

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
CHENNAI - 34

II UG Inter-Disciplinary Elective Registration(IDE)

Batch 2022 – 2025

Dept. Offering IDE		IDE Name	Seats	Students who cannot opt for this IDE
B.Com. AF Shift-I	15UELE302A	Consumer Awareness Education	70	
B.Com. AF Shift-II A	21UELE302B	Personal Investment Planning	50	B.Com AF(I & II) B.Com CS, B.Com F&T
B.Com. AF Shift-II B	21UELE302C	Client Relationship Management	70	
B.Com. F&T	22UELE302A	Business Ethics and Social Responsibility	70	
B.Com. CS	11UELE302F	Emotional Intelligence	70	B.Sc. Psychology
B.Com. MM	21UELE302A	Tourism Management	70	
BBA Shift-I	11UELE302N	New Business Development	40	BBA Shift (I & II), B.Com.AF(I&II) B.Com CS, BCom MM. B.COM(F&T), BA ECO
BBA Shift-II	16UELE302A	Effective Leadership - Thinking and Working Smarter	70	
B.Sc. Comp. Sci.	11UELE302R	Web Design using Open Source Technology	70	B.SC CS, BCA, B.SC DS
BCA	17UELE302A	Web Programming Using Advanced HTML	70	B.SC CS, BCA, B.SC DS
B.Sc. FSM	15UELE302C	Nutrition Through Life Cycle	55	BSC FSM
B.A. Sociology	11UELE302D	Counselling for Life Span	55	B.Sc. Psychology
B.Sc. Mathematics	11UELE302I	Functional Mathematics	50	B.Sc. Mathematics, BBA Shift (I & II)
B.A. Journalism	15UELE302E	Media Relations	70	
B.Sc. EM	15UELE302F	Radio Programming	50	B.Sc. EM, B.A. JOURN
B.Sc. Viscom	15UELE302D	Corporate Communication	50	
B.Sc. Psychology	18UELE302A	Psychology of Inter personal Relations	55	B.Sc. Psychology
B.A. Economics	21UELE302D	General Studies	40	
B.Sc. Data Science	21UELE302E	Python for Analytics	50	B.SC CS, BCA, B.SC DS, BA ECO

Instructions for INTER DISCIPLINARY ELECTIVE (IDE) REGISTRATION

- You are permitted to register for IDE **only once**.
- Select the IDE after going through the syllabi uploaded on the website.
- Do not select the IDE which forms a part of your Course Curriculum.
- Click the Radio Button to select a particular IDE.
- Every IDE has a **limited number of seats** beyond which the IDE will be unavailable for registration.
- Click the Continue button to start IDE Registration.
- Select an IDE before you click the Submit button.
- If not, the last available IDE will automatically get registered in your name.
- Click the Submit button to complete the registration.

B.A. JOURNALISM
ELECTIVE II- MEDIA RELATIONS

SUBJECT CODE	THEORY	100 MARKS
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CREDITS: 5

SEMESTER:IV

COURSE OBJECTIVES :

- To give an overview of the importance of communication, with a focus on media relations in today's corporate world.
- To train students on effective media writing.

UNIT I

Introduction to communication, the communication process, basic models, Importance of interpersonal communication and mass communication, Mass media: Types, characteristics, role and functions.

UNIT II

Why media relations? Media as public for PR and Corporate Communications: Understanding the media, media structure and organization.

UNIT III

Media Relation strategies, developing credibility with the Media, Training the company management and co-workers to deal with media, setting a media policy, keeping a contact list database, Need for media research: Media tracking and evaluation of media relations programmes, media ethics

UNIT IV

Writing for Media, Basics of reporting and editing: News judgment, news releases for print media, news for broadcasting, features for print and broadcasting, Internet as a tool for media relations: e magazines, e newsletters, Virtual Press Offices, Twitter and Facebook live chats, Whatsapp groups, Dark sites, emailing the media, Writing backgrounders and position papers

UNIT V

Media events: Interviews: preparing and handling interviews, Media Conferences, planning and organizing media conferences, preparing media kits.

References

- Merry Shelburne; (2003), Effective Public Relations A practical Approach, Biztzntrz Dreamtech Press
- Newsom and Carell (1995), Public Relations Writing Form and Style, Wadsworth
- Michael Brown; (2004), Making Effective Media Happen, Allen & Unwin, Australia

**B.COM CORPORATE SECRETARYSHIP
EMOTIONAL INTELLIGENCE**

THEORY	100 MARKS
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COURSE OBJECTIVES

- To create emotional Intelligence
- To generate self Awareness
- To prepare Students for self development

UNIT I- INTRODUCTION

Emotional Intelligence –Meaning, History, Benefits, Importance of emotions -
Self Awareness, Self awareness Competencies

UNIT II -PERSONALITY ANALYSIS

Distinct Personality Type-Hand writing Analysis, Colour preference, Listening Profile
, Self Esteem, Will power, Confidence, Psychological Needs

UNIT III-POSITIVE TRAITS

Humour and Happiness- Empathetic ability-Sensitivity profile-Empowered
personality,Self Empowerment

UNIT IV- NEGATIVE TRAITS

Anger Management -Negative Syndrome and Attitude-Negative thinking-Guilt quotient-
Stress and Emotion, Adapting to Loneliness

UNIT V-DEVELOPMENTAL STEPS

Psychological growth and adjustment- Personal Development plan-Successful Negotiator-
Personal SWOT Analysis, Celebrating Life

REFERENCE BOOKS

- What's Your Emotional IQ, Dr.Aparna Chattopadhyay,Pustak Mahal,May 2004.
- Emotional Intelligence In A Week,Jill Dann,Hodder & Stoughton,10th Edition,2007.

WEBSITES:

- www.psychology.ccsu.edu/engwall/Emotional%20Intelligence.ppt
- www.personality_project.org
- www.donblake.com/module5/resources/emotionalintelligence.doc
- www.visionrealization.com/Resources/.../Emotional_intelligence_handout.pdf

B.COM (ACCOUNTING & FINANCE) (SHIFT – I)

CONSUMER AWARENESS EDUCATION

INTER DISCIPLINARY ELECTIVE

SUBJECT CODE:	THEORY	100 MARKS
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CREDITS: 5

SEMESTER: IV

COURSE OBJECTIVES:

- To enable the students to become an alert and responsible consumer

UNIT I

Introduction

Introduction: Definitions - Consumer, Consumption, Consumerism- Difference between Consumer and Customer- History

UNIT II

Types of Consumer

Swadeshi Consumer & Global Consumer; Consumer in Communist and Capitalist Economy.

UNIT III

Consumer Awareness and Rights

Consumer Rights and responsibilities: Consumer's choice; Awareness and Consumer Education.

UNIT IV

Consumer Protection Council

Consumer protection Council- Consumer Forum (District, State, Central)-Consumer Complaint

UNIT V

Corporate Consumer Responsibilities

Corporate Consumer Responsibilities: Marketer after RTI, Responsibility of a Marketer; Ethical Pricing-Weights and measures- Ethical advertisement policies

REFERENCE BOOKS

- Civil Supplies Department Reference Hand Book, Govt of Tamilnadu.
- Ross Lowe, Charles Malouf, Annette Jacobson (5th Edition)
Consumer Education & Economics, MC Graw Hill Education.

Consumer Protection Act 1986(2015) Bare Act, Current Publications

B.Sc. MATHEMATICS
FUNCTIONAL MATHEMATICS

THEORY	100 MARKS
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COURSE OBJECTIVES:

- To develop students abilities in logical, analytical and reasoning skills in problem solving.
- To enhance heuristic, systematic, critical and lateral thinking.

UNIT I

Set theory, linear equations & quadratic equations.

UNIT II

Percentage, profit & loss, simple interest, compound interest.

UNIT III

Ratio, proportion, permutation & combination, arithmetic and geometric progressions.

UNIT IV

Time & work, time & distance, clock & time related problems.

UNIT V

Logical reasoning, Verbal & Non-verbal, data sufficiency, data interpretation.

TEXT BOOK:

- R. S. Aggarwal (2005), Quantitative Aptitude for M.B.A, S.Chand & Company, New Delhi..
- R. S. Aggarwal (2005), A Modern Approach to Verbal & Non-verbal reasoning, S.Chand & Compan, New Delhi.

WEBSITES:

- www.mathforum.org
- www.opensource.org

B.Sc. VISUAL COMMUNICATION
CORPORATE COMMUNICATION

CREDITS: 5

SEMESTER: IV

COURSE OBJECTIVES

- To give students an insight into the basics of Corporate Communication.
- To familiarize the tools and techniques of corporate communication.
- To highlight the importance of PR & Corporate communication in today's industries.

UNIT I
(12 HRS)

Introducing Corporate Communication

Corporate Communication and Public Relations as part of an organizational system. Role of Corporate Communication in Organisational Communication. Key concepts in Corporate Communication: Corporate Image, Corporate Identity, Corporate logo, Corporate reputation, Corporate culture, Corporate citizenship and CSR.

UNIT II
(12 HRS)

Publics for Corporate Communication

Stakeholders. Internal / External publics. Employee relations, Media relations and Community relations.

UNIT III
(12 HRS)

The Corporate Communication Practice

Image building exercises – Designing letter heads, visiting cards, brochures, house journals, newsletters, corporate magazines.

UNIT IV
(12 HRS)

Publicity and Advertising for Media

Nature and characteristics of Print / Electronic / New Media. Preparing news releases for Media. Organising media conferences, Preparing the media kit. Organising press visits and open house for media and other publics.

UNIT V
(12 HRS)

New Media as a Corporate Communication Tool

Websites, e-magazine, e-newsletters, Blogs, Social media, VNR's and Dark sites.

BOOKS

- Keith Butterick (2012) Introducing Public Relation Theory and Practice, South Asia Edition, Sage Publications
- Merry Shelburne (2003) Effective Public Relations – A Practical Approach, Second Edition
- Innovations in Management, 2003 edition, Biztantra
- Douglas Newsom and Bob Carrell (1994) Public Relations Writing: Form and Style , Fourth Edition, Wadsworth Publishing
- Newsome Turk Krunckerberg (2000) This is PR , 7th Edition, Wadsworth Thomson Learning
- Lesley Philip (1998) Handbook of PR & Communication, Contemporary Publishing Co USA
- Center Allen H & Jackson Patrick (2002) Public Relations Practice - Managerial Case Studies & Problems, Prentice Hall of India Pvt Ltd
- Joseph Fernandez (2004) PR & CCs - 21st Century Primer, Sage Publication
- Esta de Fossard (2005). Writing and Producing Radio Dramas, Sage Publications.

BBA SHIFT-I
NEW BUSINESS DEVELOPMENT

THEORY	100 MARKS
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COURSE OBJECTIVES:

- To guide through the transition of starting a business
- To stay motivated and to manage time constraints
- To analyze the pros and cons of starting a business
- To impart knowledge pertaining to usage of competitive intelligence and thereby to successfully launch business ideas

UNIT 1

Introduction – Idea generation – Pros & cons of starting a business – Characteristics & skills required for starting a business. Decision making – opportunities, products & services - Idea analysis.

UNIT 2

Business plan crafting, Financing for business, Risk – Possibilities for growth & types of growth,

Book Keeping essentials, VAT, Payroll & banking.

UNIT 3

Research – market, target audience & opportunities. Customer identification & market potential – study of competition. Customer Demographics & Psychographics. Niche creation, Types of survey.

Marketing & selling – Marketing pie – marketing strategies – marketing plan.

Customer service – creation of customer service policy – customer service checklist – CRM (customer relationship management).

UNIT 4

Brand creation – Elements of brand, USP (Unique selling Proposition), Teams & partnership decisions

Business structure, status & types - Growth management

CSR (Corporate social responsibility) – Waste management - Impact of globalization – CSR checklist.

Online marketing – Website planning & creation – Reasons & Objectives – website hosting – measurement of website results.

UNIT 5

Prototype Testing - Launching a Business – Project Report Writing

TEXT BOOKS:

- The small business start-up workbook – Author : Cheryl D.Rickman. Publisher : Rupa Publications India Pvt. Ltd.
- Jayashree Suresh.. Entrepreneurial Development. 3rd Edition. Margham Publications. Chennai-17, 2005

REFERENCE BOOKS:

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Vasant Desai. Dynamics of Entrepreneurial Development & Management. 9 Edition. Himalaya Publishing House. Mumbai 2002.

BBA SHIFT-II

Effective Leadership - Thinking and Working Smarter

THEORY	100 MARKS
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COURSE OBJECTIVES

- To enable the students to know the skills of a leader
- To develop leadership qualities

UNIT I

Introduction

Introduction-Myths& Preconceptions-What do good leaders do-How I can do these things-
Foundation skills- Leadership Today

UNIT II

Leadership Process

Understanding Leadership-leadership Process-Critical Leadership Skill Critical Leadership
Behaviour

UNIT III

Time Management

Time management and Prioritization-Problem Solving & Problem Appreciation-Planning-
Effective Communication-Effective Delegation-Effective motivation-Building trust and
celebrating achievement-Developing effective relationship-vision&Value

UNIT IV

Building a Personal Development Plan

Building a Personal Development Plan-The Learning Circle- Johari Window-information
known to yourself-information not known to others-Information known only to others-
information not known

UNIT V

Good Ideas

Ways to get good ideas-Brainstorming-Mind mapping-Coaching-Organisatioanl needs-
SWOT Analysis.

REFERENCE BOOKS:

- Robert.J.Allio(2003)The Seven Phases of Leadership,Tata Mc.Graw Hall Pub Co
- John.C.Maxwel(May 2013)The 21 indispensable Qualities of a Leader, MagnaPubCo
- Harvard Business School(2004) Teams that Click
- Ken Blanchard, Bill Hybels,Phil Hedges(2014) Tools tottransform your workplace,
Harper Collins Publisher
- David.A.Aaker & Erich Joachimstheler(2000) Brand Leadership, Simon Schuster
UK Ltd.
- Jaggit Kumar Kharbanda(2006),Be a Dynamic Leader, Vikas Publishing House

B.Sc. FOOD SCIENCE AND MANAGEMENT

NUTRITION THROUGH LIFE CYCLE

Course Objectives:

- To understand the Nutritional needs from birth to adult and old age.
- To facilitate individuals to make healthy food choices.

Unit-I: Recommended Allowances and Menu Planning

Explanation of terms– Health, Nutrient requirement, RDA, Dietary supplement, Balanced diet, RDA for Indian. Basis for requirement, General concepts about growth and development through different stages of life, Planning balanced diet, Food guide pyramid, ICMR food groups

Unit-II Nutrition in Infancy, Preschool and School going age:

A. Infancy- Rate of growth, weight as the indicator, Nutrition allowances for the infants. Breast feeding. Weaning foods suitable for infants. Premature infant and their feeding infant formulas. Lactose intolerance.

B. Preschool - Growth and development of preschool children, Food habits and nutrient intake of preschool children. Dietary allowances and supplementary foods.

C. School going age - Physical development, factors to be considered in planning a menu, food habits and nutritional requirement, packed lunch.

Unit-III Nutrition during Adolescence and Adults:

A. Adolescence: Changes in growth characteristics of adolescents. Nutritional needs of the adolescents. Eating disorders.

B. Adults: Nutrition for adults, Nutrition and work efficiency.

Unit-IV: Nutrition in Pregnancy and Lactation

Nutritional requirements, Dietary guidelines. Common nutrition related problems in pregnancy and Lactation.

Unit-V Geriatric Nutrition

Nutritional allowances - Nutrition related problems of old age, Dietary guidelines.

B.Sc. COMPUTER SCIENCE

ELECTIVE II -WEB DESIGN USING OPEN SOURCE TECHNOLOGY

SUBJECT CODE:	PRACTICAL	100 MARKS
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CREDITS: 5

SEMESTER: IV

COURSE OBJECTIVES:

- To create and design websites using GUI based Open Source Software.
- To develop skills in analyzing the usability of a website.
- To learn the language of the Web.

LIST OF PROGRAMS

1. Create a webpage to show the usage of various formatting tags.
2. Create a webpage to display the usage of Nested Ordered / Unordered List.
3. Create a webpage to illustrate the usage of images and hyperlinks.
4. Create a webpage to show the navigation within a page.
5. Create a time table using row and column span.
6. Create a webpage to illustrate frame targeting.
7. Create a webpage to illustrate nested frames.
8. Create a webpage to show the usage of inline frames.
9. Create a webpage to demonstrate horizontal and vertical frame.
10. Create a webpage to show the image as hyperlink.
11. Create an Employee form to accept employee personal details (Use all form elements)
12. Create a table with the cells having
 - Image
 - Formatted text
 - List
 - Hyperlink
13. Create a webpage to demonstrate the usage of Internal/inline styles
14. Create a webpage to demonstrate the usage of External style sheet
15. Storyboard Creation using links , anchors and animated images.
16. Create a webpage for an Advertising Agency using tables, marquee and images.
17. Create a sample web page using Templates.
18. Create a webpage with multimedia clips.
19. Creating online tutorial for various subjects.
20. Creating website with 10 pages for an Enterprise ,using GUI based Open Source Software.

WEB REFERENCES

- <http://www.designyourownweb.com/kompozer-tutorial.htm>
- <http://www.udel.edu/topics/learning/tutorial/Kompozer.pdf>
- www.w3schools/html
- www.ehow.com.

B.C.A.

ELECTIVE II - WEB PROGRAMMING USING ADVANCED HTML

SUBJECT CODE:	PRACTICAL	100 MARKS
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CREDITS: 5

COURSE OBJECTIVES:

- To create and design websites using advanced HTML concepts
- To create web pages with graphics
- To create web form
- Learn to bring in google maps in web pages
- To create web page with multi media

LIST OF PROGRAMS

1. Introduction to Basic HTML
2. HTML Forms
3. HTML5 new elements
4. HTML Graphics – HTML Canvas – HTML SVG – HTML Google Maps
5. HTML Media – Video – Audio – Plugins – You tube
6. HTML APIs – HTML Geolocation – HTML web storage

WEB REFERENCES

- <https://www.w3schools.com/htmL/default.asp>
- <https://www.tutorialrepublic.com/html-tutorial/>
- <https://www.udemy.com/learn-html5-programming-from-scratch/>
- <http://www.html5andcss3.org/>

B.Sc. ELECTRONIC MEDIA
RADIO PROGRAMMING

CREDITS: 5

SEMESTER: IV

COURSE OBJECTIVES:

- To provide a basic understanding of radio programming.
- To familiarize with the basics of radio production techniques.
- To develop production skills and ability to present field based programmes.

Unit 1

History of Radio: All India Radio. Growth and Reach. Broadcast management. Public & Private Radio Stations. Laws and Regulations. Community Radio. Private FM channels. Audience research. Organization of a Radio station.

Unit II

Radio Programming Skills: Writing for Radio. Field based programmes: Art of questioning, Research for Interview. Types of Radio Programmes: Announcements, Radio Talk, Radio Interviews, Discussions, Radio documentaries, Radio Drama and Magazine Programmes. Information Technology based formats: Phone in programmes, Radio Bridge, Radio on Internet.

Unit III

Radio and Voice

Radio Presentation Skills: Effective speaking skills. Common errors in pronunciation Modulation and Voice quality Roles and responsibilities of a News reader. Announcements, News reading, Interview. Voice culture.

Unit IV

Radio Production Techniques: Nature of Sound. Sound recording techniques: Indoor and Outdoor. Post-production techniques: Voice, Music and Special effects. Recording of programmes, Selection of sound effects.

Unit V

Broadcasting Techniques: Equipments. Studio operations. OB operations. Recording techniques. Evaluation of programmes and quality control. Process of Planning, Scheduling and Transmission. Codes and Ethics in Broadcasting.

REFERENCES:

- H.R.Luthura, Indian Broadcasting Review, Ministry of I & B
- Srivatsava, Broadcasting, Vigyan Publication, New Delhi
- Mencher. M., Basic NewsWriting, Sharma Books
- Lesiler &Flat Lay, Basic Business communication. Tata Mc Graw Hill.

B.A. SOCIOLOGY

IDE - COUNSELLING FOR LIFE SPAN

SUBJECT CODE:	THEORY	100 MARKS
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CREDITS:5

COURSE OBJECTIVES:

Unit I

Counseling For Children and Adolescent

Issues related to single parent families, child neglect and abuse
Guidance programme for children

Unit II

Counseling With Young Adults

Problems related to new environment and new relation ship
Problems related to marriage and divorce

Unit III

Counseling In Mid Life

Stress

Menopause

Unit IV

Counseling For Senior Citizens

Leisure time activities

Preparing for retirement

Depression and loneliness

Unit V

Special Areas During Life Span

Counseling addicts

Sexual abuse

Terminal illness

Family conflict

TEXT BOOKS

- Ray Wolfe and Windy Dryden (1996). Handbook of Counseling Psychology, Sage publications Ltd,
- Thomas R.Murray (1990) Counseling and Life Span Development. Sage Publications.

REFERENCE BOOKS:

Robert L. Gibson and Marianne H.Mitchell (2005), Introduction to Counseling and Guidance, Pearson Education, New Delhi.

B.Sc PSYCHOLOGY

ELECTIVE II – PSYCHOLOGY OF INTER PERSONAL RELATIONS

SUBJECT CODE:	THEORY	100 MARKS
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CREDITS: 5

SEMESTER: IV

COURSE OBJECTIVES

- To describe the developmental transitions and adjustments across lifespan
- To impart strategies and skills to cope and overcome adjustments

UNIT I

Dynamics of Adjustment

Psychology of Adjustment- Roots of Happiness, Stress- Nature, Types, Responses, Effects and Stress Tolerance, Coping Processes- Common Coping Patterns, Types of Coping, Adjustment- Achieving Self Control (15 HRS)

UNIT II

Interpersonal Realms

Self- Self Concept, Self Esteem, Self Perception, Self Regulation and Self Presentation, Adjustment- Building Self Esteem, Social Thinking and Social Influence- Impression Formation, Problem of Prejudice, Power of Persuasion, Power of Social Pressure, Adjustment- Tactics of Compliance (15 HRS)

UNIT III

Interpersonal Communication

Process of Interpersonal Communication- Non Verbal Behavior, Effective Communication, Communication Problems- Interpersonal Conflicts, Adjustment- Developing Assertive Communication Style, Friendship and Love- Perspectives on Close Relationships, Initial Attraction and Relationship Development, Friendship, Romantic Love, Adjustment- Overcoming Loneliness (15 HRS)

UNIT IV

Developmental Transitions and Adjustments

Gender and Behavior- Gender Stereotypes, Origins of Gender Differences, Gender Roles, Adjustment- Bridging Gender Gaps, Development in Adolescence and Adulthood- Transition of Adolescence, Aging, Adjustment- Becoming an Effective Parent, Careers and Work- Choosing Career, Work Life Balance, Adjustment- Vocational Adjustment, Development and Expression of Sexuality- Sexual Identity, Relationship Expressions, Adjustment- Pattern and Adjustment to Sexual Life (15 HRS)

UNIT V

Physical and Mental Health

Stress, Personality and Illness, Lifestyles, Health and Diseases, overcoming stress- resilience, psychological well-being, Role of Mental Health Professional (15 HRS)

TEXT BOOK

- Wayne Weiten& Margaret A. Lloyd (2011) Psychology Applied to Modern Life: Adjustment in the 21st Century, 10th Edition, Thompson Learning Academic Resource Center.
- Hurlock, E. (1980). Developmental Psychology. Tata McGraw Hill Publishing
- Baumgardner, S. and Crothers, M. (2015). Positive Psychology. Pearson Publication

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2021 – 2022)

B.Com (Marketing Management) Degree
ELECTIVE II - INTERDISCIPLINARY ELECTIVE

TOURISM MANAGEMENT

SUBJECT CODE: 21UELE302A	YEAR / SEMESTER: II / IV	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 5	TOTAL TEACHING HOURS: 75

GENERAL COURSE OBJECTIVE

The course will enable students to apply knowledge of tourism concepts along with the management theories and practices to solve business related problems in tourism domain

COURSE OBJECTIVES (Co):

Co No.	Course Objectives
Co1	To familiarize students with the basic concepts of travel and tourism
Co2	To give an insight into the changing perspective of tourism consumer behaviour
Co3	To provide knowledge on the Tourism Marketing Mix and its applications
Co4	To familiarize students the various avenues and typology of tourism categories
Co5	To enable students to get an understanding of managing tourism destinations and look at tourism as a career option.

UNIT I

Introduction to Tourism Management

Tourism Management – Meaning, Definition, Benefits, Factors influencing the growth of tourism – Types of Tourism impact (Economic, Environmental, Social and Cultural) – Tourism industry in India and abroad

Tourism marketing – Meaning, Internal and External Tourism Marketing Mix – 4Ps and 4Cs
(15 hours)

UNIT II

Tourism Consumer Behaviour

Understanding travel and tourism behaviour – Classification and needs of a tourist – Tourist Life Cycle – Five Phase Tourist Experience Model – Analysing Tourist Characteristics – Product related and Demand Based Segmentation – CRM in Tourism
(15 hours)

UNIT III

Tourism Marketing Mix

Tourism product – Meaning, Tourism Product Development, Typology of tourism products, Tourism positioning and packaging

Tourism Pricing – Meaning, Tour Packages

Tourism Promotion – Meaning, Tools of Communication, Incredible India Tourism Campaigns – Global Campaigns

Tourism Distribution – Meaning, Role of travel agents and tour operator, Linkages and arrangements with hotels and transport agencies
(15 hours)

UNIT IV

Contemporary avenues in Tourism

Tourism with a difference – Adventure and Sports Tourism, Rural and Agri Tourism, Eco Tourism, Medical Tourism, Educational Tourism, Religious Tourism, Cultural and Heritage Tourism, Culinary Tourism, Entertainment Tourism, Literary Tourism, Space Tourism, MICE Tourism (Meetings, Incentives,

Conferences & Exhibitions), Virtual Tourism and Workcations

(15 hours)

UNIT V

Managing Tourism Destinations

Role of World Tourism Organisation (WTO), ITDC, TAAI – UNESCO World Heritage Sites

Destination Branding – Branding a Country, Region and City – Sustainable Tourism – Rejuvenating a Destination

Tourism Entrepreneurship – Meaning, Perspective and Policy measures for Tourism Entrepreneurship in India (15 hours)

TEXT BOOKS

- Devashish Dasgupta (Latest Edition), Tourism Marketing, Pearson
- S.M.Jha (Revised edition 2020), Tourism marketing, Himalaya Publishing House

REFERENCE BOOKS

- Philip Kotler, John T. Bowen, James Makens, Seyhmus Baloglu (2019) Marketing for Hospitality and Tourism, 8th edition, Pearson

E RESOURCES

Web links

- <https://www.wearemarketing.com/blog/how-create-international-marketing-strategy-tourism.html>
- <https://www.economy.gov.ae/Publications/An%20Introduction%20to%20Tourism%200750619562.pdf>
- <https://hwb.gov.wales/api/storage/3f708892-2cfe-4b78-bed2-2ec90ce5fc52/Section1-IntroducingTourism.pdf>
- <https://link.springer.com/content/pdf/bfm%3A978-1-349-21946-9%2F1.pdf>
- https://www.iti.gov.nt.ca/sites/iti/files/tourism_product_development.pdf
- <https://colorwhistle.com/types-of-tourism/>
- <https://tourismteacher.com/mice-tourism/>
- <https://hospitalityinsights.ehl.edu/what-is-mice>
- <https://holyvoyages.com/about-mice-tourism-india.aspx>
<https://www.thehindu.com/news/national/kerala/rejuvenation-package-to-revive-tourism-sector-in-kerala/article34727727.ece>

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in the year 2021-2022)
B.COM (ACCOUNTING & FINANCE) DEGREE

INTERDISCIPLINARY ELECTIVE – CLIENT RELATIONSHIP MANAGEMENT

COURSE CODE:	YEAR/SEMESTER: II/IV	MAXIMUM MARKS :100
COURSE TYPE: THEORY	CREDITS: 5	TOTAL TEACHING HOURS: 75

GENERAL OBJECTIVE:

- To provide an understanding of the importance of managing customer relationship and its impact on the business

COURSE OBJECTIVE:

Co No.	COURSE OBJECTIVE
Co1	To familiarize the students with the concept of CRM
Co2	To provide knowledge on different aspects of customer relationship Marketing
Co3	To understand the significance of customer loyalty
Co4	To analyze the ways and means of implementing CRM
Co5	To understand the dimensions involved in the technology for CRM

UNIT I

Introduction to CRM

Introduction to CRM and - Meaning – Definition – CRM technology - components, customer life style Customer Loyalty – customer interaction- Customer Satisfaction Analysis – e – CRM – Meaning- features of e CRM – Transformation from CRM to e-CRM – transformation process and benefits.

(15 hrs)

UNIT II

Communication in CRM

Communication in CRM – Communication Process – Customer Relationship Marketing – meaning, structure, process – Success Chain in CRM – Target Formulation – Customer Segmentation.

(15

hrs)

UNIT III

Customer Loyalty

Customer Loyalty – Meaning – building customer loyalty in CRM – marketing campaign, campaign planning and management, business analytic tools.

(15

hrs)

UNIT IV

Implementing CRM

Implementing CRM - Pre implementation, kick off meeting, requirements gathering, detailed proposal generation, development, training, roll out, ongoing support, system, follow up – Relationship marketing reward systems (An Overview).

(15 hrs)

UNIT V

Technology for CRM

Technology for CRM – Components – Creating value for customers – Customization of technology – critical areas – customer care – call centre – Technological solutions–Integration of ERP.

(15 hrs)

REFERENCE BOOKS:

- John Egan, “Relationship Marketing, Exploring Relational Strategies In Marketing”, Prentice Hall.
- John Anton, “Customer Relationship Management”, Prentice Hall.
- Jagdish N Sheth and Atul Parvatiyar, “Handbook of Relationship Marketing”, Response Books
- Anderson, “Customer Relationship management”, Tata McGrawHill
- David Strutton; Lou E. Pelton; James R. Lumpkin, “Marketing Channels: A Relationship Management Approach”, McGraw-Hill Higher Education.

E – RESOURCES

Web resources

- https://www.tutorialspoint.com/customer_relationship_management/crm_introduction.htm
- <https://timreview.ca/article/352>
- https://www.researchgate.net/publication/329404374_Improving_Communication_and_Relationship_with_Customers_using_Models_to_Measure_their_Value
- <https://www.oracle.com/in/cx/marketing/customer-loyalty/what-is-customer-loyalty/>
- - [https://www.nextiva.com/blog/crm-implementation.html#:~:text=Customer%20relationship%20management%20\(CRM\)%20implementation,follow%20up%20with%2C%20and%20more](https://www.nextiva.com/blog/crm-implementation.html#:~:text=Customer%20relationship%20management%20(CRM)%20implementation,follow%20up%20with%2C%20and%20more)
- <https://www.destinationcrm.com/Articles/Editorial/Magazine-Features/10-Technologies-That-Are-Reinventing-the-CRM-Industry-47288.aspx>
- <https://centricconsulting.com/blog/understanding-crm-technology/>

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in the year 2021-2022)
B.COM (ACCOUNTING & FINANCE) DEGREE

INTERDISCIPLINARY ELECTIVE – PERSONAL INVESTMENT PLANNING

COURSE CODE:	YEAR/SEMESTER: II/IV	MAXIMUM MARKS :100
COURSE TYPE: THEORY	CREDITS: 5	TOTAL TEACHING HOURS: 75

GENERAL OBJECTIVE:

To appreciate the importance of, and gain insights into financial planning

COURSE OBJECTIVE:

Co No.	COURSE OBJECTIVE
Co1	To create awareness on various investment alternatives available in the capital markets.
Co2	To introduce the students to different types of investment alternatives, both conservative and contemporary
Co3	To emphasize on the need for retirement planning and investment opportunities available in this regard
Co4	To provide knowledge about the terminologies used in stock market and create awareness about its functioning.
Co5	To familiarize students with the concept of tax planning and filing of tax returns

UNIT I

INTRODUCTION TO INVESTMENTS

Introduction about investment, Difference between investment, speculation and gambling- Features of investment- Importance of Investments- Investment activity, financial assets, Physical assets, Marketable assets from the primary and secondary market- Factors influencing investments- Types of Investors.
(15 Hrs)

UNIT II

INVESTMENT OPPORTUNITIES – I

Introduction to different types of investment alternatives- Bank Deposits (SB, RD, FD), Postal Saving Schemes (Term deposits, NSC, NSS etc), Chits, Nidhi's and other Small Saving Schemes, Gilt Edged Securities, Equity Shares, Preference Shares, Debentures and Mutual Funds. Introduction to Virtual Digital Assets – Crypto currency and Non-Fungible Tokens.
(15 Hrs)

UNIT III

INVESTMENT OPPORTUNITIES II

Investment opportunities pertaining to social security and retirement planning - Real estate, Gold, ESI, PF, Gratuity, Insurance - Life and Health, Other Social Security Schemes (Pradhan Mantri Jeevan Bima Yojana, Pradhan Mantri Suraksha Bima Yojana, Varishtha Pension Bima Yojana etc) (15 Hrs)

UNIT IV

STOCK EXCHANGE

Meaning of stock exchange - Functions - Basic Terminologies - Listing of securities - Understanding of Stock market index and its implication - NSE, BSE -Types of Brokers - Types of Speculators- Online Trading - Demat Account. Dealings on stock exchange (ready delivery contract and forward delivery contract), Byelaws of Stock Exchange (SCRA 1956, SEBI) – Listing of securities –Advantages and disadvantages of listing
(15 Hrs)

UNIT V

INDIVIDUAL INCOME TAX PLANNING AND SAVING

Tax Planning – Meaning - Tax Evasion Vs. Avoidance – Concept of Form 16, Filing return of income
(15 Hrs)

TEXT BOOKS

- Investment Management, Dr. L.Natarajan, Margham Publications
- Fundamentals of Investment Management, V.K. Bhalla, S. Chand

REFERENCE BOOKS

- Capital Markets, Dr. L. Natarajan, Margham Publications
- Investment Management – Theory and Practice, Dr.R.P.Rustagi, Sultan Chand & Sons
- Investment Management, Dr. Preeti Singh, Himalaya Publishing House

E RESOURCES

Web links

- <https://www.investopedia.com/terms/a/arbitrage.asp>
 - <https://www.nseindia.com/>
 - <https://www.forbes.com/advisor/in/investing/what-is-an-nft-how-do-nfts-work/>
 - [https://www.investopedia.com/non-fungible-tokens-nft-5115211#:~:text=Non%2Dfungible%20tokens%20\(NFTs\),traded%20or%20exchanged%20at%20equivalency.](https://www.investopedia.com/non-fungible-tokens-nft-5115211#:~:text=Non%2Dfungible%20tokens%20(NFTs),traded%20or%20exchanged%20at%20equivalency.)
 - <https://www.coindesk.com/policy/2022/02/21/making-sense-of-indias-new-crypto-rules/#:~:text=However%2C%20on%20Feb.,gains%20over%20the%20past%20decade.>
 - <https://economictimes.indiatimes.com/topic/crypto-regulations-india>
 - <https://eshram.gov.in/social-security-welfare-schemes>
 - <https://www.nseindia.com/companies-listing/raising-capital-public-issues-emerge-eligibility-criteria#:~:text=Eligibility%20criteria%20for%20listing%20on%20NSE%20Emerge%20Platform&text=The%20Issuer%20should%20be%20a,Act%201956%20%2F%202013%20in%20India.&text=The%20post%20issue%20paid%20up,25%20crore.>
 - <https://www.ndtv.com/topic/tax-evasion-case>
<https://indiankanoon.org/search/?formInput=tax%20evasion%20cases>
<https://timesofindia.indiatimes.com/topic/tax-evasion-cases>
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M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in the year 2021-2022)

B.Sc. DATA SCIENCE
ELECTIVE II - INTERDISCIPLINARY ELECTIVE
PYTHON FOR ANALYTICS

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

GENERAL OBJECTIVE:

To provide an understanding of the fundamental principles of data science and demonstrate the features of python and analyse data models using visualization techniques.

COURSE OBJECTIVES (Co):

Co. No.	Course Objective
Co1:	To understand the basic concepts of Data Analysis, its applications and Life cycle
Co2:	To impart the basic features of python and loop control statements
Co3:	To explore the various packages and libraries in python
Co4:	To acquire the fundamentals of the pandas and implement using python
Co5:	To develop skill in data visualization using plots in python

LIST OF PRACTICALS

1. Write a python function to find largest of three numbers
2. Write a Python function that prints prime numbers in between 1 and 25
3. Write a python program to find factorial of a number
4. Write simple programs to demonstrate Numpy library and supporting functions
5. Write simple programs to demonstrate various functions in Pandas library.
6. Write simple programs to demonstrate matplotlib library functions.

TEXT BOOKS

- Fabio Nelli. Python for Data Analytics.

REFERENCE BOOKS

- John V Guttag (2013), Introduction to Computation and Programming Using Python, Revised and expanded Edition, MIT Press.
- Kenneth A. Lambert (2012), Fundamentals of Python: First Programs, Cengage Learning.

E RESOURCES

Web Links

- <https://www.w3schools.com/datascience/>
- <https://www.tutorialspoint.com/python/index.htm>
- <https://www.geeksforgeeks.org/python-programming-language/>
- <https://www.w3schools.com/python/>

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in the year 2021-2022)

B.A. ECONOMICS

IDE - GENERAL STUDIES

COURSE CODE:	YEAR/SEMESTER : II/IV	MAX MARKS: 100
COURSE TYPE: THEORY	CREDITS : 5	TOTAL TEACHING HOURS: 75

GENERAL OBJECTIVE:

To introduce the basic concepts of general studies for competitive exams

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To understand the fundamental concepts of the Indian Constitution and its working
Co2	To appraise the distribution of natural resources and location of industries
Co3	To explain the key economic concepts, planning and Union budget.
Co4	To describe the different dance forms, musical instruments and architecture in India
Co5	To understand Disaster management and internal security issues in India

Unit 1- Polity

Basic concepts- Three organs of Indian Government (Executive, Legislature, Judiciary), Introduction to Indian Constitution- Salient features of Constitution, Preamble, Fundamental Rights, Fundamental Duties, Directive Principles of State Policy, Types of Majority, Amendments to the constitution, basic structure doctrine, Division of subjects between the Union and the States
(15 hours)

Unit 2- Geography

Distribution of key natural resources across the world including the Indian sub-continent; factors responsible for the location of primary, secondary, and tertiary sector industries in various parts of the world including India.
(15 hours)

Unit 3- Economy

National Income – Inflation - Money and Banking - Agriculture in India: cropping pattern, irrigation system, transport and marketing - Union Budget - Planning in India - Economic Reforms - Industrial Policies - Investment models
(15 hours)

Unit 4- Art and Culture

Classical dance forms: Bharathanatyam (Tamil Nadu), Mohiniyattam (Kerala) - Regional dance forms: Garba, Chakyar Koothu, Bihu dance, Musical instruments: Tata Vadya, Sushira Vadya, Avanaddha Vadya, Ghana Vadya - Indian architecture: Indus valley civilization, Temple architecture – UNESCO World Tangible and Intangible Cultural Heritage List of India
(20 hours)

Unit 5- Disaster management and internal security

National Disaster Management Act – Institutional framework of disaster management in India: National Disaster Management Authority, State Disaster Management Authority, District Disaster Management Authority, National Disaster Relief Force, Civic volunteers, National Institute of Disaster Management - Linkages between development and spread of extremism - Terrorism-Role of State and Non-State Actors - Security Challenges and Their Management in Border Areas
(10 hours)

TEXT BOOK

1. M. Laxmikanth(2019), Indian Polity, McGraw-Hill
2. Ramesh Singh(2022), Indian Economy, McGraw Hill
3. Majid Husain (2020), Geography of India, 9th edition McGraw Hill
4. Nitin Singhania(2017), Indian Art and Culture, McGraw Hill Education
5. Ashok Kumar and Vipul Anekant (2019), Challenges to Internal Security of India, McGraw-Hill

REFERENCE

1. NCERT Geography, Class XI and XII
2. <https://www.rbi.org.in/>
3. <https://whc.unesco.org/en/statesparties/in>
4. <https://ndma.gov.in/>
5. <https://nidm.gov.in/>
6. <https://www.indiabudget.gov.in/>

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

(Effective for the batch of candidates admitted in 2022-2023)

B.COM FINANCE & TAXATION

INTERDISCIPLINARY ELECTIVE-BUSINESS ETHICS AND SOCIAL RESPONSIBILITY

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

GENERAL OBJECTIVE:

- To provide an understanding of the complementing role of ethics and social responsibility in the corporate world

OBJECTIVES OF THE COURSE

- To introduce the concept of ethics and its significance in business.
- To educate students on the ethical issues in finance, marketing and advertising
- To familiarize students with the various driving forces of CSR and Ethical Theories
- To provide knowledge about corporate social responsibility from the view point of various stakeholders
- To acquaint the students with the environmental aspects of CSR

Unit 1

Introduction to Ethics

Meaning, Scope and Objectives of Ethics - Business Ethics and Globalisation - Practicing Ethics in Business - Ethical Dilemma in Business

Unit 2

Ethics in Business

Ethical Issues in Finance – Issues related to Financial Services - Insider Trading and Takeovers - Ethical Issues in Marketing and Advertising - Whistle Blowing and Whistle Blowers Protection

Unit 3

Drivers of CSR-Ethical Theory

Drivers of CSR Disclosures - Driving forces of CSR, Consumers as Drivers of CSR, Government as Drivers of CSR - Utilitarianism in Ethics- Ethics in Law Enforcement - Types of Normative Ethical Theories

Unit 4

Corporate Social Responsibility

CSR-Initiative Towards Stakeholders - Employees, Consumers, Government and Suppliers - Corporate Philanthropy and Community Volunteering - CSR Initiatives in Different Corporate Sector- Case study - Models of CSR - Archie Carroll

Unit 5

Environmental aspects of CSR

Significance of CSR, Legal, Political Social and Cultural Requirements - CSR and Corporate Sustainability - Role of Government in Managing Environmental Issues

TEXT BOOKS

- Andrew Crane Dirk Matten. Business Ethics. New Delhi: Oxford University Press. 2010
- Joan R. Boatright. Ethics and the Conduct of Business.. Pearson. 2018

REFERENCE BOOKS

- Bhanu Murthy, K. V. and Usha Krishna, Politics Ethics and Social Responsibilities of Business. New Delhi: Pearson Education.2015
- Christine, A Mallin. Corporate Governance (Indian Edition). New Delhi: Oxford University Press. 2010
- Geeta Rani, D & R K Mishra. Corporate Governance-Theory and Practice. New Delhi: Excel.
- Kotler, Philip and Nancy Lee. Corporate Social Responsibility – Doing the Most Good for Your Company and Your Cause. Wiley – India, 2017.
- Fernanado,A.C. ,Corporate Governance-Principles, Policies and Practice, Pearson 2009