

IIIYEAR UG NON MAJOR ELECTIVE(NME) Registration

Batch 2015 – 2018

Department offering NME	NME	Seats Available	Students who cannot opt for this NME
B.Com. A&F (S II)	Personal Portfolio	70	
B.Sc. Visual Communication	Advertising Strategy	70	B.Sc. Viscom B.Sc. EM
B.Sc. Computer Science B.C.A	Publishing Software	55	B.Sc. Comp. Sci. BCA
B.A. Sociology	Counseling For Life Span	70	B.A. Sociology
B.Sc. Electronic Media	Film Appreciation	70	B.Sc EM B.Sc. Viscom

Instructions for NON MAJOR ELECTIVE (NME) REGISTRATION

Non Major Elective Registration is an ONLINE registration

- The **NME Registration Link** will be available in your **Intranet Login** from **Thursday, 12th October 2017 – 6.00 a.m. to Friday, 13th October 2017 – 8.00 a.m.**
- **Students, who have not taken TAMIL** as their second language in **MOP**, need not register for NME online registration.
- You are permitted to register for NME **only once**.
- Select the NME after going through the syllabi uploaded on the website.
- Do not select the NME which forms a part of your Course Curriculum.
- Click the Radio Button to select a particular NME.
- Every NME has a **limited number of seats** beyond which the NME will be unavailable for registration.
- Click the Continue button to start NME Registration.
- Select an NME before you click the Submit button.
- If not, the last available NME will automatically get registered in your name.
- Click the Submit button to complete the registration.

B. COM DEGREE COURSE IN ACCOUNTING & FINANCE (SHIFT II)
NON- MAJOR ELECTIVE-I
PERSONAL PORTFOLIO -I

THEORY	100 MARKS
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COURSE OBJECTIVES

To understand the importance of one's self image
To help individuals achieve self-development with a
clear frame work To enhance the power of personal
style

UNIT 1 – THE START OF THE JOURNEY

Creating a personal portfolio – Understanding and using one's image- Importance of one's image– Ingredients of one's image

UNIT 2 – CREATING YOUR DESIRED IMAGE

Transforming childhood dreams into a career – Developing one's desired image- The Blackmailer - Decreasing one's hidden self and defeating the blackmailer

UNIT 3 – ORGANISING ONESELF

Self promotion – Creating a visual impact - Stop being a clock watcher - Developing business cards which are a symbol of rank – Making the CV an effective marketing tool

UNIT 4 – GOOD GROOMING

Managing bad hair days – Skincare and make up excellence - Wardrobe management – Intelligent shopping – Accessory and wardrobe maintenance

UNIT 5 – TRANSLATING THE DREAM INTO REALITY

Die–stamping one's mark as a professional– Making the best use of rumour, sensation and scandal – Keeping a victory log – Applauding oneself – Sinking into one's moment of pride

REFERENCE BOOKS

“Managing your image in a week”, Laurel Herman, Hodder
and Stoughton, 2007 “Know yourself”, Dr. Ellen Balke, Kogan
Page India Pvt Ltd, 2000

“101 Ways to make a professional impact”, Eleri Sampson, Kogan Page India Pvt Ltd, 2001

WEBSITES

- www.ahadaily.com/resonal-portfolio.html
- www.quantext.com/personalportfolio II.pdf
- www.allianceinvest.com/downloads/wealth.pdf
- www.linkedin.com/title/pe4rsonal-portfolio-manager

B. COM DEGREE COURSE IN ACCOUNTING & FINANCE (SHIFT II)

NON- MAJOR ELECTIVE-II

PERSONAL PORTFOLIO -II

PRACTICAL	100 MARKS
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COURSE OBJECTIVES

To develop personal professionalism
Build self confidence, self belief and personal power

COURSE STRUCTURE

UNIT 1

Developing a life map
Developing a personal portfolio
Constructing a self perception box
Developing a perception tree

UNIT 2

Reliving childhood dreams
Conducting a SWOT analysis of oneself
Analysing the Johari Window
Drawing a future image of oneself

UNIT 3

Creating happy frames
Creating a business card
Creating a professional curriculum vitae

UNIT 4

Getting a corporate makeover

UNIT 5

Creating a victory log
"I love myself"

EXPECTED RESULTS FROM THE COURSE

Significant increase in self-awareness of the student
Students will learn just what it takes to create a lasting impression!

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2009-10 and thereafter)
DEPARTMENT OF COMPUTER SCIENCE

NON – MAJOR ELECTIVE I

PUBLISHING SOFTWARE - I

PRACTICAL	100 MARKS
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COURSE OBJECTIVES:

- To familiarize about the publishing software.
- To give hands-on-experience in the publication domain.

UNIT – I

Introduction into Microsoft Publisher - Starting Up Microsoft Publisher.

UNIT – II

Creating a publication with a wizard - Quick Publication Wizard with a blank publication.

UNIT – III

Create a new publication based on a template - Start a publication from scratch.

WEBSITES:

1. <http://microsoft.com/office/publisher/default.htm>

DEPARTMENT OF COMPUTER SCIENCE

NON – MAJOR ELECTIVE II

PUBLISHING SOFTWARE - II

PRACTICAL	100 MARKS
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COURSE OBJECTIVES:

To familiarize about the publishing software.

To give hands-on-experience in the publication domain.

UNIT – I

Open an existing publication - Pack your publication to take to another computer.

UNIT – II

Set up a publication for black and white commercial printing

WEBSITES:

<http://microsoft.com/office/publisher/default.htm>

B.Sc. Electronic Media

FILM APPRECIATION- I

THEORY	100 MARKS
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COURSE OBJECTIVES:

- To give an insight into the world of films
- To orient students to appreciate & critically analysis film

UNIT 1

INDIAN CINEMA AND WORLD CINEMA - PERSPECTIVE

Brief on Indian cinema and world cinema

UNIT 2

TECHNIQUES OF FILM MAKING

Cinematography, editing & sound

UNIT 3

FILM GENRES

Period films, remakes, horror films, science films, animation & fantasy films

UNIT 4

FILM ANALYSIS & APPRECIATION

Structure, Mise-en-scene, setting, props, location, costume, makeup & color

TEXTBOOKS

REFERENCES:

- Thoraval, Yuves, 2000, The cinema of India (1826-2000) Macmillan
- India Roberge, Gaston, 1985 The subject of Cinema, Seagull Books
- Halliwell, 1997 The Film goers Companion, Harper Perennial, 6th Edition

FILM APPRECIATION-II

PRACTICAL	100 MARKS
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PROJECT 1

Regional Cinema- Analysis

PROJECT 2

Analyze few Indian as well as international films famous for sound effects

Analyze a sequence of any movie

PROJECT-3

Find a movie which is remade & compare it to the original.

PROJECT-4

Comment on the costume & makeup of artistes in any recent movie

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B.Sc. Visual Communication

NON – MAJOR ELECTIVE I

ADVERTISING CAMPAIGN- I

SUBJECT CODE	THEORY	100 MARKS
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CREDITS: 2

SEMESTER:VI

COURSE OBJECTIVES:

- To understand the basic Principles of Advertising
- To get an insight into creating an Advertising strategy

UNIT 1

INTRODUCTION TO ADVERTISING

Definition, Nature and scope of Advertising, Roles of Advertising, Social & Economic Implication, Functions of Advertising

UNIT 2

TYPES OF ADVERTISING AND AGENCIES

Print Advertising, TV Commercial, Radio Commercial, Outdoor Advertising, Institutional & Promotional Advertising, Web Advertising

UNIT 3

TECHNIQUES OF ADVERTISING

Principles & Elements of design, Formats for production, Print, Electronic & New Media, Approaches & Appeals to Advertising

UNIT 4

ADVERTISING STRATEGIES

Advertising planning process- situational analysis, advertising objective, creative strategy, media strategy, advertising evaluation, budgeting

TEXTBOOKS

REFERENCES:

- Sandage, Fryburger&Rotzoll, (1996) Advertising Theory & Practice, AAITBS Publishers
- Aaker, Batra& Meyers, Advertising Management, Prentice Hall India
- Mohan: Advertising Management: Concepts & Cases, Tata- Mcgraw Hill
- Jones, John Philip(1997) What's in brand building brand equality through advertising

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B.Sc. Visual Communication

NON – MAJOR ELECTIVE I

ADVERTISING CAMPAIGN-II

SUBJECT CODE	PRACTICAL	100 MARKS
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CREDITS: 2

SEMESTER: VI

PROJECT 1

To create a scrap book on Advertising Classification

PROJECT 2

To understand appeals through TV Commercial- A written assignment

PROJECT-3

To create an Advertising strategy for product/ service

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B.A.SOCIOLOGY

COUNSELLING FOR LIFE SPAN - I

SUBJECT CODE:	THEORY	100 MARKS
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Unit I

Definition, Importance, Scope of Counselling
History of Counselling, Counselling skills

Unit II

Counseling For Children
Issues related to bedwetting, attention seeking, Phobias, Eating problems, Adoption
Guidance programme for children

Unit III

Counselling for Adolescents
Issues related to single parent families, child neglect and abuse, Substance abuse
Guidance programme for adolescents

Unit IV

Counseling for Young Adults
Problems related to new environment and new relation ship
Problems related to marriage and divorce

Unit V

Counseling for Workplace
Problems related to workplace, Understanding the world of work, Work Values
Sexual Harassment, Glass ceiling
Mental Health and coping skills

B.A.SOCIOLOGY

COUNSELLING FOR LIFE SPAN - II

SUBJECT CODE:	THEORY	100 MARKS
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Unit I

Counseling In Mid Life

Stress and coping: Concept of stress, frustration and conflict; Sources of stress; Physical and mental health outcomes of stress; Coping: concept, strategies and effectiveness

Unit II

Counseling In Mid Life

Menopause

Adjustments to Physical Changes, Adjustments to Family Patterns, Empty nest syndrome

Unit III

Counseling For Senior Citizens

Leisure time activities

Preparing for retirement

Depression and loneliness

Unit IV

Special Areas During Life Span

Counseling addicts

Sexual abuse

Unit V

Counseling for Illness

Terminal illness

Family conflict

TEXT BOOKS

- Ray Wolfe and Windy Dryden (1996). Handbook of Counseling Psychology, Sage publications Ltd,
- Thomas R.Murray (1990) Counseling and Life Span Development. Sage Publications.

REFERENCE BOOKS:

- Robert L. Gibson and Marianne H.Mitchell (2005), Introduction to Counseling and Guidance, Pearson Education, New Delhi.