

MKU - DDE - PROGRAMMES AND COURSES (SUBJECTS) DETAILS

| Sl.No | Programme Name | Medium | Year | Total No. of Courses (Theory / Subs.) | Course (Subject) Name |
|-------|-------------------------------------|--------|------|---------------------------------------|--|
| 1 | P.G.DIP. IN JOURNALISM & MASS COMM. | E | I | 5 | INTRODUCTION TO JOURNALISM & MASS COMMUNICATION |
| | | | | | REPORTING, WRITING & EDITING |
| | | | | | NEWSPAPER ORGANISATION & PRINTING |
| | | | | | ADVERTISING |
| | | | | | PUBLIC RELATION |
| | | | | | PRACTICAL : CAMPUS PROGRAMME |
| 2 | P.G.DIP. IN JOURNALISM & MASS COMM. | T | I | 5 | மக்கள் தகவல் தொடர்பியல் மற்றும் இதழியல் ஓர் அறிமுகம் |
| | | | | | செய்தி சேகரித்தலும், எழுதுதலும், செம்மையாக்கமும் |
| | | | | | பத்திரிக்கை நிறுவன கட்டமைப்பும் அச்சிடலும் |
| | | | | | விளம்பரம் |
| | | | | | மக்கள் தகவல் தொடர்பு |
| | | | | | பயிற்சித் தேர்வு |
| 3 | P.G.DIP. IN MANAGEMENT | E | I | 6 | PROCESS OF MANAGEMENT |
| | | | | | FOUNDATION OF MANAGEMENT |
| | | | | | FUNCTIONAL MANAGEMENT |
| | | | | | MANAGEMENT & BUSINESS ENVIRONMENT |
| | | | | | BUSINESS POLICY |
| | | | | | MANAGEMENT OF PUBLIC ENTERPRISES |
| 4 | P.G.DIP. IN MARKETING MANAGEMENT | E | I | 4 | PRINCIPLES OF MARKETING |
| | | | | | ADVERTISING & SALES MANAGEMENT |
| | | | | | PRODUCT MANAGEMENT |
| | | | | | MARKETING RESEARCH |

| | | | | | |
|---|--|---|---|--------------------------------|---|
| 5 | P.G.D.C.A. | E | I | 7 | FUNDAMENTALS OF COMPUTER |
| | | | | | COBOL & DATA PROCESSING |
| | | | | | SOFTWARE ENGINEERING |
| | | | | | OBJECT ORIENTED PROGRAMMING WITH C++ |
| | | | | | CLIENT/ SERVER COMPUTING WITH ORACLE |
| | | | | | WINDOWS & VISUAL BASIC |
| | | | | | INFORMATION TECHNOLOGY & ITS APPLICATIONS |
| | | | | | PROGRAMMING LAB - 1 COBOL & C++ PROGRAMMING |
| PROGRAMMING LAB - 2 VISUAL BASIC & ORACLE | | | | | |
| 6 | P.G.DIP. IN HOSPITAL MANAGEMENT | E | I | 5 | COMMUNITY HEALTH, DEMOGRAPHY & BIO-STATISTICS |
| | | | | | HUMAN ANATOMY, PHYSIOLOGY & MEDICAL TERMINOLOGY |
| | | | | | PATIENT CARE- SATISFACTION & QUALITY ASSURANCE |
| | | | | | MEDICAL RECORDS MANAGEMENT |
| | | | | | PRINCIPLES OF HOSPITAL MANAGEMENT |
| 7 | P.G.DIP. IN ENTREPRE - NEURHSIP DEVELOPMENT | E | I | 5 | PRINCIPLES OF ENTREPRENEURSHIP |
| | | | | | ENTREPRENEURSHIP ENVIRONMENT & SMALL BUSINESS LAWS |
| | | | | | BUSINESS OPPORTUNITY IDENTIFICATION |
| | | | | | PROJECT APPRAISAL & FINANCE |
| | | | | | SMALL BUSINESS MANAGEMENT |
| 8 | P.G.DIP. IN NGO MANAGEMENT | E | I | 4 | NGO MANAGEMENT |
| | | | | | NGO ACCOUNTING & DOCUMENTATION |
| | | | | | FUND RAISING |
| | | | | | SOCIAL MARKETING |
| | | | | ELECTIVE 1: COMMUNITY HEALTH | |
| | | | | ELECTIVE 2: SOCIAL ENTERPRISES | |

| | | | | | |
|----|---|---|---|---|--|
| 9 | P.G.DIP. IN PUBLIC RELATIONS MANAGEMENT | E | I | 4 | MASS COMMUNICATION SCIENCE |
| | | | | | PUBLIC RELATIONS MANAGEMENT |
| | | | | | RESEARCH ON MARKETING, ADVERTISING & PUBLIC RELATIONS |
| | | | | | MEDIA MANAGEMENT - AUDIO & VIDEO |
| 10 | P.G.DIP. IN CRIMINOLOGY & POLICE ADMN. | E | I | 4 | PRINCIPLES OF CRIMINOLOGY |
| | | | | | CRIMINAL LAWS & PROCEDURE |
| | | | | | POLICE ADMINISTRATION & FORENSIC SCIENCE |
| | | | | | HUMAN RIGHTS & VICTIMOLOGY |
| 11 | P.G.DIP. IN CRIMINOLOGY & POLICE ADMN. | T | I | 4 | குற்றவியல் கொள்கைகள் |
| | | | | | குற்றவியல் சட்டம் மற்றும் நடைமுறைகள் |
| | | | | | காவல்துறை நிர்வாகம் மற்றும் தடயவியல் |
| | | | | | மனித உரிமைகள் மற்றும் பாதிக்கப்பட்டோர் இயல் |
| 12 | P.G.DIP. IN MULTIMEDIA TECHNOLOGY | E | I | 6 | INTRODUCTION TO MULTIMEDIA |
| | | | | | BASIC ANIMATION TECHNIQUES |
| | | | | | AUDIO & VIDEO EDITING |
| | | | | | ADOBE PHOTOSHOP |
| | | | | | WEB DESIGNING |
| | | | | | DEVELOPING A CBT |
| | | | | PROGRAMMING LAB - 1 - 2D ANIMATION | |
| | | | | PROGRAMMING LAB - 2 - 3D ANIMATION | |
| 13 | P.G.DIP. IN P.M.I.R. | E | I | 6 | MANAGEMENT & ORGANISATION BEHAVIOUR |
| | | | | | INDUSTRIAL PSYCHOLOGY |
| | | | | | PERSONNEL MANAGEMENT AND INDUSTRIAL RELATIONS |
| | | | | | BUSINESS ENVIRONMENT AND LAW |
| | | | | | MANAGEMENT ACCOUNTING AND FINANCIAL MANAGEMENT |
| | | | | | STATISTICS AND RESEARCH METHODOLOGY |

| | | | | | |
|----|---|---|----|---|---|
| | P.G.DIP. IN P.M.I.R. | E | II | 6 | LABOUR LEGISLATION AND ADMINISTRATION |
| | | | | | MANPOWER PLANNING RECRUITMENT AND SELECTION |
| | | | | | TRAINING AND DEVELOPMENT |
| | | | | | INDUSTRIAL DEMOCRACY AND COLLECTIVE BARGAINING |
| | | | | | LABOUR WELFARE AND SOCIAL SECURITY |
| | | | | | ADVANCED STUDY (PROJECT WORK) |
| 14 | P.G.DIP. IN SCHOOL ADMINISTRATION | E | I | 4 | TAMILNADU RECOGNISED PRIVATE SCHOOLS ACT 1973 AND RULES 1974 |
| | | | | | TAMILNADU METRICULATION, MINORITY, NURSERY & PRIMARY SCHOOLS - RULES REGULATIONS |
| | | | | | TAMILNADU GRANT IN AID CODE & INSPECTION CODE |
| | | | | | EDUCATIONAL ADMINISTRATION |
| 15 | POST B.ED. DIPLOMA IN SCHOOL ADMINISTRATION | E | I | 4 | TAMILNADU RECOGNISED PRIVATE SCHOOLS ACT 1973 RULES 1974 |
| | | | | | TAMILNADU METRICULATIONS, MINORITY, NURSERY & PRIMARY SCHOOLS - RULES REGULATIONS |
| | | | | | TAMILNADU GRANT IN AID CODE & INSPECTION CODE |
| | | | | | ACADEMIC ADMINISTRATION |
| 16 | P.G.DIP. IN BIOSTATISTICS | E | I | 5 | BASIC BIO-STATISTICS |
| | | | | | PROBABILITY DISTRIBUTION & SAMPLING |
| | | | | | HEALTH STATISTICS,HEALTH DATA MANAGEMENT & DEMOGRAPHY |
| | | | | | RESEARCH DESIGN & BIOSTATISTICAL INFERENCE |
| | | | | | RESEARCH METHODS & BASIC EPIDEMIOLOGY |
| | | | | | PROJECT WORK |
| 17 | P.G.DIP. IN NUTRITION & DIETETICS | E | I | 5 | NUTRITION & DIETETICS |
| | | | | | BIO CHEMISTRY |
| | | | | | RESEARCH METHODOLOGY & BIO STATISTICS |
| | | | | | CLINICAL NUTRITION |
| | | | | | GENERAL & SOCIAL PSYCHOLOGY |
| | | | | | PROJECT WORK |

| | | | | | |
|--------------|--|---|---|--|---|
| 18 | P.G.Dip. in Health Information Management | E | I | 4 | Human Anatomy, Physiology and Medical Terminology |
| | | | | | Health Environment |
| | | | | | Computer Application |
| | | | | | Informatics in Health |
| | | | | Project Work | |
| 19 | P.G.Dip. in Radiography and Imaging Technology | E | I | 5 | Radiographic Anatomy and Physiology |
| | | | | | Basic of Radiation Physics |
| | | | | | Radiography positioning and dark room technique |
| | | | | | Digital Radiography and computerized tomography |
| | | | | Magnetic resonance imaging and ultra sound | |
| Project Work | | | | | |
| 20 | P.G.Dip. in Pharmaceutical Chemistry | E | I | 5 | Organic Chemistry |
| | | | | | Analytical Techniques |
| | | | | | Fundamentals of Pharmaceutical Chemistry |
| | | | | | Synthesis and Therapeutic action of drugs |
| | | | | Industrial Process in drug manufacture | |
| Project Work | | | | | |
| 21 | P.G.Dip. in Hospital Laboratory Technology | E | I | 5 | Instrumentation |
| | | | | | Bio Chemistry |
| | | | | | Microbiology |
| | | | | | Pathology |
| | | | | Applied Laboratory Technology | |
| Project Work | | | | | |
| 22 | P.G.Dip. in Hospital Documentation Management | E | I | 4 | Human Anatomy, Physiology and Medical Terminology |
| | | | | | Health Environment |
| | | | | | Medical Documentation Science |
| | | | | | Medical Documentation Management |
| | | | | Project Work | |

| | | | | | |
|----|--|---|---|---|---|
| 23 | P.G.Dip. in Retail Management | E | I | 4 | Intoduction to Retailing |
| | | | | | Store Operations Management |
| | | | | | Supply Chain Management |
| | | | | | Retail Buying and Merchandising |
| 24 | P.G.Dip. in Labour Laws and Administrative Law | E | I | 4 | Introduction to Laws |
| | | | | | Administrative Law |
| | | | | | Labour Laws - I |
| | | | | | Labour Laws - II |
| 25 | P.G.Dip. in Labour Laws and Administrative Law | T | I | 4 | சட்டங்கள் குறித்த அறிமுகம் |
| | | | | | நிர்வாகச் சட்டம் |
| | | | | | தொழிலாளர் சட்டங்கள் - I |
| | | | | | தொழிலாளர் சட்டங்கள் - II |
| 26 | P.G.Dip. in Information and Communication Laws | E | I | 4 | Introduction to Laws |
| | | | | | Principles of Communication |
| | | | | | Cyber Laws |
| | | | | | Law Relating to Information Rights |
| 27 | P.G.Dip. in Information and Communication Laws | T | I | 4 | சட்டங்கள் குறித்த அறிமுகம் |
| | | | | | செய்தித் தொடர்புகள் - கோட்பாடுகள் (தகவல் கோட்பாடுகள்) |
| | | | | | இணையச் சட்டங்கள் (சைபர் சட்டங்கள்) |
| | | | | | தகவல் பெறும் உரிமைச் சட்டம் |
| 28 | P.G. Diploma in Tourism Management | E | I | 5 | Tourism Management |
| | | | | | Travel Management |
| | | | | | Heritage Tourism in India |
| | | | | | Tourism Marketing |
| | | | | | Environment and Eco-Tourism |

| | | | | | |
|----|--|---|---|---|--|
| 29 | P.G.DIP.IN CONSUMER LAWS | E | I | 4 | Introduction to Laws |
| | | | | | Consumer movement in India and USA |
| | | | | | Consumer Protection Act, 1986 |
| | | | | | Consumer rights relating to services, Goods and profession |
| 30 | P.G. Diploma in Hotel Management | E | I | 3 | Food Production |
| | | | | | Food and Beverage Service |
| | | | | | Rooms Division Management |
| | | | | | Practical : Food and Beverage Management |
| | | | | | Practical : Rooms Division Management |
| 31 | P.G. Diploma in Advertising and Public Relations | E | I | 5 | Introduction to Communication |
| | | | | | Introduction to Advertising |
| | | | | | Principles of Public Relations |
| | | | | | Creating Advertisements |
| | | | | | Process of Public Relations |
| | | | | | Training Programme |
| 32 | P.G. Diploma in Advertising and Public Relations | T | I | 5 | தகவல் தொடர்பியல் - ஓர் அறிமுகம் |
| | | | | | விளம்பரவியல் - ஓர் அறிமுகம் |
| | | | | | மக்கள் தொடர்புக் கோட்பாடுகள் |
| | | | | | விளம்பர உருவாக்கம் |
| | | | | | மக்கள் தொடர்புச் செயல்முறை |
| | | | | | பயிற்சி முகாம் - ஒன்று |