

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



VALUE ADDED COURSES

SYLLABUS

ACADEMIC YEAR 2017 -2018

Dr. Fernandes Jayashree

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

Hzi Principal
M.O.P. Vaishnav College for Women
(Autonomous)
No. 20, IV Lane, Nungambakkam High Road
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List of Courses offered during the Academic Year 2017-2018

S.NO	COURSE CODE	NAME OF THE VALUE ADDED COURSES
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	VISUALIZING AND COPY WRITING 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

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VALUE ADDED COURSE - ACCOUNTING SOFTWARE

Course Code: 15UICP301	Course Type: Theory & Practical	Lecture Hours: 10 Lab Hours: 20
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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.

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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

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VALUE ADDED COURSE - BUSINESS DATA ANALYSIS

Course Code: 15UICP302	Course Type: Theory	Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5
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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

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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

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VALUE ADDED COURSE - CUSTOMER RELATIONSHIP MANAGEMENT

Course Code: 15UICP303	Course Type: Theory	Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5
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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

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UNIT V

The CRM Road Map

Operational issues in implementing CRM

REFERENCE BOOKS

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

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VALUE ADDED COURSE - ONLINE TRADING

Course Code: 15UICP304	Course Type: Theory	Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5
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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
- Order Status
- Market Movement

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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

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VALUE ADDED COURSE - QUANTITATIVE APTITUDE

Course Code: 15UICP305	Course Type: Theory	Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5
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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.

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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.

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VALUE ADDED COURSE - SCRIPT WRITING

Course Code: 15UICP306	Course Type: Theory	Lecture Hours: 20
		Tutorial Hours: 5
		Activity Hours: 5

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.

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

Course Code: 15UICP307	Course Type: Theory	Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5
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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 Halt &
- Company, Newyork.
- Arens, Bovee ,“Advertising Excellence”
- Yeshin Tony, “ Advertising”, Thomson (2006) , CTPS ,China.
- Green, Jen “ Advertising”, Ethical Debates , 2012, Rosen Central, Newyork.

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VALUE ADDED COURSE - WOMEN AND MANAGEMENT

Course Code: 15UICP308	Course Type: Theory	Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5
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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.

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UNIT V

Case studies of any two successful Indian Women Managers

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.

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VALUE ADDED COURSE - WOMEN AND SOCIETY IN INDIA

Course Code: 15UICP309	Course Type: Theory	Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5
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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.

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VALUE ADDED COURSE - SPOKEN HINDI

Course Code : 15UICP310	Course Type : Theory	Lecture Hours : 20 Tutorial Hours : 5 Activity Hours : 5
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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

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VALUE ADDED COURSE - SOCIAL ETIQUETTE

Course Code : 15UICP311	Course Type : Theory	Lecture Hours : 20 Tutorial Hours : 5 Activity Hours : 5
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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

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VALUE ADDED COURSE - BASICS OF COMPUTING SKILLS

Course Code : 15UICP312	Course Type : Practical	Lab Hours : 20 Tutorial Hours : 5 Activity Hours : 5
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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

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VALUE ADDED COURSE - WORK PLACE COUNSELLING

Course Code : 15UICP313	Course Type : Theory	Lecture Hours: 20 Tutorial Hours: 5 Activity Hours : 5
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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

UNIT III

Time Management

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

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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