



AUXILIUM COLLEGE (Autonomous)

(Accredited by NAAC with A+ Grade with a CGPA of 3.55 out of 4 in the 3rd cycle)
Gandhi Nagar, Vellore – 6.

**DEPARTMENT OF BBA –
HOSPITAL ADMINISTRATION
LESSON PLAN
2018-2019**

Semester III - II MBA

PEHRB - 15 : Management Training and Development

MONTH	WEEK	PORTIONS TO BE COVERED
June	Third	Unit I Training concepts - benefits - characteristics. Process - Models - Types.
	Fourth	Approaches - competency based training
July	First	Competencies of training manager - Training needs
	Second	Unit II Roles - responsibilities of training and managers
	Third	Learning Process - definition
	Fourth	Various Domains of Learning
August	First	Unit III Lecture Method - Team building
	Second	Question & Answer - Learning groups
	Third	Buzz groups - In basket
	Fourth	Panel Discussion - Case Method

MONTH	WEEK	PORTIONS TO BE COVERED
September	First	Unit <u>IV</u> Seminar - Symposium
	Second	Roleplay - Simulation
	Third	Game - Forcefield Analysis
	Fourth	Assignment - Action Learning
October	First	Unit <u>V</u> Concept process in assignment
	Second	Evaluation - definition - purpose
	Third	Framework - management development
	Fourth	Revision

BOOKS REFERRED

1. B.L. Gupta "Management Training and development."
2. Stephen P. Robbins "Training in interpersonal skills."

W 3/7/18

SEMESTER III - II BBA (CHA)

UEHAB18 - ELECTIVE II - Logistics and Supply Chain Management

Month	Week	Portions to be covered
June	Third	Unit I Introduction - Definition - Importance
	Fourth	Objective - Process - Decision Phases.
July	First	Supply chain strategies - Value Chain - Scope
	Second	
	Third	Unit II Forecasting Methods - Planning - Pricing
	Fourth	Framework - Distribution network.
August	First	Unit III Pricing - Multiple Customer Segment
	Second	Demand - Seasonal - Bulk or spot
	Third	Aggregate Planning - Strategies
	Fourth	Unit IV Role of IT in supply chain management - Customer Relationship management.
September	First	Supplier Relationship Management -

Month	Week	Portions to be covered
September	Second	Co-ordination in SCM - Bullwhip
	Third	Effect - Obstacles and explanation
	Fourth	Issues in co-ordination -
October	First	Unit V Flow of Logistics
	Second	Features of Hospital Logistics.
	Third	Models - Analysis of the Logistics Systems
	Fourth	Revision

Books Referred

1. Chopra S & Mendil. P - Supply chain Management: Strategy, Planning and Operations, Latest Edition.
2. Ronald H Ballou - and Sanir K Seivatsava - Business Logistics / Supply chain Management.

3/7/18

SEMESTER I : I BBA (HA)

UCAA18 - Principles of Management

Month	Week	Portions to be covered
June	Fourth	Unit I Introduction - Nature - scope of management
July	First	Importance of management - management as art, science and profession
	Second	Functions of Management - contributions of F.W. Taylor & Henry Fayol
	Third	Unit II Planning - characteristics - types of planning - process
	Fourth	Importance - SWOT analysis.
September	First	Decision making - types of decision - process - barriers to decision
	Second	Unit III Organising - types of organisation - charts - span of control.
	Third	Principles of delegation - Steps in delegation.

Month	Week	Portions to be covered
	Fourth	Staffing - meaning - nature importance - recruitment - selection - training
October	First	Directing - nature - meaning - significance.
	Second	Co-ordination - control
	Third	Case Study Analysis - Reporting & budgeting
	Fourth	Revision

Books Referred

1. L. M. Prasad - Principles of Management,
Sultan Chaud & Sons, Latest Edition
2. C. B. Gupta - Business Management, 8^m Edition,
Sultan Chaud & Sons, 2013

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Date	Class	Portions Covered	Books Referred
18.06.18 to 22.06.18	II MBA II BHA	Training concepts - Benefits - characteristics Introduction - Definition and Process	B.L. Gupta - Management Training & Develop- ment. Chopra.S. & P.Meindl - Supply chain Management
25.06.18 to 29.06.18	II MBA II BHA I BHA	Process and Models Decision Phases of supply chain management Introduction - Nature- Features	B.L. Gupta - Training & Develop- ment Chopra.S. & P.Meindl - Supply chain Management C.B. Gupta - Business Management
02.07.18 to 06.07.18	II MBA II BHA I BHA	Competencies of training manager Supply chain strategies Functions of management	B.L. Gupta - Training & Development Chopra.S. & P.Meindl. C.B. Gupta - Business Management

Date	Class	Portions Covered	Books Referred
09.07.18 to 13.07.18	<u>II</u> MBA <u>II</u> BHA <u>I</u> BHA	Role and responsibilities Achieving strategic fit Contributions of F.W. Taylor	B.L. Gupta - Training & Development Chopra & P. Meindel - Logistics & Supply Chain Mgt. C.B. Gupta - Business Management
16.07.18 to 20.07.18	<u>II</u> MBA <u>II</u> BHA <u>I</u> BHA	Learning Process Forecasting Methods - Pricing Planning - nature & types	B.L. Gupta - Training & Development Chopra & P. Meindel - Logistics & Supply Chain Management C.B. Gupta - Business Management
23.07.18 to 27.07.18	<u>II</u> MBA <u>II</u> BHA <u>I</u> BHA	Domains of Learning Framework - distribution networks. SWOT - Decision making - organising	B.L. Gupta - Training & Development chopra & P. Meindel - Logistics & Supply Chain Management C.B. Gupta - Business Management
30.07.18 to 03.08.18 - I CA Examinations.			

Date	Class	Portion Covered	Books Referred
06.08.18 to 10.08.18	<u>I</u> MBA <u>II</u> BHA <u>I</u> BHA	Lecture method - Team building Pricing - multiple customer segment. Staffing - Principles	B.L. Gupta - Training & Development Chopra & P. Meindl - Logistics & SCM. C.B. Gupta - Business Management
13.08.18 to 17.08.18	<u>II</u> MBA <u>II</u> BHA <u>I</u> BHA	Question Answer - Learning groups. Demand - seasonal - bulk Principles of delegation	B.L. Gupta - Training & Development. Chopra & P. Meindl - RSCM. C.B. Gupta - Business Management.
20.08.18 to 24.08.18	<u>II</u> MBA <u>II</u> BHA <u>I</u> BHA	Buzz groups - In basket Aggregate planning Organisation charts and span of control	B.L. Gupta - Training & Development Chopra & P. Meindl LSCM C.B. Gupta - Business Management.
27.08.18 to 31.08.18	<u>II</u> MBA <u>II</u> BHA <u>I</u> BHA	Panel discussion - Case Method Role of IT in sc. Recruitment - selection and Training	Stephen P Robins Training in interprises Ronald H. Ballou - Business Logistics L.M. Prasad - Principles of Mgt.

Date	Class	Portions Covered	Book Referred
03.09.18 to 07.09.18	II BHA I BHA MBA	Bullship Effect Training Evaluation Techniques	Ronald H Ballou - Logistics Management C. B. Gupta - Business Mgt B. L. Gupta "Management Training & development"
10.9.18 to 14.9.18	II BHA I BHA II MBA	Co-ordination & Managerial levers Directing Method of assessments	Ronald H Ballou - "Logistics Management" C. B. Gupta - Business Management Training & Development
17.9.18 to 24.9.18	II BHA I BHA II MBA	Strategies in co-ordination. Controlling and control methods. Management Development	Ronald H Ballou - Logistics Management C. B. Gupta - Business Management.
25.9.18 to 01.10.2018		II CA Examinations	
03.10.18 to 6.10.18	II BHA I BHA II MBA	Healthcare logistics Reporting in Management Framework of Management development	http://revcycleintelligence.com www.yourarticlelibrary.com C. B. Gupta - Business Management

Date	Class	Portions Covered	Book Referred
08. 10. 2018 to 12. 10. 2018 As 12/10/18	II BHA I BHA II MBA	Challenges, configuration, models in Healthcare logistics. Types of reports and budgets. Concepts in evaluation assessment and development	www.semanticscholar.com www.growthforce.com www.linkedin.com L. B. Gupta - Management Development
15. 10. 2018 to 26. 10. 2018 As 22/10/18 29/10/18	II BHA I BHA II MBA	Revision of V and important topics. Case study Analysis and revision. Revision of IV and V unit	Ronald H Ballou - Logistics Management C. B. Gupta - Business Management L. B. Gupta - Management Development

SEMESTER IV

PCBA011 - LOGISTICS AND SUPPLY CHAIN MANAGEMENT

MONTH	WEEK	PORTIONS COVERED
NOVEMBER	Third	Introduction and planning Definition supply chain Activity mix.
	Fourth	Importance, objectives, strategy and planning
DECEMBER	First	Corporate strategy, selecting the proper channel
	Second	Measuring strategy and performance
	Third	Customer Service goals and transportation strategy
	Fourth	Nature of logistics, Product characteristics - Product packaging
January	First	Customer Service defined, order cycle time

MONTH	WEEK	PORTIONS COVERED
January	Second	Modeling the sales - service relationship. Transport fundamentals.
	Third	Forecasting supply chain requirements
	Fourth	Methods - Techniques - special predictions - Inventory policy
February	First	Types - classification - Push pull inventory
	Second	Driven inventory control - Purchasing and supply scheduling
	Third	Storage and handling system - handling decisions.
	Fourth	
March	First	Facility location decisions - single
	Second	Dynamic retail service location - other location
	Third	Organising effort - choices - operations positioning
	Fourth	Control system details

Books Referred

- * Business Logistics / Supply Chain, Ronald H Ballou and Samir K Seivastava

19/1/24

UCHAC18 - HEALTH CARE ETHICS

MONTH	WEEK	PORTIONS TO BE COVERED
November	Third	Business ethics - Introduction - role & importance. Value of business ethics
	Fourth	Definition - Impact - Business strategy - Types of ethical issues.
December	First	Social responsibility and distributive justice.
	Second	Social responsibility towards business - employees - Customers
	Third	Vendors and Government
	Fourth	Social audit - need - importance - purpose
January	First	Codes of conduct - Principles of medical ethics.
	Second	International code of ethics duties of a doctor.

MONTH	WEEK	PORTIONS TO BE COVERED
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	Third	Paramedical - Patient - Medical negligence
	Fourth	Confidentiality - Professional Secrecy

February	First	Rights of patient - Informed consent - Privileged communication
	Second	Reproductive Medicine Ethical issues in transplantation
	Third	Irrational Drug Therapy - human experimentation - clinical trials
	Fourth	Sex pre-selection - Female feticide.

March	First	Assisted reproductive technologies
	Second	Surrogacy - Abortion - euthanasia
	Third	Organ donation - Revision
	Fourth	Revision

Books Referred

- * CM Francis Medical Ethics, Jaypee, 2nd
- * Shaw William, Business Ethics

19/11/18

Date	Class	Portions Covered	Books Referred
19.11.18 to 23.11.18	I BHA II MBA	Introduction - Role and importance Introduction and planning - definition	Sankaran.S, Business Ethics Ronald H Ballou Samir.K. Srivastava Business Logistics
26.11.18 to 30.11.18	I BHA II MBA	Value of ethics - Impact - Business Strategy Supply chain Activity mix - importance - objectives	Sankaran.S, Business Ethics Ronald H Ballou, Samir K Srivastava Business Logistics
3.12.18 to 7.12.18	I BHA II MBA	Impact of business policy and ethics. Corporate strategy, selecting the proper channel	www.managementstudyguide.com Ronald H Ballou Samir K Srivastava Business Logistics.
10.12.18 to 14.12.18	I BHA II MBA	Types of ethical issue and business strategy Nature of logistics, product characteristics - product packaging	www.managementstudyguide.com Ronald H Ballou Samir K Srivastava Business Logistics
17.12.18 to 21.12.18	I BHA II MBA	Customer service defined and transportation goals. Corporate Social Responsibility I CA Examinations	www.managementstudyguide.com

Date	Class	Portions Covered	Books Referred
3.01.2019 to 8.01.19	I BHA II MBA	Government and Social audit need and importance Customer service defined order cycle time, modeling sales	www.management studyguide.com Ronald H Ballou Samir K Srivastava "Business Logistics"
9.1.19 to 19.1.19		I CA Examinations and Pongal Holidays	
21.1.19 to 25.1.19	II MBA I BHA	II CA Examinations Code of Conduct	CM Francis Medical Ethics, Jaypee Edition
28.1.19 to 01.02.19	II MBA I BHA	Organisation and Control in logistics function Principles of medical Ethics	Ronald H Ballou Samir K Srivastava "Business Logistics" CM Francis "Medical Ethics"
01.02.19			

Date	Class	Portions Covered	Books Referred
04-2-19 to 08-02-19	I BHA	Codes of conduct - International code of Ethics	CM Francis - 'Medical Ethics'
As 8/2/19	II BHA	Project introduction - Objectives, limitation	-
11-02-19 to 15-02-19	I BHA	Duties of a medical professional, doctor, paramedical	CM Francis - Medical Ethics
As 15/2/19	II MBA	Questionnaire preparation, Review of literature	-
18-02-19 to 22-02-19	I BHA	Patient Handling and Medical Negligence	CM Francis - Medical Ethics
As 22/2/19	II MBA	Scope of the study, questionnaire and review of literature.	-
25-02-19 to 01-03-19	I BHA	Irrational drug therapy - human experimentation	CM Francis / Medical Ethics
As 1/3/19	II MBA	Introduction - company profile	-

Date	Class	Portions Covered	Books Referred
04-3-19 to 08-03-19	I BHA	Rights of patient - informed consent - Reproductive medicine	CM Francis - Medical Ethics.
8/3/19	II MBA	Research Methodology	-
11-03-19 to 15-03-19	I BHA	Irrational Drug Therapy - experimentation - clinical trials	CM Francis - Medical Ethics.
15/8/19	II MBA	Basics in data analysis	-
19-03-19 to 22-03-19	I BHA	Euthansia - Assisted Technologies - Human experimentation	CM Francis - Medical Ethics.
22/5/19	II MBA	Inferential Analysis	-
25-03-19 to 02-04-19	I BHA	Organ donation - Revision	CM Francis - 'Medical Ethics'
24/4/19	II MBA	Findings, suggestion - rough draft	-

L. Dejjallany I.
8/5/19

Academic Year 2018-19 (Odd Semester)
SEMESTER - III - BBA(HA)

UCHAG18 - FINANCIAL ACCOUNTING

MONTH	WEEK	PORTIONS TO BE COVERED
June	Third	Definition of Accounting - Financial accounting - functions.
	Fourth	Limitations - Meaning of Accounting Principles
July	First	Accounting concepts & conventions - features.
	Second	System of book keeping - Single Entry system - Double entry system.
	Third	Meaning of debit & credit - Advantages of double entry system - Distinction between double entry & single entry
	Fourth	Equation - Rules for accounting equation uses of computer in accounting.
August	First	I CA Examination
	Second	Accounting cycle - Introduction - Journal & Journalisation - Classification of account - Ledger - meaning of ledger -
	Third	Method of preparing an account - Posting in the ledger.
	Fourth	Balancing of ledger - Distinction between Journal and ledger.
	Fifth	Subsidiary - Preparation of different subsidiary books.

MONTH	WEEK	PORTIONS TO BE COVERED
September	First	Sales book - purchases book - Sales Return book - purchase return book - Cash book
	Second	Types - petty cash book - Bills receivable book - Bills payable book - General journal or journal proper.
	Third	<u>II</u> CA Examination
	Fourth	Trial balance - meaning - Definition - objectives
October	First	Preparation of manufacturing account - Final accounts - Trading account.
	Second	Profit & Loss account - Balance Sheet with adjustments.
	Third	Revision.

BOOKS REFERRED :

1. Reddy T.S and Murthy A - Financial Accounting - Margham publications.
2. Jain S.P and Narang K.L - Advanced Accounting - Kalyani publishers.

3/7/16

SEMESTER - III BBA (HA)

- LIFE STYLE MANAGEMENT

MONTH	WEEK	PORTIONS TO BE COVERED
June	Third	Meaning - Self awareness - Dimensions of personality development .
	Fourth	Interpersonal relations - Types of complexes
July	First	Emotional Intelligence - Components of EI -
	Second	SNOT - Stress Management - meaning - definition - Source of stress .
	Third	Life style stressors - Symptoms of stress
	Fourth	Guidelines to reduce stress - Workplace Humour .
August	First	I CA Examination
	Second	Definition - Tips for time management - Advantages .
	Third	Common mistakes student make in time management - Goals of time management .
	Fourth	Conflict management .
	Fifth	Anger management .
September	First	Crisis management .
	Second	Event management
	Third	II CA Examination

MONTH	WEEK	PORTIONS TO BE COVERED
	Fourth	Career planning
October	First	Team building
	Second	Change management - creativity management

BOOKS REFERRED :

1. Course material given by the Department of Business Administration.
2. Richard Regis - Stress Management - National HRD network publication

3/2/18

I MBA - SEMESTER I

PCBAC13 - ECONOMICS FOR MANAGEMENT

MONTH	WEEK	PORTIONS TO BE COVERED
August	First	Meaning - characteristics - Significance - Themes of economics - Scarcity - Efficiency
	Second	Fundamental economic problems - Production Possibility Frontiers - Productive efficiency
	Third	Economic efficiency - The role of Government in market economy - efficiency, equity - Macro economic growth and strategy.
	Fourth	Demand meaning - Determinants of demand - Law of demand - Exception to law of demand - Elasticity of demand
September	First	Demand forecasting - Supply - Law of supply - Elasticity of supply
	Second	Consumer equilibrium - Cardinal approach - Law of diminishing marginal utility - Ordinal approach - Cost of production - Meaning - Types.
	Third	Cost output function - Short run cost function - Long run cost function - Economies of scale - Diseconomies of scale.
	Fourth	Pricing - meaning - Equilibrium of a firm - perfect competition - Pure monopoly. Features - Price discrimination

MONTH	WEEK	PORTIONS TO BE COVERED
October	First	Degree of price discrimination - Monopolistic competition - features - Oligopoly features.
	Second	Macro economics - meaning - National income - expenditure - product - NNP - GDP - GNP - PI - DPI - Macroeconomic growth - Inflation
	Third	Stains of inflation - Economic impacts of inflation - Philip's curve - Deflation

BOOKS REFERRED :

1. P.L. Mehtha, Managerial Economics, Sultan
Chand & sons, New Delhi.
2. Paul.A. Samuelson and William D. Nordhaus,
Economics, Tata Mc.Graw Hill.

20/11/18

DATE	CLASS	PORTIONS COVERED	BOOKS REFERRED
18.06.18 to 22.06.18	II BBA (Financial Accounting)	Definition of financial accounting - functions.	Financial Accounting - Reddy & Murthy
22/6/18	II BBA (Lifestyle)	Meaning - self awareness - Dimensions	Course Material
25/06.18 to 29.06.18	I BBA (Financial Accounting)	Limitations - Meaning of Accounting principles.	Financial Accounting - Reddy & Murthy
29/6/18	II BBA (Lifestyle)	Personality development - Inter personal relations	Course Material
02.07.18 to 06.07.18	I BBA (Financial Accounting)	Accounting concepts & conventions - features.	Financial Accounting - Reddy & Murthy
06/7/18	II BBA (Lifestyle)	Types of complexes - Emotional Intelligence - Components of EI	Course Material
29.07.18 to 13.07.18	II BBA (Financial Accounting)	Systems of book keeping - Single entry & Double entry system.	Financial Accounting - Reddy & Murthy
13/7/18	II BBA (Lifestyle)	SWOT - Workplace Humour	Course Material
16.07.18 to 20.07.18	II BBA (Financial Accounting)	Meaning of debit & credit - Advantages of double entry system	Financial Accounting - Reddy & Murthy
20/7/18	I BBA (Lifestyle)	Stress management - Definition - sources	Course Material

DATE	CLASS	PORTIONS COVERED	BOOKS REFERRED
27.08.18 to 31.08.18	II BBA (Financial Accounting)	Balancing a Ledger - Difference between ledger & journal	Financial Accounting - Reddy & Murthy
	II BBA (Life & Style)	Anger Management	Course Material
	I MBA (Economics for mgmt)	The role of Government in market economy - Macro economic growth & strategy.	Managerial Economics - P.L. Mehta
03.09.18 to 07.09.18	II BBA (Financial Accounting)	Ledger - Balancing of ledger - Subsidiary books	Financial Accounting - Reddy & Murthy
	II BBA (Lifestyle)	Time & Crisis Management	Course Material
	I MBA (Economics)	Demand - Law of demand - Exceptions - Elasticity.	Managerial Economics - P.L. Mehta
10.09.18 to 14.09.18	II BBA (Financial Accounting)	Cash book - petty cash book - General ledger.	Financial Accounting - Reddy & Murthy
	II BBA (Lifestyle)	Event management, Career planning	Course Material
	I MBA (Economics)	Demand forecasting	Managerial Economics - P.L. Mehta
17.09.18 to 24.09.18	II BBA (Financial Accounting)	Trial balance - meaning - objectives.	Financial Accounting - Reddy & Murthy
	II BBA (Lifestyle)	Revision	Course Material
	I MBA (Economics)	Supply - Law of supply - Elasticity of supply	Managerial Economics - P.L. Mehta
25.09.18 to 01.10.18	II CA	Examinations	

DATE	CLASS	PORTIONS TO BE COVERED	BOOKS REFERRED
03.10.18 to 06.10.18	II BBA (Financial Accounting)	Preparation of manufacturing accounts - Final accounts	Financial A/c - Reddy & Murthy
	II BBA (Life Style Management)	Career planning	Course material
11/10/18	I MBA (Economics)	Consumer equilibrium - Cardinal - Ordinal - cost of production	P.L. Mehta - Managerial Economics
08.10.18 to 12.10.18	II BBA (Financial Accounting)	Trading account - P/L - Balance sheet	Financial acctg - Reddy & Murthy
	II BBA (Life style Management)	Team building	Course Material
12/10/18	I MBA (Economics)	Types - Short run cost - Cost output	P.L. Mehta - Managerial Economics
15.10.18 to 17.10.18	II BBA (Financial Accounting)	Balance sheet with adjustments	Financial accounting - Reddy & Murthy
	II BBA (Life style Management)	Change management	Course Material
17/10/18	I MBA (Economics)	Pricing - equilibrium - perfect - imperfect - oligopoly.	P.L. Mehta - Managerial Economics
22.10.18 to 26.10.18	II BBA (Financial Accounting)	Revision	Financial acctg - Reddy & Murthy
	II BBA (Life style Management)	Creative management	Course Material
28/10/18	I MBA (Economics)	Macro economics - Inflation Deflation	P.L. Mehta - Managerial Economics

MONTH	WEEK	PORTIONS TO BE COVERED
February	First	Flexible budget = Production budget. Sales budget
	Second	Marginal costing - Meaning - Introduction to all concepts - CVP analysis
	Third	Applications of Marginal costing: Make or buy decisions, Sales mix decisions & key factor.
	Fourth	<u>II</u> - CA Examinations
March	First	Ratio - analysis
	Second	calculation of ratio analysis
	Third & Fourth	Revision

BOOKS REFERRED:

1. Reddy T.S and Murthy, A - Financial & Management Accounting - Margham Publications
2. Khen and Jain - Management Accounting - Tata McGraw Hill, New Delhi.

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19/11/18

SEMESTER - IV - (BBA/CHA)

- RESEARCH METHODOLOGY

MONTH	WEEK	PORTIONS TO BE COVERED
November	Third	Definition of research - Meaning - Objectives - types of research.
	Fourth	Research process - qualities of a researcher criteria of good research
December	First	Problems of encountered in research - Defining research problem - Research design
	Second	Features of good research design - types of research design
	Third	Factors affecting research design - Hypothesis - meaning - definition - need for hypothesis
	Fourth	Christmas Holidays
January	First	Formulation of hypothesis - types - test of hypothesis - type I and type II error.
	Second	I - CA Examinations
	Third & Fourth	Sampling techniques
February	First	Types of sampling - merits and demerits
	Second	Collection of primary and secondary data - Interview techniques - survey method

MONTH	WEEK	PORTIONS TO BE COVERED
March	Third	merits and demerits - Questionnaire - pre-requirements of using questionnaire - structured & unstructured - types of secondary data.
	Fourth	II CA Examinations
	First	SPSS - Introduction - Data analysis - general aspects, workflow - critical issues - Input & data cleaning - Defining variables - Manual input of data
	Second	Automated input of data - file import - Data manipulation - Data transformation - Syntax files - output management
	Third	Descriptive & Inferential statistics - Mean - Median - Mode
Fourth	Variation - Range - Variance - Standard deviation - Crosstabs - Charts	

BOOKS REFERRED:

1. C. R. Kothari - Research Methodology Methods & Techniques - New age International
2. P. Ravindharan - Research Methodology - Margham Publications

19/11/18

MONTH	WEEK	PORTIONS TO BE COVERED
November	Third	Definition of communication - Elements
	Fourth	Types and media's of communication - Process of communication
December	First	Barriers in communication - Structure of letter
	Second	Leave letter - Complaint letter
	Third	Letter of application - Preparation of resume / CV.
	Fourth	Christmas Holidays.
January	First	Sales letter - Enquiry
	Second	Quotation - ORDER
	Third & Fourth	Tender
February	First	Reference Letter
	Second	Banking correspondence, Report writing - Types
	Third	Revision - Essentials of a good report
	Fourth	<u>II</u> CA Examinations
March	First	Group discussions
	Second	Role-play

MONTH	WEEK	PORTIONS TO BE COVERED
	Third	Interviewing techniques - E-mail
	Fourth	Presentation skills
		<p><u>BOOKS REFERRED :</u></p> <ol style="list-style-type: none"> 1. P.D. Chaturvedi & Mukesh Chaturvedi - Communication Skills, Pearson Education 2. B.S. Verma and R.T.S. Pradix - Professional Communication 3. Course material given by Department of Business Administration

19/11/18

DATE	CLASS	PORTIONS COVERED	BOOKS REFERRED
19.11.18 to 23.11.18	I BHA Management Accounting	Introduction to Management accounting - meaning	Reddy & Murthi Financial & Management accounting
	I BHA Research Methodology	Definition of research - Meaning - objectives	C.R. Kothari Research Methodology
	I BHA CBE: Commu- nication skills	Definition of communication - elements	Course material
26.11.18 to 30.11.18	I BHA Management Accounting	Characteristics - principles - scope	Reddy & Murthy Financial & Management accounting.
	I BHA Research Methodology	Types of research - Research process	C.R. Kothari Research Methodology
	I BHA Communication Skills	Types of communication	Course material
03.12.18 to 07.12.18	I BHA Management Accounting	Functions - purpose - role - Advantages - utility - limitations	Reddy & Murthi Financial & Management accounting
	I BHA Research Methodology	Types - research process - Qualities of a good - Criteria - Problems encountered	C.R. Kothari Research Methodology
	I BHA Communication Skills	Process of communication - Barriers in Communication	Course Material

DATE	CLASS	PORTIONS COVERED	BOOKS REFERRED
10.12.18 to 14.12.18	<u>II</u> BHA Management Accounting	Difference between financial & Management accounting - Tools & techniques - Installation	Reddy & Murthy Financial & Management accounting
	<u>II</u> BHA Research Methodology	Defining research problem - research design - features	C. R. Kothari Research Methodology
14/12/18	<u>I</u> BHA Communication Skills	Structure of a letter - Leave letter	Course material
17.12.18 to 26.12.18	<u>II</u> BHA Management Accounting	Funds flow analysis - working Capital - objectives - importance & significance	Reddy & Murthy Financial & Management accounting
	<u>II</u> BHA Research Methodology	Types of research design - factors affecting design	C. R. Kothari Research Methodology
22/12/18	<u>I</u> BHA Communication Skills	Complaint letter - preparation of CV / Resume	Course Material
03.01.19 to 08.01.19	<u>II</u> BHA Management Accounting	Cashflow - meaning - importance - Differences - preparation of cash flow	Reddy & Murthy Financial & Management Accounting.
	<u>II</u> BHA Research Methodology	Factors - hypothesis - need - formulation - type I & II errors	C. R. Kothari Research Methodology
13/1/19	<u>I</u> BHA Communication Skills	Letter of application	Course Material
09.01.19 to 19.01.19		<u>I</u> CA examinations & Pongal holidays	

DATE	CLASS	PORTIONS COVERED	BOOKS REFERRED
21.01.19 to 25.01.19	II BHA Management Accounting I BHA Research Methodology I BHA Communication Skills	Budget & budgetary control - Meaning - advantages - Limitations Types of sampling - merits & demerits Sales Letter - Enquiry	Reddy & Murthy Financial & Management Accounting C.R. Kothari Research Methodology Course Material
28.01.19 to 01.02.19	II BHA Management Accounting II BHA Research Methodology I BHA Communication Skills	Types of budgets - cash - flexible Collection of primary & secondary data Quotation - Order.	Reddy & Murthy Financial & Management Accounting C.R. Kothari Research Methodology Course Material
04.02.19 to 08.02.19	II BHA Management Accounting II BHA Research Methodology I BHA Communication Skills	Production - Sales budget Sampling techniques - types Tender - Banking correspondence	Reddy & Murthy Financial & Management Accounting C.R. Kothari Research Methodology Course Material
11.02.19 to 15.02.19	II BHA Management Accounting II BHA Research Methodology I BHA Communication Skills	Marginal costing - Meaning - Introduction to all concepts Merits of probability sampling Report writing - types	Reddy & Murthy Financial & Management Accounting C.R. Kothari Research Methodology Course Material

DATE	CLASS	PORTIONS COVERED	BOOKS REFERRED
18.02.19 to 22.02.19	II BHA Management Accounting II BHA Research Methodology I BHA Communication Skills	CVP analysis - Applications of Marginal costing Merits & demerits of non - probability sampling Essentials of a good report	Reddy & Murthy Financial & Management Accounting C.R. Kothari Research Methodology Course Materials
25.02.19 to 01.03.19	II BHA Management Accounting II BHA Research Methodology I BHA Communication Skills	Revision Interviewing techniques - Questionnaire - types Revision	Reddy & Murthy Financial & Management Accounting C.R. Kothari Research Methodology Course Materials
04.03.19 to 08.03.19	II BHA Management Accounting II BHA Research Methodology I BHA Communication Skills	Ratio analysis SPSS - Introduction - Data analysis - general aspects - workflow Group discussions	Reddy & Murthy Financial & Management Accounting C.R. Kothari Research Methodology Course Materials
11.03.19 to 15.03.19	II BHA Management Accounting II BHA Research Methodology I BHA Communication Skills	Ratio analysis Critical issues - defining variables - Manual input of data Role-play 38	Reddy & Murthy Financial & Management Accounting C.R. Kothari Research Methodology Course Materials

DATE	CLASS	PORTIONS COVERED	BOOKS REFERRED
19.03.19 to 22.03.19	II BHA Management Accounting	Ratio analysis	Reddy & Murthy Financial & Managerial Accounting
	II BHA Research Methodology	Descriptive & Inferential Statistics - Mean - Median - Mode	C.R. Kothari's Research Methodology
23/3/19	IBHA Communication Skills	Interviewing techniques	Course Materials
25.03.19 to 02.04.19	II BHA Management Accounting	Revision	Reddy & Murthy Financial & Managerial Accounting
	II BHA Research Methodology	Variation - Range - Variance - Standard deviations - charts	C.R. Kothari's Research Methodology
24/4/19 21/04/19	IBHA Communication skills	Presentation skills	Course Materials
		S. Rajalaxmi 8/5/19	

EVEN SEMESTER

2018 - 2019

MONTH	WEEK	PORTIONS TO BE COVERED
November	Third	Definition - Characteristic of services - Classification of Marketable products - Concept of service.
	Fourth	Growth of service sector - Challenges and issues in services marketing - Career opportunities in services.
December	First	Planning and creating service - Flow of service - Development of service.
	Second	Service Life cycle - Planning and branding service products
	Third	Distribution of services - Promoting Services Design and managing service processes.
	Fourth	Christmas Holidays
January	First	Pricing of Service, Setting Prices - Methods of Pricing.
	Second	ICA
	Third	Competitive threats - competition analysis - Strategies.

Month	Week	PORTIONS TO BE COVERED
	Fourth	Competitive Advantage - Managing relationship - Complaint handling - building loyalty. Customer Feedback
February	First	Service Failures and Recovery - Consumer behaviour and Service.
	Second	Customer expectation and perceptions of service. Managing relationship, Complaint handling.
	Third	Improving Service Quality - Determinants of Service Quality - Service branding.
	Fourth	<u>II</u> CA
March	First	Managing demand - Managing Capacity
	Second	Inventory Demand - Employee role in service deliver
	Third	Customer's role - Intermediaries role.
	Fourth	Study Holidays

TEX BOOKS :

1. Lovelock - Service Marketing : People, Technology and Strategy, 7th edition : 2011.
2. Rama Mohana Rao - Intermediaries role.

29/11/20

UCHAH18 - HUMAN RESOURCE MANAGEMENT AND
DEVELOPMENT
LESSON PLAN.

MONTH	WEEK	PORTIONS TO BE COVERED
November	Third	Introduction to HRM - Scope of HRM - HRIS.
	Fourth	Difference between Human Resource Management and Personnel Management - Qualities duties and Functions of HR Manager.
December	First	Human resource planning - advantages & need. Recruitment - Meaning, Factors & Process. Selections - meaning & Process.
	Second	Induction and Orientation - Meaning Strategic choices - Problems
	Third	Performance Appraisal - Meaning - Objectives - Problems - Methods.
	Fourth	Christmas Holidays
January	First	Training - Process & Methods of Training.
	Second	<u>II</u> CA
	Third	Talent acquisition and retention - Career planning - QWL - Factors - Measures.
	Fourth	Job analysis - definition, Process Methods. Job design meaning & Techniques.

MONTH	WEEK	PORTIONS TO BE COVERED
February	First	Participative Management - Meaning & Methods - Employee welfare - Meaning - Merits & demerits types - approaches.
	Second	Safety and health meaning - need - safety Programme, Health - meaning Job stress, Coping strategies
	Third	Trade unions Meaning - reasons - Strategic choices - Causes and settlement of Disputes.
	Fourth	II CA
March	First	Separations - meanings - methods. HR audit.
	Second	HR audit - meaning, benefits - scope - approaches - values
	Third	values & Ethics in HRM - meaning sources - importance - issues.
	Fourth	Managing ethics - challenges in HR.

Textbooks :

1. Aswatappa - Human Resource Management and Personnel Management - Tata McGraw Hill - 2013
2. V.S.P. Rao - Human Resource Management - Excel books Edition 2016.

18/10/18

UNIVERSITY - ENVIRONMENTAL STUDIES

LESSON PLAN

MONTH	WEEK	PORTIONS TO BE COVERED
November	Third	The Multidisciplinary nature of environmental studies - Definition, scope and importance.
	Fourth	Natural Resources: Use and over exploitation of Water, Land, energy forest and mineral resources.
December	First	Ecology - Types, structure and functions of Forest ecosystem
	Second	Grassland Ecosystem - functions and structure.
	Third	Desert ecosystem - functions and structure.
	Fourth	Christmas holidays.
January	First	Aquatic ecosystem - Structure and function
	Second	I CA
	Third	Biodiversity value of Biodiversity, India as a national of mega diversity.
	Fourth	Threats to Biodiversity and Conservation of Biodiversity
February	First	Environmental pollution, air pollution causes, effect and control measures.
	Second	Water, Soil and noise pollution - causes effect and control measures.

MONTH	WEEK	PORTIONS TO BE COVERED
	Third	Rain water harvesting - Watershed Management.
	Fourth	Solid waste Management II CA.
March	First	Human population and Environment : Environmental Pollution Act.
	Second	climate change and afforestation - Sustainable development.
	Third.	Environmental protection agencies (International and national).
19/11/16	Fourth	Role of Information Technology in Environmental Conservation (GIS).

DATE	CLASS	PORTIONS COVERED	BOOKS REFERRED
19/11/2018 to 23/11/2018	II BHA	HEALTH CARE MARKETING: Definition, characteristics of service, classification of Marketable products, concept of service.	Service Marketing - Rama Mohana Rao.
23/11/18	II BHA	HUMAN RESOURCE MANAGEMENT AND DEVELOPMENT: Introduction to HRM, Scope of HRM. Objectives of HRM.	Human Resource Management and Personnel Management - Aswathappa.
23/11/18	II BHA	ENVIRONMENTAL STUDIES: Introduction to EVS.	Material
26/11/18 to 30/11/18	II BHA	HEALTHCARE MARKETING: Growth of service Sector, challenges and issues in Servicing Marketing. Career opportunities in service	Service Marketing - Rama Mohana Rao.
	II BHA	HUMAN RESOURCE MANAGEMENT AND DEVELOPMENT: Qualities, duties & Functions of HR Manager. Difference between Human resource Management and Personnel Management.	Human Resource Management and Personnel Management Aswathappa.
	II BHA	ENVIRONMENTAL STUDIES: Multi disciplinary nature of Environmental studies - Definition, scope and Importance.	
30/11/18	II MBA	PROJECT: Introduction about Research project. Title selection was discussed.	

DATE	CLASS	PORTIONS COVERED	Books REFERRED
3/12/18 to 7/12/18	II BHA	HEALTH CARE MARKETING: Planning and creating Service - Flow of service, Development of service.	Service Marketing - Rama Mohana Rao
	II BHA	HUMAN RESOURCE PLANNING & Development: Human Resource Planning & development - Advantages & need. Recruitment - Meaning, Factors & Process.	Human Resource Management and Personnel Management - Aswathappa.
	II BHA	Environmental studies - Ecosystem, types structure & Functions of forest ecosystem.	Material
7/12/18	II MBA	PROJECT: Discussion about Review of Literature.	
10/12/18 to 14/12/18	II BHA	HEALTH CARE MARKETING: Service Lifecycle - Planning and branding Service. Types of service brands.	Service Marketing - Rama Mohana Rao.
	II BHA	HUMAN RESOURCE MANAGEMENT & DEVELOPMENT: Selection - meaning, process, Orientation - meaning, strategic choices.	Human Resource Management and Personnel Management - Aswathappa.

DATE	CLASS	PORTIONS COVERED	BOOKS REFERRED
	II BHA	Environmental studies: Grassland Ecosystem - Functions & structure.	Material
	II MBA	PROJECT: Introduction about Research Methodology	
17/12/18 to 21/12/18	II BHA	HEALTHCARE MARKETING: Distribution of services - Promoting Service Design and meaningful service process.	Service Marketing - Rama Mohana Rao
	II BHA	HUMAN RESOURCE MANAGEMENT & DEVELOPMENT: Training - process & Methods of training.	Human Resource Management and Personnel Management - Awasthappa.
	II BHA	Environmental studies: Desert ecosystem - Functions and structure.	Material
	II MBA	Project: ICA	
31/1/19 to 8/1/19	II BHA	HEALTH CARE MARKETING: Pricing service setting price - Methods of pricing.	Service Marketing - Rama Mohana Rao
	II BHA	HUMAN RESOURCE MANAGEMENT & DEVELOPMENT: Performance Appraisal: Process & Methods of Performance Appraisal. 49	Human Resource Management & Personnel Management - Awasthappa.

DATE	CLASS	PORTIONS COVERED	BOOKS REFERRED
	II BHA	ENVIRONMENTAL STUDIES: Aquatic ecosystem - Functions & structure.	Material
	II MBA	PROJECT: Finalizing Company & Topic. Discussion about objectives of the study.	
9/1/19 to 13/1/19 13/1/19		I CA . R. Programming & SPSS workshop & certificate course.	
14/1/19 to 19/1/19 19/1/19		Pongal holidays & I CA	
21/1/19 to 25/1/19.	II BHA	HEALTHCARE MARKETING: Competitive Analysis strategy & Competitive threat.	Service Marketing - Rama Mohana Rao.
	II BHA	HUMAN RESOURCE MANAGEMENT & DEVELOPMENT: Talent acquisition & Retention - Career planning - QWL - Factors & Measures.	Human resource Management - Aswathappa.
	II BHA	Environmental studies.	
	II BHA	Aquatic Ecosystem - Structure and Function	Material
	II MBA	Project: Discussion about ⁵⁰ statistical tool	

DATE	CLASS	PORTIONS COVERED	BOOKS REFERRED
28/1/19 to 1/02/19	II BHA	Healthcare Marketing: Service Failures and Recovery	Service Marketing - Rama Mohana Roa.
	II BHA	Human Resource Management & Development: Job analysis - definition, Process Method: Job design.	Human Resource Management - Aswathappa.
	II BHA	Environmental Studies: Biodiversity, values of Biodiversity	Material
01/02/19 12/2/19	II MBA	Project: Discussion about Research basis.	
04/02/19 to 28/02/19	II BHA	Healthcare Marketing: Service Failures and Recovery - Consumer behaviour and service	Service Marketing - Rama Mohana Roa.
	II BHA	Human Resource Management & Development: Participative Management. Meaning & Methods - Employee welfare - Meaning - Merits & demerits types. Approaches.	Human Resource Management - Aswathappa.
08/2/19	II BHA	Environmental studies: Threats to Biodiversity and conservation of Biodiversity.	Material
11/02/19 to 15/02/19	II BHA	Healthcare Marketing: Customer expectation and perceptions of service. Managing relationship Complaint handling.	Service Marketing - Rama Mohana Roa.
15/2/19			

DATE	CLASS	PORTIONS COVERED	Books Referres
	II BHA	Human Resource Management and Development: Trade unions Meaning - reasons - strategic choices.	Human Resource Management - Aswathappa.
	II BHA	Environmental studies: Environmental pollution, air pollution Cause and effect. and control Measures.	Material
18/02/19 to 22/02/19	II BHA	Healthcare Marketing: Improving service Quality - Service Branding	Service Marketing Rama Mohan Rao.
	II BHA	Human Resource Management and Development: Safety and health meaning, need, safety programme, Health meaning, Job stress & coping strategies.	Human Resource Management - Aswathapa
	II BHA	Environmental studies: Water, Soil & Noise Pollution. Cause & effect.	
25/02/19 to 01/03/19	II BHA	Healthcare Marketing: Determinants of service Quality, SERVQUAL.	Service Marketing - Rama Mohan Rao.

DATE	CLASS	PORTIONS COVERED	BOOKS REFERRED
	<p>II BHA</p> <p>II BHA</p>	<p>Human Resource Management and development Causes and settlement of Disputes.</p> <p>Environmental studies: Rain water harvesting - Watershed Management. Solid waste Management</p>	<p>Human Resource Management - Aswathappa.</p> <p>Material</p>
<p>4/03/19 to 8/03/19</p>	<p>II CA</p>	<p>II CA</p>	<p>II BHA</p>
<p>11/03/19 to 15/03/19</p>	<p>II BHA</p> <p>II BHA</p> <p>II BHA</p>	<p>Healthcare Marketing Managing demand, Managing Capacity & Inventory demand.</p> <p>Human Resource Management and Development: Separations - meaning - methods. HR audit, meaning approaches - values</p> <p>Environmental studies: Human population and Environment: Environment pollution Act. climate Change and afforestation - Sustainable development</p>	<p>Service Marketing - Rama Mohana Rao.</p> <p>Human resource Management - Aswathappa.</p> <p>Material.</p>
<p>18/03/19 to 22/03/19</p>	<p>II BHA</p> <p>II BHA</p> <p>II BHA</p>	<p>Health care Marketing: Customer role - Intermediaries role</p> <p>Human Resource Management & development Ethics in HRM - Challenges in HR.</p> <p>Environmental studies: Environmental protection agencies, Role of ITEC (GIS)</p>	<p>Service Marketing - Rama Mohana Rao.</p> <p>Human resource Management - Aswathappa</p> <p>Material</p>

DATE	CLASS	PORTIONS COVERED	BOOKS REFERRED
25/3/19 to 2/4/19	II BHA	Human Resource Management HRM in Acquisition & Mergers Revision	Human Resource Management - Aswathappa
2/4/19	II BHA	Healthcare Marketing Revision & Test	Service Marketing - Rama Mohana Rao.
	II BHA	ENVIRONMENTAL STUDIES Revision & Test	Material
2/4/19		A. Rajalingam S. 8/5/19 Human Resource Management Marketing & Innovation Capacity & Innovation Human Resource Management Development Separation - methods HR audit, training approaches Environmental Studies Human population and Environment Environment Pollution Act. Control Change and Afforestation - Sustainable Development Healthcare Marketing Customer role - characteristics Human Resource Management & development Ethics in HRM - challenges and HR Environmental Protection Role of ITES (GIS)	II BHA II BHA II BHA II BHA II BHA II BHA II BHA