

Criteria 6.5.3 Academic Audit 2018 – 2019



M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAL-34 DITERNAL EXTERNAL ACADEMIC AUDIT 2018-19.000 Department: III BBA Shift I & II Period: June 2018 - October 2018 Objectives Fulfilled Teaching Subjects Adequacy of Testing Mechanism Learning Outcomes Methodology Used Coverage Achieved of Syllabus Class room · Identify and Discussion Understand the Consumer significance of Understanding Decision making Indian Retail the retail model • 2 Internal Industry industry from preparation Assessment Familiarize the management Book Review- " Examination students with the perse The Indian 2 surprise test Preparing the students for concepts related to Retales- insights • Mall Visit & management of an Indian Retail Management More than Report practices and careers in retail Adequate Preparation retailer" industry strategic issues in Audio video 3D - Model retail trade · conducting Presentations Exhibition Understanding the research on the Class Seminars Class Seminar emerging trends opportunities and Case Study Retail Layout in retailing challenges in retail Designing Discussion sector Customer Movement Analysis • 2 Internal · Knowledge on the • Caselet Assessment essential elements Discussion Examination Understanding of a valid contract Role Play • 2 surprise test of legal **Business Regulatory** Understanding the Adequate Auction Sale A Quiz on implications of Framework-I legal implications Activity Heritage a contract in the contract of Movie Show-Walk- A • Legal Awareness on PINK Walk down Application of Guest lecture the legal the rights of special contracts Consumer history of

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	IT Act2000 & Safe electronic Contracts Rights and remedies for consumers as per COPRA.			Madras High Court Students Presentation on Legal Issues. Games Case law analysis	Understanding the importance of protection of privacy
E- Commerce	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.	Videos on various topics Role play Mock web auctions Crosswords Videos on various topics Crosswords	Adequate	2 Internal Assessment Examination 1 surprise test Critical Analysis based on various e- commerce portal Games Practical company web presence presentation.	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	Understanding the importance of financial planning and arriving at a advanced financial plan Types of insurance in risk management Acquaintance with retirement schemes Learning on Asset Classes, portfolio building	Comic Strip Presentation on Asset Classes Videos on Asset Allocation and Portfolio Management	More than Adequate	2 Internal Assessment Examination 1 surprise test Investor Pitch	Highlighting the importance of saving and enabling investment decision making Income Tax implication on investment and filing of returns by individuals Choosing of asset class and thereby asset
Advertising & Brand Management	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	Ad viewing and analysis (Advertising motives) Designing of Ad copy Ad viewing Measuring advertisement effectiveness Debate on Economic, Social and Ethical issues in Advertising. Class exergise on creating	More than adequate	Internal Assessment Examination Open Book Test - 2 nd Internal Assessment Superise test Critical analysis of various advertisement based on a particular productyline.	allocation. Development of Ad copy, design and layout Measuring Advertising effectiveness



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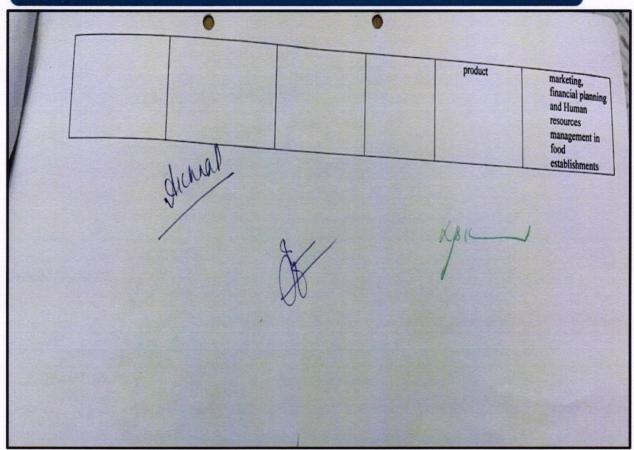
Department: BBA (Shift I & II)

Period: June 2018 - October 2018

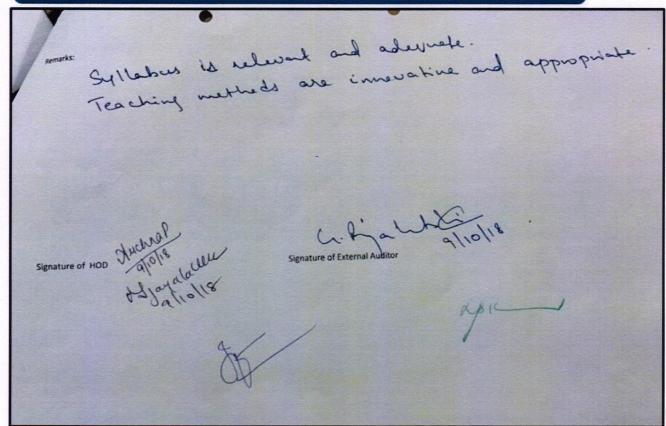
OTHER DEPARTMENT SUBJECTS HANDLED BY THE DEPARTMENT

Subjects	Objectives Fulfilled	Teaching Methodology Used	Adequacy of Coverage of Syllabus	Testing Mechanism	Learning Outcomes Achieved
Principles of Management (BSc(FSM))	Understanding the concept of Management, kinds of managers, their roles and function in an organization Familiarize the Basic managerial functions Enabling students to understand the contemporary management issues and challenges	Audio video Presentation Peer Teaching Event Planning & Decision Making Resource Management Activity	Adequate	2 Internal Assessment Examination 2 surprise test Model Making – building blocks Role Play	Enabling Food Science Students to understand the Basic Management principles, Functions and role of a manager Understanding the importance of Organisation Structure, Departmentation, Authority & Responsibility
Management Practices of bood Industry	To understand the functions of a manger To provide an understanding of the functional areas of management To provide an understanding of the functional areas of management	Audio visual presentations Management games Model making	adequate	2 Internal Assessment Examination 1 surprise test Live interviews with production managers of food industry Designing production layout and process for foo	Enabling the students to understand the application of management t practices and principles in foo Industry To develop skill relating to production design,











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	Subjects	Objectives Fulfilled	Teaching Methodology Used	Adequacy of Coverage of Syllabus	Testing Mechanism	Learning Outcomes Achieved
	Financial Accounting	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	 Problem Solving Group Problem Solving Peer Teaching Role Play Guest lecture 	Adequate	2 Internal Assessment Examination 2 surprise test Solvathon Open Book Test Quiz Dictionary Presentation of company software	Skills developed relating to final accounts preparation of commercial and non-trading organizations Reading and Comprehension Skills through systematic scan and skim reading
wood	nciples of Management	To understand the basic concepts of management and contributions to management thought by various management experts. To understand the various functions of management in	Role Play Management activities	Adequate	2 Internal Assessment Examination I surprise test Model Makin Management concepts	g various

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	detail. To learn the recruitment, selection and control aspects of an organisation				
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