



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

(Affiliated to University of Madras and Re-accredited at "A++" grade by NAAC)

Chennai - 600 034, India.

1.1.1

CURRICULUM DESIGN AND DEVELOPMENT PROCESS

BROCHURE OF THE INSTITUTION



M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
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GENERAL INFORMATION BROCHURE
2022 - 23

M.O.P.'s JOURNEY IN THE EMPOWERMENT OF WOMEN THROUGH QUALITY EDUCATION

M.O.P. Vaishnav College for Women (Autonomous) is committed to the cause of empowering women through holistic education that would enrich their personality and groom them into academically proficient, self-reliant, motivated, creative, analytical, culturally rich, self-sustained, humane, responsible and confident individuals.

A student who enters the portals of M.O.P. acquires more than a degree. She is

- Trained to identify her hidden talents
- Skillfully equipped to be economically independent
- Aided in developing a holistic personality
- Trained to become an effective communicator
- Trained in the art of management
- Nurtured as a leader with a social consciousness

The college was the dream realisation, the result of the determination and sustained efforts of the two trusts, Sri Vallabhacharya Vidya Sabha and Dewan Bahadur M.O. Parthasarathy Aiyengar Charities. Initiated with just three courses - B.Com., B.B.A., B.Sc. (Maths) the college has today 17 UG, 7 PG courses research programmes in the Department of Commerce, Communication and Media Studies.

The college affiliated to the University of Madras, has strength of 3812 students, thus recording a qualitative and quantitative growth. The College has been reaccredited by NAAC (National Assessment & Accreditation Council) with an 'A++' grade and a CGPA of 3.56 on a 4 point scale.

M.O.P. Vaishnav College for Women (Autonomous) also has the distinction of being one of the youngest colleges in the country to have been granted autonomy by the University Grants Commission and the University of Madras.

ELIGIBILITY FOR ADMISSION

DEPARTMENT OF COMMERCE POSTGRADUATE PROGRAMME

- **M.Com.**
Degree in B.Com. (Any Stream) / B.B.A.

UNDERGRADUATE PROGRAMMES

- **B.Com. (Accounting & Finance) (Shift I & II)**
Commerce / Business Studies, Accountancy with Mathematics in Std XII
- **B.Com. (Marketing Management) (Shift II)**
Commerce / Business Studies, Accountancy with or without Mathematics in Std XII
- **B.Com. (Corporate Secretaryship) (Shift II)**
Commerce / Business Studies, Accountancy with or without Mathematics in Std XII
- **B.Com. (Hons.): With special coaching for CA (Shift II)**
Commerce / Business Studies, Accountancy with Mathematics in Std XII
- **B.Com. (Finance & Taxation) (Shift I)***
Commerce / Business Studies, Accountancy with Mathematics in Std XII
* (Subject to Affiliation from University of Madras)

DEPARTMENT OF MANAGEMENT STUDIES POSTGRADUATE PROGRAMMES

- **M.B.A**
Any degree with valid TANCET / MAT Score
- **M.A. (Human Resource Management)** Any degree

UNDERGRADUATE PROGRAMME

- **B.B.A. (Bachelor of Business Administration) (Shift I & II)**
Commerce / Business Studies, Accountancy with Mathematics in Std XII

DEPARTMENT OF INFORMATION TECHNOLOGY POSTGRADUATE PROGRAMME

- **M.Sc. (Information Technology)**
Degree in Computer Science, B.C.A, B. Sc. (Mathematics) or any degree with Mathematics as a subject.

UNDERGRADUATE PROGRAMMES

- **B.Sc. (Computer Science) (Shift I)**
Any group in Std XII with Mathematics / Business Mathematics
- **B.C.A. (Bachelor of Computer Applications) (Shift II)**
Any group in Std XII with Mathematics / Business Mathematics
- **B.Sc. (Data Science) (Shift II)**
Any group in Std XII with Mathematics / Business Mathematics

DEPARTMENT OF MATHEMATICS UNDERGRADUATE PROGRAMME

- **B.Sc. (Mathematics) (Shift I)**
Any group in Std XII with Mathematics.

DEPARTMENT OF COMMUNICATION AND MEDIA STUDIES POSTGRADUATE PROGRAMME

- **M.A. (Communication)** Any degree

UNDERGRADUATE PROGRAMMES

- **B.Sc. (Visual Communication) (Shift I)**
Any group in Std XII
Admission through Entrance Test
- **B.Sc. (Electronic Media) (Shift I)**
Any group in Std XII
Admission through Entrance Test
- **B.A. (Journalism) (Shift I)**
Any group in Std XII

DEPARTMENT OF FOOD SCIENCE POSTGRADUATE PROGRAMME

- **M.Sc. (Food Technology and Management)**
A related or an allied degree in Life Sciences / Home Science /
Nutrition / Food Science or Chemical Sciences.

UNDERGRADUATE PROGRAMME

- **B.Sc. (Food Science and Management) (Shift I)**
Any group in Std XII

DEPARTMENT OF SOCIAL SCIENCE UNDERGRADUATE PROGRAMMES

- **B.A. (Sociology) (Shift I)**
Any group in Std XII
- **B.Sc. (Psychology) (Shift II)**
Science group in Std XII

DEPARTMENT OF ECONOMICS & PUBLIC POLICY POSTGRADUATE PROGRAMME

- **M.A (Public Policy) Any Degree**

UNDERGRADUATE PROGRAMME

- **B.A. (Economics) (Shift II)**

Any stream in Std XII with Economics.

Admission for all PG courses through Group Discussion and Personal Interview.

DIPLOMA AND CERTIFICATE PROGRAMMES

The Centre of Excellence of the College has initiated the Diploma Courses and Certificate Programmes. These market driven courses aims to develop technical and domain specific hard skills, inter-disciplinary skills and entrepreneurial skills. The College offers 3 Diploma Courses and 3 Certificate Programme.

Diploma Courses: Duration 6 months

- Accounting and Taxation
- Computer Applications
- Fashion Design

Certificate Programme: Duration 6 months

- GST and International Taxation
- German A Level
- Digital Marketing

Our Approach

The new approach to education through a shift in focus from mere 'Qualification' to 'Education' re-orientes the students towards learning and action. The aim is to take education beyond classrooms. The intention is to chisel, mould and polish every student into a lustrous gem and a Complete Woman. Some of the key features include:

Student Segmentation: Every student is individually groomed through student segmentation based on Learning ability, Personality, Communication skills, Talents, Career focus and Social consciousness.

Beginning School: An intensive course for all the first-year students to enable them to have a smooth transition from school to college and help them imbibe the learning culture of the institution.

Innovative Teaching Methodology: Innovative Teaching Methodology such as Check in - Check out, Quiz, Case study, Guest Lectures, Role-play, Group Discussion, Brainstorming, Brain teasers, Audio Visual Presentation, Assignments, Class Seminars and Projects create an exciting learning environment.

ICT Facilities Enabled Classrooms: The College has a conducive learning atmosphere that comprise the best and the latest in technology including 30 laboratories and Learning Centre's, a fully automated library, a digital resource center with 24x7 Internet connectivity and state-of-the-art media labs. The campus television station of the college connects every smart classroom to the basestation facilitating Audio-Visual Learning.

Language Skill Enhancement Lab: The College is well equipped with a state-of-the-art language laboratory that has licensed hardware and software. It facilitates classroom engagement and interaction via computer-based exercises and activities to maximise language immersion. Language labs provide practice in an entertaining and interactive way to acquire the 4 main language skills: listening, speaking, reading, and writing. These labs provide a very different experience from the traditional system of teaching and learning languages, offering more advanced features and functionality.

Inter-Disciplinary Electives: The cafeteria approach enables students to choose courses from other disciplines in order to benefit from the synergy of an inter-disciplinary curriculum.

Entrepreneurship: The College aims at creating "Job providers" rather than job seekers through a structured Entrepreneurship development programme. The Entrepreneur start-up pitch fest and business-on-campus, apart from skill-based workshops, help in moulding the student Entrepreneurs.

The Incubation Centre launched in the year 2019 trains students in idea generation and B – Plan preparation. The Incubation Centre encourages and handholds budding student and alumna entrepreneurs. Business on campus practice school initiatives are conducted as a part of incubation on campus. Beyond Breads (Bakery), Impressionz (Stationery) and Akriti (Model Joint Stock Company) are businesses that have been incubated and operated on campus. The registered students of the Incubation Center will be provided with a one-to-one mentoring session.

Industry-Institution Interface: The College, in its constant endeavour to keep abreast with the latest trends, has an active interface with industry through guest lectures, colloquia, seminars and workshops. The college has collaborated with several organizations for exchange of expertise and human resources.

Soft Skills Training: Communication skills, Personality Development skills, Leadership and Management skills are being imparted to all the students to make them employable.

Placement: The various soft skills training and professional skill training courses offered by the college have resulted in 2447 students receiving appointment orders from top companies at a maximum salary of Rs 7 lakhs per annum.

Best Practices:

- **M.O.P. CARES – Extension activities:** M.O.P. has always held dear the idea of social responsibility, as codified in its mandate to all undergraduate students to render at least 90 hours of community service. M.O.P. CARES brings under its banner, wings of all extension activities initiated by the college and executed by different student bodies.

Seeking to systematize the practice, the college has, for the last few years, chosen an annual theme for its service efforts, thus spreading the effects of the effort across a gamut of worthy causes. Once the theme or cause is identified, the various Departments engage their students in carrying out the

vision of the theme in their unique way, thus giving students agency and ownership of the effort while still realizing the broader vision for the service theme chosen for the year.

● **M.O.P. Sansad – Student Cabinet:** A shift from student council to student cabinet was felt mandatory as the structure of the cabinet resembling the parliamentary setup would be an ideal ground for students to emerge as leaders. To familiarize students with how a parliament functions, to make them aware of their rights, duties and responsibilities and to groom them as righteous citizens, it was thought fit to model the student leadership body as a student cabinet of ministers. To instill the values of democracy, to train the student leaders in the practice of conceptualizing an activity, preparing the budget, weighing the pros and cons of its implementation as well as to instill the ability to counter questions and criticism, to create an opportunity to defend the proposal and overall to simulate a model parliamentary session, the idea of M.O.P. Sansad was conceived and deployed.

- **Assembly:** Assembly on regular basis provides a platform to express and exchange ideas and views about different aspects of daily life and to share the achievements of the departments.
- **Library Visits:** In order to inculcate reading habit among the students, the College facilitates weekly visits to prominent libraries in the City.
- **Fitness through Yoga and PT classes:** In order to maintain the emotional, mental and physical health, the students are encouraged to attend PT classes and practice yoga.

Clubs: Every Department has a student club which serves as a healthy platform for intellectual interaction through various inter-collegiate and intramural competitions.

Workshops & Seminars: Interaction with experts in the various fields through International, National, State and Regional-level Seminars.

Journal: The College publishes 22 student journals and one faculty research journal annually to provide opportunities to develop the journalistic skills.

NSS: NSS wing of M.O.P. Vaishnav College has three units with 100 members each. The regular and special camp activities include: blood donation, eye camp, general health camp, teaching underprivileged, and cleanliness drive, to mention a few.

NCC: The College has a vibrant NCC Unit which has won several trophies. Preferential admission is given to students with NCC background.

Internship: The most integral part of education at M.O.P. is the 'Internship'. It enables the students to undergo an intensive 4-to-6-week practical training at leading industries and business organizations.

Value Education: Refining the personality of the students by reinforcing in them, strong moral values and ethical awareness through community service projects, is special at M.O.P.

Counseling: The students are helped to overcome their psychological and emotional problems with the help of professional counselors.

Finishing School: A pioneering effort in grooming all final-year students for effective career and home management - it includes modules on work-life balance, professional ethics and etiquette, work and personal relationship management etc.

Centre of Excellence: The College launched the Centre of Excellence during the Silver Jubilee year. The Centre of Excellence, through its activities, ensures that the college gives fullest meaning to its mission goals of promoting academic excellence, self-reliance, economic empowerment and social consciousness amongst its young women students. The Centre of Excellence has the following activities under its wing:

- ❖ Conduct of Value-Added Courses aimed at developing soft skills, technical and domain-specific hard skills, inter-disciplinary skills and entrepreneurial skills.

- ❖ Student Activities that provide an opportunity to nurture hobbies and talents. 17 different skills under the banner of Kaushal Kendra are being offered.
- ❖ Forging International Collaborations with foreign universities to provide global exposure to students.
- ❖ Social and Community Initiatives to foster a spirit of social sensitivity and responsible citizenship.

MOP Rang Manch: MOP launched its YouTube channel MOP Rang Manch to showcase college activities and to exhibit students' creativity and talent. RangManch is periodically updated by uploading creative and innovative projects, Film productions etc. of the students.

MOP Classroom: As the College continue to explore digital tools to enhance teaching and learning, On August 19, 2021 the college launched The M.O.P. Classroom, an exclusive YouTube channel featuring video tutorials recorded by our faculty.

M.O.P. Yuva Sammaan Award: M.O.P. Yuva Sammaan is conferred upon young women achievers every year, in the categories of Entrepreneurship, Sports and Performing Arts. MOP Launched this award in its Silver Jubilee year to encourage young women to develop a sense of responsibility to the community as good citizens. The winners are felicitated with a citation and a cash prize of Rs. 1 lakh each, at a glittering ceremony.

Community Radio: The MOP Community Radio Station was established in the year 2005, as part of the social responsibility initiative of the college to serve the neighborhood community. MOP Community Radio can be tuned in to listen @107.8. MOP CRS and is broadcast from 6.30 am to 10.30 pm every day. Students of the media and other departments produce a variety of programmes for the community radio.

The outreach programmes on various social themes organized by students facilitate interaction between students and society. The primary target group of MOP CRS is women and children. MOP CRS received National awards twice for its contribution to the society.

International Collaborations

The College in its endeavor to provide global exposure to the students, has collaborations and tie-ups with foreign universities and colleges like Vancouver Film School – Canada for a course on Film Production, University of Illinois – Chicago for the Global Business Immersion Program, University of Massachusetts – Lowell for a course on Entrepreneurial Development, Leadership, International Business and Digital Marketing and Kingston University – London for International Business.

Extra - Curricular Activities

The College provides adequate opportunities to display the innate talents of students in dance, music, debate, dramatics etc. through Intra and Inter-collegiate cultural festivals.

Sports

The College gives preferential admission to students who have excelled in sports at the National Level. Deserving students are given scholarships and free boarding and lodging.

Infrastructure and Learning Resources

Physical Facilities

- Smart classrooms and seminar halls equipped with ICT facilities, broadcasting connectivity, modular furniture etc.
- *Naalandha* – E – Content Creation Lab with Interactive White Board facility and lecture-capturing facilities
- **Laboratories and Learning Centres** with state-of-the-art equipment and technology for Research, Skill Development, Instrumentation, Media, Food Science, Psychology, Creativity & Visualization.
- **Innovation and Incubation Council** to nurture student entrepreneurs
- **M.O.P Community Radio Channel** M.O.P. CRS @ 107.8 Mhz

- **Campus TV station**
- **Open-Air Theatre** including covered space with capacity of 1500
- A/C auditorium, A/C viewing theatre, Seminar halls, and A/C Video conference halls
- Fully Automated Library - **Information Resource Centre (IRC)** spread over two floors.
- **Digital Resource Centre** with dedicated access to subscribed e-resources.
- **Women's Studies Centre**
- Exclusive **Research Lab** offering research support to postgraduate students and research scholars.
 - ❖ **Aspirant Corner** – Housed in the Women's Studies Centre, the Aspirant Corner offers a dedicated space for learners aspiring to various professions, with a collection of print resources and an ergonomically designed environment that supports independent study.
 - ❖ **Rare Books Corner** - The Collectibles section offers a selection of rare/ notable books for discerning readers, as well as prints of vintage newspaper articles curated from the archives of the New Indian Express (english) and Dinamani (tamil).
 - ❖ **Swabhimaan Corner** - M.O.P.V.C.'s focus on nurturing young entrepreneurs is reflected in the Swabhimaan Corner in the library, which supports student entrepreneurs with resources pertaining to starting a new business.
 - ❖ **Research Lab** - A dedicated space for research scholars, with 6 computers with hi-speed internet and an archive of theses and back-volumes of subscribed journals, to support research related processes.
- **AUM – Yoga and Mental Health Centre**
- **Counselling and Mentoring Centre** for Psychology Training

Other Facilities & Equipment

- Wi-Fi facility and broadband connectivity
- Cafeteria with separate Juice & Snack Stalls
- Adequate restrooms & washrooms on all floors including western closet facilities
- 125 KVA Diesel Generator is available during power shutdown
- Photocopier facility on campus
- CCTV Cameras positioned at prominent places
- DVRs having storing capacity of 1TB each
- Digitized EPABX telephone system with 35 extensions
- Public Address System connecting all the floors
- Reverse Osmosis System providing drinking water with capacity of 500 litres
- Housekeeping- outsourced to professionals
- Apollo Shine- Mini Health service Centre located on the ground floor
- 2 Elevators
- Fire safety equipment
- 2 Solar plants
- Automatic Hand sanitizers
- Foot operated wash basins

Performance Highlights

Recognitions

- Re - accredited at the highest level in the III cycle – Grade A++ (with CGPA of 3.56/4).
- THINK EDU AWARD for providing continued quality education from the Chief Minister of Tamil Nadu.

- "Managerial Excellence Award for Educational Institutions" by Madras Management Association.
- The College is in top 150 as per National Institutional Ranking Framework (NIRF) Ranking 2020
- The College is ranked 53 in the Green Institutional Ranking 2022 by "Sustainable Institutions of India"
- Commerce, Science and Arts courses of the college is ranked in Top 50 best colleges of India by "The Week".
- B.B.A & B.C.A Courses of the College is ranked in Top 50 best colleges of India by "The Outlook".
- The College ranked in the Top 10 in the Best B school by "Career 360"
- M.B.A Programme ranked 56 by Business India in the Best B school Category.
- District Award for Citizen Consumer Club by Government of Tamil Nadu.
- Community Radio station- National Award in 2016, 2017.
- College was recognized as Mentor Institution under the UGC PARAMARSH Scheme.
- The College is recognized by UNICEF for the 'END VIOLENCE CAMPAIGN' to Protect Child Rights.
- India Today has ranked the College among the top 10 colleges in Chennai.
- Mylapore Academy's award for the best college in imparting value education.
- B.Sc. Computer Science programme was ranked 4th among Arts & Science colleges in Chennai - Times of India.

Accolades in Sports & NCC in the last 5 years

- The College has Medalists in Asian Games and SAF Games.
- The College has been winning the most prestigious Madras University Dr. A. Lakshmanasamy Mudaliar Rolling Trophy for Athletics during the last 5 years.

- Won Madras University Sivanthi Adityan Rolling Trophy consecutively for last 5 years for contributing maximum number of players to the Madras University teams.
- Won Madras University P. Haridas M.O.P. Trophy consecutively for last 5 years for winning the maximum number of Inter- collegiate tournaments.
- Won Madras University Sivanthi Adityan Rolling Trophy consecutively for last 5 years for Volley Ball.
- The College has won the Reliance Overall Trophy at the Reliance National Level Athletic Meet held at Mumbai during the years 2018 – 2020.
- The College has won 447 Medals in Athletics.
- 416 tournaments were won at various levels
- Number of International Players: 46
- Number of National Players: 192
- Number of University Players: 298
- Cadet Rakshana Suresh Prabhu received the All-India Best Cadet Award from the Honourable Prime Minister of India in January 2019.

Academics

- Above 95% pass in the UG and PG courses.

Co - Curricular and Extra - Curricular Activities in the last 5 years

- 82 Overall Shields, 1443 prizes won at various inter-collegiate competitions.
- 630 first prizes, 552 second prizes, 261 third prizes



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BROCHURES OF THE PROGRAMMES



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DEPARTMENT OF COMMERCE
B.Com (Accounting & Finance)

The Programme of Accounting and Finance is one of the pioneer courses of the college, that aims at providing a stimulating learning environment with technology and research. It is with progress and foresight that it has looked to achieve great heights since its inception. Breaking past conventionality, the faculty have always recognized the necessity of the individual development of students in all facets of life. The programme contributes to the students' learning process through a rigorous and dynamic curriculum that highlights innovation and resourcefulness. The Programme strives to ensure innovative teaching methods such as group discussions, field visits to industrial premises, mock trading and several more.

Eligibility Criteria: Commerce/Business Studies, Accountancy With Mathematics in Std XII

CURRICULUM-The following subjects are offered by the programme.

Semester I	Semester II	Semester III	Semester IV	Semester V	Semester VI
Language I	Language II	Corporate Accounting	Advanced Corporate Accounting	Elements of Cost Accounting	Elements of Management Accounting
English I	English II	Practical Auditing	Company Law	Income Tax Law & Practice I	Business Taxation
Financial Accounting	Advanced Financial Accounting	Legal Systems of Business	International Trade	Income Tax Law & Practice II	Financial Management
Principles of Management	Marketing Management	Entrepreneurship Development & Small Business Management	Inter Disciplinary Elective	Financial Reporting	Security Analysis & Portfolio Management
Statistics	Managerial Economics	Choice Based Elective	Operations Research with Software Application	Stock & Commodity Trading	

For Program Outcomes, Program Specific Outcomes & Course Outcomes, refer college website-
<https://mopvc.edu.in/pos-psos-cos/>

TEACHING PEDAGOGY

The Programme has adopted ICT enabled teaching approach by using LCD projectors, Smart Class rooms, etc. As visual power has great impact, teaching is done through PowerPoint Presentations and Audio Visual Aids.



PROGRAMME ACTIVITIES

The Programme provides a platform through various club like BUSIBEE, LUMINESCENCE & COMMERCIO for the students to exhibit their talents in extracurricular and co-curricular activities. These competitions are organized with an aim to offer students to gain the leadership qualities and to evolve their overall personality by enriching their creative skills.

ANNUAL WORKSHOP CONDUCTED FOR STUDENTS

The Programme in addition to imparting domain knowledge provides practical exposure and hands on experience to the students through its annual workshop series. 20 workshops on the theme Up skilling for the future – Man and Machines were conducted during the year 2019-20. 5 Inter Collegiate and 6 Inter-Departmental National level workshop on the theme. The Next Wave – Business Value Creation were conducted during the year 2020-21.

Inter- Collegiate Workshops			
Influencer marketing	Digital marketing	Social Entrepreneurship	Financial Forensics
Financial Modelling		Ad copy creation & content writing	
Inter-Department Workshops			
Social Media Analytics		Innovation & Design Thinking	
Mental Health & Well Being			



GUEST LECTURES

The Programme on a regular basis arranges Guest Lectures. The Subject experts from various fields are invited exclusively to address the students so that they can gain add on knowledge apart from their course of study.

SEMINARS & CONFERENCES ORGANIZED (Last 8 years)

	Seminars organized	Level
20/1/2017 & 21/1/2017	Digital media summit	International
6/10/2018	U- Commerce	National
5/10/2019	I edition of C-Suite Panel Discussion- Digitally Transformed Work Force	Regional level
4/2/2020	Future is Here –National Summit	National
9/4/2021& 10/4/2021	Innovation & Deep Learning Summit	International

INDUSTRIAL VISIT

To open a new arena for students, the programme arranges regular Industrial Visits as a part of curriculum. This gives an opportunity to explore the ground functioning of the Corporate and Industries. Following are some of the Industrial visits organized by the Programme:

Coco - Cola	BHEL
Hatsun Product Pvt Ltd	Ennore Port
Lotte India Corporation Ltd	Green View Tea Industries
Bafna Pharmaceuticals Ltd	Aavin
Larsen and Toubro	Parle G

FAIRS AND EXHIBITIONS

“Taxicle” an event first of its kind, was drenched on the concept of fun-based learning. Best Tax Advisor and Best Tax Plan were the events that were critically acclaimed by the judges. Not to forget, the first-ever edition of Taxicle organized by the programme aimed at encouraging practical application of “Taxation.”



One day Business on Campus The Consumer Club organized an exhibition wherein the students of inter-disciplinary course Consumer Education put up various stalls and every team explained on significant topics which involved live demonstrations of consumer exploitation practices, Ways towards Sustainable Earth, case studies on consumer awareness, ethical advertisement policies and so on.

Business Taxation Exhibition- GST

The Programme had organized an exhibition TAXICLE on the topic- GST on 26 February 2020. The idea behind the exhibition was to communicate the concepts of GST like the different tax rates, IGST and ITC, Supply, Registration, Place, Time and Value of Supply, the recent developments in the field to the students through charts, models and games.



PLACEMENTS

Through the Placement Cell of the college, the students of our programme get placed in various companies with an annual salary of Rs. 5.2 Lakh. Following are few of the prominent companies in which the students of our programme are placed in:

1. Sai Shruthi S- Goldman Sachs
2. Anajana Suresh- Goldman Sachs
3. Sowjanya- Goldman Sachs
4. Sadana- Goldman Sachs



JOURNAL

The Programme provides the students with multitude of opportunities and privileges, bringing out a journalist is one among them. The students collectively decide a topic and various aspects within it is covered.

ALUMNI TALK

Dr. Sudha Srinivasan,
Assistant Professor, INDIAN INSTITUTE OF PLANTATION
MANAGEMENT, Bengaluru

As an alumnus of MOPVC (graduate of B.Com.-Eve class of 1998), it gives me immense pleasure to write about my college, which is celebrating its Silver Jubilee Anniversary this year. After completing 12th Std. CBSE board exams with 88% aggregate, B.Com. admission at M.O.P. was a ray of light in my life.



The college, though a relatively new entrant at that point in time, threw a variety of opportunities that not only nurtured my artistic talents (as a singer) but also helped me get exposure to team building, behavioral and communication skills and more importantly, inspired me to take to academics.

My strong grounding in academics motivated me to further my studies and complete Ph.D. in Business Administration. MOPVC has undoubtedly contributed positively to my career as an academician, author and writer. The influence of MOPVC reflects upon my positive personality and I am proud to be one of its brand ambassadors.

Vidya Venkataramani , Entrepreneur
2011-2014

And that makes all the difference...

Performing well at the interviews is the key for admission into a reputed B-school and even more important to secure a summer internship/job in the corporate world. The takeaways from the sessions on personality development, communication skills and business etiquette were strongly etched in my mind which enabled me to perform well and crack the interviews.



The sole reason why information from these sessions was retained was the faculty. For e.g. the business etiquette sessions conducted by the then Head of the Department Dr. Rosy Fernando is something I would never forget for a long time. She truly is an inspiration for many youngsters! It just goes on to show how the teachers make an impact on students and bring life to the subject taught.



M.O.P. Vaishnav College for Women (Autonomous)

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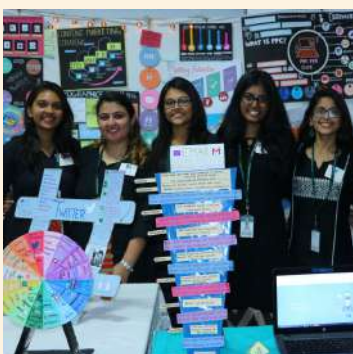
Website : www.mopvc.edu.in



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DEPARTMENT OF COMMERCE B.COM (MARKETING MANAGEMENT)

Under Graduate Programme in Commerce with
specialization in Marketing Management



PROGRAMME OVERVIEW

The Undergraduate Programme B.Com (Marketing Management) established in 2005 offers a comprehensive marketing programme that trains students to apply cutting-edge marketing techniques and transferable skills that is required in the age of digital transformations. The programme provides a holistic orientation of emerging marketing trends with the practical skills required to analyse consumer data, create marketing campaigns, develop digital / social media content and make successful marketing decisions. It equips students to be innovative, technically competent and think critically through experiential and student-centric teaching approaches.

THE MARKETING MATRIX

Programme Focus on Key Dimensional Areas of Marketing	Product Development	Lead Generation	Consumer Insights	Digital Transformations
Programme USP	Cutting Edge Curriculum	Student Centric Learning Methods & Innovative Pedagogy	Student Enrichment Strategies	Student Activities
Marketing Graduate Attributes & Competencies	Disciplinary Knowledge Competency	Systems Thinking Competency	Strategic Competency	Creative Competency
	Critical Thinking Competency	Anticipatory Competency	Communication Competency	Integrated Problem-Solving Competency
	Collaborative Competency		Normative Competency	



PROGRAMME HIGHLIGHTS

WHY MARKETING MANAGEMENT AT MOPVCW



The Marketing Management Programme is structured around the critical challenges that impact the changing global, political, economic and socio-cultural systems in the marketing environment. The programme recognizes the value of real-world experience, provides its students practical exposure and strongly encourages them to undertake Mini Projects and Internships.

All Marketing students learn to drive industry initiatives that develop customer satisfaction and retention, contribute to company profits and build connections with suppliers, distributors and the community. Students gain hands-on experience by identifying problems, developing plans and implementing effective marketing programs.

The program equips students to integrate legal and ethical norms in everyday management of a business firm in order to be socially sensitive marketing professionals and engage their responsibilities in creating a sustainable future for all.

CUTTING EDGE CURRICULUM

The Marketing Management Curriculum has been designed in consultation with industry leaders and eminent academicians to ensure that students gain industry-specific skills to emerge as highly skilled and employable graduates.

PROGRAMME OUTCOMES, PROGRAMME SPECIFIC OUTCOMES & COURSE OUTCOMES

Refer the following link in the college website -

<https://mopvc.edu.in/pos-psos-cos/>

ELIGIBILITY CRITERIA

Standard XII Students from the Commerce stream with Commerce/ Business Studies / Accountancy / with or without Mathematics can apply for the programme.

The program is offered in Shift II



COURSE COVERAGE

FIRST YEAR

FIRST SEMESTER

COURSE COMPONENT	COURSES
Foundation	Language I
Foundation	General English I
Core I	Financial Accounting
Core II	Principles of Management
Choice Based Allied I	Business Statistics using R Quantitative Finance Corporate Governance & Social Responsibility

SECOND SEMESTER

COURSE COMPONENT	COURSES
Foundation	Language II
Foundation	Business English
Core III	Advanced Financial Accounting
Core IV	Marketing Management
Choice Based Allied II	Innovation Management Managerial Economics Principles of Insurance
Non Major Elective	Entertainment Management I & II

SECOND YEAR

THIRD SEMESTER

COURSE COMPONENT	COURSES
Core V	Corporate Accounting
Core VI	Advertising and Brand Management
Core VII	Legal Systems of Business
Allied III	Entrepreneurship Development and Small Business Management
Choice Based Elective I	Data Management & Analysis Using Spread Sheets Sports Marketing HR Analytics Legal Advocacy

FOURTH SEMESTER

COURSE COMPONENT	COURSES
Core VIII	Retail Marketing
Core IX	Rural Marketing
Core X	Consumer Behaviour
Allied IV	Sales & Distribution Management
Elective II	Inter Disciplinary Elective Tourism Management

THIRD YEAR

FIFTH SEMESTER

COURSE COMPONENT	COURSES
Core XI	Elements of Cost Accounting
Core XII	Basics of Marketing Analytics
Core XIII	Integrated Marketing Communication
Core XIV	Services Marketing
Elective III	Digital Marketing

SIXTH SEMESTER

COURSE COMPONENT	COURSES
Core XV	Elements of Management Accounting
Core XVI	International Marketing
Core XVII	Business Taxation
Core XVIII	Capstone Project

STUDENT CENTRIC LEARNING METHODS & INNOVATIVE PEDAGOGY

The programme adopts participative and experiential learning techniques to ensure that students learn real-world applications and develop adequate competencies to solve business problems with innovative marketing techniques.

CAPSTONE
PROJECTS

MINI
RESEARCH
PROJECTS

INDUSTRY
CASE
ANALYSIS

MARKETING
LIVE LABS

AD
CAMPAIGN
PLANNING &
DESIGNING

RETAIL
STORE
DESIGNING

FLIPPED
CLASSROOM
ACTIVITIES

FOCUS
GROUP
DISCUSSION

MOOT
COURT

WEBSITE
CREATION

E MAGAZINE
CREATION

VIRTUAL
EXHIBITIONS

COLLABORATIVE
WHITE BOARD
ACTIVITIES

ROUND TABLE
CONFERENCES

BUSINESS ON
CAMPUS

STUDENT ENRICHMENT STRATEGIES

The Programme focuses on enhancing the employability, entrepreneurship and skill development quotient of its students by offering various enrichment programs throughout the year.

CAPACITY BUILDING PROGRAMS

The programme offers Capacity Building Programs to train students in various domain-specific skills required for marketing graduates like problem-solving, critical thinking and decision-making.

CAREER ENRICHMENT PROGRAMS

Career Enrichment Programs are organised for students to decide their career paths and make the right career choice.

ENGAGE - LECTURE, WORKSHOP AND BREAKOUT SESSIONS

A series of guest lectures, workshops and breakout sessions are conducted under the banner of Engage. Industry experts and marketing professionals interact with students and provide them with industry instances and insights about real-time marketing issues.

DIGITAL MARKETING BOOT CAMPS

Digital Marketing Boot Camps are organised to offer students with hands-on training, industry experience through unique real-world projects and case analysis to hone their digital marketing skills.

BUSINESS SUMMITS AND CONCLAVES

Every year the Department of Commerce hosts an International Summit on themes and trends that are transforming the business arena. Industry stalwarts, global leaders and renowned industry professionals gather at the summit to interact and share their expertise with the students and academicians.

INTERNATIONAL INTERNSHIPS & SEMESTER ABROAD PROGRAMS

The college has given students the experience of global work culture and higher education by entering into agreements with Universities abroad. The students of Marketing Management have attended Summer Schools at renowned Universities in the U.K., USA and Canada to undertake Short-term Summer School Internships and courses on Business Management, Digital Marketing, International Business and Entrepreneurship. Students are also given the opportunity for a Semester Abroad Program in reputed Universities abroad.

COMMUNITY OUTREACH & RURAL IMMERSION PROGRAMS

In its quest to create socially sensitive graduates the department has adopted Koonimedu Village in Marakkanam Taluk at Villupuram District for its Community Outreach Program and Skill Development camp. Students impart life skills and conduct social awareness campaigns for the school children and women of the village. A MOU for conducting extension activities has also been signed with Wasted360 Solutions.

STUDENT ACTIVITIES

KOTLERZ KLAN - THE MARKETING STUDENT CLUB

Named after the Marketing Guru - Philip Kotler, Kotlerz Klan is the student club that hosts the annual Intra - Mural and Inter - Departmental activities to serve as a healthy platform for intellectual interaction among students. Every year Kotlerz Klan is inaugurated under a distinctive marketing theme.

PUBLICITÉ - THE ANNUAL STUDENT JOURNAL

Publicité, the annual student journal is scripted and edited by the students. The annual journal is released with an interesting marketing theme that highlights the imperativeness of marketing. The themes of the various Publicité editions over the years include - Marketing across ages, Web Advertising, Entertainment Marketing, Global Marketing, Branding, The future of Marketing, Invisible Marketing, Delight Marketing, Artificial Intelligence Marketing, Human Centric Marketing, Moment Marketing and Gamification Marketing.

THE MARKET PLACE - BUSINESS ON CAMPUS INITIATIVE

The Business On Campus initiative - The Market Place, is a flagship event conducted by the students of Marketing Management as part of their practice school. Students display their entrepreneurial skills at this one-day event and set up a mock market place to promote and sell their products. Every year students choose a theme for the mock market place set up.

EMPORIA - STUDENT EXHIBITIONS

Students organise and manage a series of exciting and creative physical and virtual exhibitions to share their work publicly and to make a presentation about their domain-specific creative work. Annually four exhibitions are organised by the students - Marketing Express, Ice Breaker, Retail Spaces and Pathbreakers.

TRADE ZONE - INTERNATIONAL TRADE CONFERENCE

Trade Zone is a Mock MUN organised by the students to discuss International Trade problems such as World Unemployment, Poverty, Resource Mobilisation, Sustainable living practices and many more.

THE MARKETING CAREER PATH

THE MARKETING CAREER PATH

The Marketing Management Degree prepares students to take up offbeat and diverse job roles across industries.

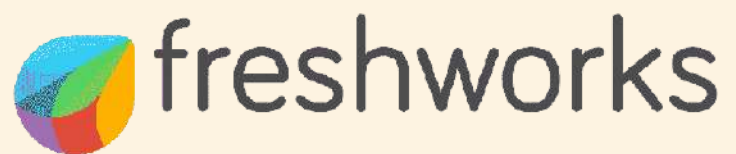
- Advertising and Promotions Manager
- Brand Manager
- Content Strategist
- Copywriter
- Chief Marketing Officer
- Data Analyst
- Digital Marketing Analyst
- Digital Marketing Specialist

- Digital Media Director
- Digital Optimization Analyst
- Director of Digital Marketing
- Director of Internet Marketing
- Director of Web Analytics
- E-Commerce Manager
- Entrepreneur
- Event Manager

- Market Research Analyst
- Marketing Specialist
- Marketing Manager
- Media Planner
- New Media Manager
- Paid Search Specialist
- Product Manager
- Production Manager

- Promotions Coordinator
- Public Relations Manager
- Public Relations Specialist
- Search Engine Optimization Specialist
- Social Media Manager
- Social Media Coordinator
- Web Content Manager
- Web Marketing Manager

TOP RECRUITERS





Dr. Nisha U

**M.Com., MBA., Ph.D., (UGC - NET)
Associate Professor & Head
Department of Commerce
B.Com (Marketing Management)**

Dr. Nisha U, Associate Professor & Head of the Department, teaches core courses in the Marketing domain. Her area of expertise include, Marketing Research, Consumer Behavior, Advertising, Integrated Marketing Communications, Retail Marketing and Sports Marketing. She has served as resource person at IIT – Madras, Stella Maris College and The Institute of Cost & Works Accountants of India. She is also the Guest Editor for NET Journal of Business Management, Journal of Critical Reviews and International Journal of Emerging Markets.

Dr. Nisha U is a subject matter expert and member of the Board Of Studies for Marketing in prominent institutions in Chennai. Dr. Nisha U has been the Organising Secretary and Creative Head of various National and International Summits organised by the Department of Commerce. She is also the Core Committee member of the IQAC and MIS committees that spearheads quality initiatives across the institution. She currently is the International Relations Officer of the Institution. In June 2019, Dr. Nisha U, led a 14 member student delegation to a one month Summer School Course on Digital Marketing and International Business at the Manning School of Business, University of Massachusetts, Lowell, USA. In January 2023 she led a 20 member student delegation to James Cook University, Singapore for a course on Sustainable Business. Having joined the institution in the year 2009, she is a recipient of 12 Service Awards, for rendering service to the institution beyond the call of duty.

A consistent academic topper, Dr. Nisha U secured the First rank and Gold Medal in her M.Com Degree Program. She earned a Ph.D. in Marketing from the University of Madras and also holds a Masters Degree in Business Administration from Annamalai University. She is recognized as a Research Guide by the University of Madras in the Department of Commerce of M.O.P. Vaishnav College for Women.



Ms. Nisha M
M.Com., M.Phil., (TN - SET)
Assistant Professor
Department of Commerce
B.Com (Marketing Management)

Ms. Nisha M commenced her working career at M.O.P. Vaishnav College for Women (Autonomous) in the year 2012. Her area of expertise include, Retail Marketing, Rural Marketing, Services Marketing, Entrepreneurship Development, Sales and Distribution Management and Tourism Management.

Ms. Nisha M was awarded the 'Best Teacher' award by M.M. International in the year 2014. She secured a first class in B.Com and M.Com from University of Madras. She also secured a first class in M.Phil. She is currently pursuing her Ph.D in Commerce at the University of Madras. Ms.Nisha M has presented and published papers in referred journals both in International and National forums. She currently serves as the faculty coordinator of the M.O.P. Incubation Centre.



Dr. Kamatchi Preethi V

M.Com, M.Sc, MBA, M.Phil, Ph.D

Assistant Professor

Department of Commerce

B.Com (Marketing Management)

Dr. Kamatchi Preethi V, Assistant professor in the Department of Commerce specializes in core courses in marketing that include Digital Marketing, Marketing Research, Consumer Behaviour, Management Accounting and Business Law. She is currently a member of the Research Advisory Committee of the college. She has presented and published research papers in International and National conferences, forums and peer-referred journals. She is a reviewer for the Journal of Eastern European and Central Asian Research (JEECAR), International Journal of Emerging Markets and WSEAS Transactions on Business and Economics.

Dr. Kamatchi Preethi V has earned her Ph.D in Marketing from Vellore Institute of Technology, Vellore. She has certifications from the University of Illinois for Digital Marketing.



Ms. Afia M
M.Com
Assistant Professor
Department of Commerce
B.Com (Marketing Management)

Ms Afia M, Assistant Professor in the Department of Commerce specializes in Financial Accounting, Cost Accounting, Management Accounting, Indirect Taxation and Mercantile Law. She has been profoundly active with regard to the various portfolios assigned to her. Apart from being committed to the academics, she has been a part of Community Outreach Programs during her service in the cause of education, wherein Higher Secondary school children were given free coaching classes before facing their board exams.

With a penchant for undertaking research projects, she has been engaged in the process of presenting her papers in multiple conferences and forums. She has also won Best Paper Award in International Conferences

STAR ALUMNI

- ★ Mitali Chordia, Vice President Marketing at Olympia Group India
- ★ Sruthakeerthi Mohan Ram, Vice President Marketing at Garuda Aerospace Private Limited
- ★ Monikha Thangamani, Associate Director Marketing at SysCloud
- ★ Keshsa Vasant, Digital Marketing Analyst at Chubb and Founder of Ikksha, New Jersey
- ★ Archana Gopalakrishnan, Manager at Royal Bank of Canada, Toronto
- ★ Uthpalakshi Vummidi, Sales Manager at Statista, Germany
- ★ Bhavana Sundaraj, Digital Marketing Manager at Google
- ★ Nandhitha Hariharan, Digital Projects Manager at L'Oréal
- ★ Akhila Hari, Managing Partner at Epsilon Academy
- ★ Sakshi Bothra, Founder of Phonenett
- ★ Rushali Jhaver, Co- founder of Relijion
- ★ Mridula Arjun, Marketing and External Communications Manager at Tiger Analytics
- ★ Supraja Ashok, Senior Social Media Specialist at Social Beat
- ★ Swetha Kannan, Brand and Marketing Coordinator at Kissflow
- ★ Shalini Thaker, Social Media Marketing Specialist at TAG
- ★ Samyuktha Saravanan, Analyst at Goldman Sachs

INNOVATE – TRANSFORM – LEAD

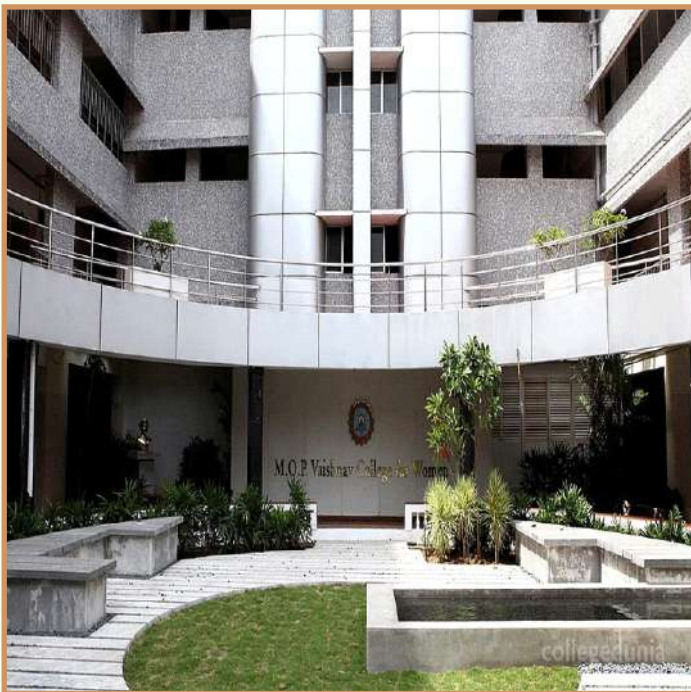
CONTACT

The Department of Commerce
B.Com (Marketing Management)
M.O.P. Vaishnav College for Women (Autonomous)
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India
bcommm.2020@gmail.com
(044)2833 0262 (Ext: 204)



M.O.P. Vaishnav College for Women **(Autonomous)**

(College affiliated to University of Madras & Re-accredited at 'A++' Grade by NAAC)
Chennai - 600 034



DEPARTMENT OF COMMERCE
B.COM CORPORATE SECRETARYSHIP

ABOUT THE PROGRAM

With a vision of creating excellent corporate personnel and unparalleled ethical professionals, B.Com Corporate Secretaryship is one of the premier programs offered by the college. The Program works to equip students to take on the challenges of the corporate world and strives to give opportunities for students to innovate and execute new ideas. It is a three-year degree program with a focus on the areas of Company Law and Secretarial Practice and prepares students for professional courses such as Company Secretary, Cost Management Accountant, and Chartered Accountant. The Program ensures that each of the students goes through various capacity building activities such as attending guest lectures, workshops, visiting Industrial houses, and organizing exhibitions, which leads to students learning practically and creating an enhanced educational experience for them.

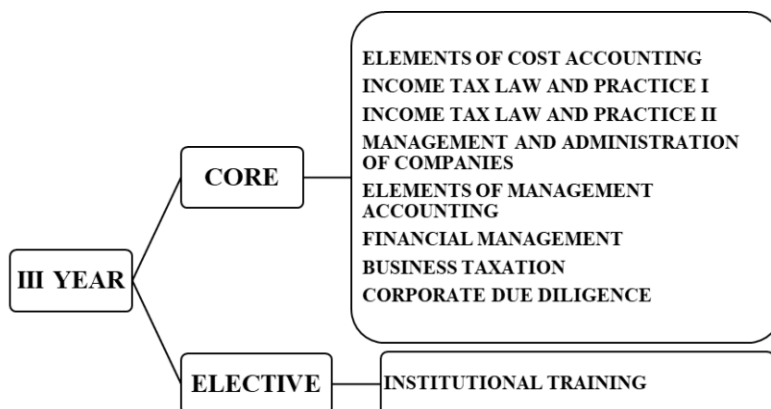
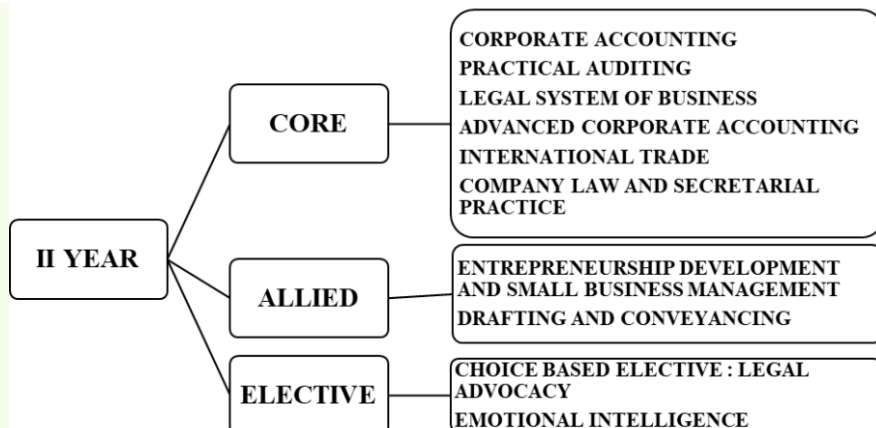
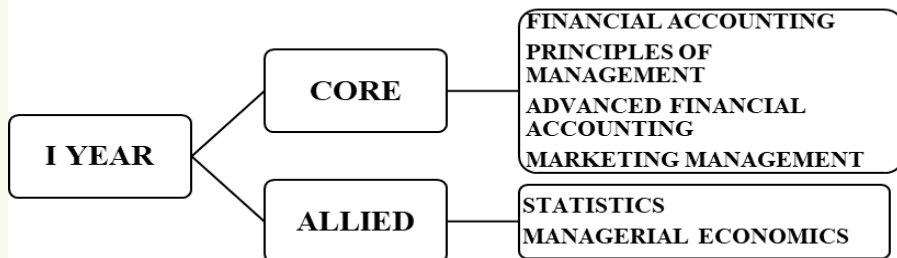
ELIGIBILITY CRITERIA

Pass in Qualifying Examinations (i.e. XII in State Board/CBSE/ICSE or any equivalent Board) under commerce stream.

UNIQUE SELLING PROPOSITION

The Program, through “Akriti”- a mock company, identifies young vibrant minds with an Entrepreneurial streak, brings out their innate potential and moulds them into future corporate leaders.

LIST OF SUBJECTS



For PO, PSOs & COs refer College website

<https://mopvc.edu.in/pos-psos-cos/>

TEACHING METHODOLOGY



ACTIVITIES OF THE PROGRAM ELITE CLUB

As members of the Elite Club the students conduct events that provide them an opportunity to explore their interests and showcase their skills. It paves the way for students to be moulded into corporate personnel through its annual intra-mural activity, "CorpoRappo," which hosts events such as Stress Interview, Lawyer It Up, Corporate Walk, and Business Quiz. The events are judged by eminent professionals in their respective areas of specialization. A title called Miss CorpoRappo is awarded to the student who has won the maximum number of events and who has the highest number of individual points.



JOURNAL-SIGNET

Signet, the official journal of the B. Com CS program provides the students a medium to display their writing and research skills by enabling them to publish detailed articles written by them and the results of projects undertaken by them.

INSTITUTIONAL TRAINING

In order to ensure that every student gets a practical exposure to the corporate world, the students have to undergo a compulsory institutional training during the summer break as part of the curriculum at the end of their second year. The main objective of this training is to ensure students develop the required skills to face challenges that arise in a corporate setup.

GUEST LECTURES AND WORKSHOPS

Guest Lectures and Workshops are organized to enable students to interact with academic experts/industry professionals and in the process they get an insider's perspective of the corporate and legal world.



PRACTICE SCHOOL

AKRITI- KREATIVITY AT ITZ BEST is an entrepreneurial venture in the form of a public limited company which was started by the students of B.COM (CS) on 13th September 2007. The College gives the students an exposure on how to run a public limited company. It is run by the students with 13 board members out of which 10 are from the final year and 3 executives are from the 2nd year.

The Company Akriti initially started on a small - scale basis catering to the fashion needs of college - going students. The Company now raises its own capital by issue of shares to the Faculty and Students of the college. It conducts its AGM and declares dividend for its shareholders every year. Akriti has been declaring 100 % Dividend for the past 13 years & will continue to do so. Akriti also passed a resolution in the matters of change of accounts from MS Excel to Tally ERP 9. Recognising the hard work, dedication, commitment and entrepreneurship skills displayed by the students as board members of Akriti, the company was provided an opportunity to put up a Stationery Stall “**IMPRESSIONZ MOP**” in the college campus from the academic year 2014-2015.



COMMUNITY SERVICE

Year	Project	Purpose	Beneficiary
2017-18	Arogya Dhaan	To promote the art of giving good health.	CSI Higher Secondary School for the Deaf and dumb were gifted with the basic medicines, fruits, rice, toiletries, snacks and a free medical check-up was arranged.
2018-19	Pagir	To encourage the concept of sharing	Basic necessities were distributed to the students of C.S.I Higher Secondary School followed by a self-defence session conducted by Mr. Nagaraj – Chief of Commando Force, Police Department
2019-20	Thozhil Seiyalam Thozhi	Enabling activities which will help cultivate self-reliance in students and teach them to be independent in various aspects of life.	The parents and student of Government Girls Higher Secondary School, Ekanampet were taught various self reliance skills like paper bag making, jewellery making, key chain making to encourage them to become Future entrepreneurs and be financially independent followed by self defence and health & hygiene.



PLACEMENTS

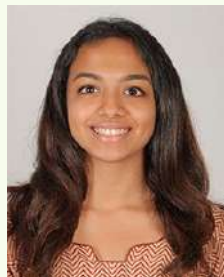
The prominent recruiters for the program are the companies which visited the college in the year 2019-2020

- EY-GDS
- Goldman Sachs
- Standard chartered
- ZOHO
- ICICI home finance
- BNP Paribas
- Pick your trail
- TCS
- Climbers
- SysCloud
- Wheels India
- Cognizant
- Venture intelligence
- I thought
- Atos Syntel
- HCL
- Consark advisory
- Avasoft
- Teach for India
- Logas technologies
- Notion press
- Inception business
- State street HCL
- AIMS
- Crea shakti
- Travel XS

ALUMINI SPEAK

Samyuktha R (2018-2021)

The college as well as the program have contributed significantly to not just my academic development but have also helped me groom myself to be a responsible and socially conscious member of society. I was provided with many opportunities to develop my talents, leadership skills; communication skills and academic knowledge during my time in M.O.P. Plethora of opportunities were available to every student, equally and deservedly. Even at times of difficulty, faculty was always considerate of the student's needs and would always try to help. The skills and knowledge that I have been equipped with through the extra-credit classes, be it spreadsheet design or advanced math and accounting courses, have been of great help. It was through the college that I got a great placement. I would like to thank the college as well as the program for providing me with lessons and memories for life.



Tanya Ramprasad (2017-2020)

My three years in M.O.P. Vaishnav College as a student of the undergraduate school of business has been an absolutely enriching experience. Apart from a customisable curriculum, the college hosts a wide range of activities, learning resources, and a plethora of opportunities. The college's systematic approach towards imparting a holistic education along with their curricular and co-curricular activities has made me competent as an individual, and has helped me identify my area of interest and work towards it. M.O.P. Vaishnav prepares you for life after college, and it has helped me equip myself with the skills required to succeed in a professional world. I will always cherish the experiences and bonds that I have made here, and am grateful for the person that it has made me today.



Nachammai Savithiri R (2016-2019)

My three years at M.O.P made for a colourful experience filled with memorable moments and ample opportunity for growth and development. With knowledgeable faculties, supportive staff and an impressive peer group, the college helped shape my tentative years. What sets the students of M.O.P. apart from most crowds are the skills we pick up through the various tools provided to us by the faculty through co-curricular, extra-curricular, clubs, electives, internships and seminars. M.O.P. also played an important role in imparting vital leadership qualities and real-world experiences, which make all the difference in preparing to enter the corporate world. The college also prioritises the holistic development of students in fields of sports, arts and business, creating a truly dynamic environment. The community of students at M.O.P is undoubtedly a valuable resource I carry with me into the future and I can say, without a doubt, that the connections and friendships I made during my time at the college are priceless.



Neha Venkatraman (2015-2018)

A mind that is shaped and honed by experts can never go back to its old dimensions. M.O.P gives you that experience in more ways than one. I'm a believer of learning through experience and observation. Being part of every flagship event of my program and the college enriched my journey. M.O.P not only focuses on education but also holistic development. At the end of three years, every student graduate with a new identity, fearless and ready to take on the challenges that life throws their way. It is that spirit that enables every young girl to transform into confident and courageous leaders of tomorrow. I've graduated with the satisfaction that I was able to make the best out of my stint at M.O.P with the unwavering support of my teachers. The three years have been etched deeply in my memory for it transformed me into who I am and will be in the future.



Rithika Makesh (2015-2018)

Education is not all about getting good grades but about helping an individual hone their skills to take on life. The course of study at M.O.P. Vaishnav College has left a very positive impact on my personality. Taking up some of the opportunities I was provided with by the college and my teachers enabled me to imbibe certain pivotal values such as multitasking, teamwork and other key managerial abilities. I am indebted to the institution for helping me develop into an independent and strong individual. I will always beam with joy when I think about my sojourn here.





M.O.P. Vaishnav College for Women (Autonomous)

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Website : www.mopvc.edu.in



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

(Affiliated to University of Madras and Re-accredited at "A++" Grade by NAAC)

CHENNAI 600 034



DEPARTMENT OF COMMERCE
B.COM FINANCE AND TAXATION

PROGRAMME OVERVIEW

In 2022, the Undergraduate programme in Commerce (Finance and Taxation) was established. The course aims at focusing and expanding the knowledge of the students in areas such as International taxation, Actuarial Science, Auditing and assurance. The course is specifically tailored to the requirements of business world and to ensure that students gain industry specific skills to emerge as highly skilled and employable graduates.

The programme is offered in Shift I.

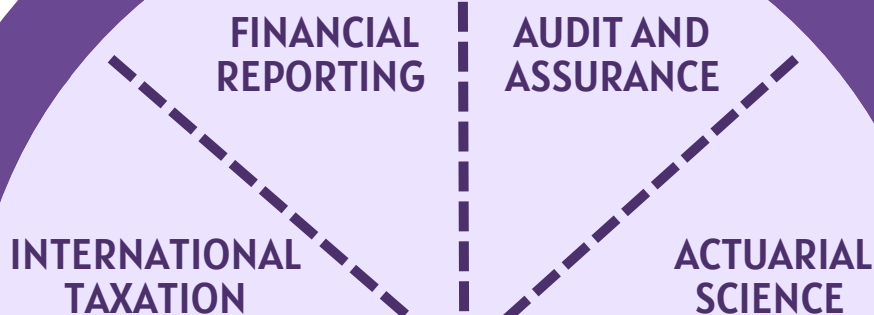
ELIGIBILITY CRITERIA:

Standard 12 students from Commerce stream with Commerce/
Business Studies/Accountancy with Mathematics .

WHY FINANCE AND TAXATION AT MOPVCW:

The Highlights of the programme B.Com (Finance and Taxation):

- The course provides comprehensive exposure to the conceptual framework and importance of financial management in corporate performance.
- Develops conceptual and practical skills of students.
- Students will graduate from the course with knowledge and competence in the area of business and commerce.
- It offers a strong foundation for student aspirants of Professional courses- CA, CS, CMA.
- Prepares students for a variety of accounting and tax positions.
- The curriculum has been designed in consultation with Industry leaders and eminent professional.



PROGRAMME COVERAGE

FIRST YEAR

FIRST SEMESTER

COURSE COMPONENT	COURSES
Foundation	Language I
Foundation	General English 1
Core I	Financial Accounting
Core II	Principles of Management
Allied I	Statistics

SECOND SEMESTER

COURSE COMPONENT	COURSES
Foundation	Language II
Foundation	English II
Core III	Advanced Financial Accounting
Core IV	Marketing Management
Allied II	Managerial Economics

SECOND YEAR

THIRD SEMESTER

COURSE COMPONENT	COURSES
Core V	Corporate Accounting
Core VI	Auditing & Assurance
Core VII	Legal System of Business
Allied III	Entrepreneurship Development & Small Business Management
Elective I	Choice Based Elective

FOURTH SEMESTER

COURSE COMPONENT	COURSES
Core VIII	Advanced Corporate Accounting
Core IX	International Trade
Core X	Company Law
Allied IV	Operations Research with Software Application
Elective II	Inter Disciplinary Elective

PROGRAMME COVERAGE

THIRD YEAR

FIFTH SEMESTER

COURSE COMPONENT	COURSES
Core XI	Elements of Cost Accounting
Core XII	Income Tax Law & Practice I
Core XIII	Financial Reporting
Core XIV	Income Tax Law & Practice II
Elective III	Actuarial Science & Taxation

SIXTH SEMESTER

COURSE COMPONENT	COURSES
Core XV	Elements of Management Accounting
Core XVI	Financial Management
Core XVII	Business Taxation
Core XVIII	International Taxation

THIRD SEMESTER-CHOICE BASED ELECTIVE

COURSE COMPONENT	COURSES
Elective I	Data Management & Analysis using Spread Sheets
	U Commerce
	Sports Marketing
	Legal advocacy

SOFT SKILLS

Semester I	Communication Skills
Semester II	Presentation Skills
Semester III	Personal Effectiveness Programme
Semester IV	Life and Career Skills
Semester V	Community Service

STUDENT ENRICHMENT ACTIVITIES



STUDENT ENRICHMENT ACTIVITIES

VIKAS

Community service for the year of development



The Department of B.Com Finance and Taxation marked the Year of Vikas by opening a library and initiating short-term courses for a primary school on three subjects:

Spoken English
Logic Math
Basic Computer Science



Other activities



GUEST LECTURES AND WORKSHOP



EXHIBITIONS AND PRESENTATIONS



EVENTS AND CULTURALS

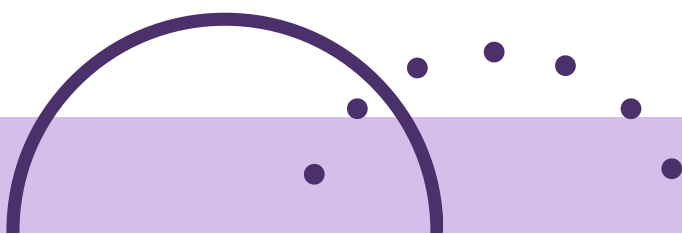




STRATEGIC DIFFERENTIATORS

Undergraduate Degree Programme in B.com (Finance and Taxation) prepares the students to take up diverse job roles across Industries.

Programme	B.Com (Finance and Taxation)
Focus	Students to pursue a professional career and/or furthering higher education in the areas of their specialisation.
Specialisation	<ul style="list-style-type: none">• Auditing & Assurance• International Taxation• Financial Reporting• Actuarial Science and Taxation
Job Roles	<ul style="list-style-type: none">• Accounts Officer• Auditor• Tax Consultants• Information System Officer• Bank Officer• Insurance Officer• Market Research Executive
Skills Developed	<ul style="list-style-type: none">• Decision Making Skills• Analytical and Problem solving Skills





CONTACT

The Department of Commerce
(Finance and Taxation)

M.O.P Vaishnav College for
Women (Autonomous)

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M.O.P. Vaishnav College for Women **(Autonomous)**

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B.Com Honours **Brochure**

BCOM HONOURS PROGRAMME

The Undergraduate Programme of B.Com Honours was established in the year 2011, with the distinction of providing students a learning experience in the professional arena along with the regular B.Com degree curriculum. From the year 2015, the programme is providing training for the professional Chartered Accountancy Examination through its meticulously framed embedded syllabus in consultation with practicing Chartered Accountants and expert coaching by practicing professionals.

OBJECTIVES

- To impart wholesome education that would equip students with professionalism.
- To enable students to face the challenges of professional examinations.
- To sensitize students on issues related to global changes.
- To enable students to apply theoretical knowledge to practical situations.

ELIGIBILITY CRITERIA

Commerce Stream with

- Commerce / Business Studies
- Accountancy
- Business Mathematics / Mathematics

COMPREHENSIVE CURRICULUM

CORE	COURSE CODE
CORE I - Introductory Accounting	20UCOM301
CORE II - Business Laws	15UCOM302
CORE III – Business Economics	18UECO302
CORE IV – Mathematics & Statistics	15UMAT301
CORE V – Business Accounting	17UCOM302
CORE VI – Cost Accounting	17UCOM303
CORE VII – Management Accounting	17UCOM301
CORE VIII – Industrial Laws	17UCOM304
CORE IX – Principles of Management	14UMAN303
CORE X – Accounting for Companies	17UCOM308

CORE	COURSE CODE
CORE XI – Taxation I	17UCOM309
CORE XII – Taxation II	17UCOM310
CORE XIII – Indirect Taxation	17UCOM311
CORE XIV – Corporate Law	17UCOM312
CORE XV – Advanced Accounting I	17UCOM316
CORE XVI – Introduction to Auditing	17UCOM318
CORE XVII – Computer Fundamentals & Accounting Software	15UCOM324
CORE XVIII – Information Technology	17UCOM317
CORE XIX – Strategic Financial Management	17UCOM319
CORE XX – Operations Research with Software Applications	14UMAT328
CORE XXI – Advanced Accounting II	17UCOM322
CORE XXII – Economics for Finance	17UCOM323
CORE XXIII – Strategic Management	17UMAN306
CORE XXIV – Entrepreneurship Development & Small Business Management	15UMAN306
CORE XXV – Auditing & Assurance	17UCOM324
CORE XXVI – Organizational Behaviour	15UMAN305
CORE XXVII – Marketing Management	15UMAN303
CORE XXVIII – Security Analysis & Portfolio Management	15UCOM334
CORE XXIX – Banking System & Financial Services	15UCOM322
CORE XXX – Insurance & Risk Management	15UCOM332
CORE XXXI – Research Methods	17UMAN307
CORE XXXII – Project	

For Program Outcomes, the Program Specific Outcomes and Course Outcomes refer the College Website at <https://mopvc.edu.in/pos-psos-cos/>

GUEST LECTURE SESSIONS

The B Com Honours Programme organizes series of Guest Lectures built in to the programme curriculum for training and sharing In-depth and practical knowledge on various courses to facilitate students to succeed in the CA Professional Examinations. The Guest Lecturer's are practicing professionals and guide the students in solving advanced problems and case studies

Guest Lecture Session in Progress



B.Com Honours Connect with Expert Faculty for Professional Coaching in Competitive Examinations

Resource Person	Designation of the Resource Person	Courses Handled
Mr. Arvind R. Sarathy	Company Secretary, Dr. Agarwal's Group of Eye Hospitals	Corporate Law
Mr. Manoj Niranjana .G	Chartered Accountant, Partner, Srihari & Co.	Accounting
Mr. Sai Mukundhan .G	Chartered Accountant, Partner, JLR & Co. Chartered Accountant	Corporate Financial Reporting, Accounting
Mr. Sivaraman .R.S	Chartered Accountant, Partner, Ananthan & Sundaram Chartered Accountants	Direct Taxation, Auditing & Assurance
Ms. Bhuvanasri .V	Cost Accountant, Specialist, Scope International Pvt. Ltd.	Business Performance Management
Mr. Raamanathan .K	Chartered Accountant, Partner, VRK Chartered Accountants	Financial Management, Direct Taxation
Dr. Sriram .M	Assistant Professor, Department of Mathematics, Ramakrishna Mission Vivekananda College	Operations Management
Ms. Sandhiya .B	Chartered Accountant, Vice President, Internal Audit, Bank of New York, Millan, India	Auditing & Assurance, Law
Mr. Hariganesh .V	Chartered Accountant, Manager, Price Waterhouse Coopers	Indirect Taxation

Resource Person	Designation of the Resource Person	Courses Handled
Mr.Mohammad Astaf Ananthan	Cost Accountant, Faculty in Professional Institutes	Cost and Financial Management
Mr.Mohana sundaram .D	Practising Company Secretary, Faculty in Professional Institutes	Company Law
Mr.Karthick .S	Chartered Accountant, Assistant Manager, Indirect Taxation, Price Waterhouse Coopers	Indirect Taxation
Mr.Vijaya Kumar .P.S	Chartered Accountant, Senior Accounts Officer, Chennai Metropolitan Water Supply and Sewerage Board (CMWSSB)	Accounting
Ms.Vaidehi Subramanian	Cost Accountant, Partner, S.Mahadevan & Co.	Cost Audit
Mr.Muralidharan .T.M	Chartered Accountant, Vice president, Mangalore Chemicals and Fertilizers Ltd.	Business Valuation
Ms.Akilandeshwari .S	Chartered Accountant, Assistant Manager, KPMG	Indirect Taxation
Mr.Sriram	Chartered Accountant, Proprietor, Singar Academy	Direct Taxation
Ms.Swapna .K	Chartered Accountant, Partner, K.Hariharan & Co.	Financial Reporting

ACHIEVEMENTS

The students of the B Com Honours Programme have consistently achieved pass percentage of 64 % and above in the CA Inter Professional Examinations during the 4 academic years through training and guidance offered by the Expert faculty.

BATCH	NAME OF THE SCHEME	NO .OF STUDENTS ENROLLED	NO .OF STUDENTS PASSED	PERCENTAGE OF PASS
2015 -2018	CA INTER EXAM	30	23	76.67
2016 -2019	CA INTER EXAM	23	18	78.26
2017 -2020	CA INTER EXAM	25	16	64
2018 -2021	CA INTER EXAM	25	18	72



HARITHA.V

All India 20th rank in
CA IPCC - November 2016



RANJANA R

All India 37th rank in
CA IPCC - November 2017



SRIVIDYA S

All India 48th rank in
CA FOUNDATION – December 2019

SPECIALIZED COURSES

To enable the students to stay a step ahead in the competitive professional environment, the Honours Programme offers specialized technical skill courses to hone the necessary skills. These courses include

- Forensic Audit
- Financial modeling

MOU's

In order to pave way for mutual exchange of ideas, conduct of workshops, enhance job prospects for students and for professional enrichment, the B.Com Honours Programme has signed MOU'S with the under mentioned firms.

- SURESH & BALAJI ASSOCIATES
- KARRA & Co.
- PKF SRIDHAR & SANTHANAM LLP
- KNOWLEDGE CAPITAL INVESTMENT GROUP (KCIG)

TEACHING PEDAGOGY

The faculty of the B Com Honours programme adopts innovative teaching methods like case study analysis, simulation, role play alongside the traditional methods of lecture discourse and problem solving in classrooms. Extensive use of audio visual aids and interactive participatory techniques aid in conveying concepts in a lucrative manner.

INTERNSHIP

The Students of the under graduate programme of B Com Honours mandatorily undergo 14 weeks internship at various organizations, prominent ones which include Goldman Sachs, Ashok Leyland, TVS, Ernst & Young. The internship training shapes the perspectives of the students and enhances their ability in adapting to corporate life.

INDUSTRIAL VISITS

To gain the much needed practical exposure to industrial processes, business strategies and to gain first hand information on the nuances and challenges faced by industries an annual One day Industrial visit is organised by the B.Com Honours Programme for its students. Prominent industries visited include Hyundai, Modern Bread Factory, A2B export division, Government run organic farms, Swathik Plastics, Coco Cola to name a few. These visits have helped bridge the gap between the academic learning and practically experiencing the learning.

At Modern Bread Factory



At A2B export division



At Government run Organic farm



At Coco Cola Factory



At Hyundai Factory

Placements

The students have been placed in top notch Corporates and have excelled in their profession. To mention a few corporate placements,

- GOLDMAN SACHS
- ERNST & YOUNG
- HDFC
- COGNIZANT TECHNOLOGY SOLUTIONS
- WORLD BANK
- SCOPE INTERNATIONAL Pvt. Ltd.
- Mc KINSEY
- ROYAL BANK OF SCOTLAND
- RAMCO
- ATOS
- ELITISTS
- ITHOUGHT CONSULTING

BEYOND THE CLASSROOM

Esprit Club

To enable holistic development, the B Com Honours Programme organises an annual Club Activity under its banner, Esprit. A plethora of events that bring out the organizing, team working, communication, event management and leadership skills of the students is organised by the students for the students. Events like Stress Interview, Business Plan, Advert Expert, Stock wars, Logo Designing and IPL Auction were organised to bring out the latent talents and creativity of the students and help them to think out of the box.



HORIZON 360 CLUB

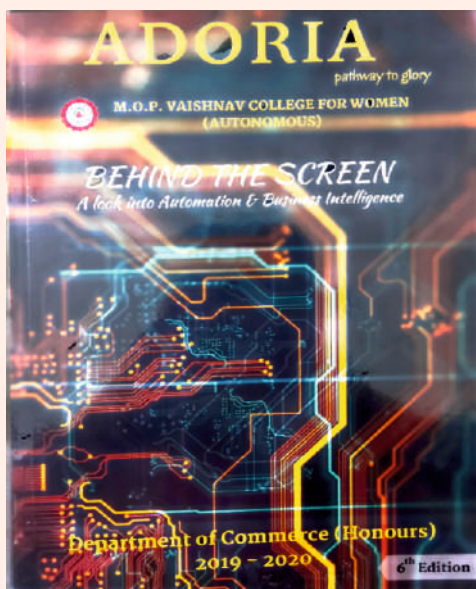
Under its Horizon Club banner, the B Com Honours Programme hosts workshops, seminars and career counselling sessions for its students. Discourses with experts and NPL coaches help students to gain insights on non scholastic aspects of the curriculum.



JOURNAL

The B.Com Honours Programme releases student's magazine ADORIA: Pathway to Glory, annually on varied themes ranging and including leadership, digitilisation, technology in businesses and covid impact on economy to name a few. These journals bring to fore the communication, research, team building, and writing and presentation competencies of the students

- 2014-2015 issue was based on the topic mergers and acquisitions which gave an insight into the working of conglomerates.
- 2015-2016 issue was titled 'Leadership' which focused on the Styles and traits of Leadership.
- 2016-2017 issue was titled 'Digitalization and Virtualization' which focused on technology, innovation and radical advancements in the business world.
- 2017-2018 issue was titled 'Startups and Entrepreneurship' which focused on innovative strategies in business and potential of entrepreneurs globally.
- 2018-2019 issue was titled 'Financial Edge' which focused on crucial banking aspects in the AI Environment.
- 2019-2020 issue was titled 'Artificial Intelligence' which focused on uses of AI in Banking, Education and Retail sector.
- 2020 -2021 issue was titled 'Behind the Screen: A look into Automation and Business Intelligence' which carried out sector wise studies on the said theme.



OUTREACH ACTIVITIES

The B Com Honours Programme has always instilled a sound value system in its students and it has reinstated that their academic success is incomplete without meaningful contributions to society with compassion. The students have always made significant contribution of their time and resources to social causes

Skill Training to Women in Rural Areas



Imparting Education
and
Interacting with
Children at
Government School



Peer Guidance to Aspiring School Children (L); Service to Elders at Old Age Home (R)

ENTREPRENEURIAL FIESTA

The B Com Honours programme holds an annual entrepreneurial fiesta for its students to explore and exhibit their entrepreneurial skills. The students set up diverse booths to sell products and services including food, gift articles, apparel, gaming booths and photo shops. The activities are planned under the guidance of the faculty and an event summary is prepared and the accounts consolidated. Students then have interactive sessions on appraising their performance and analysing the factors that contributed to their financial success or failure

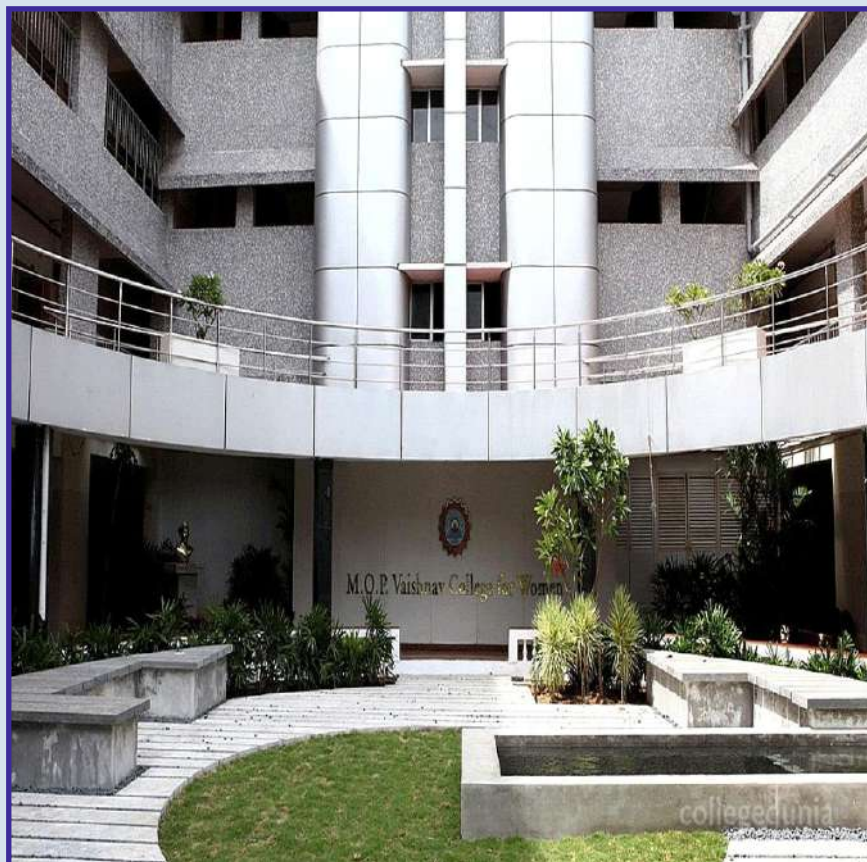




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Department of Management Studies

Bachelor of Business Administration (B.B.A.) - Shift I & II

A Profile

One of the pioneering programmes of our college, the Under-Graduate Department of Business Administration was established in the year 1992 and currently offers one programme in two shifts.

- **Bachelor of Business Administration (B.B.A. Shift I– Estd. 1992, Shift II- Estd. 2015)**

The programme aims to equip students with strong conceptual understanding of the basics of Management coupled with skills required for professional excellence and fosters creativity and innovation among students.

Mission of the Programme

We believe in.....

'An Unconventional courage to dream,

A never ending thirst for knowledge,

A true passion to excel,

A strong conviction to break free,

A clear vision to build,

A lasting desire to achieve,

The B.B.A Programme has been rated:

- **The 'Top 10 Best B.B.A Programmes in the Country' by the India Today – A.C. Nielsen Survey (featured in June 18, 2012 India Today Magazine)**
- **Top 75 B.B.A Institutions' by Times B.B.A Educational ranking survey (2018).**

Eligibility Criteria:

Shift I - Commerce Stream in class XII with Commerce/Business Studies, Accountancy & Mathematics/Business Mathematics.

Shift II - Commerce Stream in class XII with Commerce/Business Studies, Accountancy with or without Mathematics/Business Mathematics.

PROGRAMME CURRICULUM

Foundation Courses

English I & II

Second Language I & II

Core Courses & Allied Courses

Financial Accounting
with Practicals

Business Statistics and
Operations Research

Data Management & Analysis
using Spreadsheets

Cost and Management
Accounting

Personnel Management and
Industrial Relations

Entrepreneurship Development and
Small Business Management

Advertising and Brand Management

Business Policy and Strategic
Management

Principles of Management

Business Environment

Managerial Economics

Marketing Management

Quantitative Aptitude

Organisational Behaviour

Research Methods

Operations Management

Introduction to E-Commerce

Retail Marketing

International Trade

Project Work

Business Regulatory
Framework

Electives

Consumer Psychology

Change and Innovation
Management

Digital Marketing

Tax and Investment Planning

For Program Outcomes, Program Specific Outcomes and Course Outcomes refer to the College website <https://mopvc.edu.in/pos-psos-cos/>

PEDAGOGY & ACTIVITIES OF THE PROGRAMME

Teaching Methodology

The teaching methodology of the programme ensures that students are exposed to a **holistic educational experience in an active and dynamic learning environment** giving them the opportunity to identify & realise their potential and to achieve excellence.

Some of the pedagogical initiatives of the programme include Case Studies, Management Games & Outbound Training, Management Stories, Book & Article Reviews, Film Appreciation, Movie Making, Scrap Book etc.

The programme has also adopted several ICT enabled tools for teaching and evaluation.



Guest Lectures

Experts from industry are invited to share their experience through interactive sessions.



Guest Lectures were organised in various topics, of which the prominent ones are listed below

DATE	TOPIC	RESOURCE PERSON
2016-2017		
07.07.2016, 22.07.2016 &19.08.2016	Web architecture, infrastructure of E- commerce, E- security and E-payment systems.	Mr. Raj Krishnan, Chief Technology Officer, infraACE Technology
26.08.2016, 29.08.2016	IT Act 2000 – Guidelines & Industrial applications	Ms. Kavitha Surana, Practicing CS
2017-2018		
07.09.2017	Retail Strategies for Success	Mr. Arun Davey Faculty Member M.O.P. Vaishnav College for Women
28.08.2017	Investment Planning for Millennial	Mr. T. R. Arulrajhan CEO, ECTRA
01.09.2017	Successful E-Business Model	Mr. Manikandan Director, Software Development, Alexa Voice Operations, Amazon
01.09.2017	Importance and Impact of OB in Corporate Environment	Ms. BonnikaSaraswati Lead Consultant, OD and Operations ID Matrix Corporate Solutions
02.09.2017	Banking and Investment Basics	Ms. Veena Chief Consultant Human Touch Business Consultant
04.09.2017	Planning and Executing Ad Campaign	Ms. Sushma Head, Client Management Ampersand
04.09.2017	Management from Epics	Mr. Nambikkai Rama.S Strategic Lead, People and Business Srivari Group of Institutions
08.09.2017	Management Lessons from Movies	Mr. Ravitilagan Metaphor Artist
27.02.2018	New Business Development (IDE)	Ms. Jinal Patel COO, W Square

DATE	TOPIC	RESOURCE PERSON
2018 - 2019		
24.09.2018	Personal Finance	Mr. Amrithlal H Chartered Accountant The World Bank Group
03.10.2018	Cyber Laws and Cyber Crime	Mr. Karthikeyan N Advocate High Court
03.10.2018	Recent Trends In Financial Reporting	Mr. Sanjay Kadel Chartered Accountant Sanjay Kadel & Co
25.02.2019	Contribution of Tax to the Indian Economy	Mr. Vasudev Joshi K Senior Consultant, GST and Customs Ernst & Young LLP
2019 - 2020		
06.09.2019	Sharing of Entrepreneurial Experiences.	Ms. Shalini Golecha, Creative Director, 3x Events
		Ms. Mathangi Kumar, Chef
06.12.2019	Brand Management	Ms. Barkha V. Mehta Manager Marketing – Vinshek Marketing, Ahmedabad & CEO, Brand Bridge Advertising, Chennai
09.12.2019	Capital Structures	Ms. Swetha Kumar The Roots Academy - Founder ISSM B-School – Assistant Professor
19.12.2019	Human Resource Management in India	Ms. Vaishali Human Resource Executive, Vishay Precision Group, INC (VPG)

2020 - 2021

DATE	TOPIC	RESOURCE PERSON
23.10.2020	Team Building From Organizational Behaviour Perspective	Dr. Seema Gupta, Head Talent Development & Management- Larsen and Toubro Cluster Lead HR-North India-New Delhi
27.10.2020	How to Grow Wealth, Manage Investments, and Save Taxes.	CA. Divya Abhishek, B.Com, FCA, ACS, DIP IFRS (ACCA) , LLB, ADIT(UK). Partner of M/s. DSNR & CO., Chartered Accountants.
02.11.2020	Emerging Trends In Enforcement Of Contract.	Mr. N.L. Rajah, Senior Advocate, Madras High Court
04.11.2020	Investment Planning	Ms. Sundari Jagathesan, Personal Investment Advisor
05.11.2020	Building Brand on the Web	Ms. Barkha Malpani, Entrepreneur
05.11.2020	Entrepreneurship and Small-Scale Business	C. John Paul, Co-Founder Director, BGS INTERNATIONAL
18.11.2020	Intellectual Property Act	Ms. Vinithra Srinivasan

Club Activities

The Co-Curricular activities and competitions for students are organized under the aegis of the programme clubs. The programme has two student clubs:

- **Drucker's Progeny**-The Club of B.B.A. Shift I
- **Mercatus** – The Club of BBA Shift II

The programme clubs train the students in leadership by providing the office bearers a chance to conceive and execute various events.

Under the banner of these clubs, several competitions are organized at the **Intra-mural and Inter-collegiate level**. These events are designed to enhance the skill-set of the students and prepare them for corporate careers. Some of the competitions include: Business Quiz, B-Plan Writing, Product Packaging, Elevator Pitch, Stress Interview, Event Management, Web Designing, Code Breaker, Pot Pourri, Jingle Making, App Marketing.



Journal

The programme publishes two student journals annually-'**M-Power**'-**B.B.A. (Shift I)** and '**Business Insights**' –**B.B.A (Shift II)**. These journals act as a medium to develop the journalistic and research skills of the students. The journals are **thematic** and some of the themes in the past have been as follows:

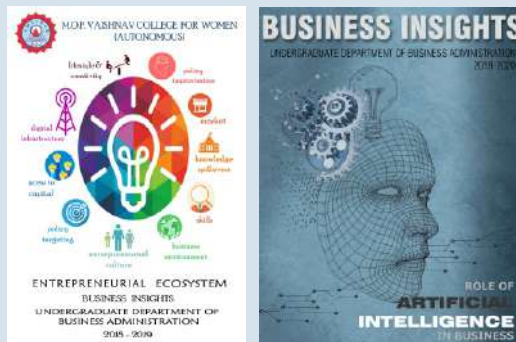
M-Power

- 2016-2017 - 'Business Battles'
- 2017-2018 - 'New Age Entrepreneurship'
- 2018-2019 – 'People Metrics'
- 2019-2020 – 'Harnessing the Power of Social Media in Business'
- 2020-2021 - 'The New Business Dynamics: Waves of Change amid COVID-19'



Business Insights

- 2017-2018 - 'The Global Mindset'
- 2018-2019 – 'Business Insights'
- 2019-2020 – 'Role of Artificial Intelligence in Business'
- 2020-2021 – 'Industry 4.0 – What's Next?'



Student Paper Presentation

In order to inculcate a culture of research and to develop the presentation skills of students, the department organises **Annual National Level Paper Presentation Competition**. This is the **flagship event of the department** and witnesses a participation of a large number of teams from top- notch colleges. The winners are selected by an eminent panel of judges comprising academicians, researchers, entrepreneurs, industry representatives and trainers.

Some of the themes of the paper presentation competition have been:

Date	Theme
10.02.2017	Business Battles
19.01.2018	New Age Entrepreneurship
31.01.2019	Green Practices in Business
04.09.2019	The Future of Work in a Changing Natural Environment
24.02.2021	The Great Economic Reset – Business Lessons Learnt from COVID-19



Monographs

The selected papers in the paper presentation competitions are compiled into a monograph. The monographs published over the last five years include:

Date	Theme
2016-2017	Business Battles
2017-2018	New Age Entrepreneurship
2018-2019	Green Practices in Business
2019-2020	The Future of Work in a Changing Natural Environment
2020-2021	The Great Economic Reset – Business Lessons Learnt from COVID-19

Ignite

Ignite is an event of the programme that is held biennially to promote entrepreneurship among the youth.

Ignite 2017 (8th and 9th December, 2017) aimed at inculcating passion for entrepreneurship and to create a forum for exchange of ideas to transform them into budding entrepreneurs.

Ignite 2019 (One Week Faculty Development Programme, from December 6th to 12th, 2019) the programme this year was focused on the theme – 'Creating & Sustaining Entrepreneurship Culture in Institutions of Higher Education'. The event was aimed to empower teachers to act as entrepreneurship catalysts and mentors who will identify and train students with entrepreneurship potential.



Workshops

In order to enhance the skill quotient of students and make them more employable the programme organises workshops under the guidance of expert practitioners.

Date	Topic	Resource Person
2016-2017		
25.11.2016	Social Intelligence	Ms. Kajal Lalwani, Director & Founder, K3 Business Training Institute
22.11.2016	Emergency Response Awareness and Training	Rtr. Tarun Murugesh, Life Guarding and First Aid Trainer, Rashtriya Life Saving Society
2017-2018		
20.09.2017	B – Plan Writing	Dr. Arumugham, Secretary & Director, Voice Foundation
21.09.2017	Understanding And Analysing Corporate Financial Statements	Mr. Narasimhan, Senior SAP - HCM Consultant

2018-2019

Date	Topic	Resource Person
11.02.2019	SPSS	Dr. Kavın Mary, Faculty Member, Department of M.A. HRM M.O.P. Vaishnav College for Women Chennai

2019-2020

06.09.2019	B-Plan Workshop	Mr.Rangarajan Sriraman , Serial Entrepreneur, Start-up Investor, Mentor
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2020-2021

11.11.2020	Analysis using Corporate Financial Statements	Mr.B.Ramkrishnan Managing Director & CEO Corporate Clinic
09.03.21	Basic Statistical Tools for Research	Dr.Jeyalakshmi R Assistant Professor, Sai Ram Institute of Management

**Practice School**

An ounce of practice is worth more than tons of teaching. The students of the programme get a **hands-on experience** through practice school in the following areas:

Space Marketing: for the programme Journal- SPACE Marketing project is aimed at offering an opportunity to sell the space for advertising in the

programme journal. This practice school aims at developing the negotiation and communication skills of the students

Business on Campus: The Business on Campus (BOC) initiative provides the students an opportunity to experience running a business stall for a day on Campus. DISCOVER INDIA, MAGIC WITHOUT PLASTIC, BE-LEAF were some of the themes over the years.



Field Visit

As a part of the curriculum in the course on 'Production Management', the students are taken on a field trip to a **production unit** to enable them to **witness the real time production systems and material handling procedures**. Some of the factories visited are:

Nerolac Paints

Coco- Cola

Modern Breads

TI Diamond Chains

Cookie Man

Alliance Minerals Pvt. Ltd.

Aavin

Besides students participated in other field visits like **Heritage Walk of Madras High Court, Museums, visit to large malls and retail outlets, Green building etc** to supplement the learning inside the classroom.



Research

The research skills of students are developed in the following ways:

- **Core Course on Research Methods for Business** offered for all students.
- Students are encouraged to undertake **Survey based internships** in corporate organizations.
- Students of B.B.A. have to take up **Research based industry projects** in the final semester in any of the functional areas of management-HR, Marketing, Production, Systems etc.
- Thrust areas of student research include:
 - Marketing Research and Consumer Behaviour
 - Human Resource Management
 - Retailing
 - Advertising and Branding
 - Socio-Economic Issues

Community Service

The programme is committed to the cause of creating a sense of social responsibility among its students. The students are encouraged to undertake several outreach and community development programmes. Between the years 2016-2021, the students undertook several community service projects as below:

- 2016-2017 - **Emergency Response** procedures and victim care during the golden hour.
- 2017-18 - **‘Kaushal Dhaan’**, a project to impart entrepreneurial and vocational skills training to the under privileged.
- 2018-2019 - **‘Pagir’** (to share) environment sensitisation among the college students and society by sale and distribution of environmental friendly alternatives to plastic like cloth shopping bags, canvas tote bags, steel and copper bottles and tumblers.
- 2019-2020 - **‘Thozhil Seiyallam Thozhi’**, an initiative aimed to impart entrepreneurship skills to rural women.
- 2020-2021 - **‘Thozhi Pongal’** Care packages of Pongal essentials were distributed to the participants from Thirverkadu.



Overall Trophies Won in Intercollegiate Co-Curricular Competitions (2016-2021):

During the last 5 years, the programme has won **several overall trophies in Inter-Collegiate competitions:**

- **Best Student Team** at Southern Regional Conference on “Empowering Women through Skill Development – Challenges & Opportunities”, hosted by GSS Jain College 2016.
- **Enigma - 2017** at IC Competition held at Guru Nanak College 2017.
- **Aakriti’18** – Held at Chennai Business School.
- **Synergy 2019** - D.G. Vaishnav College
- **Catalyst 2019** - Guru Nanak College
- **Adroit 2019** - Bhaktavatsalam Memorial College for Women

Prominent Alumni

B.B.A

BATCH	NAME	CURRENT DESIGNATION
2003-2006	Vinitra Srinivasan	Director-operations,NVS MACS Pvt. Ltd
2004-2007	Mohammed Sujeetha	Deputy commissioner of Police,City Armed Reserve,Headquarters-Benguluru city
2014-2017	Riddhi.R.Kalra	Branch Relationship Manager IDFC First Bank
2016-2019	Krithika R	Deputy Manager (II), Business Loans Group, ICICI Bank Ltd.
2016-2019	Gunjan Chabbria	Senior Analyst, Operations Division, Goldman Sachs
2016-2019	Mehak Mahipal	Staff Accountant, Corporate Taxation, KPMG India
2018-2021	Varsha Sathyamoorthi	Senior Analyst, Operations Division, Goldman Sachs



M.O.P. Vaishnav College for Women (Autonomous)

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Chennai - 600 034, Tamil Nadu, India

Ph : 044 - 28330262 / 28330507

E-mail : mopvaishnav@mopvc.edu.in Website : www.mopvc.edu.in



M.O.P. Vaishnav College for Women (Autonomous) **Chennai - 600034.**

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Department of Information Technology

B.Sc. Computer Science **Information Brochure**

About us

B.Sc. Computer Science had its inception in the year 1994. From its inception, the Department strives to produce competent IT professionals, with its innovative broad and flexible curriculum. The Department offers blended learning by combining in-class and online activities. It emphasizes communication among peers with classroom seminars. It also encourages students to participate in paper presentation, projects development and research activities with the latest tools and technology.

USP

Formulation and Application of Computational approaches to script the next generation Computer Professionals.

Eligibility Criteria

A pass in plus two examination with Mathematics / Business Mathematics as one of the subjects.

Programme Outcomes, Programme Specific Outcomes and Course Outcomes

For POs, PSOs and COs refer College Website :

<https://mopvc.edu.in/pos-psos-cos/>

Curriculum

The Undergraduate programme offers courses which provide knowledge of software, hardware organization, operating systems, theory of computation and principles of programming languages. The flexible, updated curriculum and intensive hands-on training enables the students to gain-in-depth understanding, develop strong computational thinking, problem solving capability and programming skills, sculpting them to be the most sought after professional in the Information Technology arena.

SUBJECTS OFFERED IN COMPUTER SCIENCE

Core Courses

- C Programming and Visual Graphics
- Digital Logic Fundamentals
- Database Management Systems
- Computer Architecture and Microprocessor
- Programming in C++ and Data Structures
- Design and Analysis of Algorithm with Python
- Operating Systems with Linux
- Java and JSP Programming
- Computer Networks and Wireshark
- Data Mining and Data Warehousing
- Web Technology
- Data Analytics using Python
- Internet of Things and Digital Forensics
- Agile Software Engineering and Development
- Cloud Computing

Allied Courses

- Statistics Using R
- Discrete Mathematics for Computer Science
- Resource Management Techniques
- Mathematics for Computer Science

Electives

- HyperText Preprocessor and MySQL
- Software Testing

Interdisciplinary Elective offered by the Department

- Web Design using Open Source Technology

Non-Major Elective Offered by the Department

- Data Visualization using
Tableau I & II

Best Practices of the Department

- Periodic updation of curriculum to be in par with industry requirements.
- Inculcating research practices amongst students and faculty through the conduct of International Conferences and Symposium.
- The inherent knowledge seeking nature of the students showcased through innovative events conducted by the Department through co-curriculum activities.

Teaching Methodology

The methodology and instructional techniques used by the department enable students to shift progressively towards stronger understanding and greater independence in the learning process. Some of the teaching methods include.

- Experiential Learning through Open Source Code
- Web Video Learning
- Concept Simulator
- Supervised Learning & Peer Teaching
- Convergence Learning Method
- Language Parser for in-depth knowledge in Programming
- Teacher as Facilitator

Infrastructure and Labs

The Department has state of the art computing facilities with three well equipped computer Labs.

Academic Achievements

Pass Percentage of Students

Batch	B.Sc.(Computer Science)
2019 – 2022	100
2018 – 2021	100
2017 – 2020	100
2016 – 2019	100
2015 – 2018	100

Students Achievements

Students are encouraged to excel even beyond their classroom programmes, by participating in intercollegiate activities. The students of the Department compete at regional level amongst various city colleges and have won several overall trophies and prizes.

Prominent Activities

The Department organizes a series of activities which aim at building a free knowledge sharing and learning platform by leveraging the powerful online tools.

Guest Lectures & Workshops

The curriculum is supplemented with guest lectures and Workshops. Eminent personalities from diverse fields of prominent IT organisations and the Alumni students are invited to share their experience with the students, as part of industry institute interface.

Seminars/Webinars, Panel Discussions & Online Quiz

Seminars, Panel Discussions, Online Quiz Programs, National Level Webinars are organized for faculty members and students.

Internships

The students of the Department take up internships for a minimum period of one month to get acquainted with the working environment of an organization.

Prominent Placements

Students of the department have taken up top positions in Software Development, Software testing, IT Management and Services, System and Data Analytics. Prominent recruiters include.

HCL	iGate
Infosys	Cognizant
Wipro	Virtusa
TCS	RBS

Intramural and Intercollegiate Activities

Competition is the way of life in the IT industry starting from the entry into the industry right up to the appraisals. The students are trained to face these challenges through the Department Club-ONLINE and Programme Club-TECHGEN by conducting competitions at Intercollegiate and Intramural level respectively.

Journal

The Programme journal 'TECHINFO' is a compendium of theme based articles on latest technologies contributed by the students. Theme based instructional method is followed to develop language skills and hone the writing skills of the students.

Projects

The explicit model 'I Do you Watch' changes to 'You do I watch' which brings a fundamental shift in the way “The Learning Process” is viewed. Students are transformed from passive consumers into active producers by developing real time application projects.

Research Initiatives

The Undergraduate Students are guided to explore the research areas of Information Technology and present their findings through publications. Students are motivated by faculty members to actively take part in International and National Conferences to present and publish research papers in peer reviewed and refereed journals.

Computer Fair

Computer Fair is organised by the Department to showcase the students' software and hardware projects. This motivates the students to assimilate the theoretical concepts and apply them practically to develop real time projects.

International Conference

The Department has organized five International Conferences on Communication, Computing and Information Technology (ICCCMIT) to provide a platform for academic research scholars, professionals and students to discuss, share and disseminate innovative and pioneering views on recent trends in computing.

Extension Activities

Students Participate in Extension Activities to impart Revenue Generating Skills and basic Computer Skills for special and girl children through various knowledge sharing activities.

Alumni

After completing the course, the students get placed in Top notch Multinational Companies. The Alumni excel in the respective fields and bring laurels to the college. The Alumni Contribute their knowledge to the Alma mater through various platforms.

Name of the Alumni	Designation & Company
Ms. Deepika C	Business development Executive, Fresh Work
Ms. S S Ishwarya Lakshmi	BI Developer, Visual BI Solutions
Ms. Mathangi Ganesan	Software Engineer, Astrazeneca
Ms. Srivalli R	Analyst Programmer, Ramco Systems.

Careers after B.Sc. Computer Science Degree

Higher Education

- M.C.A
- M.Sc. Data Analytics
- M.B.A
- M.Sc. Software Engineering
- M.Sc. IT
- M.Sc. Computer Science
- M.Sc. Information Security & Digital Forensics

IT Positions

- Developers
- Software Testers
- Programmers
- Software Analysts
- Team Leaders
- Data Analysts



Department of Information Technology
B.Sc. Computer Science

M.O.P. Vaishnav College for Women (Autonomous)

Chennai - 600 034, Tamil Nadu, India.

Ph : 044 - 28330507 Extn. 103

E-mail : mopscdept@gmail.com



M.O.P. Vaishnav College for Women **(Autonomous)**

(College affiliated to University of Madras & Re-accredited at 'A++' Grade by NAAC)
Chennai - 600 034



DEPARTMENT OF INFORMATION TECHNOLOGY **BACHELOR OF COMPUTER APPLICATIONS** **(B.C.A)**



ABOUT B.C.A. PROGRAMME

The Department of Information Technology offers undergraduate degree programme in Bachelor's of Computer Applications (B.C.A). B.C.A focuses on empowering students onward with its discernment on competency in theoretical, programming, communication, teamwork, organization and management skills. B.C.A at M.O.P is an exhilarant professional discipline with diverse and well-balanced technical and soft skills, offering numerous career opportunities. Apart from imparting various skill courses, students are also motivated to do research work in their domain interest.

UNIQUE SELLING PROPOSITION

- Preparing students for their future careers is a key strategic goal of the course.
- The programme provides employability skills to women students through exposure in emerging technologies and also helps them to develop sustainable software applications at global level.
- The students are embarked towards research and real time projects, as they form the spotlights of the programme.

ELIGIBILITY FOR B.C.A.

Standard XII students from any stream with Mathematics can apply for the programme.

PROGRAMME SPECIFIC OUTCOMES (PSO) / COURSE OUTCOMES (CO)

Link for B.C.A. PSO and CO: <https://mopvc.edu.in/pos-psos-cos/>

BCA PROGRAMME CURRICULUM

The programme has eminent and experienced faculty with sturdy technical and research experience. Students are exposed to multifarious areas of computer applications and the programme has been meeting the changing needs of IT industry by periodically updating the syllabus with the inclusion of latest technology.

CORE COURSES

Programming in C	Data Structures Using Python	Basics of Digital Logic and Computer Architecture
Operating Systems with Unix	Software Engineering With DevOps	Optimization Techniques Using Open Source Tool
Database System Concepts	Programming in JAVA	High Performance Computing
Data Mining	Data Communication & Networks	Cyber Security
Machine Learning	Advanced JAVA Programming	Web Programming

ALLIED COURSES

Mathematics for Computer Applications	Fundamentals of Accounting	Fundamentals of Cost & Management Accounting
Statistics For Computer Applications	Accounting Software (Tally) - I	Accounting Software (Tally)-II

TECHNICAL SKILL COURSES

PHP & MySQL	Software Testing
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SPECIALIZATION COURSES

XML and its Applications	Business Intelligence	Artificial Intelligence
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TEACHING AND LEARNING METHODOLOGIES

In order to provide an effective learning experience, the faculty adopts various teaching methodologies like Tech Navigator, Language Parser, Concept Simulator, Convergence Learning apart from activities like seminars, workshops, role-plays, quiz, content development and brainstorming sessions.

WORKSHOPS: on current topics like Internet of Things, Scilab for Analytics and Optimization, WireShark, Robotic Process Automation, Deep Learning Models using Python, Digital marketing and website portability are organized.

SEMINARS: on latest topics like Metaverse, Blockchain Technology, 5G Technologies, Introduction to 2D Graphics, UI/UX Design, are conducted.

WEBINARS: Keeping the process of learning continuous and active, a series of webinars, FDP, National Symposium are conducted by the programme which include: Artificial Intelligence, Salesforce, Product Engineering, Machine Learning, Intellectual Property Rights and Digital Transformation, Low-Code / No Code and Women Safety in Cyber world.

RESEARCH INITIATIVES: Students of B.C.A. under the guidance of staff members have published research papers on latest trending topics in various National and International conferences and have publications in UGC Listed and Scopus indexed journals.

ICCCMIT: An International Conference on Communication, Computing and Information Technology (**ICCCMIT**) is organized by the Department of Information technology, providing a platform for academia, research scholars and professionals from industry as well as students to discuss, share and disseminate innovative views on recent trends and development in communication, computing and information technology. So far, 5 international conferences have been held in the year 2012, 2014, 2017, 2019 and 2021.

STUDENT SUPPORT AND PROGRESSION

The students from the B.C.A programme join their hands to organize the following event as a part of the programme club '**THE HASH CLUB**'.

PRAGYAAN- An Intramural event that coordinates the students of the B.C.A programme to take part in the various competitions that is fully related to the field of Computer Science.

JOURNAL - The programme inculcates the art of article writing skills amongst students by means of publishing the thematic journal “The Compiler”. Some of the key topics of this journal include Robotic Process Automation, Wearable Technology, Cyber Security, Deep Learning.

OLAP - An intercollegiate event that brings together students from different colleges belonging to Computer Science stream in and around the city to explore and exhibit their talents in their interested domain of IT.

INTERNATIONAL PROGRAMMER’S DAY- Celebrated on the 256th day of every year, the day honors programmers and innovators for innovating and designing programs for an easy living. The department also commemorates it by conducting events like Web-A-Thon and IoT Idea-thon.

INTERNATIONAL CYBER SECURITY DAY- It is celebrated on 30th November every year. The Department commemorated the same on 23 December 2022 as an initiative to enhance the awareness of the cyber space and also impart knowledge on cyber security especially for the student community.

EXTENSION ACTIVITIES

VIGYAN - Vaishnav initiative for Gyaan dhaan- providing computer skills to junior students of Ananya-the learning center of Madras Dyslexia Association. The students were trained on basic working with MS-word and MS-paint.

VILLAGE VISIT - ‘Thozhil Seyyallam Thozhi’. The B.C.A programme adopted a village A.Reddipalayam near Minjur , Tiruvallur District. A Government High School was chosen and their students were academically benefitted. The BCA students imparted Basic Office Skills in word and excel. Also donated a Public Address System to the school.

VIKAS- As part of MOP cares, the students of BCA programme imparted Basic Computer Skills, Communication skills, Presentation skills and Career Guidance to the higher secondary students of Mary Clubwala Jadhav Girls Hr Sec School, Chennai.

COMPUTER FAIR - Students display real time projects for school and other college students.

ONLINE COURSES:

The students of B.C.A take certified online courses on key subjects like Artificial Intelligence, Cyber Security, Machine Learning, Web Development and Big Data offered by International Universities.

INTERNSHIPS AND PLACEMENTS:

Students are also led in the right direction to pursue an internship in various top companies like Goldman Sachs, TCS and more. The unique curriculum, communication and presentation skills have made the students to reach their speculated positions in top IT companies. The college has a very effective placement cell that not only orients the student regarding career opportunities but also secures them good placements in reputed companies by coordinating between the employer and the students.

PROMINENT RECRUITERS:

<ul style="list-style-type: none">• Cognizant• Infosys	<ul style="list-style-type: none">• Intellect Design• TCS	<ul style="list-style-type: none">• Indium Software• Deloitte
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STUDENT ACHIEVEMENTS:

CM AWARD -For the year 2015-16, at the Chennai District level, the Chief Minister's Award for Excellence in e-Governance for Students was won by the BCA students for developing an Android application. The students were rewarded Rs.10,000 by Collector E. Sundaravalli IAS. The project had been nominated for the State Level award.

CHENNAI TRADE FAIR - Students displayed their projects in the December 2019 and January 2023 Chennai Trade Fair organized by the Tamil Nadu Government in Island Grounds.

TERTIARY LEVEL EDUCATION

- M.S from Foreign Universities
- M.S (Software Engineering)
- M.Sc. (Data Science)
- M.Sc. (IT)
- M.Sc. (Computer Science)
- Masters of Computer Applications
- M.B.A

CAREERS IN IT / IT-RELATED INDUSTRY

- Software Engineer/Programmer / Tester
- Data Scientist / Data Analyst
- Web Designer/Mobile App Developer
- Database Administrator
- Financial Analyst/Operational Executives in Banks



ALUMNI OF B.C.A

Students from B.C.A have pursued their higher studies in various National and International universities.

They are also placed in reputed IT and IT related companies.



Muskaan Shah , batch of 2018-2021, received the Student of the year Award and is in the College Wall of Fame. She got her internship at Goldman Sachs Bangalore. She is currently a FrontEnd Web Developer, RocketLane.



Dharshini Vasudevan, batch of 2018-2021, is pursuing her post graduation certificate in Masters in Science in Information Systems from the University of Texas, Arlington.



“The BCA curriculum in MOP is unique and upto date with the current requirement of the IT industry. This helped me publish research papers in national and international conferences during the three years. The staff provided constant support and ample opportunities to explore my skills in various technologies like Data Science, Cyber Security, Internet of things. The projects, guest lectures, workshops, and internship in these technologies helped me achieve my dream job.”

Prriyadarshini MA

Batch: 2016-19 -Sr Software QA Engineer, Gigamon , Chennai

“Doing BCA in MOP gives us a lot of exposure to groom ourselves to face the rapid growth in IT industry. A course that gives you dual opportunities to explore the Banking Industry as well as IT sector. With the amount of additional crash course programs that MOPVCFW offers will help us uplift our skill sets.”

Sruthi R

Batch: 2011-2014 - Senior Analyst II

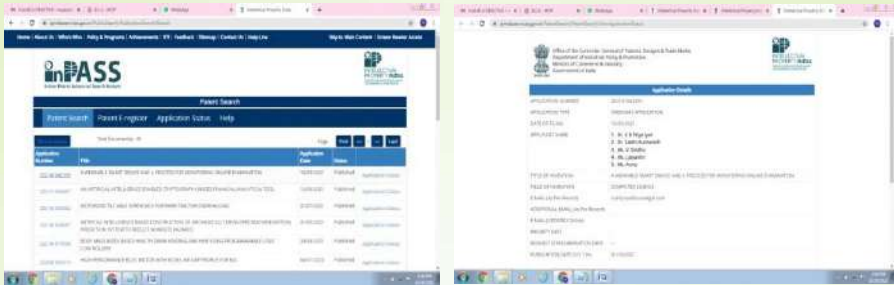
RBS India Private Services Limited, Chennai



PATENT

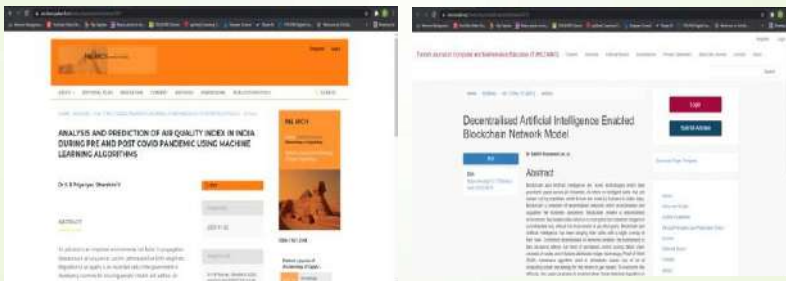
MILESTONES

The B.C.A faculty have published a patent titled “A Wearable Smart Device and A Process For Monitoring Online Examination.”



RESEARCH PAPER PUBLICATIONS

The students and faculty of B.C.A have published their research papers in UGC listed and Scopus indexed journals.



PROJECTS

Students displayed their projects in the Chennai Trade Fair organized by the Government of Tamil Nadu.

The Chief Minister’s Award for Excellence in e-Governance for Students was won by the BCA students of M.O.P. Vaishnav College for Women for developing an Android application.

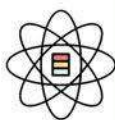




M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)

(College affiliated to University of Madras and Re-accredited
at 'A++' grade by NAAC)

Chennai-600034



Department of Information Technology
DATA SCIENCE

ABOUT THE INSTITUTION



Dr. Lalitha Balakrishnan
Principal

Member Syndicate, University of Madras
Member General Council, NAAC

M.O.P Vaishnav College for Women is committed to the goals of attracting and supporting top caliber women students in the areas of higher education. Since its inception in 1992, the college has recorded a phenomenal and continual growth. The college has been re-accredited by NAAC with an "A++" grade. The college has the distinction of being one of the youngest colleges in the country to have been granted autonomy by the University Grants Commission and University of Madras.

DEPARTMENT OF DATA SCIENCE

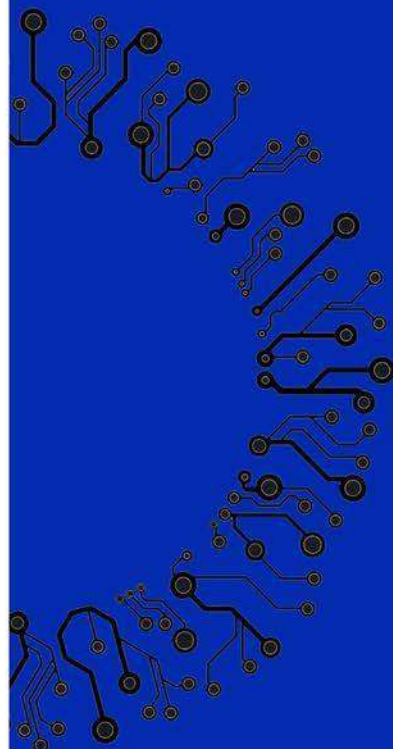
M.O.P. Vaishnav College for Women offers B.Sc. in Data Science from 2021, the first of its kind analytics programme at UG level. This bachelor's degree programme provides a technical deep-dive into the areas of Artificial Intelligence (AI), Machine Learning (ML) and Deep Learning.

The programme aims to provide students with technical skills and practical knowledge of the methods and techniques of data analysis, as well as the ability to think critically about the design and implications of analysis and models. The technology enhanced learning methodologies will prepare students to learn from a variety of fields to use data-driven methods, draw conclusions from data, and effectively communicate results.

The Programme trains students to solve some of the greatest challenges in data science, thereby moulding them to be the change-makers.

DATA IS THE
NEW SCIENCE.

BIG DATA
HOLDS THE ANSWER.



WHAT IS DATA SCIENCE?

Data Science is the field of study that combines domain expertise, programming skills, knowledge of mathematics and statistics to extract meaningful insights from data. It encompasses preparing data for analysis including cleansing, aggregating and manipulating the data to perform advanced data analysis.

WHY?

1 **A FUEL OF 21ST CENTURY!** We live in a digital world, everything is data driven. So Data emerges as the new driving force behind the industries.

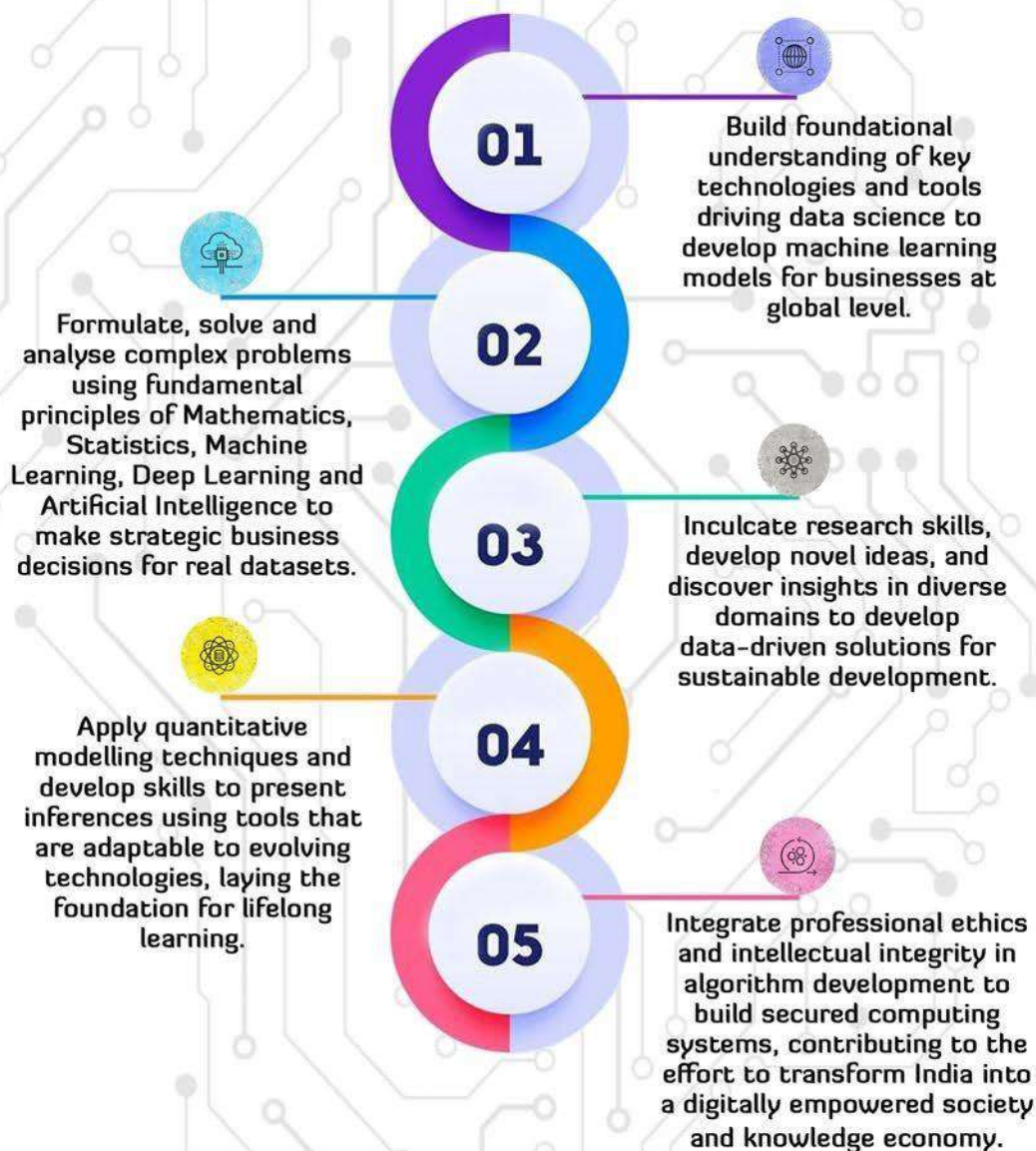
2 **A HIGHLY LUCRATIVE CAREER CHOICE!**

The global demand for skilled data science practitioners in industry, academia and government is rapidly growing. The ongoing "data rush" makes it a high paid job.

3 **MAKES THE WORLD A BETTER PLACE!** Big Data and Data Science is beyond being a tool of Business Intelligence. Various social organisations are using data to create products for social good.

ELIGIBILITY

Candidates passing qualifying examinations (i.e. XII in State Board/CBSE/ICSE or any equivalent Board) with Mathematics/ Business Mathematics subject are eligible to apply.

PROGRAMME SPECIFIC OUTCOMES

PROGRAMME HIGHLIGHTS

- ✦ Cutting-edge Curriculum is designed in guidance with industry and academia experts.
- ✦ Learn from Eminent Faculty.
- ✦ Gain knowledge on real time examples from the Industry Experts.
- ✦ Internships and Industrial Visits.
- ✦ Career specific skills.
- ✦ Personal Mentoring & Consultation from Faculty.
- ✦ Hands-on experience with tools like Tableau, R, Python, Matlab etc.
- ✦ Exposure to work on various real-time business problems and solutions in Finance, Marketing, Healthcare, HR and Tourism industries.
- ✦ Capstone Project.
- ✦ Exclusive Campus hiring drives.

- **Basics of Data science**

To Analyse the fundamental concepts of data science, distinguish between various data science methods, algorithms and models used in business applications.

- **Python**

Analysing the basic and core parts of the interpreted high-level general-purpose programming language.

- **Artificial Intelligence**

Analysing the simulation of human intelligence processes by machines, especially computer systems.

- **Machine Learning**

Analyses the study of computer algorithms that can improve automatically through experience and by the use of data.

- **Deep Learning**

A detailed study of the part of a broader family of machine learning methods based on artificial neural networks with representation learning.

- **Natural Language Processing**

Complete exposure to the subfield of linguistics, computer science, and artificial intelligence concerned with the interactions between computers and human language.

- **Big Data Analytics**

Understanding the ways to analyze, systematically extract information from, or otherwise deal with data sets that are too large or complex to be dealt with by traditional data-processing application software.

- **Mysql**

Analysing the basic and core concepts of the open-source relational database management system.

- **Time Series Analysis**

Analysing the most specific way of analyzing a sequence of data points collected over an interval of time.

- **Probability and Statistics**

Measures the degree of relationship between variables using correlation and employ regression analysis to predict the effect of environmental changes for sustainable development.

- **Analytics in various industries**

To Analyse the complexity of algorithms using asymptotic notation and recommend the ordered list suitable for real-time applications.

- **Cloud Technologies**

Understanding and analysing the on-demand availability of computer system resources, especially data storage and computing power, without direct active management by the user.

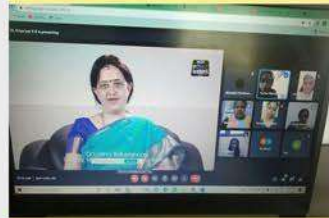
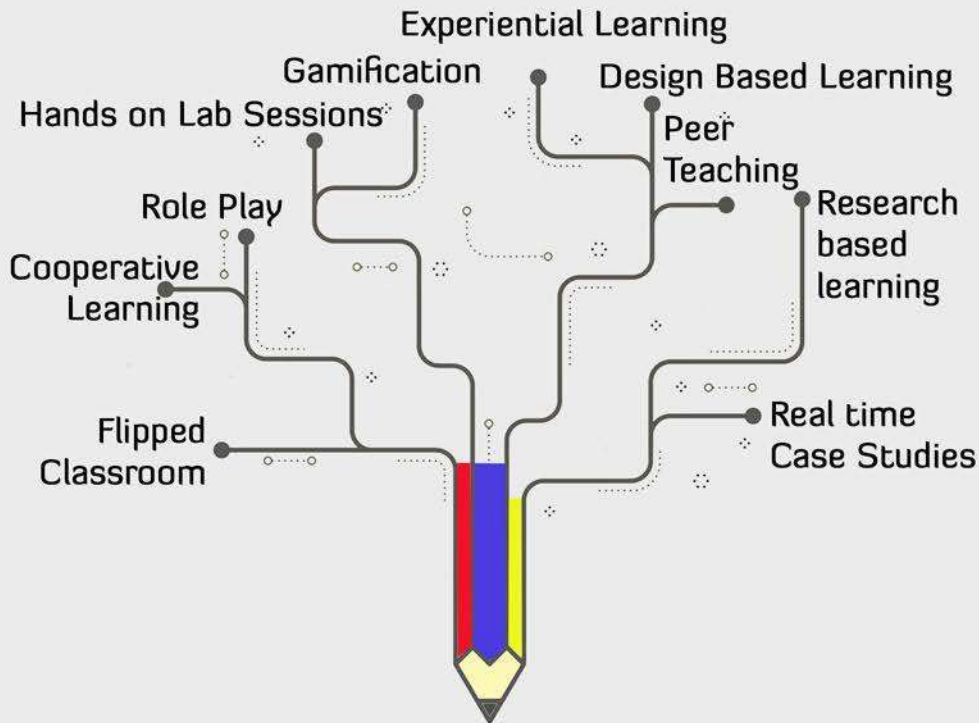
- **IoT**

A detailed analysis on The Internet of Things which describes physical objects that are embedded with sensors, processing ability, software, and other technologies, and that connect and exchange data with other devices and systems over the Internet or other communications networks.

- **Capstone Project**

Exposure to the most unique opportunity to carry out independent group research in order to devise an innovative solution for a real-world problem.

TEACHING METHODOLOGY



PROGRAMMING LANGUAGE TOOLS



DEPARTMENT ACTIVITIES

• Intra & Inter-Collegiate Tech events

o OLAP - An intercollegiate event brings together computer science students from various colleges in and around the city to express and explore skills and talents in the field of IT and Analytics.

o LINK - The computer science students come together to organise this interdepartmental event with numerous competitions relating to computer science.

• Conferences & Seminars

Conference, Seminars and workshops are organised on latest evolving technologies. The Conferences provide a platform for academia, research scholars, and professionals from industry as well as students to discuss, share and disseminate innovative and pioneering views on recent trends in Information Technologies.

Eminent speakers across the globe address the technological advances and research ideas. The conference invites research and poster papers focusing on the theory, design and implementation of emerging technologies. Internships are proffered for the students to put their learning into action, in a real-world environment.

• Computer Fair

o Computer Fair is organised annually where the students are given opportunities to showcase their practical knowledge through real time projects. Project Expositions and fairs enable the students to transform theory into practice.

• Symposiums

o The college inculcates research practices amongst the faculty and students as the speakers address the technological advances and booming ideas in the line.

• Computer almanac - Journal

o The department inculcates the art of article writing skills amongst students by means of publishing the thematic department journal 'Computer Almanac'. The journal serves as catalyst for sparking creativity towards publishing research articles in international journals

• Guest Lectures

o The college organizes guest lectures to help students improve their learning in a more interactive, topic specific way.

• Social Initiative

'THOZHIL SEIYALLAM THOZHI', a social initiative of the college. Under this banner, 15 villages were identified in the state of Tamil Nadu and various livelihood skills were imparted and awareness campaign were conducted for women and Government school students.



SCOPE AND OPPORTUNITIES

The programme will help students enhance their proficiency in data science, gain wide spectrum of skills and robust knowledge of machine learning algorithms to confidently join Data Science Teams. This programme will produce Data Science graduates with a highly relevant skillset needed for creating & deploying ML models to support automated decision making. After completion of the course, graduates can become



PLACEMENT CELL





M.O.P. Vaishnav College for Women
(Autonomous)



(College affiliated to University of Madras & Re-accredited at "A++" grade by NAAC)

Chennai - 600034



B.Sc. Mathematics

Mathematics – The Root & Route to Success

ABOUT THE PROGRAMME

B.Sc. Mathematics programme provides a platform to understand the fundamental concepts of mathematics, develop logical, analytical, heuristic, lateral thinking skills and apply mathematical techniques in various spheres of life. The multidisciplinary and application oriented curriculum caters to students with specific interest in Mathematics, Computer Science, Actuaries, Banking, Finance and Insurance.

Established in 1992, the department has been a part of M.O.P. Vaishnav College for Women from the very inception of the institution. Ever since, the department has carved a niche for itself among the science fraternity and the society as a whole.



MISSION OF THE DEPARTMENT

- To provide a strong conceptual knowledge and develop applicable skills
- To inculcate research and journalistic skills
- To create a self-sustained and empowered woman
- To blossom with a humane heart

USP

- Core courses provide a strong foundation in mathematics and integrates domain specific knowledge with computational techniques, essential for pursuing higher studies and research.
- Core course **Mathematical Modelling** instills the ability to implement appropriate techniques in varied fields to develop models that predict the effect of environmental changes and contribute to sustainable development.
- To bridge the gap between Academia and the IT Industry, Allied courses, **C Programming** and **Computer Oriented Numerical Methods** are included in the curriculum.
- Elective courses, **Mathematics for Life Insurance** and **Financial Mathematics** help the students to pursue their career in Actuaries, Banking, Finance and Insurance.
- **Number Theory & Cryptography** provides the base for Internet Security and Coding theory.

ELIGIBILITY CRITERIA

- Studied Mathematics in Plus Two.
- Passed in the Higher Secondary Examination (Tamil Nadu State Board / CBSE / Any other board accepted as equivalent thereof by the Syndicate of the University of Madras).



CORE AND ALLIED COURSES

- Algebra and Trigonometry
- Differential Calculus
- Integral Calculus and Fourier series
- C Programming (Theory and Practical)
- Computer Oriented Numerical Methods (Theory and Practical)
- Differential Equations and its Applications
- Number Theory & Cryptography
- Mathematical Statistics (Theory and Practical)
- Mechanics
- Vector Analysis and Co-ordinate Geometry of Three Dimensions
- Modern Algebra
- Integral Transforms and its applications
- Discrete Mathematics
- Real Analysis
- Mathematical Modelling
- Linear Algebra
- Optimization Techniques
- Graph Theory
- Complex Analysis

ELECTIVE COURSES

- Mathematics for Life Insurance
- Financial Mathematics
- Fuzzy Mathematics

For Programme Specific Outcomes and course outcomes the college website can be referred <https://mopvc.edu.in/pos-psos-cos/>



TEACHING METHODOLOGY

Lecture method is supplemented by

- Brain Teasers
- Quiz
- Case Study
- Audio Visual Aids
- Group Discussions
- Real time Projects
- Check in Check out
- Class Seminars
- e-Contents
- Brain Storming
- Peer Teaching

INTERNSHIPS

ACADEMICS

- Out of 1500 applicants from all over the country, students from the department have been selected to attend the Mathematics Training and Talent Search program continuously for more than a decade.
- Indian Institute of Technology, Madras
- Chennai Mathematical Institute

BANKING, FINANCE & INSURANCE

- Standard Chartered Bank
- Indian Overseas Bank
- REPCO Bank
- TNSC Bank
- Goldman Sachs
- LIC of India

INFORMATION TECHNOLOGY

- HCL
- TCS
- CTS
- DFM Sim Pvt. Ltd.
- WIPRO
- Infosys

CORPORATE

- Angarai International Inc, USA
- TVS Logistics
- Wheels India Limited
- Volkswagen

MEDIA

- The Hindu
- Sun TV
- Vijay TV
- Radio Mirch

$\pi - \beta$ Club



$\pi - \beta$ Club is a platform to scout the inherent talents of students and provides them with an opportunity to develop their latent skills in co-curricular activities. To enhance the logical and heuristic skills, Intramural and Intercollegiate competitions with several thought provoking activities are conducted. Students participate in various intercollegiate competitions and bring back laurels. To enrich the students' intellect, State/National level conferences and Workshops are organized where eminent academicians and experts from industry share their expertise.

Journal: Research and journalistic skills of the students are enhanced through the department journal 'ELIXIR'. The journal is based on a different theme each year.

Student Achievements in Co-Curricular Activities

FIRST PRIZE

75

SECOND PRIZE

77

THIRD PRIZE

26



SEMINARS, GUEST LECTURES & WORKSHOPS CONDUCTED



- Faculty Development programme on Curriculum Design and Development
- Optimization Techniques and its real time applications
- Career Management skills and the Significance of Entrepreneurship
- Career Counselling Session
- Combinatorics
- Mathematics Embedded in Tamil Culture & Literature
- Graph Labelling and applications
- Data Analysis using R
- Actuaries
- Trends in Mathematical Analysis
- Intelligence Squared
- Statistical Analysis using R
- Area Problems
- Regression Analysis
- Mathematics - Abstract Cognizance

PROMINENT PLACEMENTS

- PATNI COMPUTERS
- WIPRO
- CTS
- RBS
- HCL
- TCS
- SOUTHERN RAILWAYS
- RBS
- INFOSYS
- GOLDMAN SACHS
- ERNST & YOUNG
- IGATE

SUCCESSFUL ENTREPRENEURS

Ms. Ilakkiya Maran

Founder, Artesenia- The Memory Makers, Chennai

Ms. Divya N

Founder, Bejeweled Befab, Chennai



Ms. Vanipriya J

Director, Product Management, Full Potential Solutions, Chennai

“

The multidisciplinary curriculum and soft skills training imparted has yielded 100% placements through the placement cell of the college.

”

COMMUNITY SERVICE

Understanding the importance of social responsibility, students of the department enthusiastically participate in several community service initiatives, a few of which are listed here

1. The Department in line with the year's motto **Thozhil Seiyalam Thozhi** conducted a skill training programme to empower rural women at Government High School, Kanniyampakkam on August 16, 2019. Skills such as Jewellery making, Paper bag making, Quilling, Organic soap making, Blouse Designing, Embroidery, Public speaking, basic computer skills were imparted to rural women.
2. Remedial teaching is undertaken as part of our initiatives '**Ganith Daan**' and '**Pagir - Knowledge Sharing**' at:
 - M.O.P. Vaishnav Primary School, Triplicane
 - Assumption Higher Secondary School, Nungambakkam



PROMINENT ALUMNI

Ms. Sripriya Venkatraman

Director, HCL Technologies Sholinganallur
Chennai

Ms. Amelia Betsy

Assistant Director, Ministry of Health and Family
Welfare, Government of India, New Delhi.

Ms. Ramya Radhakrishnan

Business Analyst, Syntel, USA

Ms. Ankitha Davey

Assistant Manager,
Bank of New York, Mellon

Ms. Swetha S

Senior Associate, Hey Math, The Hindu, Chennai

Dr. Arathi P

Assistant Professor, Dr. Abdur Rehman
College, Chennai

Dr. Poorna Pushkala

Postdoctoral Fellow, International Centre for
Theoretical Sciences, Bengaluru

Ms. Nithya S

Judicial Magistrate, Fast track court,
Karur, Tamil Nadu



A Mathematics Graduate from M.O.P. is a multifaceted, empowered woman with a humane heart who can excel in diversified fields.



GALLERY



MOP College talks digits

Express Features

As part of their silver jubilee celebrations, MOP Vaidyanar College's Department of Mathematics organised Euphoria 2016, an intercollegiate event with over 29 colleges participating. The event was divided into five parts, which included paper presentations, quiz, potpourri round, junk art and admap. All events were based on mathematical concepts. "This is an annual event and this year, we're celebrating it at a very grand scale. The girls of the Pie-Beta club formed the questions and nearly 10 papers were presented," explained Fernandez Jayashree Peiris, HoD Mathematics. Interestingly, in 1968 the college started a mathematical journal, The Klinka, which is run by the students today.

Mon, 29 August 2016
INDIAN EXPRESS
paper: newindianexp





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

(Affiliated to University of Madras & Re-accredited at 'A++' Grade by NAAC)

Chennai - 600034, India

Information Brochure

Department of Food Science

B.Sc Food Science and Management



About the Department

The Department of Food Science offers both Bachelor's as well as Master's degree in the field of Food Science and Food Technology. Of course, both studies have their own unique style that quenches the thirst of any student who is willing to pursue this programme. The curriculum is structured in such a way that it covers all the aspects of Food Science and technology. The subjects have been designed for students who are interested in acquiring skills in both business and scientific expertise.

Unique Selling Proposition

The Department of Food Science constantly exposes the students to industrial practices to understand the requirements of the industry and supports the students to undertake various research projects and present them at different platforms like National and International Seminars and Conferences.

Programmes Offered



B.Sc. Food Science and
Management



M.Sc. Food Technology and
Management

Courses Offered



Basics of Food Preparation



Principles of Management



Physical sciences of Food



Food Science I & II



Basic Physiology



Food Chemistry



Food Microbiology



Food Merchandising



Introductory Nutrition



Baking Science and Technique



Marketing Research and Consumer Behavior



Food Sanitation and Quality Control



Food Analysis



Nutritional Biochemistry



Therapeutic Nutrition



Nutrition and Menu development



Food Packaging



Food Design



Diet Counselling



Principle of Food Processing and Preservation



Food Entrepreneurship



Post-Harvest Technology



Food Supply Chain Management

SCOPE

After the completion of the degree, student can pursue Postgraduate Degree in Food Technology, Food Processing, Foods & Nutrition, Food Service Management, Clinical Nutrition, and other disciplines related to Food Science

ABOUT THE PROGRAM

The Under-Graduation program covers Food Science, Nutrition and Management. This program is ideally for those who are interested in management career in Food Industry or related fields. This course not only helps you in identifying your niche but also makes you ready for challenging any opportunities to develop both business and scientific expertise skills.

OBJECTIVE



Prepares the students to become enterprising entrepreneur in food industry and related sector.



To introduce new concepts and train them in research in the field of food science and management.



To prepare the students to take up leadership role in food industry.

ELIGIBILITY

Candidates for admission to B.Sc. Food Science and Management program shall be required to possess a pass in the Higher Secondary Examination of Tamil Nadu Board or an equivalent examination of any other board.

INFRASTRUCTURE

FOOD ANALYTICAL AND INSTRUMENTATION LABORATORY



FOOD TESTING LABORATORY



FOOD ENTREPRENEUR LABORATORY



FOOD INNOVATION LABORATORY

TEACHING METHODOLOGY:

Visual Aids	Practical Classes	Case Study	Group Discussion
E– Resources	Guest Lectures	Student Seminars	Article review
Workshops	Role play	Research based learning	Video and demonstration

OUTBOUND LEARNING:



Attending conferences, seminars, and exhibitions



Activity based Teaching– Home experiments, Practice schools, Demonstrations



Industrial visits

Career Opportunity

Food Entrepreneur

Skill trainer

Freelance Nutritionist

Product Development officer

Food Business operator

Quality Control Officer

Research Officer

Culinary Consultant

Product Manager

Flavor/ Fragrance Analyst

Nutrition Officer

Food Safety Consultancy

Diet counsellor

Research and development

List of Companies that offer internship and placement:



Placement and Internship

Students are encouraged to do internship during their summer holidays for better understanding of subjects. The internships are structured in such a way that the students are exposed to various aspects of a food industry such as processing, new product development, food product analysis, food quality, sensory evaluation, etc. list of companies that offers internship and placement are mentioned below:

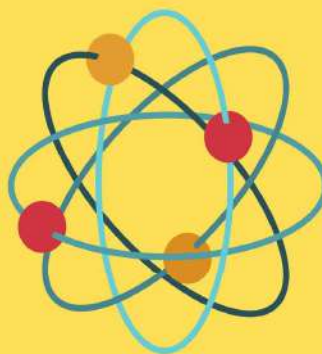
- Britannia Industries Ltd.
- Nestle India Ltd.
- ITC Limited, Bangalore
- Aavin, Chennai Nandhini, Bangalore
- Hindustan Unilever Pvt. Ltd.
- Quality and Food Safety Consultancy
- Amul Mother Dairy, Ahmedabad Barakat
- Quality Plus, Dubai
- Perfetti Van Melle , Chennai Hatsun
- Agro Foods, Kancheepuram Wild
- Flavours, Dubai
- Symrise Pvt. Ltd, Chennai
- Synthite Industries Pvt. Ltd, Kerala
- Takasago International Pvt Ltd.
- Mother Dairy Fruit and Vegetable Processing Pvt Ltd. , Bangalore



2021

**JOURNAL OF FOOD
AND NUTRITION**

VOLUME XXII



M.O.P. VAISHNAV COLLEGE FOR WOMEN

Department Journal

The department brings out an annual in-house Journal which encompasses the various facets of Foods & Nutrition. The Journal supports a spectrum of new concepts through in-depth research studies. It is a compilation of topics vital to the food industry today, and pin points the trends in future research and development along with latest students' research work conducted at the School of Food Science.

DEPARTMENT ACTIVITY

The Department of Food Science conducts National/International conferences/seminars/workshops/symposium and guest lecturers every year with scientific sessions from experts in the field, serving as a platform for the students, researchers and professionals to come together, exchange ideas, refresh and broaden knowledge as well as explore new opportunities.

PRACTICE SCHOOL

ENTREPRENEURSHIP DEVELOPMENT

“Beyond Breads’, a student – run-in house bakery unit, provides them with a real time experience to run small scale business inside the college premises to kindle their entrepreneurial interests.

The students practically learn to manage all the activities involved in a business, beginning with planning and procurement of raw materials till facing the real customers to sell the prepared products.

FOOD SAFETY AUDIT – ENSURING SAFE AND HYGIENIC FOOD

The students of the department conduct food safety audits at the college canteen and the Beyond Breads. A standard GMP check list is used for the same. This ensures that the food consumed is safe and hygienic inside the campus.



ASSOCIATION WITH NATIONAL BODIES

Faculty and the students are active members in National bodies like Association of Food Scientists and Technologists (AFST(I)), Indian Dietetic Association (IDA), Nutrition Society of India (NSI), Indian Science Congress which facilitate them to join hands with the food industry, technologists, scientists, academicians and researchers and work in unison.

DEPARTMENT CLUB

The co-curricular activities and competitions for students are organized under the aegis of the Department Club- Prakriti. The Department Club trains the students to inculcate leadership qualities and team building by providing the office bearers a chance to conceive and execute various events like Guest Lectures, Workshops, Seminars and Alumni Talk etc.

The Department also organizes Competitions at Interdepartmental and Intra departmental levels. "Essence" – the annual intercollegiate competitions witnesses a participation of a large number of teams from top-notch colleges.

COMMUNITY SERVICE

The department is committed to the cause of creating a sense of social responsibility among its students. The students are encouraged to undertake several outreach and community development programmes.

MINISTRY OF HEALTH AND HYGEINE

The Ministry of Health and Hygeine conducts various events to enable students to cohesively use their mind and body to bring out their talents creatively. The ministry also organizes various guest lectures, seminars, webinars, etc., to provide significant insights on various aspects related to health and hygiene.

Few Key Research Work Include:

1. Formulation and Analysis of Whey Dates Jelly
2. A study on the Effectiveness of Social Media as an education tool for Food Safety
3. Utilization of Potato peel in preparing Instant Porridge mix
4. Formulation of standardization of instant idli mix (dry) as an alternative for ready to use idli batter
5. Formulation of Sauerkraut bread Spread
6. Formulation of Quality Evaluation of Herbal Chapathi Mix
7. Microbial Quality assessment of branded and unbranded dosa batters
8. Effects of edible biopolymer coatings on the quality and shelf of Paneer
9. Study on reducing bitterness of Bitter Gourd by subjecting it to acidic buttermilk
10. Study of Antioxidant Profile in Mango Kernel Powder and comparing its tannin content with black tea and green tea

Research Activities

The students have presented posters at National and International Forums like:

- Central Food Technological and Research Institute, Mysore
- National Institute for Food Technology and Management, Kundli
- Indian Institute of Crop and Plantation Technology, Tanjore
- Tamil Nadu Agricultural University, Coimbatore
- SRM University, Chennai
- Loyola College, Chennai
- Periyar University, Salem
- Dubai Convention Centre, Dubai



HIGHLIGHTS

- International Conference – “FOODS 2019: ITAF on Innovations and Technological Advances in Food”, on 5th and 6th of August 2019.
- Two Day National Webinar “Vivechana: Deliberation on Food, Processing and Beyond” conducted on 12th and 13th of February, 2021
- Career counseling programmes by Experts/ Established Alumni
- Students have participated in various Webinars and completed online certificate courses through online platforms like Swayam-NPTEL/ Coursera/ Udemy etc.
- Students have been presenting research posters since 2008, at various National & International conferences and won prizes.

FACULTY PROFILE – B.Sc FSM



Ms. Rekha Mahizhan, M.Sc.,
Assistant Professor
Dept of Food Science
5 years of experience



Ms. S.R Priya, M.Sc.,
Assistant Professor
Dept of Food Science
4 years of experience



Ms. Sini Jadeesh, M.Sc, MBA.,
Assistant Professor
Dept of Food Science
15 years of experience



Dr. Sarah Jane Monica M.Sc, M.Phil, Ph.D.,
Assistant Professor
Dept of Food Science
3 years of experience



Ms. Rakshitha M, M.Sc.,
Assistant Professor
Dept of Food Science
2 years of industry experience





Contact:



20, IV Lane, Nungambakkam High Road, Chennai – 600 034,
Tamil Nadu, India.



(044)2833 0262, (044)2833 0507



mopvaishnav@mopvc.edu.in



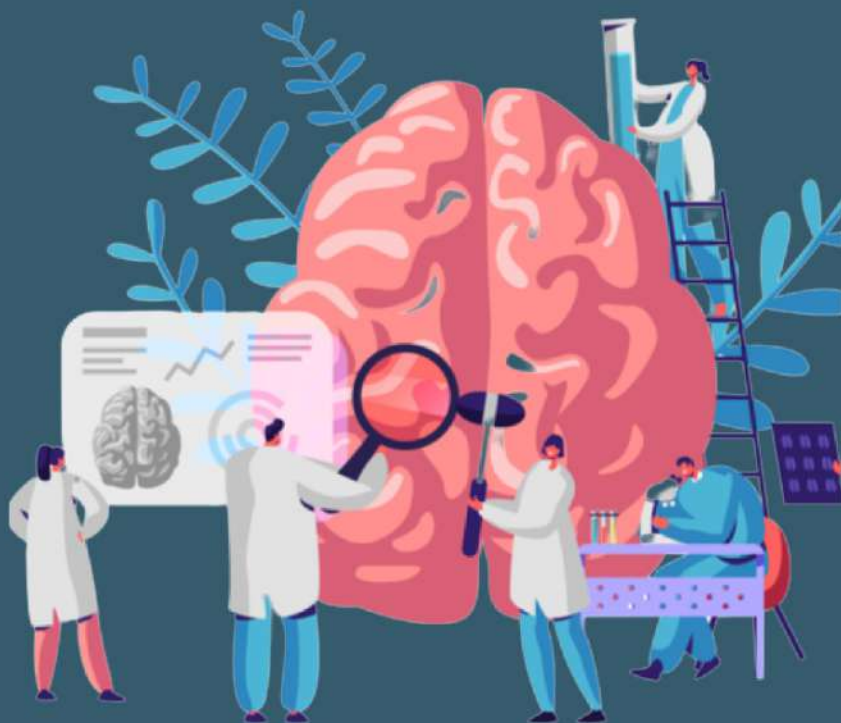
www.mopvc.edu.in



M.O.P. Vaishnav College for Women (Autonomous)

Chennai - 600 034

(College Affiliated to University of Madras & Re-accredited at 'A++' Grade by NAAC)



B.Sc Psychology

INFORMATION BROCHURE

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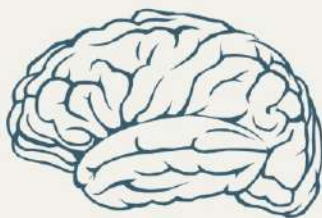
[Student Activities](#)

[Community Linkage Programs](#)

About the Programme

The Undergraduate studies of Psychology incepted in the year 2016 aims at empowering students to lead and effect positive change in the world by instructing ethical, systematic study of behaviour & mental processes, and its application to community & global issues with intellectual engagement and academic excellence.





Objectives of the Programme

- Encourage critical thinking, problem-solving and research skills
- Enhance the applied knowledge to link theoretical concepts into applications of everyday situation.
- Assist and guide students at every level such as career guidance, research projects, participation in co-curricular activities.
- Support the development of a wide range of transferable employability skills.

Highlights of the Programme



- Dynamic and committed faculty
- Curriculum design catering to global needs and recent trends.
- Blended Teaching and Learning methods
- Innovative teaching pedagogy
- Well-equipped library with books and journals
- Fully equipped psychology laboratory
- Supportive and simulating environment
- Promotion of student research/paper presentation/publication
- High standards of pursuit
- Internships in industries, NGOs, special schools, hospitals
- Participation in community and field projects
- Experiential learning through workshops
- Periodic guest lectures/ seminars/ conferences
- Promotion to participate in intercollegiate activities and academic events.



Career Prospects

The programme considers employability to be a key aim within its delivery. Psychology is a broad discipline, essentially spanning subject matter from biology to sociology concerned with human behaviour. It takes into account the evolving nature of the field, adapting to the changing needs and to meet the objectives and policies of the nation.

The programme helps students navigate this huge web, and decide which path to choose. Students are provided with information and upskilled with employability skills through workshops and value added courses.

Students graduating from the programme will gain a range of skills that can be applied to a wide array of fields that encompasses both research and practice which includes:

- Child Development
- Neuroscience and Research
- Clinical and Rehabilitation Psychology
- Counselling Psychology
- Career Counselling and Special Education
- Media and Human Resources
- Industrial and Organisational Psychology
- Forensic Psychology
- Sports Psychology
- Health Psychology and Psycho-oncology
- Palliative Care
- Environmental Psychology
- Psychometrics

Courses Offered

Year I

- General Psychology
- Biological Psychology
- Statistical Methods
- Introduction to Cyberpsychology
- Fitness Psychology

Year II

- Developmental Psychology
- Experimental Psychology
- Psychological Testing
- Human Resources Management
- Psychology of Interpersonal Relations



Year III

- Abnormal Psychology
- Counselling Psychology
- Organizational Psychology
- Social Psychology
- Positive Psychology
- Health Psychology
- Research Methods
- Project Survey

The PSOs and COs for the program can be referred using the link found in college website <https://mopvc.edu.in/pos-psos-cos/>

Teaching and Learning Process



A variety of teaching methods that aren't just limited to the course content are used. The courses usually combine several modes of teaching, such as lectures, seminars, workshops, activities, guest lectures, presentations, and practical classes. Students are encouraged to take part in co-curricular and extra-curricular activities. Students immerse themselves into volunteering, internships and conduct research under supervision. Teaching methods are skill-focused and provide strong conceptual knowledge.

Nature of the event	Number of events conducted
Workshops	12
Guest Lecture	23
Panel Discussions	2
Webinars	6

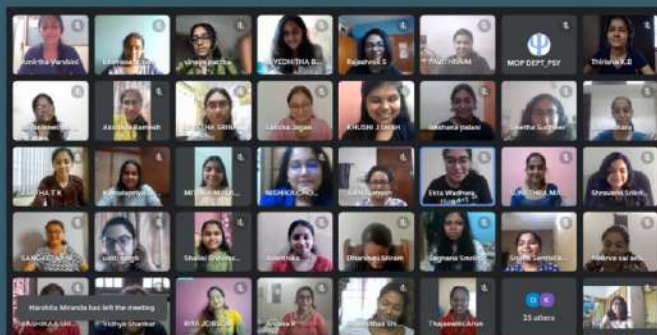
Psychology Lab



To encourage students' conceptual understanding of the theory-practice relationship and facilitate higher level reasoning skills, a well equipped psychological laboratory enables to conduct controlled experiments and psychological assessments. Students develop skills for psychometric testing, lab etiquettes, and psychological report writing.



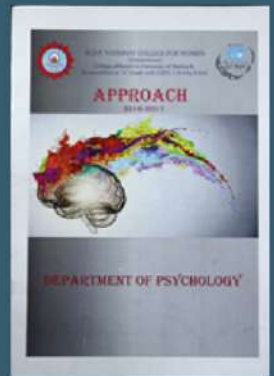
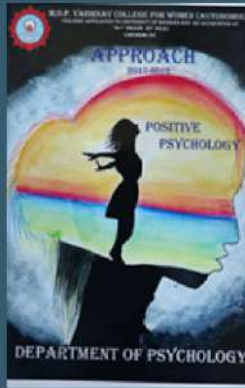
Student Club- Chinmay Club



The student club, “Chinmay”, hosts a variety of innovative and interactive activities, competitions, intercollegiate and interdepartmental events for activity based learning and promote healthy relationships with peer institutions.

Student Journal

The student-run journal is released annually, based around different themes every year and welcomes creative articles in the form of poetry, critical review, conceptual papers, illustrations on the subject. Journalling develops writing skills, editorial skills, divergent thinking and team work.



Student Activities

Student Achievements

Extra and co-curricular activities are what help in improving the holistic wellbeing of students. Students are encouraged to take part in intercollegiate, interdepartmental activities. Our students have won and participated in several national, international and university level competitions.

Internship

Students take up several internships in order to get hands-on training, build working portfolios, professional networking, and explore their skill-sets and career interests.

Student Presentation and Publication

Students are encouraged to participate in events conducted by other colleges such as conferences and seminars in order to grow their contemporary knowledge of the field. Under faculty guidance, students have written, presented, and published several academic papers in UGC care listed journals.



Community Linkage Activities



In order to promote civic leadership skills, students are encouraged to participate in youth development programs and community field projects. Field projects help students understand the challenges of society and engage as social agents, contributing their best to social change and creating a harmonious community.





M.O.P. Vaishnav College for Women (Autonomous)

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Department of Social Sciences



B.A. SOCIOLOGY

Information Brochure



UNIQUENESS

- Multidisciplinary approach in curriculum
- Empirical Research at under graduate level
- Field visits to understand the social reality and link theory with practical knowledge.

COURSES OFFERED

SEMESTER 1

- Principles of Sociology- I
- Sociology of Indian Society
- Social Psychology

SEMESTER 2

- Principles of Sociology-II
- Rural Sociology
- Social Anthropology

SEMESTER 3

- Sociological Theory
- Social Pathology
- Social Demography

SEMESTER 4

- Research Methods
- Social Legislations in India

SEMESTER 5

- Social Movements in India
- Sociology of Development
- Social Entrepreneurship
- Urban Sociology
- Project/Industrial Sociology

SEMESTER 6

- Political Sociology
- Globalization and Society
- Women's Development- Issues and Concerns
- Environment and Society
- Human Resource Management

Eligibility for Admission:
80% in Higher Secondary Examination

For PO, PSO& CO refer the College Website-
<https://mopvc.edu.in/wp-content/uploads/2021/07/DOCTORAL-PG-UG-PROGRAMS.pdf>



TEACHING METHODOLOGY

- Chalk and Talk
- Story Telling
- Role Play
- Brain Storming
- Multi Media Presentation
- Case Study
- Social Mapping
- Preparing e-content
- Game Based Learning
- Survey Based Projects
- Article and Book Reviews
- Media Reviews

PROGRAM HIGHLIGHTS

Guest Lectures

People's Club

"Spotlight" Journal, "Yours Socially" E-Journal

Workshops, Seminars & Certificate Courses

Internships & Student Projects

Community Service & Field Visits



GUEST LECTURES



CREATING LEADERS OF TOMORROW IN SOCIAL SCIENCE

02-08-2022

Ms. Girija Kumarbabu
Former Secretary,
Indian Council for Child Welfare, Tamilnadu

AN ORIENTATION ON CLO-THINK

02-08-2022

Dr. Shambavi Rajagopal
Founder, Save Scrap and Sew, UAE.



GENDER POLITICS

12.09.2022

Ms. Pranavi Jay,
Founder, Her-D, Coimbatore.

INTERNET SAFETY IN YOUTH- STAYING SAFE ONLINE

02-08-2022

Ms. Brooke Istook,
Vice president of
Youth and communities
of Thorn, USA.





GUEST LECTURES



UNBORN GIRL CHILD

03.10.2022

Dr. Bhuvaneswari Mahalingam,
Part time faculty, Department of Sociology,
Stella Maris College, and
Former Education Specialist, UNICEF.

TEAM BUILDING

13.01.2023

Mr. V P Krishnakumar,
Director, Knownow Academy.



GLOBALISATION & SOCIAL DIFFERENCE

09.03.2023

Dr. Sujatha V,
Professor,
Centre for the Study of Social System,
Jawaharlal Nehru University, New Delhi

CIVIL SERVICES ORIENTATION PROGRAMME

17.10.2022

Mr. Sriramadesikan,
Chief Co-ordinator,
Chinmaya IASAcademy





WORKSHOPS

MAKING A PERSON CALMER

13.10.2022

Dr.Prithiviraj Premkumar,
Assistant professor
Department of Surgical Oncology
SRMC.



VISUAL SOCIOLOGY

24.01.2023 & 31.01.2023

Mr. U.S. Madan Kumar,
Multimedia Producer,
Asia Ville Interactive PVT.LTD.



INTERNATIONAL SEMINAR

WOMEN: HEALTH & WELLBEING

20.01.2023

Chief Guest:

Prof.Dr.Mohan Rajan
Chairman & Medical Director,
Rajan Eye Care Hospital Pvt Ltd,
Chennai

Guest of Honour:

Dr.M.Ravi Shankar
Senior Consultant,Rajan Eye Care
Director, The Nethralayam,
Chennai

Keynote Speaker:

Prof. Hasheem Mannan
Associate Professor,
School of Nursing, Midwifery
and Health systems,
University College Dublin.
Ireland

8 Sessions, 8 Speakers





SESSION 1: WOMEN'S REPRODUCTIVE HEALTH IN INDIA- ASPECTS, GAPS AND EFFORTS TO MEET SDG

Dr.Dr.(Hon.Causa, Finland) Swati Shirwadkar
Professor & former HoD,
Sociology (Dept. of Advanced Studies),
Director of Erasmus Mundus Euroculture Masters Program
Savitribai Phule University of Pune, India

SESSION 2: HEALTHCARE DECISION-MAKING DYNAMICS AMONG WOMEN IN THE USA & INDIA: A MATTER OF CULTURALLY-RELEVANT GLOBAL HEALTH ETHICS

Ms. Persis Naumann, Adjunct Faculty
Ph.D Research Scholar Fulbright Fellow (2022-2023)
Center for Global Health Ethics
Duke University, Pittsburgh, USA.



SESSION 3 : WOMEN AND OCCUPATIONAL HEALTH

Dr. Asha. K
Scientist D
ICMR National Institute of Occupational Health (NIOH)
Ahmedabad, India

SESSION 4- EMOTIONAL EQUANIMITY

Ms. Arthi C Rajarathnam
Psychologist & Author
Salem, Tamil Nadu, India





SESSION 5: PSYCHOLOGICAL WELLNESS IN WOMEN

Dr. Keerthi Pai
Consultant, Clinical Psychologist,
Apollo Hospital
Partner- Element H Psychological Services
Chennai, India

SESSION 6: REPRODUCTIVE HEALTH - MYTHS AND REALITIES

Dr. Prabha Ganapathy MD, D.G.O
Obstetrician and Gynaecologist
Chief Consultant, Pankajam Memorial Hospital
Nanganallur ,Chennai, India



SESSION 7 : CHOOSE HEALTHY INTIMACY-CHOOSE WELLNESS

Dr. Sangeetha Makesh
Relationship & Marriage Counsellor
Founder-Psycafe, Chennai

SESSION 8- HEALTH AND WELL-BEING OF WOMEN DOMESTIC VIOLENCE SURVIVORS

Ms. Swetha Shankar
Senior Director Programmes
The International Foundation for
Crime Prevention and Victim Care
(PCVC),Chennai, India





PEOPLE'S CLUB

The club provides a platform for the students to develop leadership, organizing and team building skills. Various intramural and intercollegiate activities are undertaken under the auspices of People's club.

CLUB INAUGURATION 2022-2023



Inaugurated by
Ms. Girija Kumarbabu,
Former Secretary,
Indian Council for Child Welfare,
Tamilnadu

INTRA MURALS



ON STAGE EVENTS

Portray The Issue

Lawyer Up

Theories Hunt

OFF STAGE EVENTS

Impressionist Expressions

Inscribe your Notion

No Taboos Attached

23/09/2022 09:12:45
Thousand Lights
Chennai
Tamilnadu



ELECTORAL LITERACY CLUB

As mandated by the Election Commission of India, M.O.P Vaishnav College has instituted an electoral literacy club. The mandate of the club is to bring awareness among first time voters in colleges.

POSTER MAKING COMPETITION

17.10.2022

Theme: "My vote is my Right-Power of one vote"





DEPARTMENT JOURNALS

SPOTLIGHT

Spotlight is an in-house publication journal featuring students research articles and other creative works.

SPOTLIGHT OVER THE YEARS:

Gen Z-2016

Technology&Society-2017

Childhood-2018

Weather the Storm-2019

Melange-2020

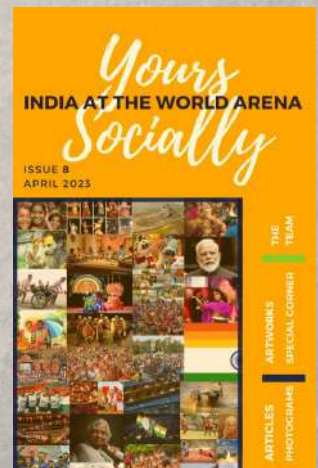
Impact of COVID 19



**2022- Contemporary Trends
of Social Change**

YOURS SOCIALLY

Yours Socially is an in-house e-journal started during the Pandemic times to connect with students on online mode.





PROMINENT INTERNSHIPS

2022-2023

- **CMDA- 15 students interned as moderators for 3 months under the project of "Visioning Document" for third master plan for Chennai Metropolitan Area**
- **Governance-** Hemalatha S- Best Internship Award (**Union Councillor Office- Ward 2**), Aishwarya S (**Social Welfare & Women empowerment department**)
- **Public Sector** - Janvi Mohinta, Raksha K.S, Yogavigneshwari M (**AAVIN**)
- **Legal Internships:** Shivani Lakshmi G, Tejasvi S, Sivasri, Yashi P Jain
- **Corporate Internships-** Nethra Priyadarshini (**TCS**),
- **NGOs & Social Sector-** Raksha P.V (**HCL Foundation**), Safiya Sadiq (**AID India**), Sarumathi R (**Thuvakkam NGO**)

AACHI MANORAMA ENDOWMENT AWARD FOR BEST PAPER PRESENTER:

- An endowment award instituted for the best student research paper presentation
- 2022-2023 Theme: Youth & Politics
- Winner: Ezhisaivani D & Nickshaya

STUDENT PROJECTS

2022-2023

- A Sociological Analysis on the Socio-Economic Conditions of Domestic Workers in the Locality of Chennai.
- A Sociological Study on Challenges of Gig workers in Chennai
- A Sociological Analysis on the Influence of Social Media on the Buyer's Decision Process in Apparel Industry in Chennai.
- A Sociological Study on Socio-Economic Empowerment of Women through SHGs in Ambattur, Chennai.



COMMUNITY SERVICE & OUTREACH PROGRAMMES



Walkathon organised to raise awareness on millets

The V.S. Geriatric Foundation on Saturday conducted a walkathon to raise awareness on millets as the U.N. has declared 2023 to be the year of millets. S. Peter Alphonse, Chairman, State Minorities Commission, flagged off the walkathon at Anna Nagar Tower Park. Senior geriatrician V.S. Natarajan, educationist R.S. Munirathnam, and yoga and naturopathy specialist Abhirami Premnath participated. Nurses from Venkateswara Hospitals and students from MOP Vaishnav College participated in the walkathon. The programme was supported by Manjula Munirathnam Educational Trust.



Year of "Vikas" (Development)

- Social sector schemes- enrolment and awareness creation by students of II BA Sociology
- Millets Awareness Walkathon by Students of I BA Sociology

CERTIFICATE COURSE & FIELD VISIT



A seven day certification course on Social Entrepreneurship was conducted by Centre for Social Initiative and Management (CSIM). As part of course curriculum, students were taken on a Field Visit to Pattipulam- an Irula tribal village.



Higher Education after B.A Sociology:

M.A. Sociology & Other Specialisations
M.A. Anthropology
M.A. Communication
M.S.W
M.A Psychology
M.A Criminology
M.B.A
M.A.(HRM)
L.L.B
M.A Public Policy

Career options

Civil Services & Other Government Examinations
Social Research
Social Entrepreneurs
Community Development Officers
Academicians
Project Co-ordinators
Executives in C.S.R
Counselors
Policy Planners & Analyst
H.R Executives



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Chennai - 600034

Department of Communication and
Media Studies

B.Sc. VISUAL COMMUNICATION



ABOUT THE COLLEGE

M.O.P. Vaishnav College for Women (Autonomous) is committed to the cause of empowering women through a holistic education that would enrich their personality and groom them into academically proficient, self-reliant, motivated, creative, analytical, culturally rich, self-sustained, humane, responsible and confident individuals.

A student who enters the portals of M.O.P. acquires more than a degree. She is

- Trained to identify her hidden talents
- Skillfully equipped to be economically independent
- Aided in developing a holistic personality
- Trained to become an effective communicator
- Trained in the art of management
- Nurtured as a leader with a social consciousness

The college was the dream realization, the result of the determination and sustained efforts of the two trusts, Sri Vallabhacharya Vidya Sabha and Dewan Bahadur M.O.Parthasarathy Aiyengar Charities. Initiated with just three courses-B. Com, BBA, B.Sc.(Maths) the college has today 15 UG, 8 PG and 2 research programmes in Commerce and Communication & Media studies.

The college affiliated to the University of Madras, has strength of more than 4000 students, thus recording a qualitative and quantitative growth. The College has been reaccredited by NAAC (National Assessment & Accreditation Council) with an 'A++' grade.

M.O.P. Vaishnav College for Women also has the distinction of being one of the youngest colleges in the country to have been granted autonomy by the University Grants Commission and the University of Madras.

ABOUT THE PROGRAM

Visual Communication is emerging in our midst as a significant means of communication. It is the visual representation of reality, the imaginative conception of an individual triggering articulate response. Gauging the importance and need for media makers, B.Sc. Visual Communication, a three year UG program was started in the year 1999 by M.O.P. Vaishnav College for Women - the first city college for women to offer this program. The program focuses on a holistic and multi-disciplinary approach to learning and this has been achieved by an even balance of theory and practical application. The program is framed to inculcate professional excellence in the practicalities of the media industry.

OUR USP

The winning edge of the program is the exclusive combination of learner centric pedagogy, contemporary curriculum, high end infrastructure, first hand industry exposure and a creative atmosphere. The program transforms students into the best advertising personnel, visualizers, copywriters, filmmakers, photographers, web designers, animators, graphic designers etc.



INFRASTRUCTURE

The goals set by the program are facilitated by high quality state-of-the-art infrastructure provided to every student.

- Drawing Studio equipped with specially designed easels to help students develop their visualizing and drawing skills
- Multimedia Lab with 100 network computers and the latest design and animation softwares
- High Definition Cameras
- Green Matte Studio
- Digital Studio:
 - Lights
 - Shooting Floor
 - Additional accessories like zoom lenses, flash, light meters
 - Complete backdrop and tabletop set up
- Digital Sound Studios
- Digital Edit Suites
- Screening theatre
- Community Radio Station
- Campus Television that networks classrooms

ELIGIBILITY

Candidate must have

- passed 10+2 (any group)
- visualizing, drawing, writing and other media related skills
- knowledge in current affairs, media and global social issues

SELECTION PROCEDURE

The program has a competitive selection process. There are two stages in the selection process:

STAGE - I

- **Drawing & Visualization Assessment**
- **Portfolio (Visual Arts & Design works) Assessment**

Candidate will be shortlisted for Stage II based on the marks secured in Stage I .

STAGE - II

Personal Interview

Candidate should carry a portfolio exhibiting her creativity as a prospective candidate to pursue the Visual Communication program. Candidate will be provisionally selected.



SEMESTER I:

- Foundation I: Language I
- Foundation II: English I
- Core I: Introduction to Visual Communication
- Core-II: Basics of Fine Arts
- Allied -I: Graphic Design – I

SEMESTER II:

- Foundation I: Language II
- Foundation II: English II
- Core-III: Basics of Human Communication
- Core-IV: Application of Fine Arts
- Allied -II: Graphic Design – II

SEMESTER III:

- Core-V: Photography
- Core-VI: Advertising
- Core-VII: Printing & Publication Design
- Allied-III: Digital Graphic Design
- Elective-I: Human Psychology

SEMESTER IV:

- Core-VIII: Advanced Photography
- Core-IX: Script Writing
- Core-X: Production Design
- Allied-IV: 2D Animation & Web Designing
- Elective-II: IDE

SEMESTER V:

- Core-XI: Production Techniques
- Core-XII: Film Studies
- Core-XIII: 3D Modelling & Animation
- Core-XIV: Media, Culture and Society
- Elective-III: Advertising Strategy & Campaign

SEMESTER VI:

- Core-XV: Media Management
- Core-XVI: Visual Sociology
- Core-XVII: Media Laws
- Core-XVIII: Specialisation

The Curriculum strikes the right balance between theory and practice. The program aids the student to graduate seamlessly from fine arts and graphic design by hand in the first year to computer graphics and photography in the second year, and then to television production and multimedia.

In the final semester, students specialize in any one of the following subjects:

- Video Production
- Multimedia
- Web Designing
- Ad Photography

For POs, PSOs & COs refer college website

<https://mopvc.edu.in/school-of-communication-and-media-studies/b-sc-visual-communication/>



ENRICHMENT STRATEGIES

TEACHING METHODOLOGY

The curriculum is imparted using learner-centric teaching techniques. The learning extends beyond the classroom through simulated projects that meet industry standards. Workshops, guest lectures, field visits and internships aid in strengthening the industry-academia interface.

GUEST LECTURES

From photographers to CEOs, Film makers to Visualizers, the program brings in industry experts from diverse fields to share their domain of knowledge and engage in interactive sessions with the students.

WORKSHOPS

Areas that are directly and indirectly related to the aesthetic requirement of the program are chosen and exclusive workshops are organized. Fashion and product photography, techniques in water colour, dry pastels, oil pastels and nuances of production techniques are a few regular workshops.

FIELD VISITS: PHOTOGRAPHY EXPEDITIONS & INDUSTRY VISITS

Students embark on frequent art and photography expeditions and industrial visits to facilitate on-field interaction. From the technology behind live telecast in a broadcast station to the equipment and maintenance of a digital studio, from the complex process of printing to the nuances

of filming, the students are given the opportunity to learn and kick start an on-going relationship with the professional world throughout their course. Prominent places of photography field visits include Pondicherry, Kanchipuram, Parambikulam, Wayanad, Delhi, Manali, Agra, Lachung, Nepal, Sikkim, Andaman, Belur, Hampi, Goa, Rajasthan, Gujarat and Odisha. Photography trips include 2 One-Day trips, 2 Two-Day trips and One Week-long trip to exotic places in India.

INTERNSHIPS

Students undergo two spells of four to six weeks of industry training in the form of internship. Also to widen the horizons of Summer Internship for students, the program collaborates with Vancouver Film School, Canada - a leading International film school, which offers a variety of courses. Students are encouraged to take up Internships in media organizations world wide.

DIL SE- A MASTERCLASS SERIES

~A platform for young minds to learn from media professionals~

The series of interactive sessions aim to nurture in students, knowledge and skills required in specific media domains. It enables the students to evolve as responsible and creative communicators.



PROMINENT PLACES OF INTERNSHIP

ADVERTISING AGENCIES



PHOTOGRAPHERS



PRINT MEDIA



TELEVISION



PRODUCTION HOUSES



WEB MEDIA



CREATE: THE STUDENT CLUB

Under the auspices of Create Club, students learn and gain valuable experience. Few prominent activities of the club are :

- Peer workshops
- Photo walks/ Art walks
- Alumni networking sessions to explore higher education and career prospects
- Portfolio Review & Career Counselling by Industry Experts.

THUMBNAIL: THE DEPARTMENT JOURNAL

The annual journal is yet another platform to encourage students to think originally and creatively. It is a reflection of the impulses and the energies of the inspiration that the students derive from their surroundings. The journal is replete with subjects on a chosen theme encompassing every facet of the course, right from the history of Indian art and modern day photography to magnetically charged articles on advertising, films, culture and new media. The choice is unlimited as is the freedom of the student to express themselves.

EXHIBITIONS

The Program provides a platform to showcase the professional skills of the students through art and photo exhibitions. 'POSITIVES': the photography exhibition features a compilation of

graphic design and fine arts along with the snapshots created throughout the year, featuring lifestyles, symbolic representations and many other images celebrating our cultural, racial and geographic diversity.

The exhibition attracts large crowds which include students from various colleges in Chennai, media professionals and the general public. Recent exhibitions include:

Year	Theme	Exhibits	Chief Guest	Visitors
2015	Nepal and other Frames	250	Mr. Sivakumar Artist, Actor and Orator	5000
2015	Visual Arts Fest	100	Ms. Sharada Trilok Independent Filmmaker	3300
2017	A Mosaic of Myriad Images	220	Mr. Sabu Cyril Film Art Director	4000
2019	Of Sands, Seas, Cities and Stories Untold	200	Mr. Indraneel Das Resident Editor, The New Indian Express	4000
2020	Meraki- Virtual Exhibition of Graphic Design & Fine Arts	110	Dr. Lalitha Balakrishnan, Principal, M.O.P. Vaishnav College for Women	552 Views
2021	Positives 2021- Virtual Exhibition of Photographs	205	Mr. J. Ramanan Architect, Photographer, Exhibitor and Author	1258 Views



POSITIVES

CAREER OPPORTUNITIES

The three-year programme will transform the students into one of the best

- Advertising Personnel
- Cartoonists
- Animators
- Copywriters
- Scriptwriters
- Event Managers
- Broadcast Journalists
- Film Makers
- Web Designers
- Photographers - Advertising, Nature, Fashion
- Photo Journalists
- Graphic Designers
- Art/Creative Directors
- Artists
- Web Programmers/ Developers
- Marketing Designer/ Director
- Production Designers
- Multimedia Artists
- Set Designers
- Television Programmers
- Layout Artists
- Illustrators
- Entrepreneurs

Students of Visual Communication have been recognized for their skill sets and have been offered placement opportunities from their internships even before they graduate. The entrepreneurial zeal amongst the students encourages them to start their own design studios.

The college also facilitates placement opportunities by inviting organizations/media houses, organizing pre-placement talks and coordinates the various levels of assessment.

PROMINENT PLACEMENTS

Some of the prominent organisations our students have been placed include:

- The Hindu
- Studio Designo
- O2
- World Bank
- Goldman Sachs
- CTS
- HCL
- Wipro
- Fifth Estate Communications
- RBS
- Aspire
- Infosys
- PriceWaterhouse Coopers
- Citibank
- Ernst & Young
- Google
- McKinsey
- Amazon
- Reuters
- Ad2Pro
- Behindwoods
- Social Beat
- Mad Street Den
- Digitally Inspired Media
- R.K. Swamy BBDO



STAR ALUMNI

The Program takes pride in acknowledging our alumni for reaching beyond the classroom lessons and excelling in what they are passionate about. They have carved a niche for themselves in the domain of photography, advertising, television, filmmaking and animation. Few of our innumerable Star Alumni include:

- Sruthi Hariharasubramanian - Film maker
- Sharanya Subramaniam - Casting Director
- Riba Haroon- Creative Director, Pink Cheese Designs
- Ahaana Krishna- Indian Actor
- Natasha Goenka- Founder, The Limited Edition Studio
- Swetha Joyson – Founder, The Joy of Photography
- Keerthana Balaji – Founder, Tungsten Creative
- Aditi Maithreya - Creative Director, The Phoenix Company
- Shivaani Shashi - Independent Architectural Photographer
- Induja S Menon - Senior Retoucher, Al Tayer Group, Dubai
- Muzna Nishath - Creative Strategist, The Toggle Hub
- Madhumita Rangarajan - Photographer





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

(College Affiliated to University of Madras & Re-accredited at "A++" Grade by NAAC)
Chennai - 600034

DEPARTMENT
OF
COMMUNICATION AND MEDIA STUDIES

B.SC ELECTRONIC MEDIA

"A SYNERGY OF COMMUNICATION AND TECHNOLOGY"



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

(AFFILIATED TO UNIVERSITY OF MADRAS &
RE-ACCREDITED AT 'A++' BY NAAC)



ELECTRONIC

FILM-MAKERS

AUDIOGRAPHY
DIRECTORS

AESTHETICS

SHARE

BROADCAST

JOURNALISM

MASS MEDIA

PHOTOGRAPHY

LIGHTS

CAMERA

ACTION

INFORMATION

DESIGNING

DEDICATION

EDITING

GRAPHIC DESIGNERS

AESTHETICS

MULTIMEDIA FUTURE

PRODUCTION

TELEVISION

CINEMA

COMMUNICATION

MOTIVATION

ART

RADIO

CINEMATOGRAPHERS

MEDIA

ABOUT US

Established in 2002, the Electronic Media course provides professional mastery in acquiring technical knowledge in various streams of Media industry. The focus of the course is to provide an in-depth study on various media like audio, video, and multimedia. It also provides direction on scripting, photography, audio-video editing, radio programming, filming, designing and visualizing. It is an education which aims at providing professional mastery, technical excellence and commercial advantages.

The Electronic Media course equips the students by providing them with handful of experience in various facets of media through Internships and Field visits. Several workshops, Seminars and Class Projects are being organised to give them better exposure. This course aims to offer practical training in the core elements of the media industry. Radio and Video production, Script Writing and Direction, Photography, Multimedia and Production Design are the major areas being concentrated on. Perhaps, this is the only course which focuses on both Audio and Visual Media.

CORE OBJECTIVES

- To provide students with digital intellectual tools and educate and enrich themselves with the medium.
- To give students hands on experience of the entire radio production process under professional ambience @ MOP Radio station FM107.8 MHz
- To give students expertise in the discipline of television production and Videography.
- To make students learn about different formats, language and style of scripting, concentrating on various genres of fiction and non-fiction.
- To provide students with experience of scripting and directing programmes like game shows, radio/television dramas, short films, talk shows, news programmes, etc.

COURSE HIGHLIGHTS

- Providing conceptual foundation needed for a lifetime of profession, practice in media, giving students a depth of knowledge on critical thinking skills and to apply them in studio environment.
- Exploring the creative aspects with a balance of technological and theoretical approaches using latest equipments and technology.
- Commitment to artistic innovation and intellectual rigour.
- Understanding the ideas of media by engaging in course work, class projects, internships and real time projects.
- Emphasizing practical training in various technical aspects and exposes students to the core elements of the medium.
- Internal assessment marks, apart from the internal tests, is based on practical assignments such as preparing case studies of structure and functioning of various departments of media houses, marketing research projects, actual conducting of events and so on.

SCOPE AND OPPORTUNITIES

The course has kept itself abreast of the changing market environment and expectations of the industry. The department is geared with highly qualified and experienced faculty and students forming a dynamic educational network in which professionalism is explored, activated and promoted. The programme is intensive, flexible and ideal as the students are made fit to enter this exceptional profession. The students become most eligible as

Production Industry	New Media	Radio
Cinematographers	Technical Writers	Script Writers
Editors	Illustrators	Jingle Artist
Producers/Directors	Web Designers	Sound Engineers
Set Designers	Animation Artists	RJ's
Film- Makers	Content Developers	Anchor's

CURRICULUM

"The curriculum is so much necessary raw material, but it is also the vital element for the growing plant and for soul of the child."

- Carl Jung

The syllabus is exhaustive and current. The curriculum has been designed to suffice the needs of the industry.

SUBJECTS OFFERED:

- Development of Electronic Media
- Audiography
- Understanding Visual Media
- Radio Production
- 2D - Graphics
- Basics of Production Design
- Photography
- Television Production
- Media and Audience Studies
- Entertainment Media Marketing
- Videography
- Broadcast News
- Broadcast Laws and Ethics
- Scriptwriting for Electronic Media
- Interactive Multimedia
- Media Aesthetics
- 3D Basics & Special Effects
- Video Production
- Video Editing
- Film Studies
- Media Management
- Appreciation & Analytical Study of Media

Link to Website : <https://mopvc.edu.in/pos-psos-cos/>

SPECIAL SKILLS

The B.Sc. Electronic Media programme is known for training students to receive behind the screen activities. Eminent personalities from the field handle this course which covers varied areas of communication including

- Short Film Making
- Sound Production
- Ad Production
- Broadcast News Presentation

There are two major activities undertaken by the students.

ACTIVITY 1:

Students are asked to choose a product research on the target audience and scope for the product. Suitable advertisements are designed based on the research report.

ACTIVITY 2:

The students form groups, shoot a fifteen minute live program.

The range of program includes:

- News presentation
- Quiz Shows
- Reality Shows
- Award Ceremonies



These shows help the students expand their horizons in the field of media.

STUDENTS' ACHIEVEMENTS & PLACEMENTS

Ms. Madhumitha B won Asian video Awards, mem Diet, 14th International Film Festival, January 2020.

Ms. Raghavarshini Shankar Hariharan has been placed as Content Developer in Sys Cloud, January 2020.

Ms. Vishruthi Girish has performed a carnatic vocal concert at VDS Arts Academy and Brahma Gana Sabha.

Praveshika was recognised as the best outgoing road safety patrol cadette by Vidya Mandir.

Akshaya C worked with the EDEX supplement of the national newspaper The New Indian Express and published 6 articles with byline.

Ushoshi Ghose has worked on the documentary on Unflinching Courage for Born on a Million Thoughts.

Raghavi S is working as a Youtube Analyst for the channel Smile Settai.

Ms.Varsha.S and Ms.Aishwarya Ashok covered the first and second edition of Indian Super League as Official Photographers.

Ms. Shreya. B participated in International Cultural Exchange Program organized by AMISDeInde, Fort De France in 2015.

Ms. Roshini won Chief Minister trophy, 2015 for Badminton

Ms. Kaamna Batra recognized as "BEST TELEVISION COMMERCIAL MODEL" in dream cast Fashion Show in 2015

Ms. Riddhi Bisani won 3rd prize in bulandi dancing Jodi in Maheshwari Youth Club

Ms. Janani Hamsini won 1st prize in singing competition organized by Loyola Arts & Science College in 2015.

Ms.Varsha S covered The Hindu Lit for Life 2015 and 9th Annual Vijay Awards as Photographer.

Ms. Srinidhi won the title "Miss Techo Fest" Runner up organized by Anna University in 2012 February

Ms. Shalini won 2nd prize in Throw Ball on 16/2/12 organized by Anna Adarsh College

Ms.Madhusree got the "Best Intern" Award at Vijay TV - 2011

Ms. Priyanka N was recognized as the TOP 25 among 200 start up entrepreneurs in 2011

Ms.Sandhya R. got the "Best Intern" Award at Spice Radio, Dubai during 2010.

Ms.A.Vaidehi was selected by Internews Network, an International organization to do a 20 part live Serial on AIDS

Ms.Andal was placed I in All India Art Competition.

Ms.Shruthi K.Neelakandan of B.A.Journalism & Ms.Tara Rachel Thomas of

Ms.Pallavi Shanbag of won the I Prize in Animation Art & Gaming Competition organized by Puthiathalaimurai Kalvi.

Ms.Sukanya Kumar & Madhurya was awarded as B Grade artiste by Doordarshan

Ms. Sukanya kumar was recognized as Best Choreographer & Best teacher for special children by RASA arпита

ROAD AHEAD

-----FUTURE GOALS

- Increased Industry - Institute Interface
- Tie up with major academic institutions at the National/International level for Semester Exchange Program
- Technology upgradation to keep abreast of latest technologies to ensure students to get the current trends in the medium
- Tie up with leading curators around the state to get the students production evaluation and send them for the international and national film festivals
- To tie up with the theatres to preview halls for 2 to 3 days for screening our students short films, documentaries and docu-drama and for the panel discussions by experts in the respective field.
- Work towards obtaining slots in television channels and radio houses to exhibit their programme production and marketing skills





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M.O.P. VAISHNAV COLLEGE FOR WOMEN (Autonomous) INTERNSHIP BYLINES



When travellers plan your travels to exotic locales

by Anjan Prasad

When a person plans to visit a foreign country, the first thing that comes to mind is the weather. But, in reality, the weather is not the only factor that determines the success of a trip. The most important factor is the local culture and customs. Travellers should be aware of the local customs and traditions of the country they are visiting. This will help them to avoid any embarrassing situations and make their trip more enjoyable.

Travellers should also be aware of the local laws and regulations of the country they are visiting. Some countries have strict laws regarding alcohol consumption, drug use, and gambling. Travellers should be aware of these laws and avoid any illegal activities. This will help them to avoid any legal problems and make their trip more enjoyable.



Meet the furry stress busters



Mocktails hit the streets



Mocktails are a popular trend in the beverage industry. They are non-alcoholic drinks that are designed to mimic the taste of alcoholic beverages. Mocktails are often made with a variety of fruits, herbs, and spices. They are a healthy and refreshing alternative to alcoholic drinks.

Down to Earth

Down to Earth is a popular magazine that focuses on environmental issues. It provides readers with information about the latest environmental news, as well as tips on how to live a more sustainable lifestyle. The magazine is known for its high-quality journalism and beautiful photography.



ART FOR THOUGHT



goes, moonlight walks



Longest scarf knitted to thwart arms race, push peace



A group of people have knitted the longest scarf in the world, with the goal of promoting peace and ending the arms race. The scarf is made of various colored yarns and is being knitted by people from different countries. The project is a symbol of hope and unity, and it is hoped that it will inspire others to work towards a more peaceful world.

We could sit here and chill for hours, that's IIT-M's Carnatic Students Facility Centre

The IIT-Mumbai Carnatic Students Facility Centre is a place where students can relax and enjoy the beauty of Carnatic music. The centre is equipped with a large hall and a stage, where students can perform and listen to live music. The centre is also a place where students can learn about the history and culture of Carnatic music. It is a great place for students to spend their free time and enjoy the beauty of Carnatic music.

the buzz/tandom



How Westeros was won & where it got us



THALAIVA NOW, NETA NEXT?



NEWS IPL BETTING RACKET

The Indian Premier League (IPL) is a popular cricket tournament in India. In recent years, there has been a lot of speculation about a betting racket involving IPL players. The Indian Cricket Council (ICC) has launched an investigation into the matter. It is hoped that the investigation will uncover the truth about the betting racket and bring the guilty parties to justice.

FLASH: Cops suspect 2 IPL players

Two IPL players have been named as suspects in a betting racket. The Indian Cricket Council (ICC) has launched an investigation into the matter. It is hoped that the investigation will uncover the truth about the betting racket and bring the guilty parties to justice.



Cancer Institute looks for donors with A+ve blood

A cancer institute is looking for donors with A+ve blood. The institute is conducting a blood drive to collect blood for cancer patients. It is hoped that the blood drive will help to save lives and bring a cure to cancer patients.

UP Overalls

UP Overalls is a popular brand of clothing. It is known for its high-quality clothing and its commitment to sustainability. The brand is committed to using eco-friendly materials and processes in its clothing production. It is a great choice for people who want to look good and do good.

Magika Pictures a taskforce group with

Magika Pictures is a taskforce group that is working to protect the environment. The group is made up of people from different backgrounds and is committed to protecting the environment for future generations. It is a great group to join if you are interested in environmental issues.

Headline to emerge in the

A headline is expected to emerge in the near future. It is hoped that the headline will provide more information about the current situation and help to bring a resolution to the issue.

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THE PROGRAMME

(Established in 2003)

With a judicious combination of theoretical and practical papers, the Journalism programme seeks to equip aspiring journalists with resources that will help them make a mark for themselves. The syllabus is on par with premier media institutes in the country. The subjects offered are the fruits of a meticulous exercise with industry experts keeping the professional nature of the course in mind.

THE PROGRAMME

The B.A. Journalism programme follows the semester pattern with choice-based credit system. Besides course-related theory classes and practical projects, a number of co-curricular opportunities are offered to the students. Students are trained in writing/reporting for print, broadcast and new media. A multi level course structure is offered with skill-based and knowledge - based courses that add value to the programme.

ELIGIBILITY

Students from any stream or group in plus two may apply

CORE, ALLIED AND ELECTIVE COURSES

CORE COURSES	ALLIED COURSES	ELECTIVECOURSES
<ul style="list-style-type: none">• Basics of Journalism• Reporting and Writing• Publication Design & DTP• Photo Journalism• Political Issues in India• Reporting for Television• Media Research• Current Affairs• Print Journal• International Relations• Media Law and Ethics• Media and Society• Specialization in Development/sports/ Lifestyle• Current Affairs• New Media Journalism	<ul style="list-style-type: none">• History of Press in India• Social Issues in India• Introduction to Indian Constitution• Economic Issues in India	<ul style="list-style-type: none">• Non Major Elective• Reporting for Radio• Inter disciplinary Elective• Psychological Issues

For Programme Outcomes, Programme Specific Outcomes and Course Outcomes, refer to the college website <https://mopvc.edu.in/pos-psos-cos/>

INTERNSHIP

Summer internship in news media houses

Internship gives students an opportunity to experience and understand the functioning of a media house. Some of the media houses that are popular among students for internship are:

- The Hindu
- The Times of India
- The New Indian Express
- Deccan Chronicle
- Mylapore Times
- Economic Times
- Dinamani
- Business Line
- News Today
- Chennai Online
- Adyar Times
- The Hindu Tamil
- Doordarshan
- CNN IBN, Chennai
- NDTV 24x7, Chennai
- Headlines Today

GUEST LECTURES, SEMINARS AND WORKSHOPS

The programme includes several lectures and seminars, addressed by professionals from the news media industry.

Some noted speakers for 2020 were the following:

- Shonali Muthalaly, Editor, Metro Plus, The Hindu
- Vignesh Radhakrishnan, Senior Journalist, The Hindu
- Akshaya Nath, Principal Correspondent, India Today
- Padma Priya, Editor, Suno India
- Janani Sampath, Principal Correspondent, The Federal
- Sukshma Ramakrishnan, The Times of India, Madurai
- Preethi Ramamoorthy, Senior journalist, The Hindu Online
- Shabnam Banu, Advocate, High Court, Chennai
- Ram Sundaram, Journalist, The Times of India, Chennai

PRACTICE SCHOOL

Students of the programme publish the bi-annual newsletter of the college,
M.O.P. News



JOURNAL

INK - A compilation of the best journalistic stories ideated, reported, written, edited and designed by students.



COMMUNITY SERVICE

To learn and appreciate the philosophy of giving back to society, students put in a minimum of 90 hours of community service as a compulsory credit course.

PRESENT TENSE CLUB

The Present Tense Club of the programme helps in enhancing practical knowledge of students through workshops, seminars, film festivals, and competitions. The Box Speaker event is the USP of the club.

PROMINENT ALUMNI

1	Chandra Ranganathan	Editor -- Technology, Startups and News Economy	Moneycontrol.com
2	Preethi Ramamoorthy	Editor, Video Production	The Hindu Online, Chennai
3	Aishwarya Kumar	Features Writer	ESPN, U.S.
4	Deeptha Sreedhar	Content Lead	Social Panga, Bengaluru
5	Sanjana Gautam	Associate Director, Global Client Strategy	Jivox, Chennai
6	Priyanka Rajagopalan	Manager, Marketing and Digital Innovation	Price Waterhouse Coopers, Singapore
7	Aishwarya Ashok	Freelance photographer	Chennai
8	Abhinaya S	Lead, Social Media Team	The Hindu, Chennai
9	Akshita Nandagopal	Associate Editor & News Anchor	India Today news channel, Noida
10	Akshaya Nath	Special Correspondent	India Today news channel, Chennai
11	Aarthi Kirushnan	News Anchor	NewsX TV Channel, New Delhi
12	Sukshma Ramakrishnan	Correspondent	Times of India, Madurai
13	Madhumitha Viswanath	M.Sc. in Sustainability, Society & Environment	University of Kiel, Germany
14	Poorna Meenakshi	Young India Fellow	Ashoka University, Noida
15	Godhashri S	Post Graduate Diploma in journalism (with scholarship)	Asian College of Journalism Chennai
16	Janani Suri	M.A. International Journalism	Cardiff University, UK Won the best student journalist from the Indian Journalists' Association of UK for her dissertation on Indian #metoo movement.



M.O.P. VAISHNAV COLLEGE FOR WOMEN (Autonomous) INTERSHIP BYLINES



A celebration of survival on the ramp

By Rishika Suresh

When I started out in the fashion world, I was hesitant. But with time and the courage to be a survivor, I am now one of the strong players in the industry. I have learned that survival is not just about staying afloat, but about thriving. I have seen many people who have started out with a lot of passion and energy, but they have not been able to sustain it. I have seen many people who have started out with a lot of passion and energy, but they have not been able to sustain it. I have seen many people who have started out with a lot of passion and energy, but they have not been able to sustain it.

Thrive with your residents work on a bright idea



MOMENTS



Photo: [Name] with [Name] and [Name] at [Location]

Asanas, stories and giggles



MOMENTS



Photo: [Name] with [Name] and [Name] at [Location]

MOMENTS



MOMENTS



Photo: [Name] with [Name] and [Name] at [Location]

NGO promotes veganism



By [Name]

NGO serves free buttermilk

By [Name]

Keeping their 15-year-old tradition going, Sathya Sai Seva Organisation, a non-profit organisation, is distributing around 300 litres of free buttermilk in various parts of the city every day in the month of May. In commemoration of 'Bharatmata's' memorial day, volunteers of the NGO take up this service in May every year.

According to Dhanalakshmi, a member of the Anna Nagar East branch, every volunteer brings curd and other ingredients such as coriander leaves, chillies.

I'm the master of my life



Photo: [Name] with [Name] and [Name] at [Location]

Students' startup supplies drones to govt agencies



Photo: [Name] with [Name] and [Name] at [Location]

Students' startup supplies drones to govt agencies



Photo: [Name] with [Name] and [Name] at [Location]

piara FEATURES



Photo: [Name] with [Name] and [Name] at [Location]

BACK TO THE ROOTS FOR A HEALTHY LIFE



Photo: [Name] with [Name] and [Name] at [Location]

new shows premiere



Photo: [Name] with [Name] and [Name] at [Location]



Photo: [Name] with [Name] and [Name] at [Location]



Photo: [Name] with [Name] and [Name] at [Location]



Photo: [Name] with [Name] and [Name] at [Location]

Volunteers distributing buttermilk at Chetthamam, Anna Nagar.

Photo: [Name] with [Name] and [Name] at [Location]

Photo: [Name] with [Name] and [Name] at [Location]



M.O.P. Vaishnav College for Women (Autonomous)

No.20, IV Lane, Nungambakkam High Road,
Chennai - 600 034, Tamil Nadu, India

Ph : 044 - 28330262 / 28330507

E-mail : mopvaishnav@mopvc.edu.in

Website : www.mopvc.edu.in



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

*(College affiliated to University of Madras & Re-accredited at 'A++'
Grade by NAAC)*
CHENNAI 600034



Undergraduate Programme of Economics
Department of Economics and Public Policy

UNDERGRADUATE PROGRAMME OF ECONOMICS

The Undergraduate Programme in Economics established in 2018, focuses on developing a solid foundation in economic principles, a sharp understanding of global developments and a range of analytical, problem-solving and communication skills. The program provides a good balance of broad-based economic fundamentals and practical real-industry knowledge. In line with the latest development in the field, courses like Data Science with Python, Behaviourial Economics, Socio-Economic Policy, etc. forms part of the curriculum.

The programme equips students to develop pragmatic, principles-based policies to enhance economic welfare and promote social justice. The holistic approach for student development has enabled students to pursue higher studies in India and abroad and take up rewarding careers in different fields.

ELIGIBILITY CRITERIA: Students passed in +2 any stream can apply.

PROGRAMME SPECIFIC OUTCOMES

PSO1	Demonstrate strong theoretical foundation in the domain of Economics
PSO2	Explain and illustrate the changes in global economic environment and their socio-economic impact
PSO3	Identify and analyse the salient developments in economic theory in both present day and historical context
PSO4	Apply the principles of economics in daily life and develop economic way of thinking
PSO5	Examine policies and formulate recommendations to enhance economic wellbeing and social justice

COURSES OFFERED:



CORE COURSES

- Introductory Microeconomics
- Intermediate Microeconomics
- Introductory Macroeconomics
- Intermediate Macroeconomics
- Indian Economy
- Quantitative Methods
- Monetary Economics
- Public Finance
- International Economics
- Data Science for Economics Using Python
- Econometrics
- Developmental Economics
- Research Methods (with SPSS applications)
- Environmental Economics and Sustainable Development
- History of Economic Thought
- Project (UG dissertation)



ALLIED

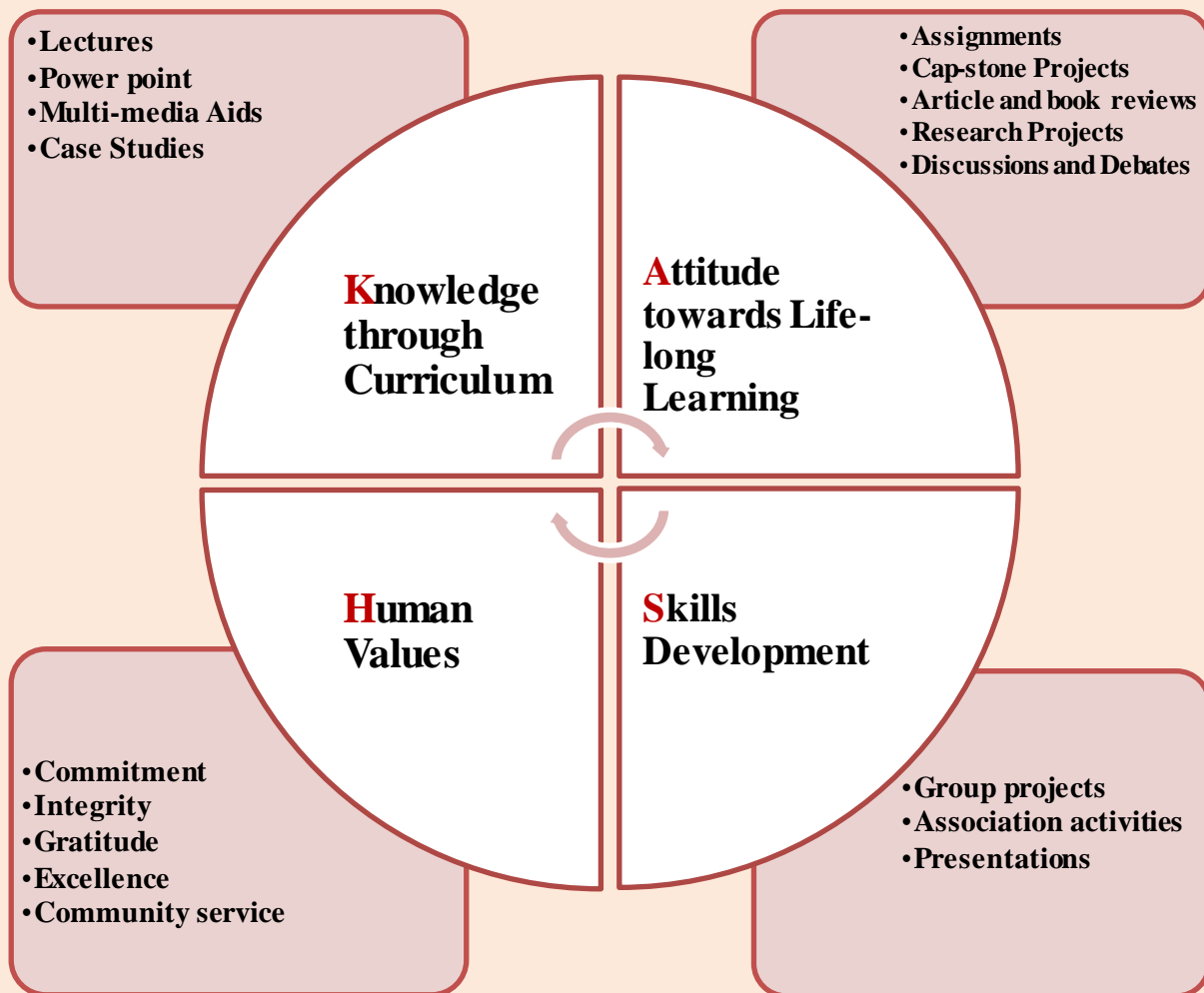
- Entrepreneurship Development and Small Business Management
- Marketing Management
- Principles of Finance
- Demography

ELECTIVES

- Socio Economic Policy /Organisational Psychology
- Behaviourial Economics/Labour Economics
- Inter-Disciplinary Elective-
 - General Studies
 - Financial Markets and Institutions
- Non-Major Elective-Economics for Competitive Exams

TEACHING PEDAGOGY:

Learner centric multipronged approach for holistic development



ALUMNI SPEAK:

This course's curriculum was beneficial in many aspects. It delves into the numerous emerging sectors of Economics while also providing us with information in allied fields such as socioeconomic policy and principles of finance. Studying Economics at this college equipped me with a wide range of career options that I can follow after graduation.

Sowmya C (2020-2023)

The Economics department of M.O.P Vaishnav College, apart from providing a perfectly curated curriculum makes sure that students get a holistic development through engagements in the Department Club (ARTH) and the Student Council (M.O.P Sansad). I had the opportunity of being a part of both "Arth" and "M.O.P Sansad". Apart from this the Economics department introduced the "SDG club", an initiative towards a healthy environment for which I was chosen as the President of the club. The 3 years journey of mine as a student of B.A.Economics in M.O.P Vaishnav has developed both my academic and leadership skills.

Samhitha V (2020-2023)

During my undergraduate studies at M.O.P. Vaishnav College, I had the privilege of being mentored by the faculty members of the Economics Department who share an immense passion for the subject that comes across strongly in their teaching. They ensured to create a classroom environment that allows critical thinking and engaging discussions on various topics. We were always given the support and encouragement to explore our interests beyond textbooks and delve into different subjects and fields. This freedom to explore not only broadened our horizons but also enabled us to discover our true passions.

Shravya Sukumar (2020-2023)

My experience at M.O.P Vaishnav College for women Chennai was very different and has led me to explore and learn new things in terms of personal and professional aspects. The faculties of Dept. of Economics focus on student's career goals with proper guidance in selecting most suitable specialization based on one's strengths and passion. The activities conducted by the department were highly effective for us to have a clear idea on facing interviews. The various co-curricular activities built confidence and leadership skills in us, which helped me, understand my potential and overcome my insecurities. The ambience of the college has always been so positive and always encourages learning more.

Anjali Kumari Singh (2018-2021)

WHAT LIES AHEAD?



Economist



Analyst



Banking and
Financial Services



Economics
Journalist

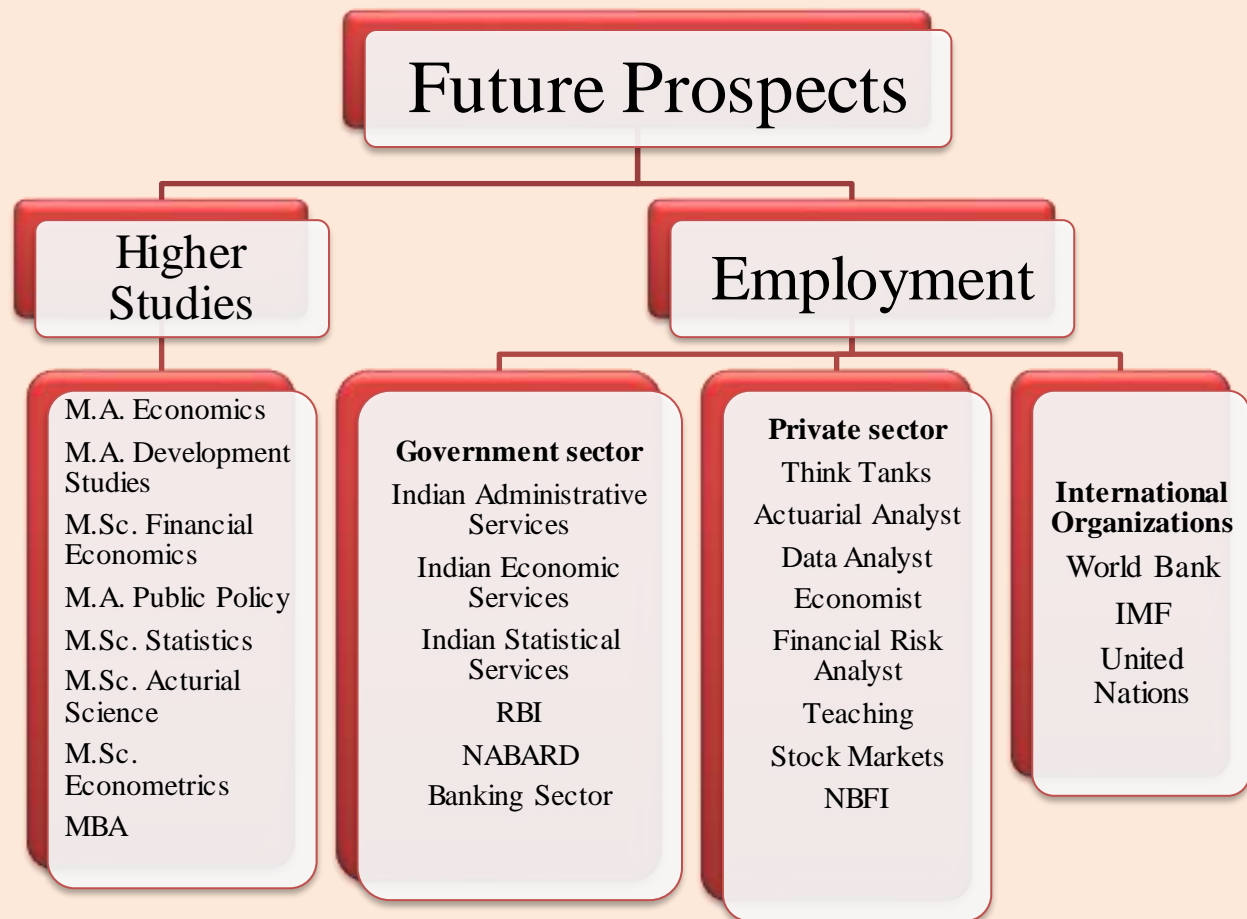


Government
Sector



Think Tanks

Shravya Sukumar (2020-2023) got placed in McKinsey & Company with an annual package of **Rs. 12 lakh/ annum** – highest ever offer to an Undergraduate student in M.O.P. Vaishnav College for Women.



HIGHLIGHTS OF THE ECONOMICS PROGRAM AT M.O.P

ARTH - THE ECONOMIC ASSOCIATION

ARTH focuses on providing students with a forum to interact, compete, debate, question and further develop their understanding of economics through myriad events. The association activities not only enable the students to explore and deepen their knowledge of economics, but also to learn and hone professional skills like collaboration, public speaking, leadership and organization.

Few of the activities:

- Debates on contemporary issues
- In-depth Panel discussions
- Economics Quiz
- Policy Analysis
- Exciting guest lectures

GUEST LECTURES

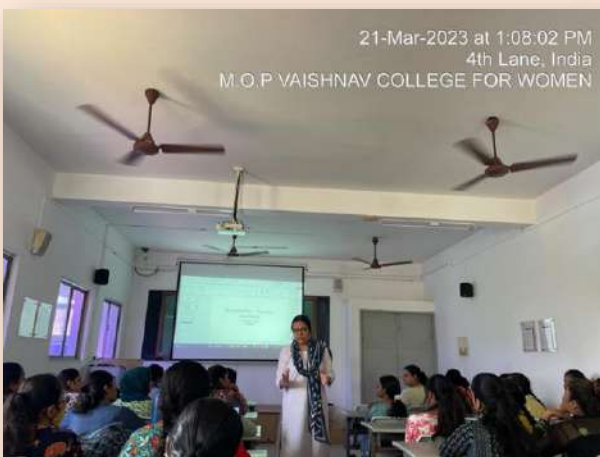
Industry experts and specialists from various fields address students on the latest trends.

Ms. Sneha Varma, Programme Associate, UMC addressing the students on Economic Policy Making and Analysis



Dr Rajini Sriraman, HR Head, Malladi Drugs and Pharmaceuticals discussing the students on the latest trends in HR

Diana Saiki and Dr. Alyssa Dana Adomaitis interacting with the students on Higher Education Opportunities in United States



Dr. Devleena Chakravarty, Associate Vice President (Policy) of Guidance Tamil Nadu, speaks on the Applications of Econometrics

YOUNG ECONOMISTS SUMMIT (YES)

YES is an intercollegiate event to train students in economic and social policy making. YES is a truly unique initiative where budding economists from colleges across the city came together to confer on an issue of national importance.



Release of Journal by Dr. Rajendra Kumar, IAS, Principal Secretary to Govt. of TN (MSMEs) YES 2020 (Left)
Mr. Sanjeev Sanyal, Member Economic Advisory Committee to the Prime Minister being Facilitated during YES 2023 (Right)

EXTENSION ACTIVITIES:

Various extension activities viz. village visit, visit to rural schools etc. are undertaken as part of learning.



Students imparting personality development skills at Government School, Aarni village (Left)
Learning sustainable practices from Model Village at Kuthambakkam (Right)



M.O.P. Vaishnav College for Women (Autonomous)

(College affiliated to University of Madras & Re-accredited at 'A++' Grade by NAAC)
Chennai - 600 034.

Department of Commerce

M. Com (General)



2020 - 2021

ABOUT THE PROGRAMME

The Post Graduate Programme in Commerce (M.Com) aims at creating professionals who will meet the current requirements of the industry with focus on Accounting and Finance. The Programme integrates cognitive and analytical skills to manage strategic and operational issues in the work space. To keep pace with the industrial needs, the curriculum includes subjects with a practical outlook along with skill development modules. The degree also serves as a foundation for further advanced studies and research in areas such as Master of Philosophy (M.Phil) Degree and Doctor of Philosophy (Ph.D.) in Commerce.

OBJECTIVES OF THE PROGRAMME

- To create finance professionals who can manage finance related activities of an organization.
- To provide opportunities to develop Analytical, Problem – Solving and Decision Making Skills.
- To build High-Performing & Multi-Tasking Finance Specialists.

<i>ELIGIBILITY</i>	Candidates who have passed B.Com (General or with any specialization / BBA) Degree of the University of Madras or any other University or its equivalent course recognised by the University of Madras. Minimum Percentage - 50 %
<i>DURATION</i>	2 Years - 4 Semesters

PROGRAMME STRUCTURE

SEMESTER1	SEMESTER2
<p>CORE-I Advanced Financial Accounting</p> <p>CORE-II Corporate Accounting</p> <p>CORE-III Organizational Behaviour</p> <p>CORE-IV Advanced Financial Management</p> <p>ELECTIVEI Corporate and Industrial Law</p> <p>ELECTIVEII Managerial Economics</p> <p>SOFT SKILLS I Research and Presentation Skills</p>	<p>CORE-V Advanced Corporate Accounting</p> <p>CORE-VI Direct Tax Laws I</p> <p>CORE VII- Direct Tax Laws II</p> <p>CORE-VIII Marketing Management</p> <p>ELECTIVEIII Quantitative Techniques for Business Decisions with Software Applications</p> <p>ELECTIVEIV Entrepreneurship and Family Business Management</p> <p>EXTRA- DISCIPLINARY ELECTIVE I Logistics and Supply Chain Management</p> <p>SOFT SKILLS II Counseling for Personal Effectiveness</p>
SEMESTER 3	SEMESTER 4
<p>CORE-IX Research Methodology</p> <p>CORE-X Advanced Cost & Management Accounting</p> <p>CORE-XI Indirect Taxation</p> <p>CORE-XII Investment Analysis and Portfolio Management</p> <p>CORE-XIII Tax Planning & Management</p> <p>ELECTIVE V Merchant Banking & Financial Services</p> <p>EXTRA-DISCIPLINARY ELECTIVE II- International Business</p> <p>SOFT SKILLS III Leadership and General Management skills</p> <p>INTERNSHIP</p>	<p>CORE– XIV - Project</p> <p>SOFT SKILL IV- Career Management Skills</p> <p>For PO, PSO's, CO's refer to the website https://mopvc.edu.in/pos-psos-cos/ </p>

UNIQUE FEATURES	PAY-OFFS
<p>The course aims to build active Industry Institution Interface to create Finance and Accounting professionals through the following:</p> <ul style="list-style-type: none"> • Strong Conceptual knowledge in the domain of Accounting & Commerce • Excellent Core Faculty • Power Talks • Guest Lectures • Workshops • Out Bound Training • Internships • Projects 	<p>The course intends to build Finance Executives to progress into</p> <ul style="list-style-type: none"> • Business Valuation & Corporate Restructuring Specialists • Financial & Research Analysts • Promotional Strategists • Portfolio Managers • Financial Advisors • Internal Auditors • Business Consultant • Academicians
PLAN OF ACTION	ONLINE COURSES
<p>The various activities planned for the year are as follows:</p> <ul style="list-style-type: none"> • Workshops • Guest Lectures • Students paper presentation • Field Trips • Journal/Club Activities 	<ul style="list-style-type: none"> • Entrepreneurial strategic Management • Financial markets, Corporate Finance and Derivatives • Excel skillsResearch & Data Analysis • Public Relations • Global Entrepreneurship, International Business

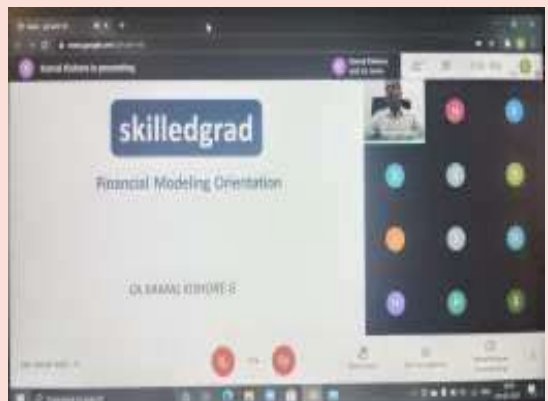
Resource person
delivering Workshop on
“Accounting
Standards”

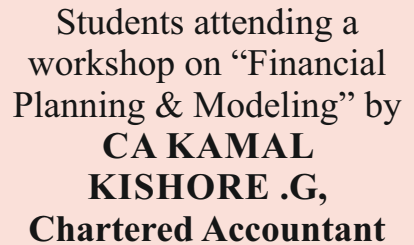
- **CA Anusha .K.N,**
Chartered Accountant,
Corporate Consultant



Students attending a
POWER TALK
session on
“New Normal –
The Need
for Self-Motivation &
Winners Attitude.” by
Ms.N. Sathya Priya,
NLP Trainer,
Dhruva Mind Power

Students attending a
workshop on “Financial
Planning & Modeling.”
by **CA KAMAL
KISHORE G,**
Chartered Accountant





Key Accounting Trends
you should Know – by
Mr. Shriram Kannan,
Chartered Accountant,
Business Consultancy
Services

RESEARCH-ORIENTED AGENDA

- Broadening horizons for acquiring information from secondary sources of data
- Encouraging participation in research-oriented workshops and conferences
- Conducting surveys and devising projects on topics with relevance to the field of study
- Enhancing familiarity with articles to induce future publications
- Comprehension of statistical packages to explain nuances for research papers and prospective publications

TEACHING-ORIENTED AGENDA

- Preparation for National Eligibility Test (NET)
- On-the-field experience by teaching in online classes and pertinent activities with students
- Oriented interaction with peers to encourage integration of ideas
- Organization of events relevant to the subject
- Participation in teaching-related workshops to enhance understanding of the same
- Presentation of papers in the related field of study

JOB-ORIENTED AGENDA

Imparting skills which are very essential for students to become successful employees and entrepreneurs such as:

- People skills including teamwork, leadership and interpersonal skills
- Developing entrepreneurial skills – Writing a Business Plan, Ideation strategies and Business on Campus
- Self reliance skills that includes Self-cognition, Networking and Time management General skills comprising IT/ICT/Computer Literacy, Excel and Email Comprehension
- Miscellaneous skills - Analytical and Research, Planning and Organizing, Problem Diffusion and Innovation

STUDENTS ACHIEVEMENTS

- The Students Of I M.Com **won Overall Trophy in the Commerce Fest Dhruva -L'semble** (Shaping The Future), Conducted by PG & Research Department of Commerce, Shri Shankarlal Sundarbai Shasun Jain College For Women in Association With Hindustan Chamber of Commerce .
- 6 Students of **II M.Com are placed in CAMS SOFT.**
- 2 Students are placed in **Quadraflake Consulting Pvt., Ltd.,**
- Students have done various online Certificate Course offered at both International and National level on the Topics like International Business, Research methods, Excel Skills for Business and Capital Market
- Students have attended various Seminars and Conferences at International, National and Regional Level.



Short term courses pursued by the students

Online Certificate Course on – “Excel Skills for Business: Essentials”	Macquarie University Sydney Australia-Coursera
Online Certificate Course on – ‘Understanding the Research Methods’	University of London SOAS University of London - Coursera
Online Certificate Course on – ‘Fundamentals of Capital Market’	Finmark Trainers India Ltd., Chennai
Online Certificate Course on – ‘Fundamentals of Research Analysis’	Finmark Trainers India Ltd., Chennai
Online Certificate Course on – ‘Equity Derivatives’	Finmark Trainers India Ltd., Chennai
Online Certificate Course on – “International Business”	NPTEL- Swayam
Online Certificate Course on “ Research & Data Analysis”	Department of Commerce Ramanujan College University of Delhi

Power Talk - "MASTER MIND" Series

Session No	TOPIC	RESOURCE PERSON NAME & DESIGNATION
Session 1	What it takes to there - Be the Heroine of your Life!	Ms. Sumathi S, Senior Vice President & Regional Head, Branch Banking, Axis Bank
Session 2	Infusing Research as an Integral Part of Every Day Life	Dr. Harindranath R M, Assistant Professor, Great Lakes Institute of Management, Chennai
Session 3	Key Accounting Trends you should Know	Mr. Shriram Kannan, Chartered Accountant, Director - Consulting Firm specializing in Business Consultancy Services
Session 4.	Going Beyond the Bulls & Bears -Stock Market Analysis	Glenn Roger Carr, Founder & Director - Finmark
Session 5.	New Normal - The Need for Self- Motivation & Winners Attitude	Ms. N.Sathya Priya, NLP Trainer, Dhruva Mind Power & Fitness

WORKSHOPS

Hands-on experience given to students by engaging in intensive discussion and activities on a particular subject by the Industry Experts.

S.NO	TOPIC	NAME & DESIGNATION
1	Advanced Excel	Ms. Sarala Software Trainer, Bharath Infotech
2	Financial Modeling	Ms. Sunita Chartered Accountant
3	Forensic Auditing, Social Accounting & Brand Valuation	Ms. Smriti Chandrasekar Founder / CEO Quadraflake Consulting Pvt., Ltd.,

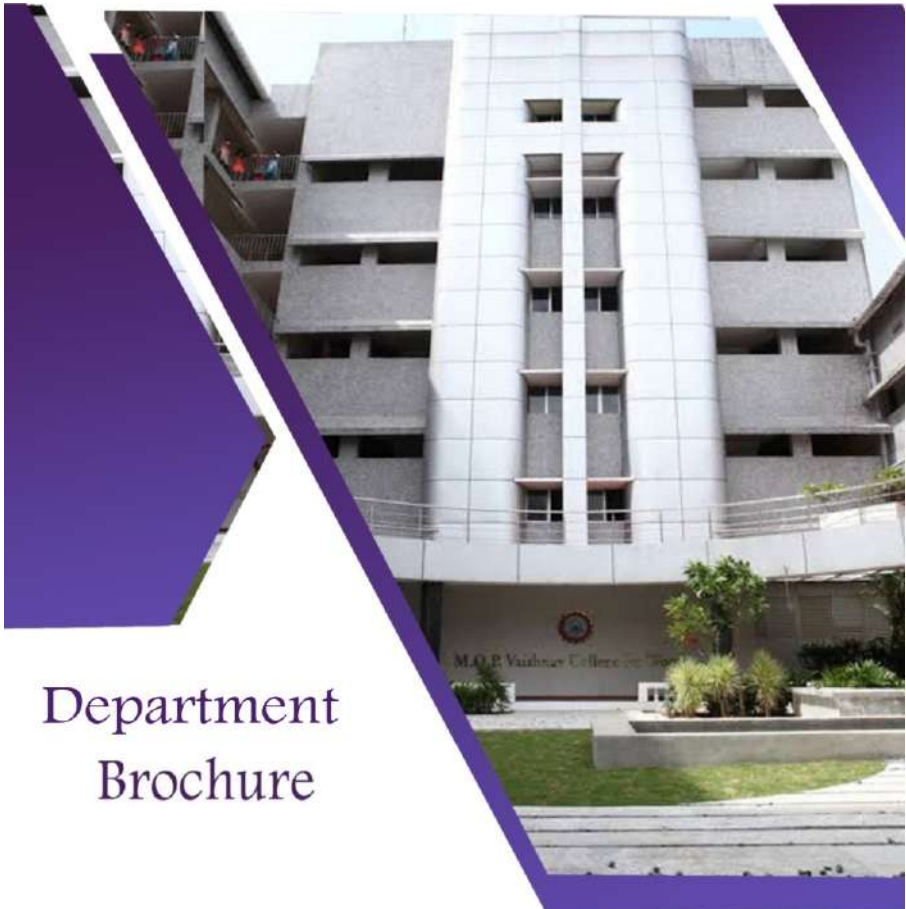
GUEST LECTURES

S.No	TOPIC	NAME & DESIGNATION
1	Financial Modeling Orientation	Mr. Kamal Kishore G Chartered Accountant
2	Writing Empirical Research	Dr. B.V. Jayanthi, Head Research, Associate Professor. Department of Marketing, Institute for Technology & Management, Navi, Mumbai
3	Assessment of Companies, MAT,DDT& AMT	Mr. Rajasekar Chartered Accountant
4	Building Business Plan & Methods of Raising Finances	Prof .Dr. Sundari Suresh President, Global Multidisciplinary Research and Academic Foundation, Chennai
5	Business Plan and Funding Agencies	Dr. E. Bhasskaran BE MIE, MBA,Phd, CE, FIE, FIIPE, (D.LITT.), (D.SC) Joint Director (Engineering) Department of Industries and Commerce Government Of Tamil Nadu
6	E Filing ITR & PAN	Ms. Aishwarya Ramesh, ACA, ACS Chartered Accountant, Freelancer
7	Investor Awareness	Mr. K. Rajan Diehl Deputy Manager- SBU –Education NSE Ltd., Chennai
8	Accounting Standards	Mrs. K.N Anusha, Chartered Accountant, Freelance Corporate
9	Loans to Directors	Mr. R. Prakash , General Manager & Company Secretary, HC Kothari Group of Companies



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Department
Brochure

Department of Management Studies



M.O.P. Vaishnav College for Women also has the distinction of being one of the youngest colleges in the country to have been granted autonomy by the University Grants Commission and the University of Madras.

ABOUT THE INSTITUTION

The college offers students opportunities through dual specialization in areas of marketing, finance, human resource development, hospitality management and systems.

- Featured in TOP 50 B Schools (Outside of IIMs) by Business India
- Rated amongst the TOP 10 Business Schools in Tamil Nadu
- Integrated courseware through online resources, MOOC and Coursera
- Excellent infrastructure with well-equipped air conditioned auditorium & seminar halls
- Effective industry-institute interface
- Associations with professional bodies like Madras Management Association, NHRD, CII
- Competent core faculty with proven industry experience
- Vast resource pool of practicing managers as visiting faculty
- State of the art hardware and software, Wi-Fi enabled classrooms
- Exclusive bar coded library and access to EBSCO research database

M.B.A @ M.O.P

The Post Graduate Department of Business Administration commenced in the year 1995 and has been imparting holistic value based education for the past two decades. The two year full time program enhances academic rigor with experiential learning. At M.O.P, theory and practice are seamlessly blended through a systematic course work plan. The college has been re-accredited with A++ grade by NAAC. The program is accredited by AICTE and has seen multiple batches of students graduate.

CAMPUS CONNECT

Campus Connect through interactive guest lectures by practicing managers, Management Education Programs, working projects and intense 12 week internships bring in the contemporary application oriented perspective through classroom learning.

COLLABORATION WITH PROFESSIONAL BODIES

The department has links & collaborations with the following organizations.

- Association of Indian Management Schools
- All India Management Association
- Madras Management Association
- Indian Society of Training and Development
- National Human Resource Development Chennai Chapter



Message from the Principal
DR. LALITHA BALAKRISHNAN
M.Com, M,Phil, M.B.A, Ph.D

Today, the discourse on diversity in the boardroom is gathering momentum and laws are being put in place to make sure women are suitably represented at the top levels of management. M.O.P. Vaishnav College for Women, Chennai, boasts of offering the MBA programme exclusively for women since 1997. Our classes are all women and therefore, women's empowerment is something unique that we offer. The electives are offered across Marketing, Finance, Human Resources and Hospitality streams. "What is unique about MOP's MBA is that we've always had elective subjects handled by industry practitioners". The electives are taught by seasoned industry experts. The college also offers Management education programs, and Industry lecture series to complement the classroom learning.

The best practices and the entrepreneurial instincts are triggered through informal talks like "Breakfast with CEO" and "Rendezvous with writers" to facilitate live interaction with luminaries from the world of academics and corporate. Our academic board revisits the curriculum every six months to ensure the latest developments in the industry are incorporated into the academia. The innumerable certifications, training sessions and participation in various management colloquia have imparted a range of skill sets and event management exposure to the students, which will help them during their placements.. As the saying goes, "Success in management, requires learning as fast as the world is changing". M.O.P will emerge victorious in churning out proficient students who will contribute to the growth of the society.

INFRASTRUCTURE



The college has a well equipped library containing vast material including a collection of online resources and EBSCO. The college is also a member of N-LIST consortium of INFLIBNET through which access is provided to e-book resources. A brief session was held on how to use the online resources as well as the importance of using these online resources while conducting research.



Conference Halls & Seminar Halls are utilized to conduct meetings, programmes and functions such as Staff Council Meetings, Meeting of Board of Studies, Management Committee Meetings, National and State Level Seminars, Industry Institutional, Interface Collaborative seminars and conferences with other organizations/Institutions and Activities of all Departments and Cultural activities of the students



Digital resource center with 30 terminals loaded with latest software, internet facility & statistical packages provides for the benefit of the students. Continuous Internet connectivity functions all through the year and is optimally used by both Staff and Students as a center for knowledge management.



A well equipped state-of-art language laboratory that has licensed hardware & software that facilitate classroom engagement & interaction via computer-based exercises & activities to maximize language immersion. It provides practice in acquiring the four main language skills: listening, speaking, reading and writing.



There is an independent forum for grievance redressal through Anti-Ragging committees, grievance councils along with engagement with institutions to conduct workshops on "Prevention of sexual harassment at workplace" that familiarizes students with legal provisions that are available.

360° EDUCATION

IN-CLASSROOM TEACHING

The faculty supplements ,conventional lecture method with innovative pedagogical tools like management games, role plays, book reviews and workshops to facilitate active student participation in the learning process.

Lectures & seminars Management, games, Role plays, On-line self study courses Book reviews ,Webinars and Workshops Pre-reads .

EXPERIENTIAL LEARNING

Students take up live projects and internships, which gives them a chance to put theory to practice in a corporate environment. This theoretical knowledge is put into practice through events like Bustle, a corporate quiz and Zest, an inter-collegiate management fest organized by the students.

Live projects, Internships, Outbound training, Paper presentations and Event management .

INDUSTRY-INSTITUTE INTERFACE

The institute offers further opportunity for the students to interact with the corporate by organizing industrial visits, guest lectures and colloquia.

Industrial visits, MDP/ MEP Guest lectures and Colloquia .

EVALUATION

Apart from exams, students are also assessed based on participation in group discussions, in-depth case study analysis and quizzes.

Group discussion, Case study analysis, Multiple Choice Questionnaires and Quiz .

SEMESTER PATTERN



SUBJECTS OFFERED

The program objective and program specific outcome are provided in the website link - <https://mopvc.edu.in/pos-psos-cos/>

MARKETING

- ❖ Advertisement and Sales Promotion Management
- ❖ Retail Marketing
- ❖ Market Research and Consumer Behavior

FINANCE

- ❖ Merchant Banking and Financial Services
- ❖ Security Analysis and Portfolio Management

SYSTEMS

- ❖ Database Management Systems
- ❖ System Analysis and Design
- ❖ E-Technology and Business

HUMAN RESOURCE DEVELOPMENT

- ❖ Training and Development
- ❖ Human Resource Development
- ❖ Industrial and Labor Relations

HOSPITALITY MANAGEMENT

- ❖ Hotel & Tourism Management
- ❖ Hospital Management
- ❖ Service Marketing

EVENTS

ZEST 2021



It is a National level inter-collegiate management meet that was conducted on February 5, 2021. Zest 2021 witnessed the enthusiastic participation of 230 students from more than 35 colleges all over India, which made the event a huge success. Such events hone the event management skills of students and help them explore control and coordination mechanisms.

BUSTLE 2021



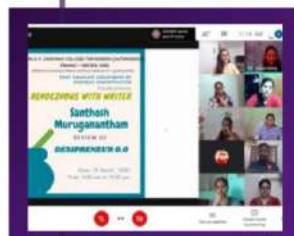
The M.B.A Department hosted the 13th edition of its flagship event 'BUSTLE' on April 5th and 8th, virtually for the first time. It was a national-level quizzing event that witnessed the enthusiastic participation of around 200 participants from more than 40 colleges across the country which made the whole event a huge success. The objective of "BUSTLE" is to promote the concept of business quizzing as well as to facilitate interaction with corporate professionals.

UNION BUDGET PANEL DISCUSSION



The Post Graduate Department of Business Administration jointly with the undergraduate department of economics organised a panel discussion to showcase the highlights of Union Budget 2021. Eminent speakers from the industry were invited to share a brief overview of the budget. The students also actively interacted to the session through inquisitive questioning to understand and analyse on the impact of budget to business houses and economy

RENDEZVOUS WITH WRITER



Co-founder of Kolapasi and budding author Mr. Santhosh Muruganantham was invited to share his motivations and experience for writing the book Desipreneur 0.0. He also shared about his journey as an entrepreneur and helped students gain insight on his journey and also gave a gist of the book. This event helped students understand the aspects of entrepreneurship in real.



INTERNATIONAL CONCLAVE



GATEWAYS AND OPPORTUNITIES FOR MBA PROFESSIONALS.

The speaker was MR. STEVEN F. TELLO who is the Vice Provost for Graduate & Professional Studies, Managing School of Business, University of Massachusetts Lowell, USA. Students had opportunities to discuss the challenges faced by the industry and the current positions and opportunities available for MBA freshers in the US.

SESSION 1 – ENTERING JOB MARKET FOR CAREERS IN FINANCE.

The speaker of the session was MS. Aishwarya Krishnan CA Senior Executive from RVK & Co. The session had various sub topics related to finding carrier in finance. The objective of the session was to equip The Students to enter various job roles in finance.

SESSION 2 – WHAT DO CORPORATES LOOK FOR IN FRESH MBA GRADUATES?

The speaker of the session was MR. Anun Kumar who is the associate director of CTS. The session objective was to let students know what corporates look for fresh MBA graduates. The speaker made students know about various tools and techniques that would

help them to get into corporate jobs and various kinds of other jobs. Students had chance to discuss various other aspects that would be required to crack interviews.

SESSION 3 – PERSONAL BRANDING

The speaker of the session was MR. Amzath Khan who is an entrepreneur and marketing consultant. The sessions objective was to let students know what exactly is personal branding and what would be the key aspects required to have a successful personal branding. The students had various queries solved regarding entrepreneurship and personal branding.

SESSION 4 – CAREER OPPORTUNITIES IN FINANCE

The speaker of the session is MS. Sindhuja Achanta from McKinsey and Company. The topic covered was carrier opportunities in finance. The objective of the session was to let students know various opportunities that are available in the finance field and also covered various risk aspects associated with finance.

WHAT ARE THE CAREER PROSPECTS FOR MBA IN HUMAN RESOURCE?

The speaker MS. Priyanka Venkataaraman shared a lot of insights on emotional quotient and cultural difference helped the students a lot. She gave a clear overview on the various certifications that are available and that can add edge over the other people.

SESSION 6 – GATEWAYS FOR WOMEN PROFESSIONALS IN MANUFACTURING SECTOR

MR. Jaiwardhan Gupta Global Value Chain Engineering Manager, Large Mining Trucks, Caterpillar India (Pvt).Ltd. The objective of the session was to help the students know various opportunities they have in the field of manufacturing.

VALEDICTORY CEREMONY- OPPORTUNITIES FOR MBA PROFESSIONALS IN THE HOTEL INDUSTRY

The speaker of the session was Mr. Venkatesh Bhat Chief-Executive Officer., The Accord Metropolitan. The objective of the session is to take way key aspects related to hotel industry . Students had various topic covered related to hospitality and service oriented jobs related to MBA graduates. The speaker also shared his knowledge on his cooking skills and techniques,





MANAGEMENT DEVELOPMENT PROGRAMME

INAUGURAL SESSION

Mr. Prasanna Narayan's session was the right start to a wonderful programme on digital transformation. His question "Which company is leading data transformation with data as foundation?" truly changed the perspectives of the audience, when he announced Dominos as the answer. Aspects like Role of Data, Technology, Evolution of Money and Exponential Growth and many more were eye-opening for us. To sum it up, Mr. Prasanna's session was what truly kick started MDP 2021.



SESSION – 1 HANDLING PERSONAL TRANSFORMATION AND ORGANIZATIONAL CULTURE CHANGE THROUGH EMOTIONAL INTELLIGENCE.

The speaker of the session was Mr. Kanishka Mallick General Manager, Human resource times internet. The objective of the session was to equip the students to become emotionally intelligent

to handle all the organizational matters that will help them have a good organizational culture.

SESSION – 2 KEEPING UP WITH DIGITAL CONSUMER AND DATA DRIVEN MARKETING STRATEGIES

The Speaker Ms. Lakshmi Narasimhan, Digital Marketing Advisor, covered various aspects related to digital marketing. The key objective of the session was to equip the students to work on digital platforms and make them good at various digital strategies.

SESSION – 3 A TALK ON LEADING TEAMS IN THE DIGITAL WORLD OF CHALLENGES AND OPPORTUNITIES

MR. James Vineeth on the various challenges and opportunities in leading teams in the digital world, which has risen to be a very debatable topic during this new normalcy. He not only showered light on the topic, but he also went on to share his unbound knowledge and useful insights on how to turn this situation into an opportunity..

SESSION – 4 LETS PLAY TO LEARN – ENABLING JOYFUL LEARNING THROUGH PLAY

The speaker of the session was Mr. .Kartic Vaidyanathan Founder CEO of Lets play to learn, an initiative that enables joyful learning through the power of play for corporates and educational Institution. Students were able to connect and the session was packed with fun activities. Students were able to learn a lot in a fun filled manner.

Testimonials



"M.O.P. Vaishnav not only helps the students to excel academically, but also acquiring various other life skills. The students gain a broad knowledge in several fields of study, which make them solid citizens too. The support & cooperation extended by the management is quite commendable. I feel it's a privilege and honour to be associated with a great institution."

- **Arun Davay Kumar**
Organisational Development Consultant



"The MBA students have all round exposure to both theory and practice. I find the students excellent in assimilation of theory and practically seeking to use the same to solve business case problems. Enthusiastic to learn, eager to work and inspired to innovate sums the batch of 2020-2022."

- *Anuradha Prashant Consultant-Marketing*



"I had a great experience studying at M.O.P which gave me immense growth in both my professional and personal life. The professors were so resourceful & helpful in all aspects, especially in academics. My studies at M.O.P groomed me overall as a good professional and as a great team player. It provided numerous networking opportunities where I could interact with professionals from top management companies and learn about their working culture."

- *Mathangii B (MBA Batch 2011-13)*



"My hearty wishes to M.O.P Vaishnav College for its constant perseverance in the field of education leading to celebrating its Silver Jubilee year! M.O.P has been one of the most premier institutes to offer excellent education along with imparting values, encouraging extra-curricular activities, providing a platform to exhibit every student's talent, motivating every student to take part in various sports/competitions, etc., thus helping in the overall grooming of an individual student."

- *Deepika Chandrasekhar (MBA Batch 2013-15)*

RECRUITERS

RR DONNELLEY

8K Miles
Cloud | Identity | Big Data | Mobile

HCL

DECATHLON

Standard
Chartered

MobiKwik

HSBC

YES BANK

FROST & SULLIVAN

ZOHO

TATA
TATA COMMUNICATIONS

COVENANT

RENAULT NISSAN

EY

sf

LT

IndusInd Bank

virtusa | POLARIS™

KPMG

Cognizant

IDFC FIRST
Bank

pwc

STUDENT ACHIEVEMENTS

Name of the student	Year	Title of the Event	Prize Awarded	Name of Seminar Conference	Name of the Organizing Institution	Level
Rohini V	II MBA	Management Meet	Winner	KALPA 20	ITM Business School	Inter-collegiate
Kavya D	II MBA	Human Resources	Winner	MAGNOVITE	CHRIST University	Inter-collegiate
Vishalini N	II MBA					
Kavya D	II MBA	Partage	Winner	DHRUVA	Shri Shankarlal Sundarbai Shasun Jain College for Women	Inter-collegiate
Vishalini N	II MBA					
Kavya D	II MBA	Enigma (case study)	Runner	DHRUVA	Shri Shankarlal Sundarbai Shasun Jain College for Women	Inter-collegiate
Vishalini N	II MBA					
Kavya D	II MBA	Procurement-Human Resources	Runner	PRAGATI 2021,	Amrita School of Business ,	Inter-collegiate
Vishalini N	II MBA					

How to Apply

Students holding bachelor's degree or its equivalent in any discipline are eligible to apply. Candidates may apply with a valid MAT Score and shortlisted candidates will be called for Group Discussion and Interview.

M.O.P. Vaishnav College for Women (Autonomous)

Affiliated to University of Madras & Re-Accredited at "A++" Grade (3.56/4) by
NAAC,

20, IV Lane, IV Lane, Nungambakkam High Road, Chennai, Tamil Nadu –
600034

Ph. (044) 2833 0262, (044) 2833 0507 Fax. (044) 2833 038520,

E-mail : mopvaishnav@mopvc.edu.in

Website : www.mop.vaishnav.ac.in



M.O.P. Vaishnav College for Women (Autonomous)

(College affiliated to University of Madras & Re-accredited at 'A++' Grade by NAAC)
Chennai - 600 034.

M.A.HUMAN RESOURCE MANAGEMENT

Information Brochure



M.A.HUMAN RESOURCE MANAGEMENT

About the Programme

The post-graduate programme in Human Resource Management was established in the year 2015. Since its inception the department strives to create future HR professionals, who will efficiently and effectively help an organization to achieve its objectives. The course provides theoretical knowledge and practical instruction of contemporary human resource management concepts. The department has eminent and qualified faculties and industry experts to nurture and develop the students. The pedagogy used for knowledge transfer and student engagement includes case studies, role play, group discussion, seminar, simulated HR activities and audio- visual presentation.

In order to bridge the industry and academic incongruence, the department adopts an innovative practice of continuous internship. For cultivating the research aptitude, the students of MA HRM are encouraged to present and publish papers in international and national conferences. In the years to come the department will strive for international collaboration to achieve academic excellence and to provide management consultancy services.

Programme Highlights

- Industry friendly Curriculum
- Competent Faculty
- Ongoing Industry institute interactions
- Continuous Internships
- Soft Skills training
- Infrastructure



Objectives of the Programme

- This course provides a critical academic assessment approach for human resource management (HRM).
- The course aims to provide a contemporary understanding of the influence of HR practices and policies on organizations.
- The course components seek to provide students with a working knowledge of HRM practices in the global context.

Eligibility for Admission

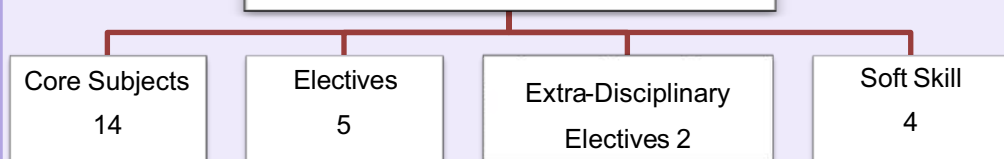
Candidates shall be required to have passed a Bachelor's Degree of the University of Madras or any other University or a qualification accepted by the Syndicate of the University of Madras as equivalent thereto.

Duration of the Programme

The programme duration is for two years.

Programme Format

M.A. HRM



Core	Elective	Extra-Disciplinary Elective
<ul style="list-style-type: none">• Managerial Concepts & Business Ethics• Organizational Behavior• Personnel Management• Labour Legislations - I• Performance Management Systems• Industrial Relations and Labour Welfare• Compensation Management• Labour Legislations II• Employee Counselling• Strategic Human Resource Management• Research Methodology• Human Resource Information Systems• Change Management• Project	<ul style="list-style-type: none">• Work Psychology• Accounting for Managers• Talent Management• Entrepreneurship and Family Business Management• Training and Development	<ul style="list-style-type: none">• Research Methodology• International Human Resource Management

For PO, PSO, CO Refer College Website

<https://mopvc.edu.in/pos-psos-cos/>

CURRICULAR ACTIVITIES

Foundation Course: Experts and HR Professionals from various HR functions and Industries are invited for an Induction program to orient the students on the importance of Human Resource Management as a Core Discipline and to inspire them to equip themselves during the course of study. Sessions were handled by,



- **Mr. E. Balaji** – Head-People Services, TVS Logistics
- **Ms. Priya Ganesh** - Senior Director, CapGemini
- **Ms. Roshni** (*alumna of the department*) -HR Specialist– LateShipment.com
- **Ms. Manisha Kankaria** (*alumna of the department*) – Maansarovar Honda
- **Ms. Sivasakthi Kumar** (*alumna of the department*) Entrepreneur – maavadu.in

Teaching Methodology: Teaching methods has a key role in students' disposition to critical thinking. The department offers an environment for collaborative learning through Activity Based Learning.



- Case Studies
- Role Plays
- Group Assignments
- Live Projects
- Discussions
- Industrial Visits

Teaching and Learning - Activity Based Learning Activities



Soft Skills




DEPARTMENT ACTIVITIES

Think Tank Expositions Lectures

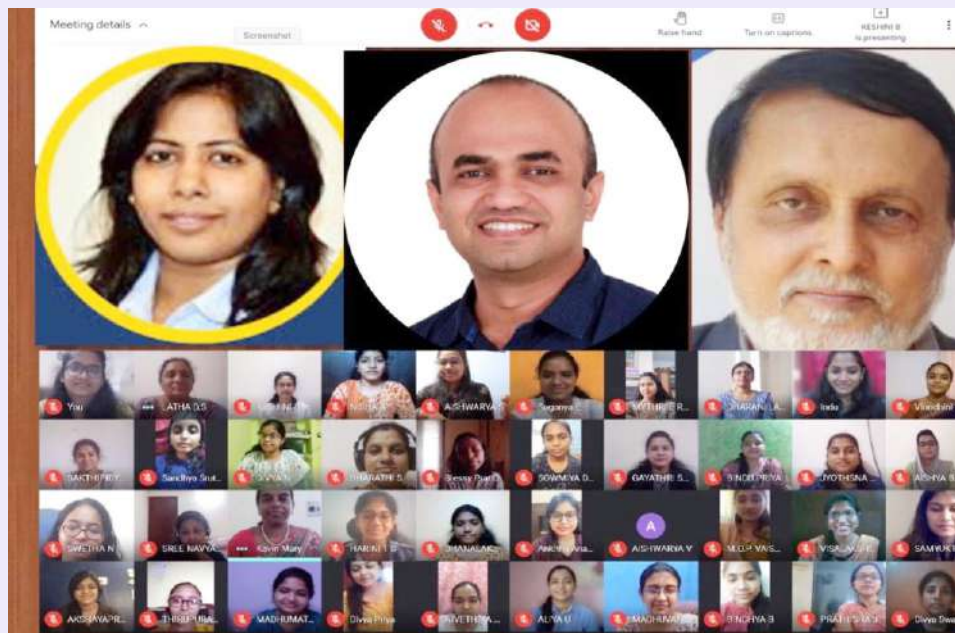
During the academic year 2020 – 2021, the Post Graduate Programme of Human Resource Management invited eminent speakers from the industry who have enhanced their organizations' effectiveness at a strategic level to deliberate on topics of interest, to bridge the gap between academia and Industry

Resource Person	Topic	
Ms. Preethi Sankkari Business Development Strategist School of Excellence	Enhancing Employability through Re skilling and Up scaling	
Mr. C.K. Kumaravel CEO & Co- Founder Naturals	Success of a Entrepreneur	
Mr. Pattabiraman Head HR Mc. Kinsey	Expectations from Fresh Industry HR's	
Ms. Priya Ganesh Senior director Cap Gemini	Career Management	

Resource Person	Topic	
Mr. Sendhil Manian.V Solution Architect HCL Technologies	Managing Virtual Teams	
Ms.SivasakthiKumar A Budding Entrepreneur	Business Plan	

HR Conclave

Every year the Post-graduate Programme of Human Resource Management conducts a HR Conclave attended by delegates from the industry. The fifth edition of the conclave was conducted virtually and was inaugurated by Ms.Aparna Barade Jayakumar, Global Vice President- HR at Ivy Mobility and Presided by Dr. Lalitha Balakrishnan ,Principal-MOPVC



HR Conclave – Over the Years



National Conference 2020

The Post Graduate programme of Human Resource Management conducted a National Conference covering the topics- Building a Positive Organization, Employee well-being, happiness and Corporate Social Responsibility for Sustainable Development. The conference was inaugurated by Mr. Vasudevan Rajagopalan, Head of Talent Acquisition, TCS.



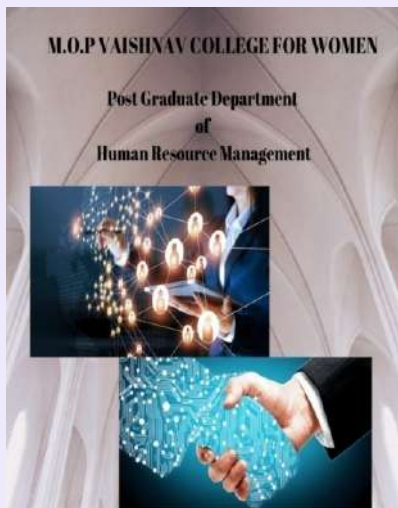
Guest Lecture Series on Women in Leadership 2021

As a part of Sustainable Development Growth goal, the Post Graduate Programme of Human Resource Management organizes the Guest Lecture Series to focus on the Role of Women Leaders and their effective participation at various levels of decision making relating to political, social and economic front. The Guest Lecture series was presided by Dr.Lalitha Balakrishnan, Principal - MOPVC



Department Magazine Issue 5

The students of the department are encouraged to showcase their writing skills through the department magazine. The fifth issue of the magazine contains a versatile collection of articles on,



- The era of up skilling/reskilling
- Building of a personal Brand
- Green HRM
- Remote Working
- Interview
- Cross word Puzzles

Industry Prep Workshop

The department organizes an Industry Prep Workshop every year to enable students to meet industry expectations confidently. This year's workshop included sessions on Advanced Excel handled by Ms. Sarala of Bharat Infotech. Dr. Ranjani Maniam of Global Adjustment Foundation conducted sessions on Stress Management, Work-Life integration, Optimism and Resilience along with her team.



Two-Day Capacity Building Workshop on "Contemporary Research Techniques in Social Science"

Experienced professors from Indian Institute of Technology – Madras (IIT- M), Great Lakes Institute of Management, Institute for Financial Management and Research (IFMR), Loyola Institute of Business Administration (LIBA), Pondicherry University and Presidency College shared their ideas, experience and knowledge. The sessions helped to provoke interest in research. The workshop focused on topics such as identification of research gaps and selection of research problem, online resources for research, review of literature, IBM SPSS software for statistical analysis and qualitative research methods.



Case Analysis and Practical Application of Concepts (CAPAC) Workshop

An Inter-Collegiate Workshop on CAPAC – case analysis and practical application of concepts was organized in 2018. The event was attended by 35 teams comprising 85 participants representing various city colleges like D.G.Vaishnav, WCC, Anna Adarsh, SRM, Loyola, Stella Maris, SSS Jain, Guru Nanak and M.O.P Vaishnav College for Women.



Inter-Collegiate Competition

An Inter-Collegiate Competition was organized in 2019. The event was attended by 125 participants representing various city colleges like WCC, Ethiraj, J.B.A.S., Kanniyak Parameshwari College and M.O.P Vaishnav College for Women. The overall trophy was won by J.B.A.S. College.

In 2020 the virtual intercollegiate event was organized and attended by 14 various city college students. The overall trophy was won by B.Com. (Honours), M.O.P. Vaishnav College for Women.



- Players must keep themselves muted unless required.
- The Videos of all participants must be on during the entire course of the event.
- Quizmaster's discretion will reign supreme in all regards.
- The Direct Player will get 30-45 seconds to answer the question, throughout which, they may take only 1 guess and if they get it wrong, they won't get any negatives.

STUDENT ACTIVITIES

Publications: To enhance the research skills of students they are encouraged to present and publish research papers in journals. The students have published articles in the MIM International Journal of Management Research on, Trends in Consumer Engagement Challenges faced by Start-ups Recent HR Trends



Participation in other Forums: To develop networking with industry professionals, students are encouraged to participate in various HR meets. Students of the department are encouraged to be a part of the M.O.P. Bazaar to test their entrepreneurial skills.

Paper Presentations: To improve their Communication, Presentation Skills and to understand the current industry trends students are motivated to present their ideas in conferences and seminars.



Competitions: Students are encouraged to participate in inter-collegiate competitions in order to test their mettle against other post-graduate students.

Bharathi and Shruthi participated in a Zest 2020 Management Meet won the first place in Vibe Manager Event.

Shreya Agarwal and Sanjana D. Hemdev won Second Prize in Innovatia 2020 Game of Stocks Competition organised by Madras School of Social Work.

Paid Internships: Students have secured paid internships in reputed companies like Caterpillar, BORN Commerce Private Ltd., CaratLane, Novotel, Layam Group, Qube Cinema Technologies, Eskay Structures, Novotel, Belstar Microfinance etc.



Recruiters

OrangeScape

CATERPILLAR



sify

TATA CONSULTANCY SERVICES







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Chennai - 600 034, Tamil Nadu, India

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M.O.P. Vaishnav College for Women (Autonomous)

Chennai - 600034.

(College affiliated to University of Madras and Re-accredited at 'A++' Grade by NAAC)

Department of Information Technology

M.Sc. Information Technology Brochure

About the Programme

M.Sc. Information Technology was started in the year 2003 to provide a post-graduate education that prepares students to enter the profession with enriched knowledge and varied skill sets in the Information technology domain.

M.Sc. Information Technology is an intense practical oriented programme with the curriculum encompassing a wide range of topics that includes latest technological advances. Postgraduate students have to undergo Internship for a minimum period of six weeks to gain necessary exposure to the corporate and a Mini Project to develop their Application and Problem Solving skills. The students are exposed to “on-the-job” experience by undertaking a real-time Project in the industry as a major Project.

Best Practices

- Inculcating research practices amongst faculty and students through the conduct of international conferences and symposium.
- Periodic updation of curriculum in par with industry requirements.

- The inherent knowledge seeking nature of the students are highlighted through innovative events conducted by the Department club – ONLINE and Programme club – INFORMATICA.
- Willingness and interest of the alumni to share their industry and academic experiences, acts as a motivational factor for the students of the department and for the enrichment of the curriculum.

Eligibility for M.Sc. IT

Any UG Degree with Mathematics/ Statistics/Business Mathematics/ Business Statistics as Main or Allied subjects.

Programme Outcomes, Programme Specific Outcomes and Course Outcomes

For POs, PSOs and COs refer College Website:

<https://mopvc.edu.in/pos-psos-cos/>

Selection Procedure

Candidates need to take up an entrance exam which will test their logical thinking and analytical ability followed by a Personal Interview. The academic performance of the student is verified by processing their academic track record and also their achievements in intellectual pursuits like debates, quiz, and publication of articles.

CURRICULUM

Core Courses

- Distributed Operating Systems
- Advanced Database Management Systems
- Data Structure and Algorithms
- Python Programming
- Java Technologies
- Java Practical

- RDBMS Practical
- UML Practical
- Advanced Java Technologies
- Shell Programming
- Cryptography and Network Security
- J2EE Practical
- Ruby on Rails Programming
- Cloud Technologies
- C# and .NET
- Advanced Python for Machine Learning and Deep Learning
- User Interface Technologies
- Mini Project
- Major Project

Electives

- Object Oriented Systems Development
- Data Mining Using R
- Software Project Management and Quality Assurance
- Software Testing
- Optimization Techniques
- Hypertext Preprocessor- Practical
- MySQL - Practical

Infrastructure - Laboratories

The Department is well equipped with smart classrooms and an exclusive Audio Visual Computer Lab for the Postgraduate Students with well networked Pentium based Multimedia Systems. Students are provided hands on experience on all the latest programming languages in addition to the internet facilities through Wi-Fi enabled campus.

Academic Achievements

M.Sc. (Information Technology)

Batch	Pass Percentage
2020 - 2022	100
2019 – 2021	100
2018 – 2020	100
2017 – 2019	96
2016 – 2018	100

Prominent Department Activities

International Conferences

The International Conference on Communication, Computing and Information Technology (ICCCMIT) was organized to provide a platform for academia, research scholars, and professionals from industry as well as students to discuss, share and disseminate innovative and pioneering views on recent trends and technology developments.

The first conference was held on 21st and 22nd December, 2012 inaugurated by - Mr. Atul Anand, Managing Director, ELCOT. The second conference ICCCMIT 2014, was inaugurated by Mr. Lakshmi Narayanan, Vice Chairman, Cognizant Technology Solutions, on the 12th and 13th of December, 2014.

The third conference was organized in association with SCOPUS indexed International Journals – IJAI, JST, CIT, JCOMSS, and JICT on 3rd and 4th February 2017. The Fourth International Conference - ICCCMIT 2019 was organized as a part of Silver Jubilee Celebrations of the department on 15th and 16th February 2019. The fifth International Conference – ICCCMIT 2022 was organized as part of tricennial celebrations of the College on 24th and 25th February 2022.

Guest Lectures/Workshops Organized

M.Sc. Information Technology organises Induction Programmes and Career Orientation Workshops. Prominent Resource persons from various IT domains share their knowledge and expertise with the students.

Student Activities

Competition is the way of life in the IT industry- Starting from the entry into the IT industry right up to the appraisals. We train the students to face these challenges through the Programme Club “Informatica” & Department Club “Online” for the students, of the students and by the students.

- Towards this INFORMATICA conducts the competition “TECH VIKAS” – Intra Mural level
- Towards this ONLINE conducts the competition “OLAP” – Inter-Collegiate level

Computer Fair and Web-A-Thon

A Project Expo was organized to transform theory into practice. Students showcased their talents by presenting their projects and posters at the computer fair. Celebrating International Programmer's day, the department conducts Web-A-Thon competition for students across all other departments.

Journals

The Department compiles all the innovative technical ideas of students and brings out the Department Journal “*Computer Almanac*” every year. 28 volumes have been released. The Journal was launched in the year 1997, and it serves as catalyst for sparking creativity and innovations in students by allowing them to design the entire Journal.

Computer Almanac

Year	Journal Themes	Volume
2018-2019	IoT	XXIV
2019-2020	Deep Learning	XXV
2020-2021	Computer Vision and Wearable Technology	XXVI
2021-2022	Intelligent and Smart Spaces & Semantic Web	XXVII
2022-2023	Info World - Quantum Computing	XXVIII

Placement

The unique Curriculum, Communication and Presentation skills have made our students reach their dream positions in top IT companies.

Lead Recruiters

- HCL
- Cognizant Technology Solutions
- Virtusa
- Indian Express
- TCS
- Indium Software

Prominent Alumni

- Akshaya Sriram, (M.Sc IT, 2018-2020), Digital Content Associate, Amazon Development Centre (India) Private Limited.
- Ms. Rajalakshmi R, (M.Sc. IT, 2017-2019) QA Engineer, Virtusa Consulting Services
- Lokeshwari P, (M.Sc. IT, 2017-2019), Associate Data Engineering Analyst, Optum Insight India Private Limited.,
- Shalini Prabhakar, (M.Sc. IT 2016-2018), Associate-Projects, Cognizant Technology Solutions India Private Limited.

Pay offs after completing M.Sc. IT

After graduating the course, students can take up programs like

- M.S
- Ph.D.

M.Sc. IT graduates can secure the following positions in the IT industry

- Project Manager
- Programmer Analyst
- Web Designer
- System Associate
- Instructional Designer
- Software Engineer
- System Analyst
- Testing Analyst



Department of Information Technology

M.Sc. Information Technology

M.O.P. Vaishnav College for Women (Autonomous)

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E-mail : mopmscitdept@gmail.com



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

(Affiliated to University of Madras & Re-accredited at 'A++' Grade by NAAC)

*20, IV lane, Nungambakkam High Road,
Nungambakkam, Chennai- 600 034, Tamil Nadu, India.*

Tel: 91-44-2833 0262/ 0677/ 0507

E-mail: mopvaishnav@mopvc.edu.in

Website: www.mopvc.edu.in



**M.Sc. Food Technology and Management
DEPARTMENT OF FOOD SCIENCE**

Information Brochure

About Us

The Department of Food Science is in constant synergy with the food industry to understand its requirements. It encourages the students to undertake research projects, develop new products and also supports the students to present their work at various research platforms like National and International Seminars and Conferences.

M.Sc. Food Technology and Management

This program is designed for students interested in integrating Science, Technology, Research, and Business with the goal of pursuing professional careers in food related industry.

Objectives

- *To develop knowledge, understanding and skill related to food hygiene safety and the provision of quality food.*
- *To acquire skills in researching, evaluating and communicating issues in relation to food.*
- *To obtain skills in designing, producing and evaluating solutions for specific food purposes.*
- *To provide scientific, technological and managerial skills needed for graduates entering a career in food production or processing.*

Eligibility

Candidates for admission to M.Sc. Food Technology and Management program shall be required to have a pass in Bachelors degree in B.Sc. Nutrition and Dietetics /B.Sc. Clinical Nutrition and Dietetics/ B.Sc. Nutrition, Food Service Management and Dietetics/ B.Sc. Biochemistry /B.Sc. H.Sc./ B.Sc. Plant biology and Plant biotechnology / B.Sc. Microbiology/ B.Sc. Chemistry, B.Sc. Zoology and any other related/ allied degree in Life Science, Nutrition, Food Science and Chemical science of the University of Madras or any other related/ allied degree in Life Science, Nutrition science, Food Science and Chemical science of other universities .

Your way to the program

- *Performance in the entrance test - comprises objective and descriptive questions on Logical Reasoning, Analytical thinking, Basic scientific principles and recent advances in food industry.*
- *UG performance (CGPA)*
- *Personal interview*

What awaits?

- Food Scientist
- Food Technologist
- Food Microbiologist
- Food Product Developer
- Food Processing Technician
- Food Analyst
- Flavour Technologist

- Food and Drug Inspector
- Food Quality Control Manager
- Food Consultant
- Food Production Manager
- Research & Development
- Customer Relations Personnel

What will you learn

Semester I

- FOOD CHEMISTRY AND NUTRITION
- FOOD AND INDUSTRIAL MICROBIOLOGY
- PRINCIPLES OF FOOD PROCESSING – I
- FOOD QUALITY SYSTEMS
- MANAGEMENT PRACTICES FOR FOOD INDUSTRIES
- FOOD BIOTECHNOLOGY

Semester II

- TECHNIQUES IN FOOD ANALYSIS
- FRUIT AND VEGETABLE TECHNOLOGY
- PRINCIPLES OF FOOD PROCESSING - II
- FOOD ADDITIVES AND INGREDIENTS
- MARKETING AND ADVERTISING
- NUTRITIONAL BIOCHEMISTRY

Semester III

- CEREALS, PULSES AND OILSEEDS TECHNOLOGY
- MILK AND MILK PRODUCTS TECHNOLOGY
- MEAT, POULTRY AND FISH TECHNOLOGY
- RESEARCH METHODOLOGY
- MINI PROJECT AND INTERNSHIP
- BAKERY AND CONFECTIONARY TECHNOLOGY
- FOOD PRODUCT DEVELOPMENT

Semester IV

- BEVERAGE TECHNOLOGY
- PLANTATION CROPS AND SPICES TECHNOLOGY
- MAJOR PROJECT

For PSO & CO for the program, kindly check:

<https://mopvc.edu.in/school-of-food-science/m-sc-food-technology-and-management/>

Diverse Teaching - Learning Modes

Teaching resources

- *Visual Aids*
- *Case Studies*
- *Group Discussions*
- *E- Resources*
- *Guest Lectures*
- *Student Seminars*
- *Article reviews*
- *Workshops*



Industrial visits

Outbound learning

- *Attending conferences, seminars and exhibitions*
- *Activity based Teaching- Home experiments, Practice schools, Demonstrations*
- *Industrial visits*
- *Peer teaching*

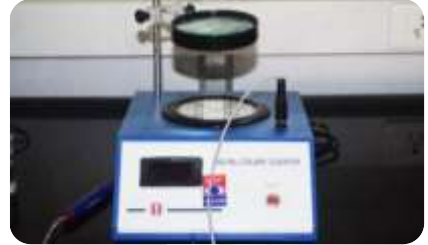


Guest lectures



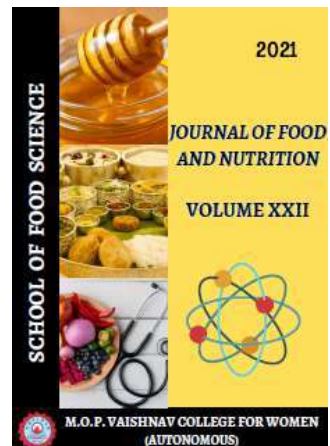
Our support structures

- *Food Analytical Laboratory*
- *Instrumentation Laboratory*
- *Food Innovation Laboratory*
- *Food Entrepreneurship Laboratory*
- *Food Microbiology Laboratory*
- *Food Testing Laboratory*



Highlights

- Synergy with multinational food Industry
- Internships at prominent food processing industries
- Novel Product Development
- 400+ research posters/papers presented at National and International Seminars and Conferences.
- Entrepreneurship development
- Food Safety audits at the college canteen by students.
- 'Food Safety Insight' - an exclusive Facebook page, maintained by the department.
- Students have bagged the Prestigious *AFST(I) Education and Publication trust Scholarship & National Level Best Student award* in the field of Food Technology for ten consecutive years.
- Department journal of Food Science and Nutrition.



Internships & Placements- 'Facing the real world'

Some prominent places of internship and placements include:

- *Britannia Industries Ltd.*
- *Nestle India Ltd.*
- *ITC Limited, Bangalore*
- *Aavin, Chennai*
- *Nandhini, Bangalore*
- *Hindustan Unilever Pvt. Ltd.*
- *Quality and Food Safety Consultancy*
- *Amul Mother Dairy, Ahmedabad*
- *Barakat Quality Plus, Dubai*
- *Perfetti Van Melle , Chennai*
- *Hatsun Agro Foods, Kancheepuram*
- *Wild Flavours, Dubai*
- *Symrise Pvt. Ltd, Chennai*
- *Synthite Industries Pvt. Ltd, Kerala*
- *Takasago International Pvt Ltd.*
- *Mother Dairy Fruit and Vegetable Processing Pvt Ltd. , Bangalore*





**DEPARTMENT OF
M. A. COMMUNICATION**

DEPARTMENT OF M.A. COMMUNICATION

(Post graduate course established in 1997)

M.A. Communication is a professional broad-based course which offers an in-depth study into the nuances of Journalism, Advertising, Broadcast, Production, New Media; thereby providing an unique opportunity to step into any field of their choice.

The two-year M.A. Communication program started in the year 1997, and successfully completed 25 years of empowering women in media. The course is aimed at delivering an insight into the various facets of Communication and the skills involved as also an in-depth study into the various nuances of Print, Broadcast, Film, Advertising and Web Journalism. The Course is focused at delivering an exhaustive study into the intricacies of the mesmerizing silver screen, the penetrating print, the dynamic world of advertising and the all-encompassing WWW.

COURSE OBJECTIVES

- To educate students on the multifarious dimensions to communication as a field of study and as a challenging, skill based, dynamic profession.
- To train students in the art and skill of journalistic reporting and writing.
- To hone the creativity of students to meet the dynamics of advertising and film making industries.
- To orient and train students to the nuances of Corporate Communication.
- To train and equip students to excel as socially conscious media makers.

DURATION OF THE COURSE

The course comprises four semesters of two-year duration.

ELIGIBILITY

Graduates of any discipline from a recognized university.

ADMISSION

- An entrance test will be conducted for the students to assess their knowledge on Media and Current Affairs.
- Students will be tested for their creative, analytical and basic skills in writing.
- The Personal interview decides the final selection of the candidates.

COURSE ORIENTATION

- **The course offers a comprehensive training program covering areas like:**
- **Introduction to Communication**
- **Journalistic Skills**
- **Public Relations and Corporate Communication**
- **Communication Psychology**
- **Photography**
- **ICT for Development**
- **Media Management and Law**
- **Advertising**
- **Social Media Communication**
- **Audio-Visual Production**
- **Communication Research Methods**
- **Film Studies**
- **Media Entrepreneurship**
- **Intensive Internship – 3 months**

SPECIALISATION

The curriculum is formulated in such a way that it provides the students the scope of coming up with live projects.

❖ BROADSHEET

It starts with a 15-day live beat coverage leading to real life reports on various important beats like politics, business, cinema, sports, entertainment and lifestyle. The students cover the beats along with professionals (reporters) from leading dailies, periodicals and magazines. Along with acquiring knowledge they also develop contacts with the industry and the press.

❖ PRINT & ON-LINE JOURNAL

To kindle and unleash the creative and writing skills of the students, the college has made it mandatory for the students to come up with a 50-page Journal. An in-depth analysis and research is done for formulating every article. The students are trained to work in the latest software to work on the layout and design of their maiden journal.

The On-line journal is an adaptation of the print journal. Here the students are trained to design the layout with the latest software, which familiarizes the students in Web Publishing.

❖ ADVERTISING STRATEGY

The students can create an ad strategy for a live product or service. By creating this strategy the students get hands on experience in various aspects of advertising including Conceptualizing creatives, Visualizing, Copywriting, Media planning and Press relations.

❖ PRODUCTION

The course covers all aspects of the production process like Scripting, Editing, Camera Techniques, Lighting, Sound mixing and dubbing. Production execution can be in the form of docu-drama, documentary or short films.

❖ RESEARCH

Students are expected to do a detailed in-depth study in the areas of communication and related fields and come out with a dissertation, a professional research document which helps the students in pursuing higher studies.

❖ PUBLIC RELATIONS PROJECT

This program is designed to provide the students a platform to organize and execute a live project. 'Voices 'is a unique and exciting Public Relations project undertaken by our students on various social issues across all city colleges and communities. We have been successfully conducting P.R Campaigns over the years addressing issues like Rainwater Harvesting, Pollution, Women's Safety and Health Issues, Road safety, Organ donation, Organic Farming, Child abuse, Autism, Anti-Plastic campaign, End Violence Campaign and Celebrating 25 years of women empowerment.

PR CAMPAIGN on “Celebrating 25 years of Women Empowerment” (2022- 2023)



PR Campaign at Stella Maris College for Women



PR Campaign at DG Vaishnav College



PR Campaign at Madras Christian College



PR Campaign at Avichi College of Arts and Science

COURSE HIGHLIGHTS

Guest lectures and Industry interface to enlighten the students about the industry along with valuable theoretical knowledge.



Ms. Mridhula enlighten the students on the role of the Parliament (2022-2023)



Mr. Daniel Thimmaya addresses the students on the Employment prospects in the media (2022-2023)



Ms. Mathivathani RP addresses the students on Academic collaboration and digital interventions for inclusive education (2022-2023)

Seminars and Workshops are organized with a view to contribute to better understanding of technology and aesthetics of media



Mr. Pratish Nair, Founder and Architect, Miles Soba addresses the students on the beyond fear and brand stories (2022-2023)



Ms. Maya Iyer, Founder, Mantis Communications addresses the students on crafting brand stories across the digital mediascape (2022-2023)



Mr. K. Hariharan, Director and Script writer addresses the students on the nuances of Script Writing Workshop (2022-2023)

Field visits to print organizations, T.V. studios, radio studios and multimedia houses.



I M.A. Communication students at American Centre (US Consulate) library (2022-2023)

II M.A. Communication students at Connemara library (2022-2023)



Film production Workshop in association with Vancouver Film School (VFS) offers students intensive training in the techniques of Filmmaking. Professional team will orient and guide the students to the nuances of filmmaking and Animation.



International Conference Organized



Inspire 2023 - Inauguration Session



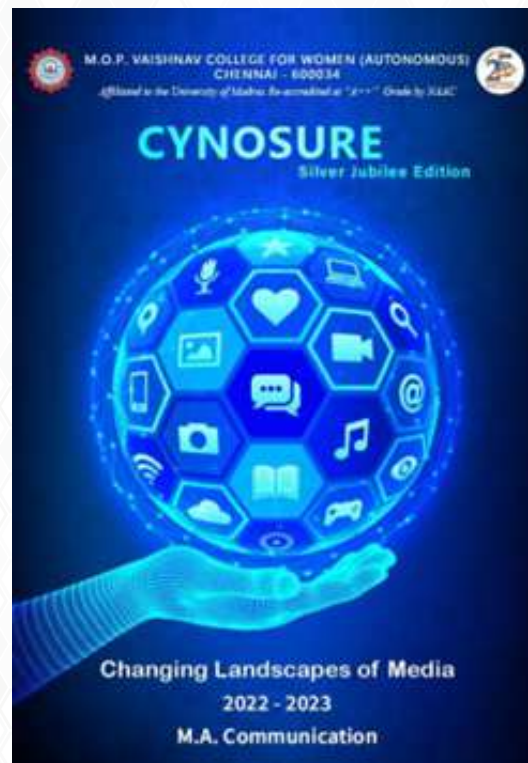
Inspire 2023 - Delegates



Inspire 2023 - Wonder Women Alumni Panel Discussion

- **MOP CRS 107.8Mhz** - the College is the only self financed institution throughout the country to have been granted the license to operate a community radio. Periodic contributions for M.O.P FM are made by the students.
- **Internship:** Students have to complete two internships during the course. The first internship for a period of 4-6 weeks has to be done in the Print media and the second internship for a period of 3 months can be undergone in Print media, Radio, Television, New Media Organizations, Production house, Film industry, Advertising Agency, PR and Corporate Communication department of Corporate Houses.
- **DEPARTMENT JOURNAL**

The Journal of the Post Graduate Departments, Cynosure, is a compilation of articles by students on topics related to Communication and Media like Trends in media, Advertising, Cinema and New media technologies.



(Designed by the student of M.A. Communication)

INFRASTRUCTURE

- The department is fully equipped with professional inbuilt air-conditioned Digital Studio along with
- Camera and Light unit
- Dubbing facilities
- Shooting Floor
- Green Matte Studio



- ✓ Additional accessories like zoom lenses, flash, light meters etc are also provided. A complete backdrop and tabletop set up is also in use. This will enable the students to gain mastery in Television Production.
- ✓ The department has a spacious centrally air-conditioned sound proofed shooting floor that is constructed on an area of 750 square feet. In addition to this, a centrally air-conditioned Digital Edit Suite (450 square feet) is also provided to the students.
- ✓ Air conditioned Photography Lab
- ✓ 100 network computers with latest Design and Animation software to train students in publication and advertisement designing.
- ✓ State-of-Art audio visual aids.

- ✓ Air-conditioned screening theatre.
- ✓ Fully computerized virtual library with the latest collection of Media books, Journals and Publications.
- ✓ FM Community Radio Station with transmission facilities.
- ✓ Campus television studio, networking the entire college.
- ✓ Smart classrooms equipped with audio- visual facilities.

Communication is recognized as a course that is career oriented and has excellent job prospects today. The course is the route to creativity in both thinking and writing, offering practical experience. The department has an impressive record of job placements. Apart from exploring media opportunities, students can also pursue higher education globally.

The program aims at building media smart individuals who can fit into the working of Media and media related fields like:

ADVERTISING

- ✓ Copywriter
- ✓ Client service executive
- ✓ Media Planners
- ✓ Visualizer
- ✓ Graphic designers etc.

JOURNALISM

- ✓ Editor, Reporter - Print media
- ✓ Editor, Reporter - Broadcast
- ✓ Editor, Reporter – Online news sites
- ✓ Lay out designer
- ✓ Photo journalist
- ✓ Feature Writer

PRODUCTION

- ✓ Script writer
- ✓ Cinematographer
- ✓ Producer
- ✓ Director
- ✓ Programmer
- ✓ Concept Generator

PUBLIC RELATIONS & CORPORATE COMMUNICATION

- ✓ **Public Relations Executives**
- ✓ **Corporate communication Executives**
- ✓ **Media Relations Expert**
- ✓ **Brand Managers**

PLACEMENT

Over the past few years our students have been placed in highly esteemed organizations in the State and Country. Some of the organizations are:

- ✓ **World Bank, The Hindu**
- ✓ **New Indian Express, Helios and Matheson**
- ✓ **Lester Technology, Infosys**
- ✓ **Cognizant Technology Solutions, 20:20 MSL**
- ✓ **Polaris, Vijay TV**
- ✓ **R.K.Swamy, Lowe Lintas**
- ✓ **Rediffusion, DD**
- ✓ **Sun TV**
- ✓ **UNICEF and UNESCO**
- ✓ **Caterpillar**

The students emerge as smart, capable media professionals who can handle any media challenge with stupendous confidence. The wide spectrum of subjects covered in the two years by experienced faculty and practicing professionals give the students the correct blend of theoretical knowledge and practical application, the right combination to make the students a force to reckon with.



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

(College affiliated to the University of Madras & Re-accredited at “A++” Grade by NAAC)

Chennai - 600 034

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

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Department of Communication and Media Studies Programme in MA Media Management



About the Programme

Established in 2008, the Media Management programme opens up new opportunities to students, who are interested in working at different managerial capacities in media houses.

A unique amalgamation of Media and Management is the USP of this course. It provides the right mix of media knowledge and managerial capability to students. Such expertise is very much in demand in the fields of Advertising, Public Relations, Human Resource Management and Corporate Communications, where an understanding of the media business is crucial.

Students are well placed in executive and managerial positions in the above mentioned areas. The programme also boasts of its faculty from the School of Communication, who contribute a great deal with their academic as well as industrial experience.

Candidates from all over the country are admitted based on their passion towards learning all about managing this ever expanding Media Industry.

Eligibility

Any Bachelors Degree of the University of Madras or of any other University or a qualification recognized as equivalent thereof.

Curriculum

With the aim of creating competent and competitive Media Management professionals, the course places great emphasis on realities of the media business. The course takes a 360-degree approach to the study of management that is specific to the needs of the media industry by covering areas like:

- Mass Media Industry
- Event Management
- Public Relations and Crisis Management
- Media Entrepreneurship
- Social Media Management
- Management Principles
- Marketing Management
- Advertising Management
- Brand Management
- Human Resources Management
- Media Planning
- Customer Relationship Management
- Celebrity Management

Website Link : <https://mopvc.edu.in/pos-psos-cos/>

LIST OF CORE AND ELECTIVE PAPERS OFFERED IN THE COURSE OF STUDY

SL NO	CORE PAPERS	SL NO	ELECTIVE PAPERS
1	MASS MEDIA INDUSTRY	1	MEDIA ENTREPRENEURSHIP
2	MANAGEMENT PRINCIPLES	2	EVENT MANAGEMENT
3	PUBLIC RELATIONS	3	BASICS OF MARKETING MANAGEMENT
4	ORGANIZATIONAL COMMUNICATION	4	MEDIA PLANNING
5	HUMAN RESOURCES MANAGEMENT	5	ADVERTISING CAMPAIGN
6	MEDIA POLICY AND REGULATION	6	SOCIAL MEDIA MANAGEMENT
7	ADVERTISING MANAGEMENT	7	INTERNSHIP
8	INTEGRATED MARKETING COMMUNICATION	8	CELEBRITY MANAGEMENT
9	COMMUNICATION RESEARCH METHODS		
10	CUSTOMER RELATIONSHIP MANAGEMENT		
11	PR CAMPAIGN		
12	CRISIS MANAGEMENT		
13	BRAND MANAGEMENT		
14	DISSERTATION		

TEACHING METHODOLOGY

Apart from the regular lecture method, the staff also use the following methods in varying degrees in the relevant subjects:

- E-contents / Chalk and Board
- Brain storming
- Research methods
- Seminars & Workshops
- Visiting Media Organizations
- Managing Events in college
- Outbound training
- Power Point Presentations
- Online quiz and examinations
- Educational CD's and DVD's
- Audio-visual presentations
- Case studies and Role Plays
- Group discussions
- Article and Book reviews

GUEST LECTURES & WORKSHOPS

Industry experts from different areas are called in at every semester to share their knowledge.

INDUSTRIAL VISITS

Students are taken to various organizations to show how they function, with special emphasis on their Public Relations and Corporate Communications departments.

INTERNSHIP

“Experience is the best teacher” is what the department believes in, when it comes to providing the industry interface to the students. To emphasize the importance of professionalism and to be at par with the industry, two Internship modules are made mandatory. The first internship for the period of four weeks has to be done in Event Management or Public Relations. The second internship, for a period of twelve weeks, can be done in various departments of media houses such as Advertising, Public Relations, Corporate Communications, Consumer Research Management and Human Resource Management.

This gives students an exposure into the realities of the day-to-day functioning of the media industry. It lays emphasis on hands-on training during the learning process of students before they step into the industry as full-fledged professionals.

PROMINENT ORGANISATIONS

Social Beat Digital Marketing
SP Cinemas
echoVME Digital
Inception Business Services
The New Indian Express
RK Swamy BBDO
Sun TV Network
JWT
Flipkart
McCann Erickson (P) Ltd
Perfect Relations
D & A Events
Indus Media Technologies
The Hindu
Star Vijay
Twenty : Twenty MSL
Mindshare Pvt Ltd
Strawberries Pvt Ltd

PLACEMENTS

The College boasts of an excellent Placement Cell. Students are also absorbed in various capacities in media and media related organizations as soon as they complete their three-month internship programme.

Some of the prominent organisations are:

- CTS Technologies Pvt Ltd.
- Social Beat
- Indus Media Technologies
- Mudra Communications
- Social Panga
- Twenty: Twenty MSL
- Star Vijay
- Trend Loud – Vision Times
- IVS Event Management

STUDENT ACHIEVEMENTS

- Media Management students work as Assistant Directors and Production Managers for regional television channels
- Several students have entered the arena of Digital Marketing in various organisations in the country

ENDOWMENT PRIZES

- Students are encouraged to do Paper presentations and Publications
- Based upon the academic expertise provided, students have started their own Event Management companies and are running them successfully.
- Most of our students work as part time Public relations and Marketing management trainees in various media houses and corporates.
- Media management students are also actively involved in the Production Management of the college run Community Radio Station.

RESULT ANALYSIS

SL NO	YEAR	PASS PERCENTAGE
1	2013-15	100
2	2014-16	100
3	2015-17	100
4	2016-18	93
5	2017-19	98
6	2018-20	100

S.NO	NAME OF THE ENDOWMENT	CATEGORY
1	SMT.DIWALIBEN U TRIVEDI ENDOWMENT PRIZE	BEST PR PERSON
2	SHRI B K GOENKA ENDOWMENT PRIZE	BEST EVENT MANAGER
3	MOPVC PRIZE	BEST AD CAMPAIGN
4	SHRI. VALLABHACHARYA VIDYA SABHA ENDOWMENT PRIZE	OVERALL PROFICIENCY
5	SHRI. VALLABHACHARYA VIDYA SABHA ENDOWMENT PRIZE	BEST OUTGOING STUDENT OF THE DEPARTMENT
6	CHAMPAKAM PRIZE	FIRST RANK IN M.A. MEDIA MANAGEMENT
7	MOPVC PRIZE	BEST INTERNSHIP

ALUMNI

Some of our Prominent Alumni:

- J.Jayalakshmi (2014-2016) is a Content Producer and Anchor at Sun Network.
- Nandha S (2014-2016) is a Lead Corporate Communication and Branding at Velammal New Gen Edu Network.
- Saranya S (2014-2016) is a Marketing and Corporate Communication Executive at Star Vijay Television.
- Renuka M D (2015-2017) is a Publishing Consultant at Notion Press Media Pvt. Ltd.
- Karthika Suresh (2015-2017) is a Content Marketing Specialist at SysArc Infomatix Pvt. Ltd, Chennai.
- Upasana Gothi (2015-2017) is a Founder of Alankrit Events, Chennai.
- Yeshwani Doshi R (2015-2017) is a Marketing Executive at Klinikals Information Systems Pvt., Chennai.
- Devi Priyanka M (2015-2017) is a Programme Executive at Star Vijay Television, Chennai.
- Chitranka Debarma (2015-2017) is a Junior Marketing Analyst at Absolin Marketing Solutions, Visakapatnam.
- Sweetha M (2016-2018) is an Assistant Manager in Branding and communication at Casagrand Building Private Limited, Chennai
- Sneha Jain (2016-2018) is an Assistant Manager - Management Information Systems at the Phoenix and Palladium Mall, Chennai.
- Lavanya P (2016-2018) is a Digital Marketing Executive at Sigaram Holdings Pvt Ltd., Chennai
- Pooja S (2017-2019) is an Executive Producer, Fiction at STAR VIJAY Pvt. Ltd, Chennai
- Vaishnavi Vasu (2017-2019) is a Brand Service Executive, Ad Monks, Dubai, UAE
- Rhea Suzanna Alex (2017-2019) is working as a Chief Executive, Pickyourtrial, India's largest D-I-Y Online Travel Booking Platform, Chennai
- Sai Sandiya (2018-2020) is deputed as a Senior Executive, SONY Music Pvt. Ltd, Chennai.
- Ummehani A Rangoonwala (2018-2020) is working as an Executive at echoVME Digital, Chennai, a Digital Marketing Firm.



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Department of Economics and Public Policy

M.A. PUBLIC POLICY BROCHURE

M.A. Public Policy is a value-based course which offers a curriculum that has been designed to be a perfect balance of theory, collaborative research, and practical application with an interdisciplinary approach. The subjects in the programme have been suitably crafted to equip potential policymakers with the art of policy-drafting and implementation.

The two-year M.A. Public Policy programme was launched in the year 2020 with the vision of creating ethical professionals who are equipped to navigate in complex global situation. The course aims at providing a platform to train students in policy making. Students will emerge from the programme as thought leaders who can demonstrate ethical and accountable decision-making for social change.

DURATION OF THE COURSE

The course comprises four semesters of two-year duration.

ELIGIBILITY

Graduates of any discipline from a recognized university are eligible to apply.

ADMISSION

- ❖ An **entrance test** will be conducted for the students to assess their knowledge on current affairs, Indian politics, world politics, MEA, Determinants of Foreign Policy, and Basics of Indian Constitution.
- ❖ Students will be tested for their creative, analytical, and basic skills in writing.
- ❖ The personal **interview** decides the final selection of the candidates.

COURSE ORIENTATION

(<https://mopvc.edu.in/pos-psos-cos/>)

The course offers a comprehensive training program covering areas like:

- ❖ **Introduction to public policy**
- ❖ **Administrative and Constitutional Law**
- ❖ **Fundamentals of Law and Judiciary**
- ❖ **Writing and Communication skills for Public Policy**
- ❖ **Public Policy Analysis**

- ❖ **Nuances of e- Governance**
- ❖ **Bureaucracy and Civil Society**
- ❖ **Ethics in Public Policy**
- ❖ **Gender and Public Policy**
- ❖ **Research Methodology**
- ❖ **International Economics and Foreign Policy**
- ❖ **Development Studies**

SPECIALISATION

The curriculum is formulated in such a way that it provides the students the knowledge to crack civil service examinations and other competitive examinations, become researchers and to establish themselves as successful and skilled policy formulators, analysts and implementors in both public and private sectors. Periodic career counselling, sessions are organized and experts from career specific fields are invited to address and guide the students.

❖ RESEARCH

Students are expected to do a detailed in-depth study in the areas of policy in both public and private sectors in socially, politically, economically relevant topics and come out with a dissertation, a professional research document which helps the students in pursuing higher studies and further data driven research methodology. Periodically seminars and workshops are arranged to fine tune their research approaches.

❖ PROJECT

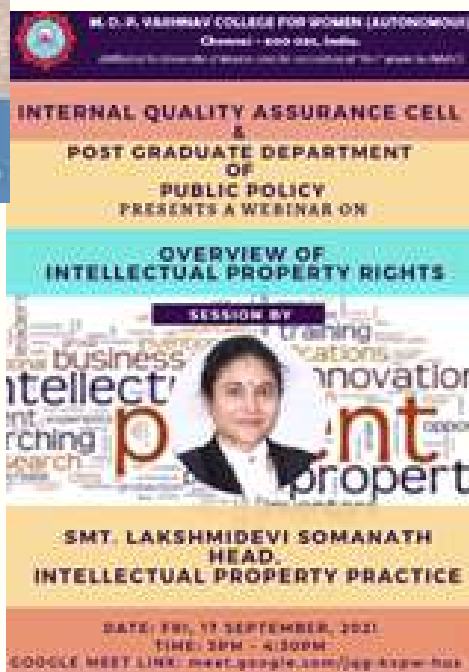
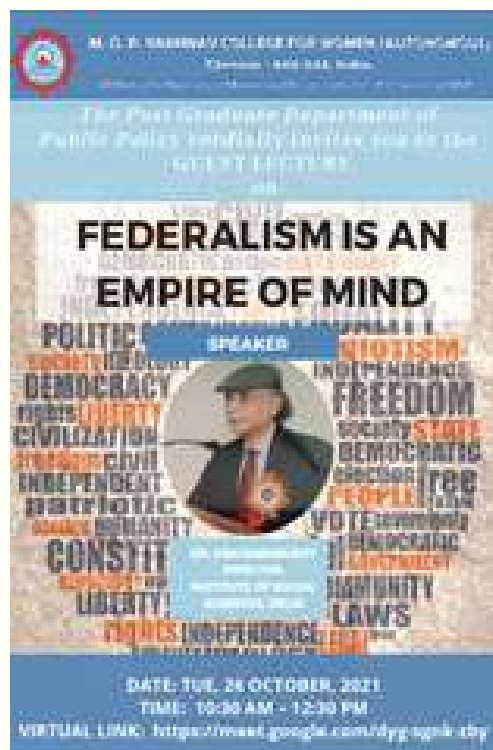
Students are expected to take up projects relating to issues of contemporary relevance, both at grassroots and at the bureaucratic level, to get a firsthand knowledge of the working and impact of policy formulations and implementation.

❖ CONTENT WRITING

Students are trained to develop writing skills like creative, academic and policy analysis which enable them to take up projects based on writing skills both in government and non-government sectors. Every semester one workshop is organized to enhance their writing skills.

COURSE HIGHLIGHTS

Guest lectures and Industry interface to enlighten the students about the industry along with valuable theoretical knowledge



- ❖ **Seminars, Webinars and Workshops** are organized with a view to contribute to better understanding of Public Policy and other areas of significance.



- ❖ **Field visits** to government offices, Courts, NGOs, and corporate offices.
- ❖ **Internship:** Students must complete an internship during the course. The students are encouraged to do internship programmes in governmental organizations, government projects, Legal Houses, NGO's, Political Parties, Print media, New Media Organizations and Corporate Houses.
- ❖ **Workshops** on skill developments are regularly conducted by the department. Excel and SPSS training workshop will be organized this semester for all the students of the department.
- ❖ The Department has signed a **MOU** with Surana and Surana International Attorneys and Institute of Social Sciences, New Delhi, to help establish a programme of **academic collaboration**.

This will also promote interdisciplinary research and training for students; to design and develop contemporary curriculum; to facilitate training both for students and teachers on the latest developments of law, industry and public policy and to organize seminars, workshops events for exposure of students to recent developments in policy fields.

- ❖ **Career Counselling** is another significant part of that the department focuses on every semester. Students are oriented by professionals from respective areas like Academicians, Civil Servants, Journalists, Advocates etc.



INFRASTRUCTURE

- ❖ Fully computerized virtual library with the latest collection of **books, Journals and Publications** in Public Policy, Economics, Law, Public Administration etc.
- ❖ Smart Classrooms with projector and screens are available for students for advanced learning. Documentaries are screened from time to time to suit their academic requirements.

SCOPE AND OPPORTUNITIES

Public Policy is recognized as a course that is career oriented and has excellent job prospects today. The course is the route to creativity in both thinking and writing, offering practical experience. The programme has been designed to equip future policy makers and leaders to perform in the dynamic environment. Apart from exploring various avenues, students can also pursue higher education globally.



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