



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 MBA

LESSON PLAN

2019-2020

ODD SEMESTER 2019-2020

STRATEGIC MANAGEMENT

PCBAN17 - II MBA - III SEMESTER

Month	Week	Portion to be covered
June	3 rd	<p style="text-align: center;"><u>UNIT I</u></p> <p>Concepts - levels - Strategic decision making - Issues, thoughts on Strategic Formulation</p>
	4 th	<p>Strategic management - Introduction elements - models of Strategic management - vision - mission</p>
July	1 st	<p>Business Definition - Objectives CSF - KPI - SWOT</p> <p style="text-align: center;"><u>UNIT - II</u></p>
	2 nd	<p>Environmental Appraisal - Concept of environment</p>
	2 nd	<p>Types of environmental Scenarios Environmental Scanning - External Approaches - Appraisals</p>
	3 rd	<p>Organisational appraisal methods and techniques - Strategies for different industries location</p>
	4 th	<p>Strategic Choice Process - Strategic analysis - Industry analysis Competitor analysis - Portfolio Strategic choice.</p>
	5 th	<p>I CA</p>
August	1 st	<p style="text-align: center;"><u>UNIT III</u></p> <p>Corporate level Strategies - Concentric Diversification</p>

months	week	Portion to be covered
August	1 st	Introduction - Co-operation - Digitalization - Stability & Retrenchment
	2 nd	Business level strategies - General business strategies
September	3 rd	Nature - Barrier - model - major themes - Regulatory mechanisms - Procedural implementation - Project implementation
	4 th	Resource Allocation - Structure implementation - Types of structures - Structure for strategies - Behavioural implementation
October	5 th	Stakeholders - Corporate Governance - Culture - politics & power - values & ethics
	6 th	Functional Strategies - Plans & Policies - Financial - marketing operations - Personnel information management - Integral functions
November	2 nd	Operational implementation - Productivity - Process - people - place - Strategic choice - Nature & importance
	3 rd	Participants - Barrier - Requirements - Success control & Evaluation - Operation control - process of Evaluation - Techniques
December	4 th	Revision & Case Study
	5 th	Revision & Case Study
Azar Kazmi		Strategic Management & Business Policy, 3 rd Edition Tale Mehar Hill

1/17/19

EXPORT & IMPORT MANAGEMENT

PCCMBLS - II MBA - III SEMESTER

Month	Week	Portions to be covered
June	4 th	<u>UNIT I</u> Export & Import - Introduction, Evolution & Export & Import - Foreign Trade
	5 th	Institutional Framework - Basis - Multinational Organisation & Structure International Business Scenario
July	1 st	<u>UNIT II</u> Export Procedures & Documents - Customs Clearance of Import & Export Cargo methods & Instruments of Payment & Pricing
	2 nd	Incoterms - methods of financing Exporters, Export - Import documents & Steps
	3 rd	Export - Import Strategies & price Export marketing - Business Risk management
	4 th	Risk management & coverage - Export incentive schemes
	5 th	I CA
August	1 st	<u>UNIT III</u> Role of transportation - Transport decision - legal classification of carriers - intermodal transportation Transport management - Documentation, Basis for rates - Transportation services
	3 rd	Characteristics of modes for transportation Characteristics of shipping industries

week	Portions to be covered
4 th	World Shipping - Containerization & leasing practices - Revision
5 th	Types of Ships - Lines - Tramps - Specialised vessels & their trades - Cargo storage (Packing overview - Storage of cargo - types & characteristics of cargo
1 st	Cargo & container handling equipment - Types of Packing - Dangerous cargo - Export control - Customs tariff
2 nd	Custom Freight Simplified Procedures (CFSP) - New Export System (NES) - Unicare Consignment Reference (UKR) - Customs reliefs - Importation & exportation of goods - Ship's papers - Ship's protest
3 rd	I CA
	UNIT II
4 th	Types of carrier - Private carrier - for hire carrier - market structure - number of carrier - characteristics - General speed of service - Length of haul & capacity
1 st	Accessibility & dependability - Equipments
2 nd	Types of vehicle - Terminals - cost structure
3 rd	Fixed versus variable cost
4 th	Components - fuel - labor - equipment
5 th	Economics of scale / Economics of density - Rates - pricing - operating efficiency - Line issue
1 st	Revision & case study
2 nd	Revision & case study
3 rd	Export & Import / Logistics
4 th	Management (PH) Learning PH - Ltd, 2007

ORGANIZATION BEHAVIOUR

PCBABI7 - I MBA - I SEMESTER

Month	Week	Portions to be covered
		<u>UNIT - I</u>
		Definition, need, importance of Organizational Behaviour, nature
		Scope - Framework - Organizational Behaviour models - Challenges of OB - Role of OB
		<u>UNIT II</u>
		Personality - Types - Factors influencing Personality - Learning - Types of learning - Learning process - Learning theories
		Organizational Behaviour modifications - Emotional Intelligence - Attitude, characteristics - Components - Reliability measurement
		Values, perception - importance - Factors influencing perception - Impression management - motivation theories - Maslow - Herzberg - McClelland - Vision - X & Y theory
		<u>I CA</u>
		<u>UNIT III</u>
		Groups in Organisation - influence - Group dynamics - Formal & Informal groups
		Group cohesiveness - Group decision making techniques - interpersonal behaviour

Portions to be covered

Work behaviour - concepts, types -
Effectiveness in teams

UNIT IV

Meaning - importance - Leadership
Styles - theories - Leaders vs managers -
Source of power

Power centres - Power & politics

UNIT V

Organizational change - importance

Stability vs change - Process vs
Result change - change process - resistance
to change - managing change

Stress - work stressors - prevention +
management of stress - Balance in
work & life

Organizational development - characteristics
Objectives - organizational intervention

Review & case studies for all the
units

Stephen P Robbins - Organization
Behaviour, 11th edition - PH Learning
Pearson Education 2008

Date	Class	Portions completed
17-06-19 to 21-06-19	DIMBA	<u>SM</u> Concepts - levels - Strategic decision making - issues - thoughts on Strategic formulated <u>EPI MGMT</u> Export & Import - introduction - Evolution & export & Import - Foreign trade

1 24-06-19 to 28-06-19	DIMBA	<u>SM</u> Strategic management - introduction elements - models of Strategic management - vision - mission <u>EPI MGMT</u> Distributional framework - Basis - Multi-national organization, Structure, International Business Scenario
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01-07-19 to 05-07-19	DIMBA	<u>SM</u> Business Definition - objectives CSF - KPI - SWOT <u>EPI MGMT</u> Export Procedures & Documents - Customs clearance of Import & Export Cargo methods and instruments of Payment and Pricing
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class Portion Complete

28.07.19 to 30.07.19
2.08.19
DMSA SM
Unit II
Environmental Appraisal - Concept & Environment
Exam
Instruments - methods of financing, expertise, Report - input document and steps

30.07.19 to 31.07.19
DMSA SM
Types of Environmental Sector - environmental scanning - factor approach - Appraisal
Exam
Report - input strategies and Proc. Report marketing - Business Risk management

2.08.19 to 4.08.19
DMSA SM
Organisational Appraisal - methods & techniques - strategies for industry
strategies choice process, statistical analysis - industry analysis, competition analysis - factors in strategy choice
Exam
Risk management & coverage - Report incentive scheme

5.08.19 to 7.08.19
DMSA ICA

8.08.19 to 10.08.19

Date	Class	Portions completed
05.08.19 to 09.08.19	I MBA	<u>SM</u> Corporate level strategies - content Integration - Disruption, International Cooperation - Digitalization - Strategy re-examination <u>E&I exam</u> Role of Transportation - Transport Pricing - legal classification of carriers - intermodal transportation Transport management - Documentation Basis for rates - Transportation Service
29.07.19 to 03.08.19	I MBA	<u>OB</u> Definition - need, importance of Organizational Behavior, nature Scope - framework - organization Behavioral models - challenges of OB - role of OB
12.08.19 to 16.08.19	II MBA	<u>SM</u> Business level strategies - General Business strategies <u>E&I exam</u> Characteristics of modes of transport Characteristics of shipping industries
12.08.19 16.08.19	I MBA	<u>OB</u> Personality - Types, factors influencing Personality - theories, learning Types of learning - learning process Learning theories

Portions completed

08.19
to
08.19

II MBA

SM

nature - Barrier model, major themes
Regulatory mechanism - Procedure
implementation - Project implementation

EXERCISES

World Shipping - Containerization &
leasing practices - Review

IMBA

OB

Organizational Behavior modification:
Emotional Intelligence - Attitude,
characteristics, components,
Function measurement

29/8/19

08.19
to
08.19

II MBA

SM

Resource Allocation - Structure
implementation and types

EXERCISES

Types of Ships, Lines - Tramps -
Specialized vessels and their trade.
Cargo stowage (packing) overview -
Stowage of cargo - Types of characteristics
of cargo

IMBA

OB

Values, perception - importance -
fatal influence perception -
impression management, motivation
theory - Maslow - Herzberg -
McClelland - Vroom's X & Y Theory

29/8/19

02.09.19
to
02.09.19

II MBA

SM

Structure for Statistics - Behavior
implementation and Review

EXERCISES

cargo and container handling
in port - types of packing - Pallets

29/9/19

Date Class Portion to be covered

Also - Export control -
customs tariffs

I MBA I CA

09.09.09
to
13.09.09

I MBA SM

Stakeholders - corporate governance
culture - politics and power -
value and ethics

E&I MGMT

Custom Freight Simplified
Procedure (CFSP) - New Export
System (NES) - Unique
Consignment Reference (UCR)

I CA

13/9/09
I MBA

16.09.09
to
21.09.09

II MBA SM

Revision p unit III and unit IV
General Customs

E&I MGMT

Customs Reliefs - importation
expectation p goods - Shippers
papers - Shippers protest

21/9/09
I MBA OB

Groups in Organization -
influences - Group Dynamics
Formal and informal groups

23.09.09
to

II MBA II CA

27.09.09

I MBA OB

Group cohesiveness - Group

decision making techniques -
with peer review

22/9/09

Date	Class	Portion to be covered
	I MBA	<p>Case - Export control - customs tariffs</p> <p>I CA</p>
09.09.19 to 13.09.19	I MBA	<p><u>SM</u></p> <p>Stakeholders - corporate governance culture - politics and power - value and ethics</p> <p><u>EXERCISE 7</u></p>
13/9/19	I MBA	<p>Customs Clearance Simplified Procedure (CFSP) - New CTRP System (NES) - Unique Consignment Reference (UCR)</p> <p>I CA</p>
16.09.19 to 21.09.19	II MBA	<p><u>SM</u></p> <p>Revision of unit III and unit IV Seminars conducted</p> <p><u>EXERCISE 7</u></p>
21/9/19	I MBA	<p>Customs Reliefs - importation expectation of goods - ships papers - Ships protest</p> <p><u>OB</u></p> <p>Groups in Organization - influences - Group Dynamics Formal and informal groups</p>
23.09.19 to	II MBA	<p>II CA</p>
27.09.19	I MBA	<p><u>OB</u></p> <p>Group cohesiveness - Group decision making techniques behavior</p>

Class

Portion to be covered

09.10
10
10.10

II MBA

SM

Functional strategies - plan and
Policy - Financial marketing
operation

ES& MGMT

Types of carrier - Private carrier -
For hire carrier, market structure
nature of carrier

11/10/19
I MBA

OB

work Behaviour - concepts, types -
equilibrium in teams.

II BBA [SEMESTER - III]

MARKETING MANAGEMENT

MONTH	WEEK	PORTION TO BE COVERED
JUNE	<u>III</u> WEEK	Introduction - Meaning of Market, Marketing - functions of Marketing.
	<u>IV</u> WEEK	Relationship with other functional areas - factors affecting Marketing - Marketing Environment - Marketing Mix.
	<u>I</u> WEEK	Marketing Mix - Marketing Environment. Introduction to Consumer behaviour.
	<u>II</u> WEEK	Meaning of Consumer behaviour - factors influencing Consumer behaviour
JULY	<u>III</u> WEEK	Consumer decision Making process - Segmentation - levels of Segmentation
	<u>IV</u> WEEK	Bases for Segmenting Consumer Market - Criteria for Segmentation - Market targeting.
	<u>II</u> WEEK	Product - Product Mix - new product development
	<u>III</u> WEEK	Product life Cycle - Introduction to pricing - Pricing Strategies
AUGUST	<u>IV</u> WEEK	Branding - trademark - labeling - packaging ¹⁴



	I WEEK	Promotion - advertising - Types of Media.
SEPTEMBER	II WEEK	Advertising Copy - Pros And Cons of advertising.
	III WEEK	Ethics in advertising - Sales promotion - types.
	I WEEK	Sales and distribution - Personal Selling - Salesmanship
OCTOBER	II WEEK	Quotas - Sales territories distribution Channel
	III WEEK	Marketing Channel - Online Marketing - Virtual marketing.

~~10/11/19~~

LESSON PLAN FOR 2019-2020



II MBA [SEMESTER - III] LOGISTICS MANAGEMENT.

MONTH	WEEK	PORTION TO BE COVERED
JUNE	III WEEK	Logistics - Definition, Evolution, Concept, Components, Importance, Objectives logistics Sub System - The work of logistics.
	IV WEEK	Integrated logistics - Barrier to Internal integration logistics as a Support/Interface/Enabler of Marketing function - Logistics as a Support function of Order fulfillment.
JULY	I WEEK	Assembling & labeling from Multi Storage points, Consignment Convergence / divergence and delivery.
	II WEEK	Packaging - perspectives - damage protection - Material handling efficiency - Utility - Unitization - Communication - channel integration
	III WEEK	The purpose of packaging - The packaging Industry : Structure and dynamics - Returnable packaging - General packaging
	IV WEEK	Retail logistics packaging - Fresh food application - Major Container Trade - two Container Operators
	II WEEK	Container Ship, terminals - Container distribution - Container Types - Non - Containerizable Cargo



III WEEK Features of Containerization - Container bases - International Convention for Safe Containers

AUGUST

IV WEEK Logistics reengineering - Procedure - logistic Environmental Assessment

I WEEK Geo Market differentials - Technology assessment - Industry Competitive Assessment Material Energy assessment - Channel Structure

SEPTEMBER

II WEEK Economic Social Projection - Service Industry trend - regulatory posture - Time based logistics

III WEEK Alternative logistics Strategies - Strategic Integration - logistics time based Control technique.

I WEEK Introduction - Out bound logistics function - Inbound logistic function

OCTOBER

II WEEK Over all logistical activities - logistics Intermediaries.

11/19/19

LESSON PLAN FOR 2019-2020



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Date : / /

I YEAR / II YEAR .SBE

WINNING THROUGH COMMUNICATION

MONTH	WEEK	PORTION TO BE COVERED
JUNE	III WEEK	Definition of Communication - Elements - types and media's of Communication
	IV WEEK	Process of Communication - Barriers in Communication
	I WEEK	Structure of letter - Leave letter
	II WEEK	Complaint letter - Letter of application
JULY	III WEEK	Preparation of Resume / cv
	IV WEEK	Sales letter - Enquiry
	II WEEK	Quotation - Order - tender
AUGUST	III WEEK	Reference letter - banking Correspondence
	IV WEEK	Report Writing - Types
	I WEEK	Structure and layout - Elements
SEPTEMBER	II WEEK	Essentials of good report
	III WEEK	Group discussion
	I WEEK	Role play - Interviewing techniques



Exam Plan for 2019-2020

OCTOBER

II WEEK

E-mail - Presentation Skills



WEEK	CLASS	SUBJECTS	PORTION COVERED	BOOKS REFERRED
17 th JUNE - 21 st JUNE	II BBA	Marketing Management	Introduction - Meaning of Market - Marketing - functions of Marketing	Philip Kotler
	II MBA	Logistics Management	Logistics - Definition, Evolution Concept, Importance, Objectives Subsystem - The work of logistics	Donald J Bowersox
	IX II UG SBE	Winning through Comy	Introduction - Definition - Elements	SBE Dept
24 th JUNE - 28 th JUNE	III BBA	Marketing Management	Relationship with other function Areas - factors affecting marketing - Marketing mix - Marketing Environment	Philip Kotler
	II MBA	Logistics Management	Integrated logistics - Barriers logistics as a support / interface Enablers of marketing function - logistics as a support function of order.	Donald J Bowersox
	IX II YEAR SBE	Winning through Comy	Types of Media of Communication Process of Communication - barriers of Communication	SBE dept.
1 st July - 5 th July	II BBA	Marketing Management	Marketing Mix - Introduction to Consumer behaviour.	Philip Kotler
	II MBA	Logistics Management	Logistics Order fulfillment, Assembling & labelling.	Donald J Bowersox
	IX II SBE	Winning through Comy.	Structure of letter - leave letter.	SBE Dept.



WEEK CLASS SUBJECTS PORTION COVERED BOOKS REFERRED

15th JULY - II BBA Marketing Mgt Meaning of Consumer behaviour Philip Kotler
 19th JULY - II MBA Logistics Mgt Multi Storage points - Consignment and delivery - Packaging - Perspectives Donald J. Bowersox
 I + II SBE Winning through Comy Complaint letter - Letter of application SBE Dep

19/7/19

22nd JULY - II BBA Marketing Mgt Consumer decision making process - Philip Kotler
 26th JULY - II MBA Logistics Mgt Segmentation - targeting Damage protection - Unitization Donald J. Bowersox
 - Channel integration - Structure & dynamics of packaging - Fresh food application
 I + II SBE Winning through Comy Preparation of resume / cv SBE DEP

26/7/19

5th AUG - II BBA Marketing Mgt Product - Product Mix - new product development. Philip Kotler
 9th AUG - II MBA Logistics Mgt Major Container trade - two Containers Operator. Donald J. Bowersox
 I + II SBE Winning through Comy Sales letter - Enquiry letter. SBE Dep

9/8/19

13th AUG - II BBA Marketing Mgt Product life cycle - Introduction to pricing - Pricing Strategies Philip Kotler
 16th AUG - II MBA Logistics Mgt Container Operator, Ship, Terminal - Container distribution Alex E. Branch
 - Container types - Non-containerizable Cargo.
 I + II SBE Winning through Comy Quotation - Order - Tender SBE Dep

16/8/19

WEEK	CLASS	SUBJECTS	PORTION COVERED	BOOKS REFERRED
19 th AUG - 23 rd AUG	II BBA	Marketing Mgt	Branding - Trade Mark - Labelling - Packaging.	Philip Kotler
	II MBA	Logistics Mgt	Features of Containerization - Containers bases - International Convention for safe Containers.	Alan E. Branch
24th AUG - 28th AUG	I & II SBE	Winning Through Communication	Order letter - Tenders	SBE Dept
26 th AUG - 30 th AUG	II BBA	Marketing Mgt	Promotion - advertising	Philip Kotler
	II MBA	Logistics Mgt	Logistics reengineering - Procedure - Logistics Environmental Assessment	Donald J Bowersox
31st AUG - 4th SEP	I & II SBE	Winning Through Communication	Reference letter - banking Correspondance.	SBE Dept
2 nd SEP - 6 th SEP	II BBA	Marketing Mgt	advertising - types of media - advertising Copy	Philip Kotler
	II MBA	Logistics Mgt	Geo Market differential - Logistics Environment assessment	Donald J Bowersox
7th SEP - 11th SEP	I & II SBE	Winning Through Communication	Banking Correspondance - Report writing - Types	SBE Dept
9 th SEP - 13 th SEP	II BBA	Marketing Mgt	Advertising Copy - Pros & Cons of advertising	Philip Kotler
	II MBA	Logistics Mgt	International Convention for Safe Containers	Donald J Bowersox
14th SEP - 18th SEP	I & II SBE	Winning Through Communication	Structure and layout - element	SBE Dept
16 th SEP - 20 th SEP	II BBA	Marketing Mgt	Ethics in advertising - sales promotion types	Philip Kotler
	II MBA	Logistics Mgt	Revision	-
	I & II SBE	Winning Through Communication	Essentials of good report	SBE Dept

WEEK	CLASS	SUBJECT	PORTION COVERED	BOOK REFERR
21 st SEP	-	-	II CAJ EXAMINATION II	-
27 th SEP	-	-	-	-
30 th Oct	II BBA	Marketing Mgt	Sales and distribution - Personal Selling - Salesmanship	-
4 th Oct	II MBA	Logistic Mgt	Logistics reengineering - Procedure - Logistics Environmental Assessment.	-
6	I & II SBE	Winning through Communication	Group discussion - Role play.	-
9 th Oct	II BBA	Marketing Mgt	Quotas - Sales Territories distribution - Channel	-
11 th Oct	II MBA	Logistics Mgt	Geo Market differential - Technology Assessment - Industry Competitive, Material Energy assessment - Channel Structure	-
14 th Oct	I & II SBE	Winning through Communication	Interviewing Techniques	-
19 th Oct	II BBA	Marketing Mgt	Marketing Channel - Online Marketing - Virtual Marketing	-
21 st Oct	II MBA	Logistics Mgt	Economic Social projection - Services Industry trends - regulatory posture - Strategic Integration	-
25 th Oct	II SBE	Winning through Communication	E-Mail Presentation Skill	-
21 st Oct	II BBA	-	REVISION	-
25 th Oct	II MBA	-	-	-
-	I & II SBE	-	-	-



PROGRAMME : MBA
PROGRAMME CODE :
SEMESTER : II
COURSE : ENTREPRENEURSHIP DEVELOPMENT
COURSE CODE :
HOURS : 05
CREDITS :
TOTAL HOURS : 05 hours
MAX. HOURS : 100
COURSE INSTRUCTOR : M. BALAPRIYA

WEEK/DATE	NO. OF HOURS	UNIT	TOPICS	TEACHING METHOD & STUDENT CENTER	LEARNER RESOURCE	METHOD OF EVALUATION
III WEEK NOVEMBER			Definition - Characteristics of entrepreneurial development - need - Importance - Success Stories - Characteristics of entrepreneur	Lecture, PPT	Books, Website	Oral test
IV WEEK NOVEMBER			Entrepreneurial Competencies - Types of Entrepreneur - Technopreneurship.	Lecture, PPT	Books, Website	Oral test
I WEEK DECEMBER			Characteristics - Women Entrepreneur	Lecture	Books	Oral test
II WEEK DECEMBER			Components - Process - format - Projected P/L A/c - Balance sheet	Lecture	Books	Practice
III WEEK DECEMBER			Cash flow Statement - Project report Performance	Lecture	Books	Practice
IV WEEK DECEMBER			Group entrepreneurship - Government Schemes for group entrepreneurship - Self help group	PPT	Website	Written test



WEEK	CLASS	SUBJECT	PORTION COVERED	BOOK REFERR
28 th SEP - 29 th SEP	-	-	II CASE EXAMINATION II	-
30 th Oct 1 st Oct	II BBA	Marketing Mgt	Sales and distribution - Personal Selling - Salesmanship	
2 nd Oct 3 rd Oct	II MBA	Logistic Mgt	Logistics reengineering - Procedure - Logistics Environmental Assessment	
4 th Oct 5 th Oct	I & II SBE	Winning Through Communication	Group discussion - Role play	
9 th Oct 11 th Oct	II BBA	Marketing Mgt	Quotas - Sales territories distribution - Channel	
11 th Oct 12 th Oct	II MBA	Logistics Mgt	Geo Market differential - Technology Assessment - Industry Competitive, Material Energy assessment - Channel	
13 th Oct 14 th Oct	I & II SBE	Winning through Communication	Interviewing Techniques	
14 th Oct 19 th Oct	II BBA	Marketing Mgt	Marketing Channel - Online Marketing - Virtual Marketing	
19 th Oct 20 th Oct	II MBA	Logistics Mgt	Economic Social projection - Services Industry trends - regulatory posture - Strategic Integration	
21 st Oct 22 nd Oct	II SBE	Winning through Communication	E-Mail Presentation	
21 st Oct 25 th Oct	II BBA	-	REVISION	
25 th Oct	II MBA	-	-	
25 th Oct	I & II SBE	-	-	

PROGRAMME : MBA
PROGRAMME CODE :
SEMESTER : II
COURSE : ENTREPRENEURSHIP DEVELOPMENT
COURSE CODE :
HOURS : 05
CREDITS :
TOTAL HOURS : 5 hours
MAX. HOURS : 100
COURSE INSTRUCTOR : M. BALAPRIYA

WEEK / DATE	NO. OF HOURS	UNIT	TOPICS	TEACHING METHOD & STUDENT CENTRE	LEARN RESOU	METHOD OF EVALUATION
III WEEK NOVEMBER			Definition - Characteristics of entrepreneurial development - need - Importance - Success Stories - Characteristics of entrepreneur	Lecture, PPT	Books, Website	Oral test
IV WEEK NOVEMBER			Entrepreneurial Competencies - Types of Entrepreneur - Technopreneurship.	Lecture, PPT	Books, Website	Oral test
I WEEK DECEMBER			Characteristics - Women Entrepreneur	Lecture	Books	Oral test
II WEEK DECEMBER			Components - Process - format - Projected P&L A/c - Balance sheet	Lecture	Books	Practice
III WEEK DECEMBER			Cash flow Statement - Project report Performance	Lecture	Books	Practice
IV WEEK DECEMBER			Group Entrepreneurship - Government Schemes for group Entrepreneurship - Self help group	PPT	Website	Written test

WEEK/DATE	NO. OF HOURS	UNIT	TOPICS	TEACHING METHOD	LEARN RESOURCE	EVALUATION
I WEEK JANUARY			Micro finance - Micro finance institution in India - Modality of getting loans - Prime minister employment generation - Unemployment Youth.	PPT + Lecture	Website	Oral test
II WEEK JANUARY			Development of handicrafts Enterprise - Khadi and Village industries - National and Small industries Corporation limited - Tamil nadu Small industries development district Centers.	PPT + Lecture	Website	Oral test
III WEEK FEBRUARY			Lead bank Schemes - SIDBI - National bank for Agricultural and rural development - Special scheme Operated by TIC - Tamil nadu pollution Control board - Quality Standard and Certification	Lecture x PPT	Books Website	Interactive Class
I WEEK MARCH			Trade Mark - Patent - legal requirements Business Economic laws - filling of Entrepreneurship Memorandum - Minimum Wages.	PPT	Website	Interactive & practice class
III WEEK MARCH			Employee State Insurance Corporation - Income tax - Service tax - Value added tax - GST	PPT + Lecture	Website	Interactive class
IV WEEK MARCH			Revision	-	-	-

PROGRAMME : BBA
PROGRAMME CODE : U08
SEMESTER : VI
COURSE : ENTREPRENEURIAL DEVELOPMENT
COURSE CODE : UEBAD17
HOURS : 05
CREDITS : 4
TOTAL HOURS : 80 hours
MAX. HOURS : 100
COURSE INSTRUCTOR : M. BALAPRIYA

WEEK / DATE	NO. OF HOURS	UNIT	TOPICS	TEACHING METHOD & STUDENT LEARN	LEARN RESOURCE	METHOD OF EVALUATION
III WEEK NOVEMBER	5	I	Introduction - Understanding the meaning of Entrepreneurship - Characteristics of an Entrepreneur	Lecture, PPT	Books, Website	Oral test
IV WEEK NOVEMBER	5	I	Classification of the Entrepreneur - Entrepreneurial scene in India - factors influencing entrepreneurship	Lecture	Books & Website	Oral test
I WEEK DECEMBER	5	II	Entrepreneurial growth, Role played by Government.	PPT	Website	Written test
II WEEK DECEMBER	5	II	Non-Governmental agencies - EDP's, SIDBI	PPT & Lecture	Books & Website	Oral test
III WEEK DECEMBER	5	II	Rural Entrepreneur - Small Scale Entrepreneurs and Export Entrepreneur	PPT	Books & Website	Interactive test
IV WEEK DECEMBER	5	II	Overview of Small Scale Entrepreneur Export Entrepreneur	PPT	Books	Interactive test
I WEEK JANUARY	5	III	Starting an Enterprise - business Generation techniques - Identification of business opportunity	PPT & Lecture	Website	Interactive

WEEK / DATE	No. OF HOURS	UNITS	TOPICS	TEACHING METHOD & STUDENT CENTER	LEARNING RESOURCE	METHOD OF EVALUATION
III WEEK JANUARY	5	III	Marketing - Financial & Technical feasibility	Theory	Books	Oral test
IV WEEK JANUARY	5	III	Legal - Managerial and locational feasibility	Theory	Books	Oral test
I WEEK FEBRUARY	5	IV	Project appraisal - Methods, techniques, Preparation of business plan	PPT	Books	Written test
II WEEK FEBRUARY	5	IV	Content of a business plan, project report	PPT	Books	Oral test
III WEEK FEBRUARY	5	V	Entering the Market, Franchising and Acquisition	PPT & Lecture	Website	Oral test
IV WEEK FEBRUARY	5	V	Problems and prospects of women Entrepreneurship	Lecture	Books	Oral test
I WEEK MARCH	5	V	Factors Contributing to Successful women Entrepreneurship	PPT	Books	Oral test
II WEEK MARCH	5	V	Successful women Entrepreneurship	PPT & Lecture	Website	Oral test
III WEEK MARCH	5		Revision			Oral test

PROGRAMME : BBA
 PROGRAMME CODE : U08
 SEMESTER : III
 COURSE : RESEARCH METHODOLOGY
 COURSE CODE : UCBAJIT
 HOURS : 05
 CREDITS : 5
 TOTAL HOURS : 80 Hours
 MAX. HOURS : 100
 COURSE INSTRUCTOR : M. BALAPRIYA

WEEK / DATE	No. OF HOURS	UNIT	TOPICS	TEACHING METHOD & STUDENT CENTER	LEARNING RESOURCE	METHOD OF EVALUATION
IV WEEK NOVEMBER	5	I	Definition of research - Objectives.	Lecture	Books	Oral Test
V WEEK NOVEMBER	5	I	Types of research - Research process	PPT	Website	Written Test
VI WEEK DECEMBER	5	I	Qualities of a researcher - Criteria of good research	Lecture	Books & Website	Oral Test
VII WEEK DECEMBER	5	I & II	Problem Encountered in research - Defining research problem	Lecture & PPT	Books	Oral Test
VIII WEEK DECEMBER	5	II	Research design - Features - Types - Factors affecting research design	Lecture & PPT	Books & Website	Written Test
IX WEEK	5		Christmas Holidays	-	-	-
X WEEK JANUARY	5	II	Hypothesis - Meaning - need for formulation Type I & II error	PPT	Book & Website	Oral Test

WEEK/DATE	No. OF HOURS	UNITS	TOPICS	TEACHING METHOD	LEARNING METHOD	EVALUATION
II WEEK JANUARY	5	-	I CA EXAMINATION	-	-	-
III WEEK JANUARY	5	III	Sampling techniques - meaning	PPT	Books	Written test
IV WEEK JANUARY	5		Types of Sampling	PPT	Books	Written test
I WEEK FEBRUARY	5	III	Merits and demerits of Sampling	PPT	Books	Written test
II WEEK FEBRUARY	5	IV	Interview techniques - Survey - Questionnaire - Types of Secondary data	PPT & lecture	Book website	Oral test
III WEEK FEBRUARY	-		II - CA Examinations	-	-	-
IV WEEK FEBRUARY	5	V	Measurement of Scaling	PPT	BOOK	Oral test
I WEEK MARCH	5	V	Interpretation and report Writing	Lecture	BOOK	Interaction & discussion
II WEEK MARCH	5	V	Using Spss and its introduction	PPT	Website	discussion
III WEEK MARCH	-	All units	Revision for Semester	-	-	-
IV WEEK MARCH	-	All units	Revision for Semester	-	-	-

TEACHING PLAN



Page :
Date : / /

Course Name : MBA
 Course Code :
 Course Co-Ordinator : M. BALAPRIYA
 No. OF hours / Week :

Date	Class	Topics Covered	Learning Resources	Methodology
18 th Nov To 22 nd Nov	I MBA	Definition - characteristics of entrepreneurial development - need - importance - Success stories - characteristics of entrepreneur	Jayashree Suresh	Black board, lecture notes
25 th Nov - 29 th Nov	I MBA	Entrepreneurial Competencies - Type of Entrepreneur - Technopreneurship	Jayashree Suresh	PPT
2 nd Dec - 6 th Dec	I MBA	Technopreneurship characteristics - Women Entrepreneur	Jayashree Suresh	Lecture + PPT
9 th Dec - 13 th Dec	I MBA	Components - process - format - projected P&L A/c - Balancesheet	Jayashree Suresh	Lecture
16 th Dec - 20 th Dec	-	I CA EXAMINATION	-	-
2 nd Jan - 6 th Jan	I MBA	Cash flow Statement - project report Performance	Jayashree Suresh	PPT
13 th Jan 17 th Jan	I MBA	Group Entrepreneurship - Government Scheme for group group entrepreneurship - Self help group	Jayashree Suresh	PPT

WEEK/DATE	No. OF HOURS	UNITS	TOPICS	TEACHING METHOD	STUDENT CAN	RESOURCE	METHOD OF EVALUATION
II WEEK JANUARY	5	-	I CA EXAMINATION	-	-	-	-
III WEEK JANUARY	5	III	Sampling techniques - meaning	PPT	Books	Written test	
IV WEEK	5		Types of Sampling	PPT	Books	Written test	
I WEEK FEBRUARY	5	III	Merits and demerits of Sampling	PPT	Books	Written test	
II WEEK FEBRUARY	5	IV	Interview techniques - Survey - Questionnaire - Types of Secondary data	PPT & lecture	Book & website	Oral test	
III WEEK FEBRUARY	-		II - CA Examinations	-	-	-	
IV WEEK	5	V	Measurement of Scaling	PPT	BOOK	Oral	
I WEEK MARCH	5	V	Interpretation and report Writing	Lecture	BOOK	Interactive & discussion	
II WEEK MARCH	5	V	Using Spss and its introduction	PPT	Website	discussion	
III WEEK MARCH	-	All units	Revision for Semester	-	-	-	
IV WEEK	-	All units	Revision for Semester	-	-	-	

TEACHING PLAN

Course Name : MBA
 Course Code :
 Course Co-Ordinator : M. BALAPRIYA
 No. OF hours / Week :

Date	Class	Topice Covered	Learning Resources	Methodology
18 th Nov To 22 nd Nov	I MBA	Definition - characteristics of entrepreneurial development - need - importance - Success Stories - characteristic of entrepreneur	Jayashree Suresh	Black board Lecture
25 th Nov - 29 th Nov	I MBA	Entrepreneurial Competencies - Type of Entrepreneur - Technopreneurship	Jayashree Suresh	PPT
2 nd Dec - 6 th Dec	I MBA	Technopreneurship characteristics - Lalomen Entrepreneur		Lecture x PPT
9 th Dec - 13 th Dec	I MBA	Components - process - format - projected P&L A/c - Balancesheet	Jayashree Suresh	Lecture
16 th Dec - 20 th Dec	-	I. CA EXAMINATION	-	-
2 nd Jan - 6 th Jan	2 MBA	Cash flow Stalement - project report Performance	Jayashree Suresh	PPT
13 th Jan 17 th Jan	I MBA	Group Entrepreneurship - Government Scheme for group group Entrepreneurship - Self help group	Jayashree Suresh	PPT

DATE	CLASS	TOPICS COVERED	LEARNING RESOURCES	METHODOLOGY
20 th Jan - 24 th Jan	I MBA	Macro finance - Micro finance institutions in India Modality of getting loans Prime minister employment generation - Unemployment youth	Jayashree Suresh	Lecture PPT
27 th Jan 31 st Jan	I MBA	Development of handcraft KVIC - NSIC - TNSIDCO - DIC	Jayashree Suresh	Lecture PPT
3 rd Feb - 7 th Feb	I MBA	Lead bank - SIDBI - National bank for agriculture and rural development - TICC - Tamil Nadu Pollution Control board	Jayashree Suresh	Lecture PPT
10 th Feb - 14 th Feb	I MBA	Trade mark - patent - legal requirement - Minimum wages	Jayashree Suresh	Lecture PPT
17 th Feb - 21 st Feb	I MBA	Business activity - practical	PRACTICAL	
24 th Feb - 27 Feb	I MBA	ESI - Income tax - Service tax - VAT - GST	Jayashree Suresh	PPT
28 th Feb - 31 st March	I MBA	Revision	—	—

COURSE NAME : ENTREPRENEURIAL DEVELOPMENT

COURSE CODE : VEBAD 17

COURSE CO-ORDINATOR : M. BALAPRIYA

NO. OF HOURS / WEEK : 5 HOURS

DATE	CLASS	TOPICS COVERED	LEARNING RESOURCES	METHODOLOGY
18 th Nov - 22 nd Nov 22/11/19	III BBA	Introduction - Understanding the Meaning of Entrepreneurship - characteristics of an Entrepreneur	Jayashree Suresh	Black board
5 th Nov - 29 th Nov 29/11/19	III BBA	Classification of The Entrepreneur - Entrepreneurial Scenes in India - factors influencing Entrepreneurship	Jayashree Suresh	PPT
2 nd Dec - 6 th Dec 2/12/19	III BBA	Entrepreneurial growth, Role played by Government	Jayashree Suresh	PPT
9 th Dec - 13 th Dec 13/12/19	III BBA	Non - Governmental agencies - EDP's, SIDBI, Rural Entrepreneur, Small Scale Entrepreneur - Export Entrepreneur	Jayashree Suresh	Black board
16 th Dec - 20 th Dec 20/12/19	III BBA	I CA Examination	-	-
2 nd Jan - 10 th Jan 2/1/20	III BBA	Rural Entrepreneur - Small scale Entrepreneur, Export Entrepreneur	Jayashree Suresh	PPT
13 th Jan - 17 th Jan	IV BBA	Starting An Enterprise - business generation techniques - Identification of business opportunity	Jayashree Suresh	PPT

DATE	CLASS	TOPICS COVERED	LEARNING RESOURCE	METHODOLOGY
20 th Jan	<u>II</u> BBA	Marketing - financial - Technical feasibility	Jayashree	PPT
24 th Jan			Suresh	
27 th Jan -	<u>II</u> BBA	Legal - Managerial and locational feasibility	Jayashree	PPT
31 st Jan			Suresh	
3 rd Feb -	<u>II</u> BBA	Project appraisal - Methods, techniques, Preparation of business plan	Jayashree	PPT
7 th Feb			Suresh	
10 th Feb -	<u>II</u> BBA	Content of business plan - Project report	Jayashree	PPT
14 th Feb			Suresh	
17 th Feb -	<u>II</u> BBA	Entering the market - franchising and Acquisition	Jayashree	PPT
21 st Feb			Suresh	
24 th Feb -	<u>II</u> BBA	Problems and Prospects of Women Entrepreneur, Factors contributing to Successful Women Entrepreneur	Jayashree	PPT
27 th Feb			Suresh	
28 th Feb -	<u>III</u> BBA	Revision		PPT
31 st March				



COURSE NAME : RESEARCH METHODOLOGY

COURSE CODE : UCBAJ17

COURSE CO-ORDINATOR : M. BALAPRIYA

NO. OF HOURS/WEEK : 05

DATE	CLASS	TOPICS COVERED	LEARNING RESOURCE	METHODOLOGY
18 th Nov - 22 nd Nov	II BBA	Definition of research - Objectives	C. Kothari	Black board
25 th Nov - 29 th Nov	II BBA	Types of research - Research process	C. Kothari	PPT
2 nd Dec - 6 th Dec	II BBA	Qualities of a researcher - Criteria of good research - Problems encountered in research - Defining research problem	C. Kothari	PPT
9 th Dec - 13 th Dec	II BBA	Research design - features - Types - factors affecting research design	C. Kothari	PPT
16 th Dec - 20 th Dec	-	I CA EXAMINATION	-	-
2 nd Jan - 6 th Jan	II BBA	Hypothesis - meaning - need formulation Type I & II error	C. Kothari	lecture
13 th Jan - 17 th Jan	II BBA	Sampling techniques - meaning	C. Kothari	PPT
20 th Jan - 24 th Jan	II BBA	Types of Sampling	C. Kothari	Lecture
27 th Jan - 31 st Jan	II BBA	Merits & demerits of Sampling	C. Kothari	Lecture

DATE	CLASS	TOPICS COVERED	LEARNING RESOURCES	METHODOLOGY
3 rd Feb - 7 th Feb	II BBA	Interview techniques - Survey - Questionnaire - Type of Secondary data	C. Kothari	PPT
10 th Feb - 14 th Feb	II BBA	II (A) Examination	-	-
17 th Feb - 21 st Feb	III BBA	Measuring of Scaling	C. Kothari	PPT
24 th Feb - 27 th Feb	II BBA	Interpretation and report writing - Using SPSS and its introduction	C. Kothari	PPT
28 th Feb - 31 st Feb	II BBA	Revision	-	-

ECONOMICS FOR MANAGEMENT - TMBA

MONTH	MONTH / WEEK	SEMESTER - I
		PORTIONS TO BE COVERED
AUGUST	1 st	UNIT - I Economics - meaning, characteristics, significance, Theories of economy, fundamental economic problems
	2 nd	Efficiency, equity, Macro economic growth & stability
	3 rd	UNIT - II Demand - Meaning, determinants, law of demand, expectations to law of demand
	4 th	Elasticity of demand, demand forecasting, supply, law & elasticity of supply.
SEPTEMBER	1 st	UNIT - III Consumer equilibrium, Cardinal & ordinal approach
	2 nd	Indifference curve - meaning & properties, Maximizing satisfaction, cost of production.
	3 rd	Short run output function, long run cost function, economies & Diseconomies of scale.
	4 th	UNIT - IV Pricing - Meaning, equilibrium of firm Perfect competition, Short and long run equilibrium
OCTOBER	1 st	pure monopoly, features, short run & long run equilibrium, price determination, degrees of price discrimination.
	2 nd	Monopolistic competition meaning, features

MONTH	WEEK	PARTIONS TO BE COVERED
		UNIT - I
OCTOBER	3 rd	Macroeconomics, Meaning, National income, national expenditure, National product, NNP, GNP, GDP, P_1 , PPI, Macroeconomic aggregates
	4 th	Circular flow of Macroeconomic activity, equilibrium, inflation, Deflation.

Books REFERRED

Managerial Economics - P.L. Mehta

Principles of Economics - N. Gregory Mankiw, Richard
Lipsey and Abba Chhristal

PCBAMIT
 LEGAL ASPECTS OF BUSINESS
 II MBA

classmate

Date _____
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MONTH	WEEK	SEMESTER - III PORTIONS TO BE COVERED
JUNE	3 rd	UNIT - I Indian Contract act - definition - Essentials.
	4 th	Void Agreements - performance of contracts
	5 th	Breach of Contract
JULY	1 st	Sales Contract - Warranties and conditions
	2 nd	UNIT - II Definition of a company formation and incorporation
	3 rd	MOA - AOA and prospectus
	4 th	Meetings - winding up of a company
AUGUST	1 st	UNIT - III Factories Act
	2 nd	payment of Wages Act
	3 rd	Industrial disputes act
	4 th	Lay off - Lock out - Retrenchment
SEPTEMBER	1 st	Unfair labour practices
	2 nd	Trade union Act
	3 rd	UNIT - IV Value Added Tax
	4 th	Practical implications of tax
OCTOBER	1 st	UNIT - V Consumer protection Act

PCBAM17
 LEGAL ASPECTS OF BUSINESS
 II MBA

classmate

Date

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MONTH	WEEK	SEMESTER - III PORTIONS TO BE COVERED
JUNE	3 rd	UNIT - I Indian Contract act - definition - Essentials.
	4 th	Void Agreements - performance of contracts
	5 th	Breach of Contract
JULY	1 st	Sales Contract - Warranties and conditions
	2 nd	UNIT - II Definition of a company formation and incorporation
	3 rd	MOA - AOA and prospectus
	4 th	Meetings - winding up of a company
AUGUST	1 st	UNIT - III Factories Act
	2 nd	Payment of Wages Act
	3 rd	Industrial disputes act
	4 th	Lay off - Lock out - Retrenchment
SEPTEMBER	1 st	Unfair labour practices
	2 nd	Trade union Act
	3 rd	UNIT - IV Value Added Tax
	4 th	Practical implications of tax
OCTOBER	1 st	UNIT - V Consumer protection Act

MONTH	WEEK	PORTIONS TO BE COVERED
	2 nd	IT Act 2000 & 2008
	3 rd	Introduction of IPR
	4 th	Revision.

BOOKS REFERRED

1. P. Saravanavel & Sumathi — Business Law
2. N.D. Kapoor — Mercantile Law

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III BBA - SEMESTER V

SBE - HOTEL PLANNING & ADMINISTRATION
USBA517

classmate

Date _____

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MONTH	WEEK	PORTIONS TO BE COVERED
		<u>UNIT - I</u>
JUNE	3 rd	Origin, Classification.
	4 th	Hotel association and their operations.
		<u>UNIT - II</u>
	5 th	Hotel operations - Front office - Introduction.
JULY	1 st	Qualities of F.O. Staff,
	2 nd	F.O. Salesmanship.
	3 rd	Duties and responsibilities of F.O. personnel
	4 th	Duties and responsibilities of F.O. personnel. (Continuation of 3 rd Week portion)
AUGUST		<u>UNIT - III</u>
	1 st	Housekeeping, Types of room
	2 nd	Competencies of HK personnel
	3 rd	Safety and Security in Housekeeping
	4 th	<u>UNIT - IV</u> Control desk - Introduction.
SEPTEMBER	1 st	Files and registers, Co-ordination & control.
	2 nd	Handling guest priorities and request.
	3 rd	Types of rooms, cleaning routines
	4 th	Inspection.

MONTH	WEEK	PORTIONS TO BE COVERED
		<u>UNIT - V</u>
OCTOBER	1 st	Horticulture
	2 nd	Landscaping, facilities and equipments.
	3 rd	Types of garden, safety & security.
	4 th	Revision.

REFERENCE:

Hotel front office - Sudhir Andreeas

Hotel Housekeeping - Sudhir Andreeas

1/17/19

Date	class	Subject	portions covered	Ref books
6.6.19	II MBA	Legal Aspects of Business	UNIT - I Indian contract act definition, Essentials, offer, Acceptance, performance	Business law
to	III BBA	Hotel planning & Administration	UNIT - I Origin, classification	Hotel H.R.
7.6.19	II MBA	Legal Aspects of Business	Void agreements, performance of contract	Business law
to	III BBA	Hotel planning & Administration.	continuation of classification hotel association & their operations.	Hotel F.O.
8.6.19	II MBA	Legal Aspects of Business	Breach of contract, Sales of contracts, Warranty and conditions	Business law Saranamurali
to	III BBA	Hotel planning & Administration.	UNIT - II - Hotel operations F.O. - Introduction, qualities of F.O. staff	Hotel F.O. Sudhir Andra
1.7.19	II MBA	Legal Aspects of Business	UNIT - II - Company - formation & incorporation,	Business law Saranamurali
to	III BBA	Hotel planning & Administration.	F.O. Salesmanship	Hotel F.O. Sudhir Andra
12.7.19				

11/7/19
Anula Valarmath
17/7/19

5/7/19

12/7/19

Date	Class	Subject	Portions Covered	Ref Books
15.7.19	I MBA	Orientalion	Orientalion program for I st MBA.	—
to	II MBA	Legal Aspects of Business	MOA, AOA & perspectives	Business law Saravanavel
19.7.19	III BBA	Hotelpanning & Administration.	Duties and responsibilities of F.O. sales personnel.	Hotel F.O. Sudhir Andrew
21/7/19				
22.7.19	I MBA	Orientalion	Orientalion program for I st MBA	—
to	II MBA	Legal Aspects of Business	Meetings and winding up of a company.	Business law Saravanavel.
27.7.19	III BBA	Hotel planning & Administration	Duties and responsibilities of F.O. personnel.	Hotel F.O. Sudhir Andrew
27/7/19				
29.7.19	I MBA	Managerial Economics	UNIT - I Economics - Meaning, Characteristics, Significance	Managerial Economics P.L. Mehta
to	II MBA	—	I CA	—
2.8.19	III BBA	—	I CA	—
3/8/19				

Date	class	subject	portions covered	Ref Book
6.8.19 to	I MBA	Managerial Economics	Theories of Economics, Fundamental Economic problems, Efficiency, equity	Managerial Economics - P.L. Mehta
9.8.19	II MBA	Legal Aspects of Business	UNIT-III Factory Act	Business law - Saravanan
9/8/19	III BBA	Hotel planning and Administration	UNIT-III House keeping, Types of room	Hotel H.K. - Sudhar Anand
13.8.19 to	I MBA	Managerial Economics	Macro economic growth and Stability	Managerial Economics - P.L. Mehta
16.8.19	II MBA	Legal Aspects of Business	payment of Wages Act, Industrial Disputes Act	Business law - Saravanan
16/8/19	III BBA	Hotel planning and Administration	competencies of H.K. personnel.	Hotel H.K. - Sudhar Anand
19.8.19 to	I MBA	Managerial Economics	UNIT-II Demand, Determinants, Law of Demand	Managerial Economics - P.L. Mehta
22.8.19	II MBA	Legal Aspects of Business	Lay off - lock out - Retrenchment	Business Law - Saravanan
22/8/19	III BBA	Hotel planning and Administration	Safety and Security in House keeping.	Hotel H.K. - Sudhar Anand
26.8.19 to	I MBA	Managerial Economics	Exceptions, Plasticity, Demand forecasting	Managerial Economics - P.L. Mehta

Date	Class	Subject	Portions Covered	Ref Book
29.8.19	II MBA	Legal Aspects of Business	Unfair Labour practices, Trade Union Act.	Business Law - Saravanan
11/8/19	III BBA	Hotel planning and Administration	class test, Duties and Responsibilities of HK personnel.	Hotel H.K. - Sudhir Andrews
09.9.19	I MBA	Managerial Economics	UNIT-III - Consumer equilibrium Cardinal, ordinal approach.	Managerial Economics - P.L. Mehta
17.9.19	II MBA	Legal Aspects of Business	Class test, Trade union act (continuation)	Business law - Saravanan
13/9/19	III BBA	Hotel planning and Administration	UNIT-IV - Control Desk,	
16.9.19	I MBA	Managerial Economics	Indifference curve, meaning & properties, maximizing satisfaction, Cost of production	Managerial Economics - P.L. Mehta
20.9.19	II MBA	Legal Aspects of Business	class test, UNIT-IV - VAT & practical implications of tax.	Business law - Saravanan
20/9/19	III BBA	Hotel planning Administration	files and registers, Co-ordination & control, Types of room.	Hotel H.K. - Sudhir Andrews
21.9.19	I MBA	Managerial Economics	short run & long run function economic & Diseconomics of scale.	Managerial Economics - Saravanan
27.9.19	II MBA	Legal Aspects of Business	II CA	
25/9/19				

EVEN SEMESTER LESSON PLAN

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PROGRAMME : MBA
 PROGRAMME CODE :
 SEMESTER : IV
 COURSE : INDUSTRIAL RELATIONS
 COURSE CODE : PEHRC17
 HOURS : 6
 CREDITS : 3
 TOTAL HOURS : 60 Hrs
 MAX MARKS : 100
 COURSE INSTRUCTOR : Dr. B. Divya Keerthika

WEEK / DATE	NO OF HOURS	UNIT	TOPICS	TEACHING METHOD & MEDIA	LEARNING RESOURCES	METHOD OF EVALUATION
I st WEEK NOVEMBER		UNIT I	IR - Evolution of IR Concept, Importance Scope and aspects Components.	Lecture Method/ PPT	Dynamics of IR - Mamoria C.B. & Sathish Mam Orin	Discussion of Case Studies
II nd WEEK NOVEMBER			Factors, Approaches, Organizations, pre- requisites, State & IR policy	PPT / Lecture Method	Dynamics of IR - Mamoria C.B. & Sathish Mamoria	Discussion/ Test
III rd WEEK DECEMBER		UNIT II	Industrial Disputes, Concepts, Essentials, Classification.	PPT / Lecture Method	Industrial Relations & Labour laws Srivastava	Discussion/ Quiz
IV th WEEK DECEMBER			Impacts, causes, Industrial peace - concepts, Ways of achieving peace.	PPT / Lecture Method	Industrial Relations & Labour laws Srivastava	Assignment, Discussion of Case Study
V th WEEK DECEMBER			Strikes, Typology, Illegal Strike, rights, Tripartite & Bipartite	PPT / Lecture Method	Industrial Relations & Labour laws Srivastava	Test, Assignment

WEEK / DATE	NO OF HOURS	UNIT	TOPICS	TEACHING METHODS STUDY CENTRIC	LEARNING RESOURCES	METHODS OF EVALUATION
I st WEEK JANUARY		UNIT - V	Conciliation, Concept, qualities * Role of conciliator	PPT / Lecture Method	Industrial Relations Labour laws Srivastava	Test
II nd WEEK JANUARY			Voluntary & Compulsory conciliation, preliminary steps, Sequential patterns of conciliation	PPT / Lecture Method	Industrial Relations & labour laws Srivastava	Discussion of Case study
III rd WEEK JANUARY			Mediation, Revision of unit I	PPT / Lecture Method	Industrial Relations & labour laws - Srivastava	Test / Quiz
IV th WEEK JANUARY			Revision of unit - III	PPT / Lecture Method	IR & Labour laws Srivastava	Test / Quiz
V th WEEK JANUARY			Revision of unit - IV	PPT / Lecture Method.	IR & Labour laws - Srivastava	Test / Quiz

PROGRAMME : MBA

PROGRAMME CODE :

SEMESTER : II

COURSE : HUMAN RESOURCE MANAGEMENT

COURSE CODE : PLBA117

WEEK / DATE	NO OF HOURS	UNIT	TOPICS
III rd WEEK NOVEMBER		UNIT I	Evolution of HRM, Introduction, Function & Objectives qualities of HR Manager, personnel policies & principles
IV th WEEK NOVEMBER			HR Accounting & Audit, Importance of HRP, factors affecting HRP, planning process, HRIS, Requisites, Barriers
I st WEEK DECEMBER		UNIT II	Recruitment: Introduction, Importance, factors
II nd WEEK DECEMBER			Recruitment process, Internal & external recruitment, Selection, Services to Selection.
III rd WEEK DECEMBER			Inputs in Training & Development, Training process - types, Impediments, transfer, promotion & Demotion.
I st WEEK JANUARY		UNIT III	Revision for CA, Management Development programme.
III rd WEEK JANUARY			Orientation, Purpose, Requisites of effective training, placement, performance appraisal, Objectives, process
IV th WEEK JANUARY			Methods, Career Development, Career planning

HOURS : 6
 CREDITS : 3
 TOTAL HOURS : 102 hrs
 MAX MARKS : 100
 COURSE INSTRUCTOR : Dr. B. DIVYA KEERTHIKA

TEACHING METHOD	LEARNING RESOURCES	METHOD OF EVALUATION
Lecture Method / PPT	Human Resource Management - Aswathappa	Discussion of real Industrial Experience
PPT / Lecture Method	Human Resource Management - Aswathappa	Discussion of real Industrial Experience
PPT / Lecture Method	Human Resource Management - Aswathappa	Test
PPT / Lecture Method	Human Resource Management - Aswathappa	Assignment
PPT / Lecture Method	Human Resource Management - Aswathappa	Discussion of case Studies
PPT / Lecture Method	Human Resource Management - Aswathappa	Discussion of real Industrial Experience
PPT / Lecture Method	Human Resource Management - Aswathappa	case study Discussion
PPT / Lecture Method	Human Resource Management - Aswathappa	Test

WEEK/DATE	NO OF HOURS	UNIT	TOPICS
I st WEEK JANUARY		UNIT - IV	Remuneration, rewards, components, factors
I st WEEK FEBRUARY		UNIT - IV	Challenges, concepts of wages, employee benefits and services
II nd WEEK FEBRUARY			Importance, types, participative Management Empowering employees
III rd WEEK FEBRUARY			Scope and ways, Importance & limitations of Disputes, causes of Disputes
IV th WEEK FEBRUARY			Settlement, grievance procedure.
I st WEEK MARCH		UNIT - V	Ethics, Importance, HR Ethical Issues
II nd WEEK MARCH			Managing Ethics, Contemporary issues, in HRM
III rd WEEK MARCH			e-HR, e-HR activities.
IV th WEEK MARCH			Revision

TEACHING METHOD	LEARNING RESOURCES	METHODS OF EVALUATION
PPT / Lecture Method	Human Resource Management - Aswathappa	Discussion on real Industrial Experience.
PPT / Lecture Method	Human Resource Management - Aswathappa	Group Discussion
PPT / Lecture Method	Human Resource Management - Aswathappa	Assignment
PPT / Lecture Method	Human Resource Management - Aswathappa	Group Discussion
PPT / Lecture Method	Human Resource Management - Aswathappa	Test
PPT / Lecture	Human Resource Management - Aswathappa	Group Discussion
PPT / Lecture	Human Resource Management - Aswathappa	Test
PPT / Lecture	www.network-hrmtoday.com	Video presentation of real Industrial HR activities
PPT	HRM - Aswathappa	Quiz / Test

PROGRAMME : BBA

PROG. CODE :

SEMESTER : VI

COURSE : SKILL BASED ELECTIVE - HOTEL PLANNING & ADMINISTRATION

COURSE CODE : USBAD615

WEEK / DATE	NO OF HOURS	UNIT	TOPICS
III rd WEEK NOVEMBER		UNIT - I	Origin, classification
IV th WEEK NOVEMBER			Hotel Association and their operation
I st WEEK DECEMBER		UNIT - II	Front office, Introduction
II nd WEEK DECEMBER		UNIT - II	Qualities, Salesmanship of Front office personnel.
III rd WEEK DECEMBER		UNIT - II	Duties & responsibilities of F.O. personnel.
I st WEEK JANUARY		UNIT - III	House keeping, Types of Room
II nd WEEK JANUARY		UNIT - III	competencies of HK personnel
IV th WEEK JANUARY		UNIT - III	Safety & Security in HK
V th WEEK JANUARY		UNIT - III	Duties & Responsibilities of HK personnel, Guest priorities & requests

HOURS : 2

CREDITS : 2

TOTAL HOURS : 36 hrs

MAX MARKS : 60

COURSE INSTRUCTOR : Dr. B. DIVYA KEERTHIKA

TEACHING METHOD	LEARNING RESOURCES	METHOD OF EVALUATION
PPT, Material	Hotel Front office - Sudhir Andrews	Discussion, video presentation
PPT	Hotel Front office - Sudhir Andrews	Discussion on real Industrial experience.
Material	Hotel Front office - Sudhir Andrews	Test, Assignments
Material	Hotel Front office Sudhir Andrews	Quiz
Material	Hotel Front office - Sudhir Andrews	Sharing real Industrial Experiences.
Material, PPT	Hotel House keeping - Sudhir Andrews	Video presentation
Material	Hotel House keeping - Sudhir Andrews	Sharing real Industrial Experiences
Material	Hotel House keeping - Sudhir Andrews	Test
Material	Hotel H.K - Sudhir Andrews	Discussion on real Industrial Experiences

WEEK/DATE	NO. OF HOURS	UNIT	TOPICS
I st WEEK FEBRUARY		UNIT - IV	Control Desk, files and registers, Co-ordination & control
II nd WEEK FEBRUARY		UNIT - IV	Handling guest priorities & request
III rd WEEK FEBRUARY		UNIT - IV	Types of rooms, cleaning routines
IV th WEEK FEBRUARY		UNIT - IV	Inspection
I st WEEK MARCH		UNIT - V	Horticulture, Landscaping, Facilities
II nd WEEK MARCH		UNIT - V	Equipments in Horticulture.
III rd WEEK MARCH		UNIT - V	Types of Garden, Safety & Security
IV th WEEK MARCH			Revision of all units

TEACHING METHOD	LEARNING RESOURCES	METHODS OF EVALUATION
Material	Hotel House Keeping - Sudhir Andrews	Assignment
Material	Hotel House Keeping & F.O - Sudhir Andrews	Test
Material	Hotel H.K - Sudhir Andrews	Video presentation
Material	Hotel H.K - Sudhir Andrews	Discussion of real Industrial experiences
Material	Hotel H.K - Sudhir Andrews	Sharing real gardening experiences
Material	Hotel HK - Sudhir Andrews	Sharing real gardening experiences.
Material	Hotel HK & F.O. - Sudhir Andrews	Sharing real & Discussing real Indust- ry experiences.
Material	Hotel H.K & F.O - Sudhir Andrews	Test

TEACHING PLAN

DATE	CLASS	TOPICS COVERED	LEARNING RESOURCES	METHODS
18.11.19 to 22.11.19	II MBA	IR Evolution, Concept Importance, Scope & aspects Components	Dynamics of IR - Mamoria	PPT, Lecture
	I MBA	Evolution, Introduction, Function, qualities, Objectives, personnel policies & principles	HRM - Aswathappa	Lecture
22.11.19	III BBA	Origin, Introduction	Hotel H.K Sudhir Andrews	Lecture
25.11.19 to 30.11.19	II MBA	Factors, Approaches, Organizations, pre requisites State & IR Policy	Dynamics of IR - Mamoria	PPT, Lecture
	I MBA	HRA, Importance, factors, planning process, HRIS, Requisites & Barriers	HRM - Aswathappa	Lecture
30.11.19	III BBA	Hotel Association & their Operations.	Hotel F.o. Sudhir Andrews	Video presentation
2.12.19 to 7.12.19	II MBA	Industrial Disputes, Concepts, Essential & classification, Impacts & Causes, Industrial Peace, concept, ways of achieving Industrial peace,	Industrial Relations - Srivastava	PPT, Lecture
	I MBA	Recruitment, Selection	HRM - Aswathappa	Discussion Lecture
11/12/19	III BBA	Front office, Introduction, Qualities, Competencies,		

DATE	CLASS	TOPICS COVERED	LEARNING RESOURCES	METHODS
		Duties & responsibilities	Hotel F.O - Sudhir Andrews	Lecture
09.12.19 to 23.12.19	I -	Attended FDP programme in Chennai St. Peter's Institute.	-	-
16.12.19 to 20.12.19	-	Attended FDP program me in Chennai at St. Peter's Institute	-	-
21.12.19 to 02.01.20	-	Christmas Holidays	-	-
03.01.20 to 04.01.20	II MBA	UNIT - 5 Conciliation, concept, qualities and role of conciliator.	PPT, Dynamics of IR. Memoria	Lecture, Discussion
	I MBA	Revision for CA, Executive Development programme - Introduction.	Human Resource Management - Aswathappa	Discussion
06.01.20 to 10.01.20	II MBA	Voluntary and Compulsory Conciliation, Steps and of Conciliation	PPT Dynamics of IR - Memoria	Lecture, Discussion
	I MBA	I CA Exam	-	-
	III BBA	I CA Exam	-	-

TEACHING PLAN

DATE	CLASS	TOPICS COVERED	LEARNING RESOURCES	METHODOLOGY
20.01.20 to .01.20	II MBA	II CA Exam		
	I MBA	UNIT - III Inputs in Training and Development, Orientation, purpose, Requisites of effective Training, placement, Performance appraisal process	Human Resource Management Aswathappa	Lecture Discussion
27.01.20 to 31.01.20	II MBA	Mediation, Revision	Industrial Relations Mamoria	PPT, Discussion
	I MBA	UNIT - IV Remuneration, components of remuneration.	Human Resource Management Aswathappa	Lecture, Discussion
	III BBA	UNIT - III Housekeeping, Types of room	Hotel Housekeeping Sudhir Andrews	Lecture
03.02.20 to 08.02.20	III BBA	Safety and Security in Housekeeping, Guest priorities and request	Hotel Housekeeping Sudhir Andrews	Lecture
	I MBA	Rewards, factors of remuneration.	Human Resource Management Aswathappa	Lecture, PPT.
10.02.20 to 14.02.20	I MBA	UNIT - II Challenges, Concepts of wages Employee benefits and Services	Human Resource Management Aswathappa	Lecture, PPT, Management Games
	III BBA	Duties and Responsibilities of Hk professionals.	Hotel Housekeeping Sudhir Andrews	Lecture, Discussion
	II MBA	Project -		

DATE	CLASS	TOPICS COVERED	LEARNING RESOURCES	METHODOLOGY
17.02.20 to 22.02.20	I MBA	Importance, types, partici- -pative Management, Empowering employees	Human Resource Management - Aswathappa	Lecture, Discussion
<i>Sup</i>	III BBA	UNIT - IV, Control Desk, files and registers, Types of room, Cleaning routines	Hotel Housekeeping Sudhir Andrews	Lecture
24.02.20 to 29.02.20	I MBA	Scope and ways, Importance and limitation of Disputes causes, Settlement, grievance procedure, II CA	Human Resource Management Aswathappa	Lecture PPT
<i>Sup</i>	II MBA	Project	-	-
	III BBA	Inspection, II CA	Hotel Housekee- -ping Sudhir Andrews	Lecture Discussion
02.03.20 to	I MBA	II CA	-	-
06.03.20	III BBA	II CA	-	-
09.03.20 to 13.03.20	I MBA	UNIT - V : Ethics, Importance, HR Ethical Issues, Managing Ethics, Contemporary issues in HRM, e-HR and e-HR activities. (portions Completed)	Human Resource Management Aswathappa	Lecture, Discussion, video presentation on e-HR activities.
<i>Sup</i>	III BBA	UNIT V : Horticulture, Landscaping & facilities, Types of Garden, equipment in Horticulture. (portions Completed)	Hotel Housekeeping Sudhir Andrews	Lecture,

PROGRAMME : II MBA.
 PROGRAMME CODE :
 SEMESTER : III
 COURSE : LEGAL ASPECTS OF BUSINESS
 COURSE CODE : PCBMIT.
 HOURS :
 CREDITS :
 TOTAL HOURS :
 MAX. HOURS :
 COURSE INSTRUCTOR : DIVYA KEERTHIKA

WEEK / DATE	NO. OF HOURS.	UNIT	TOPICS	TEACHING METHOD & STUDENT CENTER	LEARN RESOURCE	METHOD OF EVALUATION
July 2 nd week		I	COMMERCIAL LAW:- Indian Contract Act 1872 Definition - Essential - Void Agreements - Formation of Contracts - offer - Acceptance - Legal rules - consideration - legal rules.	Google Classroom.	N.D Kapoor, Elements of Mercantile Law, Sutton Chand, 2012 P. Saravane Sumathi, Business Law Himalaya Publishing house, 2012.	
July 3 rd week		I	Contractual Capacity - Performance of Contracts - Impossibility of persons - Performance of Contract performance - Injunction.	"	N.D Kapoor, Elements of Mercantile Law, Sutton Chand P. Saravane Sumathi Business Law Himalaya Publishing house 2012.	
July 4 th week		I	Breach of Contract & its Remedies, Sales Contract, Transfer of title	"		

WEEK/DATE	No. of HOURS	UNIT	TOPICS	TEACHING METHOD & STUDENT CENTER	LEARN RESOURCE	METHOD OF EVALUATION
			Risky/loss, Condition & Warranties in Sales Contract, Rights of Unpaid Seller.	Google Classroom	N.D Kapoor Elements of Mercantile Law 3rd Ed., Sultan Chand & Co. P. Saravard & Co. Monthly Business Law Himalaya Publishing 2012.	
August 1 st week		<u>II</u>	Company Law:- Definition, characteristics	"	"	"
2 nd week		<u>II</u>	Types of company, formation, Incorporation, Memorandum & Article of Association	"	"	"
3 rd week		<u>III</u>	Prospectus, Definition, Contents statements in lieu of prospectus.	"	"	"
4 th week		<u>III</u>	Meetings, kinds of meeting, power, duties, liabilities of directors, winding up of company.	"	"	"
September 1 st week		<u>III</u>	Labour & Dispute Act - overview of factor Act 1948, Payment of wages Act 1936 - Rules. Deduction	"	"	"
2 nd week			I CA EXAMINATION.	"	"	"
3 rd week		<u>III</u>	Industrial Disputes Act, meaning workman, wages, strike, Layoff, Layze, Retrenchment Settlement of Disputes	"	"	"

WEEK / DATE	No. of Hours	UNIT	TOPICS	TEACHING METHOD	LEARNING METHODS / RESOURCES / EVALUATION
4 th week		<u>III</u>	UNfair Labour Practices. Trade Union Act, 1926.	Google Classroom	N. D. Kapoor, Elements of mercantile law, Sultan Chand 2012, P. Saravaram & Somatheey Bharati Law Himalaya Publishing House 2012.
October 1 st week.		<u>IV</u>	Valued Added Tax X Benefits	"	"
2 nd week.		<u>IV</u>	Scope - Practical. implications of VAT	"	"
3 rd week.		<u>V</u>	Consumer Protection Act X Introduction to cyber laws.	"	"
			consumer protection Act - consumer rights - procedure for consumer Grievances Redremal.		
4 th week		<u>V</u>	Types of Consumer Redressal Mechanism forums - Cyber crime - Types - IT Act 2000 & 2008.	"	"
November 1 st week		<u>V</u>	cyber Law - Introduction of IPR - Copy rights - Trade marks - Patent Act	"	

PROGRAMME : III BBA
 PROGRAMME CODE :
 SEMESTER : IV
 COURSE : HOTEL PLANNING & ADMINISTRATION
 COURSE CODE :
 HOURS :
 CREDITS :
 TOTAL HOURS :
 MAX HOURS :
 COURSE INSTRUCTOR : DIVYA KEERTHIKA

WEEK/DATE	NO. OF HOURS	UNIT	TOPICS	TEACHING METHOD	LEARNING RESOURCES	METHOD EVALUATION
July 4 th week.		I	ORIGIN.	Google Classroom	Sudhir Andrews - Hotel front office, 2nd Edition - Tata Mc Graw Hill Publications New Delhi, Sudhir Andrews - Hotel housekeeping 2nd Ed. - Tata Mc Graw Hill, Publication New Delhi.	Google
August 1 st week.		I	CLASSIFICATION.	"	Sudhir Andrews - Hotel front office, 2nd Ed. - Tata Mc Graw Hill, Publication - New Delhi.	"
August 2 nd week			front office salesmanship.		Sudhir Andrews - Hotel front office, 2nd Ed - Tata Mc Graw Hill Publication - New Delhi.	
August 3 rd week.		I II	Duties & Responsibilities of F.O. personnel. UNIT II Front office - Introduction - Qualities.	"	"	"

WEEK/DATE	No. of Pages	UNIT	Topics	TEACHING METHODS	LEARNING RESOURCE	METHOD OF EVALUATION
August 4 th week.			Cont. Duties & Responsibilities of F.O Personnel.	Google Classroom	Sudhis Andrew Hotel front office 2 nd Ed. - TATA MC Graw Hill	Google
September 1 st week		<u>III</u>	House Keeping : Types of Room - Competencies.	"	"	"
2 nd week.			<u>II</u> CA EXAMINATION			"
3 rd week.			Safety & Security, Duties & Responsibilities of House Keeping Personnel	"	"	"
4 th week.			Contd. Duties and Responsibilities of housekeeping Personnel.	"	"	"
Oct- 1 st week		<u>IV</u>	Control Desk. File & Registers - Handling Guest Priorities & Requests.	"	"	"
2 nd week		<u>IV</u>	Coordination & Control Cleaning Routines - Inspection	"	"	"
3 rd week.		<u>V</u>	Horticulture - Landscaping Facilities & Equipment.	"	"	"
4 th week.		<u>V</u>	Types of Garden.	"	"	"
Nov 1 st week.		<u>V</u>	Safety & Security - Types of Garden.	"	"	"
2 nd week			<u>II</u> CA Examination			"

PROGRAMME : I MBA
 PROGRAMME CODE :
 SEMESTER : I
 COURSE : ECONOMICS FOR MANAGEMENT
 COURSE CODE :
 HOURS :
 CREDITS :
 TOTAL HOURS :
 MAX HOURS :
 COURSE INSTRUCTOR : DIVYA KEERTHIKA

WEEK / DATE	NO. OF HOURS - UNIT	TOPICS	TEACHING METHOD	LEARNING RESOURCES	METHODS OF EVALUATION
OCTOBER 2 nd WEEK	1	Introduction to concepts of Economics:- Definition of Economics - Slope Types of Economic Analysis & kinds of Economic Decisions	Google Classroom	P.L. Mehta - Managerial Economics 13 th Ed., Sultan Chand & Sons, Reprint 2007.	Online Exam / Quiz
3 rd WEEK	1	Themes of Economics, Meaning of Micro & Macro Economics, Meaning of Econometrics, Meaning of micro & macro Economics, 3 problems of Economic organization.	"	"	"
4 th weeks.	1	Elements of Supply & Demand. Demand & Supply analysis. Demand - Law of Demand, Supply, Law of Supply.	"	"	"
Nov 1 st week.	1	Elasticity of Demand, Types. Elasticity of Supply - Types. Demand forecasting - Techniques	"	"	"

WEEK / DATE	NO. OF HOURS	UNIT	TOPICS	TEACHING METHOD	LEARNING RESOURCES	METHOD OF EVALUATION
Nov 2 nd week		III	Cost of production function Law of Diminishing utility - Indifference Curve - Cost of Production - Meaning	Google Classroom	P. L. Mehta Managerial Economics, 13 th Ed, Sultan Chand & sons.	Online Exam/ Quiz
3 rd week			Cost Output functions - Short Run Cost function - Long run Cost production - Economies of scale. Diseconomies of scale.	"	"	"
4 th week		IV	Theory of Pricing & Market Competition: pricing - Meaning - Types of Pricing: Equilibrium of firms - Perfect Competition	"	"	"
December 1 st week			Monopoly - feature - Price Discrimination - monopolistic Competition - Meaning - feature Oligopoly Meaning features.	"	Gretika, Priyali Gosh, Puaba Roy. Chauhan - Managerial Economics 3 rd Ed., Tata MC Graw Hill	"
2 nd week		V	Macro Economics Inflation Business cycle - feature - Theories - Challenges of Economic development - Economic Growth in poor Countries.	"	"	"
3 rd week			Unemployment - Macroeconomics National Income - National Expenditure - National Product - NNP - GDP - GNP - PI - DPI	"	"	"
4 th week			Macro economic Aggregate Inflation Meaning - Strands of Inflation - Economic impact of inflation - Phillips Curve Deflation	"	"	"

WORK DONE (2020-2021) classmate
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DATE	CLASS	SUBJECTS	PORTIONS COVERED	REFERENCE	METHOD OF TEACHING
8.07.20 10.07.20 huf	II MBA	Legal Aspects of Business	Unit I - Indian Contract Act 1872, Definition, Essentials, Agreements, formation of contracts, offer, Legal rules Acceptance, Legal rules.	N.D. Kapoor X Course material	Google Classroom PPT, Assignments Online Quiz Videos.
13.07.20 17.07.20 huf	"	"	Consideration, Legal rules, Contractual Capacity, performance of Contract	"	"
20.07.20 24.07.20 huf	"	"	Impossibility of persons, performance of Contract, Infraction.	"	"
27.07.20 31.07.20 huf	"	"	Breach of Contract & its remedies, Sales Contract, Transfer of Title, Risk of Loss, Conditional & warranties in sales Contract, Rights of unpaid seller.	"	"
	III BBA	Hotel planning & Administration	Unit I - Hotel, Definition & origin.	Sudhir X Andrews.	"
Aug 03.08.20 -	II MBA	Legal Aspects of Business.	II - Company law - Definition Characteristics.	N.D. Kapoor	"
7.08.20 huf	III BBA	Industrial Relations	Factory Act 1948, Meaning, Manufacturing Process, worker, Definition.	Mamona CB	"
	III BBA	Hotel planning & Administration	Classifications	Sudhir X Andrews, Course material	"

DATE	CLASS	SUBJECTS	PORTIONS COVERED	REFERENCE	METHOD OF TEACHING
07.07.20 5.07.20 huf	II MBA	Legal Aspects of Business.	Types of Company, Formation, Incorporation, Memorandum & Articles of	N.D. Kapoor	PPT, Assignments, online, audio/video
	III BBA	Industrial Relations	Approval Licensing, Registration, Nature of Manufacturing Process, General Duties of Occupier, Inspecting Staff & their duties	Mamoria CB	"
	III BBA	Hotel Planning & Administration	Continuation of Classification	Sudhir, Andrews Course material	"
17.08.20					
21.08.20 huf	II MBA	Legal Aspects of Business	Prospectus, Definition, Contents Statement in lieu of Prospectus	N.D. Kapoor	"
	III BBA	Industrial Relations	Health & safety, Employment of Young persons on Dangerous Machines, Welfare of workers.	Mamoria CB	"
	III BBA	Hotel Planning & Administration	Unit II - Front office - Introduction Qualities.	Sudhir & Andrews	"
24.08.20					
29.08.20 huf	II MBA	Legal Aspects of Business.	Meeting, Kinds of meetings Powers, Duties, Liabilities of Directors, winding up of company.	N.D. Kapoor	"
	III BBA	Hotel Planning & Administration	Front Office Salesmanship	Sudhir & Andrews	"

DATE	CLASS	SUBJECTS	PORTIONS COVERED	REFERENCE	METHOD OF TEACHING
31.08.20 —	IMBA	Legal Aspects of Business	Revision, class test		PPT, Assignment, online quiz/videos
5.09.20					
	III BBA	Industrial Relations	wages, Features of Unpaid wages.	Mamoria CB	"
	IV BBA	Hotel Planning & Administration	Duties & Responsibilities	Sudhir Andrews	"
07.09.20 —	IMBA	Legal Aspects of Business	I CA		"
12.09.20	III BBA	Hotel Planning & Administration	I CA		"
14.09.20 —	IMBA	Legal Aspects of Business	UNIT III : Labour & Dispute Act: Overview of factory Act 1948, Meaning, Objective, Duties of occupier, Approval, Licensing & Registration	N.D Kapoor	"
19.09.20	III BBA	Hotel Planning & Administration	Continuation: Duties & Responsibilities	Sudhir & Andrews	"
21.09.20 —	IMBA	Legal Aspects of Business	Inspecting Staff, Duties of inspectors, workers provisions Regarding health, Safety & Health welfare of workers.	N.D Kapoor	"
25.09.20					

DATE	CLASS	SUBJECTS	PORTIONS COVERED	REFERENCE	METHOD OF TEACHING
	III BBA	Hotel Planning & Administration	UNIT III: House Keeping, Types of Rooms.	Sudhir & Andrews	PPT, Assignment, online, quiz/videos
	I BHA	Value Education	Good Manners & Etiquettes.	Young & Happy V.E Books.	
25-09-20					
02-10-20	III BBA	Hotel Planning & Administration	Duties & Responsibilities of House Keeping Personnel	Sudhir & Andrews	"
	II MBA	Legal Aspects of Business	Industrial Disputes Act - Meaning, Workman, Wage Strike, Lockout, Lay off Retrenchment	N. D. Kapoor	"
5-10-20	II MBA	Legal Aspects of Business	unit IV - VAT Concepts	N. D. Kapoor	"
09-10-20					
	III BBA	Hotel Planning & Administration	Control Desk, Files & Registers, Handling guest priorities & requests.	Sudhir & Andrews.	"
12-10-20	II MBA	Legal Aspects of Business	Scope, Practical implications	N. D. Kapoor	"
16-10-20					
	III BBA	Hotel Planning & Administration	Co-ordination & Control Handling Guest priorities & Requirements, Cleaning Routines, Inspection	Sudhir & Andrews	"

DATE	CLASS	SUBJECTS	PORTIONS COVERED	REFERENCES	METHOD OF TEACHING
19.10.20	IMBA	Economics.	Unit I: Economics Definition, Scope, Types.	PK Mehta	ppt/ online
23.10.20			Analysis & Kinds		
	IMBA	Legal Aspects of Business.	V :- Consumer Protection Act & Cyber laws Introduction	N.D Kapoor	"
	IMBA	Hotel Planning & Administration	Cleaning Routines	Sudhir & Andrews.	"
	IBHA	Value Education	Self Esteem	Young & Happy.	"
26.10.20	IMBA	Economics.	Themes, Econometrics, Micro & Macro, 3 problems in Economics	PK Mehta	"
30.10.20					
	IMBA	Legal Aspects of Business.	cybercrime - Types, IT Act 2000 & 2008, Cyber law, IPR - Copy rights, TradeMark, Patents.	N.D Kapoor	"
	IMBA	Hotel planning & Administration	Landscaping, facilities & Equipment, Types of Garden, Safety & Security	Sudhir & Andrew.	"
	IBHA	Value Education	Goal Setting	Young & HAPPY.	"

DATE	CLASS	SUBJECTS	PORTIONS COVERED	REFERENCE	METHOD OF TEACHING
2.11.20 — 06.11.20 hup	IMBA	Economics	<u>I</u> : Elements of Supply & Demand: DD & Supply Analysis Law of demand, Elasticity of demand.	PL Mehta	online
	IMBA	Legal Aspects of Business	Revision	ND Kapoor	"
	IBBA	Hotel planning & Administration	<u>II</u> CA	-	-
	IBBA	Value Education	Emotional Intelligence	Young & Happy	"
09.11.20 — 13.11.20 hup	IMBA	Economics	Supply, Law of Supply, Elasticity of Supply.	PL Mehta	"
	IMBA	Legal Aspects of Business	<u>II</u> CA		
	IIIBBA	Hotel planning & Administration	Revision	Sodhira Andrews	"
16.11.20 — 20.11.20	IMBA	Economics	Unit <u>III</u> : cost production function, Law of diminishing Marginal Utility, Indifference curve.	PL Mehta	"
23.11.20 — 27.11.20 hup	IMBA	Economics	Continued Assen Indifference curve.	"	"

2019

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ODD SEMESTER

WEEK	PORTIONS TO COVER
June 3 rd	<p>UNIT - I</p> <p>Early Business Information interchange efforts Emergence of Internet - Emergence of World Wide Web - Advantages & Disadvantages of E-Commerce</p>
4 th	<p>Online extension of BAM model - Transition E-Commerce in India</p>
July 1 st	<p>E-Transition challenges for Indian Corporates - E-business models based on Transaction parties and types - Revision.</p>
2 nd	<p>UNIT - II</p> <p>Internet Client - server Applications - Networks & Internets: Communication Switching - Developments in Transmissions</p>
3 rd	<p>Network Routers - The Internet Protocol Suite - Naming Conventions - URLs Search Engines.</p>
4 th	<p>Software Agents - Internet Service Provider Information Security in India - Revision.</p>
August 1 st	<p>I CA.</p>
2 nd	<p>UNIT - III</p> <p>E-Marketing - Traditional Marketing - Identifying Web Presence Goals - The Browsing Behaviour Model - Online Marketing.</p>

MONTH	WEEK	PORTIONS TO COVER
	3 rd	E- Advertisement - E- Payment System. Internet Banking - Digital Payment Requirements - Digital Token based E- Payment Systems.
	4 th	Classification of New Payment Systems Properties of E-cash - Cheque Payment Systems - Revisions.
		UNIT - IV
September	1 st	E- Customer Relationship Management Introduction - Business touch Points - Work flow Automation - CRM for bank.
	2 nd	E- Supply chain Management - Fulfilling Customer needs - Smart chain Smarter gains - SCM in WAL-MART - World - The pay off - Seven ways to reduce inventory.
	3 rd	Real time benefits - Strategic Management advantage - E-SCM Components and architecture - ESCM trends
	4 th	II CA
		UNIT V
October	1 st	Information and strategy - Virtual value chain - Seven dimensions of E-Commerce - Value chain and E-Strategy

MONTH	WEEK	PORTIONS TO COVER
	2 nd	Planning the E-commerce project - Customer . Web design .
	3 rd	Requirements of Intelligent Websites Setting Websites goals and objectives .
	4 th	Strategies for Website Development - Revision .

Books Referred

- (i) E-commerce . An Indian Perspective
- P.T Joseph
- (ii) E-commerce - Gary P Schneider

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II M.B.A SEMESTER - III

CLOUD COMPUTING

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MONTH	WEEK	PORTIONS TO COVER
		<u>UNIT - I</u>
June	3 rd	Cloud Computing Basics - Overview
	4 th	Applications - Benefits and Limitations
July	1 st	Security Concerns - Revision
		<u>UNIT - II</u>
	2 nd	Google - Amazon - IBM - Infrastructure as a service.
	3 rd	Platform as a service - The Business case for going to cloud - cloud to Computing services.
	4 th	How Cloud Computing helps Business - Thomson - Reuters - Revision.
August	1 st	I CA
		<u>UNIT - III</u>
	2 nd	Clients - Security - Network - Accessing the cloud. Platforms.
	3 rd	Web Applications - Web API's - Web browsers
	4 th	Cloud Storage - Overview - Cloud Storage Providers - Revision

MONTH	WEEK	PORTIONS TO COVER
		<u>UNIT - IV</u>
August	5 th	Software as a service - Overview Driving Forces
September	1 st	Company offerings - Industries - Local Clouds.
	2 nd	Thin clients - Virtualisation in your organisation. Revision
	3 rd	II CA
		<u>UNIT - V</u>
	4 th	Cloud services for Industries
October	1 st	Cloud services aimed at mid market
	2 nd	Best practices of Cloud Computing
	3 rd	Future of Cloud Computing

Books Referred

Anthony T. Velte, Toby J. Velte, 'Cloud Computing
A Practical approach'.

Reference:

Dr. Kumar Subash - Cloud Computing.

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I M B A - SEMESTER I
MANAGEMENT INFORMATION SYSTEMS

MONTH	WEEK	PORTIONS TO COVER
		<u>UNIT - I</u>
August	1 st	Components of IS - IS Resources - Fundamental Roles of IS - Applications in Business - E-Business in Business - Types of IS
	2 nd	Managerial Challenges of Information Technology - Competing with IT - Fundamentals of Strategic Advantage.
	3 rd	Strategic uses of IT - Value Chain and Strategic IT - Business on Internet
		<u>UNIT - II</u>
August	4 th	Types of Databases - DBMS approach - Data Mining - Data Warehousing and their Business applications.
	5 th	Network Enterprise - Trends in Telecommunica - Business value in Telecommunication network - the business value of Internet, Intranet and Extranet.
		<u>UNIT - III</u>
September	1 st	Functional Business system - E-business models - Enterprise E-business systems Customer Relationship Management.
	2 nd	Enterprise Resource Planning (ERP) Supply Chain Management (SCM) E-Commerce systems.

MONTH

WEEK

PORTIONS TO COVER

3rd E Commerce Systems - essential E -
Commerce process - E - Payment Processes
Business to Business - Business to Customers
Clicks and Bricks in E-commerce -
M-commerce

UNIT - IV

4th Business Models and Planning -
Business / IT Planning - Business
Application Planning - Implementing
IT - end user resistance and involvements.

October

1st

Change Management - Developing Business
IT solutions - IS Development -
The system approach - The system
Development cycle.

2nd

Prototyping - System Development Process
Implementing new system - Evaluating
Hardware, Software and services.

UNIT - V3rd

Computer Crime - Privacy issues
Health issues - security Management
of Information Technology - Tools
of security Management.

4th

Internetworked Security defences -
Security measure - IT Act 2000
in India - Global IT platforms

MONTH	WEEK	PORTIONS TO COVER
October	5 th	Enterprise and Global Management of IT - Managing the IS function Failures in IT Management Global Business / IT strategies.

Books Referred

- i) Management Information Systems: Managing Information Technology in Business. Enterprise
O'Brien J.

Reference

- ii) Management Information System: Manager's View - Robert Schultheis and Mary Summer.

~~11/12/19~~

DATE	CLASS	SUBJECT	PORTIONS COVERED
17.6.19	II M.B.A	Cloud Computing	Introduction - Cloud Computing Basics and Overview
21.6.19	II M.B.A	E-Commerce	Early Business - Information interchange efforts - Emergence of Internet - Emergence of World Wide Web - Advantages
24.6.19	II M.B.A	Cloud Computing	Application - Benefits Revision.
28.6.19		E-Commerce	Disadvantages - Online extension of B.A.M model - Transition of E-Commerce in India - E-Transition Challenges.
17.19	II M.B.A	E-Commerce	E-Transition Challenges for Indian Corporates - E business models based on Transaction parties and types.
5.7.19		Cloud Computing	Security issues and concerns in cloud computing
8.7.19	II M.B.A	E-Commerce	Internet Client - Server Applications - Network and Internet Communication - Development in Transmission
12.7.19			

DATE	CLASS	SUBJECT	PORTIONS COVERED
8.7.19 -	II M.B.A	Cloud Computing	Google - Amazon - IBM - Infrastructure as a service
12.7.19			
15.7.19 -	II M.B.A	E-Commerce	Network Routers - Internet Protocol suite - Naming Conventions - URL and Search Engines
19.7.19			
		Cloud Computing	Platform as a service - The Business Case for going to cloud - Cloud services
22.7.19 -	II M.B.A	E-Commerce	Software Agents - ISPs - Information security in India - Revision.
26.7.19			
		Cloud Computing	Cloud help Business - Thomson Reuters - Revision
6.8.19 -	II M.B.A	E-Commerce	E-Marketing - Traditional Marketing Identifying Web presence goals - Browsing behaviour Model - Online Marketing.
9.8.19			
		Cloud Computing	Clients - security - Network Accessing the Cloud Platforms
29.7.19 -	IMBA	Management Information System	Components of Information System - fundamental role of IS - Application in E-business - Types of IS
9.8.19			

DATE	CLASS	SUBJECT	PORTIONS COVERED
18.8.19	IMBA	Management Information System	Managerial Challenges of IT - competing with IT - Fundamental System of strategic advantage - Strategic uses of IT.
	II MBA	Cloud Computing	Web applications - Web API's - Web browsers.
		E-Commerce	E- Advertisement - E-Payment system - Internet Banking - Digital Payment Requirements - Digital Token based E-Payment System.
18/8/19			
19.8.19	IMBA	Management Information System	Value chain and Strategic IT Business on Internet - Types of Databases - DBMS approach.
20.8.19	II MBA	Cloud Computing	Cloud storage - Overview - online storage providers - Revision.
		E-Commerce	Classification of new payment systems - Properties of E-Cash - Cheque Payment system - Revision.
20/8/19			
21.8.19	IMBA	Management Information System	Data Mining - Data Warehousing - Business Applications.
22.8.19			Network Enterprise - Trends in Telecommunication network.
22/8/19			

DATE	CLASS	SUBJECT	PORTIONS COVERED
26.8.19	II M.B.A	E-Commerce	E - Customer relationship Management. Introduction.
29.8.19			Business touch points - Work flow automation.
29/8/19		Cloud Computing	Software as a service - Overview - Driving force.
3.9.19	I M.B.A	Management Information System	Role of Internet, Intranet and Extranet - Revision.
6.9.19			4.9.19 → I. CA.
	II M.B.A	E-Commerce	CRM for bank - E-SCM - fulfilling customer needs - smart chain - Smarter gain SCM in Wal Mart world.
6/9/19		Cloud Computing	Company offerings - Industries - Local clouds.
9.9.19	IMBA	MIS	I. CA
13.9.19	II MBA	E-Commerce	Pay off - Seven ways to reduce inventory - Real time benefits - Strategic Management Advantage.
13/9/19		Cloud Computing	Thin Clients - Virtualization in your organisation

DATE	CLASS	SUBJECT	PORTIONS COVERED
18-9-19	I M.B.A	Management Information System	Functional Business System - E-Business Models - Enterprise E-Business System - Customer Relationship Management.
20-9-19			
	<u>II</u> M.B.A	E-Commerce	E-SCM Components - E-SCM Architecture and E-SCM trends - Revision.
		Cloud Computing	Cloud services - Overview - Revision.
21-9-19	<u>II</u> M.B.A	E-Commerce	- <u>II</u> C.A
27-9-19		cloud Computing	<u>II</u> C.A.
	I M.B.A	Management Information System	Enterprise Resource Planning - Supply Chain Management - E-Commerce system.
2-10-19	I MBA	Management Information System	Information and Strategy - Virtual value Chain - Seven dimension of E-Commerce
4-10-19			
	<u>II</u> M.B.A	Cloud Computing	Cloud service aimed at Mid Market
	<u>II</u> M.B.A	E-Commerce	Change Management Developing Business IT solutions - IS Development

DATE	CLASS	SUBJECT	PORTIONS COVERED
7.10.19 - 11.10.19	II M.B.A	E-Commerce	Planning the E-Commerce project - Customer - Web design
	II M.B.A	Cloud Computing	Best Practices of Cloud Computing
	I M.B.A	Management Information Systems	Prototyping - System Development - Implementing new system - The system approach - Development Cycle
14.10.19 - 19.10.19	II M.B.A	E-Commerce	Requirement of Intelligent Web Setting web goals & objectives
	II M.B.A	Cloud Computing	Future of Cloud Computing
	I M.B.A	Management Information Systems	Computer crime - Privacy issues - Health issues - Security Management System Tools of security management
21.10.19 -	II M.B.A	E-Commerce	Strategies for Website Development
25.10.19		Cloud Computing	Revision.
		Management Information Systems	IT Act 2000, Global IT platforms - Managing the IS functions - Global Business Strategies

2019
2020
EVEN SEMESTER

PROGRAMME : MBA
 PROGRAMME CODE :
 SEMESTER : II
 COURSE : ENTERPRISE RESOURCE PLANNING
 COURSE CODE : PCBAL17
 HOURS : 6
 CREDITS : 3
 TOTAL HOURS : 90
 MAX. MARKS : 100
 COURSE INSTRUCTORS : Ms. S.A.M. FELICITA

WEEK / DATE	No. OF HOURS	UNIT	TOPICS	TEACHING METHODS & STUDENT CENTRE	LEARN REASON	METHOD EVALUATION
I WEEK / NOVEMBER	6	I	Introduction to ERP Common ERP Myths History and Evolution of ERP - Reason for Growth	Lecture Method / PPT	ERP Demystified - Alexis Leon	Discussion
II WEEK / NOVEMBER	6	I	Advantage - Why ERP Roadmap for successful ERP implementation - Basic ERP Concepts.	PPT		Test
III WEEK / DECEMBER	6	I	ERP FIT - Importance - Create value - Risks of ERP - People Issues Process Risks.	Discussions / PPT		Question & Answers
IV WEEK / DECEMBER	6	I	Technological, Implementation risks - Operation Maintenance & Managing risks. Benefits of ERP.	Lecture Method Case study		Group Discussion

WEEK / DATE	No. of HOURS	UNIT	TOPIC
I WEEK DECEMBER	6	I	ERP and related Technologies . Business Intelligence, Product Life Cycle Management.
II WEEK JANUARY	6	II	Supply Chain Management - Customer Relationship Management.
III WEEK JANUARY	6	III	ERP Implementation Transition strategies Life Cycle.
IV WEEK JANUARY	6	III	Implementation Methodologies - ERP Project Teams.
I WEEK FEBRUARY	6	III	Training and Education . Data Migration.
II WEEK FEBRUARY	6	IV	Post Implementation activities . Success and failure of ERP Implementation .
III WEEK FEBRUARY	6	IV	Operation and Maintenance of ERP System . Revision.
II WEEK MARCH	6	V	SAP AG
III WEEK MARCH	6	V	future Directions and Trends in ERP
IV WEEK MARCH	6		Revision.

TEACHING METHOD	LEARNING RESOURCES	METHOD OF EVALUATION
PPT / Lecture Method	ERP Demystified - Alexis Leon	Analysis of Case Study
Lecture Method / Videos		Questions from Videos.
PPT / Case Study		Assignments, Discussion on Mentimeter
Lect Lecture Method		Quiz
PPT / Discussions		Test
Lecture / PPT		Analysis of Case Study
Discussions / PPT		Discussions on Mentimeter
Lecture		Question & Answer
Lecture / PPT		Group Discussion

PROGRAMME : MBA

PROGRAMME CODE : _____

SEMESTER : IV

COURSE : DECISION SUPPORT & DATA WAREHOUSE SYSTEM

COURSE CODE : PESSC17

WEEK / DATE	NO. OF HOURS	UNIT	TOPICS
III WEEK NOVEMBER	6	I	Introduction - changing Business Environment & Computerised Decision Support Managerial decision making - Computerised support - An early framework for computerised decision support
IV WEEK NOVEMBER	6		Concept of Decision Support Systems - System view of Decision Support - Tools and techniques of Managerial decision support - Implementing computer based DSS - Models.
I WEEK DECEMBER	6	II	Intelligent Phase - Design Phase - Choice Phase - Implementation Phase - DSS : Configurations - Characteristics and Capabilities
II WEEK DECEMBER	6		The Data Management subsystem - Model Management subsystem - User Interface subsystem - Knowledge based subsystem - Decision Support subsystem - User Hardware.
III WEEK DECEMBER	6	III	Management Support System Modelling Static and Dynamic Models.

HOURS : 6
 CREDITS : 3
 TOTAL HOURS : 60 Hrs
 Max. MARKS : 100
 COURSE INSTRUCTOR : Ms. S. A. M. FELICITA

TEACHING METHOD	LEARNING RESOURCES	METHOD OF EVALUATION
Lecture Method / PPT / Discussion	Decision support System and Intelligent System - Efraim Turban	Test
PPT / Discussions / Lecture Method	Decision support system and Intelligent System - Efraim Turban	Quiz and Analysis of Case study
Lecture Method / Discussions / Case Studies	Decision Support System and Intelligent System - Efraim Turban	Test, Assignments
PPT	Decision support System and Intelligent System - Efraim Turban	Group Discussions
Lecture Method Videos	Decision Support and	Discussions, Test.

WEEK / DATE	No. OF HOURS	UNIT	TOPICS
III WEEK DECEMBER	6	III	Certainty and Uncertainty and Risk Management support system Modelling Spreadsheets - Decision Analysis with decision tables - Decision Trees.
I WEEK JANUARY	6	II	The structure of Mathematical Models - Mathematical Programming Optimization - Multiple Goals, Sensitivity What-if analysis - Goal Seeking - Problem Solving method - Simulation.
II WEEK JANUARY	6	IV	Introduction to Data Mining - Patterns that can be mined - Technologies used - Applications - Issues in Data Mining
IV WEEK JANUARY	6	V	Data Warehouse basic concepts - Data Warehouse modelling - Data cube - OLAP - Data Warehouse design and Usage.

TEACHING METHOD	LEARNING RESOURCES	METHOD OF EVALUATION
Lecture Method	Intelligent System - Ehsan Turban.	Test
PPT, Discussions, Case Study Discussions	Data Mining and Decision Support System.	Quiz, Discussions on Mentimeter
Lecture Method	Data Mining and Data Warehouse Techniques. - Jaiwei Ham	Group Discussion
PPT, Lecture	Data Mining and Data Warehouse Concepts and Techniques - Jaiwei Ham	Test

TEACHING PLAN

DATE	CLASS	TOPICS COVERED	LEARNING RESOURCES	METHODS
18.11.19 to 22.11.19	II MBA	Introduction - Changing Business environment - Managerial decision making - Computerized support - early framework for computerized decision support -	Decision Support System & Intelligent System - Efrain Turban	Lecture Method / PPT / Discussion
22.11.19	IMBA	Introduction to ERP. Common ERP Myths - History and Evolution of ERP - Reason for Growth	ERP Demystified - Alexis Leon	Lecture Method / PPT
25.11.19 to 30.11.19	II MBA	Concept of Decision Support - System view of decision support Tools and Techniques of Managerial decision Support - Computer based DSS - Models	Decision Support System and Intelligent System - Efrain Turban.	PPT / Lecture Method
30.11.19	IMBA	Advantages - Why ERP Roadmap for successful ERP implementation - Basic ERP concepts	ERP Demystified - Alexis Leon	PPT
2.12.19 to 7.12.19	II MBA	Intelligent Phase - Design Phase - Choice Phase - Implementation Phase - PSS. Configuration Characteristics and Capabilities	Decision Support System & Intelligent System - Efrain Turban	Lecture Method / Discussion / PPT

DATE	CLASS	TOPICS COVERED	LEARNING RESOURCES	METHODOLOGY
2-12-19 to 7-12-19	I MBA	ERP fit - Importance - Create Value - Risks of ERP - People Issues - Process risks	ERP Demystified - Alexis Leon	Discussions/ PPT
9-12-19 to 13-12-19	II MBA	Data, Model, User Interface subsystem, Knowledge based Subsystem - Decision Support subsystem - User Hardware	Decision support system & Intelligent system - Efraim Turban	PPT
13-12-19	I MBA	Technological - Implementation risks - Operation Maintenance & Managing risks - Benefits of ERP	ERP Demystified - Alexis Leon	Lecture Method / Case study
16-12-19 to 20-12-19	II MBA	Management Support System Modelling - Static and Dynamic Models, Certainty, Uncertainty and risks MSS with spreadsheets. Decision Analysis with Decision Tables & Trees	Decision support system & Intelligent System - Efraim Turban.	Lecture Method, Videos.
20-12-19	I MBA	ERP and related Technologies - Business Intelligence - Product life cycle Management Supply chain Management CRM	ERP Demystified	PPT / Lecture Method

DATE	CLASS	TOPICS COVERED	LEARNING RESOURCES	METHODS
06.01.2020	II MBA	CA - Exams.		
10.01.2020	I MBA			
20.01.2020	II MBA	The Structure of Mathematical model - Mathematical Programming Optimization - Multiple Goals - Sensitivity Whatif Analysis - Goal seeking Problem Solving method - Simulation.	PPT, Discussions	PPT, Case Studies
25.01.2020			Case study	
	I MBA	ERP implementation Strategies - Life Cycles	ERP Demystified! Alexis Leon	PPT Case studies
27.01.2020	II MBA	Introduction to Data mining - Patterns mined and Technology used - Applications Issues In Data Mining Data Warehouse basics - Methodology - Data Cube - OLAP - Usage & Design.	Data Mining Lecture and Data Warehouse	Lecture Method
31.01.2020			Jainci Han	
	I MBA	Implementation methodologies ERP Project teams Training & Development	Demystified! Alexis Leon	Lecture Method.
03.2.2020	I MBA	Data Migration - Post Implementation activities	"	Lecture / PPT
8.2.2020				

DATE	CLASS	TOPICS COVERED	LEARNING RESOURCES	METHODS
21.2.2020	I MBA	Success and failure	ERP Demystified	Lecture / PPT
22.2.2020		Factor of ERP implementation		
17.2.2020	I MBA	Operation and maintenance of ERP		Discussions / PPT
20.2.20				
24.2.2020	I MBA	SAP AG		Lecture
28.2.2020				
2.3.2020	I MBA	Future Directions and Trends in ERP		Lecture / PPT
6.3.2020				
09.3.2020	I MBA	REVISION		Google Classroom
13.3.2020				

~~16/12/20~~

II - MBA (2019-20)
Security analysis and
Portfolio Management

classmate

Date _____
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Months	Week	Portions to cover
June	III	Investment - Meaning - Finance and Economic Meaning - Characteristics & Objectives
	IV	Types of investors - Investment vs Speculation - Gambling - Investment avenues - Alternatives.
July	I	Securities Market - Financial - Segments - Types - Participant - Regulatory Environment - Primary Market - Methods of floating - Role and Regulators
	II	Securities exchanges in India - BSE, NSE, OTCEI, ISE - Regulations
	III	Trading Systems in Stock exchanges - Types of orders - Settlement - Deposits
	IV	Revision for I CA Examinations
	I	I - CA Examinations
August	II	Economic analysis - Economic forecasting - Stock investment decisions
	III	Forecasting techniques - Economic Variables
	IV	Industry analysis - Life cycle - Company analysis
	V	Fundamental - Technical analysis - Chart Methods - Mathematical indicators - Trend reversals.

II MBA (2019-20)

Online Stock Trading

classmate

Date _____
Page _____

Month	Week	Portions to Cover
June	III	Meaning of Stock exchange - Classification of Stocks by Management - Brokers or investors.
	IV	Investing Strategy - Framework for intelligent Stock Market
July	I	Broker - Sub broker - Depository - Participants - Procedures - Different types of orders - Clearing and Settlement.
	II	Demat account - Compulsory rolling Settlement - Internet trading.
	III	Importance of rupee value
	IV	Listing of securities with SEBI
Aug	I	Major Factors influencing Indian Share Price Movements
	II	India's linkage with global.
	III	Capital Market - When to sell a Stock - Fundamentals and Signals.
	IV	Derivatives - Features - Types

III BBA (2019-20)
Industrial Relations

Month	Week	Portions to cover
June	III	Introduction of IR - Importance - Participation and empowerment - definite objectives
	IV	Payment of wages Act 1936 - Rules deductions from wages - role - Powers
July	I	Factories Act - Factory definition - Manufacturing Process - worker - approval - registration - Notice by occupier
	II	Inspecting Staff - Health of worker - Safety - welfare - worker hour - Employment adults.
	III	Employment of young persons - Holiday over time
	IV	Revision for I CA Examination
August	I	I CA Examination
	II	Trade union Act 1926 - Appointment of registrars - Registration of Trade Union
	III	Rules - Certification - Change of name Registered office - Members
	IV	Duties and liabilities of registered trade - General Fund

Month	Week	Portions to Cover
	I	Employee State Insurance 1948 - Principal employer - Insurable workman.
	II	ESI - Corporation - Power and Duties Standing Committee.
	III	Medical Benefit Council - ESI Fund - Inspectors - Contributions - Benefits.
Sep	IV	Rules - Employee's Insurance Court - Penalties - Obligations.
	I	II CA Examination
	I	Minimum wages Act 1948 - Definition - Fixation - Minimum rate - Procedure for fixing.
Oct	II	Advisory Board - Central advisory Board - Power of inspectors - Claims - offence - penalty - obligation & Rights
	III	Revision for Semester

12/19

DATE	CLASS	SUBJECT	PORTIONS COVERED	Books REF
17 th June	II MBA	Security Analysis	Introduction - Investment	Kevin
To 21 st June	II MBA	Stock Trading	Meaning of Stock Exchange	Course Mate
	III BBA	Industrial Relations	Introduction about IR	Sarav
24 th June	II MBA	Security Analysis	Finance and economic	Kevin
To 28 th June	II MBA	Stock Trading	Functions of Stock ex	Course Mate
	III BBA	Industrial Relations	Payment of wages - Intro	Sarav
11/7/19				
Annular 11/7/19				
1 st July	II MBA	Security Analysis	Securities market - Financial	Kevin
To 5 th July	II MBA	Stock Trading	Segment - Types - Participants Broker - Sub broker Depositories	Course Mate
	III BBA	Industrial Relations	Factories Act - Manufacturing Worker - Registration	Sarav
8 th July	II MBA	Security Analysis	Methods of floating - Role	Kevin
To 15 th July	II MBA	Stock Trading	BSE - NSE - OTCEI - ISE Demat Account - CRS	Course
	III BBA	Industrial Relations	Inspecting Staff - Health welfare - Working hour	Sarav & Suma
	II MBA	Security Analysis	Trading Systems in india Settlement	Kevin

DATE	CLASS	SUBJECT	PORTIONS COVERED	BOOKS REFERRED
15 th July	II MBA	Stock Trading	Importance of rupee value	Course Material
To 19 th July	III BBA	Industrial Relations	Employment of young persons	Saravarnavel & Sumathi
19/7/19	II MBA	Stock Trading	Depositories - Types of orders	Kevin
22 nd July	II MBA	Security analysis	Listing of securities	Course Material
To 27 th July	III BBA	Industrial Relations	Holiday - overtime	Saravarnavel & Sumathi
27/7/19				
29 th July			I CA Examinations	
To 2 nd Aug				
2/8/19				
5 th Aug	II MBA	Security Analysis	Economic analysis - Economic forecasting - Stock investment decisions	Kevin
To 9 th Aug	II MBA	Stock Trading	Major Factors influencing Indian Share price	Course Material
	III BBA	Industry Relations	Trade union Act - Appointment	Saravarnavel & Sumathi
12 th Aug	II MBA	Security Analysis	Forecasting techniques - economic variables	Kevin
To 16 th Aug	II MBA	Stock Trading	Capital Market - when to Sell	Course Material
	III BBA	Industrial Relations	Registration - Rules - Certification - Change of name	Saravarnavel & Sumathi

DATE	CLASS	SUBJECT	PORTIONS COVERED	BOOKS REFERRED
19 th Aug To 23 rd Aug	II MBA	Security Analysis	Industry analysis - Life cycle of industry Company analysis	Kevin
	II MBA	Slōcu Trading	Indian linkage with Global	Course Material
22nd Aug	III BBA	Industrial Relation	Duties & Liabilities of registrar	Saravanan
26 th Aug To 30 th Aug	II MBA	Security Analysis	Fundamental - Technical analysis - chart Methods Mathematical indicators	Kevin
	II MBA	Slōcu Trading	Derivatives - Features - Types	Course Material
29th Aug	III BBA	Industrial Relation	General & political Fund	Saravanan
3 rd Sep To 6 th Sep	II MBA	Security analysis	Moving average - oscillators Random walk theory	Kevin
	II MBA	Slōcu Trading	Post-portfolio Management	Course Material
6th Sep	III BBA	Industrial Relations	Industrial dispute Act Scope - D.D - establishment Lay off - Lockout	Saravanan
9 th Sep To 13 th Sep	II MBA	Security Analysis	Exponential Moving area MCAD	Kevin
	II MBA	Slōcu Trading	Evaluation of Portfolio performance	Course Material

DATE	CLASS	SUBJECT	PORTIONS COVERED	BOOKS REFERRED
16/9/19	III BBA	Industry Relations	Strike - unfair labour practices	Saravananavel
16 th Sep To 20 th Sep	II MBA	Security Analysis	Market indicators - Efficient Market theory Mutual Funds - Evolution - Types	Kevin Course Material
20/9/19	III BBA	Industrial Relations	Revision for examination	Saravananavel
21 st Sep To 27 th Sep	III BBA II MBA		II CA Examinations	
21/9/19		Industry Relations	Minimum wages act 1948 - Fixation - Procedure for fixing	
		Security Analysis	port folio analysis - CAPM	
		Stock Trading	Practicing for exam	
		Industrial Relations	Markowitz - Sharpe and Treynor	
		Security Analysis	Advisory board - Central advisory	

Lesson Plan

PROGRAMME : M.B.A
 PROGRAMME CODE : P07
 SEMESTER : IV
 COURSE : Risk And Derivative Manag
 COURSE CODE : PRFNC 17
 HOURS : 6
 CREDITS : 4
 TOTAL HOURS : 48
 MAX. HOURS : 100
 COURSE INSTRUCTOR : MS. L. BHUANESWARI (6 Hrs per

WEEK/ DATE	No. OF UNIT HOURS	UNIT	TOPICS	TEACHING METHOD	LEARNING RESOURCE	MBE EVAL
Nov III	6	I	Risk - Types of risk objectives of risk management.	Lecture PPT	Books Websites	Test Oral Diss
IV	6	I	Risk identification- Measurement of risk.	Lecture PPT	Books	Test
Dec I	6	II	Risk avoidance - Loss control - Risk Retention	Lecture PPT	Books	Test
II	6	II	Risk transfer - Cost of risk - Pooling and diversification	Lecture PPT	Books	Test
Dec III			I-CA Examination	Lecture	Books	Test
IV			Christmas Holiday			

WEEK / DATE	No. OF HOURS	UNIT	TOPICS	TEACHING METHOD	LEARNING RESOURCE	METHOD OF EVALUATION
Jan 2	6	III	Options - Forward Contracts - Future Swap - Hedging with options.	Lecture	Books	Test, Discussion
I	6	IV	Derivatives - Definition Types - Uses - OTC Exchange trade Securities - Evolution of derivatives in BSE and NSE	Lecture	Books	Test, Discussion
III	6	V	Stock index Future Portfolio management Tool - Advanced Financial Derivatives	Lecture	Books	Test, Discussion
IV			II - CA Examinations			

PROGRAMME : M. B. A
 PROGRAMME CODE : P07
 SEMESTER : II
 COURSE : Accounting Software
 COURSE CODE : PJBAD17

WEEK/ DATE	No. of HOURS	UNIT	TOPICS
NOV <u>III</u>	3	I	Introduction about Tally
<u>IV</u>	3	I	Journal account - Ledger account
DEC <u>I</u>	3	I	Trading and Profit & Loss account
<u>II</u>	3	I	Fundamentals of inventory - Account
<u>III</u>	3	II	Account Master creation - Group
	3	II	Create - Display - Delete
<u>IV</u>			Christmas Holiday
JAN <u>I</u>	3	II	Multiple groups - Cost categories
<u>II</u>	3	III	Stock group - Entering Vouchers
<u>III</u>	3	III	Reports in Tally - Display balances
<u>IV</u>	3	IV	Display of Trial balance - Day b
			Revision

HOURS : 3
 CREDITS : 4
 TOTAL HOURS : 48
 MAX. HOURS : 100
 COURSE INSTRUCTOR : MS. F. BHUVANESWARI

TEACHING METHOD	LEARNING RESOURCES	METHOD OF EVALUATION
Lecture, PPT	Books	Practicing of Exercises
Lecture, PPT	Books	
Lecture, PPT	Books	Practice
Lecture, PPT	Books	Practice
Lecture, PPT	Books	Practice
Lecture, PPT	Books	Practice
Lecture, PPT	Books	Practice
Lecture, PPT	Books	Practice
Lecture, PPT	Books	Practice
Lecture, PPT	Books	Practice

WEEK / DATE	NO. OF HOURS	UNIT	TOPICS
FEB I	3	III	Multiple Ledger - Cost Categories
II	3	IV	Cost Centre - Inventory Master Creation
III	3		Revision
IV	3	IV	Ratio analysis
Mar I	3	V	Inventory and cost
II	3	V	Inventory accounts - Stock
III	3		Revision for semester
IV			SEMESTER EXAMINATIONS

TEACHING METHOD	LEARNING RESOURCE	METHOD OF EVALUATION
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Lecture, PPT	Books	Practice
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Lecture	Books	Practice
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Lecture	Books	Practice
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Lecture	Books	Practice
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Lecture	Books	Practice
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Lecture	Books	Practice
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Lecture	Books	Practice
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Lecture	Books	Practice
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PROGRAMME : B.B.A
 PROGRAMME CODE : U08
 SEMESTER : VI
 COURSE : Legal Aspects of Business
 COURSE CODE : UCBA517

WEEK / DATE	No. OF HOURS	UNIT	TOPICS
Nov III	5		Indian Contract Act 1872 - Law of Contract
II	5		offer & acceptance - Consideration and Capacity
DEC I	5		Free consent
II	5		Discharge of contract
III	5		Breach of Contract
I			Revision for CA
JAN II			I - CA Examinations
III	5		Sale of Goods Act 1930 - Definition of Sale - actual sale - agreement to sell - Distinction between sale and agreement to sell - Conditions and warranties - Doctrine of Caveat Emptor

HOURS : 54
 CREDITS : 4
 TOTAL HOURS : 70
 MAX. HOURS : 100
 COURSE INSTRUCTOR: M.S. L. BHUVANESWARI

TEACHING METHOD	LEARNING RESOURCE	METHOD OF EVALUATION
Lecture	Books	Tests
Lecture	Books	Tests
Lecture	Books	Tests
Lecture	Books	Tests
Lecture	Books	Tests
Lecture	Books	Tests

WEEK/ DATE	NO. OF HOURS	UNIT	TOPICS
<u>I</u>	5		Delivery of goods - Transfer of Property - Transfer of title by non-owners - Resale - Auction sale
<u>FEB I</u>	5		Companies Act 2013 - Company and its formation - Definition - character - kinds - Memorandum & Articles of association
<u>II</u>	5		Prospectus - Definition - Content - Statement in lieu of prospectus
<u>III</u>	5		Shares & Debentures - Kinds - Merit classification - Modes of winding up - Dissolution of a Company
<u>IV</u>			II - CA Examination
<u>Mar I</u>	5		Indian Partnership Act 1932 - Definition - Elements
<u>II</u>	5		Classification of Partnership - Partners and their liability
<u>III</u>	5		Registration of firms - effects of non-registration - Reconstitution of firm.
<u>IV</u>			Revision for semester Examination

TEACHING
METHOD

LEARNING
RESOURCE

METHOD OF
EVALUATION

Lecture

Books

Test

Lecture

Books

Test

Lecture

Books

Test

Lecture

Books

Test

Lecture

Books

Test

Lecture

Books

Test

Lecture

Books

Test

Teaching Plan

Course Name : Risk and Derivatives Management
 Course Code : PEFNE17
 Course Coordinator : +. BHUVANESWAR
 No. of hours/week : 6 hours per week

Date	Class	Topics Covered	Learning Resources	Methods
18 th Nov To 22 nd Nov	M.B.A	I Risk - Types of risk - II Objectives of risk	Kevin	Black box & PPT
25 th Nov To 29 th Nov	M.B.A	I Risk identification - II Measurement of risk	Kevin	Black box
2 nd Dec To 6 th Dec	M.B.A	Risk avoidance - Loss II Control - Risk retention	Kevin	Black box
9 th Dec To 13 th Dec	M.B.A	Risk transfer - Cost of II risk - Pooling and diversification	Kevin	Black box
16 th Dec To 20 th Dec		I - CA Examination		

Course Name : Accounting Software
 Course Code : PJBAD17
 Course Coordinator: Ms. L. Bhuvaneshwari
 No. of hours/week : 3 hours per week

Date	Class	Topics Covered	Learning Resources
18 th Nov	To	IMBA Introduction about tally	Course Material /
22 nd Nov	To	IMBA Journal account and Ledger account	Course Material
25 th Nov	To	IMBA Trading and Profit and loss account	Course Material
29 th Nov	To	IMBA Fundamentals of inventory accounting	Course Material
2 nd Dec	To	IMBA Accounts master creation	Course Material

Course Name : Legal Aspects of Business
 Course Code : UCIBAS 17
 Course Coordinator : Ms. J. Bhuvaneshwari
 No. of hours/week : 5 hours per week

Date	Class	Topics Covered	Learning Resources	Notes
18 th Nov	To	III BBA Indian Contract Act 1872	Saravanavel & Sumathi	Black Board
22 nd Nov		Law of Contract		
25 th Nov	To	III BBA Offer - Acceptance -	Saravanavel & Sumathi	Black Board
29 th Nov		Consideration and Capacity		
2 nd Dec	To	III BBA Free Consent	Saravanavel & Sumathi	Black Board
6 th Dec				
9 th Dec	To	III BBA Discharge of Contract	Saravanavel & Sumathi	Black Board
13 th Dec				
16 th Dec	To	III BBA Breach of Contract	Saravanavel & Sumathi	Black Board
20 th Dec				

I MBA.

PCBAH17 - MARKETING MANAGEMENT

classmate

Date _____
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Month	Week	Portions to Cover
November	3 rd	<u>UNIT I</u> Marketing - Definition - Marketing Process - Marketing Management Orientation.
	4 th	Marketing Mix - Managing Marketing Effort - Marketing Environment - Micro and Macro Environment
December	1 st	<u>UNIT II</u> Types of Buying Decision Behaviour - Factors affecting consumer behaviour - Buying decision process
	2 nd	Business Buying Behaviour - Market Segmentation - Consumer Market Segmentation - Effective Segmentation Targeting, Positioning and Differentiation.
January	3 rd	<u>UNIT III</u> Product Planning and Development - Product and Services classification - Product Mix - Product Life Cycle - New Product Development
	1 st	Branding - Pricing - Objectives and Strategies - Policies - Methods
	2 nd	Marketing Channels, Logistics and Supply Chain Management - Retailing and Wholesaling Management -
	3 rd	Personal Selling - Advertising and Sales Promotions

Month	Week	Portions to Cover.
	4 th	<u>UNIT IV</u> Building customer relationship - Customer Acquisition and Retention
February	1 st	Direct Marketing - Online Marketing - Competitor Analysis and Strategies
	2 nd	Services Marketing - Rural Marketing
	3 rd	<u>UNIT V</u> Marketing Information System
	4 th	Marketing Research Process.
	1 st	Global Market - Marketing Ethics

UNIT IV

Building customer relationship - Customer Acquisition and Retention

February

1st

Direct Marketing - Online Marketing - Competitor Analysis and Strategies

2nd

Services Marketing - Rural Marketing

3rdUNIT V

Marketing Information System

4th

Marketing Research Process.

1st

Global Market - Marketing Ethics

Date	Class	Subject	Positions Covered	Books Refered
19 th Nov to 28 th Nov	I MBA	Marketing Management	Marketing Definition - Introduction - Importance - Marketing Management Orientation	Marketing Management by Philip Kotler.
25 th Nov to 30 th Nov.	I MBA.	Marketing Management	Marketing Mix - Managing Marketing Effort - Marketing Environment - Micro Macro Market Environment	Marketing Management by Philip Kotler.
2 nd Dec to 7 th Dec	I MBA	Marketing Management	Types of buying behaviour - Factors affecting consumer behaviour	Marketing Management by Philip Kotler.
9 th Dec to 14 th Dec	I MBA	Marketing Management	Buying Decision Process - Market Segmentation - Basis for market segmentation -	Marketing Management by Philip Kotler.
16 th Dec to 21 st Dec	I MBA	Marketing Management	Criteria for effective Segmentation - Targeting - Positioning and Differentiation	Marketing Management by Philip Kotler.

Date	Class	Subject	Positions Covered	Books Referenced
3 rd Jan to 9 th Jan.	I MBA	Marketing Management	Product - Introduction - Product and Services Classification. Product Mix	Marketing Management by Philip Kotler
24 th Jan to 28 th Jan	I MBA	Marketing Management	New Product Development and Product life Cycle	Marketing Management by Philip Kotler
28 th Jan to 18 th Feb.	I MBA	Marketing Management	Reasons for Price of the product to go high and down.	Marketing Management by Philip Kotler L. Shilp 4/1/19
4 th Feb. to 9 th Feb.	I MBA.	Marketing Management	Branding - Process - Types - Pricing Methods - Strategies	Marketing Management by Philip Kotler
12 th Feb to 16 th Feb	I MBA	Marketing Management	Marketing Channels Logistics and Supply Chain Management. Retailing and Wholesaling Management	Marketing Management by Philip Kotler

Date	Class	Subject	Positions Covered	Books Referred
18 th Feb to 22 nd Feb	I MBA	Marketing Management.	Personal Selling, Advertising and Sales Promotion.	Marketing Management by Philip Kotler.
25 th Feb to 1 st March	I MBA.	Marketing Management	Building Customer Relationship - Customer Acquist and Retention. Direct Marketing Online Marketing - Services Marketing Rural Marketing.	Marketing Management by Philip Kotler.
4 th March to 11 th March	I MBA	Marketing Management.	II CA Examination.	
12 th March to 15 th March.	I MBA	Marketing Management	Marketing Ethics and Global Marketing	Marketing Management by Philip Kotler.
18 th March to 22 nd March	I MBA	Marketing Management.	Marketing Informa System and Marketing Research.	Marketing Management by Philip Kotler.
25 th March to 2 nd April	I MBA	Marketing Management	Revision 134 8/10/19	At Ch. Shik 2/4/19

Academic Year.

2019-2020.

(June to October)

SEMESTER III - II MBA classmate

PEHRB-17: Management Training and Development

Month	Week	Portions to be Covered.
June	Third	<u>UNIT I</u> - Introduction Training - Concept - Benefits - Characteristics - Process - Types - Models
	Fourth	Approaches - Functions of training - Levels - Propositions - Stakeholders -
July	First	Competency based Training - Meaning - Need Importance - Purpose - Roles and Responsibilities - Competencies - Training for training Managers - Challenges .
	Second	<u>UNIT II</u> Training Programme and Learning Training Needs - Meaning - Methods - Training Design - In house - Out house training Programme - Competency based training Programme.
	Third	Learning concepts - Adult learners - Learning process - Dimensions - Domains of learning - Learning models - Learning styles - Barriers.
	First	<u>UNIT III</u> Training Methods - I Lecture Method - Team Building - Question answer learning in groups
	Second	Buzz group - In basket - Panel Discussions - Case Method .
	Third	<u>UNIT IV</u> Training Methods - II Seminar - Symposium - Role Play - Simulation - Game -

Month	Week	Topics to be Covered
Fourth		Force Field Analysis - Assignment - Action Learning.
September	First	<u>UNIT V</u> - Assessment and Evaluation of Learning Assessment - Concept - Process - Assessment Guidelines
	Second	Evaluation - Definition - Purpose - Principles
	Third	Framework - Model - Management Development - Meaning.
	Fourth	Management Development - Purpose - Factors - Process - Methods.

IMBA - Semester I
Management Process

classmate

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Months	Week	Portions to be Covered.
July	Third	<u>UNIT I</u> Management - Meaning - Functions - Management Vs Administration.
August	First	Contribution of Fayol, Taylor, Fallet, Elton, Mayo and Drucker.
	Second	Principles of Management, Management as an Art, Science and Profession.
	Third	<u>UNIT II</u> Introduction - Nature and Characteristics of Planning - Advantages and Disadvantages.
	Fourth	Steps in Planning - Kinds of Planning - Elements - Objectives - Concepts of MBO and MBE
September	First	Policies - Procedures - Rules - Strategies - Programmes - Decision Making and Steps in Decision Making.
	Second	<u>UNIT III</u> Formal and Informal organisation - Principles - Advantages - Process - Merits of Organisation.
	Third	Organisation Structure - Organisation Charts and Manuals - Authority and Responsibility.
	Fourth	Force Field Analysis - Assignment - Action Learning

Month	Week	Portions to be Covered
October	First	Delegation and Decentralisation - Departmentation - Staff and Functional Relationships - Committee - Span of Management.
		<u>UNIT IV</u>
	Second.	Staffing - Recruitment and Selection of Managerial Personnel.
	Third	Training and Development of Executives - Communication - Importance - Barriers.
	Fourth.	Supervision - Nature - Importance of Supervision - Directing.
November	First.	Controlling - Meaning - Techniques - Importance - Requirements of Effective control system - Shortcomings.
	Second.	Co-ordination - Principles - Types of co-ordination - Techniques of effective control.

Date	Class	Subject	Portions Covered	Books Referred
17 th June to 21 st June	II MBA	Management Training and Development	Training - Concept - Benefits - Characteristics - Process - Types - Models	Management and Training Development - B.L. Gupta
24 th June to 28 th June	II MBA	Management Training and Development	Approaches - Functions of training - Levels - Proposition - Stakeholders	Management and Training Development - B.L. Gupta
1 st July to 5 th July	II MBA	Management Training and Development	Competency Based Training - Meaning - Need and Importance	Management and Training Development - B.L. Gupta
8 th July to 12 th July	II MBA	Management Training and Development	Purpose, Roles and Responsibilities - Competencies - Training for training Managers, Challenges	Management Training and Development - B.L. Gupta
15 th July to 19 th July	II MBA	Management Training and Development	Training Needs - Meaning - Methods - Training Design - In-house - Out house training - Competency Based training	Management Training and Development - B.L. Gupta

Anala Talwar

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Date	Class	Subject	Portions Covered	Books Referenced
22 nd July to 26 th July.	I MBA.	2	Orientation Programme.	
	II MBA.	Management Training and Development	Learning Concepts - Adult Learners - Learning Process - Dimensions.	Management Training and Development - B.L. Gupta
29 th July to 2 nd August	I MBA		Orientation Programme.	
	II MBA	Management Training and Development	Domains of learning - Learning Modes - Learning Styles - Barriers.	Management Training and Development - B.L. Gupta
5 th August to 9 th August.	I MBA.	Management Process	Management - Definition - Functions - Management Vs Administration.	Business Management by C.B. Gupta
	II MBA	Management Training and Development	Lecture Method - Adult Learners - Learning Process	Management Training and Development By B.L. Gupta
12 th August to 16 th Aug.	I MBA	Management Process	Contribution by Fayol, Taylor, Elton Mayo and Demcker.	Business Management by C.B. Gupta
	II MBA	Management and Training Development	Dimensions and Domains of learning Team building	Management Training and Development by B.L. Gupta

Date	Class	Subject	Portions Covered	Books Referred
19 th August to 26 th August	I MBA	Management Process	Introduction - Nature and Characteristics of Planning - Advantages and Disadvantages.	Business Management by C. B. Gupta.
	II MBA	Management Training and Development	Questionnaire Learning in groups - Buzz group - In-basket - Panel - Discussions and Case Method.	Management Training and Development by B. L. Gupta.
26 th August to 30 th August	I MBA	Management Process	Steps in Planning - Kinds of Planning - Objectives - Concepts of MBO and MBE	Business Management by B. Gupta.
	II MBA	Management Training and Development	Seminar - Symposium - Role play - Simulation - Game.	Management Training and Development by B. L. Gupta.
2 nd Sep to 6 th Sep	I MBA	Management Process	CA Examinations	
	II MBA	Management Training and Development	Forced Field Analysis - Assignment - Action Learning.	Management Training and Development by B. L. Gupta.
9 th Sep to 13 th Sep	I MBA	Management Process	Assessment - Concept - Process Assessment Guidelines.	Business Management by C. B. Gupta.
	II MBA	Management Training and Development	Policies - Procedures - Rules - Strategies - Programmes	Management Training and Development by B. L. Gupta.

Date	Class	Subject	Positions Covered	Books Referenced
16 th Sep to 20 th Sep.	I MBA.	Management Process	Decision Making - Steps - Formal and Informal Organizational Advantages -	Business Management by C. B. Gupta
	II MBA	Management Training and Development	Evaluation - Definition - Purpose - Principles.	Management Training and Development by B. L. Gupta.
23 rd Sep. to 27 th Sep.	I MBA.	Management Process	Organization Chart and Manual Delegation and Decentralization.	Business Management by C. B. Gupta
	II MBA	CA Examinations.		
2 nd - 11 th October	I MBA	Management Process	Departmentation - Staff and Functional Relationship - Committee - Span of Management	Business Management by C. B. Gupta.
	II MBA.	Management Training and Development	Framework Model Management Meaning.	Management Training and Development by B. L. Gupta

Date	Class	Subject	Positions Covered	Books Referred.
14 th October to 19 th October	I MBA.	Management Process	Staffing - Recruitment and Selection of Managerial Personnel. Training and Development.	Business Management by C. B. Gupta.
19 th October	II MBA.	Management Training and Development	Management Development - Purposes - Functions - Process - Methods.	Management Training and Development by B. L. Gupta.
21 st October	I MBA	Management Process	Supervisor - Controlling - Co-ordination. Techniques of effective control.	Business Management by C. B. Gupta.
	II MBA.	Management Training and Development.	Revision.	-

Management
Recruitment - Staffing
Selection of
Management Personnel
Training and Development
Management
Deployment - Transfer
M. ...
B. ...

2019 - 20

Even Semester.

Month	Week	Portions to Cover
November	3 rd	<u>Unit I</u> Marketing - Definition - Marketing Process - Marketing Management Orientation.
	4 th	Marketing Mix - Managing Marketing Effort - Marketing Environment - Micro and Macro Environment.
December	1 st	<u>UNIT II</u> Types of Buying Decision Behaviour - Factors affecting consumer behaviour - Buying decision process.
	2 nd	Business Buying Behaviour - Market Segmentation - Consumer Market Segmentation - Effective Segmentation - Targeting - Positioning and Differentiation.
January	3 rd	<u>UNIT III</u> Product Planning and Development - Product and Services classification - Product Mix - Product life cycle - New Product Development.
	4 th	Branding - Pricing - Objectives and Strategies - Policies - Methods.
	1 st	Marketing Channels, Logistics and Supply Chain Management - Retailing and Wholesaling Management.
	2 nd	Personal Selling - Advertising and Sales Promotion.

Month	Week	Portions to Cover
	3 rd	<u>UNIT IV</u> Building customer relationship - Customer acquisition and retention.
	4 th	Direct Marketing - Online Marketing - Competitor Analysis and Strategies.
February	10 th	Services Marketing - Rural Marketing
	24 th	Marketing Information System
	8 th	Marketing Research - Research Process -
	4 th	Global Marketing - Marketing Ethics.

Date	Class + Subject	Positions Covered	Books Referred
18.11.19. to 22.11.19.	I MBA. Marketing Management	Marketing Definition + Marketing Process and Orientation - Marketing Mix.	Marketing Management by Philip Kotler
	II. M.B.A. Project.	Review of literature - Students were taken to library to review the articles in the magazine.	
25.11.19. to 30.11.19.	I. MBA. Marketing Mgt	Marketing Environment - Micro-Macro - Types of Buying behaviour - Factors affecting consumer behaviour - Buying Process.	Marketing Management by Philip Kotler
	II M.B.A Project.	Area of Specialisation and the title of the Project were finalised with the consent of the companies.	
2-12-19 to 7.12.19.	I. M.B.A. Marketing Mgt	Marketing Segmentation - Basis for Segmentation - Targeting - Positioning and Differentiation - Criteria for Effective Segmentation	Marketing Management by Philip Kotler.
	II. MBA Project	Objectives, Statement of the Problem were finalised.	

Date	Class and Subject	Portions Covered	Books Referred
9.12.19 to 13.12.19	I MBA Marketing Mgt.	Product Planning and Development - Product and Services differentiation - Product Mix - New Product Development - Product lifecycle	Marketing Management by Philip Kotler
II M.B.A. Project.	Questionnaire correction was made		
16.12.19 to 20.12.19	I. MBA Marketing Mgt.	Branding - Pricing Objectives Strategies - Policies - Methods of Pricing - Labeling - Packaging	Marketing Management by Philip Kotler
6.1.20 to	I MBA	CA Examinations	
10.1.20	II MBA		
20.1.20 to 25.1.20	I MBA Marketing Mgt.	Marketing Channels - Logistics and Supply Chain Mgt - Retailing and Wholesaling	Marketing Management by Philip Kotler
	II MBA. Project.	Review of literature was finalised	

Date	Class and Subject	Portions Covered	Books Referred.
27.1.20 to 31.1.20.	I MBA Marketing Mgt.	Personal Selling - Advertising - Sales Promotion -	Marketing Management by Pillai and Bhagavathi.
	II MBA.	Guidelines were Project provided for their data collection and for project completion.	
3.2.20 to 8.2.20.	I MBA Marketing Mgt.	Building Customer Relationship - Customer Acquisition and Retention.	Marketing Management by Pillai and Bhagavathi.
10.2.20. to 14.2.20.	I MBA Marketing Mgt.	Direct Marketing - Online Marketing - Competitor Analysis and Strategies.	Marketing Management by Pillai and Bhagavathi.
17.2.20. to 21.2.20.	I MBA Marketing Mgt.	Services Marketing Types of Services - Rural Marketing.	Marketing Management by Pillai and Bhagavathi.
24.2.20 to 28.2.20.	I. MBA. Marketing Mgt.	Marketing Information System - Marketing Research - Process.	Marketing Management by Pillai and Bhagavathi.
1.3.20 to 5.3.20	I. MBA.	CA Examinations.	

Date	Class and Subject	Portions Covered	Books Referred
9.3.20 to 13.3.20	I MBA Marketing Mgt.	Global Marketing - Marketing Ethics	Marketing Management by Philip Kotler.
16.3.20 to 20.3.20	I. M. BA Marketing Mgt.	Revision	