



M. O. P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
Chennai - 600 034, India.

Criteria 6.5.3
Academic Audit
2018 – 2019



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

EXTERNAL
2018-19 OJD

Department: III BBA Shift I & II

Period: June 2018 - October 2018

Subjects	Objectives Fulfilled	Teaching Methodology Used	Adequacy of Coverage of Syllabus	Testing Mechanism	Learning Outcomes Achieved
Retail Management	<ul style="list-style-type: none">Identify and Understand the significance of Indian Retail IndustryFamiliarize the students with the concepts related to management practices and strategic issues in retail tradeUnderstanding the opportunities and challenges in retail sector	<ul style="list-style-type: none">Class room DiscussionConsumer Decision making model preparationBook Review- "The Indian Retailers- insights of an Indian retailer"Audio video PresentationsClass SeminarsCase Study DiscussionCustomer Movement Analysis	More than Adequate	<ul style="list-style-type: none">2 Internal Assessment Examination2 surprise testMall Visit & Report Preparation3D - Model ExhibitionClass SeminarRetail Layout Designing	<ul style="list-style-type: none">Understanding the retail industry from management persePreparing the students for careers in retail industryconducting research on the emerging trends in retailing
Business Regulatory Framework-I	<ul style="list-style-type: none">Knowledge on the essential elements of a valid contractUnderstanding the legal implications in the contract of sale.Application of special contracts	<ul style="list-style-type: none">Caselet DiscussionRole PlayAuction Sale ActivityMovie Show-PINKGuest lecture	Adequate	<ul style="list-style-type: none">2 Internal Assessment Examination2 surprise testA Quiz on Heritage Walk- A Walk down the legal history of	<ul style="list-style-type: none">Understanding of legal implications of a contractLegal Awareness on the rights of Consumer

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	<ul style="list-style-type: none">IT Act 2000 & Safe electronic ContractsRights and remedies for consumers as per COPRA.			Madras High Court <ul style="list-style-type: none">Students Presentation on Legal Issues.GamesCase law analysis	<ul style="list-style-type: none">Understanding the importance of protection of privacy
E- Commerce	<ul style="list-style-type: none">To provide basic knowledge on internet technologies.To gain insight on the online security and payment.To understand the internal and external environment of electronic commerce to create and build an effective brand.	<ul style="list-style-type: none">Videos on various topicsRole playMock web auctionsCrosswords	Adequate	<ul style="list-style-type: none">2 Internal Assessment Examination1 surprise testCritical Analysis based on various e-commerce portalGamesPractical company web presence presentation.	<ul style="list-style-type: none">Understanding the importance of E-commerce.Awareness on online security and payment aspects.Understanding on the international aspects of E-commerce

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Subjects	Objectives Fulfilled	Teaching Methodology Used	Adequacy of Coverage of Syllabus	Testing Mechanism	Learning Outcomes Achieved
Tax & Investment Planning	<ul style="list-style-type: none">Understanding the importance of financial planning and arriving at a advanced financial planTypes of insurance in risk managementAcquaintance with retirement schemesLearning on Asset Classes, portfolio building	<ul style="list-style-type: none">Comic Strip Presentation on Asset ClassesVideos on Asset Allocation and Portfolio Management	More than Adequate	<ul style="list-style-type: none">2 Internal Assessment Examination1 surprise testInvestor Pitch	<ul style="list-style-type: none">Highlighting the importance of saving and enabling investment decision makingIncome Tax implication on investment and filing of returns by individualsChoosing of asset class and thereby asset allocation.
Advertising & Brand Management	<ul style="list-style-type: none">To focus on advertising concepts, types, social and economic aspects.To understand the role of Ad agency, Ad campaign and planning.Knowledge on branding concepts, types, creating and building brands	<ul style="list-style-type: none">Ad viewing and analysis (Advertising motives)Designing of Ad copyAd viewing - Measuring advertisement effectivenessDebate on Economic, Social and Ethical issues in Advertising.Class exercise on creating	More than adequate	<ul style="list-style-type: none">1 Internal Assessment ExaminationOpen Book Test - 2nd Internal Assessment2 surprise testCritical analysis of various advertisement based on a particular product/line.	<ul style="list-style-type: none">Development of Ad copy, design and layoutMeasuring Advertising effectiveness

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		own brand • Role play			
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Signature of HOD

M. Jayalalitha
9/10/18

Signature of Auditor

C. R. Jyothsna
9/10/18

Remarks: The syllabus is highly adequate, relevant and complete.

The teaching methods adopted are very innovative and interesting which would help the students to learn the respective concepts with more enthusiasm.

Tax planning will be very useful for the students to plan their personal finance in future.

To mention few innovative methods: Mall visit in Retail Management, Open book test to solve a real time case study in Branding & Mgmt. Management.

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EXTERNAL
2018-19 ADD

Department: BBA (Shift I & II)

Period: June 2018 - October 2018

OTHER DEPARTMENT SUBJECTS HANDLED BY THE DEPARTMENT

Subjects	Objectives Fulfilled	Teaching Methodology Used	Adequacy of Coverage of Syllabus	Testing Mechanism	Learning Outcomes Achieved
Principles of Management (BSc(FSM))	<ul style="list-style-type: none">Understanding the concept of Management, kinds of managers, their roles and function in an organizationFamiliarize the Basic managerial functionsEnabling students to understand the contemporary management issues and challenges	<ul style="list-style-type: none">Audio video PresentationPeer TeachingEvent Planning & Decision MakingResource Management Activity	Adequate	<ul style="list-style-type: none">2 Internal Assessment Examination2 surprise testModel Making - building blocksRole Play	<ul style="list-style-type: none">Enabling Food Science Students to understand the Basic Management principles, Functions and role of a managerUnderstanding the importance of Organisation Structure, Departmentation, Authority & Responsibility
Management Practices of food Industry	<ul style="list-style-type: none">To understand the functions of a mangerTo provide an understanding of the functional areas of management	<ul style="list-style-type: none">Audio visual presentationsManagement gamesModel making	adequate	<ul style="list-style-type: none">2 Internal Assessment Examination1 surprise testLive interviews with production managers of food industryDesigning production layout and process for food	<ul style="list-style-type: none">Enabling the students to understand the application of management t practices and principles in food IndustryTo develop skills relating to production design.

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				product	marketing, financial planning and Human resources management in food establishments
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remarks:

Syllabus is relevant and adequate.
Teaching methods are innovative and appropriate.

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Auchrap
9/10/18
S. Jayalalitha
9/10/18

Signature of External Auditor

C. Rajalathi
9/10/18

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KBI

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Department: BBA Shift1 - I BBA

Period: June 2018 - October 2018

Subjects	Objectives Fulfilled	Teaching Methodology Used	Adequacy of Coverage of Syllabus	Testing Mechanism	Learning Outcomes Achieved
Financial Accounting	<ul style="list-style-type: none"> To provide an understanding of concepts and terminologies pertaining to financial accounting To develop critical problem solving and attention to details To enable students to generate final statements in computerized environment 	<ul style="list-style-type: none"> Problem Solving Group Problem Solving Peer Teaching Role Play Guest lecture 	Adequate	<ul style="list-style-type: none"> 2 Internal Assessment Examination 2 surprise test Solvathon Open Book Test Quiz Dictionary Presentation of company software 	<ul style="list-style-type: none"> Skills developed relating to final accounts preparation of commercial and non-trading organizations Reading and Comprehension Skills through systematic scan and skim reading
Principles of Management	<ul style="list-style-type: none"> To understand the basic concepts of management and contributions to management thought by various management experts. To understand the various functions of management in 	<ul style="list-style-type: none"> Role Play Management activities 	Adequate	<ul style="list-style-type: none"> 2 Internal Assessment Examination 1 surprise test Model Making - Management concepts 	<ul style="list-style-type: none"> Understanding on how to manage the organization. Equip the students on how to use various forecasting and controlling techniques

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	<p>detail.</p> <ul style="list-style-type: none">To learn the recruitment, selection and control aspects of an organisation				
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Signature of HOD: M. O. P.
N. Jayalalitha
9/10/18

Signature of Auditor: C. Raja Lakshmi

Remarks

Syllabus is adequate, complete and relevant
Teaching methodology is highly satisfactory.
To mention few innovative practises adopted:

1. Role play in Financial Accounting.
2. Model making - especially the evaluation pattern and the exhibition portion.

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