GST, Interest, Tally Prime Setup	6 hrs
6th	1	GST Billing & Inventory	Billing, Filing, Inventory, Delivery Challan	8 hrs
	2	Advanced Transactions	Payroll, Banking, Budgeting, VAT, Cost Centers	12 hrs

### Employability Skills – Common for All Courses (20 Hours + 20 Hours)

Semester	Unit	Module Name	Module Content	Duration
5th	4	Teamwork & Collaboration	Icebreakers, Group Roles, Leadership, Peer Review	10 hrs
	5	Building Confidence	Self-Awareness, Growth Mindset, Role Plays, Reflection	10 hrs
6th	3	Grooming & Personality Dev.	First Impressions, Etiquette, Digital Persona	8 hrs
	4	Communication Essentials	Communication Types, Self-Branding, Email Writing	6 hrs
	5	Practice & Review	Conflict Handling, Interviews, GD, Feedback	6 hrs

COURSE ASSESSMENT RUBRICS			
Category	Assessment Criteria	Performance Levels	Weightage (Marks)
Practical Skills Proficiency	Demonstrates ability to perform job-specific tasks effectively, using relevant tools, techniques, or methodologies	Proficient / Developing / Needs Improvement	20
Technical Knowledge Application	Applies theoretical concepts to practical scenarios with accuracy and relevance	Accurate & Contextual / Partial / Limited Understanding	15
Project Execution	Completes assigned projects or use cases demonstrating innovation, thoroughness, and skill application relevant to industry standards	Comprehensive / Basic / Incomplete	20

COURSE ASSESSMENT RUBRICS			
Category	Assessment Criteria	Performance Levels	Weightage (Marks)
Communication and Reporting	Clearly presents findings, solutions, or project outcomes using professional communication and documentation standards (e.g., reports, presentations).	Clear & Professional / Partially Clear / Lacks Structure	10
Participation & Professionalism	Regular participation, collaboration, adherence to timelines, and professional behavior throughout the course	Consistent / Moderate / Irregular	10
Total			75