

**HONOURS CERTIFICATE PROGRAMME PROPOSAL
AY 2023-2024**

| General Information of the Activity | |
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| 1. | Department and Hub Zoology, Hub: Biological Sciences |
| 2. | Title of the Activity Digital Marketing & Branding Program |
| 3. | Name of the Professor taking the course and Email address Yamina Sayed Yaminasayed19@gmail.com |
| 4. | Name/s of the Resource person/s Yamina Sayed |
| 5. | Name of the Dept Coordinator and Email address Sujata Deshpande < Sujata.deshpande@xaviers.edu > |
| 6. | Name of the Hub Coordinator and Email address Priya Sudarajan < priya.s@xaviers.edu > |
| 7 | Number of credits for the activity and number of hours 2 credits – 30 hours; Online |
| 8 | Fees Rs. 1200/- |
| 9 | Eligibility SY and TY students of all disciplines |
| 10 | Number of students No limitations on the number of students |
| 11 | Duration and Time 30 hours- 3 months 2 days in a week – Tuesday and Thursday From September 2023 |

| Details of the Activity | |
|--------------------------------|---|
| 1 | Title: Digital Marketing & Branding Program |
| 2 | Learning Objectives: Developing an overall understanding of digital marketing / online marketing platforms, social media tools, search engine optimization, mobile marketing, email marketing, Online Advertising |
| 3 | Learning Outcomes: <ul style="list-style-type: none"> • Creating Web presence • Professional Online Profile • Detailed Knowledge of Digital marketing • A Career in Digital Marketing – Freelancer , Business, Job, Internship |
| 4 | Description The course covers detailed topics of Digital marketing which also includes a practical experience on various Digital Marketing tools |
| 5 | Modules if any: Given Below |

A brief write up about the course contents –

| Topics | Content | Hours |
|--|---|-------|
| Digital Marketing Introduction | <ul style="list-style-type: none"> • Introduction to Marketing • Introduction to Digital Marketing • Different Marketing Channels • Buyers Persona • Careers in Digital Marketing | 2 |
| SEO - Search Engine Optimization & ASO(App store Optimization) | <ul style="list-style-type: none"> • Introduction to SEO • Understanding Search Engines & Algorithms • Competition analysis • Content Optimization • Keyword Research And Target Audience • SEO Tools & Advanced SEO • On page SEO • Off page SEO • Technical SEO • ASO | 6 |
| SEM - Search Engine Marketing | <ul style="list-style-type: none"> • Basics of Paid Search / Google Adwords • Keyword research • Creating Ad Campaign • Bidding Strategy • Campaign Performance Reports | 4 |

| | | |
|---|--|-----------------|
| SMO - Social Media Optimization Graphics | <ul style="list-style-type: none"> • Introduction to Social Media • Detailed Facebook, Instagram, Twitter, Youtube Marketing • Do's and Dont's of Social Media Optimization • Social Media Tracking and Analytics • Ads Campaign Setup and Reporting • Importance of Graphics in Marketing | 6 |
| Google Analytics/ Google Console (Webmaster) Tool Integration | <ul style="list-style-type: none"> • Introduction to Analytics • Google Analytics Code Setup • Analysing Google Analytics Reports • Google Search Console Tools • Understanding website performance is SC • Fixing Website Issues | 2 |
| Mobile Marketing / Email Marketing | <ul style="list-style-type: none"> • Introduction to Mobile Marketing • Mobile Campaign Planning • Introduction to email marketing • Setting up a email Campaign - Tools • Marketing Automation | 2 |
| Branding | <ul style="list-style-type: none"> • Introduction to brand management • Market research • Brand audit • Implementing branding Strategies | 2 |
| Working on a Live Project | <ul style="list-style-type: none"> • Market Research & Audit • Areas to Focus • Setting Up Marketing Strategy • Quarterly Planning | 1 |
| Assessment | | |
| | SEO- Search Engine Optimization – Live Website Analysis Report And Q & A | 1 |
| | SEM - Search Engine Marketing – Q & A – Live Campaign Setup | 1 |
| | SMO - Social Media Optimization – Live Brand Report And Q & A | 1 |
| | Google Analytics/ Google Webmasters – Brand Audit & Report – Reports | 1 |
| | Mobile Marketing /Email Marketing – Live email & Mobile Campaign Setup | 1 |
| | Total | 30 Hours |

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| 1. | Department and Hub | Zoology, Hub: Biological Sciences |
| 2. | Title of the Activity | Philosophy of Science |
| 3. | Name of the Professor taking the course and Email address | Conrad Cabral conrad.cabral@xaviers.edu |
| 4. | Name/s of the Resource person/s | Conrad Cabral |
| 5. | Name of the Dept Coordinator and Email address | Sujata Deshpande <sujata.deshpande@xaviers.edu> |
| 6. | Name of the Hub Coordinator and Email address | Priya Sudarrajan <priya.s@xaviers.edu> |
| 7 | Number of credits for the activity and number of hours | 2 credits / 30 hours |
| 8 | Fees | Rs. 1200/- |
| 9 | Eligibility | SY and TY students of all disciplines |
| 10 | Number of students | 15 |
| 11 | Duration and Time | 1 hour lecture once a week |

| | Details of the Activity |
|---|--|
| 1 | Title: Philosophy of Science |
| 2 | Learning Objectives: <ul style="list-style-type: none"> • To help students with the basics underlying scientific enquiry • To help analyse arguments logically • Understand fundamental concepts in science and philosophy • Learn about construction of logical arguments and learn about logical fallacies |
| 3 | Learning Outcomes <ul style="list-style-type: none"> • Be familiar with issues in Philosophy of science and concepts therein • Be comfortable discussing complex ideas • Construct sound logical arguments • Be able to spot logical fallacies in arguments • Be able to understand and critically understand real science from pseudo or bad science |
| 4 | Description The course will cover philosophers like Karl Poppin, Rene Descartes, David Hume and their ideas on Science and Philosophy, Human Understanding and critical analysis. The concepts of falsifiability in science, concepts of theory vs hypothesis, understanding the scientific method. Students will be asked to analyse videos and arguments and construct good sound arguments and also be introduced to Philosophy. Assessment will be an assignment, debate and/or discussion. |
| 5 | Modules if any: Given Below 1) Theory in Science 2) What is the Scientific method 3) Epistemology – philosophy of knowing / Empericism 4) Science and pseudoscience (Creationism [Intelligent design], Astrology) 5) Logic – Deductive and Inductive, 6) Concept of Logical Absolutes 7) Logical Fallacies |

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| 1. | Department and Hub Zoology, Hub: Biological Sciences |
| 2. | Title of the Activity Wildlife Forensic Science |
| 3. | Name of the Professor taking the course and Email address Alethea Vaz alethea.vaz@xaviers.edu |
| 4. | Name/s of the Resource person/s Alethea Vaz, Riva Pocha and other experts in the field |
| 5. | Name of the Dept Coordinator and Email address Sujata Deshpande <sujata.deshpande@xaviers.edu> |
| 6. | Name of the Hub Coordinator and Email address Priya Sudarajan <priya.s@xaviers.edu> |
| 7. | Number of credits for the activity and number of hours 2 credits; 30 hours; Hybrid mode (online and offline – online lectures + some offline lectures and practical) |
| 8. | Fees Rs. 1200/- |
| 9. | Eligibility Students of SY and TY of all the disciplines |
| 10. | Number of students Minimum 10 and Maximum 50 |
| 11. | Duration and Time On Fridays, Saturdays, Sundays and holidays in the even semester (Soon after Diwali holidays till the end of Feb 2024). The lectures will not be on all Fridays, Saturdays, Sundays and holidays, but will be decided by the course instructor in discussion with the experts and students. |

| Details of the Activity | |
|--------------------------------|---|
| 1 | Title: Wildlife Forensic Science |
| 2 | <p>Learning Objectives:</p> <ul style="list-style-type: none"> • Identify some of the animal and plant species, regions and countries most affected by trafficking. • Contrast the causes and implications of trafficking in wildlife, forest and fisheries. • Explain the methods of securing, searching, documenting crime scenes, and the legal importance of a chain of custody. • Describe the process of collecting, packaging and preserving different types of physical and trace evidence at crime scenes. • Categorize crime scene evidence based on the different forensic sub-specializations. • Compare various tools and techniques for analysis of different types of crime scene evidence. • Critique the different crime scene investigation techniques used in wildlife forensics. |
| 3 | <p>Learning Outcomes:</p> <ul style="list-style-type: none"> • Assess wildlife crime scenes, categorize pieces of evidence and assign evidentiary value. • Critique and interpret crime scene data, write reports and apply the basics of rules of evidence. • Evaluate wildlife forensic specializations like anthropology, odontology, entomology, dactylogy, serology and toxicology and relevant wildlife laws, legislation and policy. • Demonstrate the capabilities, use, potential and limitations of forensic laboratory theory and techniques in respect to the analysis of wildlife forensic evidence. |
| 4 | <p>Description:</p> <p>The Wildlife Forensic Science Honours Program introduces students to the causes and characteristics of trafficking in wildlife, forest and fisheries products, the demand and supply that fuel this trade, and the various activities that define it, ranging from poaching to consumption. An insight into the criminology of wildlife as well as international frameworks and criminal justice responses to these crimes is an integral part of the Program.</p> <p>The purpose of this Program is to help bridge the knowledge gap about basic crime scene investigation protocols and specific analytical techniques used in wildlife forensics. It also aims to generate understanding and awareness of the patterns and dimensions of this crime type, the difficulties of separating legal and illegal trade, and, through specific exercises and examples, teaches students about some of the animal species and countries most affected by the illegal trade. Assessment will be through assignments and practical sessions.</p> |
| 5 | <p>Modules if any</p> <p>N/A</p> |