

**M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI – 600 034.**



**VALUE ADDED COURSES**

**SYLLABUS**

**ACADEMIC YEAR 2016 -2017**

*Dr. Fernandes Jayashree*

Dean-Academics  
M.O.P. Vaishnav College for Women (Autonomous)  
Chennai-600 034.

*K31*  
Principal  
M.O.P. Vaishnav College for Women  
(Autonomous)  
No. 20, IV Lane, Nungambakkam High Road  
Chennai-600 034

**M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI – 600 034.**

**List of Courses offered during the Academic Year 2016-2017**

<b>S.NO</b>	<b>COURSE CODE</b>	<b>NAME OF THE VALUE ADDED COURSES</b>
1.	15UICP301	ACCOUNTING SOFTWARE
2.	15UICP302	BUSINESS DATA ANALYSIS
3.	15UICP303	CUSTOMER RELATIONSHIP MANAGEMENT
4.	15UICP304	ONLINE TRADING
5.	15UICP305	QUANTITATIVE APTITUDE
6.	15UICP306	SCRIPT WRITING
7.	15UICP307	VISUALISING AND COPYWRITING FOR ADVERTISING
8.	15UICP308	WOMEN AND MANAGEMENT
9.	15UICP309	WOMEN AND SOCIETY IN INDIA
10.	15UICP310	SPOKEN HINDI
11.	15UICP311	SOCIAL ETIQUETTE
12.	15UICP312	BASICS OF COMPUTING SKILLS
13.	15UICP313	WORK PLACE COUNSELLING

**M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI – 600 034.**

**VALUE ADDED COURSE - ACCOUNTING SOFTWARE**

<b>Course Code: 15UICP301</b>	<b>Course Type: Theory &amp; Practical</b>	<b>Lecture Hours: 10 Lab Hours: 20</b>
-------------------------------	--	--

**COURSE OBJECTIVES (Co)**

- To provide an overview of the use of accounting in business
- To give an understanding of the practical applications of the branches of accounting
- To enable students to read and understand the basic corporate financial statements and reports and the implications contained therein.

**UNIT I**

**Introduction to accounting**

Accounting terms, Concepts and convention, Book-keeping and accounting, Branches in accounting, accounting equation.

**UNIT II**

**Financial Accounting**

Golden Principles of accounting, Transaction - Journal, Ledger, Trial Balance

**UNIT III**

**Cost Accounting**

Preparation of cost sheet, tenders and quotation

**UNIT IV**

**Management Accounting**

Preparation of Budgets.

**M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI – 600 034.**

**UNIT V**

**Accounting Software**

Computerized accounting- Installing Tally- Features & Procedure for Installing Tally- Changing default settings, Introduction to Tally - Opening screen of Tally- Creating company- Selecting company- shutting a company- altering company- configuring company, Inventory Information- Creation of stock group (Displaying, altering and deleting groups)- Stock item ( Displaying, altering and deleting item)- Units of measure, Accounting Information – Ledger- single and multiple ledgers (Displaying, altering and deleting ledger)

**REFERENCE BOOKS**

- T.S.Reddy & Dr.A.Murthy(2016), Financial Accounting, Margham Publications, Chennai.
- T.S.Reddy & Y.Hari Prasad Reddy(2017), Cost and Management Accounting, Margham Publications, Chennai.

**M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI – 600 034.**

**VALUE ADDED COURSE - BUSINESS DATA ANALYSIS**

<b>Course Code: 15UICP302</b>	<b>Course Type: Theory</b>	<b>Lecture Hours: 20</b> <b>Tutorial Hours: 5</b> <b>Activity Hours: 5</b>
-------------------------------	----------------------------	--

**COURSE OBJECTIVES (Co)**

- To effectively use the technology in Spreadsheets
- To analyze business data for business proposals, opportunity evaluation, financial reports, or any other business finance application
- To develop the students ability to deal with numerical and quantitative issues in business

**UNIT I**

**Spreadsheet Fundamentals, - Reporting & Representation**

Analysis of different data types, - Formatting Concepts and styles, - Usage of various Shortcut Keys

**UNIT II**

**Functions for Analysis**

Working with various Functions other than SUM - MAX - MIN - AVERAGE such as:

Text functions (Left - Right - Mid - Len - Proper - Trim - Text - Value)

Math Functions (Int - Ceiling - Floor - Mod - Round - Randbetween - Sumif(s) - Countif(s) -

Averageif(s) - Iferror

Date Functions (Year - Month)

Logical Functions (IF - AND - OR - NOT)

Statistical Functions (Count - Counta - Countblank - Large - Small)

Interest Calculation - PV - RATE - NPER - FV - PMT - IPMT - PPMT

**M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI – 600 034.**

**UNIT III**

**Lists and Data Management Techniques**

Sorting Lists, Sorting in Ascending/Descending Order, Finding/Replacing Data

Sub-Totals – The Automatic and Manual Processes for calculating Sub-Totals.

All About AutoFilters, All About Pivot Tables for Analytical use

Protecting data for Analysis - partial protection

**UNIT IV**

**Business Analysis Tools – What-If Analysis Concepts**

Precedents - Dependents - What-If Analysis using Goal Seek - Working effectively with Scenario Manager

**UNIT V**

Understanding single and Double input Data Tables - Company Performance Analysis.

**REFERENCE BOOKS**

- Business Analysis 3rd Edition, Que Publishers Authored by Conrad Carlberg
- Microsoft Excel 2007 Data Analysis and Business Modeling 2011, Authored by Wayne L Winston, Microsoft Office Press
- Master Visually Excel 2007 by Wiley Publishing Inc., Authored by Elaine Marmel

**M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI – 600 034.**

**VALUE ADDED COURSE - CUSTOMER RELATIONSHIP MANAGEMENT**

<b>Course Code: 15UICP303</b>	<b>Course Type: Theory</b>	<b>Lecture Hours: 20</b>
		<b>Tutorial Hours: 5</b>
		<b>Activity Hours: 5</b>

**COURSE OBJECTIVES (Co)**

- To make the students understand the organizational need, benefits and process of creating long term value for individual customers
- To create awareness about formulation and implementation of various CRM
- To make students recognize CRM impact on sales and marketing strategies

**UNIT I**

**Introduction to CRM & its Fundamentals**

Conceptual foundations of CRM

**UNIT II**

**Customer Value**

Building customer relationship

**UNIT III**

**Customer Value to Make Marketing Decisions**

Economics of CRM

**UNIT IV**

CRM in B-C markets

CRM in B – B market

**UNIT V**

**The CRM Road Map**

Operational issues in implementing CRM

**REFERENCE BOOK**

- Shainesh, G and Jagdish N, Sheth “Customer Relationship Management”, Macmillan, 2006

**M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI – 600 034.**

**VALUE ADDED COURSE - ONLINE TRADING**

<b>Course Code: 15UICP304</b>	<b>Course Type: Theory</b>	<b>Lecture Hours: 20</b> <b>Tutorial Hours: 5</b> <b>Activity Hours: 5</b>
-------------------------------	----------------------------	--

**COURSE OBJECTIVES (Co)**

- To familiarize the students to the concept of Online Trading
- To emphasis the concept of efficient market
- To understand the latest developments in online trading

**UNIT I**

**Primary Market**

Initial Public Offer (IPO) – Introduction

**UNIT II**

**Secondary Market**

Role and Functions of:

- Securities and Exchange Board of India (SEBI),
- Stock Exchanges,
- Stock Price Indices,

**UNIT III**

**Trading**

- Logging on
- Log Off/Exit from the Application
- Invoking An Inquiry Screen
- Market Watch
- Previous Trades
- Outstanding Orders
- Activity Log



**M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI – 600 034.**

- Order Status
- Market Movement

**UNIT IV**

**Methodology**

Fundamental Analysis

Technical Analysis

**UNIT V**

**Strategies**

- Investment Strategies
- Swing Trading Strategies
- Day Trading Strategies

**REFERENCE BOOKS**

- Guide to Indian Stock marketing by Jithendra Gala
- 36 strategies for Striking it rich in Commodity Trading by Ashu Dutt

**M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI – 600 034.**

**VALUE ADDED COURSE - QUANTITATIVE APTITUDE**

<b>Course Code: 15UICP305</b>	<b>Course Type: Theory</b>	<b>Lecture Hours: 20</b> <b>Tutorial Hours: 5</b> <b>Activity Hours: 5</b>
-------------------------------	----------------------------	--

**COURSE OBJECTIVES (Co)**

- To develop students' ability in logical, analytical and reasoning skills in problem solving
- To enhance heuristic, systematic, critical and lateral thinking
- To make students understand the relevance and need of quantitative methods for making business decisions

**UNIT I**

**Arithmetic Ability**

Percentage, Problems on Numbers and ages.

**UNIT II**

**Series Completion**

Number series, Alphabet series

**UNIT III**

**Analogy**

Completing the Analogous pair.

**UNIT IV**

**Coding- Decoding**

Letter Coding, Direct Letter Coding

**UNIT V**

**Data Interpretation**

Tabulation, Pie chart, Line graph.

**M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI – 600 034.**

**REFERENCE BOOKS**

- R. S. Aggarwal (2012), Quantitative Aptitude for M.B.A, S,Chand & Company, New Delhi.
- R. S. Aggarwal (2012), A Modern Approach to Verbal & Non-Verbal Reasoning, S.Chand & Company, New Delhi.

**M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI – 600 034.**

**VALUE ADDED COURSE - SCRIPT WRITING**

<b>Course Code: 15UICP306</b>	<b>Course Type: Theory</b>	<b>Lecture Hours: 20</b> <b>Tutorial Hours: 5</b> <b>Activity Hours: 5</b>
-------------------------------	----------------------------	--

**COURSE OBJECTIVES (Co)**

- To understand the narrative structure of film.
- To learn the skills required to write for different medium
- To introduce students to the skills and knowledge in a range of writing and editing techniques required of the professional writer

**UNIT I**

Narrative: Film Narrative structure, Types of Narrative.

Genre: Introduction and Types

**UNIT II**

Understanding Media Audience, Feedback, Targeting Women and Children.

**UNIT III**

Writing of Print

**UNIT IV**

Writing for Radio

Writing for Television

**UNIT V**

Writing for New Media

**REFERENCE BOOKS**

- Straczynski, J. Michael "The complete book of Scriptwriting", 1996, Writer's Digest Books, Cincinnati, Ohio.
- Moritz, Charlie, "Scriptwriting For Screen" ,Second Edition, Routledge, 2008, Newyork.
- Chatman, Seymour, " Story and Discourse: Narrative Structure in Fiction and Film", Cornell University Press, USA.

**M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI – 600 034.**

**VALUE ADDED COURSE- VISUALIZING AND COPY WRITING FOR  
ADVERTISING**

<b>Course Code: 15UICP307</b>	<b>Course Type: Theory</b>	<b>Lecture Hours: 20</b> <b>Tutorial Hours: 5</b> <b>Activity Hours: 5</b>
-------------------------------	----------------------------	--

**COURSE OBJECTIVES (Co)**

- To orient students into the World of Advertising.
- To understand the significance of copy and art in Advertising.
- To understand the nuances of Strategizing in Advertising.

**UNIT I**

Overview of the Advertising: World and Indian perspective

**UNIT II**

Creativity in Advertising, Writing for Different Media: Style and Formats  
Copywriting, Creative Writing.

**UNIT III**

Visualization in Advertising, Elements and Principles of Design, Typography, Logo,  
Illustration, Layout design.

**UNIT IV**

Discussing the successful Advertising Campaign  
Target Audience Analysis

**UNIT V**

Understanding Media and Communication Strategy-Introduction to IMC components

**REFERENCE BOOKS**

- Bly, Robert W “The Copywriter’s Handbook” , 3 rd Edition, An Owl Book, Henry  
Holt & amp;  
Company, Newyork.
- Arens, Bovee ,“Advertising Excellence”
- Yeshin Tony, “ Advertising”, Thomson (2006) , CTPS ,China.
- Green, Jen “ Advertising”, Ethical Debates , 2012, Rosen Central, Newyork.

**M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI – 600 034.**

**VALUE ADDED COURSE - WOMEN AND MANAGEMENT**

<b>Course Code: 15UICP308</b>	<b>Course Type: Theory</b>	<b>Lecture Hours: 20</b> <b>Tutorial Hours: 5</b> <b>Activity Hours: 5</b>
-------------------------------	----------------------------	--

**COURSE OBJECTIVES (Co)**

- To expose the students the gender issues in management
- To make students aware of the challenges that the women face in Management positions in different areas of decision making.
- To engender the field of management and equip students with the gender sensitive perceptions with regard to management

**UNIT I**

Gender issues in Management – characteristics of organizations and the expectations – Gender insensitive environment-superwoman concept- challenge of delivering goods - guilt of professional mothers-family workplace social links-woman friendly workplaces, child care.

**UNIT II**

Need for Management Education to Women –development of gender sensitive management skills for women, need for women friendly environment-flexible working hours.

**UNIT III**

Women in leadership and management positions and experiences in administration-governance- executive positions- - politics- entrepreneurship- other managerial positions

**UNIT IV**

Differences in social communication - glass ceiling- chilly climate-tokenism- Need for capacity building for women managers.

**UNIT V**

Case studies of any two successful Indian Women Managers

**M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI – 600 034.**

**REFERENCE BOOKS**

- Parikh Indira J and Kollan Bharti. "Women Managers From Myth To Reality," *Iima Working Papers* 2004-03-06, Indian Institute Of Management Ahmedabad, Research And Publication Department, 2004.
- Pawan S. Budhwar , Debi S. Saini And Jyotsna Bhatnagar. "Women In Management In The New Economic Environment: The Case Of India" *Asia Pacific Business Review*, 11. 2 (2005): 179 – 193.
- Guendouzi, Jackie. " The Guilt Thing: Balancing Domestic And Professional Roles" *Journal Of Marriage And The Family* 68:44(2006): 901-909.
- "The Glass Ceiling: Smashed or Still Holding Strong?" *Human Resource Management International Digest*, 14.3 (2006.): 19-21.

**M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI – 600 034.**

**VALUE ADDED COURSE - WOMEN AND SOCIETY IN INDIA**

<b>Course Code: 15UICP309</b>	<b>Course Type: Theory</b>	<b>Lecture Hours: 20</b> <b>Tutorial Hours: 5</b> <b>Activity Hours: 5</b>
-------------------------------	----------------------------	--

**COURSE OBJECTIVES (Co)**

- To familiarize students with the specific cultural contexts of women in India
- To orient the students regarding Theories of Gender Relations, Position of Women in India Society
- To imbibe knowledge about Economic Development, Women and Work Force Labour

**UNIT I**

Women's position from Vedic times to the present, women participation in India's independence movement.

**UNIT II**

Social construction of gender and gender roles- Socialisation- Institutions of socialization

**UNIT III**

Women in family – marriage, working women-multi-tasking, Women and health issues

**UNIT IV**

Women's issues, violence against women, empowerment measures

**UNIT V**

Women and globalization- women at the workplace, changing working conditions and work place related issues.

**REFERENCE BOOKS**

- Altekar, A.S. The Position of Women in Hindu Civilization, Delhi: Motilal Banarasidass, 1983.
- Desai, N and M. Krishnaraj. Women and Society in India. Delhi: Ajantha, 1987.
- Forbes, G.. Women In Modern India. New Delhi: CUP, 1998
- Sharmila Rege. Sociology Of Gender London: Sage, 2003.



**M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI – 600 034.**

**VALUE ADDED COURSE - SPOKEN HINDI**

<b>Course Code: 15UICP310</b>	<b>Course Type: Theory</b>	<b>Lecture Hours: 20</b>
		<b>Tutorial Hours: 5</b>
		<b>Activity Hours: 5</b>

**COURSE OBJECTIVES (Co)**

- To help students write expository essays in Hindi on a various subject
- To impart basic and advanced Hindi Vocabulary, Grammar and Pronunciation.
- To build confidence and make students learn the language in an effective way

**UNIT I**

Introduction to Alphabets

Basic Words used in daily life

**UNIT II**

Numerals

Relationships, Names of Day, Month, Fruits, Flowers

**UNIT III**

Simple Grammar with Sentence Formation

Conversation with Simple Scenario

**UNIT IV**

Listening and Reproducing

Responding to Oral Question

**UNIT V**

Group Discussion/ Presentation

**M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI – 600 034.**

**VALUE ADDED COURSE - SOCIAL ETIQUETTE**

<b>Course Code : 15UICP311</b>	<b>Course Type : Theory</b>	<b>Lecture Hours : 20</b> <b>Tutorial Hours : 5</b> <b>Activity Hours : 5</b>
--------------------------------	-----------------------------	---

**COURSE OBJECTIVES (Co)**

- To make students Know different components of social-etiquette - behavior, communication, and appearance
- To Explore the business etiquette of different cultures and countries
- To understand the art of communication and personal style influence

**UNIT I**

**Image Analysis:** What is Image? How is Image formed?

**UNIT II**

**Dining Etiquette:** Table Manners, Table setting, Entertaining – Business Lunch, Etiquette of a Host/Guest

**UNIT III**

**Tips on Good Grooming:** Image Spoilers, Magic of Colors

**UNIT IV**

**Dressing with Impact:** Styles and color choice, Corporate Wardrobe, Clothes coordination, Dressing for presentation, Accessories

**UNIT V**

**Business/Social Etiquette:** Office Etiquette, Comfort Zone, Proper introductions, Handshakes, Business Card, Body language, Meeting Manners, Speaking with confidence

**M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI – 600 034.**

**VALUE ADDED COURSE - BASICS OF COMPUTING SKILLS**

<b>Course Code: 15UICP312</b>	<b>Course Type: Practical</b>	<b>Lab Hours: 20</b> <b>Tutorial Hours: 5</b> <b>Activity Hours: 5</b>
-------------------------------	-------------------------------	--

**COURSE OBJECTIVES (Co)**

- To familiarize with basics of Computers and Microsoft Windows
- To make students perform basic functions in a word processor and spreadsheet
- To explore the impact that technology has on individuals and organizations

**UNIT I**

- Knowledge of Basic computers
- Windows Operating system

**UNIT II**

- MS Word 2010 Training

**UNIT III**

- MS Excel Training

**UNIT IV**

- MS Power point Training Internet Training

**UNIT V**

- Email internet

**M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI – 600 034.**

**VALUE ADDED COURSE - WORK PLACE COUNSELLING**

<b>Course Code: 15UICP313</b>	<b>Course Type: Theory</b>	<b>Lecture Hours: 20</b> <b>Tutorial Hours: 5</b> <b>Activity Hours: 5</b>
-------------------------------	----------------------------	--

**COURSE OBJECTIVES (Co)**

- To integrate knowledge with practice, particularly to synthesize key concepts from a number of counselling theories, to cope with the multi-dimensional needs of workplace.
- To cultivate a healthy and positive work environment by identifying major issues that may need professional intervention.
- To develop a practice model with own values to address conflicts or tensions arising from the inter-personal relationships in work settings.

**UNIT I**

**Introduction**

- The Role at Work Place
- Personal Best and Professional Best
- Improving Your Assertiveness

**UNIT II**

**Self-Awareness**

- Self-Management
- Body Language and Frame of Reference
- Assertiveness

**M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI – 600 034.**

**UNIT III**

**Time Management**

- Time Management and to do lists
- Outline Your Day
- Time Management Tools

**UNIT IV**

**Productivity Tools**

- Productivity Mind Map
- Defining Your Priorities
- 80/20 Rule
- Productivity Tools

**UNIT V**

**Interpersonal Communication Skills:**

- Effective and appropriate professional communication technique
- Providing positive and constructive feedback
- Dealing with conflict and communicating in both informative and persuasive ways
- Interpersonal Communication with Colleagues
- Networking Skills