

E.M. GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE

**An Autonomous Institution –Affiliated to Madurai Kamaraj University
Re-accredited (3rd Cycle) with Grade A⁺ & CGPA 3.51 by NAAC**



LESSON PLAN 2022-2023

DEPARTMENT OF BUSINESS ADMINISTRATION

(UG –Even Semester)



E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.
(An Autonomous Institution – Affiliated to Madurai Kamaraj University)
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LESSON PLAN
2022-2023

Class : I BBA

Sub. Code : 220U1BA2

Semester :II

Title of the Paper: Individual Development

Total Hours : 75 Hours

| Month | Unit | Description of the Syllabus | Hours Allocated | Teaching Mode & Methods | Course Teacher Signature |
|--------|------|--|--------------------|-------------------------------|--------------------------------|
| Dec 22 | I | Individual Behaviour: Understanding human behaviour - Factors influencing individual behaviour, Models of man | 14 | Chalk & Talk | Dr. V.Selva Subashini |
| Jan 23 | II | Learning and Behavior Modification: Definition - Nature, Theories of learning - shaping behaviour, Reinforcement and its kinds- use of Reinforcement | 13 | Chalk & Talk | Dr. V.Selva Subashini |
| Feb 23 | 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 | 16 | Chalk & Talk | Dr. V.Selva Subashini |
| Mar 23 | IV | Perception: Definition, Nature, Importance, Process, Factors influencing the perceptual set – Perceptual selection, Organizing, Distortion, Relevance of perception | 17 | Chalk & Talk | Dr. V.Selva Subashini |
| Apr 23 | V | Personality: Introduction, definition, Personality Dimension, Determination of Personality, Types of personality, Theories of Personality | 15 | Chalk & Talk | Dr. V.Selva Subashini |

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LESSON PLAN
2022-2023

Class : I BBA

Sub. Code : 22OUBA21

Semester: II

Title of the Paper: Cost Accounting

Total Hours : 75

| Month | Unit | Description of the Syllabus | Hour s Alloc ated | Teachin g Mode & Methods | Course Teacher Signature |
|----------|------|--|----------------------------|--------------------------------------|--------------------------------|
| Dec 22 | 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 and talk | Dr. T. Sathiya Sheila |
| Jan 23 | 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. | 17 | Chalk and talk | Dr. T. Sathiya Sheila |
| Feb 23 | III | Inventory System – Periodic and Perpetual Inventory system- Bin card and Store ledger. Material Issue Control- Pricing of materials- FIFO, LIFO, Simple Average and Weighted Average. | 14 | Chalk and talk | Dr. T. Sathiya Sheila |
| March 23 | 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 | 18 | Chalk and talk | Dr. T. Sathiya Sheila |
| April 23 | 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). | 12 | Chalk and talk | Dr. T. Sathiya Sheila |

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LESSON PLAN
2022-2023

Class : I BBA

Sub. Code : 22OUBA22

Semester: II

Title of the Paper: Environment of Business

Total Hours : 75

| Month | Unit | Description of the Syllabus | Hours Allocated | Teaching Mode & Methods | Course Teacher Signature |
|--------|------|--|-----------------|-------------------------|--------------------------|
| Dec 22 | I | Business Environment Business Environment: Meaning – Concept – Nature – Significance – Various environments affecting Business: Social economic political and legal, culture, competitive, demographic, technological and their impact in business | 15 | Chalk and talk | T. Usharani |
| Jan 23 | II | Government & Political Environment Government & Political Environment: Government and business relationship in India – Provision of Indian constitution about business – State regulations on business | 18 | Chalk and talk | T. Usharani |
| Feb 23 | III | Society and Culture Environment Society and Culture Environment: Culture – Elements of culture – Impact of a foreign culture – Joint family system. Social responsibilities of business – Responsibilities of shareholders, customers, community, and the government | 15 | Chalk and talk | T. Usharani |
| Mar 23 | IV | Economic Environment Economic Environment: Economic system, Socialism – Capitalism – Mixed economy – their impact on business– Public sector, Private sector, Joint sector–Objectives, Growth of Public sector in India | 14 | Chalk and talk | T. Usharani |
| Apr 23 | V | Legal and Technological Environment Legal and Technological Environment: Industrial Licensing Policy 1991 – FEMA –SEBI – TRIP's – WTO – GATT – Impact of technological changes in business | 13 | Chalk and talk | T. Usharani |

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LESSON PLAN 2022-2023

Class : I BBA

Sub. Code : 22OUBAGEBA2

Semester: II

Title of the Paper: Banking Law and Practice

Total Hours : 75

| Month | Unit | Description of the Syllabus | Hours Allocated | Teaching Mode & Methods | Course Teacher Signature |
|--------|------|---|-----------------|-------------------------|------------------------------------|
| Dec 22 | I | Definition of the term banker & customer – The relationship between a banker and a customer. General and special relationship. Bank customers – special types – minor – a married woman – drunkard – A partnership firm – A joint stock company, Non – Trading companies – joint account | 15 | Chalk and talk | <i>P. Geetha</i> Mrs. P. Geetha |
| Jan 23 | II | General precautions for opening account – Current Deposit account – Fixed Deposit account – Savings Deposit accounts – Insurance Linked with Savings Bank Deposit & Other Deposits – Recurring Deposit accounts | 18 | Chalk and talk | <i>P. Geetha</i> Mrs. P. Geetha |
| Feb 23 | III | Paying Banker – Precautions before Honouring a Cheque – Circumstances under which a cheque can be dishonoured – statutory protection to a paying banker – Payment in due course – Holder in due course | 15 | Chalk and talk | <i>S. Divya</i> Mrs. S. Divya |
| Mar 23 | IV | Collecting Banker – Banker as a Holder for value – Banker as an Agent – conversion – statutory protection – basis of negligence – Duties of a collecting banker | 14 | Chalk and talk | <i>S. Divya</i> Mrs. S. Divya |
| Apr 23 | V | Loans and advances – Principles of sound lending – secured and unsecured advances – Forms of advances (Types of advances) – Loans, cash, credit, overdraft- modes of charging Security- Lien, Pledge, Mortgage. Innovative practices in banking-POS (Point of Sale), NEFT (National Electronic Fund Transfer), Debit card, Credit card, International Fund Transfer | 13 | Chalk and talk | <i>S. Divya</i> Mrs. S. Divya |

T. Sathya
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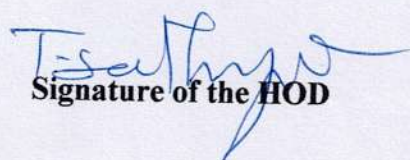
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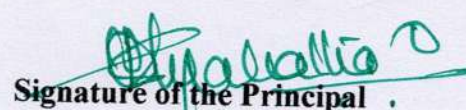
LESSON PLAN
2022-2023

Class : Non Major Elective
Sub. Code : 22OUBAID2
Title of the Paper: Body Language
Total Hours : 30Hours

Semester: II

| Month | Unit | Description of the Syllabus | Hours Allocated | Teaching Mode & Methods | Course Teacher Signature |
|--------|------|--|-----------------|-------------------------|--------------------------|
| Dec 22 | I | Body Language- Meaning – Characteristics of Body Language- Verbal & Non Verbal. | 6 | Chalk and talk | T. Usharani |
| Jan 23 | II | Aspects of Body Language – Gestures, Body Movements, Behaviour, Emotions, Tone & Voice, Vibrations, Moods, Advantages of Learning Body Language. | 6 | Chalk and talk | T. Usharani |
| Feb 23 | III | Body Language in Business – Face – General Characteristics- Smiling- Categories of Smile. | 6 | Chalk and talk | T. Usharani |
| Mar 23 | IV | Head Gestures – The Eyes – Eye Contact - Hands | 6 | Chalk and talk | T. Usharani |
| Apr 23 | V | The legs – Styles of sitting – Traits & Attitudes. | 6 | Chalk and talk | T. Usharani |


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LESSON PLAN
2022-2023

Class : I BBA

Semester :II

Sub. Code : 22OUBASE2P

Title of the Paper: Practical - Computerized Accounting – II

Total Hours : 30 Hours

| Month | Unit | Description of the Syllabus | Hours Allocated | Teaching Mode & Methods | Course Teacher Signature |
|--------|------|-----------------------------------|--------------------|-------------------------------|--------------------------------|
| Dec 22 | I | Maintaining stock details | 6 | Computer Lab | Dr. V. Selva Subashini |
| Jan 23 | II | Preparation of Inventory vouchers | 6 | Computer Lab | Dr. V. Selva Subashini |
| Feb 23 | III | Invoicing | 6 | Computer Lab | Dr. V. Selva Subashini |
| Mar 23 | IV | Financial statutory Reports | 6 | Computer Lab | Dr. V. Selva Subashini |
| Apr 23 | V | Inventory Statutory Reports | 6 | Computer Lab | Dr. V. Selva Subashini |

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LESSON PLAN
2022-2023

Class : II BBA

Sub. Code : 21B41

Semester :IV

Title of the Paper: Business Mathematics

Total Hours : 75 Hours

| Month | Unit | Description of the Syllabus | Hours Allocat ed | Teaching Mode & Methods | Course Teacher Signature |
|--------|------|--|------------------|-------------------------|--------------------------|
| Dec 22 | I | Set Theory - Set Definition - Operations on sets - Venn diagram - Laws of Sets - Verification of Laws by Venn diagrams and Examples - Solving problems using set theory | 14 | Chalk & Talk | Dr. V. Selva Subashini |
| Jan 23 | II | 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. | 13 | Chalk & Talk | Dr. V. Selva Subashini |
| Feb 23 | III | Differential Calculus (Trigonometric Function excluded) - Rules - Sum rule, Product rule, Quotient rule - Function of a Function rule - Simple Problems | 16 | Chalk & Talk | Dr. V. Selva Subashini |
| Mar 23 | IV | Maxima - Minima (Single variable cases), Simple marketing models, Fencing problems, Container dimensions, finding the minimum cost lot size (Instantaneous production and no shortage) | 17 | Chalk & Talk | Dr. V. Selva Subashini |
| Apr 23 | V | Matrices - Types - Addition - Multiplication - Matrix inversion. Solving a system of linear equation using matrix inversion - Rank of matrix. | 15 | Chalk & Talk | Dr. V. Selva Subashini |

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LESSON PLAN 2022-2023

Class : II BBA

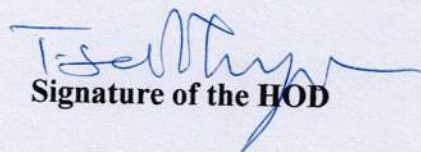
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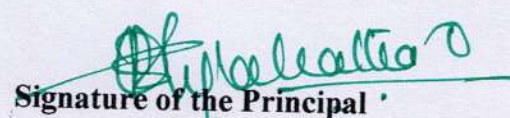
Semester: IV

Title of the Paper: Entrepreneurial Development

Total Hours : 75

| Month | Unit | Description of the Syllabus | Hours Allocated | Teaching Mode & Methods | Course Teacher Signature |
|--------|------|--|-----------------|-------------------------|--------------------------|
| Dec 22 | I | Entrepreneurship – Meaning, Importance – Entrepreneur – Definition characteristics of Entrepreneur, Types & Functions, Growth of entrepreneurship in India, Entrepreneurial & Economic Development. Factors influencing Entrepreneurship – Internal Factors – Family Atmosphere, Categories of Internal factors (Personality) Psychological. External factors – Political, Social, Cultural, Economic, Legal Technical, Government & Non – Government policies, Barriers to Entrepreneurship | 17 | Chalk and talk | T. Usharani |
| Jan 23 | II | Problems of Entrepreneurs: Women Entrepreneurs, Definition, Problems, Steps to encourage Women Entrepreneurs. Government Schemes for Women Entrepreneurs in India – Self-help Groups. | 15 | Chalk and talk | T. Usharani |
| Feb 23 | III | Entrepreneurship development programmes – Meaning of EDPS, Importance of EDPs, Course contents and curriculum of Entrepreneurial training programme, Types of EDPs, Problems faced by EDPs, Phases of EDPs (Initial, development & Support phase) | 15 | Chalk and talk | T. Usharani |
| Mar 23 | IV | Starting a new venture-Project Identification-Project Report- Project Appraisal- MSME: Meaning-Objectives-Importance- Functions. | 14 | Chalk and talk | T. Usharani |
| Apr 23 | V | Institutional Support to Entrepreneurs – DIC, ITCOT, SIDCO, SISI, TIIC, SIDBI. – Sickness in Small Scale Industry. | 14 | Chalk and talk | T. Usharani |


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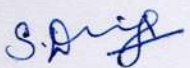
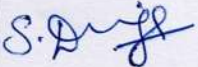

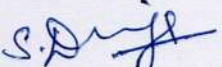
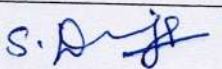
Class : II BBA

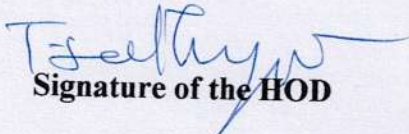
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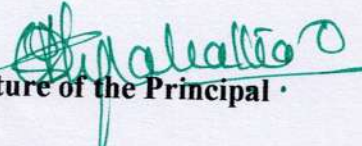
Semester: IV

Title of the Paper: Customer Relationship Management

Total Hours : 75

| Month | Unit | Description of the Syllabus | Hours Allocated | Teaching Mode & Methods | Course Teacher Signature |
|--------|------|--|-----------------|-------------------------|--|
| Dec 22 | I | Introduction- Types of CRM- Significance of CRM - CRM success factors - Components of CRM- CRM chain – CRM process - Emergence of CRM Practice | 15 | Chalk and talk |  Mrs.S.Divya |
| Jan 23 | II | CRM in Marketing- One-on-one relationship marketing- Cross selling - Customer Retention, Behaviour Prediction - Customer Profitability & Value Modeling - Channel Optimization - Event-based marketing. - CRM and Customer Service - The Call Centre, Call Scripting | 18 | Chalk and talk |  Mrs.S.Divya |
| Feb 23 | III | CRM satisfaction- Meaning & Definition- Components of Customer Satisfaction- Models - Measuring Customer Satisfaction- Scales and Models for Measuring Customer Satisfaction | 15 | Chalk and talk |  Mrs.S.Divya |
| Mar 23 | IV | Customer Loyalty- Concept & Significance of Customer Loyalty- Defining Customer Loyalty- Customer Loyalty Ladder and Principles- Categories of Customer Loyalty- Factors affecting Customer Loyalty | 14 | Chalk and talk |  Mrs.S.Divya |
| Apr 23 | 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 | 13 | Chalk and talk |  Mrs.S.Divya |


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LESSON PLAN 2022-2023

Class : II BBA

Sub. Code : 21B42

Semester: IV

Title of the Paper: Strategic Management

Total Hours : 75

| Month | Unit | Description of the Syllabus | Hours Allocated | Teaching Mode & Methods | Course Teacher Signature |
|--------|------|--|-----------------|-------------------------|---|
| Dec 22 | I | Strategy- Meaning- Definition- Strategic Decision Making- Approaches of Strategic Decision Making. - Strategic Management- Need- Strategic Management Planning Process- Strategic plan during recession, recovery, boom and depression, Stability Strategy – Expansion Strategy – Merger Strategy – Retrenchment Strategy - Restructure Strategy - Corporate level Strategy – Business level Strategy and Functional level Strategy - Competitive Analysis, Porter's Five forces mode. | 15 | Chalk and talk | <i>P. Geetha</i> P. Geetha |
| Jan 23 | II | Corporate Strategy- Concept- Scope- Components- Strategy Formulation- Affection Factors- Process of Strategic planning- Project Life Cycle – Portfolio Analysis – BCG Matrix – GE Matrix – Step High Strategy – Directional Policy Matrix Strategic Management – Generic Strategic Alternatives – Horizontal, Vertical diversification-Strategy Evolution – Process. | 18 | Chalk and talk | <i>T. Usharani</i> T. Usharani |
| Feb 23 | III | Implementation of Strategy and Functional Strategies- Elements of Strategy Implementation – Procedural Implementation- Structural Implementation – Behavioral Implementation – Leadership Implementation- Functional and Operational Implementation- Functional Strategies- Functional Plans and Policies – Integration of Functional Plans and Policies – Integration Functional Plans and Policies – ERP – Features and Applications. | 15 | Chalk and talk | <i>T. Usharani</i> T. Usharani |
| Mar 23 | IV | Corporate Restructuring- Concept- Process- Mergers and Acquisition- Amalgamation- Strategies for Acquisition and Absorption of Technology- Joint Venture – Organization Structure- Corporate Development- Cooperative Strategies – Reasons for Strategic Alliances – Risks and Costs of Strategic Alliances. | 14 | Chalk and talk | <i>T. Sathiyasheila</i> T. Sathiyasheila |
| Apr 23 | V | Global Strategies- Global Expansion Strategies – MNC Mission Statement – Market Entry- International Strategy – Business Level Strategy- Strategic Leadership- Strategic Evolution- Importance- Barriers- Evolution Criteria- Strategic Control- Operational Control- Characteristics of an Effective Control System- Control Process- Evolution Techniques for Operational Control. | 13 | Chalk and talk | <i>T. Sathiyasheila</i> T. Sathiyasheila |

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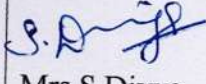

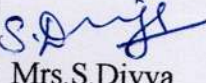
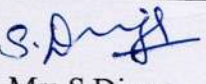

Class : II BBA

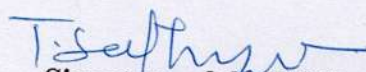
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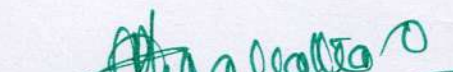
Semester: IV

Title of the Paper: Legal Aspects of Business

Total Hours : 75

| Month | Unit | Description of the Syllabus | Hours Allocated | Teaching Mode & Methods | Course Teacher Signature |
|--------|------|---|--------------------|-------------------------------|--|
| Dec 22 | I | Contract Act – An overview, Nature of a Contract, Legal aspects of Contract | 15 | Chalk and talk |  Mrs.S.Divya |
| Jan 23 | II | Agency and Sale of Goods Act – Agency, Kinds of Agent, Duties of an Agent, Liability of an Agent, Sale of goods – Difference between Sales and Agreement to sell, conditions and warranties, transfer of property, Performance of contract of sale, Rights of unpaid seller | 18 | Chalk and talk |  Mrs.S.Divya |
| Feb 23 | III | Labour Laws I – Industrial Disputes Act 1947, Factories Act 1948, Trade Union Act 1926, and Maternity benefit Act 1961 | 15 | Chalk and talk |  Mrs.S.Divya |
| Mar 23 | IV | Labour Laws II – Payment of wages Act 1936, Payment of Bonus Act 1965, Payment of Gratuity Act 1962 | 14 | Chalk and talk |  Mrs.S.Divya |
| Apr 23 | V | Insurance - Nature and characteristics of Insurance Contract, Principles of Insurance, Life Insurance, Marine Insurance, Carriage Insurance, Private Carrier and Common Carrier, Rights of common carrier, Duties of common carrier, Liabilities of a common carrier. | 13 | Chalk and talk |  Mrs.S.Divya |


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LESSON PLAN
2022-2023

Class : II BBA

Sub. Code : 21SEB41

Title of the Paper: Counselling

Total Hours : 30

Semester: IV

| Month | Unit | Description of the Syllabus | Hours Allocated | Teaching Mode & Methods | Course Teacher Signature |
|--------|------|---|-----------------|-------------------------|---------------------------|
| Dec 22 | I | Counselling: Definition-meaning-functions-applications. Areas of counseling: Personal counseling- family counseling-academic counseling- career counseling-abuse and disability counseling-disaster counseling | 6 | Chalk and talk | Dr. T. Sathiya Sheila |
| Jan 23 | II | Counselling Approaches: Psychoanalytic therapy: Gestalt Therapy – existential therapy – behavioural therapy and cognitive therapy. (Fundamental concepts only) | 6 | Chalk and talk | Dr. T. Sathiya Sheila |
| Feb 23 | III | Counselling Setting: Directive counselling: Non directive counselling – counselling skills. Characteristics, role and functions of a counsellor. Physical setting: place – infrastructure | 6 | Chalk and talk | Dr. T. Sathiya Sheila |
| Mar 23 | 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 | 6 | Chalk and talk | Dr. T. Sathiya Sheila |
| Apr 23 | V | Ethics and Multicultural Issues: Ethical and legal aspects of counselling – counselling in a multicultural environment | 6 | Chalk and talk | Dr. T. Sathiya Sheila |

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2022-2023

Class : III BBA

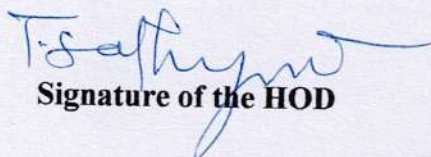
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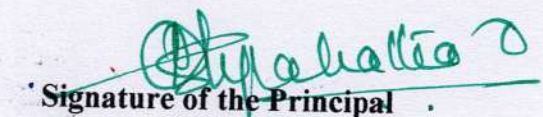
Semester: VI

Title of the Paper: Human Resource Management

Total Hours : 75

| Month | Unit | Description of the Syllabus | Hours Allocated | Teaching Mode & Methods | Course Teacher Signature |
|--------|------|--|-----------------|-------------------------|--------------------------|
| Dec 22 | 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 | 15 | Chalk and talk | T. Usharani |
| Jan 23 | 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. | 18 | Chalk and talk | T. Usharani |
| Feb 23 | III | Human resource development: Career planning and counseling, Employer Training - concept and need of training - objectives - methods. Management development | 15 | Chalk and talk | T. Usharani |
| Mar 23 | 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. | 14 | Chalk and talk | T. Usharani |
| Apr 23 | V | Collective bargaining - meaning - objectives. Industrial relations and Industrial disputes - concept, objectives, causes of industrial disputes - preventive and settlement machinery. | 13 | Chalk and talk | T. Usharani |


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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 |
|----------|------|--|-----------------|-------------------------|--------------------------|
| Dec 22 | 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 |
| Jan 23 | 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 problems only)- Cash management (Theory only) | 13 | Chalk & Talk | Dr.T.Sathiya Sheila |
| Feb 23 | 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.Sathiya Sheila |
| March 23 | 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.Sathiya 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.Sathiya Sheila |

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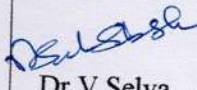
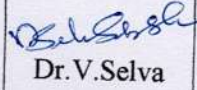
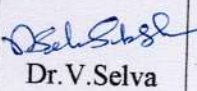
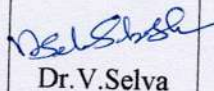
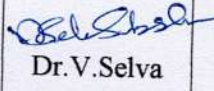
Class : III BBA

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 |
|--------|------|---|-----------------|-------------------------|---|
| Dec 22 | 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. V. Selva Subashini |
| Jan 23 | 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 | 13 | Chalk & Talk |  Dr. V. Selva Subashini |
| Feb 23 | III | System development & System Analysis - System development Methodologies - People involved in system development - Software development process | 16 | Chalk & Talk |  Dr. V. Selva Subashini |
| Mar 23 | 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 | 17 | Chalk & Talk |  Dr. V. Selva Subashini |
| Apr 23 | 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. | 15 | Chalk & Talk |  Dr. V. Selva Subashini |


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LESSON PLAN
2022-2023

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 Allocat ed | Teaching Mode & Methods | Course Teacher Signature |
|--------|------|--|------------------------|-------------------------------|--------------------------------|
| Dec 22 | | 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 | P. Geetha |
| Jan 23 | | 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. V. Selva Subashini |
| Feb 23 | | 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 automation in Merchandise & Supply Chain Management | 16 | Chalk & Talk | Dr. V. Selva Subashini |
| Mar 23 | | 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 | Dr. V. Selva Subashini |
| Apr 23 | | 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 | Dr. V. Selva Subashini |

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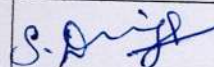
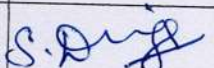
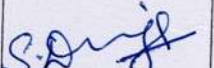


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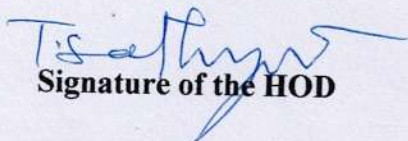
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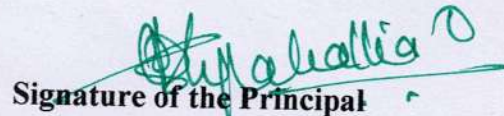
Semester: VI

Title of the Paper: Brand Management

Total Hours : 75

| Month | Unit | Description of the Syllabus | Hours Allocated | Teaching Mode & Methods | Course Teacher Signature |
|--------|------|---|-----------------|-------------------------|--|
| Dec 22 | I | Basics understanding of brands – definitions – branding concepts – functions of brand -significance of brands – different types of brands – co branding | 15 | Chalk and talk |  Mrs.S.Divya |
| Jan 23 | II | Brand strategies: Strategic brand management process – building a strong brand – brand positioning – establishing brand values – brand vision – brand elements – branding for global markets. | 18 | Chalk and talk |  Mrs.S.Divya |
| Feb 23 | III | Brand communications: Brand image building – brand loyalty- meaning- brand loyalty programmes – brand promotion- methods – role of brand ambassadors, celebrities – on line brand promotions | 15 | Chalk and talk |  Mrs.S.Divya |
| Mar 23 | IV | Brand extension: Brand adoption practices – different type of brand extension – factors influencing decision for extension – re-branding and re-launching | 14 | Chalk and talk |  Mrs.S.Divya |
| Apr 23 | V | Brand performance: Measuring brand performance –brand audit – brand equity measurement – brand leverage -role of brand managers– branding challenges & opportunities | 13 | Chalk and talk |  Mrs.S.Divya |


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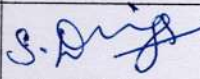
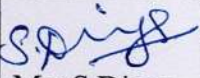
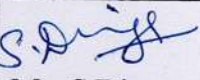
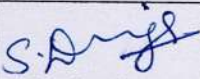
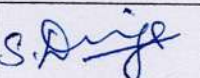
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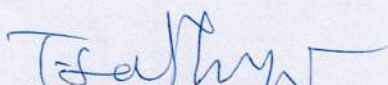
Semester: VI

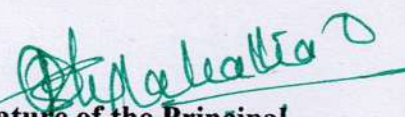
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Title of the Paper: Interview Technique

Total Hours :

| Month | Unit | Description of the Syllabus | Hours Allocated | Teaching Mode & Methods | Course Teacher Signature |
|--------|------|---|-----------------|-------------------------|--|
| Dec 22 | I | Interview: Meaning- Employers goal - Factors affecting an interview | | Chalk and talk |  Mrs.S.Divya |
| Jan 23 | II | Interview types and technique - Some Guidelines for conducting an interview | | Chalk and talk |  Mrs.S.Divya |
| Feb 23 | III | Preparing the Bio – Data curriculum vitae, types | | Chalk and talk |  Mrs.S.Divya |
| Mar 23 | IV | Common interview mistakes –Ten steps to getting prepared for interview | | Chalk and talk |  Mrs.S.Divya |
| Apr 23 | V | Do's and Don'ts during the interview. Building Rapport and Trust | | Chalk and talk |  Mrs.S.Divya |


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