

**E.M. GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE**  
An Autonomous Institution -Affiliated to Madurai Kamaraj University  
Re-accredited (3<sup>rd</sup> Cycle) with Grade A+ & CGPA 3.51 by NAAC



**LESSON PLAN**  
**2021-2022**

**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**(UG – Odd & Even Semester)**



**E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.**  
(An Autonomous Institution – Affiliated to Madurai Kamaraj University)  
Re-accredited (3<sup>rd</sup> Cycle) with Grade A' & CGPA 3.51 by NAAC

**LESSON PLAN**  
**2021-2022**

Class : IBBA  
Sub. Code : 211B1

Semester : I

Title of the Paper: Business Communication

Total Hours : 75 Hours

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Aug 2021	I	Business Communication- Objectives, Importance, Principles of Letter Writing- Structure and Layout of letters. Modern Electronic Communication Systems	14	Google Meet	Dr.Mrs.V.Selva Subashini 
Sep 2021	II	Types of Communication & Barriers of Communication- Guidelines for ensuring effective communication. Quotations, Orders & Tenders, Sales Letters	14	Google Meet	Dr.Mrs.V.Selva Subashini 
Oct 2021	III	Status Enquiries, Trade & Bank references. Circular Letters, Claims & Adjustments.	15	Google Meet	Dr.Mrs.V.Selva Subashini 
Nov 2021	IV	Job Application Letters, Bank & Insurance Correspondence-Life Insurance, Fire Insurance, Marine Insurance and Transport Insurance	15	Google Meet	Dr.Mrs.V.Selva Subashini 
Dec 2021	V	Correspondence with public authorities & Other Agencies. Memo, Warning note, Charge Sheet	17	Google Meet	Dr.Mrs.V.Selva Subashini 

Signature of the HOD

Signature of the Principal  
PRINCIPAL VC  
E.M.G. YADAVA WOMEN'S COLLEGE  
MADURAI-625014



**E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.**  
(An Autonomous Institution – Affiliated to Madurai Kamaraj University)  
Re-accredited (3<sup>rd</sup> Cycle) with Grade A<sup>+</sup> & CGPA 3.51 by NAAC

**LESSON PLAN**  
**2021-2022**


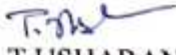
Class: I BBA

Sub. Code: 21B11

Title of the Paper: Principles of Accounting

Total Hours: 75 Hours

Semester: I

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Aug 2021	I	I Book keeping- Meaning- Accounting – Definition, Objectives, Functions- Distinction between Book Keeping and Accounting. Methods of Accounting- Single Entry system and Double Entry System-Types of Accounts- Personal accounts, Real accounts and Nominal Accounts- Accounting Rules- Accounting Concept and Conventions. Journal- Meaning and Elements of Journal- Ledger- Meaning- Difference between Journal and Ledger.	14	Google meet	 T.USHARANI
Sep 2021	II	Trial Balance-Methods of preparing Trial Balance- Rectification of Errors- Errors disclosed by trial balance and Errors not disclosed by trial balance. (Theory Only). Subsidiary Books- Cash book- Simple Cash Book- Two Column Cash Book- Three Column Cash Book- Petty Cash Book- Purchase Book- Sales Book- Purchase Return Book- Sales Return Book – Bills Receivable and Bills Payable Book	14	Google meet	 T.USHARANI



Nov 2021	IV	Organizational Change: Meaning-types-process- forces-levels of change- causes of resistance to change- Overcoming Resistance to change.	16	Google meet	T. Usharani T.USHARANI
Dec 2021	V	Organizational development: Meaning- Characteristics of OD, Steps in OD process-OD Intervention – Methods.	15	Google meet	T. Usharani T.USHARANI

  
Signature of the HOD

  
Signature of the Principal  
PRINCIPAL VC  
E.M.G. YADAVA WOMEN'S COLLEGE  
MADURAI-625014.



**E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI - 625 014.**  
(An Autonomous Institution - Affiliated to Madurai Kamaraj University)  
Re-accredited (3<sup>rd</sup> Cycle) with Grade A+ & CGPA 3.51 by NAAC




Class : 1 BBA

Semester : I

Sub. Code : 21AB11

Title of the Paper: BUSINESS ECONOMICS

Total Hours: 75 Hours

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Aug 2021	I	Business Economics – Definition, Nature & Scope – Importance-Distinction between economics and business Economics-Role of Economist, Relationship with other field. Decision making & forward planning-Types, Fundamental concepts - Is Economics an art or Science - Positive Science or Normative science	14	Google Meet	Mrs.S.Divya 
Sep 2021	II	Utility Analysis-meaning and importance of consumption – Law of diminishing marginal utility. Demand analysis – Law of demand and Demand determinants – Types. Elasticity of demand - Price Elasticity and its Types, factors affecting elasticity of demand, Income Elasticity of demand and its types, Cross Elasticity and its types	13	Google Meet	Mrs.S.Divya 
Oct 2021	III	Cost analysis – Cost concepts – Classification – Cost-output relationship-The relationship between average revenue and margin revenue. Business cycle – Features – Phases – Evil effect of business cycles – Preventive measures &	16	Google Meet	Mrs.S.Divya 

		Relief measures. Control of Business Cycle			
Nov 2021	IV	Market Structure - Perfect competition - Imperfect - Monopoly, discriminating monopoly - Monopolistic market - Features, Equilibrium of firm, waste competition - Oligopoly - Kinds, Features	17	Google Meet	Mrs.S.Divya <i>S. Divya</i>
Dec 2021	V	Profit planning and control: Nature of profit- methods of profit planning and control- profit budget- Break Even analysis- Rate of return on investment- profit forecasting	15	Google Meet	Mrs.S.Divya <i>S. Divya</i>

*T. Sathya*  
Signature of the HOD

*S. Divya*  
Signature of the Principal  
E.M.G. YADAVA WOMEN'S COLLEGE  
NADAPURAM-525514



E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.  
(An Autonomous Institution - Affiliated to Madurai Kamaraj University)  
Re-accredited (3<sup>rd</sup> Cycle) with Grade A<sup>+</sup> & CGPA 3.51 by NAAC

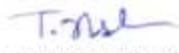
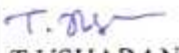

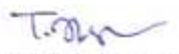
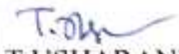
**LESSON PLAN**  
**2021-2022**  
**NON MAJOR ELECTIVE**

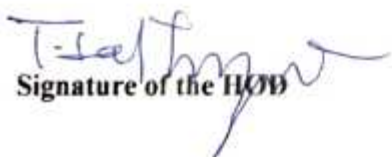
Semester: I


Sub. Code: 21NMB1

Title of the Paper: Personality Development

Total Hours: 30 Hours

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Aug 2021	I	Individual Behaviour: Understanding human behaviour - Factors influencing Individual Behaviour, Models of man.	6	Google meet	 T.USHARANI
Sep 2021	II	Learning and Behaviour Modification: Definition - Nature, Theories of learning - shaping behavior, Reinforcement and its kinds-use of Reinforcement.	5	Google meet	 T.USHARANI
Oct 2021	III	Team Development: Definition, Characteristics of effective Team, Importance – Types – Techniques used in Building team performance.	6	Google meet	 T.USHARANI
Nov 2021	IV	Perception: Definition, Nature, Importance, Process, Factors influencing the perceptual set – Perceptual selection.	7	Google meet	 T.USHARANI
Dec 2021	V	Personality: Introduction, definition, Personality Dimension, Determination of Personality, Types of personality.	6	Google meet	 T.USHARANI

  
Signature of the HOD

  
Signature of the Principal  
PRINCIPAL DC  
E.M.G. YADAVA WOMEN'S COLLEGE  
MADURAI 625014





**E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.**  
 (An Autonomous Institution – Affiliated to Madurai Kamaraj University)  
 Re-accredited (3<sup>rd</sup> Cycle) with Grade A<sup>+</sup> & CGPA 3.51 by NAAC

**LESSON PLAN  
 2021-2022**

**Semester :III**


**Class : II BBA  
 Sub. Code : 17B31**

**Title of the Paper: : BUSINESS STATISTICS**

**Total Hours : 75 Hours**

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Aug 2021	I	Statistics - Definition, Nature and Scope – use in business and industries – Frequency Distribution – Classification and Tabulation of data – Graphic Representation- Histogram, Frequency Polygon, Ogive curves.	14	Google meet	<i>T.Sathya</i> Dr. T.Sathiya Sheila
Sep 2021	II	Measures of Central Tendency – Mean, Median, Mode, and Geometric mean, Harmonic mean.	13	Google meet	<i>T.Sathya</i> Dr. T.Sathiya Sheila
Oct 2021	III	Measures of Dispersion – Range, Quartile Deviation – Standard Deviation and Mean Deviation, Coefficient of Variations.	16	Google meet	<i>T.Sathya</i> Dr. T.Sathiya Sheila
Nov 2021	IV	Correlation and Karl Pearson's (Excluding Bivariate Variable), Rank Correlation and Correlation Coefficients – Regression – Simple problems.	17	Google meet	<i>T.Sathya</i> Dr. T.Sathiya Sheila



Dec 2021	V	Index Numbers – Construction of Index numbers – Simple and Weighted Aggregate – Laspeyre's method-Paache's method-Dorbish and Bowley's method-Fisher's ideal method. Test of Consistency-Time Reversal test-Factor Reversal test. Consumer Price Index – Cost of living Index Numbers.	15	Google meet	 Dr. T. Sathya Sheila

  
 Signature of the HOD

  
 Signature of the Principal  
 M.G. YADAVA WOMEN'S COLLEGE  
 MADURAI-625014



**E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.**  
(An Autonomous Institution – Affiliated to Madurai Kamaraj University)  
Re-accredited (3<sup>rd</sup> Cycle) with Grade A\* & CGPA 3.51 by NAAC

**LESSON PLAN**  
**2021-2022**




Class : II BBA

Semester : III

Sub. Code : 17B32

Title of the Paper: Organizational Behaviour

Total Hours : 75 Hours

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Aug 2021	I	Organizational Behaviour: Meaning- Definitions- Characteristics- Nature Approaches- Process of Behaviour – Models of OB.	13	Google meet	 T.USHARANI
Sep 2021	II	Motivation: Meaning and Definition- Types- Importance of motivation- Theories of Motivation – Maslow's needs Hierarchy theory, Alderfer's ERG theory, Herzberg motivation theory, XY theory, Vrooms expectation theory.	14	Google meet	 T.USHARANI
Oct 2021	III	Group dynamics in organization: Group – Types, Group cohesiveness, Factors influencing Group Cohesiveness and Consequences. Group Decision Making-Meaning- Definition-Nature-Decision making in Group-Steps in Decision making. Group Development-Meaning- stages of group development.	17	Google meet	 T.USHARANI

Nov 2021	IV	Organizational Change: Meaning-types-process- forces-levels of change- causes of resistance to change- Overcoming Resistance to change.	16	Google meet	T. Usharani T.USHARANI
Dec 2021	V	Organizational development: Meaning- Characteristics of OD, Steps in OD process-OD Intervention – Methods.	15	Google meet	T. Usharani T.USHARANI

*T. Usharani*  
Signature of the HOD

*T. Usharani*  
Signature of the Principal  
PRINCIPAL WC  
E.M.G. YADAVA WOMEN'S COLLEGE  
MADURAI-625014



**E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.**  
(An Autonomous Institution – Affiliated to Madurai Kamaraj University)  
Re-accredited (3<sup>rd</sup> Cycle) with Grade A<sup>+</sup> & CGPA 3.51 by NAAC

**LESSON PLAN**  
**2021-2022**

**Class : II BBA**  
**Sub. Code : 17B33**



**Semester :III**

**Title of the Paper: COMPUTERS FOR MANAGERS**


**Total Hours : 75 Hours**

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Aug 2021	I	Windows - Introduction to windows - Features - Basic components: Desktop, Icons, Task bar and channel bar - Start menu - Files and Folders - Windows Explorer – Web Browser-Control Panel	14	Google Meet	Dr.Mrs.V.Selva Subashini 
Sep 2021	II	MS Word - Introduction to word processing and MS Word - Components of Word opening Screen - creating word Documents. Entering, Editing, Creating bulleted and numbered lists - Types of views - Spell checker and Grammar checker-Auto format - Copying and moving text - Applying Fonts and Font Styles - Aligning and formatting Text - Auto Correct - Creating Tables and working with Tables - Mail merge	14	Google Meet	Dr.Mrs.V.Selva Subashini 
Oct 2021	III	MS - Excel - Introduction to spread Sheet - Components of Excel opening Screen - Building Worksheet. Entering data in worksheet - Editing, Deleting, Copying and moving cells and ranges - Adjusting Column width and row height - Inserting and deleting cells, rows, and columns - using auto fill - creating and working with formula - Functions	15	Google Meet	Dr.Mrs.V.Selva Subashini 



		in Excel - Database in EXCEL - Graphs and Charts : Types of Charts - Elements of a Chart - Creating a chart.			
Nov 2021	IV	MS POWER POINT : Meaning and Features - Presentation: Creating a presentation using Auto Content wizard, Design templates and Blank presentation - Types of views - Opening an existing presentation - editing, saving and closing a presentation - Enhancing presentation : Applying Transition effects and animation effects - Spell checking the presentation and adding speaker notes - Inserting objects : Inserting a graph, Organizational Chart, Clip Art.	15	Google Meet	Dr.Mrs.V.Selva Subashini 
Dec 2021	V	HTML - Introduction to HTML - Basic Structure of Html Program - Creating a HTML document: Creating, Saving and executing HTML document, Basic Text formatting tags - Fancier formatting tags: Font, Marquee - Adding images to web pages - using lists to organize information - organizing data with tables - creating frames - Building and using HTML forms	17	Google Meet	Dr.Mrs.V.Selva Subashini 

  
Signature of the HOD

  
Signature of the Principal  
PRINCIPAL VC  
E.M.G. YADAVA WOMEN'S COLLEGE  
MADURAI-625014



**E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI - 625 014.**  
(An Autonomous Institution - Affiliated to Madurai Kamaraj University)  
Re-accredited (3<sup>rd</sup> Cycle) with Grade A<sup>+</sup> & CGPA 3.51 by NAAC




**LESSON PLAN**  
**2021-2022**



**Class : II BBA**  
**Sub. Code : 17AB31**

**Semester : III**

**Title of the Paper: COMPANY ORGANIZATION**

**Total Hours: 75 Hours**

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Aug 2021	I	Nature of company: Definition Of Company - Characteristics of Company- Lifting of Corporate Veil- Advantages of Incorporation - Company Distinguished From Partnership -Classification of a Company-Legal Aspect of Business	14	Google Meet	Mrs.S.Divya 
Sep 2021	II	Legal documents: Meaning- Purpose -Printing, Signing and Form of memorandum - Contents Of Memorandum- Name Clause -Registered Office Clause - Objects Clause-Capital Clause- Liability Clause - Association Clause- Alteration of Memorandum- Doctrine of Ultra-Vires.	13	Google Meet	Mrs.S.Divya 
Oct 2021	III	Articles: Meaning - Contents Of Articles-- Form of Articles - Table - Form and Signature of Articles-- Alteration of Articles- Articles and Memorandum- Their Relation -Constructive Notice of Articles and Memorandum-Doctrine of Indoor Management.	16	Google Meet	Mrs.S.Divya 

Nov 2021	IV	Prospectus: Definition-Dating of Prospectus-Registration of Prospectus - Contents of Prospectus - Offer For Sale-Deemed Prospectus-Misstatements in Prospectus And Their Consequence - Statement in Lieu of Prospectus- Commencement of Business- Underwriting Commission - Brokerage.	17	Google Meet	Mrs.S.Divya 
Dec 2021	V	Company Management and Company Meeting: Directors-Managing Directors-Manager- Appointment-Duties. Company Meeting: Kinds - Requisites of a Meeting-Law and Practice of Company Meetings-Quorum for the meeting-Motions and Resolutions	15	Google Meet	Mrs.S.Divya 

  
Signature of the HOD

  
Signature of the Principal  
PRINCIPAL VC  
E.M.G. YADAVA WOMEN'S COLLEGE  
NADURAI-636014



**E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.**  
(An Autonomous Institution – Affiliated to Madurai Kamaraj University)  
Re-accredited (3<sup>rd</sup> Cycle) with Grade **A<sup>+</sup>** & **CGPA 3.51** by NAAC

**LESSON PLAN**  
**2021-2022**

**Class : III BBA**  
**Sub. Code : 17B51**



**Semester : V**

**Title of the Paper: PRODUCTION MANAGEMENT**

**Total Hours : 75 Hours**

Month	Unit	Description of the Syllabus	Hours Allocate d	Teaching Mode & Methods	Course Teacher Signature
Aug 2021	I	Production Management – Definition – Nature and Scope – Modern production system management – Manufacturing system – Elements of production System – Basic factors affecting the production system – Types	14	Google Meet	Dr. Mrs. V Selva Subashini 
Sep 2021	II	Plant location – Introduction – Importance – Factors responsible for plant location – Plant layout – Meaning and definition – Advantages of a good plant layout – Types – Product, Process and Fixed position Layout – principles	14	Google Meet	Dr. Mrs. V Selva Subashini 
Oct 2021	III	Plant maintenance – Objectives – Importance – Losses due to poor maintenance – Types: Routine, Corrective, Preventive, Scheduled, Predictive – Maintenance Techniques.	15	Google Meet	Dr. Mrs. V Selva Subashini 
Nov 2021	IV	Production Planning and Control – Objectives – Procedure for setting up of a production planning and control system – Production Planning Function – Production	15	Google Meet	Dr. Mrs. V Selva Subashini 



		Control Function - Routing, Scheduling, Expediting and Dispatching - Production control techniques - PERT Chart, GANTT Chart			
Dec 2021	V	Work Study and Work Measurement - Basic procedure of work study - Work Measurement Technique. (Stop watch, Time study)	17	Google Meet	Dr.Mrs. V.Selva Subashini 

  
Signature of the HOD

  
Signature of the Principal  
PRINCIPAL VC  
E.M.G. YADAVA WOMEN'S COLLEGE  
MADURAI-625014



**E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.**  
(An Autonomous Institution – Affiliated to Madurai Kamaraj University)  
Re-accredited (3<sup>rd</sup> Cycle) with Grade A<sup>+</sup> & CGPA 3.51 by NAAC



**LESSON PLAN**  
**2021-2022**


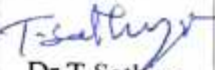

Class : III BBA  
Sub. Code : 17B52

Semester : V


Title of the Paper: MANAGEMENT ACCOUNTING

Total Hours : 75 Hours

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Aug 2021	I	<b>Introduction:</b> Management Accounting-Meaning-Nature and Scope-objectives-Functions of Management Accounting - Difference between Financial Accounting and Management Accounting - Financial Statement Analysis – Basic division of Balance Sheet- Forms of Balance Sheet and Profit & loss Accounts, Tools of Analysis- Comparative, Common size and Trend Analysis – Limitations of Financial Statement Analysis.	14	Google meet	 Dr. T. Sathya Sheela
Sep 2021	II	<b>Ratio Analysis:</b> Ratio Analysis – meaning, mode of expression, importance, limitations – Classification of Ratios (Simple problems only), DuPont Control Chart .	14	Google meet	Dr. T. Sathya Sheela 

Oct 2021	III	<p><b>Fund Flow Statement:</b> Fund flow statement – meaning, importance– preparation of fund flow statement (simple problems only). Cash flow statement – meaning - uses –Difference between Fund flow statement and Cash flow statement- preparation of cash flow statement (Simple problems only).</p>	15	Google meet	 Dr. T. Sathya Sheila
Nov 2021	IV	<p><b>Marginal Costing:</b> Marginal Costing - Definition - Merits and Demerits – Differences between absorption costing and marginal costing. Break even chart – Assumptions, advantages and disadvantages – Application of marginal costing Techniques.</p>	15	Google meet	 Dr. T. Sathya Sheila
Dec 2021	V	<p><b>Budgetary Control:</b> Budgetary Control – Meaning, Characteristics- Essentials of successful Budgetary Control – organization of Budgetary Control- Advantages and limitations of Budgetary Control – classification of budgets- Flexible Budget, Production Budget, Sales Budget, Material Procurement Budget, Cash Budget- Zero Base Budgeting.</p>	17	Google meet	 Dr. T. Sathya Sheila

  
Signature of the HOD

  
Signature of the Principal  
PRINCIPAL VC  
E.M.G. YADAVA WOMEN'S COLLEGE  
MADURAI-625014



**E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.**  
(An Autonomous Institution – Affiliated to Madurai Kamaraj University)  
Re-accredited (3<sup>rd</sup> Cycle) with Grade A<sup>+</sup> & CGPA 3.51 by NAAC

**LESSON PLAN**  
**2021-2022**

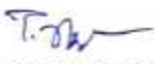
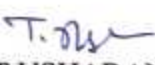
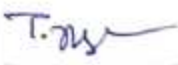
**Class : III BBA**

**Semester :V**

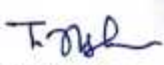
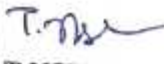
**Sub. Code : 17B53**

**Title of the Paper: Research Methodology**

**Total Hours : 75 Hours**

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Aug 2021	I	Research methodology- An Introduction- Meaning- Objectives- Types- Significance- Research Process- Problems encountered by Researchers in India- Criteria of Good Research. Research Process- Important Concepts relating to Research Design.	14	Google meet	 T.USHARANI
Sep 2021	II	Sample Design- characteristics of a good sample- Sample design process –Types of sampling techniques- Probability sampling, Non- probability sampling –measurement and scaling- measurement scale- Goodness of measures- Methods of scaling-scale construction techniques.	16	Google meet	 T.USHARANI
Oct 2021	III	Primary data, secondary data - sources of secondary data - methods of data collection- Questionnaire - characteristics of a good questionnaire - Procedure for designing a questionnaire.	14	Google meet	 T.USHARANI



Nov 2021	IV	Data Processing and analysis -factors influencing data analysis strategy - hypothesis testing- characteristics- importance- types.	15	Google meet	 T.USHARANI
Dec 2021	V	Interpretation: Meaning and importance - Report Writing - Qualities of a good research report -types-layout- guidelines for writing a report -Evaluation of the research report.	16	Google meet	 T.USHARANI

  
Signature of the HOD

  
Signature of the Principal

PRINCIPAL VC  
M.G. YADAVA WOMEN'S COLLEGE  
MADRAS-625014



**E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.**  
(An Autonomous Institution – Affiliated to Madurai Kamaraj University)  
Re-accredited (3<sup>rd</sup> Cycle) with Grade A<sup>+</sup> & CGPA 3.51 by NAAC




**LESSON PLAN**  
**2021-2022**

**Class : III BBA**  
**Sub. Code : 17BE5A**

**Semester :V**

**Title of the Paper: SERVICES MARKETING**

**Total Hours : 75 Hours**

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Aug 2021	I	Service marketing – Introduction – Types- Nature- Characteristics – Classification of services- difference between services and products- services marketing management – managing demand and supply	14	Google Meet	Mrs.S.Divya 
Sep 2021	II	Services marketing mix- Elements of service marketing mix-Services product – Introduction- conceptualization of service concept-service life cycle concept- Branding in services-Pricing-Role of pricing-factors affecting pricing decisions-pricing strategies.	14	Google Meet	Mrs.S.Divya 
Oct 2021	III	Services Promotion-promotion mix for services-Advertising media-Word of mouth communication-public relations and publicity-sponsorship-direct marketing-corporate identity-corporate image – place in service –Designing a distribution system-Franchising-role of customers in service delivery	15	Google Meet	Mrs.S.Divya 

Nov 2021	IV	People in service-types of service personnel-Quality circles-Physical evidence -Physical facilities-Social setting-Guidelines for physical evidence strategy-Marketing strategy in services-Types of marketing in service firms-Interactive marketing	15	Google Meet	Mrs.S.Divya <i>S. Divya</i>
Dec 2021	V	Managing service quality- - marketing of services - marketing mix of Bank marketing - marketing mix of Tourism marketing - marketing mix of Hospital marketing - marketing mix of Air line marketing.	17	Google Meet	Mrs.S.Divya <i>S. Divya</i>

*T. Sathyan*  
Signature of the HOD

*Shivalakshmi*  
Signature of the Principal  
PRINCIPAL VC  
E.M.G. YADAVA WOMEN'S COLLEGE  
MADHURAI-625014



**E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.**  
(An Autonomous Institution – Affiliated to Madurai Kamaraj University)  
Re-accredited (3<sup>rd</sup> Cycle) with Grade A<sup>+</sup> & CGPA 3.51 by NAAC



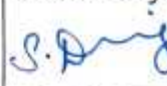


**Class: III BBA**

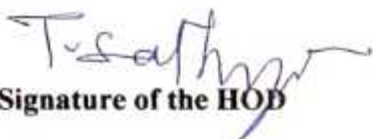
**Semester: V**

**Sub. Code: 17SEB51**

**Title of the Paper: SOFT SKILLS**

**Total Hours: 30 Hours**

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Jan 2022	I	Personality: Definition, personality traits, factors influencing personality, self concept- self original, self image, self identity. Attitude: meaning, factors affecting attitude, attitude building	6	Google Meet	Mrs.S.Divya 
Feb 2022	II	Interpersonal skills: Meaning, factors affecting interpersonal relations, methods for developing interpersonal skills – sensitivity training and transactional analysis	4	Google Meet	Mrs.S.Divya 
Mar 2022	III	Conflict Management: Johari Window and Eric Bernie's life positions	7	Google meet	Mrs.S.Divya 
Apr 2022	IV	Intelligent Quotient, Emotional Quotient, Spiritual Quotient	6	Google Meet	Mrs.S.Divya 
May 2022	V	Development of communication skill - listening, Presentation skill - public speaking skill.	7	Google Meet	Mrs.S.Divya 

  
Signature of the HOD

  
Signature of the Principal  
PRINCIPAL VC  
E.M.G. YADAVA WOMEN'S COLLEGE  
MADURAI-625014





E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.  
(An Autonomous Institution – Affiliated to Madurai Kamaraj University)  
Re-accredited (3<sup>rd</sup> Cycle) with Grade A<sup>+</sup> & CGPA 3.51 by NAAC

Apr  
2022

## LESSON PLAN 2021-2022

Class : IBBA



Semester :II

Sub. Code : 211B1

Title of the Paper: INDIVIDUAL DEVELOPMENT

Total Hours : 75 Hours

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Jan 2022	I	Individual Behaviour: Understanding human behaviour - Factors influencing individual behaviour, Models of man	14	Chalk & Talk	Dr. Mrs. V. Selva Subashini 
Feb 2022	II	Learning and Behavior Modification: Definition - Nature, Theories of learning - shaping behaviour, Reinforcement and its kinds- use of Reinforcement	14	Chalk & Talk	Dr. Mrs. V. Selva Subashini 
Mar 2022	III	Attitude: Meaning and Definition, Nature, Components, Attitudes in relation to opinion, Sources - Types - functions - Measurement of attitude - Barriers. Team Development: Definition, Characteristics of effective Team, Importance - Types - Techniques used in Building team performance	15	Chalk & Talk	Dr. Mrs. V. Selva Subashini 

Apr 2022	IV	Perception: Definition, Nature, Importance, Process, Factors influencing the perceptual set – Perceptual selection, Organizing, Distortion, Relevance of perception	15	Chalk & Talk	Dr.Mrs.V.Selva Subashini 
May 2022	V	Personality: Introduction, definition, Personality Dimension, Determination of Personality, Types of personality, Theories of Personality.	17	Chalk & Talk	Dr.Mrs.V.Selva Subashini 

  
Signature of the HOD

  
Signature of the Principal  
PRINCIPAL VC  
E.M.G. YADVA WOMEN'S COLLEGE  
MADHAI-625614




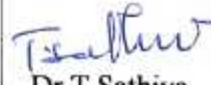

**E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.**  
(An Autonomous Institution – Affiliated to Madurai Kamaraj University)  
Re-accredited (3<sup>rd</sup> Cycle) with Grade A<sup>+</sup> & CGPA 3.51 by NAAC


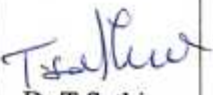
**LESSON PLAN**  
**2021-2022**

**Class : I BBA**  
**Sub. Code :21B21**


**Semester :II**

**Title of the Paper: Cost Accounting**  
**Total Hours : 75 Hours**

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
January 2022	I	Cost Accounting – meaning, Objectives, Functions, Advantages – Limitations – Financial Accounting Vs Cost Accounting, Cost Unit, Cost Center, Profit Center, Cost Control and Cost Reduction.	14	Chalk & Talk	 Dr. T. Sathiya Sheila
Feb 2022	II	Cost –Methods & Types – Classification, Elements – Cost Sheet. Material Inventory control – Store Keeping, Functions of Store Keeper- Store Layout- Types of Stores, Fixation of stock level- Minimum Stock Level, Maximum Stock Level, Reorder Level, Danger Level, Average Stock, EOQ, - ABC analysis.	13	Chalk & Talk	 Dr. T. Sathiya Sheila
March 2022	III	Inventory System – Periodic and Perpetual Inventory system- Bin card and Store ledger. Material Issue Control- Pricing of materials- FIFO, LIFO,	16	Chalk & Talk	 Dr. T. Sathiya Sheila

		Simple Average and Weighted Average.			
April 2022	IV	Labour Cost –Meaning-Direct Labour- Indirect Labour, Control of Labour Cost– Idle time – Causes and Control of Idle Time – Accounting Treatment-Control of Over time – Labour turn over –methods of measurement-Separation, Replacement and Flux- Causes and effect of Labour Turnover and Method of Reducing Labour Turnover. Methods of Remuneration-Differential Piece Rate-Taylor’s Differential Piece Rate System – Merrick Differential Piece Rate System-Gantt Task Bonus Plan-Premium Bonus Scheme-The Halsey Premium Plan- The Halsey-Weir Scheme-Rowan Plan.	17	Chalk & Talk	 Dr.T.Sathiya Sheila
May 2023	V	Overhead – Meaning, Classification. Allocation and apportionment – Principles of Apportionment-Reapportionment-Method of Reapportionment-Direct, Step, Reciprocal, Repeated Distribution, - Overhead Rates Computation of Machine hour rate (simple problems).	15	Chalk & Talk	 Dr.T.Sathiya Sheila

  
Signature of the HOD

  
Signature of the Principal  
C.M.G. YADVA WOMEN'S COLLEGE  
MADURAI-625014





**E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.**  
(An Autonomous Institution – Affiliated to Madurai Kamaraj University)  
Re-accredited (3<sup>rd</sup> Cycle) with Grade 'A' & CGPA 3.51 by NAAC

**LESSON PLAN**  
**2021-2022**




**Class : I BBA**

**Sub. Code: 21B22**

**Semester : II**

**Title of the Paper: ENVIRONMENT OF BUSINESS**

**Total Hours: 75 Hours**

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Jan 2022	I	Business Environment – Meaning – Various environments affecting business – Economic, Social, Cultural, Political and Government, Competitive, Demographic, Technological & International Environments	14	Google meet	 T USHARANI
Feb 2022	II	Business and Society – Interface between Business and culture; Social responsibilities of Business – Meaning & Types. Arguments for and Against Social responsibilities of Business – Barriers to Social responsibilities – Social Audit – Business Ethics- Corporate Social Responsibility	16	Google meet	 T USHARANI
Mar 2022	III	Privatization – Meaning – Ways of Privatization – Conditions for success of Privatisation – Benefits and Pitfalls of Privatisation – Arguments against Privatisation, Globalisation,	15	Google meet	 T USHARANI

		Liberalisation, Salient Features of Industrial Policy 1991			
Apr 2022	IV	Business and Economic System – Socialism, Capitalism and Mixed Economy – Its impact on business	15	Google meet	T. Usharani T. USHARANI
May 2022	V	Public sector – Objectives, Growth, achievements and failures – Private sector, Joint sector and Co – Operative Sector.	15	Google meet	T. Usharani T. USHARANI

  
Signature of the HOD

  
Signature of the Principal  
PRINCIPAL WC  
E.M.G. YADAVA WOMEN'S COLLEGE  
MADURAI-625014



**E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.**  
(An Autonomous Institution – Affiliated to Madurai Kamaraj University)  
Re-accredited (3<sup>rd</sup> Cycle) with Grade A<sup>+</sup> & CGPA 3.51 by NAAC


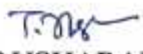
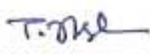
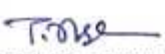
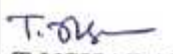
**LESSON PLAN**  
**2021-2022**  
**NON MAJOR ELECTIVE**

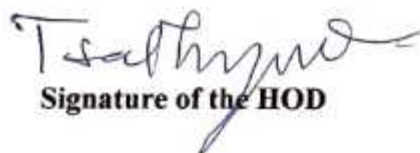
Semester :II


Sub. Code:21NMB2

Title of the Paper: Body Language

Total Hours: 30 Hours

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Jan 2022	I	Body Language- Meaning – Characteristics of Body Language- Verbal & Non Verbal.	5	Google meet	 T.USHARANI
Feb 2022	II	Aspects of Body Language – Gestures, Body Movements, Behaviour, Emotions, Tone & Voice, Vibrations, Moods, Advantages of Learning Body Language.	6	Google meet	 T.USHARANI
Mar 2022	III	Body Language in Business – Face – General Characteristics- Smiling- Categories of Smile.	6	Google meet	 T.USHARANI
Apr 2022	IV	Head Gestures – The Eyes – Eye Contact - Hands	7	Google meet	 T.USHARANI
May 2022	V	The legs – Styles of sitting – Traits & Attitudes	6	Google meet	 T.USHARANI

  
Signature of the HOD

  
Signature of the Principal  
PRINCIPAL VC  
E.M.G. YADAVA WOMEN'S COLLEGE  
MADURAI-625014



**E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.**  
(An Autonomous Institution – Affiliated to Madurai Kamaraj University)  
Re-accredited (3<sup>rd</sup> Cycle) with Grade A<sup>+</sup> & CGPA 3.51 by NAAC

**LESSON PLAN**  
**2021-2022**




Class : HBBA

Sub. Code : 17B41



Semester :IV

Title of the Paper: BUSINESS MATHEMATICS

Total Hours : 75 Hours

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Jan 2022	I	Elements of Co-ordinate Geometry - Distance between two points, Equation of straight line - Slope - Intercept form, Slope - Point form - Two point form - Intersection of two lines - Equation of parallel line, Perpendicular line - Break Even analysis.	14	Chalk & Talk	Dr.Mrs.V.Selva Subashini 
Feb 2022	II	Differential Calculus (Trigonometric Function excluded) - Rules - Sum rule, Product rule, Quotient rule - Function of a Function rule - Simple Problems	14	Chalk & Talk	Dr.Mrs.V.Selva Subashini 
Mar 2022	III	Maxima - Minima (Single variable cases), Simple marketing models, Fencing problems, Container dimensions, finding the minimum cost lot size (Instantaneous production and no shortage).	15	Chalk & Talk	Dr.Mrs.V.Selva Subashini 



Apr 2022	IV	Integral Calculus - Rules (Integration by parts, by partial fraction are to be excluded) - Simple problems - Matrices - Types - Addition - Multiplication - Matrix inversion.	15	Chalk & Talk	Dr.Mrs. V.Selva Subashini 
May 2022	V	Solving a system of linear equation using matrix inversion - Rank of matrix - Testing Consistency of equations.	17	Chalk & Talk	Dr.Mrs. V.Selva Subashini 

  
Signature of the HOD

  
Signature of the Principal  
PRINCIPAL VC  
E.M.G. YADAVA WOMEN'S COLLEGE  
MADURAI-625014.



**E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI - 625 014.**  
(An Autonomous Institution - Affiliated to Madurai Kamaraj University)  
Re-accredited (3<sup>rd</sup> Cycle) with Grade A+ & CGPA 3.51 by NAAC




**Class: II BBA**

**Semester: IV**

**Sub. Code: 17B42**

**Title of the Paper: MATERIALS MANAGEMENT**

**Total Hours: 75 Hours**

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Jan 2022	I	Materials Management - Meaning and Functions of materials management - Integrated materials management - Organization for Material management	14	Chalk & Talk	Mrs.S.Divya 
Feb 2022	II	Purchasing - Importance and objectives of purchasing - Organization of purchasing - Purchasing procedure - Principles of purchasing - Techniques of Purchasing - Evaluation of purchasing.	13	Chalk & Talk	Mrs.S.Divya 
Mar 2022	III	Store & Store control - Store Organization functions of store keeper - Store house - location, methods, Store room equipment -Inventory- concept of Inventory control- Replenishment of materials- EOQ-Tools of Inventory control - ABC analysis-VED analysis, XYZ analysis and FSN analysis. Techniques of Inventory control- Fixed order system, Two Bin system, Kardex system and Fixed Review Period System	16	Chalk & Talk	Mrs.S.Divya 

Apr 2022	IV	Value analysis and waste control - standardization and simplification - industrial standards - Functions of Bureau of Indian standards (BIS) - ISO 9000	17	Chalk & Talk	Mrs.S.Divya <i>S. Divya</i>
May 2022	V	Materials handling - Objectives & Principles - General Types of material handling equipments - Factors affecting their choice, Quality Control, Control Charts (Theory only).	15	Chalk & Talk	Mrs.S.Divya <i>S. Divya</i>

*T. Sathya*  
Signature of the HOD

*S. Divya*  
Signature of the Principal  
PRINCIPAL VG  
L.M.G. YADAVA WOMEN'S COLLEGE  
MADURAI-625014



**E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI - 625 014.**  
(An Autonomous Institution - Affiliated to Madurai Kamaraj University)  
Re-accredited (3<sup>rd</sup> Cycle) with Grade A<sup>+</sup> & CGPA 3.51 by NAAC





Class: II BBA

Semester: II

Sub. Code: 17B44

Title of the Paper: CUSTOMER RELATIONSHIP MANAGEMENT

Total Hours: 75 Hours

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Jan 2022	I	Introduction- Types of CRM- Operational CRM- Analytical CRM- Collaborative CRM- Sale intelligence CRM- Campaign Management CRM- Emergence of CRM Practice.	14	Chalk & Talk	Mrs S Divya 
Feb 2022	II	CRM cycle- Significance of CRM- Attributes of CRM- Strategic issues in Relationship marketing- CRM success factors- CRM comprehension- Components of CRM programme- CRM chain - CRM process	13	Chalk & Talk	Mrs S Divya 
Mar 2022	III	CRM satisfaction- Meaning & Definition- Components of Customer Satisfaction- Models - Measuring Customer Satisfaction- Scales and Models for Measuring Customer Satisfaction	16	Chalk & Talk	Mrs S Divya 
Apr 2022	IV	Customer Loyalty- Concept & Significance of Customer Loyalty- Defining Customer Loyalty- Customer Loyalty Ladder and Principles- Categories of Customer Loyalty- Factors affecting Customer Loyalty	17	Chalk & Talk	Mrs S Divya 



May 2022	V	E-CRM in business- Features of E-CRM- Advantages of E-CRM-Technologies of E-CRM- CRM through IT Tools- CRM practices (State Bank of India, LIC, Airtel)- CRM Opportunities and Challenges.	15	Chalk & Talk	Mrs.S.Divya <i>S. Divya</i>
-------------	---	--	----	--------------	--------------------------------

*T. Sathya*  
Signature of the HOD

*S. Divya*  
Signature of the Principal  
PRINCIPAL MC  
M.M.G. YADAVA WOMEN'S COLLEGE  
MADRAS-625614



**E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.**

*(An Autonomous Institution – Affiliated to Madurai Kamaraj University)*

Re-accredited (3<sup>rd</sup> Cycle) with Grade A<sup>+</sup> & CGPA 3.51 by NAAC

**LESSON PLAN**

**2021-2022**

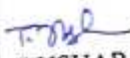
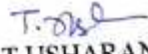
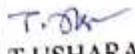
**Class : II BBA**

**Sub. Code: 17AB41**

**Title of the Paper: Disaster Management**


**Total Hours: 75 Hours**

**Semester :IV**

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Jan 2022	I	Disaster-Meaning-Definition-features and effects of disaster- disaster process-stages in disaster-The disaster management cycle. Contemporary Anthropogenic Disaster-environmental pollution, epidemics, industrial accidents and chemical releases, Natural Disasters -Climate change - Emissions and Global Warming, Floods, Land Slides, Earth Quakes, Tsunamis, Volcanoes.	15	Google meet	 T.USHARANI
Feb 2022	II	Geoinformatics in disaster management: Remote sensing, Fundamental of Remote Sensing, GIS: maps and spatial information, information presentation, GPS: Introduction, Description of GPS system, remote sensing and GIS for disaster Management.	14	Google meet	 T.USHARANI
Mar 2022	III	Disaster Preparedness and decision making, assessment Process, Assessments for Different Disaster Types, Environmental Health Risks, Risk adjustment, Disaster Aid,	15	Google meet	 T.USHARANI

		Technological Hazards management			
Apr 2022	IV	Institutional provisions for disaster management: The UN Disaster management Team, National crisis Management committee (NCCM). State crisis management Group (SCMG) Task, Disaster - related roles and resources, Disaster management cells at state level, district level, local administration and disaster risk reduction, Their Power and Function.	15	Google meet	T. Usharani T. USHARANI
May 2022	V	Disaster mitigation: Targeting mitigation, strategies for disaster prevention and mitigation - pre disaster, emergency, transition, recovery. The disaster recovery planning, Managing the economy and essential services in emergencies. Reconstruction and rehabilitation; Physical, Social and Economic rehabilitation.	16	Google meet	T. Usharani T. USHARANI

  
Signature of the HOD

  
Signature of the Principal  
PRINCIPAL VC  
E.M.G. YADAVA WOMEN'S COLLEGE  
MADURAI-625014



**E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.**  
*(An Autonomous Institution – Affiliated to Madurai Kamaraj University)*  
 Re-accredited (3<sup>rd</sup> Cycle) with Grade A<sup>+</sup> & CGPA 3.51 by NAAC

**LESSON PLAN  
2021-2022**

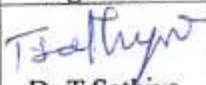
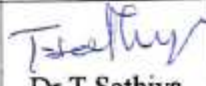
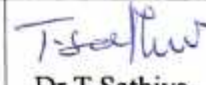
**Class : II BBA**

**Semester :IV**

**Sub. Code : 17SEB41**

**Title of the Paper: : : Counselling**

**Total Hours : 30 Hours**

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Aug 2021	I	Counselling: Definition-meaning-functions-applications. Areas of counseling: Personal counseling-family counseling-academic counseling-career counseling-abuse and disability counseling-disaster counseling.	8	Chalk & Talk	 Dr. T. Sathiya Sheila
Sep 2021	II	Counselling Approaches: Psychoanalytic therapy: Gestalt Therapy – existential therapy – behavioural therapy and cognitive therapy. (Fundamental concepts only)	7	Chalk & Talk	 Dr. T. Sathiya Sheila
Oct 2021	III	Counselling Setting: Directive counselling : Non directive counselling – counselling skills. Characteristics, role and functions of a counsellor. Physical setting: place – infrastructure.	8	Chalk & Talk	 Dr. T. Sathiya Sheila



Nov 2021	IV	Counselling Process: Stages in counselling: Building counselling relationships – counselling responses – working in a counselling relationship – Termination of counselling relationships. Egan's 5 stage model.	7	Chalk & Talk	<i>T. Sathya</i> Dr.T.Sathiya Sheila
Dec 2021	V	Ethics and Multicultural Issues: Ethical and legal aspects of counselling – counselling in a multicultural environment.		Chalk & Talk	<i>T. Sathya</i> Dr.T.Sathiya Sheila

*T. Sathya*  
Signature of the HOD

*T. Sathya*  
Signature of the Principal  
PRINCIPAL VC  
E.M.G. YADVA WOMEN'S COLLEGE  
MADURAI-525614



**E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.**  
(An Autonomous Institution – Affiliated to Madurai Kamaraj University)  
Re-accredited (3<sup>rd</sup> Cycle) with Grade A<sup>+</sup> & CGPA 3.51 by NAAC

**LESSON PLAN  
2021-2022**


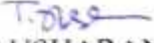

Semester : VI

Class : III BBA

Sub. Code: 17B61

Title of the Paper: Human Resource Management

Total Hours: 75 Hours

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Jan 2022	I	Introduction - Human resource management - concept, nature, objectives and importance, Function and Scope - organization of HR department - Qualities of HR manager and status of HR manager	14	Google meet	 T.USHARANI
Feb 2022	II	Man power planning - concept and objectives - Need and importance - process - Job analysis - concept and uses -, Job description and job specification. Procurement: Recruitment and selection process, Meaning and process of recruitment - Sources and techniques of recruitment - Selection - meaning and process of Selection, Selection test and Interview.	15	Google meet	 T.USHARANI
Mar 2022	III	Human resource development: Career planning and counseling, Employer Training - concept and need of training - objectives - methods. Management development	15	Google meet	 T.USHARANI

Apr 2022	IV	Performance appraisal - Concept and objectives - Essentials of effective appraisal system - Methods and Techniques - Potential appraisal system Grievances - meaning and causes of grievances - redressal, procedure - Grievance Redressal in India.	16	Google meet	T. Usharani T.USHARANI
May 2022	V	Collective bargaining - meaning - objectives. Industrial relations and Industrial disputes - concept, objectives, causes of industrial disputes - preventive and settlement machinery.	15	Google meet	T. Usharani T.USHARANI

  
Signature of the HOD

  
Signature of the Principal  
PRINCIPAL VC  
E.M.G. YADAVA WOMEN'S COLLEGE  
MADURAI-625014



**E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.**  
(An Autonomous Institution – Affiliated to Madurai Kamaraj University)  
Re-accredited (3<sup>rd</sup> Cycle) with Grade A<sup>+</sup> & CGPA 3.51 by NAAC

**LESSON PLAN**  
**2021-2022**



Class : III BBA

Sub. Code : 17B62

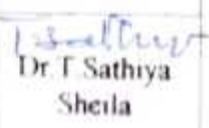
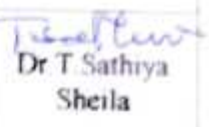
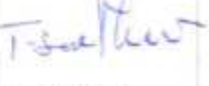
Semester : VI

Title of the Paper: : Financial Management

Total Hours : 75 Hours

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
January 2022	I	Financial Management - Definition –Finance function-Approaches to finance function-Relationship of finance with other business functions- Objectives of Financial Management-Financial decision-Functional areas of Financial Management – organization of finance function.	14	Chalk & Talk	 Dr. T. Sathiya Sheila
Feb 2022	II	Source of Capital – Security Financing- Ownership Securities-Creditorship Securities –Internal Financing- Loan Financing. Capital Structure - Forms of Capital Structure - importance-impact of leverage on EPS (simple problems), Factors Determining the Capital Structure – Optimal Capital Structure. Working capital management - Meaning, concepts, kinds of working capital- Factors determining the working capital – Estimate of working capital requirements (simple	13	Chalk & Talk	 Dr. T. Sathiya Sheila



		problems only)- Cash management (Theory only)			
March 2022	III	Cost of Capital – Definition-Significance of the Cost of capital-classification of cost - Computation of Cost of Capital - Cost of Debt, equity, retained earnings and Weighted Average Cost of Capital- Marginal Cost of Capital.	16	Chalk & Talk	 Dr. T. Sathya Sheila
April 2022	IV	Capital Budgeting – Meaning – needs and importance of Capital Budgeting- Kinds of Capital Budgeting Decisions- Methods of Capital Budgeting- Payback period, Accounting rate of return, Net present value method, and Internal Rate of Return- Factors Influencing Capital Expenditure Decisions.	17	Chalk & Talk	 Dr. T. Sathya Sheila
May 2023	V	Dividend Decision – Introduction— Theories of dividend- theory of irrelevance and theory of relevance-Walter's Model, MM Model and Gordon's Model (simple problems only), determinants of dividend Policy-forms of dividend.	15	Chalk & Talk	 Dr. T. Sathya Sheila

  
Signature of the HOD

  
Signature of the Principal  
E.M.G. YADAVA WOMEN'S COLLEGE  
MADRAS



**E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.**  
(An Autonomous Institution – Affiliated to Madurai Kamaraj University)  
Re-accredited (3<sup>rd</sup> Cycle) with Grade A<sup>+</sup> & CGPA 3.51 by NAAC



**LESSON PLAN**  
**2021-2022**




**Class : IIBBA**  
**Sub. Code : 17B63**

**Semester :VI**

**Title of the Paper: MANAGEMENT INFORMATION SYSTEM**

**Total Hours : 75 Hours**

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Jan 2022	I	Introduction to MIS – Evolution of MIS – Growth – Characteristics. Information Research Management – Role of MIS – Evolution of ERP – Implementation of ERP	14	Chalk & Talk	Dr.Mrs.V.Selva Subashini 
Feb 2022	II	Decision Support System & Planning for MIS – Types of DSS – Characteristics of DSS – Components of DSS – DSS tools for different levels of Support System – Types of Information System – Planning approaches – Challenges in Information System Planning	14	Chalk & Talk	Dr.Mrs.V.Selva Subashini 
Mar 2022	III	System development & System Analysis – System development Methodologies – People involved	15	Chalk & Talk	Dr.Mrs.V.Selva Subashini

		in system development – Software development process.			
Apr 2022	IV	System design & Implementation – Input Design – Procedure design – File design – Database design – DBMS – DBA – Design Documentation – Steps in System implementation. Factors for successful implementation – Causes for implementation – Project Management	15	Chalk & Talk	Dr. Mrs. V. Selva Subashini 
May 2022	V	Usage of computers in MIS – Role of Computers in functional information system – Functional areas in Informational system. Internet & Business – Business opportunities on Internet – Securing on Internet – Types of Electronic Commerce – E-Commerce activities	17	Chalk & Talk	Dr. Mrs. V. Selva Subashini 

  
Signature of the HOD

  
Signature of the Principal  
PRINCIPAL VC  
E.M.G. YADAVA WOMEN'S COLLEGE  
MADRAS-625 014





# E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI - 625 014.

(An Autonomous Institution - Affiliated to Madurai Kamaraj University)

Re-accredited (3<sup>rd</sup> Cycle) with Grade A\* & CGPA 3.51 by NAAC

Class: III BBA

Semester: VI

Sub. Code: 17B64

Title of the Paper: BRAND MANAGEMENT

Total Hours: 75 Hours

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Jan 2022	I	Basics understanding of brands - definitions - branding concepts - functions of brand - significance of brands - different types of brands - co branding	14	Chalk & Talk	Mrs S Divya 
Feb 2022	II	Brand strategies: Strategic brand management process - building a strong brand - brand positioning - establishing brand values - brand vision - brand elements - branding for global markets.	13	Chalk & Talk	Mrs S Divya 
Mar 2022	III	Brand communications: Brand image building - brand loyalty- meaning- brand loyalty programmes - brand promotion- methods - role of brand ambassadors, celebrities - on line brand promotions	16	Chalk & Talk	Mrs S Divya 
Apr 2022	IV	Brand extension: Brand adoption practices - different type of brand extension - factors influencing decision for extension - re-branding and re-launching	17	Chalk & Talk	Mrs S Divya 
May 2022	V	Brand performance: Measuring brand performance -brand audit - brand equity measurement - brand leverage -role of brand managers- branding challenges & opportunities	15	Chalk & Talk	Mrs S Divya 

Signature of the HOD

Signature of the Principal  
PRINCIPAL VC  
E.M.G. YADAVA WOMEN'S COLLEGE  
MADURAI - 625014





**E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI - 625 014.**  
(An Autonomous Institution - Affiliated to Madurai Kamaraj University)  
Re-accredited (3<sup>rd</sup> Cycle) with Grade A\* & CGPA 3.51 by NAAC



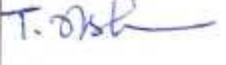
Class: III BBA

Sub. Code: 17BE6A

Semester: VI

Title of the Paper: **RETAIL MANAGEMENT**

Total Hours: 75 Hours

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Jan 2022	I	Introduction: Retailing- Definition and Scope- Retailing & Marketing Mix- Retailing Scenario in India- Key drivers for Retailing in India- Growth of Organized India - Retail formats & their revolution- Store formats in parlance.	14	Chalk & Talk	Dr. Mrs. T. Sathiya Sheila 
Feb 2022	II	Store Operation Management: Store planning- Meaning, Location planning- types of locations- stores design & retailing image mix- space mix- Concepts, floor space management- Merchandise hierarchy- Visual Merchandising- Meaning- advantages- stores atmospherics- Contents - Shop displays- types	13	Chalk & Talk	Dr. Mrs. V. Selva Subashini 
Mar 2022	III	Supply Chain Management: Meaning, Concept- Integrated supply chain- Components - Retail automation & Supply Chain Management with examples- Customer Relation Management- Meaning - Retail technology & Customer retail Management- Retail	16	Chalk & Talk	Mrs. T. Usharani 

		automation in Merchandise & Supply Chain Management			
Apr 2022	IV	Managing Retail Personnel & Customer Service Management: HR Issues- Concerns in Retailing - Manpower Planning - Recruitment- Motivation & Retention- Remuneration Structure- Various types- Salary only- Commission - Bonus- Non Cash incentives- Service Management Model	17	Chalk & Talk	Mrs.S.Divya <i>S. Divya</i>
May 2022	V	Retail Marketing Mix: Retail Marketing Mix - Components- direct marketing- types- Micro marketing- Meaning - Customer response to micro marketing- Meaning- Customer response to micro marketing- advertising- advertising mix- Franchising- types of Franchise agreements- Role of Retail sales Personnel- Qualities- Personnel Selling Process.	15	Chalk & Talk	Mrs.S.Divya <i>S. Divya</i>

*T. Sathya*  
Signature of the HOD

*Dipalatha*  
Signature of the Principal  
Principal  
E.M.G. YADVA WOMEN'S COLLEGE  
MADURAI-625014



**E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI - 625 014.**  
(An Autonomous Institution - Affiliated to Madurai Kamaraj University)  
Re-accredited (3<sup>rd</sup> Cycle) with Grade A<sup>+</sup> & CGPA 3.51 by NAAC

Class: III BBA

Sub. Code: 17SEB61

Title of the Paper: INTERVIEW TECHNIQUES

Total Hours: 30 Hours

Semester: VI

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Jan 2022	I	Interview: Meaning- Employers goal - Factors affecting an interview	6	Chalk & Talk	Mrs.S.Divya <i>S. Divya</i>
Feb 2022	II	Interview types and technique - Some Guidelines for conducting an interview	4	Chalk & Talk	Mrs.S.Divya <i>S. Divya</i>
Mar 2022	III	Preparing the Bio - Data curriculum vitae, types	7	Chalk & Talk	Mrs.S.Divya <i>S. Divya</i>
Apr 2022	IV	Common interview mistakes -Ten steps to getting prepared for interview	6	Chalk & Talk	Mrs.S.Divya <i>S. Divya</i>
May 2022	V	Do's and Don'ts during the interview. Building Rapport and Trust.	7	Chalk & Talk	Mrs.S.Divya <i>S. Divya</i>

*T. Sathya*  
Signature of the HOD

*Shyama*  
Signature of the Principal  
E.M.G. YADAVA WOMEN'S COLLEGE  
MADURAI-625014