

**I YEAR UG NON MAJOR ELECTIVE (NME) Registration**

**Batch 2017 – 2020**

<b>Department offering NME</b>	<b>NME</b>	<b>Seats Available</b>	<b>Students who cannot opt for this NME</b>
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	<ul style="list-style-type: none"> <li>• B Sc Comp. Sci.</li> <li>• BCA</li> </ul>
B.Sc. FSM	Cosmetic Formulation	55	
B.A. Sociology	Counseling For Life Span	70	B.A.Sociology B.Sc. Psychology
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 **Friday, 13<sup>th</sup> October 2017 – 11.00 a.m. to Saturday, 14<sup>th</sup> October 2017 – 11.00 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**

<b>THEORY</b>	<b>100 MARKS</b>
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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](http://www.ahadaily.com/resonal-portfolio.html)
- [www.quantext.com/personalportfolio II.pdf](http://www.quantext.com/personalportfolio II.pdf)
- [www.allianceinvest.com/downloads/wealth.pdf](http://www.allianceinvest.com/downloads/wealth.pdf)
- [www.linkedin.com/title/pe4rsonal-portfolio-manager](http://www.linkedin.com/title/pe4rsonal-portfolio-manager)

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

### NON- MAJOR ELECTIVE-II

### PERSONAL PORTFOLIO -II

<b>PRACTICAL</b>	<b>100 MARKS</b>
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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!

**DEPARTMENT OF COMPUTER SCIENCE**

**NON – MAJOR ELECTIVE I**

**PUBLISHING SOFTWARE - I**

<b>PRACTICAL</b>	<b>100 MARKS</b>
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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**

<b>PRACTICAL</b>	<b>100 MARKS</b>
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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**

<b>THEORY</b>	<b>100 MARKS</b>
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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, 6<sup>th</sup> Edition

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**FILM APPRECIATION-II**

<b>PRACTICAL</b>	<b>100 MARKS</b>
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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. FOOD SCIENCE AND MANAGEMENT**

**NON MAJOR ELECTIVE – I and II**

**COSMETIC FORMULATIONS – I and II**

<b>PRACTICAL</b>	<b>100 MARKS</b>
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**COURSE OBJECTIVES:**

This course is designed to provide hands on experience in preparation of cosmetics by understanding the science behind the addition of the ingredients used and their chemical properties.

**List of Experiments:**

**1. To Understand the nature of water :**

- Hardness of water
- PH of water
- Polarity of water – by understanding the solubility
- Difference between distilled water and water – based on hardness of water

**2. Preparation of wax**

- Hot wax
- Cold wax

**3. Preparation of hair dyes and hair colours**

- Herbal hair dye using henna powder , cinnamon powder and indigo powder
- Synthetic hair dye using ammonia and hydrogen peroxide

**4. Preparation of Eye – make up :**

- Natural kajal – from sesame oil and pure ghee
- Natural mascara from activated charcoal and aloe vera gel.

**5. Preparation of body lotion :**

- For dry skin using cocoa butter and rose oil
- For oily skin using gelatin and Vitamin C
- For sensitive skin using cocoa butter and borax

**6. Preparation of different types cream :**

- Simple face cream – with stearic acid
- Moisturizing cream – with olive oil and almond oil
- Body butter with shea butter and cocoa butter
- Night barrier cream - aloe vera oil and almond oil
- Anti -septic cream with Dettol

**7. Preparation of talcum powder**

- With natural ingredients like corn starch and arrow root powder
- With talc , and perfumed oils

**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34**

*(Effective for the batch of Candidates admitted in 2013- 2014 and thereafter)*

**8. Preparation of natural lipstick :**

- a. Using natural colours like beet root powder, cocoa powder and cinnamon powder.
- b. Preparation of natural lip balm using coconut oil and cocoa butter
- c. Minty chocolate lip balm using cocoa butter and mint extract
- d. Lavender lip balm using lavender oil

**9. Preparation of Soaps :**

- a. Based on vegetable oil
- b. Soaps from glycerine
- c. Transparent soaps

**10. Preparation of shampoos :**

- a. Jelly shampoos
- b. Cream shampoo
- c. Anti – dandruff shampoo using menthol
- d. Powder shampoos

**11. Preparation of a face pack**

- a. Chocolate face pack
- b. Fruit facial pack

**12. Preparation of nail – polish and nail polish remover**

**13. Preparation of natural deodorant :**

- a. Cream deodorant using glycerine and bees wax
- b. De – odorizer for foot using Epsom salts

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(Effective for the batch of Candidates admitted in 2012- 2013 and thereafter)

**B.Sc. Visual Communication**

**NON – MAJOR ELECTIVE I**

**ADVERTISING CAMPAIGN- I**

<b>SUBJECT CODE</b>	<b>THEORY</b>	<b>100 MARKS</b>
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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

**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34**  
*(Effective for the batch of Candidates admitted in 2012- 2013 and thereafter)*

**B.Sc. Visual Communication**

**NON – MAJOR ELECTIVE I**

**ADVERTISING CAMPAIGN-II**

<b>SUBJECT CODE</b>	<b>PRACTICAL</b>	<b>100 MARKS</b>
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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

**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34**

*(Effective for the batch of Candidates admitted in 2015- 2016 and thereafter)*

**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.