

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



VALUE ADDED COURSES

SYLLABUS

ACADEMIC YEAR 2020 -2021

Dr. Penumbra Jay

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

H31

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)
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List of Courses offered during the Academic Year 2020-2021

| S.NO | COURSE CODE | NAME OF THE VALUE ADDED COURSES |
|-------------|--------------------|--|
| 1. | 18UICP301 | INNOVATION AND ENTREPRENEURSHIP MANAGEMENT |
| 2. | 17UICP306 | QUANTITATIVE APTITUDE |
| 3. | 17UICP307 | COMMUNICATIVE HINDI |
| 4. | 17UICP308 | VISUALIZING AND COPY WRITING FOR ADVERTISING |
| 5. | 17UICP309 | SOCIAL MEDIA AND WEB ANALYTICS |
| 6. | 17UICP310 | GEOGRAPHICAL INFORMATION SYSTEM(GIS) |
| 7. | 17UICP311 | BUSINESS JOURNALISM |
| 8. | 17UICP312 | INTERIOR DESIGN |
| 9. | 17UICP313 | HEALTH AND NUTRITION |
| 10. | 17UICP314 | ECOLOGY AND WASTE MANAGEMENT |
| 11. | 17UICP315 | CYBER SECURITY |
| 12. | 17UICP316 | MOBILE APP DEVELOPMENT |
| 13. | 15UICP311 | SOCIAL ETIQUETTE |
| 14. | 17UICP305 | BASIC ACCOUNTING WITH ACCOUNTING SOFTWARE |
| 15. | 18UICP303 | GENERAL AWARENESS |
| 16. | 15UICP303 | CUSTOMER RELATIONSHIP MANAGEMENT |
| 17. | 15UICP302 | BUSINESS DATA ANALYSIS |
| 18. | 15UICP306 | SCRIPT WRITING |
| 19. | 15UICP309 | WOMEN AND SOCIETY IN INDIA |
| 20. | 15UICP304 | ONLINE TRADING |
| 21. | 15UICP312 | BASICS OF COMPUTING SKILLS |
| 22. | 15UICP313 | WORK PLACE COUNSELLING |

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VALUE ADDED COURSE - INNOVATION AND ENTREPRENEURSHIP MANAGEMENT

| | | |
|-------------------------------|--|---------------------------|
| Course Code: 18UICP301 | Course Type: Theory | Maximum Marks: 100 |
| Credits: 2 | Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5 | |

COURSE OBJECTIVES (Co)

- To develop idea generation, creative and innovative skills
- To understand the role and importance of entrepreneurship for economic development
- To enable students to design business plans by considering all dimensions of business

UNIT I

Analyzing the Current Business Scenario, Innovation and Creativity- An Introduction, Innovation in Current Environment, Types of Innovation, School of Innovation.

Challenges of Innovation, Steps of Innovation Management, Idea Management System, Divergent V/s Convergent Thinking, Design Thinking and Entrepreneurship

UNIT II

Experimentation in Innovation Management, Idea Championship, Participation for Innovation, Co-creation for Innovation, Proto typing to Incubation.

What is a Business Model, Who is an Entrepreneur, Social Entrepreneurship, Blue Ocean Strategy-I, Blue Ocean Strategy-II

UNIT III

Marketing of Innovation, Technology Innovation Process, Technological Innovation Management Planning, Technological Innovation Management Strategies, Technology Forecasting.

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UNIT IV

Sustainability Innovation and Entrepreneurship, Innovation Sustainable Conditions, Innovation: Context and Pattern, SME'S strategic involvement in sustainable development, Exploration of business models for material efficiency services

Management of Innovation, creation of IPR, Management of Innovation, creation of IPR, Types of IPR, Patents and Copyrights, Patents in India

UNIT V

Business Models and value proposition, Business Model Failure: Reasons and Remedies, Incubators : Business Vs Technology, Managing Investor for Innovation , Future markets and Innovation needs for India.

COURSE OUTCOMES

| COs | Course Outcome |
|-------------|--|
| CO 1 | Design and Implement innovation strategies in organisations, corporate foresight and technology to detect sources of competitive advantage |
| CO 2 | Examine ethical, environmental and sustainability considerations in business decision-making and practice. |
| CO 3 | Compare and assess business opportunities |
| CO 4 | Develop a plan for implementing entrepreneurial activities in a globalised and competitive environment |
| CO 5 | Evaluate paths to value creation through company formation, social innovation and intellectual property licensing. |

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VALUE ADDED COURSE - QUANTITATIVE APTITUDE

| | | |
|-------------------------------|--|---------------------------|
| Course Code: 17UICP306 | Course Type: Theory | Maximum Marks: 100 |
| Credits: 2 | Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5 | |

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 and Alpha-Numeric series.

UNIT III

Analogy

Completing the Analogous pair, Direct / Simple Analogy.

UNIT IV

Coding- Decoding

Letter Coding, Direct Letter Coding, Number/ Symbol coding.

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UNIT V

Data Interpretation

Tabulation, Pie chart, Line graph.

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.

COURSE OUTCOMES

| COs | Course Outcome |
|-------------|--|
| CO 1 | Solve Problems using arithmetic, algebraic, geometrical and statistical methods. |
| CO 2 | Analyse the Problems logically and implement varied approaches in its solving. |
| CO 3 | Develop analytical and logical reasoning skills for data interpretation |
| CO 4 | Prove competencies in coding and decoding of letters, symbols and numbers |
| CO 5 | Present data using graphs, tables, charts and draw inferences from them. |

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VALUE ADDED COURSE - COMMUNICATIVE HINDI

| | | |
|-------------------------------|--|---------------------------|
| Course Code: 17UICP307 | Course Type: Theory | Maximum Marks: 100 |
| Credits: 2 | Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5 | |

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, Directions

Household items, common phrases

UNIT III

Vowels and Consonants

Verbs, subjects, Tenses – Past, Present and Future

UNIT IV

Simple Grammar with Sentence Formation

Listening and Reproducing

UNIT V

Conversation in various situation - Group Discussion

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COURSE OUTCOMES

| COs | Course Outcome |
|-------------|---|
| CO 1 | Examine the use of alphabets in spoken language |
| CO 2 | Outline the usage of relationship between numbers and other hypernyms |
| CO 3 | Develop confidence to compound words and verb formations. |
| CO 4 | Construct simple sentences and conversations using grammar |
| CO 5 | Propose a presentation of the linguistic skills acquired |

**M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
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VALUE ADDED COURSE - VISUALIZING AND COPY WRITING FOR ADVERTISING

| | | |
|-------------------------------|--|---------------------------|
| Course Code: 17UICP308 | Course Type: Theory | Maximum Marks: 100 |
| Credits: 2 | Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5 | |

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

Advertising Agencies: Structure and functions

UNIT II

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

Copywriting, Creative Writing, Copy and Art platform, Qualities of copy writer, Structure of Ad copy.

UNIT III

Visualization in Advertising, Elements and Principles of Design, Typography, Logo, Illustration, Layout design, Graphics and Visual effects

UNIT IV

Discussing the successful Advertising Campaign

Target Audience Analysis

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UNIT V

Understanding Media and Communication Strategy-Introduction to IMC components

Creating Advertising strategy and planning

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.

COURSE OUTCOMES

| COs | Course Outcome |
|-------------|--|
| CO 1 | Analyse the role of creative team and the copywriter in the advertising agency |
| CO 2 | Integrate emerging technology with advertising strategies |
| CO 3 | Outline the creative side of the advertising industry |
| CO 4 | Compose skilful headlines, layout design, copy, visual effects and scripts for specific media. |
| CO 5 | Develop an advertising strategy and plan |

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VALUE ADDED COURSE - SOCIAL MEDIA AND WEB ANALYTICS

| | | |
|-------------------------------|--|---------------------------|
| Course Code: 17UICP309 | Course Type: Theory | Maximum Marks: 100 |
| Credits: 2 | Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5 | |

COURSE OBJECTIVES (Co)

- To make students understand the role of social media data and analytics in helping organizations achieve their goals
- To enable students to provide actionable and strategic recommendations based on thorough social media data analysis
- To make students decode data and arrive at an effective social media strategy

UNIT I

Introduction to Social Media & Web Analytics

Web sites, web apps, mobile apps and social media - Usability, user experience, customer experience, customer sentiments, web marketing, conversion rates, ROI, brand reputation, competitive advantages

Web analytics and Web analytics 2.0 framework (clickstream, multiple outcomes analysis, experimentation and testing, voice of customer, competitive intelligence, Insights)

UNIT II

Social media analytics

Social media KPIs (reach and engagement) - Performing social media analytics (business goal, KPIs, data gathering, analysis, measure and feedback)

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UNIT III

Web metrics and web analytics

Pulse Metrics - Page views, Uptime, Latency, Seven-day active users) on business and technical issues

Heart Metrics - Happiness, Engagement, Adoption, Retention, and Task success) on user behaviour issues;

On-site web analytics, off-site web analytics, the goal-signal-metric process

UNIT IV

Data analysis language and tools

Ready-made tools for Web and social media analytics - Key Google Analytics metrics, dashboard, social reports

Statistical programming language (R), its graphical development environment (Deducer) for data exploration and analysis, and its social media analysis packages (RGoogleTrends, twitterR)

UNIT V

Case analysis

User experience measurement cases and Web analytics cases

COURSE OUTCOMES

| COs | Course Outcome |
|-------------|--|
| CO 1 | Examine web and social media analytics and their potential impact |
| CO 2 | Analyse the data generated from questionnaire surveys, Web and social media tracking tools |
| CO 3 | Examine the various web analytics processes and metrics used to measure online success. |
| CO 4 | Analyse social media data(e.g. Facebook, Twitter, and Instagram) using social media measurement tools. |
| CO 5 | Test data such as user experience and social Media comments to understand the sentiments of the customers. |

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VALUE ADDED COURSE - GEOGRAPHICAL INFORMATION SYSTEM

| | | |
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| Course Code: 17UICP310 | Course Type: Theory | Maximum Marks: 100 |
| Credits: 2 | Lecture Hours: 20 | |
| | Tutorial Hours: 5 | |
| | Activity Hours: 5 | |

COURSE OBJECTIVES (Co)

- To introduce concept, principles and applications of Geographic Information Systems (GIS)
- To train students on using various remote sensing data types / formats
- To enable students to create maps, images and apps to communicate spatial data in a meaningful way to others
- To provide exposure to basic tools and techniques in GIS software

UNIT I

Introduction, Course overview, what is GIS

Cartographic principles and conventions

UNIT II

Spatial data properties and structure

Spatial data management, geodatabase basics

UNIT III

GIS modeling and automation; web GIS and open source GIS

UNIT IV

Introduction to Remote Sensing

Introduction to Global Positioning Systems

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UNIT V

Geospatial applications and perspectives

COURSE OUTCOMES

| COs | Course Outcome |
|-------------|---|
| CO 1 | Outline fundamental concepts and practices of Geographic Information Systems. |
| CO 2 | Compare and Contrast usage of principles of GIS and GPS for preparing the geospatial database |
| CO 3 | Develop models in GIS using Open source and Web GIS |
| CO 4 | Outline basic principles of remote sensing |
| CO 5 | Analyse the fundamental theory and concepts of the Global Positioning System |

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VALUE ADDED COURSE - BUSINESS JOURNALISM

| | | |
|-------------------------------|--|---------------------------|
| Course Code: 17UICP311 | Course Type: Theory | Maximum Marks: 100 |
| Credits: 2 | Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5 | |

COURSE OBJECTIVES (Co)

- To help students understand the intricacies of business journalism.
- To familiarize them with financial concepts and economic issues.
- To train students in the techniques of business reporting.

UNIT I

Basics of business and economic reporting

- a. Different types of stories: Analytical, news, in-depth, interviews and data (with examples);
- b. Where and how to get stories (press conferences, meetings, analyst con-calls);
- c. Building and maintaining sources;
- d. Connecting with the PR agencies and Corp Communications team;
- e. Why write mainly about public companies?
- f. Basic questions that the story must answer and connecting the dots;
- g. Trend analysis involving research and contextualization;
- h. Ethics;
- i. The age of video cams and twitter.

Team Assignment: Each team of students writes one story each day on a class blog.

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Sources of Information, Finding the peg, Types of Stories and Writing and Editing styles

- a. Information Sources on the internet- SEBI, RBI, Stock Exchanges, MCA etc.,
- b. Different types of company stories such as financial performance, mergers and acquisitions, AGMs, management changes, labour disputes, privatization, stock market movements, stock splits, share buybacks, foreign direct investment, etc; and whom to tap
- c. Peg; and finding the local angle for an international development.

UNIT II

Numbers are your best friend - studying companies' financial statements

- a. Understand the basic components of financial statements - Balance sheet (Assets & liabilities), Profit & loss statement (Income & expenditure), Cash flows, Notes to accounts;
- b. Difference between consolidated / standalone financial statements;
- c. Reporting of financial statements under various standards (India - Indian GAAP, International - US GAAP / IFRS);
- d. Key financial metrics typically used from a business journalism perspective with few examples;
- e. Broadly, how to compare financial statements of different companies within a sector (leading to highlighting importance of understanding sectors in business journalism to be covered in the next session).

UNIT III

Covering specific sectors -- automobile, technology and telecommunication, finance and insurance, education, health, transportation and logistics, infrastructure and power

- a. Key industries that are considered as growth drivers of Indian economy;
- b. Industry analyst. Reading of various reports published by industry analyst through primary research. Insights into growth drivers for each industry;
- c. Understanding the dynamics of macro-economic factors that can influence each sector (with a cursory review; to be taken up in detail during the session on covering the broad economy;

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d. Highlight the coverage of sample industry magazines, requiring in-depth coverage of industry & knowledge specialisation in articulation of reports;

e. Walkthrough of sample industry reports.

Assignment: Candidates (in teams) to choose one sector each and build an industry report based on recent developments quoting primary research reports, business journals, etc.

UNIT IV

Data Journalism and Economics Reporting

Covering the broad economy; Stories economic reporters write about (topics related to companies and jobs, government spending, budget and tax policies).

Legal Journalism

Chennai Companies

Group presentation on company, financial performance, etc.

UNIT V

Preparing for press conferences and Style Book Guides

- a. Covering strikes, corporate crisis, celebrity interviews, writing corporate profiles and covering product launches, product reviews;
- b. Recording Interviews;
- c. What NOT to report;
- d. Group writing assignment.

REFERENCES

- Chris Roush, (2003), Show me the Money: Writing Business and Economics Stories for Mass Communication, Lawrence Erlbaum Associates.
- Jay Taparia, Understanding Financial Statements: A Journalist's Guide, Marion Street Press.

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- Rebecca Smith and John Emshwiler,(2003), 24 Days: How Two Wall Street Journal Reporters Uncovered the Lies that Destroyed Faith in Corporate America, Harper Collins.
- Terri Thompson (ed.) (2001), Writing about Business: Writing The New Columbia Knight-Bagehot Guide to Economics & Business Journalism, Columbia University Press.
- Howard Kurtz (2001), The Fortune Tellers: Inside Wall Street's Game of Money, Media, and Manipulation. Touchstone Books.
- Charles Layton (2003), Ignoring the Alarm, American Journalism Review, March 2003. pp. 21-28.
- Jeffrey Madick (2003), Financial Reporting: Lessons of the Enron Collapse, Harvard International Journal of Press/Politics, Winter 2003. pp. 3-7.
- Edward Lotterman (2002), Media need to know value of dollar vs. trade deficit." St. Paul Pioneer Press. May 26, 2002.
- Bernard Baumohl, The Secrets of Economic Indicators: Hidden Clues to Future Economic Trends and Investment Opportunities,2nd Edition.
- Venkateswaran (2001), Business Journalism.

COURSE OUTCOMES

| COs | Course Outcome |
|-------------|---|
| CO 1 | Examine various forms of reporting and structure of news writing |
| CO 2 | Categorise the different aspects of editing which are crucial requirements in the job market. |
| CO 3 | Evaluate basic numerical and statistical concepts |
| CO 4 | Critically examine the ethical and legal issues faced by journalists |
| CO 5 | Analyse and derive meaningful conclusions for any information. |

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VALUE ADDED COURSE - INTERIOR DESIGN

| | | |
|-------------------------------|----------------------------|---------------------------|
| Course Code: 17UICP312 | Course Type: Theory | Maximum Marks: 100 |
| Credits: 2 | Lecture Hours: 20 | |
| | Tutorial Hours: 5 | |
| | Activity Hours: 5 | |

COURSE OBJECTIVES (Co)

- To become aware of the planning principles for designing various interior spaces
- To acknowledge the development of interior design and the role of the interior designer and their impact upon the multi-cultural built environment
- To make students recognize the diverse forms and uses of art and accessories in interiors

UNIT I

Introduction to Interior Design

Concepts of Interior Design

UNIT II

Colours In Interior Design

Lighting

UNIT III

Furniture Design

Graphics in Interior Design

UNIT IV

Services

Floriculture

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UNIT V

Kitchen Design

Materials and Green Building Technology

COURSE OUTCOMES

| COs | Course Outcome |
|-------------|---|
| CO 1 | Application of knowledge of colours to a space, accurately based on key concepts. |
| CO 2 | Examine the functional aspects of furniture and designed-object materials |
| CO 3 | Evaluate lighting requirements for different functions and tasks |
| CO 4 | Test the technical aspects of interior building systems. |
| CO 5 | Examine the functional aspects of interior materials. |

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VALUE ADDED COURSE - HEALTH AND NUTRITION

| | | |
|-------------------------------|--|---------------------------|
| Course Code: 17UICP313 | Course Type: Theory | Maximum Marks: 100 |
| Credits: 2 | Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5 | |

COURSE OBJECTIVES (Co)

- To appreciate the importance of balanced diet
- To understand the food and nutritional requirements of adults
- To understand the role of nutrition in weight management, diabetes and cardio vascular disease.

UNIT I

Introduction to health and nutrition

Explanation of terms- Health, Nutrient requirement, Dietary standards, Recommended Dietary Allowance, Balanced diet

Food Groups, Functions of food, Food guides-Food pyramid and Myplate, Food in relation to health

UNIT II

Planning a balanced diet

Principles of planning a diet, Guidelines for planning a balanced diet, Food Exchange list, Steps in planning a diet

UNIT III

Nutritional and Food Requirements of Adults

Reference man and woman- Classification of activities based on occupation- Nutritional requirements of adults- Importance of functional foods.

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UNIT IV

Nutrition and Weight management

Over nutrition-Obesity: Aetiology, Assessment- Body weight, BMI, Waist circumference, Diet therapy- principles of dietetic management and dietary guidelines

Undernutrition- Under Weight: Limitations of underweight, Aetiology, Nutritional and food requirement, Dietary guidelines

UNIT V

Fitness for health

Fitness- Types and Components. Role in prevention of disease and health promotion

Yoga for fitness, Role of exercise, dance, games and martial arts in fitness.

REFERENCES

- American dietetic association-www.eatright.org
- Dietary guidelines for Indians, 2011, A manual, NIN, Hyderabad
- Personalised nutrition counselling site-www.nutricise.com
- USDA Food Guide-My Pyramid.gov, chooseMyPlate.gov
- 5 a day for better health-www.5aday.com
- Functional foods, 2009, Positive paper American dietetic association, J Am Diet Assoc. 109.
- Obesity foundation India: www.ofi.co.in.
- Journal of American Dietetic Association-www.eatright.org.
- Lifeline Nutrition and Fitness Links-www.lifelines.com/ntnlkn.html
- Nutrition software-www.nutrigenie.biz/products.html
- Nutrition and Weight maintenance-www.niddk.nih.gov/health/nutrit/nutrit.htm
- Wardlaw, G. M. and Hampl, J.S. (2007). Perspectives in Nutrition. (7 th ed.). New York, USA: McGraw-Hill.
- L. Kathleen Mahan, Sylvia Escott Stump, Krause's Food & Nutrition Therapy, International Edition, (12 th ed.). Canada

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COURSE OUTCOMES

| COs | Course Outcome |
|-------------|--|
| CO 1 | Analyse basic human nutritional needs to maintain good health throughout life |
| CO 2 | Develop a balanced diet to improve the general wellness of an individual. |
| CO 3 | Examine energy and nutritive demand of adults. |
| CO 4 | Categorize dietary principles and guidelines to overcome malnutrition problems. |
| CO 5 | Critically Examine the physical and mental benefits of increased fitness activity. |

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VALUE ADDED COURSE - ECOLOGY AND WASTE MANAGEMENT

| | | |
|-------------------------------|--|---------------------------|
| Course Code: 17UICP314 | Course Type: Theory | Maximum Marks: 100 |
| Credits: 2 | Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5 | |

COURSE OBJECTIVES (Co)

- To provide insight on current environmental issues
- Role of individual in protecting the environment
- Enable students to understand concept of waste management and the ways of reducing waste
- Disposal and treatment of waste- 3 R system

UNIT I

Introduction to environment-Eco system-balanced eco system-human activities-effects of human activities on environment-Need for public awareness-Health Risk & Vulnerability of humans due to environmental Degradation

UNIT II

Ecology- biodiversity-impact of economy on ecology-restoration-biodiversity threats and conservation

UNIT III

Introduction to waste management-Environmental issues –ways of environmental pollution-need of waste management- State of municipal waste generation in the world-ways of dealing with municipal solid waste-sanitary land fill- recycling of plastic

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UNIT IV

Liquid waste management-hazardous and toxic waste-Municipal waste handling in Indian cities and towns- Bio medical and chemical waste- Nuclear and E waste- environmental consequences of ship breaking- polluting industries of India-hazardous waste from other countries to India

UNIT V

Disposal of solid waste and management -3R system –new technologies in 3R -3R in home-3R in our country- ways of minimizing wastages- home-city-country-organic waste management -waste prevention-Climate change and adaptation

COURSE OUTCOMES

| COs | Course Outcome |
|-------------|--|
| CO 1 | Develop an understanding of structure and function of an ecosystem |
| CO 2 | Propose different biodiversity conservation measures. |
| CO 3 | Outline the industry specific solid waste management practices |
| CO 4 | Formulate and assess various biotreatment technologies for solid and liquid waste management |
| CO 5 | Plan the management, treatment and disposal of hazardous wastes. |

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ALUE ADDED COURSE - CYBER SECURITY

| | | |
|-------------------------------|----------------------------|---------------------------|
| Course Code: 17UICP315 | Course Type: Theory | Maximum Marks: 100 |
| Credits: 2 | Lecture Hours: 20 | |
| | Tutorial Hours: 5 | |
| | Activity Hours: 5 | |

COURSE OBJECTIVES (Co)

- To exhibit knowledge to secure corrupted systems, protect personal data, and secure computer networks in an organization.
- To understand principles of web security and to guarantee a secure network by monitoring and analysing the nature of attacks through cyber/computer forensics software/tools.
- To understand cybercrime management standards, guidelines and procedures as well as the implementation and governance of these activities

UNIT I

Definition – Crime, Cyber Crime, Information Security, Digital Forensics – Conventional Crime Vs. Cyber Crime - Uniqueness of Cyber Crime – History of Cyber Crimes.

UNIT II

Forms of Cyber Crimes – Hacking – types of hacking, hackers, Cracking, DoS, DDos, Cyber Bullying, Cyber Stalking, Pornography, Phishing, Intellectual Property Theft, Data Theft, Dada diddling, malwares, stegnography, salami attacks, ATM and Credit card frauds, Teleom Frauds

UNIT III

Social Media – Definition, Types, advantages and disadvantages – Crimes through social media, victimization through social media – Do's and Don'ts in Social Media – Safe Surfing

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UNIT IV

Understanding cyber criminal behavior – modus operandi - Criminological , Sociological and Psychological theories relating to cyber crime behavior.

UNIT V

Information Security - Fraud Triangle – Components of Information Security – Desktop Security – Email Security – Web Security – Threats to information security and counter measures

COURSE OUTCOMES

| COs | Course Outcome |
|-------------|--|
| CO 1 | Examine the driving factors triggering the need for network security |
| CO 2 | Investigate the different forms of hacking techniques and the vulnerability exploits |
| CO 3 | Analyse the ways in which social media is used to commit organized cyber crime |
| CO 4 | Evaluate the underlying theories relevant to cyber security management. |
| CO 5 | Critically evaluate the measures used to counter cyber organized crime |

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VALUE ADDED COURSE - MOBILE APP DEVELOPMENT

| | | |
|-------------------------------|----------------------------|---------------------------|
| Course Code: 17UICP316 | Course Type: Theory | Maximum Marks: 100 |
| Credits: 2 | Lecture Hours: 20 | |
| | Tutorial Hours: 5 | |
| | Activity Hours: 5 | |

COURSE OBJECTIVES (Co)

- To help students to gain a basic understanding of Android application development
- To inculcate working knowledge of Android tools
- To give insight into new trends, layouts and features in the mobile device

UNIT I

Introduction, History and Eclipse

Intent & Layouts

UNIT II

List View, Spinner View

Menus, Gallery View, Grid View

UNIT III

Notification, Image Switcher

Preferences

UNIT IV

Auto Complete, Internet Availability

Audio & Video, Map View

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UNIT V

Web View Email & Call, Alarm

Mini App Developed & Hosted in Device

COURSE OUTCOMES

| COs | Course Outcome |
|-------------|--|
| CO 1 | Outline the concepts and processes of mobile application development |
| CO 2 | Construct an interactive application with multiple activities including audio, video and notifications |
| CO 3 | Create various Layouts and views of applications |
| CO 4 | Design mobile applications and basic mobile features |
| CO 5 | Develop own Android applications effectively |

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ALUE ADDED COURSE - SOCIAL ETIQUETTE

| | | |
|-------------------------------|----------------------------|---------------------------|
| Course Code: 15UICP311 | Course Type: Theory | Maximum Marks: 100 |
| Credits: 2 | Lecture Hours: 20 | |
| | Tutorial Hours: 5 | |
| | Activity Hours: 5 | |

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

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UNIT V

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

COURSE OUTCOMES

| COs | Course Outcome |
|-------------|---|
| CO 1 | Analyse formation of images |
| CO 2 | Examine etiquette norms for setting tables during business meetings |
| CO 3 | Develop grooming techniques |
| CO 4 | Create appropriate dressing techniques for appealing visual presentation |
| CO 5 | Formulate methods of using etiquette in social and business gatherings and events |

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VALUE ADDED COURSE - BASIC ACCOUNTING WITH ACCOUNTING SOFTWARE

| | | |
|-------------------------------|--|---------------------------|
| Course Code: 17UICP305 | Course Type: Theory and Practical | Maximum Marks: 100 |
| Credits: 2 | Lecture Hours: 10 Lab Hours: 20 | |

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.
- To use accounting software to compile final accounts of business concerns.

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 and Final Accounts.

UNIT III

Cost Accounting

Preparation of cost sheet, tenders and quotation, Overhead Apportionment.

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UNIT IV

Management Accounting

Preparation of Budgets.

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), Vouchers in tally –Contra Vouchers – Purchases vouchers- Sales vouchers - Payments - Receipt voucher - Journal Voucher, Display Menu – Trial Balance, Profit & loss account and Balance sheet.

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.

COURSE OUTCOMES

| COs | Course Outcome |
|-------------|---|
| CO 1 | Evaluate accounting equations and double-entry bookkeeping |
| CO 2 | Construct a trial balance, balance sheet and a profit and loss account |
| CO 3 | Integrate Cost concept and techniques in applications and allocation of overhead |
| CO 4 | Develop flexible budget as a tool to predict adaptation to unexpected business situations |
| CO 5 | Create accounting solutions using Tally Software |

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VALUE ADDED COURSE - GENERAL AWARENESS

| | | |
|-------------------------------|----------------------------|---------------------------|
| Course Code: 18UICP303 | Course Type: Theory | Maximum Marks: 100 |
| Credits: 2 | Lecture Hours: 20 | |
| | Tutorial Hours: 5 | |
| | Activity Hours: 5 | |

COURSE OBJECTIVES (Co)

- To enable the students have a thorough understanding of the various important issues of National and international relevance
- To motivate the students to prepare for competitive exams
- To enable the students to have an overall view of the society in which they live.

UNIT I

Current Events of National and International Importance

- Current social issues
- Political issues
- Economic issues
- Business issues
- International issues
- Environmental issues
- Sports issues

(Issues that took place between June to September of that academic year will be given more weightage.)

UNIT II

General and World Geography

Natural Resources of the world:

- Earth in space – Atmosphere, Atmospheric moisture, climate, Hydrosphere, Lithosphere

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- Landforms – Continents and oceans, mountains, plateaus and plains
- Internal and External forces of Earth.
- Soils, Natural vegetation and wild life
- Economic , Resources, Agriculture
- Industry, Transport and communication
- Continents, Important cities of the world

UNIT III

International Organizations

- United Nations Organizations
- The Commonwealth
- SAARC
- ASEAN

UNIT IV

Indian Geography

- Land forms, Drainage, climate, Natural vegetation and wild life
- Natural Resources of India
- Soils, Agriculture, Animal Husbandry and fishing, Mineral Resources, Energy
- Industry, Transport and communication.
- The people, settlements and migration

UNIT V

Economic and Social Development

- National income and structural change
- Foreign Trade, Foreign capitals
- Prices, Indian currency
- Economy Development, Nature of Indian Economy
- Social Demographics, poverty
- Development Initiatives by the State/Central Government

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COURSE OUTCOMES

| COs | Course Outcome |
|-------------|---|
| CO 1 | Analyse current events of national and international importance |
| CO 2 | Support the balance of the ecological system through resources allocation |
| CO 3 | Defend the role of International organisations in terms of contribution to welfare of nations |
| CO 4 | Create analytical models to study the anthropology of the Indian race |
| CO 5 | Formulate strategies for economic and social development through a study of demographic, business and governmental policies |

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VALUE ADDED COURSE - CUSTOMER RELATIONSHIP MANAGEMENT

| | | |
|-------------------------------|----------------------------|---------------------------|
| Course Code: 15UICP303 | Course Type: Theory | Maximum Marks: 100 |
| Credits: 2 | Lecture Hours: 20 | |
| | Tutorial Hours: 5 | |
| | Activity Hours: 5 | |

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

COURSE OUTCOMES

| COs | Course Outcome |
|-------------|--|
| CO 1 | Analyse Conceptual foundations of Customer Relationship management |
| CO 2 | Formulate strategies for Building customer relationship |
| CO 3 | Develop plan to optimize profitability, revenue and customer satisfaction by organizing the enterprise |
| CO 4 | Design B2C and B2B marketing strategies for making value additions in terms of customer satisfaction |
| CO 5 | Construct a road map on Operational issues in implementing customer relationship management |

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VALUE ADDED COURSE - BUSINESS DATA ANALYSIS

| | | |
|-------------------------------|--|---------------------------|
| Course Code: 15UICP302 | Course Type: Theory | Maximum Marks: 100 |
| Credits: 2 | Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5 | |

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 Modeling2011, Authored by Wayne L Winston, Microsoft Office Press
- Master Visually Excel 2007 by Wiley Publishing Inc., Authored by Elaine Marmel

COURSE OUTCOMES

| COs | Course Outcome |
|-------------|--|
| CO 1 | Examine spreadsheet functions for usage on business data |
| CO 2 | Integrate functions for analysis into business data for assessment of business processes |
| CO 3 | Analyse data protection and management techniques |
| CO 4 | Construct Performance Analysis tables using business analysis tools |
| CO 5 | Develop metrics to evaluate the performance of the companies. |

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VALUE ADDED COURSE - SCRIPT WRITING

| | | |
|-------------------------------|--|---------------------------|
| Course Code: 15UICP306 | Course Type: Theory | Maximum Marks: 100 |
| Credits: 2 | 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

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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.

COURSE OUTCOMES

| COs | Course Outcome |
|-------------|--|
| CO 1 | Examine nature, types and genre in script writing |
| CO 2 | Critically evaluate media audiences and gender based targeting |
| CO 3 | Create content for print media |
| CO 4 | Evaluate television and Radio script content |
| CO 5 | Design script for new media |

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VALUE ADDED COURSE - WOMEN AND SOCIETY IN INDIA

| | | |
|-------------------------------|--|---------------------------|
| Course Code: 15UICP309 | Course Type: Theory | Maximum Marks: 100 |
| Credits: 2 | Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5 | |

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.

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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.

COURSE OUTCOMES

| COs | Course Outcome |
|-------------|--|
| CO 1 | Analyse role of women since Vedic times and their contribution towards the independence movement |
| CO 2 | Examine issues on gender and socialisation |
| CO 3 | Research upon women's work life balance and health issues |
| CO 4 | Construct women's empowerment strategies |
| CO 5 | Discriminate the emerging role of women in the global environment |

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VALUE ADDED COURSE - ONLINE TRADING

| | | |
|-------------------------------|----------------------------|---------------------------|
| Course Code: 15UICP304 | Course Type: Theory | Maximum Marks: 100 |
| Credits: 2 | Lecture Hours: 20 | |
| | Tutorial Hours: 5 | |
| | Activity Hours: 5 | |

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

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- Outstanding Orders
- Activity Log
- 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

COURSE OUTCOMES

| COs | Course Outcome |
|-------------|---|
| CO 1 | Analyse the nuances of Initial Public Offer |
| CO 2 | Examine the functions of regulatory bodies and the secondary market |
| CO 3 | Integrate online trading techniques through simulation process |
| CO 4 | Research upon fundamental and technical analysis |
| CO 5 | Develop Investment and trading strategies to develop employability skills |

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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 |
|-------------------------------|-------------------------------|--|

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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COURSE OUTCOMES

| COs | Course Outcome |
|-------------|---|
| CO 1 | Select and use the appropriate software application to complete a particular task |
| CO 2 | Create documents in MS Word format text and develop the ability to use automatic formatting tools |
| CO 3 | Critically sort and manipulate data using formulas and functions in a worksheet |
| CO 4 | Create and format simple presentations |
| CO 5 | Outline the appropriate use of e-mail and e-mail related "netiquette" |

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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 |
|-------------------------------|----------------------------|--|

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

COURSE OUTCOMES

| COs | Course Outcome |
|-------------|--|
| CO 1 | Develop an understanding and practice personal and professional responsibility |
| CO 2 | Imbibe ethical values and develop self-management skills |
| CO 3 | Create a personal plan that fits their personality and style |
| CO 4 | Plan and Prioritize work effectively to optimise productivity |
| CO 5 | Select and Apply proven techniques for effective communication to overcome challenges in the workplace |