

M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)

DEPARTMENT OF COMMERCE

CHOICE BASED ELECTIVES

ODD SEMESTER 2022 – 23

S.NO	NAME OF THE COURSE	NO OF STUDENTS
1	HR Analytics	76
2	Data Management & Analysis using Spread Sheets – Batch I	69
3	Data Management & Analysis using Spread Sheets – Batch II	69
4	Sports Marketing	77
5	Legal Advocacy	77

ELECTIVE I – CHOICE BASED ELECTIVE

DATA MANAGEMENT AND ANALYSIS USING SPREAD SHEETS COMMON TO B.Com (A&F), B.Com (MM), B.Com (CS) & BBA

COURSE CODE: 21UCOM307	YEAR/SEMESTER: II/III	MAXIMUM MARKS:100
COURSE TYPE: PRACTICAL	CREDITS: 5	TOTAL TEACHING HOURS: 75

GENERAL OBJECTIVE: To acquire the art of presenting useful and precise business information to management.

COURSE OBJECTIVE:

Co No.	Course Objectives
Co1	To introduce the fundamentals and basic operations of MS Excel.
Co2	To understand and apply a variety of functions with a perspective of required end result interpretation.
Co3	To comprehend the significance and utilities of data validation functions.
Co4	To acquire skills in preparation of effective charts and reports for managerial decision making
Co5	To comprehend the utilities of Macros to automate repetitive tasks.

UNIT I

Overview of the Basics of Spreadsheets

Concept of cells, Row and Column labels- Split and Freeze options in worksheets-Copy data and formulas, Copy/ paste between Worksheets-Import and link from other Applications
Use AutoFormat: Create, use and modify styles and templates-Absolute and relative referencing of cells, Range Names
Filling Series ,Flash Fill ,Custom List, Number Formatting & Advance Number Formatting
(10 Hrs)

UNIT II

Working with Functions

Math and Trigonometry Functions, Statistical Functions, Date-Related Functions
Logical Functions (PAYROLL CALCULATION & MIS CALCULATION) and Conditional Expressions-Date and time functions, Text functions, Statistical Functions-Formula Auditing, Power Functions (CountIfs, SumIfs, AverageIfs) Using lookup and reference functions (VLOOKUP, HLOOKUP, MATCH, INDEX) VLOOKUP with Exact Match-Approximate Match Using VLOOKUP to consolidate Data from Multiple Sheets IfError Function, Goto and Paste Special Features, Shortcuts
Finance Functions- The PMT Function - The PPMT Function, The IPMT Function, The PV Function, The FV Function, The RATE Function, The NPER Function, Math and Trigonometry Function TM MROUND
(15 Hrs)

UNIT III

DATA VALIDATION & DATABASE FUNCTION

Data Validation- Specifying a list of valid values for a cell-Worksheet Protection and File Protection

Types of Validation Criteria You Can Apply, Specifying Validation Criteria, Circle around Invalid Entries, Creating a Drop-Down List, Custom Data Validation

Sorting and filtering data-Sorting Tables, Filtering data for selected view (Autofilter), Advanced Filters

Auditing - Tracing Cell Relationship, Consolidating Worksheets

Text to Columns- Importing fixed width Data-Using delimiters, Splitting Data efficiently

Budgeting & Scenario function: Scenario Manager, Goal Seek, Solver, Database Functions, DMIN – DMAX – DAVERAGE – DCOUNT- DCOUNTA - DGET

(18 Hrs)

UNIT IV- Working with reports and Charts

Creating subtotals, Creating Pivot Tables-Formatting, customizing and advanced options for Pivot tables-Pivot charts, Viewing Subtotal under Pivot-Spark lines, Creating Slicers (Version 2010 & Above), Using Charts Formatting Charts Using 3D Graphs POWER VIEW & POWER MAP

Conditional Formatting- Using auto formatting option for worksheets-Using conditional formatting option for rows, columns and cells Using Formula based Conditional formats

(17 Hrs)

UNIT V- MACROS and WHATIF analysis

Other Features: Recording Macros, Relative & Absolute Macros, Playing Macros, Goal Seek, Data Tables, Scenario Manager, (15

Hrs)

REFERENCES BOOKS

- Excel (2010) Developer Reference – MSDN
- John Walkenback (2010) Excel Formulas, Wiley publications
- Excel 2010 Indepth - Bill Jelen
- Wayne L Winston(2016) Excel : Data Analysis and Business Modelling , Microsoft Press
- Micheal Alexander(2014) Business Intelligence Tools for Excel Analysts

ACTIVITY PLANNER

Memory quiz	Rapid fire round- ms excel shortcuts- basic functions
Data filter contest	Given a database and some questions, the student who can sort and extract data
Go-charting	Teams are provided raw data and they have to identify and prepare the charts/diagrams that would best represent the data- bar/pie chart/histogram etc
Fun with concatenation	Activity of joining two or three random field data using concatenate and weaving interesting stories
Reporting is a cake walk!	Design a vba code program to automate an mis report right from scratch.
Recap quiz	Mcq test on concepts taught

COURSE OUTCOMES:

CO No.	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL
CO1	Create, use and modify styles and templates in spread sheets.	2,4	C
CO2	Select & apply appropriate functions and formulae used in managing data.	2,4,5	C
CO3	Generate consolidated data sheet through application of multiple functions like filter and sorting.	2	C
CO4	Create Pivot table and depict data using charts.	4,5	C
CO5	Evaluate the possible outcomes through the usage of what if analysis.	4,5	E

R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI 600 034

HUMAN RESOURCE ANALYTICS

SUBJECT CODE:	YEAR / SEMESTER: II/III	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 5	TOTAL TEACHINGHOURS: 75

GENERAL OBJECTIVE

To provide a conceptual understanding of the HR metrics and analytics universe and process.

COURSE OBJECTIVES

Co No.	Course Objectives
Co1	To make students understand the role of HR Analytics in a changing global workplace
Co2	To enhance the efficiency to use statistical tools to understand trends and patterns in organization's data.
Co3	To test and select the right HR metrics and analytics for effective management decisions which is a key competitive edge in the modern economy.
Co4	To develop an ability to analyze and interpret data in organization
Co5	To make familiar with popular tools and software used in industry for predictive analytics

UNIT I

Introduction to Human Resource Analytics

History - Introduction – Concept –Evolution - Definition- Importance – Benefits – Challenges - Types of HR Analytics – HR Analytics Framework and Models. (10 Hrs)

UNIT II

Business Process and HR Analytics

Introduction – Data Driven Decision Making in HR - Data Issues – Data Validity – Data Reliability - HR Research tools and techniques –Statistics and Statistics Modelling for HR Research (15 Hrs)

UNIT III

HR Metrics

Introduction - Historical Evolution of HR metrics- Importance – Types of HR Metrics – Types of data - HR Metrics Design Principles — HR Scorecard – HR Dashboards. (15 Hrs)

UNIT IV

HR Analytics and Data

Introduction – HR Data Collection – Data quality – Big data for Human Resources – Process of data collection for HR Analytics – Transforming data into HR information – HR Reporting – Data Visualization – Root cause analysis. (20 Hrs)

UNIT V

HR Analytics and Predictive Modelling

Introduction – HR Predictive Modelling – Different phases – Predictive analytics tools and techniques – Information for Predictive analysis - Software solutions - Predictive Analytic Models for Quantitative Data - Steps involved in predictive analytics (15 Hrs)

TEXT BOOKS

- Reference Material

REFERENCE BOOKS

- HR Analytics: Understanding Theories and Applications by Dipak Kumar Bhattacharyya
- Winning on HR Analytics: Leveraging Data for Competitive Advantage by Kuldeep Singh and Ramesh Soundararajan

E RESOURCES

Web Links

<https://www.valamis.com/hub/hr-analytics>

<https://lesley.edu/article/how-hr-analytics-are-changing-business>

<https://www.aihr.com/blog/14-hr-metrics-examples/>

<https://www.vskills.in/certification/tutorial/hr-data-collection/#:~:text=Data%20collection%20is%20the%20process,vast%20amounts%20of%20HR%20data.>

<https://www.hibob.com/hr-glossary/predictive-hr-analytics/>

YouTube Links

<https://www.youtube.com/watch?v=2aq0wXB00OM>

<https://www.youtube.com/watch?v=VBj6WDVr4O8&t=1446s>

<https://www.youtube.com/watch?v=zMJXJbYNNMw>

<https://www.youtube.com/watch?v=ciJJdwXD7Vo>

<https://www.youtube.com/watch?v=qpWDV33MtUM>

ACTIVITY PLANNER

Report Writing	Collecting and analyzing past data on turnover to identify trends and patterns indicating why employees quit.
Mind Maps	Data Validity and Reliability
Model Creation	Creating a predictive model to track and flag employees
Crossword	Key concepts of HR Analytics
Questionnaire	Predictive Analytics
Quiz	HR Metrics
Flipped classroom	HR Scorecard
Presentation	Development of strategies to improve the work environment and engagement levels.

COURSE OUTCOMES

CO No.	Course Outcome	PSOs Addressed	Cognitive Level (Revised Blooms Taxonomy)
CO 1	Outline how analytics supports problem solving and decision making in relation to human capital.	1,4	An

CO 2	Integrate HR management and analytical techniques to take crucial business decisions.	1,4	C
CO 3	Appraise the concept of integration of various HR processes with the right analytical metrics	1,3,4	An
CO 4	Analyze, interpret and communicate both qualitative and quantitative employee data.	1,4	An
CO 5	Compare the performance of different prediction and classification models.	1,4	An

***R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create**

ELECTIVE - I-LEGAL ADVOCACY

SUBJECT CODE: 15UCOM313	YEAR / SEMESTER: III/ V	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 5	TOTAL TEACHING HOURS: 75

GENERAL OBJECTIVE: To read, understand and use laws and other enacted rules to solve legal problems or create legal arguments.

COURSE OBJECTIVES

CO NO.	COURSE OBJECTIVE
Co1	To enable the students to understand the procedure for filing a law suit
Co2	To make them understand the broad framework of the constitution of India
Co3	To know the legal terms and be able to use accurately
Co4	To understand the law relating to registration of documents
Co5	To possess knowledge on Right to information Act

Unit I

Procedure for filing a law suit- courts and court procedure. (10 Hrs)

Unit II

Broad Framework of the Constitution of India: Fundamental Rights, Directive Principles of State Policy - Ordinance Making Powers of the President and the Governors - Legislative Powers of the Union and the States - Freedom of Trade, Commerce and Intercourse - Constitutional Provisions relating to State Monopoly - Judiciary, Writ Jurisdiction of High Courts and the Supreme Court - Different Types of Writs - Habeas Corpus, Mandamus, Prohibition, Quo Warranto and Certiorari (15 Hrs)

Unit III

Code of Civil Procedure - Elementary Knowledge of the Structure of Civil Courts, their Jurisdiction - Basic Understanding of Certain Terms - Order, Judgment and Decree, Stay Of Suits, Res Judicata - Indian Penal Code and Criminal Procedure Code - Important Definitions and Salient Features, Mens Rea - Cognizable and Non-Cognizable Offences, Bail, Continuing Offences, Searches, - Limitation for taking Cognizance of Certain Offences
Law relating to Essential Commodities, Weights and Measures - Overview of Essential Commodities Act, 1955 - Objects - Powers of Central Government - Seizure and Confiscation of Essential Commodities - Summary Trial - The Legal Metrology Act, 2009 (20 Hrs)

Unit IV

Law relating to Registration of Documents - Registration of Documents - Compulsory and Optional - Time and Place of Registration- Consequences of Non-registration- Description of property – Miscellaneous provisions (15 Hrs)

Unit V

Right to Information - Salient Features of the Right to Information (RTI) Act, 2005 - Objective - Public Authorities & their Obligations - Designation of Public Information Officers (PIO) and their Duties -Request for Obtaining Information - Exemption from Disclosure -Who is excluded - Information Commissions (Central & State) and their Powers -Appellate Authorities - Penalties - Jurisdiction of Courts - Role of Central/State Governments (15 Hrs)

E-RESOURCES

YOUTUBE LINKS

<https://www.youtube.com/watch?v=UQLPat5oaN8>

<https://www.youtube.com/watch?v=UQLPat5oaN8>

https://www.youtube.com/watch?v=SVeIEUAW_8Y

<https://www.youtube.com/watch?v=OCoWSVDt-SA>

<https://www.youtube.com/watch?v=NUhhhRf3tkw>

WEBLINKS

<https://cgda.nic.in/pdf/Handbook%20on%20Legal%20System%20&%20Procedure.pdf>

<https://hcmimphal.nic.in/Documents/constitutionofindiaacts.pdf>

https://civilsupplieskerala.gov.in/images/pdf/The_Essential_Commodities_Act-1955.pdf

<http://justlaw.co.in/wp-content/uploads/2019/06/Right-Information-act.pdf>

ACTIVITY PLANNER

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(Course faculty may conduct any, all or any other activities as well)

- Presentation on UNIT 5
- Crossword on UNIT 2
- Voice out activity: current topics
- MCQ worksheet will be given to the students to familiarise them with the topic unit2.
- QUIZ session relating to the topic unit 1.
- Case Study analysis on topics related to the subject.
- Bingo puzzle: Bingo grid will be circulated to the students. Questions to be displayed on the screen answers to be matched with the bingo grid.
- **Role play with a court set up relating to Right to Information Act**
- Activity on video: Analyze the video the answer the questions posted to class

COURSE OUTCOMES

On the Completion of the course the student will be able to:

CO No.	COURSE OUTCOME	PSOs Addressed	Cognitive Level
CO 1	Analyse the theoretical principles of law to implement the proceedings of the court	1,5	An
CO 2	Outline the broad framework of constitution of India and examine the legislative powers of the union and states	1,5	C
CO 3	Investigate the Essential Commodities Act, its objects and powers of the Central Government.	1,5	An
CO 4	Examine the provisions relating to Registration of documents and consequences of non-registration.	1,5	E
CO 5	Outline the background and the salient features of Right to information Act.	1,5	C

***R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create**

B.Com (Marketing Management) Degree

**ELECTIVE I – CHOICE BASED ELECTIVE
SPORTS MARKETING
COMMON TO B.COM (A&F), B.COM (CS) & B.COM (MM)**

SUBJECT CODE: 17UCOM305	YEAR / SEMESTER: II / III	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 5	TOTAL TEACHING HOURS: 75

GENERAL OBJECTIVE

This course is an analysis of effective marketing strategies and the body of knowledge associated with pursuing a career in the sports industry. The course introduces students to universally applicable management principles, marketing strategies and technological applications in sports.

COURSE OBJECTIVES (Co):

Co No.	Course Objectives
Co1	To familiarize students with the sports marketing theory and its application in the global sport industry
Co2	To acquaint students with the sports environment and the role played by the Government in enhancing the sport industry
Co3	To equip students to plan, organise, manage sports events, and take up sports management as a career option.
Co4	To manage the portfolios of sports personalities and uphold the spirit of ethical sportsmanship
Co5	To understand the relevance and application of sports analytics

Unit I

Introduction to Sports Marketing

Meaning of Sports Marketing – Evolution and the special nature of Sports Marketing – Sports Industry model – Sports Marketing Mix – Careers in Sports Marketing (15 Hrs.)

Unit II

Sports Environment

Planning and organising sporting events – Role of Government in Sports – Sports as a Tourism boost – social media in Sports (10 Hrs.)

Unit III

Sports Commerce

Managing Sports Brands – Sponsorship, Corporate Partnerships, and the Role of Activation –Promotion and Paid Media – Digital and broadcast media – Public Relations (15 Hrs.)

Unit IV

Managing Sports Personalities

Recruiting sportsmen – Diet and physical fitness of sportsmen – Sportsmen as celebrity endorsers – Management of ethical decision making in sports (15 Hrs.)

B.Com (Marketing Management) Degree

Unit V

Sports technology

Application of technology in sports – Basics of Sports Analytics - On-field and Off-field Sports analytics – Application of sports analytics – Strategic decision making – Evaluation of talent –The future of sports analytics. (20 Hrs.)

TEXT BOOKS

- Mullin, B. J., Hardy, S., & Sutton, W. A. (2014). Sport marketing (4th ed.). Champaign, IL: Human Kinetics. ISBN-13: 978-1-4504-2498-1.
- Melissa Jane, Johnson Morgan, Jane Summers (2015). Sports Marketing.

REFERENCE BOOKS (e Books)

- Eric C. Schwarz and Jason D. Hunter (2008). Advanced Theory and Practice in Sport Marketing, Elsevier Inc.
- David Shilbury, Hans Westerbeek, Shayne Quick and Daniel Funk (2009). Strategic Sport Marketing, 3rd Edition, Allen & Unwin Publication, UK
- Ken Kaser & Dotty Boen Oelkers (2017). Sports & Entertainment Marketing, 3e, Thomson
- John Beech and Simon Chadwick (2015). The Business of Sport Management, Pearson Education Limited
- Russell Hoyer, Aaron Smith, Matthew Nicholson, Bob Stewart & Hans Westerbeek, (2008). Sport Management, Principles and Applications, 2e. Elsevier Inc.

E RESOURCES

Web links

- <https://www.marketing91.com/what-is-sports-marketing-sports-marketing-discussed-in-detail/>
- https://www.researchgate.net/publication/275947179_Understanding_the_sports_marketing_environment
- <https://thesportjournal.org/article/information-technology-for-sports-management/>
- <https://online.maryville.edu/online-bachelors-degrees/sport-business-management/careers/>

YouTube Links

- <https://www.youtube.com/watch?v=3F6HrL9oKeI>
- <https://www.youtube.com/watch?v=Ve-ZcABM7LE>
- <https://www.youtube.com/watch?v=3g6a8NwNrxs>
- <https://www.youtube.com/watch?v=YDiFvxGBHJY>
- <https://www.youtube.com/watch?v=htLMjlZaNWk>

ACTIVITY PLANNER

(These activities are only indicative; the faculty member can innovate)

List of activities for Employability / Entrepreneurship / Skill Development

- Portfolio creation - Students choose a sport and promote a real or imaginary team by creating press releases, business cards and ads or commercials.
- Game Changer - Classroom presentations on developing a comprehensive plan for managing a large scale sports event including venue management, sponsorship, sports personality management and audience management.

B.Com (Marketing Management) Degree

- Google Drawing activity - Groups to create a visually exciting sports event ticket of their choice. Vital information related to the event - day, date, location, name of event/ sports team and players name, seating information, and anything specifically related to the event should be mentioned.
- Expert Speak - Guest lecture on the topic Sports Analytics
- Concept mapping - Fantasy Stadium Project
- Students can find a place to build a new stadium in Google Earth and give 4 reasons for the selection. They will design a stadium and select a major sponsor to name the stadium and explain the naming process. They will also list out the benefit from collaborating with the sponsor.
- Knowledge sharing session on the role of the Indian Government in promoting Sports in India
- Diet Chart Designing - Students to design a diet chart for sports persons with regards to nutrition and health quotient
- Focus group discussion on sporting controversies in international sports and ethical issues hindering the sports industry
- case studies of strategic events in sport to determine effectiveness of management and decision making

COURSE OUTCOMES

COs	Course Outcomes	PSOs Addressed	Cognitive Level
CO 1	Examine the diverse set of fundamental marketing principles that underlay the functionality of the sports industry.	1, 2	An
CO 2	Investigate the operational environment of the sports industry and outline the role played by the Government in nurturing sports in India.	2	An
CO 3	Design promotional strategies for effective communication and management of a sports event.	1,3,4	C
CO 4	Examine the principal elements of ethics governing sports, like honesty, responsibility, fairness and respect.	4, 5	An
CO 5	Manage portfolios of sports personalities including recruitment, diet management and endorsement contracts.	4, 5	C
CO6	Apply and evaluate technological tools for strategic decision making in sports.	1, 3, 4	Ap, E

***R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create**