

M.O.P.VAISHNAV COLLEGE FOR WOMEN

(AUTONOMOUS)

DEPARTMENT OF COMMERCE

CHOICE BASED ELECTIVE - ONLINE REGISTRATION

Sunday, 24th June 2018, 8.00 am to Monday, 25th June 2018, 8.00 am

2017-2020 BATCH - SEMESTER III

**FOR ALL II YEAR STUDENTS OF B.COM (A&F – SHIFT 1&2), B.COM (MM) AND
B.COM (CS)**

SUBJECT	SEATS
SPORTS MARKETING	76
U COMMERCE	76
LEGAL ADVOCACY	76
DATABASE MANAGEMENT AND ANALYSIS USING SPREAD SHEET	136

Course 1 - SPORTS MARKETING

Unit 1: Introduction to Sport Marketing

Meaning of Sports Marketing–Evolution and the special nature of Sport Marketing–Sports Industry model – Strategic Sports Marketing Management – Sports Marketing Mix – Careers in Sports Marketing

Unit 2: Sports Environment

Sports as an element of culture and identity – Role of Government in Sports – Impact of Sports on the Global Marketplace – World-wide sporting events – Sports as a tourism boost.

Unit 3: Event Planning for Sporting Events

Planning and organising sporting events – Managing Sports Brands–Sponsorship, Corporate Partnerships, and the Role of Activation - Promotion and Paid Media–Public Relations–Social Media in Sports

Unit 4: Managing Sport Personalities

Recruiting sportsmen – Diet and physical fitness of sportsmen – Sportsmen as celebrity endorsers – Management of ethical decision making in sports

Unit 5: Sports Analytics

On-field and Off-field Sports analytics – Application of sports analytics – Strategic decision making – Evaluation of talent – The future of sports analytics.

Reference Books

- Mullin, B. J., Hardy, S., & Sutton, W. A. (2014). *Sport marketing* (4th ed.). Champaign, IL: Human Kinetics. ISBN-13: 978-1-4504-2498-1.
- Melissa Jane, Johnson Morgan, Jane Summers (2015). *Sports Marketing*.

Course 2 - U COMMERCE

Unit I – Data and Information

Data, Information, Trends, Insights, DBMS, Structured and Unstructured Data, Data Visualization and Presentation.

Unit II – Big Data / Digital Dashboards

What is it? Where can we use it? Volume, Velocity and Variety. Operational Big Data, Analytical Big Data, Infrastructure –as-a-service (IaaS), Cloud Computing, NoSQL, MPP databases, and Hadoop.

Unit III – Digital Marketing Assets

Digital marketing tools and tactics: A Taxonomy

Online Advertising: Approaches and Principles, Earned and Integrated Media, Mobile Engagement. Network effects, Social Advertising and Social Targeting, Viral product Features and Viral Content, Organic Celebrity, Persuasion and Sentiment.

Unit IV – Start Up Guide

Online Community and Models of Influence, Business tools for Start Ups, Google Analytics, SEO tools, WordPress, Online Commerce. Payment Gateway, Solutions for E-commerce business, Accepting Credit Card for Ecommerce Transactions, Getting a Secure Merchant Account, Payment Gateway Options, Cost of Payment Gateways, Other Payment Processing Systems, Fraud Detection & Safeguarding your Online Transactions.

Unit V – IOT: Internet of Things

Industry 4.0. AI: Artificial Intelligence/ Robotics/ Cognitive Analytics. AR / VR, Holographic Content.

References:

- Data Science for Business – Tom Fawcett
- The Data Science Handbook – Field Cady
- Epic Content Marketing – Joe Pulitzky
- Web Analytics – Avinash Kaushik

Course 3 – LEGAL ADVOCACY

Unit I

Procedure for filing a law suit- courts and court procedure.

Unit II

Broad Framework of the Constitution of India: Fundamental Rights, Directive Principles of State Policy - Ordinance Making Powers of the President and the Governors - Legislative Powers of the Union and the States - Freedom of Trade, Commerce and Intercourse - Constitutional Provisions relating to State Monopoly - Judiciary, Writ Jurisdiction of High Courts and the Supreme Court - Different Types of Writs - Habeas Corpus, Mandamus, Prohibition, Quo Warranto and Certiorari

Unit III

Code of Civil Procedure - Elementary Knowledge of the Structure of Civil Courts, their Jurisdiction - Basic Understanding of Certain Terms - Order, Judgment and Decree, Stay Of Suits, Res Judicata - Indian Penal Code and Criminal Procedure Code - Important Definitions and Salient Features, Mens Rea - Cognizable and Non-Cognizable Offences, Bail, Continuing Offences, Searches, - Limitation for taking Cognizance of Certain Offences

Law relating to Essential Commodities, Weights and Measures - Overview of Essential Commodities Act, 1955 - Objects - Powers of Central Government - Seizure and Confiscation of Essential Commodities - Summary Trial - The Legal Metrology Act, 2009

Unit IV

Law relating to Registration of Documents - Registration of Documents - Compulsory and Optional - Time and Place of Registration - Consequences of Non-Registration - Description of Property - Miscellaneous Provisions

Unit V

Right to Information - Salient Features of the Right to Information (RTI) Act, 2005 - Objective -Public Authorities & their Obligations - Designation of Public Information Officers (PIO) and their Duties -Request for Obtaining Information - Exemption from Disclosure -Who is excluded - Information Commissions (Central & State) and their Powers - Appellate Authorities - Penalties - Jurisdiction of Courts - Role of Central/State Governments

TEXT BOOKS

- Introduction to the Constitution of India – Dr. Durga Das Basu, 22nd Edition, Reprint 2015, Lexis Nexus Publication

REFERENCE BOOKS

- Right to information Law and Practice- Justice Rajesh Tandon,2016 Reprint, Lexis Nexus Publication
- Right to Information Act 2005-A Practical Guide- V.K.Pamecha-3rd Edition, Reprint 2013
- The Constitution of India-P.M.Bakshi,13th Edition ,Reprint 2016, Universal Publication
- Right to Information Act 2005-U.N.Gupta-2009 Reprint,Atlanta publication

Course 4 - DATABASE MANAGEMENT AND ANALYSIS USING SPREAD SHEET

Unit I – Basics of Spreadsheets (Overview)

Understanding worksheets , Row and Column labels, data and Alignments,

Copy/ paste between Worksheets, Referencing vs Copying,

Linking worksheets, AutoFormat, Absolute and Relative Referencing, Referencing across worksheets/workbooks, Understanding Ranges, Understanding and working with Range Names, Using calculations in Excel, Understanding basic functions like SUM, MAX, MIN, AVERAGE, COUNT etc range based functions.

Shortcut Features, Goto Special and Paste Special Features

Unit II – Working with Functions

Simple Math, Text and Date functions, Conditional expressions, Logical Functions using IF. Combining conditions with AND / OR. Range based conditional functions like COUNTIFS, SUMIFS, AVERAGEIFS (Power Functions), Statistical Functions like RANK, PERCENTRANK, MEDIAN, MODE, STDEV, FREQUENCY etc. Financial Functions like PV, FV, RATE, NPER etc., Lookup and reference functions like VLOOKUP, HLOOKUP etc with Exact Match, Approximate Match, Handling Errors, IFError Function. Formula Evaluation and Auditing.

Unit III – Entering, protecting and Handling Data

Specifying a valid range/ values for a cell using Data Validation, Understanding List Validation. Sorting Tables, Filtering data using Auto Filters, Limitations, Using Advanced Filters, Excel password protection, sheet and workbook protection. (15 Hrs)

Unit IV - Charts

Using Charts Formatting Charts Using 3D Graphs, Using Bar and Line Chart together, Using Secondary Axis in Graphs, Generating Trend Lines and Curves for prediction, Sharing Charts with PowerPoint / MS Word

Unit V – Working with Reports / Handling Data & Other features

Creating subtotals and Multiple-level subtotals, Creating Pivot tables, Formatting, customizing and advanced options for Pivot tables, Pivot charts, Viewing Subtotal under Pivot, Creating Slicers (Version 2010 & Above), Conditional Formatting Options, Layers of Conditional formats, Formula based conditional formats, Introduction to Power Pivots (Excel 2010 above only)

Other Features: Recording Macros, Relative & Absolute Macros, Goal Seek, Data Tables, Scenario Manager, Solver, Excel Options, Custom Formats

References:

- Excel 2010 Developer Reference – MSDN
- Excel 2010 Formulas - John Walkenback
- Excel 2010 Indepth - Bill Jelen
- Excel : Data Analysis and Business Modelling - Wayne L Winston
- Business Intelligence Tools for Excel Analysts - Micheal Alexander