

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

II UG Inter-Disciplinary Elective Registration(IDE)

Batch 2019 – 2022

Dept. Offering IDE		IDE Name	Seats	Students who cannot opt for this IDE
B.Com. AF Shift-I	15UELE302A	Consumer Awareness Education	70	
B.Com. AF Shift-II A	11UELE302O	Personal Investment Planning	60	B.Com AF(I & II) B.Com CS
B.Com. AF Shift-II B	11UELE302J	Hospitality Management	70	
B.Com. CS	11UELE302F	Emotional Intelligence	75	
B.Com. MM	11UELE302Q	Tourism Management	75	
BBA Shift-I	11UELE302N	New Business Development	45	BBA(I & II), B.Com.AF(I&II) B.Com CS, BCom MM
BBA Shift-II	16UELE302A	Effective Leadership - Thinking and Working Smarter	75	
B.Sc. Comp. Sci.	11UELE302R	Web Design using Open Source Technology	70	B.Sc. CS & BCA
BCA	17UELE302A	Web Programming Using Advanced HTML	70	B.Sc. CS & BCA
B.Sc. FSM	15UELE302C	Nutrition Through Life Cycle	55	BSC FSM
B.A. Sociology	11UELE302D	Counselling for Life Span	55	B.Sc. Psychology
B.Sc. Mathematics	11UELE302I	Functional Mathematics	55	B.Sc. Maths & BBA
B.A. Journalism	15UELE302E	Media Relations	70	
B.Sc. EM	15UELE302F	Radio Programming	55	B.Sc. EM
B.Sc. Viscom	15UELE302D	Corporate Communication	45	B.A. Sociology
B.Sc. Psychology	18UELE302A	Psychology of Inter personal Relations	55	B.Sc. psychology
B.A. Economics	19UELE302A	Globalisation	70	B.Com.AF(I&II) B.Com CS, BCom MM, BA Economics

Instructions for INTER DISCIPLINARY ELECTIVE (IDE) REGISTRATION

- You are permitted to register for IDE **only once**.
- Select the IDE after going through the syllabi uploaded on the website.
- Do not select the IDE which forms a part of your Course Curriculum.
- Click the Radio Button to select a particular IDE.
- Every IDE has a **limited number of seats** beyond which the IDE will be unavailable for registration.
- Click the Continue button to start IDE Registration.
- Select an IDE before you click the Submit button.
- If not, the last available IDE will automatically get registered in your name.
- Click the Submit button to complete the registration.

B.A. JOURNALISM
ELECTIVE II- MEDIA RELATIONS

SUBJECT CODE	THEORY	100 MARKS
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CREDITS: 5

SEMESTER:IV

COURSE OBJECTIVES :

- To give an overview of the importance of communication, with a focus on media relations in today's corporate world.
- To train students on effective media writing.

UNIT I

Introduction to communication, the communication process, basic models, Importance of interpersonal communication and mass communication, Mass media: Types, characteristics, role and functions.

UNIT II

Why media relations? Media as public for PR and Corporate Communications: Understanding the media, media structure and organization.

UNIT III

Media Relation strategies, developing credibility with the Media, Training the company management and co-workers to deal with media, setting a media policy, keeping a contact list database, Need for media research: Media tracking and evaluation of media relations programmes, media ethics

UNIT IV

Writing for Media, Basics of reporting and editing: News judgment, news releases for print media, news for broadcasting, features for print and broadcasting, Internet as a tool for media relations: e magazines, e newsletters, Virtual Press Offices, Twitter and Facebook live chats, Whatsapp groups, Dark sites, emailing the media, Writing backgrounders and position papers

UNIT V

Media events: Interviews: preparing and handling interviews, Media Conferences, planning and organizing media conferences, preparing media kits.

References

- Merry Shelburne; (2003), Effective Public Relations A practical Approach, Biztntrz Dreamtech Press
- Newsom and Carell (1995), Public Relations Writing Form and Style, Wadsworth
- Michael Brown; (2004), Making Effective Media Happen, Allen & Unwin, Australia

**B.COM CORPORATE SECRETARYSHIP
EMOTIONAL INTELLIGENCE**

THEORY	100 MARKS
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COURSE OBJECTIVES

- To create emotional Intelligence
- To generate self Awareness
- To prepare Students for self development

UNIT I- INTRODUCTION

Emotional Intelligence –Meaning, History, Benefits, Importance of emotions -
Self Awareness, Self awareness Competencies

UNIT II -PERSONALITY ANALYSIS

Distinct Personality Type-Hand writing Analysis, Colour preference, Listening Profile
, Self Esteem, Will power, Confidence, Psychological Needs

UNIT III-POSITIVE TRAITS

Humour and Happiness- Empathetic ability-Sensitivity profile-Empowered
personality,Self Empowerment

UNIT IV- NEGATIVE TRAITS

Anger Management -Negative Syndrome and Attitude-Negative thinking-Guilt quotient-
Stress and Emotion, Adapting to Loneliness

UNIT V-DEVELOPMENTAL STEPS

Psychological growth and adjustment- Personal Development plan-Successful Negotiator-
Personal SWOT Analysis, Celebrating Life

REFERENCE BOOKS

- What's Your Emotional IQ, Dr.Aparna Chattopadhyay,Pustak Mahal,May 2004.
- Emotional Intelligence In A Week,Jill Dann,Hodder & Stoughton,10th Edition,2007.

WEBSITES:

- www.psychology.ccsu.edu/engwall/Emotional%20Intelligence.ppt
- www.personality_project.org
- www.donblake.com/module5/resources/emotionalintelligence.doc
- www.visionrealization.com/Resources/.../Emotional_intelligence_handout.pdf

B.COM (ACCOUNTING & FINANCE) (SHIFT – I)

CONSUMER AWARENESS EDUCATION

INTER DISCIPLINARY ELECTIVE

SUBJECT CODE:	THEORY	100 MARKS
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CREDITS: 5

SEMESTER: IV

COURSE OBJECTIVES:

- To enable the students to become an alert and responsible consumer

UNIT I

Introduction

Introduction: Definitions - Consumer, Consumption, Consumerism- Difference between Consumer and Customer- History

UNIT II

Types of Consumer

Swadeshi Consumer & Global Consumer; Consumer in Communist and Capitalist Economy.

UNIT III

Consumer Awareness and Rights

Consumer Rights and responsibilities: Consumer's choice; Awareness and Consumer Education.

UNIT IV

Consumer Protection Council

Consumer protection Council- Consumer Forum (District, State, Central)-Consumer Complaint

UNIT V

Corporate Consumer Responsibilities

Corporate Consumer Responsibilities: Marketer after RTI, Responsibility of a Marketer; Ethical Pricing-Weights and measures- Ethical advertisement policies

REFERENCE BOOKS

- Civil Supplies Department Reference Hand Book, Govt of Tamilnadu.
- Ross Lowe, Charles Malouf, Annette Jacobson (5th Edition)
Consumer Education & Economics, MC Graw Hill Education.

Consumer Protection Act 1986(2015) Bare Act, Current Publications

B.Sc. MATHEMATICS
FUNCTIONAL MATHEMATICS

THEORY	100 MARKS
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COURSE OBJECTIVES:

- To develop students abilities in logical, analytical and reasoning skills in problem solving.
- To enhance heuristic, systematic, critical and lateral thinking.

UNIT I

Set theory, linear equations & quadratic equations.

UNIT II

Percentage, profit & loss, simple interest, compound interest.

UNIT III

Ratio, proportion, permutation & combination, arithmetic and geometric progressions.

UNIT IV

Time & work, time & distance, clock & time related problems.

UNIT V

Logical reasoning, Verbal & Non-verbal, data sufficiency, data interpretation.

TEXT BOOK:

- R. S. Aggarwal (2005), Quantitative Aptitude for M.B.A, S.Chand & Company, New Delhi..
- R. S. Aggarwal (2005), A Modern Approach to Verbal & Non-verbal reasoning, S.Chand & Compan, New Delhi.

WEBSITES:

- www.mathforum.org
- www.opensource.org

B.COM ACCOUNTING & FINANCE (SHIFT II)
HOSPITALITY MANAGEMENT

THEORY	100 MARKS
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COURSE OBJECTIVES:

- To facilitate the understanding of the hospitality industry
- To understand the current state of development of the hospitality industry

UNIT I - INTRODUCTION

The nature and meanings of hospitality – Scope of the hospitality industry - The inter-relationships between leisure, recreation, tourism and hospitality - The structure and nature of the international hospitality industry

UNIT II - FINANCIAL MANAGEMENT IN THE HOSPITALITY INDUSTRY

Innovative entrepreneurship - Financial opportunity - Creating the business plan – Securing the startup capital - Managing the venture – Franchising options

UNIT III - HUMAN RESOURCE MANAGEMENT IN THE HOSPITALITY INDUSTRY

Creating a productive work climate – Duties and responsibilities of the Human Resources manager – Multiculturalism in the hospitality workplace – Impact of cultural diversity – Personal Cultural barriers – Conflict management

UNIT IV – MARKETING MANAGEMENT IN THE HOSPITALITY INDUSTRY

Innovative marketing of the hospitality product - Customer centric approach – Relationship marketing – Service quality – Service gap

UNIT V – INFORMATION TECHNOLOGY FOR THE HOSPITALITY INDUSTRY

Creating and building an online presence – Hospitality business on the web – Website appearances – Internet advertising - Online reservations

TEXT BOOK:

Study material

REFERENCE BOOKS:

- Barbara Cox and William Koelzer (2004), "Internet marketing in Hospitality", Pearson Prentice Hall.
- John R Walter (2004), "Introduction to Hospitality Management", Pearson Prentice Hall.
- Cathy A Enz and Jeffrey S Harrison (2005), "Hospitality strategic management concepts and cases", John Wiley & Sons Inc.
- Mary L Tanke (2005), "Human Resources Management for the Hospitalitynd edition, Delmer Thomson Learnig.
- Tesone D V (2005), "Human Resources Management in the Hospitality^{Industry}", 2nd Industry – A practitioners perspective", Pearson Prentice Hall.

WEBSITES:

- <http://www.wisegeek.org/what-is-hospitality-management.htm>
- http://en.wikipedia.org/wiki/hospitality_industry

B.Sc. VISUAL COMMUNICATION
CORPORATE COMMUNICATION

CREDITS: 5

SEMESTER: IV

COURSE OBJECTIVES

- To give students an insight into the basics of Corporate Communication.
- To familiarize the tools and techniques of corporate communication.
- To highlight the importance of PR & Corporate communication in today's industries.

UNIT I
(12 HRS)

Introducing Corporate Communication

Corporate Communication and Public Relations as part of an organizational system. Role of Corporate Communication in Organisational Communication. Key concepts in Corporate Communication: Corporate Image, Corporate Identity, Corporate logo, Corporate reputation, Corporate culture, Corporate citizenship and CSR.

UNIT II
(12 HRS)

Publics for Corporate Communication

Stakeholders. Internal / External publics. Employee relations, Media relations and Community relations.

UNIT III
(12 HRS)

The Corporate Communication Practice

Image building exercises – Designing letter heads, visiting cards, brochures, house journals, newsletters, corporate magazines.

UNIT IV
(12 HRS)

Publicity and Advertising for Media

Nature and characteristics of Print / Electronic / New Media. Preparing news releases for Media. Organising media conferences, Preparing the media kit. Organising press visits and open house for media and other publics.

UNIT V
(12 HRS)

New Media as a Corporate Communication Tool

Websites, e-magazine, e-newsletters, Blogs, Social media, VNR's and Dark sites.

BOOKS

- Keith Butterick (2012) *Introducing Public Relation Theory and Practice*, South Asia Edition, Sage Publications
- Merry Shelburne (2003) *Effective Public Relations – A Practical Approach*, Second Edition
- *Innovations in Management*, 2003 edition, Biztantra
- Douglas Newsom and Bob Carrell (1994) *Public Relations Writing: Form and Style*, Fourth Edition, Wadsworth Publishing
- Newsome Turk Krunckerberg (2000) *This is PR*, 7th Edition, Wadsworth Thomson Learning
- Lesley Philip (1998) *Handbook of PR & Communication*, Contemporary Publishing Co USA
- Center Allen H & Jackson Patrick (2002) *Public Relations Practice - Managerial Case Studies & Problems*, Prentice Hall of India Pvt Ltd
- Joseph Fernandez (2004) *PR & CCs - 21st Century Primer*, Sage Publication
- Esta de Fossard (2005). *Writing and Producing Radio Dramas*, Sage Publications.

BBA SHIFT-I
NEW BUSINESS DEVELOPMENT

THEORY	100 MARKS
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COURSE OBJECTIVES:

- To guide through the transition of starting a business
- To stay motivated and to manage time constraints
- To analyze the pros and cons of starting a business
- To impart knowledge pertaining to usage of competitive intelligence and thereby to successfully launch business ideas

UNIT 1

Introduction – Idea generation – Pros & cons of starting a business – Characteristics & skills required for starting a business. Decision making – opportunities, products & services - Idea analysis.

UNIT 2

Business plan crafting, Financing for business, Risk – Possibilities for growth & types of growth,
Book Keeping essentials, VAT, Payroll & banking.

UNIT 3

Research – market, target audience & opportunities. Customer identification & market potential – study of competition. Customer Demographics & Psychographics. Niche creation, Types of survey.
Marketing & selling – Marketing pie – marketing strategies – marketing plan.
Customer service – creation of customer service policy – customer service checklist – CRM (customer relationship management).

UNIT 4

Brand creation – Elements of brand, USP (Unique selling Proposition), Teams & partnership decisions
Business structure, status & types - Growth management
CSR (Corporate social responsibility) – Waste management - Impact of globalization – CSR checklist.
Online marketing – Website planning & creation – Reasons & Objectives – website hosting – measurement of website results.

UNIT 5

Prototype Testing - Launching a Business – Project Report Writing

TEXT BOOKS:

- The small business start-up workbook – Author : Cheryl D.Rickman. Publisher : Rupa Publications India Pvt. Ltd.
- Jayashree Suresh.. Entrepreneurial Development. 3rd Edition. Margham Publications. Chennai-17, 2005

REFERENCE BOOKS:

- Vasant Desai. Dynamics of Entrepreneurial Development & Management. 9th Edition. Himalaya Publishing House. Mumbai 2002.

BBA SHIFT-II

Effective Leadership - Thinking and Working Smarter

THEORY	100 MARKS
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COURSE OBJECTIVES

- To enable the students to know the skills of a leader
- To develop leadership qualities

UNIT I

Introduction

Introduction-Myths& Preconceptions-What do good leaders do-How I can do these things-
Foundation skills- Leadership Today

UNIT II

Leadership Process

Understanding Leadership-leadership Process-Critical Leadership Skill Critical Leadership
Behaviour

UNIT III

Time Management

Time management and Prioritization-Problem Solving & Problem Appreciation-Planning-
Effective Communication-Effective Delegation-Effective motivation-Building trust and
celebrating achievement-Developing effective relationship-vision&Value

UNIT IV

Building a Personal Development Plan

Building a Personal Development Plan-The Learning Circle- Johari Window-information
known to yourself-information not known to others-Information known only to others-
information not known

UNIT V

Good Ideas

Ways to get good ideas-Brainstorming-Mind mapping-Coaching-Organisatioanl needs-
SWOT Analysis.

REFERENCE BOOKS:

- Robert.J.Allio(2003)The Seven Phases of Leadership,Tata Mc.Graw Hall Pub Co
- John.C.Maxwel(May 2013)The 21 indispensable Qualities of a Leader, MagnaPubCo
- Harvard Business School(2004) Teams that Click
- Ken Blanchard, Bill Hybels,Phil Hedges(2014) Tools totransform your workplace,
Harper Collins Publisher
- David.A.Aaker & Erich Joachimstheiler(2000) Brand Leadership, Simon Schuster
UK Ltd.
- Jaggit Kumar Kharbanda(2006),Be a Dynamic Leader, Vikas Publishing House

B.Sc. FOOD SCIENCE AND MANAGEMENT

NUTRITION THROUGH LIFE CYCLE

Course Objectives:

- To understand the Nutritional needs from birth to adult and old age.
- To facilitate individuals to make healthy food choices.

Unit-I: Recommended Allowances and Menu Planning

Explanation of terms— Health, Nutrient requirement, RDA, Dietary supplement, Balanced diet, RDA for Indian. Basis for requirement, General concepts about growth and development through different stages of life, Planning balanced diet, Food guide pyramid, ICMR food groups

Unit-II Nutrition in Infancy, Preschool and School going age:

A. Infancy- Rate of growth, weight as the indicator, Nutrition allowances for the infants. Breast feeding. Weaning foods suitable for infants. Premature infant and their feeding infant formulas. Lactose intolerance.

B. Preschool - Growth and development of preschool children, Food habits and nutrient intake of preschool children. Dietary allowances and supplementary foods.

C. School going age - Physical development, factors to be considered in planning a menu, food habits and nutritional requirement, packed lunch.

Unit-III Nutrition during Adolescence and Adults:

A. Adolescence: Changes in growth characteristics of adolescents. Nutritional needs of the adolescents. Eating disorders.

B. Adults: Nutrition for adults, Nutrition and work efficiency.

Unit-IV: Nutrition in Pregnancy and Lactation

Nutritional requirements, Dietary guidelines. Common nutrition related problems in pregnancy and Lactation.

Unit-V Geriatric Nutrition

Nutritional allowances - Nutrition related problems of old age, Dietary guidelines.

B.COM (ACCOUNTING & FINANCE) (SHIFT – II)
PERSONAL INVESTMENT PLANNING

THEORY	100 MARKS
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COURSE OBJECTIVES:

- To identify the role of social networking in the context of e-commerce transactions
- To understand the future trend in social commerce

UNIT I

Introduction about investment, Difference between investment, speculation and gambling- Features of investment- Importance of Investments- Investment activity, Financial assets, Physical assets, Marketable assets from the primary and secondary market- Factors influencing investments- Types of Investors.

UNIT II

INVESTMENT OPPORTUNITIES – I

Meaning – Non- marketable financial assets, equity shares, preference shares, Debentures, Gilt Edged Securities, demat of Gilt edged securities, Post office savings deposits (Term deposits, MIS, KVP, NSC, NSS)

UNIT III

STOCK EXCHANGE AND NEW ISSUE MARKET

Meaning and definition of stock exchange- dealings on stock exchange (ready delivery contract and forward delivery contract) – Functions of Stock exchange- Byelaws of Stock Exchange (SCRA 1956 , SEBI) – Listing of securities – Advantages and disadvantages of listing – Stock brokers – Sub brokers, Types of brokers – Types of speculators (Bull, Bear, Stag)

UNIT IV

NSE , BSE , OTCEI – Stock indices calculation – Indices reported in a financial Daily- Free float index- Companies included in Index – Opening a Demat Account (Online trading)

UNIT V

INVESTMENT OPPORTUNITIES – II

Provident fund, Types of PF, Features of PPF, Unit trust of India - Money market instruments (Treasury bills, Certificates of deposits, Commercial paper, REPOS)- Bank deposits (Current, SB account, FD, RD) – Investment in precious objects- Investment based Insurance policies – Real estate- Mutual Funds, Definition, Types.- Investment in commodity trading.

REFERENCE BOOKS:

- Study Material
- Investment Management by L.Natarajan, Morgan publications,2007
- Investment Management by Hiriappa, New age international publications,2008

WEBSITES:

- www.personalfinance.byu.edu
- www.halifax.co.uk./investments/pdfs/sw51813.pdf
- www.occ.gov/publications/publications-by-type/comptrollers-handbook/invmgt.pdf

**B.COM. MARKETING MANAGEMENT
TOURISM MANAGEMENT**

THEORY	100 MARKS
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COURSE OBJECTIVES:

- To make the learners acquainted with the concept of tourism
- To make the learners know with the various aspects of tourism in India and abroad
- To make the learners know about different facets of tourism industry

UNIT I

Definition of Tourism Management – Need for tourism management – Factors influencing the growth of tourism – Effects of tourism – Tourism marketing - Tourism industry in India and abroad

UNIT II

Tourism product planning and development – User's profile – Tourism life study styles – Market segmentation

UNIT III

Tourism product strategy – Tourism Pricing strategy – Tourism promotion strategy – Tourism distribution strategy

UNIT IV

Typology of tourism – Different kinds of tourism – educational, religious, medical, entertainment, cultural, heritage, sports and adventurous tourism

UNIT V

ITDC – World Tourism Organisation (WTO) - Role of travel agents and Employment opportunities

TEXT BOOK:

- S.M.Jha (Revised edition 2011), "Tourism marketing", Himalaya Publishing House

REFERENCE BOOKS:

- Devashish Dasgupta (2010), Tourism Marketing, Pearson Publication
- Roy A. Cook, Laura Stale, Joseph J Margua (3rd Edition), Tourism: The Business of Travel, Pearson Education

WEB SITES:

- <http://www.tourism.gov.in>
- <http://www.tamilnadutourism.org>
- <http://www.incredibleindia.org>

B.Sc. COMPUTER SCIENCE

ELECTIVE II -WEB DESIGN USING OPEN SOURCE TECHNOLOGY

SUBJECT CODE:	PRACTICAL	100 MARKS
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CREDITS: 5

SEMESTER: III

COURSE OBJECTIVES:

- To create and design websites using GUI based Open Source Software.
- To develop skills in analyzing the usability of a website.
- To learn the language of the Web.

LIST OF PROGRAMS

1. Create a webpage to show the usage of various formatting tags.
2. Create a webpage to display the usage of Nested Ordered / Unordered List.
3. Create a webpage to illustrate the usage of images and hyperlinks.
4. Create a webpage to show the navigation within a page.
5. Create a time table using row and column span.
6. Create a webpage to illustrate frame targeting.
7. Create a webpage to illustrate nested frames.
8. Create a webpage to show the usage of inline frames.
9. Create a webpage to demonstrate horizontal and vertical frame.
10. Create a webpage to show the image as hyperlink.
11. Create an Employee form to accept employee personal details (Use all form elements)
12. Create a table with the cells having
 - Image
 - Formatted text
 - List
 - Hyperlink
13. Create a webpage to demonstrate the usage of Internal/inline styles
14. Create a webpage to demonstrate the usage of External style sheet
15. Storyboard Creation using links , anchors and animated images.
16. Create a webpage for an Advertising Agency using tables, marquee and images.
17. Create a sample web page using Templates.
18. Create a webpage with multimedia clips.
19. Creating online tutorial for various subjects.
20. Creating website with 10 pages for an Enterprise ,using GUI based Open Source Software.

WEB REFERENCES

- <http://www.designyourownweb.com/kompozer-tutorial.htm>
- <http://www.udel.edu/topics/learning/tutorial/Kompozer.pdf>
- www.w3schools/html
- www.ehow.com.

B.C.A.

ELECTIVE II - WEB PROGRAMMING USING ADVANCED HTML

SUBJECT CODE:	PRACTICAL	100 MARKS
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CREDITS: 5

COURSE OBJECTIVES:

- To create and design websites using advanced HTML concepts
- To create web pages with graphics
- To create web form
- Learn to bring in google maps in web pages
- To create web page with multi media

LIST OF PROGRAMS

1. Introduction to Basic HTML
2. HTML Forms
3. HTML5 new elements
4. HTML Graphics – HTML Canvas – HTML SVG – HTML Google Maps
5. HTML Media – Video – Audio – Plugins – You tube
6. HTML APIs – HTML Geolocation – HTML web storage

WEB REFERENCES

- <https://www.w3schools.com/html/default.asp>
- <https://www.tutorialrepublic.com/html-tutorial/>
- <https://www.udemy.com/learn-html5-programming-from-scratch/>
- <http://www.html5andcss3.org/>

**B.Sc. ELECTRONIC MEDIA
RADIO PROGRAMMING**

CREDITS: 5

SEMESTER: IV

COURSE OBJECTIVES:

- To provide a basic understanding of radio programming.
- To familiarize with the basics of radio production techniques.
- To develop production skills and ability to present field based programmes.

Unit 1

History of Radio: All India Radio. Growth and Reach. Broadcast management. Public & Private Radio Stations. Laws and Regulations. Community Radio. Private FM channels. Audience research. Organization of a Radio station.

Unit II

Radio Programming Skills: Writing for Radio. Field based programmes: Art of questioning, Research for Interview. Types of Radio Programmes: Announcements, Radio Talk, Radio Interviews, Discussions, Radio documentaries, Radio Drama and Magazine Programmes. Information Technology based formats: Phone in programmes, Radio Bridge, Radio on Internet.

Unit III

Radio and Voice

Radio Presentation Skills: Effective speaking skills. Common errors in pronunciation Modulation and Voice quality Roles and responsibilities of a News reader. Announcements, News reading, Interview. Voice culture.

Unit IV

Radio Production Techniques: Nature of Sound. Sound recording techniques: Indoor and Outdoor. Post-production techniques: Voice, Music and Special effects. Recording of programmes, Selection of sound effects.

Unit V

Broadcasting Techniques: Equipments. Studio operations. OB operations. Recording techniques. Evaluation of programmes and quality control. Process of Planning, Scheduling and Transmission. Codes and Ethics in Broadcasting.

REFERENCES:

- H.R.Luthura, Indian Broadcasting Review, Ministry of I & B
- Srivatsava, Broadcasting, Vigyan Publication, New Delhi
- Mencher. M., Basic NewsWriting, Sharma Books
- Lesiler &Flat Lay, Basic Business communication. Tata Mc Graw Hill.

B.A. SOCIOLOGY

IDE - COUNSELLING FOR LIFE SPAN

SUBJECT CODE:	THEORY	100 MARKS
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CREDITS:5

COURSE OBJECTIVES:

Unit I

Counseling For Children and Adolescent

Issues related to single parent families, child neglect and abuse
Guidance programme for children

Unit II

Counseling With Young Adults

Problems related to new environment and new relation ship
Problems related to marriage and divorce

Unit III

Counseling In Mid Life

Stress

Menopause

Unit IV

Counseling For Senior Citizens

Leisure time activities

Preparing for retirement

Depression and loneliness

Unit V

Special Areas During Life Span

Counseling addicts

Sexual abuse

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.

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2018- 2019 & thereafter)

B.Sc PSYCHOLOGY

ELECTIVE II – PSYCHOLOGY OF INTER PERSONAL RELATIONS

SUBJECT CODE:	THEORY	100 MARKS
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CREDITS: 5

SEMESTER: IV

COURSE OBJECTIVES

- To describe the developmental transitions and adjustments across lifespan
- To impart strategies and skills to cope and overcome adjustments

UNIT I

Dynamics of Adjustment

Psychology of Adjustment- Roots of Happiness, Stress- Nature, Types, Responses, Effects and Stress Tolerance, Coping Processes- Common Coping Patterns, Types of Coping, Adjustment- Achieving Self Control (15 HRS)

UNIT II

Interpersonal Realms

Self- Self Concept, Self Esteem, Self Perception, Self Regulation and Self Presentation, Adjustment- Building Self Esteem, Social Thinking and Social Influence- Impression Formation, Problem of Prejudice, Power of Persuasion, Power of Social Pressure, Adjustment- Tactics of Compliance (15 HRS)

UNIT III

Interpersonal Communication

Process of Interpersonal Communication- Non Verbal Behavior, Effective Communication, Communication Problems- Interpersonal Conflicts, Adjustment- Developing Assertive Communication Style, Friendship and Love- Perspectives on Close Relationships, Initial Attraction and Relationship Development, Friendship, Romantic Love, Adjustment- Overcoming Loneliness (15 HRS)

UNIT IV

Developmental Transitions and Adjustments

Gender and Behavior- Gender Stereotypes, Origins of Gender Differences, Gender Roles, Adjustment- Bridging Gender Gaps, Development in Adolescence and Adulthood- Transition of Adolescence, Aging, Adjustment- Becoming an Effective Parent, Careers and Work- Choosing Career, Work Life Balance, Adjustment- Vocational Adjustment, Development and Expression of Sexuality- Sexual Identity, Relationship Expressions, Adjustment- Pattern and Adjustment to Sexual Life (15 HRS)

UNIT V

Physical and Mental Health

Stress, Personality and Illness, Lifestyles, Health and Diseases, overcoming stress- resilience, psychological well-being, Role of Mental Health Professional (15 HRS)

TEXT BOOK

- Wayne Weiten & Margaret A. Lloyd (2011) *Psychology Applied to Modern Life: Adjustment in the 21st Century*, 10th Edition, Thompson Learning Academic Resource Center.
- Hurlock, E. (1980). *Developmental Psychology*. Tata McGraw Hill Publishing
- Baumgardner, S. and Crothers, M. (2015). *Positive Psychology*. Pearson Publication

B.A. ECONOMICS
ELECTIVE II - GLOBALISATION

SUBJECT CODE:	THEORY	100 MARKS
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CREDITS: 5

TEACHING HOURS: 75

SEMESTER IV

Course Objectives:

1. To give the students an understanding of the globalization process.
2. To provide students' knowledge of the history, purpose, and impact of Transnational Organizations in the Globalized era.
3. To elaborate the principal mechanisms of international economic connections through which it works and an insight into some of the debates it had evoked.

UNIT I: Introduction to Globalization

What is Globalization; Advantages and Disadvantages; Reasons for Globalization; Anti-globalization; Measuring Globalization in GDP– Foreign Direct Investments and Net income from abroad, Remittances; Brief history of globalization & industry.

Unit II: Multi-Lateral Organizations & Historical Interactions with Indian Economy

Brief history of multi-lateral organizations; Bretton-Wood Institutions - World Trade Organization, World Bank, IMF – functions, responsibilities, structure & working; Indian Context of Structural Adjustment Programme – the LPG revolution.

Unit III: Global Economic Crises

Background, Reasons & Lessons – The Great Depression (1929), The Asian Crisis (1997), The Great Recession & Sub-prime Mortgage Crisis (2008) – recent economic crisis

Unit IV: International Trade & Balance of Payments

What is BOP, Structure of BOP, BOP crisis; Inward looking (Import Substitution & Export Promotion) vs. Outward looking Strategies (Export led growth & trade reforms); Free trade vs. Protectionism

Unit V: Globalisation Impact - Country Analysis

Globalisation process and impact on country's economy in terms of international competitiveness, trade balance, income distribution and quality of life.

Reference books and e - materials:

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