

**Department of skill development, entrepreneurship and
Livelihood, Government of Karnataka.**

Department of Higher Education, Government of Karnataka.

Overview: The “Kalike Jothege Kaushalya” initiative introduces skill based learning to the education system. Its core objective is to equip students with employability skills relevant to the 21st century, thereby positioning them for success in the modern workforce.

Study Objective:

- Industry-Relevant Skilling.
- Bridging Skill Gaps.
- Holistic Development.
- Enhancing Employability.
- Lessening Urban-Rural Divide.

“Kalike Jothege Kaushalya”

List of Courses: B.A

Syllabus (40-60 hours per semester) 3 Credits

| SI No | Tracks | VI Semester |
|-------|---------------------------|---|
| 1 | Content and Communication | Corporate Communications Crisis Communications Internal Communications Content Management Systems Digital Content Marketing Brand Journalism Multimedia Storytelling Content Distribution Emerging Trends and Technologies Software/Tools: Hootsuite, Sprout Social, Hubspot, Canva, Adobe Creative Cloud, Mailchimp, Buzzsumo, Vidyard |
| 2 | Digital Marketing | Website Design and Optimization (SEO, SEM, and Paid Search) Marketing Analytics ML, Big Data, and AI-driven Analytics Advanced Digital Marketing Strategies Mobile Marketing Video Marketing Influencer Marketing Marketing Automation Software/tools: Google Ads, Google Search Console, Mailchimp, SEMrush, Ahrefs, HubSpot, Salesforce Marketing Cloud, Adobe Creative Suite |


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| 3 | Media and Filmmaking | Sound Design and Recording Editing Techniques Post-Production Techniques Distribution and Exhibition Documentary Filmmaking Virtual Reality (VR) and Augmented Reality (AR) Production Film Festivals and Markets Film Criticism and Analysis Industry Practices and Standards Software/Tools: Adobe Audition, Pro Tools, iZotope, Motion, VFX software, Unity, Unreal Engine, Nuke, Blender, Lightroom |
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Reference:

1. Department of Skills Development, Entrepreneurship and Livelihood, Government of Karnataka.
2. Department of Higher Education, Government of Karnataka.
3. Karnataka Skill Development Council.


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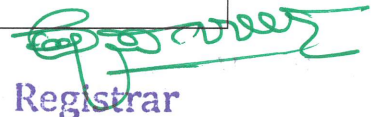
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- Holistic Development.
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- Lessening Urban-Rural Divide.

“Kalike Jothege Kaushalya”

List of Courses: B.Sc/BCA

Syllabus (40-60 hours per semester) 3 Credits

| SI No | Tracks | VI Semester |
|-------|----------------|--|
| 1 | Graphic Design | Advertising Design Packaging Design Web Design UI/UX Design Motion Graphics 3D Design Interactive Design Digital Illustrations Advanced Design Concepts Software/Tools: Adobe XD, Figma, Invision, Marvels, After Effects, Cinema 4D, Unity, Procreate, Adobe Premiere Pro |
| 2 | Animation | 3D Animation and 3D character Modeling Stop Motion Animation Visual Effects Audio for Animation Advanced Animation Techniques Interactive and Gaming Animation Animated Filmmaking Motion Graphics Industry Practices and Standards Software/Tool: Autodesk Maya, Adobe After Effects, Dragonframe, Pro tools, Unreal Engine, Unity, Houdini, Substance Designer, Cinema 4D |



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| 3 | Digital Marketing | <p>Website Design and Optimization (SEO, SEM, and Paid Search)</p> <p>Marketing Analytics</p> <p>ML, Big Data, and AI-driven Analytics</p> <p>Advanced Digital Marketing Strategies</p> <p>Mobile Marketing</p> <p>Video Marketing</p> <p>Influencer Marketing</p> <p>Marketing Automation</p> <p>Software/tools: Google Ads, Google Search Console, Mailchimp, SEMrush, Ahrefs, HubSpot, Salesforce Marketing Cloud, Adobe Creative Suite</p> |
| 4 | Media and Filmmaking | <p>Sound Design and Recording</p> <p>Editing Techniques</p> <p>Post-Production Techniques</p> <p>Distribution and Exhibition</p> <p>Documentary Filmmaking</p> <p>Virtual Reality (VR) and Augmented Reality (AR) Production</p> <p>Film Festivals and Markets</p> <p>Film Criticism and Analysis</p> <p>Industry Practices and Standards</p> <p>Software/Tools: Adobe Audition, Pro Tools, iZotope, Motion, VFX software, Unity, Unreal Engine, Nuke, Blender, Lightroom</p> |
| 5 | Data Science and Visualization | <p>Time Series Analysis</p> <p>Regression Analysis</p> <p>Big Data Analytics</p> <p>Data Visualization Techniques - Charts, Custom Maps, and Dashboards</p> <p>Dashboard Design and Development</p> <p>Storytelling with Data</p> <p>Advanced Data Analytics</p> <p>Ethical and Legal Issues in Data Analytics</p> <p>Software/tools: Hadoop, Spark, Python libraries (scikit-learn, TensorFlow, PyTorch), R packages (caret, ggplot2), Tableau Prep, D3.js, Power BI, Tableau, QlikView, Looker</p> |

Reference:

1. Department of Skills Development, Entrepreneurship and Livelihood, Government of Karnataka.
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Dr. U.S. MAHABALESHWAR
 M.Sc., M.Phil., Ph.D.
 Professor & Dean, Science & Technology
 Davangere University, Shivagangotri,
 Davangere-577007, Karnataka, India.


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 Shivagangotri, Davangere.

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- Industry-Relevant skilling
- Bridging skill Gaps
- Holistic Development
- Enhancing Employability
- Lessening urban-rural divide

'Kalike Jothege Kaushalya'

List of Courses: B.com/BBA

Syllabus (45-60 hours per Semester) 3 Credits

| No | Tracks | Semester 5 | Semester 6 |
|----|--------------------------------|---|--|
| 1 | GST Accounting | Principle of Accounting Introduction to GST GST Compliance and Registration GST Return and Refunds GST Audit and Assessment Advanced GST Software/tools: GSTN portal, Tally ERP 9, Clear Tax, Zoho Books, QuickBooks, cleartax GST, GSTR-9 software | Registration and E-Way Bill GST Accounting and Record Keeping GST for E-commerce Business GST for Importers and Exporters GST for Service providers GST and Taxation GST and Business Transactions GST and Supply Chain Management GST and Compliance Management GST and Technology GST Returns, Refund, TDS, TCS Software/tools: SAP GST, Oracle GST, Microsoft Dynamics 365 GST, MARG GST, Tally, ERP 9 GST |
| 2 | Supply Chain Management | Principles of Accounting and Finance Principle of Supply Chain Management Inventory and Warehouse Management Procurement and Sourcing Management Operation Management Software/tools: SAP S/4HANA or Oracle ERP, Zoho Inventory or TradeGecko, SAP Ariba or Oracle Supply Chain Management | Distribution and Transportation Management Supply Chain Analytics Strategic Supply Chain Management Global Supply Chain Management Supply Chain Technology and Innovation Sustainability in Supply Chain Management Software/tools: IBM Sterling, Tableau or SAP Analytics Cloud, SAP Fieldglass, SAP Integrated Business |
| 3 | Digital Marketing | Principle of Marketing Digital Marketing Fundamentals Digital Marketing Channels Introduction to Content | Website Design and Optimization (SEO, SEM, and Paid Search) Marketing Analytics ML, Big Data, and AI-driven Analytics |


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| | Marketing Social Media Marketing Email Marketing E-commerce Marketing Software/tools: Google Analytics, Hootsuite, Buffer, Canva, WordPress | Advanced Digital Marketing Strategies Mobile Marketing Video Marketing Influencer Marketing Marketing Automation Software/tools: Google Ads, Google Search Console, Mailchimp SEMrush, Ahrefs, HubSpot, Salesforce Marketing Cloud, Adobe Creative Suite |
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ವಾಣಿಜ್ಯ ಮತ್ತು ನಿರ್ವಹಣಾಶಾಸ್ತ್ರ ನಿಕಾಯ
ದಾವಣಗೆರೆ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ,
ಶಿವಗಂಗೋತ್ರಿ, ದಾವಣಗೆರೆ-೦೨.


Registra. ಶಿವಗಂಗೋತ್ರಿ
Davangere University
Shivagangotri, Davangere.