

I YEAR UG NON MAJOR ELECTIVE (NME) Registration

Batch 2018 – 2021

DEPTNAME	SUBJECTCODE	NME	SEATS	STUDENTS WHO CANNOT OPT FOR THIS NME
BSCCS	10UNME411A	PUBLISHING SOFTWARE	75	BSCCS, BCA
BA SOCIOLOGY	12UNME401A	MARRIAGES IN INDIA	65	
BSC FSM	18UNME401A	EMERGING FOOD TRENDS	60	
VISCOM	14UNME401A	ADVERTISING STRATEGY	50	VISCOM, BBA(I&II), BCOM MM
ELECTRONIC MEDIA	10UNME406A	FILM APPRECIATION	50	
BCOM AF SHIFT-II	10UNME410A	PERSONAL PORTFOLIO	75	
BCA	18UNME402A	IMAGE MANIPULATION USING OPEN SOURCE TOOL	50	BSCCS, BCA
BCOM MM	18UNME403A	ENTERTAINMENT MANAGEMENT	75	
BSC FSM	11UNME401A	COSMETIC FORMULATION	50	

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 **Monday, 29th October 2018 – 10.00 a.m. to Wednesday, 31st October 2018 – 10.00 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 2018- 2019 and thereafter)

DEPARTMENT OF COMPUTER SCIENCE

NON MAJOR ELECTIVE - PUBLISHING SOFTWARE I

SUBJECT CODE:	PRACTICAL	100 MARKS
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CREDITS: 2

SEMESTER: II

COURSE OBJECTIVES:

- Get familiar with the Microsoft Publisher environment and start working on a publication
- Navigate with the Publisher window, menus, and commands, as well as open, save, close, and view publications
- Modify the layout and structure of a publication
- Work with text boxes and format text
- Edit the contents in a publication

LIST OF EXERCISES

- Starting with Blank presentation and publication
- Creating Publication for different Pages sizes
- Inserting design gallery
- Formatting publication
- Creating a publication with a wizard
- creating Multiple pages in a Publication
- Introducing Auto Shapes
- concept of Master and Child pages
- Creating Banner
- Creating Business card
- Creating Letter head

WEB REFERENCES

https://en.wikipedia.org/wiki/Microsoft_Publisher

<https://www.microsoft.com/en-us/p/publisher-2016/cfq7ttc0k5d0>

<https://www.techopedia.com/definition/13140/microsoft-publisher>

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DEPARTMENT OF COMPUTER SCIENCE

NON MAJOR ELECTIVE - PUBLISHING SOFTWARE II

SUBJECT CODE:	PRACTICAL	100 MARKS
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CREDITS: 2

SEMESTER: II

COURSE OBJECTIVES:

- Format graphics in a publication
- layer and format objects and work with picture
- Set the page layout and use the rulers and guides to add and arrange objects

LIST OF EXERCISES

- Calendar (yearly and Monthly)
- Creating advertisements
- Label creation and Table template
- Create Sign board
- Create Greeting card
- Importing word documents into publication
- Mail merge concept
- Gift certificates
- Creating Brouchers
- Creating Menu card
- Creating a website

WEB REFERENCES

https://en.wikipedia.org/wiki/Microsoft_Publisher
<https://www.microsoft.com/en-us/p/publisher-2016/cfq7ttc0k5d0>
<https://www.techopedia.com/definition/13140/microsoft-publisher>

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

B.Sc. FOOD SCIENCE AND MANAGEMENT

NON MAJOR ELECTIVE – I and II

COSMETIC FORMULATIONS – I and II

PRACTICAL	100 MARKS
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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 :

- a. Hardness of water
- b. PH of water
- c. Polarity of water – by understanding the solubility
- d. Difference between distilled water and water – based on hardness of water

2. Preparation of wax

- a. Hot wax
- b. Cold wax

3. Preparation of hair dyes and hair colours

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

4. Preparation of Eye – make up :

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

5. Preparation of body lotion :

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

6. Preparation of different types cream :

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

7. Preparation of talcum powder

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

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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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B.Sc. Visual Communication

NON – MAJOR ELECTIVE I

ADVERTISING STRATEGY- I

SUBJECT CODE	THEORY	100 MARKS
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CREDITS: 2

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 STRATEGY-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

B.A.SOCIOLOGY

NON MAJOR ELECTIVE –I

MARRIAGES IN INDIA -I

SUBJECT CODE:	THEORY	100 MARKS
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CREDITS: 2

SEMESTER:

COURSE OBJECTIVES: To familiarize the concepts, and make the students to understand the importance of the institution of marriage.

UNIT- I Introduction

- Concept of Marriage
- Definition of Marriage
- Characteristics of Marriage
- Functions of Marriage

UNIT-II Classification of Marriage

- Forms of Marriage
- Types of Marriage: Poly gamy: Polygyny , Polyandry ,Monogamy, Group Marriages

UNIT- III Rules of Marriage

- Selection in Marriage: Prescriptive and Preferential.
- Rules of Marriage: Endogamy, Exogamy

UNIT –IV The Hindu Marriage

- A Sacrament
- Aim of Hindu Marriages
- Sacred Beliefs and Values involved in Hindu Marriages
- Changing Trends in Hindu Marriages.
- Factors Affecting Hindu Marriage: Urbanization ,Education, Legislations

UNIT- V Customs and Traditions in Hindu Marriages

- Important Rites Associated with Hindu Marriages

TEXT BOOKS:

1. Antony Giddens(1997)Sociology,3rd Edition Polity Press,U.K
2. C.N. Shankar Rao (2009) “Sociology of Indian Society” S. Chand Publication
3. Ram Ahuja (2000)Indian Social System, Rawat Publication
4. C.N. Shankar Rao (2007) “Sociology” S. Chand Publication

REFERENCE BOOK:

1. K.M.Kapadia (1979).Marriage and Family in India .Oxford University Press. Delhi
2. David H.Olson, John Defrain (1994)Marriage and The Family: Diversity and Strengths, Mayfield Publication London
3. Harry M. Johnson, Sociology: A systematic Introduction(1960)Allied Publication

B.A.SOCIOLOGY

NON MAJOR ELECTIVE –II

MARRIAGES IN INDIA –II

SUBJECT CODE:	THEORY	100 MARKS
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CREDIT –2

SEMESTER:

COURSE OBJECTIVES: To familiarize the concepts, and make the students to understand the importance of the institution of marriage.

UNIT: I Marriages among Muslims in India

- Pre-conditions of Muslim marriages
- Conditions of void Marriages
- Importance of Mahr in Muslim Marriages

UNIT: II Marriages among Christians

- Objectives of Christian marriages
- Christians Marital Practices
- Provision of Divorce
- Position of Women in Christian Community

UNIT: III Divorce

- Definition of Divorce
- Divorce in India
- Causes of Divorce
- Individual and Social Consequences of Divorce
- Remedial Measures of Divorce

UNIT: IV Marriage Legislations

- Marriage Legislations in India

UNIT: V Recent Trends in Marriages

- Remarriage and Step families, Saying No to kids
- Alternative to Marriage and the Family: Staying Single, Living together
- The debate about “Family Values”

TEXT BOOKS:

1. Antony Giddens(1997)Sociology,3rd Edition Polity Press,U.K
2. C.N. Shankar Rao (2009) “Sociology of Indian Society” S. Chand Publication
3. Ram Ahuja (2000) Indian Social System, Rawat Publication
4. C.N. Shankar Rao (2007) “Sociology” S. Chand Publication

REFERENCE BOOK:

1. K.M.Kapadia (1979).Marriage and Family in India .Oxford University Press. Delhi
2. David H.Olson, John Defrain (1994)Marriage and The Family: Diversity and Strengths, Mayfield Publication London
3. Harry M. Johnson, Sociology: A systematic Introduction (1960) Allied Publication.

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B.C.A.

NON-MAJOR ELECTIVE

IMAGE MANIPULATION USING OPEN SOURCE TOOL - I

SUBJECT CODE:	PRACTICAL	100 MARKS
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CREDITS: 2

COURSE OBJECTIVES:

- To create and process images
- To create cartoon and posters

LIST OF EXERCISES

1. Image Manipulation
 - Changing the size or dimensions of an image
 - Changing the filesize of a Jpeg image
 - Crop an image
 - Rotate or flip an image
 - Image formats
 - Change background image
 - Making a circle shaped image
 - Turn image into pencil drawing
 - Wrap an image around object
2. Creating Simple floating logo
3. Creating cartoon version
4. Create transparent background using layered mask
5. Creating Poster

WEB REFERENCES

- <https://www.sitepoint.com/learn-gimp/>
- <https://www.gimp.org/tutorials/>
- https://www.gimp.org/tutorials/The_Basics/
- https://www.bioinformatics.babraham.ac.uk/training/Figure_Design_Course/GIMP%20Tutorial.pdf

B.C.A.

NON-MAJOR ELECTIVE

IMAGE MANIPULATION USING OPEN SOURCE TOOL - II

SUBJECT CODE:	PRACTICAL	100 MARKS
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CREDITS: 2

COURSE OBJECTIVES:

- To create Advertisements
- To create and edit photos
- To do Graphic Designing

LIST OF EXERCISES

1. Creating Advertising
2. Create Embroidered patch
3. Photo Editing
4. Photo collage with GIMP
5. Photo pop out effect
6. Photo – Bring Smoke effect
7. Photo Enhancement techniques
8. Graphic Designing

WEB REFERENCES

- <https://www.sitepoint.com/learn-gimp/>
- <https://www.gimp.org/tutorials/>
- https://www.gimp.org/tutorials/The_Basics/
- https://www.bioinformatics.babraham.ac.uk/training/Figure_Design_Course/GIMP%20Tutorial.pdf

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

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**B.Sc. DEGREE COURSE IN FOOD SCIENCE AND MANAGEMENT
NON MAJOR ELECTIVE - EMERGING FOOD TRENDS**

SUBJECT CODE:	THEORY	60 MARKS
SUBJECT CODE:	PRACTICAL	40 MARKS

CREDITS: 2

COURSE OBJECTIVES:

- To understand the emerging trends in the field of food science
- To facilitate an understanding of food safety standards

UNIT I

Farm to fork - the global connect-case study on evolution of different cuisines-assessment and evaluation-cultural and social influences

6 hours

UNIT II

Major trends food trends-consumer preferences-gourmet-molecular gastronomy - 3D food printing-no fire cooking-food entrepreneurs: national and global.

6 hours

UNIT III

Convenience foods -Definition – history and evolution-pros and cons-role in present era technology involved

5 hours

UNIT IV

Food safety and certification- Definition, nature and scope-safety labels- nutritional information-Food adulteration-certifications -ISO, FSSAI, HALAL, KOSHER, HACCP, AGMARK

7 hours

UNIT V

Food photography-food blogging-food articles and food journals-food and tourism (culinary designs)-role of social media in the diet & lifestyle

6 hours

Practicals

30 hours

1. Food Photography
2. Food Blogging
3. Food walk
4. Food Article writing
5. Survey based study on trends in convenience foods
6. Food Doodling
7. Food Designing and presentation.

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B.COM DEGREE COURSE IN MARKETING MANAGEMENT

NON MAJOR ELECTIVE I

ENTERTAINMENT MANAGEMENT

SUBJECT CODE:	THEORY	100 MARKS
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CREDITS: 2

COURSE OBJECTIVES

- To enable the students to understand the concept, scope and significance of Entertainment Management
- To familiarize students with the entertainment industry and its functions.
- To enable the students to gain experience in the field of entertainment marketing.

UNIT I – INTRODUCTION TO ENTERTAINMENT MANAGEMENT

Meaning and Definition – Concept – Evolution – Features – Significance and Scope – Idea generation for the entertainment industry – Publicity

UNIT II – TYPOLOGY OF ENTERTAINMENT

Music Marketing – Film Marketing – Small screen Marketing – Reality show marketing – Sports Marketing – Tourism marketing – Theme Park Marketing – Fashion pageant Marketing – Live Marketing

UNIT III – MARKETING STRATEGIES FOR ENTERTAINMENT

Formulating entertainment product mix – Pricing decisions in Entertainment Marketing – Sponsorships and Partnerships – Innovative promotional campaigns

UNIT IV: EVENT MANAGEMENT FOR THE ENTERTAINMENT INDUSTRY

Venue Management – Concept and Importance - Staging, designing and interiors – Post event evaluation

UNIT V: EMERGING ISSUES IN THE ENTERTAINMENT INDUSTRY

Relationship management in the business of entertainment – Controversies in the entertainment industry – Role of technology in Entertainment business – Viral Marketing for the Entertainment Industry

TEXT BOOK:

Study Material

REFERENCE BOOKS:

- Shay Shayre (2011), Entertainment Marketing & Communication: Selling Branded Performance, People, and Places, Pearson Publication
- Sam Fullerton (2010) Sports Marketing, Tata McGraw Hill
- Laura Dias (2008) Core Concepts in fashion, Tata McGraw Hill
- G. A. J. Bowdin, Johnny Allen & William O'Toole (2010) Events Management, 2nd Edition, , Elsevier

WEBSITES:

- <http://www.entertainmentmarketing.com>
- <http://www.psbresearch.in/practices/media-entertainment.aspx>
- http://www.marketingterms.com/dictionary/viral_marketing/
- www.theemzone.com

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B.COM DEGREE COURSE IN MARKETING MANAGEMENT

NON MAJOR ELECTIVE II

ENTERTAINMENT MANAGEMENT

SUBJECT CODE:	THEORY	100 MARKS
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CREDITS: 2

COURSE OBJECTIVES

- Students develop a critical platform for showcasing their knowledge, skills and experience by enlarging exponentially the benefits of the practical knowledge

Case Studies from the Real World of Experiential Entertainment will have to be analysed by students and presented as a report on the following topics

1. Managing live performance
2. Managing a fashion pageant
3. Managing an amusement park
4. Managing a sporting event
5. Managing a reality show
6. Managing movie music
7. Managing a movie brand
8. Managing a celebrity
9. Managing a luxury destination
10. Managing a Shopping Mall