



Mangayarkarasi College of Arts & Science for Women, Paravai.

(Affiliated to Madurai Kamaraj University)

ISO 9001:2015 Certified Institution, Re- Accredited by NAAC with 'B' grade

LESSON PLAN

PROGRAMME: BBA	SEMESTER/ YEAR: I/ 2021-22
COURSE: Vaniga Kadithangal	UVKJL11
FACULTY 'S NAME: Dr.A.Anitha	TOTAL HOURS: 60

HOURS PER WEEK: 6

CREDITS: 3

Course objective

The course is designed to

1. To provide knowledge on the basic principles of drafting business letters.
2. To enhance the students skills to write various types of Business letter.

COURSE OUTCOME:

CO1: Apply the Principles of Communication in Business Correspondence and Draft Business Letters by understanding the Structure of Letter Writing

.CO2: To compile Business Enquiry letters. Pricing letter, acceptance letter, acknowledgement letter

CO3: To compile complaints and adjustment letters.

CO4: To prepare circulars , letters for government, public authorities and other agencies

CO5: To analyze and draft the different types of Banking, Insurance letters. Job Application letter.

Syllabus



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SEMESTER I

PART I – PAPER – 1 – வணிகக் கடிதங்கள்

நோக்கம் இப்பாடத்தின் மூலம் வணிகக் கடிதங்களின் தேவை, கடித வகைகள், வியாபாரக் கடிதங்கள், விசாரணைகடிதங்கள், அரசுத்துறைமற்றும் பொதுசேவைகடிதங்கள், வங்கிக் கடிதங்கள், மற்றும் வேலைவேண்டிவிண்ணப்பக் கடிதங்கள் ஆகியவற்றைபற்றிஅறிய முடியும்

பகுதி 1 வணிகக் கடிதங்கள் - தேவைமற்றும் முக்கியத்துவம் - நோக்கங்கள் - வணிகக் கடிதங்களின் அடிப்படைக் கூறுகள் - வணிகக் கடிதங்கள் பொதுஅமைப்பு மற்றும் படிவங்கள் - சிறப்புக் கூறுகள் - கடித வகைகள்

பகுதி 2

வியாபாரக் கடிதங்கள் - முனைவு கடிதங்கள் மற்றும் விசாரணைகள் விலைப்புள்ளிகள் - ஆணையறுக்கள் - "ஆணையறு நிறைவேற்றுதல்" - சரக்குபெற்றுக் கொண்டதைஉறுதிசெய்தல்.

பகுதி 3

வணிக விசாரணைகடிதங்கள் - வியாபாரவிசாரணைமற்றும் வங்கிவிசாரணை --- புகார்களும் சரிக்கட்டலும் - நிலுவைத் தொகைநினைவுறுத்தல் - வசூல் செய்தல் - கணக்கைநேர் செய்தல்.

பகுதி 4

கற்றுக் கடிதங்கள் - விற்பனைக் கடிதங்கள் - அரசுத்துறைமற்றும் பொதுசேவைஅமைப்பு சார்ந்தகடிதங்கள்

பகுதி 5

வங்கிக் கடிதங்கள் - காப்பீட்டுக் கடிதங்கள் - வேலைவேண்டிவிண்ணப்பக் கடிதம் - பத்திரக்கைஆசிரியருக்குகடிதங்கள்.

குறிப்பு வணிகநிர்வாகவியல் ஆசிரியர்கள் மட்டுமே இந்தப் பாடத்தைநடத்தவும் விடைத்தாள் மதிப்பீடுசெய்யவும்.

Text Book for Reference

1. Commercial Correspondence & Office Management – R.S.N. Pillai & Bahavathi
2. Business Communication – by Sharma Gupta – Kalyani Publishers



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COURSE PLAN- I SEMESTER 2021-22

S No	HOURS	TOPIC	BOOK	TEACHING MODE
UNIT-1				
1	1	Meaning –Definition -	T1	Lecture
2	2	Need,objectives and Importance	T1	Lecture
3	2	Factors condiders for drfting business letters	T1	Lecture with PPT
4	1	Content and Formats	T1	Lecture
5	2	Special Features	T1	Lecture with Case Study Discussion
6	1	Types of Letters	T1	PPT with Lecture
7	1	UNIVERSITY QUESTIONS		
8	1	ICT CLASS(Students Presentation		
9	1	TEST		
UNIT-2				
10	1	Business letters	T1	Lecture
11	1	Enquiry letters	T1	Lecture
12	1	Order Letters	T1	Lecture
13	2	Acceptance of letters	T1	Lecture with PPT
14	3	Approval and verification of letters	T1	Lecture
15	1	Exercise		Group Discussion
16	1	UNIVERSITY QUESTIONS		
17	1	ICT CLASS		
18	1	TEST		
UNIT-3				
19	1	Business Enquiry letters	T1	Lecture
20	1	Banking Correspondence	T1	Lecture
21	2	Complaints and adjustment letters	T1	PPT and Videos



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22	2	Reminders letters	T1	Lecture with videos
23	2	Collection letters	T1	Lecture with PPT
24	2	Accounts settlement Letters	T1	Lecture with Case Study Discussion
25	1	Exercise	T1	Lecture with Group Discussion
26	1	UNIVERSITY QUESTIONS		
27	1	ICT CLASS(Students Presentation)		
28	1	TEST		
UNIT-4				
29	1	Circular letters	T1	Lecture
30	2	Sales Letters	T1	Lecture
31	2	Government letters	T1	Lecture with PPT
32	2	Service Letters	T1	Lecture with PPT
33	2	Public Correspondence	T1	Lecture with Case Study
34	1	UNIVERSITY QUESTIONS		
35	1	ICT CLASS		
36	1	TEST		
UNIT-5				
37	1	Banking Letters	T1	Lecture
38	2	Insurance Letters	T1	Lecture
39	2	Job Application Letters	T1	Lecture with videos
40	2	Press Letters	T1	Lecture with PPT
41	1	UNIVERSITY QUESTIONS		
42	1	ICT CLASS		
43	1	TEST		

Sign of HOD : Mrs.R.C.Shantha Kumari

Sign of Faculty : Dr.A .Anitha

Sign of Dean Academics : Mrs. Chendur Priyadharshini



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LESSON PLAN

PROGRAMME: B.B.A.,	SEMESTER/ YEAR: I / 2021-22
CORE COURSE: PRINCIPLES OF MANAGEMENT	COURSE CODE: ABAJC11
FACULTY 'S NAME: Mrs. R.C.SHANTHA KUMARI	TOTAL HOURS : 70

SYLLABUS

Objectives

The objective of this subject is to regulate decision making and behavior within a group or an organization by the managerial principles.

Course Outcomes

CO1 : To understand basic concepts of Management

CO2: To acquire the knowledge in Planning

CO3: To learn the Organising functions, types, Departmentation and Delegation of authority

CO4: To know about Staffing and its process

CO5: To expose to Control techniques

Unit I

Management- Nature and definition- Function of management - Management: Art, Science and profession .Administration Vs Management. Functional Areas of Management, Managerial skills, Technical skills, Human and Conceptual skills, Levels of Management: Top-level, Middle level and lower level.

Unit II

Evolution of management-F.W. Taylor and scientific management, Contribution of Fayol, Planning- Definition, Importance and Characteristics. Planning process-Types of plans-Merits and limitations of planning-Decision making –meaning, process and types.

Unit III

Organizing: Meaning, Definition and principles, organization structure and charts-Features of good organization: Line, Functional, line and staff, committee-Merits and Demerits of line and line staff, Departmentation -process and methods. Delegation of authority -Definition Need and principles. Centralization and Decentralization-Merits and Demerits.

Unit IV: Staffing- Meaning –Recruitment –Selection –Directing-meaning, Importance, Principles.

Unit V: Control –Meaning , Nature , Importance and Principles , Steps and Techniques , Requirement of an Effective control system



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Text Book:

1. T. Ramasamy - Principles of Management, Himalaya publishing house- Mumbai- First Edition - 1998.
2. R.S.N.Pillai and S.Kala - Principles and Practice of Management

Reference Books:

1. Stoner and Freeman, Management, Prentice Hall of India, New Delhi.
2. P.C. Tripathi and P.N. Reddy, Principles of Management, McGraw Hill, New Delhi

COURSE PLAN- I SEMESTER 2021-22

S No	HOURS	TOPIC	BOOK	TEACHING MODE	PAGE NO
UNIT-1					
1.	1	Management- Nature and definition- Features of management	T1	C&T Method	2-6
2.	1	Functions and Importance of Management	T1	C&T Method	7-10
3	1	Management: Art, Science and Profession	T2	C&T Method	9-11
4	1	Administration Vs Management. Functional Areas of Management	T1	C&T Method	13
5	1	Managerial skills, Technical skills, Human and Conceptual skills	T2	C&T Method	18 & 19
6	1	Levels of Management: Top-level, Middle level and lower level.	T2	C&T Method	14 -18
7	1	UNIVERSITY QUESTIONS	T1		
8	1	ICT CLASS	T1		
9	1	TEST	T1		
UNIT-II					
10	1	Contribution of Fayol and Scientific Management	T1	C&T Method	25 -28
11	1	Evolution of management-F.W. Taylor	T1	C&T Method	28-32
12	1	Planning-Definition, Importance and Characteristics, objectives, nature	T1	C&T Method	71-75

13	1	Advantages,Planning process- Types of plans, Steps	T1	C&T Method	76-80
14	1	Decision making –meaning, nature, elements, process	T1	C&T Method	101- 104
15	1	Decision making-Characteristics of good effective Decision, Principles , Types and Problems	T1	C&T Method	105 -108
16	1	UNIVERSITY QUESTIONS			
17	1	ICT CLASS			
18	1	TEST			
UNIT-III					
19	1	Organizing: Meaning, Definition , Functions, nature and importance	T1	C&T Method	112 - 114, 116-119
20	2	Organization- Principles	T1	C&T Method	114- 116
21	1	Classification of Organisation- Formal Organisation	T1	C&T Method	119 & 120
22	1	Informal Organisation	T1	C&T Method	120 & 121
23	1	Organization structure, , Line& Functional Organisation	T1	C&T Method	154-159
24	1	Line and Staff Organiation, meaning, features, merits and demerits	T1	C&T Method	160-163
25	1	Committee-Merits and Demerits	T1	PPT	164-167
26	1	Project ,Matrix Organisation & Freeform	T1	PPT	168-170
27	1	Organization Charts	T1	C&T Method	173 -176
28	1	Organization Manuals	T1	C&T Method	176& 177
29	1	Departmentation , Process	T1	C&T Method	141 & 142
30	2	Types of Departmentation	T1	PPT	143-147
31	1	Delegation of authority - Definition,nature, Need and principles.	T1	C&T Method	128 - 132
32	1	Types of Delegation,Merits, Demerits,	T1	C&T Method	132-134
33	1	Problems,steps, R quisites for effective Delegation,Centralization and Decentralization-Merits and Demerits.	T1	C&T Method	134 - 138
34	1	UNIVERSITY QUESTIONS			
35	1	ICT CLASS			
36	1	TEST			
UNIT-IV					
37	1	Staffing- Introduction, Definition,Meaning , Elements, functions & Importance	T1	C&T Method	179 & 180
38	1	Staffing, Process, Merits	T1	C&T Method	180-182

39	2	Recruitment, Definition, meaning, process, Internal Sources	T1	C&T Method	182 & 183
40	1	Sources of Recruitment - External, Merits & Demerits	T1	C&T Method	183 -185
41	1	Selection -Meaning, Importance, Procedure	T1	C&T Method	185 -189
42	1	Pre-requisites of effective test, Interview- Kinds	T1	C&T Method	189-191
43	1	Principles and Process of Interview	T1	C&T Method	191 &192
44	1	Directing-meaning, Importance, Principles	T1	C&T Method	214 & 215
45	1	Characteristics and Techniques of Direction	T1	C&T Method	215 & 216
46	1	UNIVERSITY QUESTIONS			
47	1	ICT CLASS			
48	1	TEST			
UNIT-V					
49	1	Control – Definition, Meaning , Scope, nature, Importance and Principles	T1	C&T Method	270,271
50	1	Features of Control, Need, Advantages, Limitations	T1	C&T Method	278 -280
51	3	Steps and Techniques of Control	T1	C&T Method	271, 273-276
52	1	Types of Managerial Control, Requirements of an Effective control system	T1	C&T Method	272
53	1	UNIVERSITY QUESTIONS			
54	1	ICT CLASS			
55	1	TEST			
Sign of HOD			Sign of Faculty:		
Sign of Dean Academics :					



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COURSE PLAN

PROGRAMME: BBA	SEMESTER/ YEAR: I SEM/2021-22
COURSE: FUNDAMENTALS OF ACCOUNTING	ABAJC12
FACULTY 'S NAME: Mrs.P.JEGADEESHWARI	TOTAL HOURS: 60

SYLLABUS

OBJECTIVES:

The course is designed to

1. Understand the significance of accounting concepts and conventions in the preparation and presentation of financial reports.
2. Prepare financial statements of the company.
3. To enhance the knowledge on accounting information system to students and to analyze future performance of companies and making financial decision.

COURSE OUTCOME:

CO1: Apply accounting concepts and accounting standards in practical situations

CO2: Record the business transactions in journal, ledger and trail balance

CO3: Enable the students to prepare final accounts and make them understand the need for making adjustments while preparing final accounts and various types of expenditure

CO4: Analyze the concept of Depreciation and methods of calculating depreciation charges.

CO5: Have knowledge about nonprofits organisations and able to prepare accounts for such organizations

Unit-I

Book –Keeping –Meaning –Systems- Accountancy- Meaning – Objectives - Importance-Advantages & Limitations- – Accounting concepts and conventions- kinds of Accounts

Unit- II

Journal- Rules for journalizing - Subsidiary Journal –Purchase book, Sales book, Returns book, Cash book and Petty cash book - Ledger – Preparation of Trial Balance.

Unit-III

Final accounts (Accounts of trading concerns) – Format of final accounts - Elementary problems with simple adjustments – Capital expenditure, Revenue expenditure and Deferred Revenue Expenditure – Meaning and distinction. 906

Unit- IV

Depreciation- Meaning - Causes and need, Methods of depreciation - Straight Line Method – Written down Value Method (Simple problems only) – Depreciation fund method, Annuity method (Theory only)

Unit-V

Accounts of Non – Trading concerns- Receipts and Payments Account-Income and Expenditure. Account and Balance sheet.



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TEXT BOOKS:

1. Financial Accounting S.P.Jain&K.L.Narang, Kalyani Publishers, Reprint edition 2013
2. Dr.S.N.Maheshwari, Principles of Management Accounting, Sultan Chand and sons, New Delhi, 2005

REFERENCE BOOKS:

1. Advanced Accounts – Volume I: M.C.Shukla and T.S.Grewal and S.C.Gupta S.Chand & Company Pvt Ltd Revised edition 2013.
2. Financial Accounting – Rajendra P.Maheshwari, Satish C.Bhatia and Renu Gupta, International Book House Pvt Ltd, First edition, 2012.
3. T.S. Agarwal, Financial Accounting, S. Chand Publishers, New Delhi – 110 4.055, 2013.
4. S.P. Iyengar, Financial Accounting, Kalyani Publishers, New Delhi, 2013

E-LEARNING RESOURCES:

1. <http://www.accountingnotes.net/management-accounting/management-accounting-meaning-limitations-and-scope/5859>
2. <https://efinancemanagement.com/financial-accounting/financial-statement-notes>
3. <https://www.learnbse.in/cash-flow-statement-cbse-notes-class-12-accountancy/>
4. <https://cleartax.in/s/accounting-ratio>
5. <http://ncert.nic.in/ncerts/l/leac205.pdf>

COURSE PLAN- IST SEMESTER 2021-22

S No	HOURS	TOPIC	BOOK	TEACHING MODE
UNIT-1				
1	1	Book – Keeping – Meaning – Systems	T1	Lecture with PPT
2	1	Accountancy- Meaning – Objectives	T1	Lecture with PPT
3	1	- Importance-Advantages & Limitations-	T1	Lecture with PPT
4	1	– Accounting concepts and conventions-	T1	Lecture with PPT
5	1	kinds of Accounts	T1	Lecture with PPT
6	1	Golden Rules of Accounts	T1	Lecture with PPT
7	1	University Question discussion	T1	
8	1	TEST	T1	
UNIT-2				
9	1	Journal	T1	Lecture with PPT



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10	1	Rules for journalizing	T1	Lecture with PPT
11	2	Journal Problems	T1	Lecture with Board and Chalk
12	2	Subsidiary Journal –Purchase book,	T1	Lecture with Board and Chalk
13	1	Sales book, Returns book,	T1	Lecture with Board and Chalk
14	1	Cash book	T1	Lecture with Board and Chalk
15	1	Petty cash book	T1	Lecture with Board and Chalk
16	1	Ledger	T1	Lecture with Board and Chalk
17	1	Ledger problems	T1	Lecture with Board and Chalk
18	1	Preparation of Trial Balance.	T1	Lecture with Board and Chalk
19	1	Trial Balance problems	T1	Lecture with Board and Chalk
20	1	University Question discussion		
21	1	TEST		
22	UNIT-3			
23	1	Final accounts (Accounts of trading concerns)	T1	Lecture with Board and Chalk
24	2	Format of final accounts	T1	Lecture with Board and Chalk
25	1	Elementary problems	T1	Lecture with Board and Chalk
26	2	Elementary problems with simple adjustments	T1	Lecture with Board and Chalk
27	2	Capital expenditure	T1	Lecture with Board and Chalk
28	2	Revenue expenditure	T1	Lecture with PPT
29	2	Deferred Revenue Expenditure	T1	Lecture with PPT
30	1	Revenue expenditure & Deferred Revenue Expenditure - Meaning	T1	Lecture with PPT
31	1	Revenue expenditure & Deferred Revenue Expenditure - distinction.	T1	Lecture with PPT
32	1	University Question discussion		
33	1	TEST		



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UNIT-4				
34	2	Depreciation- Meaning - Causes and need,	T1	Lecture with PPT
35	2	Methods of depreciation	T1	Lecture
36	2	Straight Line Method	T1	Lecture with Board and Chalk
37	2	Written down Value Method (Simple problems only)	T1	Lecture with Board and Chalk
38	2	- Depreciation fund method, Annuity method (Theory only)	T1	Lecture with PPT
39	1	University Question discussion		
40	1	TEST		
UNIT-5				
41	1	Accounts of Non – Trading concerns	T1	Lecture with PPT
42	2	Receipts and Payments Account	T1	Lecture with Board and Chalk
43	1	Income and Expenditure. Account	T1	Lecture with Board and Chalk
44	1	Problems	T1	Lecture with Board and Chalk
45	2	Balance sheet problems	T1	Lecture with Board and Chalk
46	1	University Question discussion		
47	1	TEST		

Signature of HOD :	Signature of Faculty :
Signature of Dean Academics :	



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LESSON PLAN 2020-2021

PROGRAMME: BBA	I SEMESTER/ YEAR: 2020-21
COURSE: BUSINESS ECONOMICS	ABAJA11
FACULTY 'S NAME: DR.N.SARANYA	TOTAL HOURS: 60

COURSE OBJECTIVES

The course is designed to

1. To be acquainted with the basic concepts of economics.
2. Apply economic principles in solving managerial problems
3. To provide knowledge on different types of markets.

COURSE OUTCOMES

On completion of the course the student will be able to

CO1: Exhibit the nature, scope, concepts of economics and role of an economist

CO2: Utilize the concept of demand, elasticity of demand to identify the determinants of demand

CO3: Determine the importance, factors, methods and features of forecasting in Business economics.

CO4: Develop knowledge on different market structures and its competition level

CO5: Enable the students to make about profit planning, Break even analysis and profit forecasting.

SYLLABUS

Unit I : Business Economics Meaning -Nature and scope of Business Economics - Economics verses Business Economics – Fundamental Concepts – Role and responsibility of Business Economist – Objectives of a modern business firm.

Unit II : Demand Analysis – Law of demand – Demand determinants – Demand distinctions – Elasticity of demand – Measurement of price elasticity of demand – Factors determining elasticity of demand – Uses of Elasticity of demand.

Unit III : Demand Forecasting – Meaning. Objectives, importance and factors involved in forecasting. Methods of forecasting – Features of a good forecasting method.

Unit IV: Market Structure– Classification -perfect Competition, Monopoly, Duopoly, Oligopoly and Monopolistic competition.

Unit V: Profit Analysis – Nature of profit. Profit planning. Break Even Analysis – Concepts, uses and limitation. Profit forecasting.

TEXT BOOKS:

1. Sankaran.S, Managerial Economics, Margham Publishers, Chennai.
2. K.P.M Sundharam & E.N. Sundharam, Business Economics, Sultan Chand & Sons, New Delhi 2018.



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REFERENCE BOOKS:

1. Varshney,R.L and Maheswari. K.L., Managerial Economics, Sultan Chand& Sons, New Delhi.
2. SumithraPal ,Managerial economics, Mac Millan 2008.
- 3.. BPP Learning media, Economics, VIVA books pvt.ltd. New Delhi 2009.
4. Craig h.Petersen, W.Cris Lewis & Sudhir K Jain,Pearson Education Inc,New Delhi 2009

E-LEARNING RESOURCES:

1. <https://businessjargons.com/determinants-of-elasticity-of-demand.html>
2. <http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134>
3. ps://scholar.cu.edu.eg/?q=mahmoudarafa/files/1.3_market_structures_and_price.pdf
4. <http://www.economicdiscussion.net/inflation/inflation-types-causes-and-effectswith-diagram/6401>

COURSE PLAN

S No	HOURS	TOPIC	BOOK	TEACHING MODE
UNIT-1				
1	1	Nature of Business Economics	T1	Lecture
2	1	Scope of Business economics	T1	Lecture
3	2	Economics verses Business Economics	T1	Lecture
4	2	Fundamental Concepts	T1	Lecture with PPT
5	1	Role and responsibility of Business Economist	T1	Lecture
6	2	Objectives of a modern business firm.	T1	Lecture
7	1	Revision	T1	Discussion and clarification of doubts
8	1	Slip Test		
UNIT-2				
9	1	Law of demand	T1	Lecture
10	2	Demand determinants	T1	Lecture
11	1	Demand distinctions	T1	Lecture
12	2	Elasticity of demand	T1	Lecture with PPT
13	2	Measurement of price elasticity of demand	T1	Lecture
14	2	Factors determining	T1	Lecture
15	1	Elasticity of demand	T1	Lecture



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16	1	Uses of Elasticity of demand	T1	Lecture
17	1	Revision		
UNIT-3				
18	1	Demand Forecasting – Introduction and Meaning.	T1	Lecture
19	1	Demand Forecasting - Objectives	T1	Lecture
20	2	Importance of demand forecasting	T1	Lecture
21	2	Factors involved in forecasting	T1	Lecture
22	2	Methods of forecasting	T1	Lecture
23	1	Features of a good forecasting method.	T1	Lecture
24	1	Revision	T1	Lecture
25	1	ICT CLASS(Students Presentation)	T1	Lecture
26	1	Slip Test		
UNIT - 4				
27	1	Market Structure	T1	Lecture with PPT
28	2	Classification	T1	Lecture with PPT
29	2	Perfect Competition	T1	Lecture
30	1	Monopoly	T1	Lecture
31	1	Duopoly	T1	Lecture
32	1	Oligopoly	T1	Lecture
33	2	Monopolistic competition	T1	Lecture
34	1	ICT (Students Seminar)	T1	Lecture
35	1	Revision		
36	1	Slip Test		
UNIT - 5				
37	1	Profit Analysis – Nature of profit	T1	Lecture
38	1	Profit planning	T1	Lecture
39	2	Break Even Analysis	T1	Lecture with PPT
40	1	Concepts	T1	Lecture
41	1	Uses and limitation	T1	Lecture
42	2	Profit forecasting	T1	Lecture with PPT
43	1	ICT (Students Seminar)	T1	Lecture
44	1	Revision	T1	Lecture
45	1	Slip Test		

Sign of HoD : Mrs.R.C.Shantha Kumari

Sign of Faculty : Dr.N.Saranya

Sign of Dean Academics : Mrs. Chendur Priyadarshini



Mangayarkarasi College of Arts & Science for Women, Paravai.

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LESSON PLAN

PROGRAMME: B.B.A.,	SEMESTER/ YEAR: I / 2021-22
MANDATORY COURSE: VALUE EDUCATION	COURSE CODE: UVEJV11
FACULTY 'S NAME: Mrs. R.C.SHANTHA KUMARI	TOTAL HOURS : 30

SYLLABUS

Objectives

To impart citizenship values among the student To make them awareness of civil rights

To familiarities the students with basic features of Indian constitution

Course Outcomes

CO1: To understand physical, spiritual and ethical values to improve and develop personality.

CO2: To develop a sense of brotherhood and religious tolerance in students

CO3: To be aware of Professional Values and become value based professionals

CO4 : To understand the Constitutional Values and Fundamental Rights

CO5: To develop good citizenship and standard of living

Unit I: Values and Individual Values meaning – the significance of values – classification of values –needs of value education – values and the individual – self-discipline, self-confidence, self-initiative, empathy, compassion, forgiveness, honesty and courage.

Unit II: Values of Religion and Society Karma yoga in Hinduism – love and justice in Christianity – brotherhood in Islam, compassion in Buddhism – ahimsa in Jainism and courage in Sikhism – need for religious harmony-Definition of society – democracy – secularism – socialism –gender justice – human rights – socio political awareness – social integration – social justice.

Unit III: Professional values &Role of social institutions in value formation Definition – accountability –willingness to learn – team sprit- competence development – honesty – transparency – respecting others – democratic functioning –integrity and commitment. Role of family – peer group – society – educational institutions – role models and mass media in value formation.

Unit IV: Constitutional Values and Fundamental Rights Constitutional Values: Sovereignty – Socialism - Secularism – Democracy – Republic – Justice – Liberty – Equality – Fraternity - Dignity of the individual - Unity and integrity of the Nation - International peace and a just international order. Fundamental rights: Right to equality - Right to freedom - Right against



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exploitation - Right to freedom of religion - Cultural and educational rights - Right to constitutional remedies.

Unit V: Directive Principles of State Policy and Fundamental Duties: Directive Principles of State Policy: Meaning and Classification – Policies relating to economic and social Principles – Policies relating Gandhian Principles - Policies Relating to International Peace and Security – Policies relating to Universalisation of Education, Child Labour and Status of Women

Fundamental Duties: Abiding and respecting the Constitution, its ideals and institutions - cherishing and following the noble ideals that inspired our national struggle for freedom – upholding and protecting the sovereignty, unity and integrity of India - defending the country – promoting the harmony and the spirit of common brotherhood and dignity of women - valuing and preserving the heritage of our composite culture - protecting and improving the natural environments - developing the scientific temper, humanism and the spirit of inquiry - safeguarding public property - serving towards excellence in all spheres of individual and collective activity - providing opportunities for education.

Text Book

1. Value Education , V.Murugeshan, Millennium Publishers

Reference Books:

1. M.G.Chitakra: Education and Human Values, A.P.H.Publishing Corporation, New Delhi, 2003

2. Chakravarthy, S.K.: Values and ethics for Organizations: Theory and Practice, Oxford University Press, NewDelhi , 1999.

3. Satchidananda, M.K.: Ethics, Education, Indian Unity and Culture, Ajantha Publications, Delhi, 1991

4. Das, M.S. & Gupta, V.K. : Social Values among Young adults: A changing Scenario, M.D. Publications, New Delhi, 1995

5. Bandiste, D.D.: Humanist Values: A Source Book, B.R. Publishing Corporation, Delhi, 1999

6. Ruhela, S.P. : Human Values and education, Sterling Publications, New Delhi, 1986

7. Kaul, G.N.: Values and Education in Independent Indian, Associated Publishers, Mumbai, 1975

8. NCERT, Education in Values, New Delhi, 1992 Swami Budhananda (1983) How to Build Character

9. Primer : Ramakrishna Mission, New Delhi



Mangayarkarasi College of Arts & Science for Women, Paravai.

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An ISO 9001:2015 Certified Institution, Re- Accredited by NAAC with 'B' grade

COURSE PLAN- I SEMESTER 2021-22

S No	HOURS	TOPIC	BOOK	TEACHING MODE	PAGE NO
UNIT-1					
1.	1	Values and Individual Values meaning , the significance of values & classification of values	T1	C&T Method	1-7
2.	1	Value Education, needs of value education	T1	C&T Method	7-13
3	2	values and the individual – self-discipline, self-confidence, self-initiative, empathy, compassion, forgiveness, honesty and courage.	T1	C&T Method	13-23
4	1	UNIVERSITY QUESTIONS			
5	1	ICT CLASS			
6	1	TEST			
UNIT-II					
7	1	Values of Religion and Society Karma yoga in Hinduism , love and justice in Christianity, brotherhood in Islam	T1	C&T Method	26-37
8	1	compassion in Buddhism , ahimsa in Jainism and courage in Sikhism, need for religious harmony	T1	C&T Method	37-49
9	1	Definition of society, democracy, secularism, socialism & gender justice	T1	C&T Method	49-64



Mangayarkarasi College of Arts & Science for Women, Paravai.

(Affiliated to Madurai Kamaraj University)

An ISO 9001:2015 Certified Institution, Re- Accredited by NAAC with 'B' grade

10	1	Human rights ,socio political awareness,social integration & social justice.	T1	C&T Method	64-71
11	1	UNIVERSITY QUESTIONS			
12	1	ICT CLASS			
13	1	TEST			
UNIT-III					
14	1	Professional values	T1	C&T Method	74-86
15	1	Role of social institutions in value formation- Role of family & peer group	T1	C&T Method	86-93
16	1	Society ,Educational institutions & Role models and mass media in value formation.	T1	C&T Method	93-103
17	1	UNIVERSITY QUESTIONS			
18	1	ICT CLASS			
19	1	TEST			
UNIT-IV					
20	1	Constitutional Values & Fundamental Rights	T1	C&T Method	105-109
21	1	Fundamental Rights	T1	C&T Method	109-114
22	1	UNIVERSITY QUESTIONS			
23	1	ICT CLASS			
24	1	TEST			
UNIT-V					
25	1	Directive Principles of State Policy: Meaning and Classification – Policies relating to economic and social Principles –Policies relating Gandhian Principles - Policies Relating to International Peace and Security	T1	C&T Method	115-117
26	1	Policies relating to Universalisation of Education,	T1	C&T Method	117-119

		Child Labour and Status of Women & Fundamental Duties			
27	1	UNIVERSITY QUESTIONS			
28	1	ICT CLASS			
29	1	TEST			
Sign of HOD			Sign of Faculty:		
Sign of Dean Academics :					

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LESSON PLAN

PROGRAMME: BBA	SEMESTER/ YEAR: 2021-22
COURSE: COMPANY LAW	ABAJC31
FACULTY 'S NAME: Mrs.P.JEGADEESHWARI	TOTAL HOURS: 60

SYLLABUS

OBJECTIVES:

The course is designed to

1. To provide knowledge of the regulatory framework of companies with reference to various provisions of Company Act.
2. Identify the Documents to be prepared, for Incorporating a Company, conduct meetings.
3. To enable students to understand and interpret the provisions of company relating to raising of finance and distribution of surplus

COURSE OUTCOME:

CO1: Follow the Procedures to form a Company, Incorporation, MOU, Un Incorporation and registration of the company.

CO2: Explain Concept of Capital, prospectus, registration, Debentures, borrowing powers and shares

CO3: Provide knowledge about company management, appointments, Types of meetings and its rules.

CO4: Discuss about minutes of meetings, resolutions, role of auditor, and Investigations.

CO5: Prepare the procedure for winding up. Consequences of winding up, provisions applicable for winding up

UNIT-I

Definition of company- Kinds of companies- Floating of company- Incorporation- Memorandum of Association- Articles of Association- Un incorporation, Registration of the company.

UNIT-II

Share capital- Kinds of share capital- Alteration of capital- Reduction of capital- Prospectus- Registration- Contents of Prospectus- Issue of Debentures- Borrowing Powers- Allotment of Shares- Transfer of shares- Reissue of shares.

UNIT-III

Company management- Appointment of Directors- Managerial remuneration- Meetings- General meetings- Statutory meeting- Requisites- Notice- Quorum- Chairman.

UNIT-IV Minutes of meetings- Voting and poll- Resolutions- Ordinary resolutions- Special resolutions- Accounts and Auditors- Investigations- Prevention of mismanagement.

UNIT-V Winding up- Modes of winding up- Dissolution of company- Consequences of winding up- Grounds for compulsory winding up- Voluntary winding up- Provisions applicable to winding up.

Text Books:

1. Elements of company law- N.D. Kapoor,34th Edition(2013), SulthanChand&sons, New Delhi.

Reference Books:



Mangayarkarasi College of Arts & Science for Women, Paravai.

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1. A text book of company law- P. P. S.Gogna, 9th Edition, 2013, S.Chand& Company Ltd, New Delhi.
- 2.Chandrate, K.R. *Company Secretarial Practice Manual*: Lexis Nexis, 2016
- 3.Shah, S.M. *Lecture of Company Law*. Mumbai: Tripathi M.N, 2006.
- 4.Sherlekar, S.A. *Company Secretarial Practice*. New Delhi: Kitab Mahal, 2006.

E-learning resources

- 1.https://www.lawnotes.in/Indian_Contract_Act,_1872
- 2.<https://taxguru.in/company-law/memorandum-articles-association-companies act 2013.html>
3. http://corporatelawreporter.com/companies_act/section-29-of-companies-act-2013-public-offer-of-securities-to-be-in-dematerialised-form/

COURSE PLAN- IVTH SEMESTER 2021-22

S No	HOURS	TOPIC	BOOK	TEACHING MODE
UNIT-1				
1	1	Definition of company	T1	Lecture with video class
2	1	Kinds of companies	T1	Lecture with PPT
3	2	Floating of company	T1	Lecture with PPT
4	1	Incorporation	T1	Lecture with PPT
5	2	Memorandum of Association	T1	Lecture with PPT
6	1	Articles of Association-	T1	Lecture with video class
7	1	Un incorporation	T1	Lecture with video class
8	2	Registration of the company.	T1	Lecture with PPT
9	1	Company Norms and Principles	T1	Lecture with PPT
10	1	University Question Discussion		
11	1	Test		
UNIT-2				
12	1	Share capital- Kinds of share capital-	T1	Lecture with PPT
13	1	Alteration of capital, Reduction of capital	T1	Lecture with PPT
14	1	Prospectus, Registration- Contents of Prospectus-	T1	Lecture with PPT
15	2	Issue of Debentures- Barrowing Powers-	T1	Lecture
16	2	Allotment of Shares- Transfer of shares- Reissue of shares.	T1	Lecture with PPT
17	1	University Question Discussion		
18	1	TEST		



Mangayarkarasi College of Arts & Science for Women, Paravai.

(Affiliated to Madurai Kamaraj University)

ISO 9001:2015 Certified Institution, Re- Accredited by NAAC with 'B' grade

UNIT-3				
19	1	Company Management	T1	Lecture
20	1	Appointment of Directors	T1	Lecture
21	2	Managerial remuneration	T1	Lecture with PPT
22	2	Meetings	T1	Lecture
23	2	General meetings	T1	Lecture with PPT
24	2	Statutory meeting	T1	Lecture with PPT
25	2	Requisites	T1	Lecture
26	2	Notice	T1	Lecture
27	1	Quorum	T1	Lecture with PPT
28	2	Chairman	T1	Lecture
29	1	University Question Discussion		
30	1	TEST		
UNIT-4				
31	1	Minutes of meetings, Voting and poll	T1	Lecture with PPT
32	2	Resolutions- Ordinary resolutions- Special resolutions-	T1	Lecture
33	2	Accounts and Auditors- Investigations	T1	Lecture with PPT
34	2	Prevention of mismanagement.	T1	Lecture
35	1	University Question Discussion		
36	1	TEST		
UNIT-5				
37	1	Winding up- Modes of winding up-	T1	Lecture
38	2	Dissolution of company- Consequences of winding up-	T1	Lecture with PPT
39	2	Grounds for compulsory winding up-	T1	Lecture
40	2	Voluntary winding up- Provisions applicable to winding up.	Web Source	Lecture with PPT
41	1	University Question Discussion		
42	1	TEST		

Sign of HOD :	Sign of Faculty :
Sign of Dean Academics :	



Mangayarkarasi College of Arts & Science for Women, Paravai.

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LESSON PLAN 2020-2021

PROGRAMME: BBA	III SEMESTER/ YEAR: 2020-21
COURSE: INFORMATION MANAGEMENT	ABAJC32
FACULTY 'S NAME: Dr.N.SARANYA	TOTAL HOURS: 60

COURSE OBJECTIVES

The course is designed to

1. Gain fundamental knowledge about the information infrastructure that the modern organization would require to exercise its various functions.
2. Application of database development process and relational database management system
3. Identify the reasons for cyber crime, hacking and software privacy.

COURSE OUTCOMES

On completion of the course the student will be able to

CO1: Apply the concept of management information system and its implement process

CO2: Discuss the models, tools and techniques of data base management information system.

CO3: Apply system development life cycle process in project development, its process and ethics in IT

CO4: Develop the knowledge of application of MIS in various functional areas of Management.

CO5: Aware of cyber security, cyber-crime, hacking, virus and software privacy

SYLLABUS

Unit I-MIS INTRODUCTION Introduction: Definition of key terms – Management, Information, System – Nature and Scope of MIS - Kinds of System; Systems Approach – Classification of MIS - Structure of MIS.

Unit II-DATA BASE MANAGEMENT Data Base Management: Meaning Of Data-Base; Electronic Data-Base; DBMS –Objectives- Expert's Systems- Decision Support Systems- Transaction Processing Systems.

Unit III-SYSTEM DEVELOPMENT System Development life cycles: Investigation, Analysis, Design, Construction, Testing, Implementation, and Maintenance. Ethics in IT.

Unit IV-MIS FUNCTIONAL AREA MIS in functional areas of Management: MIS for Marketing, Human Resource, Operations, Finance, General Management – Decision Making.

Unit V -SECURITY AND CONTROL Securing the web: Computer Crime, Hacking – Unauthorized use at work-Software privacy –Computer viruses-privacy the internet –Ethics and IT.



Mangayarkarasi College of Arts & Science for Women, Paravai.

(Affiliated to Madurai Kamaraj University)

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TEXT BOOKS:

1. Goyal (2014) - Management Information Systems – Managerial perspectives, 4th Edition, Macmillan India Limited. New Delhi. ISBN 9789325978607.

REFERENCE BOOKS:

1. Kenneth C. Laudon Jane P.Laudon, Azimuth Information system, 13th Edition -2014 Pearson –ISBN-9780133050691
2. Gordon B.Davis Management Information System 13th Edition, Tata Mcgraw-hill ISBN- 9780070158283.
3. asanthaDesai:Small Scale Industries and Entrepreneurship,Himalaya

E-LEARNING RESOURCES:

1. <https://www.civilserviceindia.com/subject/Management/notes/conceptualfoundations-of-information-systems.html>
2. <https://www.symantec.com/connect/articles/what-virtual-machine-uses-andadvantages-provides-us-part-1>
3. https://www.tutorialspoint.com/management_concepts/enterprise_resource_planning.
4. <https://www.toolshero.com/quality-management/business-process-reengineering-bpr/>

COURSE PLAN

S No	HOURS	TOPIC	BOOK	TEACHING MODE
UNIT-1				
1	1	MIS - Introduction Definition of Information System	R1	Lecture
2	1	key terms – Management	R1	Lecture
3	1	System and Nature of MIS	R1	Lecture
4	1	Scope of MIS	Web Source	Lecture with PPT
5	1	Kinds of System	R1	Lecture
6	1	Systems Approach	R1	Lecture
7	2	Classification of MIS	Web Source	Lecture with PPT
8	2	Structure of MIS.	Web Source	Lecture
9	1	Slip Test		
UNIT-2				
10	1	Data Base Management: Meaning of Data base - Meaning and Introduction	T1	Lecture
11	2	Electronic Data-Base; DBMS	T1	Lecture
12	1	Objectives	T1	Lecture
13	2	Expert's Systems	R1	Lecture with PPT
14	2	Decision Support Systems	R1	Lecture
15	2	Transaction Processing Systems	Web Source	Lecture with PPT
16	1	Revision		
17	1	Slip Test		



Mangayarkarasi College of Arts & Science for Women, Paravai.

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ISO 9001:2015 Certified Institution, Re- Accredited by NAAC with 'B' grade

UNIT-3				
18	2	SYSTEM DEVELOPMENT – Introduction, Meaning	Web Source	Lecture
19	1	System Development life cycles: Investigation	Web Source	Lecture with PPT
20	1	Analysis	Web Source	Lecture
21	2	Design, Construction	Web Source	Lecture
22	2	Testing	Web Source	Lecture
23	1	Implementation	Web Source	Lecture
24	1	Maintenance	Web Source	Lecture
25	2	Ethics in IT	R1	Lecture
26	1	ICT CLASS(Students Presentation)		
27	1	Slip Test		
UNIT - 4				
28	2	MIS in functional areas of Management:	Web Source	Lecture with PPT
29	1	MIS for Marketing	Web Source	Lecture with PPT
30	1	Human Resource	Web Source	Lecture
31	1	Operations	Web Source	Lecture
32	1	Finance	Web Source	Lecture
33	1	General Management	R1	Lecture
34	2	Decision Making	R1	Lecture
35	1	Revision		
36	1	Slip Test		
37	1	ICT CLASS(Students Presentation)		
UNIT - 5				
38	1	Securing the web: Computer Crime	Web Source	Lecture
39	1	Hacking	Web Source	Lecture
40	2	Unauthorized use at work	Web Source	Lecture with PPT
41	1	Software privacy	Web Source	Lecture
42	1	Computer viruses	Web Source	Lecture
43	1	Privacy the internet	Web Source	Lecture with PPT
44	1	Ethics and IT	Web Source	Lecture
45	1	Revision		
46	1	ICT (Students Presentation)		
47	1	Slip Test		

Sign of HoD : Mrs.R.C.Shantha Kumari

Sign of Faculty : Dr.N.Saranya

Sign of Dean Academics : Mrs. Chendur Priyadharshini



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(Affiliated to Madurai Kamaraj University)
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Mangayarkarasi College of Arts & Science for Women, Paravai.

(Affiliated to Madurai Kamaraj University)

ISO 9001:2015 Certified Institution, Re- Accredited by NAAC with 'B' grade

COURSE PLAN

PROGRAMME: BBA	III SEMESTER/ YEAR: 2020-21
COURSE: ORGANISATIONAL BEHAVIOUR	ABAJC34
FACULTY 'S NAME: Mrs.K.CHENDUR PRIYADHARSHINI Dr.S.RAJALAKSHMI	TOTAL HOURS: 60

COURSE OBJECTIVE:

The course is designed to

- 1.To give an insight into how individual behavior can be made meaningful to increase organizational effectiveness.
- 2.To understand group behavior in the organization
- 3.To understand the concepts of organizational behavior and its systems

COURSE OUTCOMES:

On completion of the course the student will be able to

- CO1:** Analyse the behaviour of individuals and groups in organisations in terms of the key factors that influence organisational behaviour
- CO2:** Demonstrate an understanding of group dynamics, its practical implications and conflicts that arise in real life situations in organizations.
- CO3:** Apply the theories and techniques of motivation to improve the morale among the employees
- CO4:** Stress- Nature of Stress, Causes and Consequences of Stress, Managing Stress in Workplace
- CO5:** Identify forces of change and manage a planned organizational change and ways to create a positive organizational culture for effective functioning of an organization

SYLLABUS

UNIT I Introduction to Organizational Behavior: Definition, Importance, features, Scope – various approaches to study of OB – Process of Behaviour - Different models of OB - autocratic, custodial, supportive, collegial.

UNIT II Group Dynamics – Definition – types of groups - theories of group formation - Formal and Informal Groups – problems of informal groups – group norms – Group cohesiveness – five stages of group development – meaning and nature of group decision making – types – steps – styles –



Mangayarkarasi College of Arts & Science for Women, Paravai.

(Affiliated to Madurai Kamaraj University)

ISO 9001:2015 Certified Institution, Re- Accredited by NAAC with 'B' grade

techniques – advantages and disadvantages in group decision making.

UNIT III Motivation: Definition, Importance, Motives – Characteristics, Classification of motives - Primary & Secondary motives – nature of motivation – importance of motivation – techniques to increase motivation - Theories of Motivation - Maslow's Theory of need hierarchy - Herzberg's theory – Alderfer's ERG theory. Morale - Definition - factors improving and affecting morale - morale and its relationship with productivity - Morale Indicators

UNIT IV Stress management: Definition - Causes – nature of stress – Sources of stress – Consequences of stress – Managing stress - coping strategies for stress – Individual and organizational approaches.

UNIT V Organizational change – Meaning, forces for changes – types of changes – managing planned change - planning, assessing and implementing the change – causes of resistance to change – overcoming resistance to change – Organizational development – meaning – characteristics – need – benefits – limitations – steps in OD.

Text Books:

1. S.S. Khanka - Organisational Behaviour – 4 th Edition (2013) - S Chand Co Ltd, New Delhi. ISBN: 9788121920148
2. K.Aswathappa -Organizational Behaviour 7th edition(2007) - Himalaya Publishing House, ISBN: 9788183188340
3. L.M.Prasad – Organizational Behaviour – Sulthanchand and sons.

Reference Books:

1. Fred Luthans - Organisational Behaviour – 12th Edition (2010) – Tata McGraw Hill, New Delhi. ISBN : 9780073530352
2. Prof.P.SubbaRao& Dr. RatnakarMishra – Organisational Behaviour - 1 st Edition (2012) – Himalaya Publishing House, New Delhi, ISBN:9788184885682
3. Stephen P. Robbins – Organisational Behaviour – 11th edition (2005) - Pearson Education India, New Delhi. ISBN: 9780132834872

E-learning Resources

- 1.https://www.tutorialspoint.com/organizational_behavior/organizational_behavior_perception.htm
- 2.<https://www.referenceforbusiness.com/management/Gr-Int/Group-Dynamics.html>
- 3.<https://www.elorus.com/blog/team-management-definition-the-importance-of-teamwork-and-collaboration-in-the-workplace/>

COURSE PLAN

S.NO	HOURS	TOPIC	BOOK	TEACHING MODE
UNIT 1				
1	1	Introduction to Organizational	T1	PPT



Mangayarkarasi College of Arts & Science for Women, Paravai.

(Affiliated to Madurai Kamaraj University)

ISO 9001:2015 Certified Institution, Re- Accredited by NAAC with 'B' grade

		Behavior		
2	1	Definition, Importance	T1	PPT
3	2	Features, Scope	T1	PPT
4	2	Various approaches to study of OB	T1	PPT
5	2	Process of Behaviour	T1	PPT
6	2	Different models of OB - autocratic, custodial	T1	PPT
7	1	Supportive, collegial Model	T1	PPT
8	1	UNIT 1 Brief Sketching		PPT
9	1	PPT Presentation by Students		
10	1	CASE STUDY 1		
11	1	Slip test 1 on University Questions		
UNIT 2				
12	1	Group Dynamics – Definition – types of groups	T1	PPT
13	1	Theories of group formation - Formal and Informal Groups – problems of informal groups	T1	PPT
14	1	Group norms – Group cohesiveness	T1	PPT
15	1	Five stages of group development – meaning and nature of group decision making	T1	PPT
16	1	Types – steps – styles	T1	PPT
17	2	Techniques – advantages and disadvantages in group decision making	T1	PPT
18	1	UNIT 2 Brief Sketching	T1	PPT
19	1	PPT Presentation by Students		
20	1	CASE STUDY 2		
21	1	Slip test 2 on University Questions		
UNIT 3				
22	3	Motivation: Definition, Importance, Motives – Characteristics, Classification of motives - Primary & Secondary motives –	T1	PPT
23	1	nature of motivation – importance of motivation – techniques to increase motivation -	T1	PPT
24	3	Theories of Motivation - Maslow's Theory of need hierarchy - Herzberg's theory – Alderfer's ERG theory.	T1	PPT



Mangayarkarasi College of Arts & Science for Women, Paravai.

(Affiliated to Madurai Kamaraj University)

ISO 9001:2015 Certified Institution, Re- Accredited by NAAC with 'B' grade

	2	Morale - Definition - factors improving and affecting morale - morale and its relationship with productivity - Morale Indicators	T1	PPT
25	1	UNIT 3 Brief Sketching	T1	PPT
26	1	PPT Presentation by Students		
27	1	CASE STUDY 3		
28	1	Slip test 3 on University Questions		
UNIT 4				
29	1	Stress management: Definition - Causes	T1	PPT
30	2	nature of stress – Sources of stress	T1	PPT
31	1	Consequences of stress – Managing stress	T1	PPT
32	2	Coping strategies for stress	T1	PPT
33	2	Individual and organizational approaches	T1	PPT
34	1	UNIT 4 Brief Sketching	T1	PPT
35	1	PPT Presentation by Students		
36	1	CASE STUDY 4		
37	1	Slip test 4 on University Questions		
UNIT 5				
38	2	Organizational change – Meaning, forces for changes	T1	PPT
39	1	– types of changes –	T1	PPT
40	1	managing planned change - planning, assessing and implementing the change	T1	PPT
41	1	causes of resistance to change –	T1	PPT
42	1	overcoming resistance to change –	T1	PPT
43	2	Organizational development – meaning	T1	PPT
44	3	Characteristics – need – benefits – limitations – steps in OD	T1	PPT
47	1	UNIT 5 Brief Sketching		
48	1	PPT Presentation by Students		
49	1	CASE STUDY 5		
50	1	Slip test 5 on University Questions		



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Sign of HOD :

Sign of Faculty :

Sign of Dean Academics :

MANGAYARKARASI



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LESSON PLAN

PROGRAMME: BBA	III SEMESTER/ YEAR: 2020-21
COURSE: PRESENTATION SKILLS	ABAJ31
FACULTY 'S NAME: Dr.N.SARANYA	TOTAL HOURS: 22

COURSE OBJECTIVE

The course is designed to

1. To acquaint students with the essentials of good presentation skills.
2. Use the required skills to create their own Presentation
3. To assist students in recognising the positive and negative emotions

COURSE OUTCOMES

On completion of the course the student will be able to

CO1: Presentation – Meaning, Elements and Principles of Effective presentation

CO2: Meaning of Presentation skills and Ways to improve the Presentation Skills

CO3: Prepare the material for presentation

CO4: Able to know the audience and their role in presentation

CO5: Features and Techniques of Good power point Presentation

SYLLABUS

Unit I: Presentation - Meaning – Importance – Preparing your presentation. Guidelines for effective Presentation – Steps in making successful Presentation.

Unit II: Presentation Skills – Introduction – Planning a presentation – Factors affecting Presentation Skills – Strategies to overcome

Unit III: Presentation Material – Need and Importance – Advantages and Disadvantages of Materials. Articles – Precautions in the use of Presentation Materials.

Unit IV: Knowing your audience – Role of Audience in Presentation – Presentation Skills – Meaning – Presentation skills to meet the need of the Audience.

Unit V: Power point Presentation – Role and Significance – Creating a Presentation – Do's and Dont's in your Power point Presentation.

TEXT AND REFERENCE BOOKS :

1. Steve Mandel, Effective Presentation Skills, Viva Books Private Ltd., New Delhi.
2. Jenifer Rotondo, Mike Rotondo.J.R., Skills of Managers, Tata McGraw –Hill.
3. Michael Stevens, How to be better at Giving Presentation, Kogan Page Private Ltd.
4. Sandy Mc Millan, How to be a better communicator, Kogan Page Private Ltd.



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E-LEARNING RESOURCES:

1. <https://www.toolshero.com>
2. <https://www.skillsyouneed.com>>ips
3. <https://www.study.com>>academy
4. <https://www.skillsyouneed.com>

COURSE PLAN

S No	HOURS	TOPIC	BOOK	TEACHING MODE
UNIT-1				
1	1	Presentation – Meaning, Definition	Web Source	Lecture
2	1	Importance of Presentation	Web Source	Lecture
3	1	Preparing your presentation	Web Source	Lecture
4	1	Guidelines for effective Presentation	Web Source	Lecture
5	1	Steps in making successful Presentation.	Web Source	Lecture
UNIT-2				
6	1	Presentation Skills – Introduction	Web Source	Lecture with PPT
7	1	Planning a presentation –	Web Source	Lecture
8	1	Factors affecting Presentation Skills	Web Source	Lecture
9	1	Strategies to overcome	Web Source	Lecture with PPT
UNIT-3				
10	1	Presentation Material – Need and Importance	Web Source	Lecture with PPT
11	1	Advantages and Disadvantages of Materials	Web Source	Lecture
12	1	Articles – Precautions in the use of Presentation Materials.	Web Source	Lecture
13	1	Revision	Web Source	Lecture



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UNIT – 4				
14	1	Knowing your audience	Web Source	Lecture with PPT
15	1	Role of Audience in Presentation	Web Source	Lecture with PPT
16	1	Presentation Skills – Meaning	Web Source	Web Source
17	1	Presentation skills to meet the need of the Audience	Web Source	Lecture
UNIT – 5				
18	1	Power point Presentation- Introduction	Web Source	Lecture with PPT
19	1	Role and Significance	Web Source	Lecture with PPT
20	1	Creating a Presentation	Web Source	Lecture with PPT
21	1	Do's in your Power point Presentation	Web Source	Lecture with PPT
22	1	Revision		

Sign of HoD : Mrs.R.C.Shantha Kumari	Sign of Faculty : Dr.N.Saranya
Sign of Dean Academics : Mrs. Chendur Priyadharshini	



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LESSON PLAN

PROGRAMME: BBA	SEMESTER/ YEAR: III/2021-22
COURSE: Personality Development	ABAJS32
FACULTY 'S NAME: Dr.A.Anitha	TOTAL HOURS: 22

SYLLABUS

Objectives:

The course is designed to

1. To develop student's personality through learning of personality traits, self confidence, self management and transactional analysis
2. To equip them with skills required to raise self-esteem and confidence levels

Course outcomes

COURSE OUTCOME:

CO1: Develop an understanding about the dimensions of personality and understand the factors influencing personality.

CO2: Define Personality Traits, perception and its Perceptual Process

CO3: Analyze oneself and to communicate effectively with qualities of self-confidence and self esteem

CO4: Elucidate on the impact of stress and the ways to cope with it

CO5: Analyse levels of Ego and its impact on maintaining Interpersonal relations.

Syllabus

Unit I: Managerial Personality :Definition of personality – basics of personality – determinants of personality – development of personality – theories of personality.

Unit II: Personality Traits :Definition – Nature and importance of perception. Factors influencing the perception, Factors influencing the perception.

Unit III: Self Development : Self-awareness – self-confidence – mnemonics – goal setting – time management and effective planning. Human growth and behavior.

Unit IV: Self Management :Stress management – meditation and concentration techniques – self hypnotism – self acceptance and growth.

Unit V: Transactional Analysis:Id – Ego – Super ego – Transactions – Life position – winners and losers – Interpersonal Relation.

Text Book:

1. J.M.Patel, Personality Development, Vista Publisher, Mumbai – 400 001



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Reference Books:

1. S.P.Sharma, A youngster guide to Personality Development, V& S Publishers, F-2/16, Ansari Road, Daryaganj, New Delhi-110 002
2. B.Elizabeth and Hurluck, Personality Development, McGraw Hill, New Delhi.
3. S.R.Khan, Personality Development, Readers Delight, 12-H, New Daryaganj Road, Opp. To Kotwali, New Delhi-110 002.

E Learning Resources

<http://www.macmillanenglish.com/life-skills/>

<https://www.lifeskillsgroup.com.au/>

https://onlinecourses.nptel.ac.in/noc17_hs31/

COURSE PLAN- III SEMESTER 2021-22

S No	HOURS	TOPIC	BOOK	TEACHING MODE
UNIT-1				
1	1	Definition of personality – basics of personality	T1	Lecture
2	1	Determinants of personality	T1	Lecture with Group discussion
3	1	Development of personality – theories of personality.	T1	PPT with Lecture
4	1	UNIVERSITY QUESTIONS		
5	1	ICT CLASS(Students Presentation		
6	1	TEST		
UNIT-2				
7	1	Definition – Nature and importance of perception.	T1	Lecture with Group Discussion
8	1	Factors influencing the personality	T1	Lecture with Case Study
9	1	Factors influencing the perception.	T1	PPT and Lecture
10	1	UNIVERSITY QUESTIONS		
11	1	ICT CLASS		
12	1	TEST		
UNIT-3				
13	1	Self-awareness – self-confidence	T1	Lecture with Group Discussion



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14	1	mnemonics – goal setting	T1	Lecture with videos
15	1	Time management and effective planning. Human growth and behavior.	T1	PPT with Lecture
16	1	UNIVERSITY QUESTIONS		
17	1	TEST		
UNIT-4				
18	1	Stress management	T1	Lecture
19	1	Meditation and concentration techniques	T1	Lecture with Case Study
20	1	Self hypnotism – self acceptance and growth	Web source	Lecture with PPT
21	1	UNIVERSITY QUESTIONS		
22	1	ICT CLASS		
23	1	TEST		
UNIT-5				
24	1	Id – Ego – Super ego – Transactions	T1	Lecture with videos
25	1	Life position – winners and losers – Interpersonal Relation.	T1	Lecture with PPT
26	1	UNIVERSITY QUESTIONS		
27	1	ICT CLASS		
28	1	TEST		

Sign of HOD	Sign of Faculty : Dr.A.Anitha
Sign of Dean Academics	



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COURSE PLAN

PROGRAMME: BBA	V SEMESTER/ YEAR: 2020-21
COURSE: OPERATIONS MANAGEMENT	ABAJC51
FACULTY 'S NAME: Dr.S.RAJALAKSHMI	TOTAL HOURS: 60

COURSE OBJECTIVE

The course is designed to

1. To provide the students a comprehensive knowledge on the principles of production and operations management
2. To make them aware of the importance of good plant location and layout and enable them to make effective location and layout decisions.
3. Distinguish work study from method study

COURSE OUTCOMES

On completion of the course the student will be able to

- CO1:** Overview of Process of Operation Management and Identify different types of production systems, suitable plant locations
- CO2:** Analyse and decide a good location for the plant and its layout and to demonstrate about production management function and to identify best plant layout.
- CO3:** Learn the aspects of purchasing management, materials management and store management
- CO4:** To prepare the flow chart and to explain work study and method study.
- CO5:** To access the essence of quality circle and inventory control.

SYLLABUS

Unit I

Operations Management – Meaning, objectives, functions – Types of Production Systems – Plant Location – Factors affecting plant location – Selection of site - urban, rural, or sub-urban areas, industrial estates – advantages and disadvantages.

Unit II

Plant layout – Introduction – features of a good plant layout – factors affecting the plant layout decisions – Material flow system – Types of plant layout – Material handling – Principles, importance, advantages of good material handling system - Types of material handling equipments.



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Unit III

Purchasing – Introduction, meaning, objectives, principles – Purchasing procedure – Centralized vs Decentralized purchasing – advantages and disadvantages – Purchasing manual – Stores management – introduction - functions of stores – stores organization – stores records – issue of materials – replacement of materials.

Unit IV

Work study – Definition, meaning, purpose – Method study – introduction, and procedure – charts: outline process charts, flow process charts, two handed process chart - Time study – introduction - procedure – methods of time study.

Unit V

Quality – Introduction - Meaning - Definition – Importance of quality – Quality control charts (X,R,p,C) – Plant maintenance – Types – merits and demerits.

Text Book:

1. P.Saravanavel and S.Sumathi, Production and Materials Management, Margham publications, Chennai, 2006.
2. S.A. Chunawalla, D.R. Patel, 2008, Production and Operations Management–Seventh Revised Edition Himalaya Publishing House pvt. Ltd., Mumbai - 400 004.
- 3.. K.Shridhara Bhat; Production Management; Himalaya Publishing House; Nagpur 2005

Reference Books:

1. B.S.Goel, 2011, Production Operations Management, - Third edition - PragatiPrakashan - **ISBN-10:** 9350061856/**ISBN-13:** 978-9350061855
2. R.Panneerselvam,2012, Production and Operations Management – 3rd Edition - Prentice Hall India Learning Private Limited - **ISBN-10:** 812034555X / **ISBN-13:** 978-8120345553
3. K.Aswathappa and K.ShridharaBhat, 2016, Production and Operations Management-Second Revised Edition, Himalaya Publishing House, Mumbai - **ISBN:** 935051432X **ISBN-13:** 9789350514320

E LEARNING SOURCES

1. <http://www.nitc.ac.in/app/webroot/img/upload/Production%20Management%20Module%201%20Course%20notes.pdf>
2. <https://www.slideshare.net/KirtiGupta64/latest-trends-in-production-and-operationalmanagement>
3. <http://www.yourarticlelibrary.com/business/plant-layout-business/plant-layout-conceptobjectives-principles-and-types/69514>
4. [https://mymbaguide.com/notes-on-production-planning-and-control/.](https://mymbaguide.com/notes-on-production-planning-and-control/)



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COURSE PLAN

S.NO	HOURS	TOPIC	BOOK	TEACHING MODE
UNIT 1				
1	1	Operations Management – Meaning, objectives, functions	T1	PPT
2	1	Types of Production Systems –	T1	PPT
3	2	Plant Location – Factors affecting plant location		PPT
4	2	Selection of site - urban	T1	PPT
5	2	Rural, or sub-urban areas	T1	PPT
6	2	Industrial estates – advantages and disadvantages	T1	PPT
7	1	Industrial estates disadvantages	T1	PPT
8	1	UNIT 1 Brief Sketching	T1	PPT
9	1	PPT Presentation by Students		
10	1	CASE STUDY 1		
11	1	Slip test 1 on University Questions		
UNIT 2				
12	1	Plant layout – Introduction	T1	PPT
13	1	Features of a good plant layout	T1	PPT
14	1	Factors affecting the plant layout decisions	T1	PPT
15	1	Material flow system	T1	PPT
16	1	Types of plant layout	T1	PPT
17	2	Material handling – Principles, importance, advantages of good material handling system - Types of material handling equipments.	T1	PPT
18	1	UNIT 2 Brief Sketching	T1	PPT
19	1	PPT Presentation by Students		
20	1	CASE STUDY 2		
21	1	Slip test 2 on University Questions		
UNIT 3				
22	3	Purchasing – Introduction, meaning, objectives, principles	T1	PPT



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23	1	Purchasing procedure – Centralized vs Decentralized purchasing advantages and disadvantages	T1	PPT
24	1	Purchasing manual – Stores management – introduction - functions of stores – stores organization – stores records – issue of materials – replacement of materials– Functional and Operational Implementation	T1	PPT
25	2	Stores management – introduction - functions of stores – stores organization – stores records – issue of materials	T1	PPT
26	1	UNIT 3 Brief Sketching	T1	PPT
27	1	PPT Presentation by Students		
28	1	CASE STUDY 3		
29	1	Slip test 3 on University Questions		
UNIT 4				
30	1	Work study – Definition, meaning, purpose	T1	PPT
31	2	Method study – introduction, and procedure	T1	PPT
32	1	Charts: outline process charts, flow process charts, two handed process chart	T1	PPT
33	2	Time study – introduction - procedure	T1	PPT
34	2	methods of time study	T1	PPT
35	1	UNIT 4 Brief Sketching	T1	PPT
36	1	PPT Presentation by Students		
37	1	CASE STUDY 4		
38	1	Slip test 4 on University Questions		
UNIT 5				
39	2	Quality –Introduction	T1	PPT
40	1	Meaning - Definition	T1	PPT
41	1	Importance of quality	T1	PPT
42	1	Quality control charts (X,R,p,C) – Plant maintenance	T1	PPT



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43	1	Types – merits and demerits	T1	PPT
44	1	UNIT 5 Brief Sketching	T1	
45	1	PPT Presentation by Students		
46	1	CASE STUDY 5		
47	1	Slip test 5 on University Questions		

Sign of HOD :

Sign of Faculty :

Sign of Dean Academics :

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LESSON PLAN

PROGRAMME: BBA	SEMESTER/ YEAR: Vth Sem, 2021-22
COURSE: ADVERTISING MANAGEMENT	COURSE CODE: ABAJC62
FACULTY'S NAME: Mrs. K. CHENDUR PRIYADHARSINI, Mrs.P. JEGADEESHWARI	TOTAL HOURS: 60

SYLLABUS

OBJECTIVES:

The course is designed to

1. To familiarize the students with the basic principles of advertising
2. Select the appropriate advertising media , Advertisement copy , prepare the design for layout.
3. To prepare the advertisement budget to measure the effectiveness of advertisement

COURSE OUTCOME:

CO1: Identify the importance and advantages of Advertising. Maintain Social responsibility and ethics in advertising.

CO2: Role of Media, Types of Media- Indoor, Outdoor, Electronic and Online Advantages and Disadvantages, Media Planning-Selection and Scheduling

CO3: Make the Advertisement Copy and Designing- Preparation and process, Types ,elements of Advertisement Copy and Design, Structure and principles of Advertisement Layout

CO4: Evolve the Advertisement Agencies role, Develop the organizational structure and functions.

CO5: Prepare and forecast the advertising budget and expenditure to measure the advertising effectiveness.

UNIT I

Advertisement: nature, scope and importance to modern marketing. Classification and types.Role in the national economy.Social and economic aspects.Ethics and social responsibility-advertising in marketing mix-marketing concept-advertising decisions-types of advertising.

UNIT II

Advertising Media- types - characteristics, merits and limitations. Media scene in India- types of media- press and broadcasting. Outdoor and other media scheduling- media options.

UNIT III



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Construction of an Advertisement- visualization- copy- Basic Approaches to copy writing- types of copies- types of headlines- types of illustrations- types of layout- principles governing copy writing.

UNIT IV

Advertising Agencies- importance, Role and functions. Organizational structure- Advertising Department-Agency Commission and fee- Type of Advertisement Agencies.

Unit V

Advertising Budget and Expenditure- Advertisement appropriation- Method and current practices- Evaluation of Advertisement Effectiveness.

TEXT BOOK:

1. Advertising Theory and Practice, Chunawalla, Kumar, Sethuia, Subramanian, Suchau, Himalaya Publishing House, Mumbai

REFERENCE BOOK:

1. Advertising Management, Batra, Myers, & Aaker, Prentice Hall of India, New Delhi.
2. Christina Spurgeon. *Advertising and New Media*. USA Taylor & Francis, latest edition
3. Appannaiah. H.R and Ramnath, *Advertising and Media Management*, Himalaya Publisher, 2016

E LEARNING RESOURCES

1. www.managementstudyguide.com/advertising
2. www.doccity.com
3. www.yourarticlelibrary.com

COURSE PLAN- 6th SEMESTER 2020-21

S No	HOURS	TOPIC	BOOK	TEACHING MODE
UNIT-1				
1	1	Advertisement: nature, scope	T1	Lecture with video
2	1	importance to modern marketing.	T1	Lecture with PPT
3	2	Classification and types.	T1	Lecture with PPT
4	1	Role in the national economy, Social and economic aspects.	T1	Lecture with PPT
5	2	Ethics and social responsibility-advertising in marketing mix-marketing concept	T1	Lecture with PPT
6	2	Advertising decisions-Types of advertising.	T1	Lecture with PPT
7	1	UNIVERSITY QUESTIONS		



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8	1	ICT CLASS		
9	1	TEST		
UNIT-2				
10	2	Advertising Media- types	T1	Lecture with PPT
11	2	characteristics, merits and limitations.	T1	Lecture with PPT
12	1	Media scene in India-	T1	Lecture with PPT
13	1	Types of media- press	T1	Lecture with video
14	1	Types of media - broadcasting.	T1	Lecture with PPT
15	1	Outdoor and other media scheduling- media options.	T1	Lecture with PPT
16	1	UNIVERSITY QUESTIONS		
17	1	ICT CLASS		
18	1	TEST		
UNIT-3				
19	1	Construction of an Advertisement-	T1	Lecture with PPT
20	2	visualization-	T1	Lecture with PPT
21	2	copy-	T1	Lecture with PPT
22	1	Basic Approaches to copy writing-	T1	Lecture with PPT
23	2	Types of copies-	T1	Lecture with PPT
24	1	types of headlines- -	T1	Lecture with PPT
25	2	Types if illustrations	T1	Lecture with PPT
26	2	Types of layout-	T1	Lecture with PPT
27	1	UNIVERSITY QUESTIONS		
28	1	ICT CLASS		
29	1	TEST		
UNIT-4				
30	2	Advertising Agencies- importance, Organizational structure	T1	Lecture with PPT
31	2	Advertising Department-Agency Commission and fee	T1	Lecture with PPT
32	2	Type of Advertisement Agencies. Benefits of marketing planning	T1	Lecture with PPT
33	1	UNIVERSITY QUESTIONS		
34	1	ICT CLASS		
35	1	TEST		
UNIT-5				



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36	2	Advertising Budget and Expenditure-	T1	Lecture with PPT
37	2	Advertisement appropriation	T1	Lecture with PPT
38	1	Method and current practices-	T1	Lecture with PPT
39	2	Guidelines for managing service communication	T1	Lecture with PPT
40	2	Evaluation of Advertisement Effectiveness.	T1	Lecture with PPT
41	1	UNIVERSITY QUESTIONS		
42	1	ICT CLASS		
43	1	TEST		

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SIGN OF ACADEMIC DEAN	

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LESSON PLAN

PROGRAMME: B.B.A.,	SEMESTER/ YEAR: V / 2021-22
CORE COURSE:FINANCIAL MANAGEMENT	COURSE CODE: ABAJC53
FACULTY 'S NAME: Mrs. R.C.SHANTHA KUMARI	TOTAL HOURS : 60

SYLLABUS

Objective

To enlighten the students on various functions of financial management and practices.

Course Outcome

CO1: To understand basic concepts of Finance and Financial Management.

CO2: To enlighten the students on various sources of finance.

CO3: To understand the concepts of Working Capital and its application.

CO4: To learn the cost of capital and its components

CO5: To understand the Capital Budgeting techniques and its application

UNIT-I: Financial Management – Definition – Objectives of the firm : Profit maximization Vs wealth maximization – Functions of finance – Financial Decisions – Investment decision – Financing Decision and Dividend decision – Organization of the finance function – Controller Vs Treasurer.

UNIT-II: Sources of Capital – Long term, intermediate term and short term – types of securities – Debt, Equity and Preferred Stock. Capital structure – Forms – Importance – Factors determining capital structure - Theories of capital structure (only Theory) – Problems on EBIT – EPS analysis.

UNIT-III: Working capital Management – Concept of working capital – Kinds of working capital - Determinants of working capital – Estimation of Working Capital (Problem) - Cash Management - Motives for holding cash – Managing cash inflows and cash outflows – Receivables management – Objectives – Credit policy – Credit period (only theory).

UNIT-IV: Cost of capital – Meaning and Definition – Significance – Classification of cost - Determination of Cost of Capital – Cost of Debt – Cost of Equity - Cost of Preference Shares - Weighted average cost of capital (Theory & Problems).

[P.T.O.,]



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UNIT-V: Capital budgeting – Techniques – Investment evaluation methods: Payback Period, Accounting rate of return – Net present Value and Internal rate of return (problem on IRR to be excluded). Dividend policy – factors affecting dividend policy – Forms of dividends - Stock dividend and stock split (Theory only).

NOTE: Question must be asked 40% on theory 60% on problems.

Text Book:

1. Financial Management, Dr. Peer Mohammed & Dr. Shazuli Ibrahim, PASS Publications
2. Financial Management, Dr. R. Ramachandran & Dr. R. Srinivasan, Sriram Publishers
- Financial management, Shashi K. Gupta & R.K. Sharma Kalyani Publishers, New Delhi Revised and Reprint edition, 2005.

Reference Books:

1. Financial Management Principles and Practice – G. Sudarsana Reddy, Himalaya Publishing House, Mumbai, Third Revised edition, 2017
2. Financial Management – Principles & Practice – Dr. S.N. Maheswari, Sultan Chand & Sons, New Delhi.
3. Financial Management – Text and Problems and cases – M.Y. Khan & P.K. Jain, Tata McGraw-Hill publishing company Ltd, New Delhi sixth edition, second reprint 2012.
4. Financial Management – Dr. V.R. Palanivelu – S. Chand & Co., Ltd., New Delhi

COURSE PLAN- V SEMESTER 2021-22

S No	HOURS	TOPIC	BOOK	TEACHING MODE	PAGE NO
UNIT-1					
1	2	Financial Management - Definition, – Objectives of the firm : Profit maximization Vs wealth maximization	T1	Chalk & Talk Method	1.01 & 1.02, 1.05-1.07
2	2	Functions of finance – Financial Decisions – Investment decision – Financing Decision and Dividend decision	T1	C&T Method	1.02 -1.04 1.09 & 1.10
3	1	Organization of the finance function – Controller Vs Treasurer	T2	C&T Method	1.14 - 1.21
4	1	UNIVERSITY QUESTIONS			
5	1	ICT CLASS			
6	1	TEST			

UNIT-II					
7	1	Sources of Capital – Long term, intermediate term and short term	T1	C&T Method	2.01-2.04
8	1	Types of securities –Debt, Equity Preferred Stock	T1	C&T Method	2.04-2.08
9	1	Preferred Stock			
10	1	Capital structure – Forms – Importance – Factors determining capital structure	T1	C&T Method	4.01 -4.05
11	2	Theories of capital structure	T1	C&T Method	4.06 - 4.09
12	3	Problems on EBIT – EPS analysis	TI	C&T Method	5.40-5.42
13	1	UNIVERSITY QUESTIONS			
14	1	ICT CLASS			
15	1	TEST			
UNIT-III					
16	1	Working capital Management – Concept of working capital – Kinds of working capital - Determinants of working capital	T1	C&T Method	6.01 - 6.07
17	3	Estimation of Working Capital	TI	C&T Method	6.10 -6.15
18	1	Cash Management - Motives for holding cash – Managing cash inflows and cash outflows	T1	C&T Method	7.01-7.05
19	1	Receivables management – Objectives, Factors	T2	C&T Method	15.1 - 15.4
20	1	Credit policy – Credit period	T2	C&T Method	15.5 - 15.9
21	1	UNIVERSITY QUESTIONS			
22	1	ICT CLASS			
23	1	TEST			
UNIT-IV					
24	1	Cost of capital – Meaning and Definition – Significance – Classification of cost	T1	C&T Method	10.01-10.03
25	2	Determination of Cost of Capital Cost of Debt	T1	C&T Method	10.03-10.05
26	2	Cost of Equity	T1	C&T Method	10.06-10.08
27	3	Cost of Preference Shares	T1	C&T Method	10.05 & 10.06
28	3	Weighted average cost of capital	T1	C&T Method	10.08 & 10.09
29	1	UNIVERSITY QUESTIONS			
30	1	ICT CLASS			
31	1	TEST			
UNIT-V					
32	1	Capital budgeting -Meaning, Objectives,Kinds, Process, Nature Steps,Factors	T1	C&T Method	12.01-12.06
33	3	Techniques – Investment	T1	C&T Method	12.07 & 12.08,

		evaluation- Traditional methods			12.15-12.18
34	3	Discounted Payback method	T1	C&T Method	12.22 -12.24
35	1	Accounting rate of return	T1	C&T Method	12.08& 12.09
36	3	Net present Value & Internal rate of return	T1	C&T Method	12.09-12.13 12.24 -12.26
37	1	Dividend policy – factors affecting dividend policy –	T1	C&T Method	14.01-14.07
38	1	Forms of dividends - Stock dividend and stock split (Theory only).	T1	C&T Method	14.11- 14.13
39	1	UNIVERSITY QUESTIONS			
40	1	ICT CLASS			
41	1	TEST			
Sign of HOD			Sign of Faculty		
Sign of Dean Academics					

MCCW



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LESSON PLAN

PROGRAMME: BBA	SEMESTER/ YEAR: V /2021-22
COURSE: Leadership and Communication Skill	ABAJS52
FACULTY 'S NAME: Dr.A.Anitha	TOTAL HOURS: 22

SYLLABUS

Objectives:

The course is designed to

1. To provide the basic aspects of leadership, functions, goal setting in the business management context.
2. To make the students to aware about communication and its importance in their career.
3. To develop the student's Communication skills, Reading skills and Public speaking skills

COURSE OUTCOME:

CO1: Types of leaders and Styles of Leadership, Characteristics and Functions of Leadership, Values and Ethics of Leadership and Theories of Leadership

.CO2: Develop Goals, how to Manage, self motivation and SWOT Analysis

CO3: Develop effective communication and identify barriers of communication

CO4: Develop Reading and writing skills by various process

CO5: Ways to improve public speaking skills and techniques to improve speech

Syllabus

UNIT I

Leadership – Meaning – Nature – Essential qualities – Styles. **Attitude** – Meaning – Nature – Components – Sources – Types – Functions – Practical exercises for measuring attitude.

UNIT II

Goal setting – Time Management – Self Motivation – SWOT analysis.

UNIT III

Communication - Meaning – objectives – Process – Media – Principles – 6 C's and Barriers to Communication.

UNIT IV

Reading skills – Introduction – Process – aspects – Strategies for reading – **Listening skills** – process and types.

UNIT V

Public speaking skills – Introduction – Planning – Preparing talk – Delivering a talk – Characteristics of good speech – Plan to a good speech – Techniques to improve your voice.

TEXT AND REFERENCE BOOKS:



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1. **Dr Pandya and PratimaDeveSastri** – Personality Development and Communicative English.
2. **Rajendra Pal and J.S.Korlahalli** – Essentials of Business Communication – Sultan Chand and Sons, New Delhi.
3. **UrmilaRai and S.M.Rai**– Business Communication – Himalaya Publishing House, Mumbai.
4. **Dr.K. Alex** – Soft skills.

E LEARNING RESOURCES

1. http://changingminds.org/disciplines/leadership/theories/leadership_theories.htm
2. <http://www.leadersdirect.com/mind.html>
3. http://www.nwlink.com/~donclark/leaderrship/development/leadership_development_model.html
4. <http://www.see.ed.ac.uk/~gerard/MENG/ME96/index.html>

COURSE PLAN- V SEMESTER 2021-22

S No	HOURS	TOPIC	BOOK	TEACHING MODE
UNIT-1				
1	1	Meaning – Nature – Essential qualities – Styles	CB1	Lecture
2	1	Attitude – Meaning – Nature – Components – Sources	CB1	Lecture with Group discussion
3	1	Types – Functions – Practical exercises for measuring attitude	CB1	Videos with Lecture
4	1	UNIVERSITY QUESTIONS		
5	1	ICT CLASS(Students Presentation		
6	1	TEST		
UNIT-2				
7	1	Goalsetting-Meaning, definition, steps	CB1	Lecture with Group Discussion
8	1	Time Management	CB1	Lecture with Case Study
9	1	Self-Motivation – SWOT analysis	CB1	Lecture with videos
10	1	UNIVERSITY QUESTIONS		
11	1	ICT CLASS		
12	1	TEST		
UNIT-3				
13	1	Communication - Meaning – objectives	CB1	Lecture with Group Discussion
14	1	Communication Process – Media-Principles	CB1	Lecture with videos



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15	1	6 C's and Barriers to Communication.	CB1	PPT with Lecture
16	1	UNIVERSITY QUESTIONS		
17	1	TEST		
UNIT-4				
18	1	Reading skills – Introduction – Process	CB1	Lecture
19	1	Aspects – Strategies for reading	CB1	Lecture with Case Study
20	1	Listening skills – process and types.	CB1	Lecture with PPT
21	1	UNIVERSITY QUESTIONS		
22	1	ICT CLASS		
23	1	TEST		
UNIT-5				
24	1	Public speaking skills – Introduction – Planning – Preparing talk – Delivering a talk	CB1	Lecture with videos
25	1	Characteristics of good speech	CB1	Lecture with PPT
26	1	Plan to a good speech – Techniques to improve your voice	CB1	Videos with Explanation
27	1	UNIVERSITY QUESTIONS		
28	1	ICT CLASS		
29	1	TEST		

Sign of HOD	Sign of Faculty : Dr.A.Anitha
Sign of Dean Academics	



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LESSON PLAN

PROGRAMME: BBA	SEMESTER/ YEAR: V/ 2021-22
COURSE: Entrepreneurship Development	ABAJC54
FACULTY 'S NAME: Dr.A.Anitha	TOTAL HOURS: 60

HOURS PER WEEK: 5

CREDITS: 4

Objectives:

The course is designed to

1. To provide fundamental knowledge about Entrepreneurship development among students.
2. To identify the role of various financial and promotional institutions in Entrepreneurial Development.
3. Develop business plans and prepare project reports

COURSE OUTCOME:

CO1: Analyze the concept of entrepreneurship and role of entrepreneurship in Economic development.

CO2: Analyse the areas of opportunities for women in small business

CO3: Apply the Procedures for starting SSI

CO4: Establish the feasibility of a project and to prepare a project report and also to identify the problems and legal considerations in project implementation

CO5: Evolve various institutional support like SIDO, SISI, NSIC, SIDCO, DIC, Incentives, subsidies, and tax concession

Unit I

Entrepreneur- Meaning, Characteristics Functions, and Types. Entrepreneur VS Manager. Entrepreneur VS Intrapreneur. Entrepreneurship- Meaning- Positive Aspects - Obstacles- Factors stimulating Entrepreneurship - Role of Entrepreneurship in Economic Development.

Unit II

Entrepreneurship Development Programmes - Meanings, objectives, Courses contents and Curriculum - Phases, Institutions for EDP: NIESBUD, NAYE & TCOs- Problems in EDP, Women Entrepreneurs - Types -Their Problems and Remedies.

Unit III

SSIs - Meaning - Importance and Problems of starting an SSI-steps. Forms of ownership: Sole Proprietorship, Partnership. Joint Stock Company and Co-operatives- Features, Merits and Demerits.

Unit IV



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Project Identification - Meaning and Steps, Project Classification- Project Life Cycle. Project Report - Contents, Project Appraisal- Meaning- Feasibility Analysis: Market, Technical, Financial, Economic, Managerial and social.

Unit V

Institutional support: SIDO, SISI, NSIC, SIDCO, DIC-Their Functions-SIDBI'S Schemes. Incentives: subsidy, Tax concessions, Marketing and Export Assistance. Sickness- Definition, Symptoms, Causes. Measures to prevent sickness in small units.

Text book:

1. Gordon, E&Natarajan, K, 2013, Entrepreneurship Development , Himalaya publishing house

ReferenceBook:

1. Small Scale Industries and Economics Development, C.S.V.Moorthy, HPH.
2. Entrepreneurial Development, Gupta, C.B. and Srinivasan, N.P.Sultan and Son.
3. Entrepreneurial Development, S.S. Khanka, S. Chand& co, New Delhi.
4. K. Ramachandran, Entrepreneurship Development, Tata McGraw Hill, New Delhi, 2008.
- 5.S. Anil Kumar, Entrepreneurship Development, New Age International, New Delhi, 2009.

E LEARNING REFERENCES

- 1.<http://www.freebookcentre.net/Business/Entrepreneurship-Books.html>.
2. http://www.mbaexamnotes.com/business_idea.html
- 3.<https://www.businessstudynotes.com/finance/project-management/types-feasibilitystudy/>

COURSE PLAN- IVTH SEMESTER 2021-22

S No	HOURS	TOPIC	BOOK	TEACHING MODE
UNIT-1				
1	2	Entrepreneur- Meaning, Characteristics Functions, and Types	T1	Lecture
2	1	Entrepreneur VS Manager.Entrepreneur VS Intrapreneur	T1	Lecture with PPT
3	2	Entrepreneurship- Meaning- Positive Aspects - Obstacles	T1	Lecture with PPT
4	1	Factors stimulating Entrepreneurship	T1	Lecture



Mangayarkarasi College of Arts & Science for Women, Paravai.

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5	2	Role of Entrepreneurship in Economic Development	T1	Lecture with Case Study Discussion
6	1	General Discussions	T1	Lecture with PPT
7	1	UNIVERSITY QUESTIONS	T1	
8	1	ICT CLASS(Students Presentation)	T1	
9	1	TEST	T1	
UNIT-2				
10	1	Entrepreneurship Development Programmes - Meanings, objectives	T1	Lecture
11	1	Courses contents and Curriculum - Phases	T1	Lecture with GD
12	1	Institutions for EDP: NIESBUD, NAYE & TCOs	T1	Lecture
13	2	Problems in EDP	T1	Lecture with PPT
14	3	Women Entrepreneurs - Types	T1	Lecture
15	1	Their Problems and Remedies	T1	Group Discussion
16	1	UNIVERSITY QUESTIONS		
17	1	ICT CLASS		
18	1	TEST		
UNIT-3				
19	2	SSIs - Meaning - Importance and Problems of starting an SSI	T1	Lecture
20	2	Steps for starting SSI	T1	Lecture
21	2	Forms of ownership: Sole Proprietorship, Partnership	T1	PPT and Videos
22	2	Joint Stock Company and Co-operatives	T1	Lecture with videos
23	2	Features, Merits and Demerits.	T1	Lecture with PPT
26	1	UNIVERSITY QUESTIONS		
27	1	ICT CLASS(Students Presentation)		
28	1	TEST		
UNIT-4				
29	1	Project Identification - Meaning and Steps	T1	Lecture
30	2	Project Classification- Project	T1	Lecture with PPT



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		Life Cycle		
31	2	Project Report - Contents,	T1	Lecture with PPT
32	2	Project Appraisal- Meaning- Feasibility Analysis:Definition	T1	Lecture with PPT
33	2	Market, Technical, Financial, Economic, Managerial and social.	T1	Lecture with Case Study
34	1	UNIVERSITY QUESTIONS		
35	1	ICT CLASS		
36	1	TEST		
UNIT-5				
37	1	Institutional support: SIDO, SISI, NSIC, SIDCO,	T1	Lecture
38	2	DIC-Their Functions	T1	Lecture with PPT
39	2	SIDBI'S Schemes. Incentives: subsidy, Tax concessions	T1	Lecture with videos
40	2	Marketing and Export Assistance	T1	Lecture with PPT
41	2	Sickness- Definition, Symptoms, Causes. Measures to prevent sickness in small units	T1	Lecture with Case Study
42	1	UNIVERSITY QUESTIONS		
43	1	ICT CLASS		
44	1	TEST		

Sign of HOD : Mrs.R.C.Shantha Kumari	Sign of Faculty : Dr.A .Anitha
Sign of Dean Academics : Mrs. Chendur Priyadharshini	



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LESSON PLAN 2020-2021

PROGRAMME: BBA	V SEMESTER/ YEAR: 2020-21
COURSE: RESEARCH METHODOLOGY	ABAJA51
FACULTY 'S NAME: DR.N.SARANYA	TOTAL HOURS: 60

COURSE OBJECTIVES

The course is designed to

1. Understand the basic concept and principles of research in functional areas of business.
2. Select appropriate data collection and sampling methods
3. Prepare good research instrument and report

COURSE OUTCOMES

On completion of the course the student will be able to

CO1: Identify the importance of research and its application in business.

CO2: Experiment the methods of Sampling and Utilize different types of scaling techniques in research instruments for measurement of data

CO3: Select appropriate data collection and construct questionnaire for collecting data

CO4: Data Processing – Editing, Coding, Classification, Tabulation and Analysis of data

CO5: Outline of a Good Research Report, Prepare good research reports and Summarize Research report.

SYLLABUS

Unit I : Research Methodology – Introduction – meaning – objectives – types of research - Research Process – criteria of good research – Research design – meaning – types of research design.

Unit II : Sampling – meaning – types of sampling techniques – Measurement – Scales and scaling techniques

Unit III : Data – types – Primary and Secondary Data- Secondary Data Sources – Methods of collecting primary data – Questionnaire – guidelines in questionnaire design.

Unit IV Organization of data – Editing, Coding, Classification and Tabulation - Role of tabulation - Parts of a table - General rules of tabulation – Preliminary analysis of Data – Percentage analysis and weighted average analysis.

Unit V Interpretation and report writing – Types of reports - Written and Oral Reports – Report format – Layout of a research report - Essential features of a good report -Use of Computer and Internet in research.

TEXT BOOK:

1. Research Methodology – C.R. Kothari – Wishwa Prakashan – Second Edition – 2003.



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REFERENCE BOOKS:

1. Business Research Methods – Donald R. Cooper, Pamela S. Schindler – Tata McGraw-Hill – 6th Edition.
2. R. Panneerselvam; Research Methodology; PHI Learning Private Ltd.; New Delhi 2014
3. Prof. P. Rasool Begum, Prof. V. Nagavalli; Research Methodology; Thakur Publishers; Chennai 2018
4. S. Nakkiran, M. Nazer, Fisseha Girmay; Business Research Methods; Avinash Paperbacks; Delhi 201

E-LEARNING RESOURCES:

1. <http://mbaseminars.blogspot.com/2010/04/submitted-by-dancy-lobo-daryl-tauro.html>
2. <https://www.wisdomjobs.com/e-university/research-methodology-tutorial-355/different-steps-in-writing-report-11587.html>
3. <https://lecturenotes.in/materials/21513-research-methodology>
4. <https://www.nyu.edu/classes/bkg/methods/005847ch1.pdf>
5. https://www.instituto-camoes.pt/cooperacao/formseminar_module8

COURSE PLAN

S No	HOURS	TOPIC	BOOK	TEACHING MODE
UNIT-1				
1	1	Research Methodology – Introduction	T1	Lecture
2	1	Objectives	T1	Lecture
3	1	Types of research	T1	Lecture
4	2	Research Process	T1	Lecture with PPT
5	1	Criteria of good research –	T1	Lecture
6	2	Research design	T1	Lecture
7	1	Types of research design.	T1	Lecture with PPT
8	1	Revision	T1	Discussion and clarification of doubts
9	1	Slip Test		
UNIT-2				
10	1	Sampling – meaning –	T1	Lecture
11	2	types of sampling techniques	T1	Lecture
12	1	Measurement - Introduction	T1	Lecture
13	2	Types of Measurement	T1	Lecture with PPT
14	2	Scales Introduction	T1	Lecture
15	2	Scales and scaling techniques	T1	Lecture
16	1	ICT CLASS (Students Presentation)	T1	Lecture
17	1	Slip Test	T1	Lecture



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UNIT-3				
18	1	Meaning of Data, Types of Data	T1	Lecture
19	1	Types of data - Primary	T1	Lecture
20	2	Secondary Data Sources	T1	Lecture
21	2	Methods of collecting primary data	T1	Lecture
22	2	Questionnaire Meaning, Introduction	T1	Lecture
23	1	Steps in Questionnaire	T1	Lecture
24	1	Guidelines in questionnaire design.	T1	Lecture
25	1	Revision	T1	Lecture
26	1	ICT CLASS(Students Presentation)		
27	1	Slip Test		
UNIT - 4				
28	1	Organization of data –and - - Parts of a table	T1	Lecture with PPT
29	1	Editing, Coding	T1	Lecture with PPT
31	2	Classification, Tabulation	T1	Lecture
32	2	Role of tabulation	T1	Lecture
33	2	General rules of tabulation	T1	Lecture
34	1	Preliminary analysis of Data	T1	Lecture
35	1	Percentage analysis and	T1	Lecture
36	1	Weighted average analysis	T1	Lecture
37	1	Revision		
38	1	Slip Test		
UNIT - 5				
39	1	Interpretation and report writing	T1	Lecture
40	2	Types of reports	T1	Lecture
41	2	Written and Oral Reports	T1	Lecture with PPT
42	1	Report format	T1	Lecture
43	1	Layout of a research report	T1	Lecture
44	1	Essential features of a good report	T1	Lecture with PPT
45	1	Use of Computer	T1	Lecture
46	1	Use of Internet in research	T1	Lecture
47	1	Revision		
48	1	Slip Test		

Sign of HoD : Mrs.R.C.Shantha Kumari

Sign of Faculty : Dr.N.Saranya

Sign of Dean Academics : Mrs. Chendur Priyadharshini



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MANGAYARKARASI



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LESSON PLAN

PROGRAMME: BBA	SEMESTER/ YEAR: II/ 2021-22
COURSE: Aluvalaga Melanmai	UVKJL21
FACULTY 'S NAME: Dr.A.Anitha	TOTAL HOURS: 60

HOURS PER WEEK: 6

CREDITS: 3

Course objective

The course is designed to

1. To familiarise students with the activities in a modern office for smooth functioning of any organization
2. To enable students to understand the various facilities provided to the staff working in the office, the working environment, tools and equipment used in office.
3. To expose students to the importance of filing and indexing

COURSE OUTCOME:

CO1: Define the functional elements of a modern business office and the trends of office management

CO2: Design the work place based on the nature of work and handling oral and verbal communication the office

CO3: To expose students to know the Meaning and Importance of Filing, Essentials of Good Filing System, Centralized and Decentralized Filing System, Need and Types of Indexing

CO4: Describe the elements involved in the development and management of an information system for an office employing effective management practices, current equipment, and techniques

CO5: Prepare the students for Record Keeping Management, and Types of Records kept in a Business Organization.



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SEMESTER II
PART I – PAPER – 2 - அலுவலகமேலாண்மை

நோக்கம் இப்பாடத்தின் மூலம் நவீன அலுவலகத்தின் அமைப்பு முறைகள், அலுவலகவளமையாரித்தல், அலுவலக இடவசதியை எவ்வாறு பயன்படுத்துவது, பணியை எளிதாக்குவது, கோப்பிலிடுதல், அலுவலக இயந்திரங்களின் தேவைகள், எளிதாக்குவது கோப்பிலிடுதல், அலுவலக இயந்திரங்களின் தேவைகள், அறிக்கைகளின் வகைகள் ஆகியவற்றைப் பற்றி தெரிந்துகொள்ள முடியும்.

பகுதி 1 அலுவலகமேலாண்மை - இலக்கணம் - நவீன அலுவலகத்தின் அமைப்பு முறைகள் - நவீன அலுவலகத்தின் இலக்கணம் செயல்பாடுகள் மற்றும் முக்கியத்துவம் - அதிகாரத்தையரவலாக்குதல் - அலுவலகவளமை வகைகள் - தயாரித்தல் - பயன்படுத்துதல் மற்றும் மதிப்பீடுதல்

பகுதி 2 அலுவலக இடவசதி-அலுவலகமனைத்துணைப் பொருட்கள் மற்றும் அமைப்புத்திட்டம் - பணிக்கேற்ற சூழ்நிலை-பணியை எளிதாக்குதல் அஞ்சலக முறைகடிதப்போக்குவரத்து மற்றும் பதிவேடுகளை பராமரித்தல் தபால்களைக் கையாளுதல் - அஞ்சல் துறையை அமைத்தல் - மையப்படுத்தப்பட்ட அஞ்சல் பணி-உள்வரும் மற்றும் வெளிதொடர்பு வாய் மொழிதகவல் தொடர்பு மற்றும் எழுத்து தகவல் தொடர்பு பதிவேடுகளை-உருவாக்குதல் - எழுத்துப் பணிகள் - அலுவலக அறைகள் - படிவக் கட்டுப்பாடு-வடிவமைப்பு - தொடர்பு எழுதுபொருள்.

பகுதி 3 கோப்பிலிடுதல் நல்லகோப்பீடு முறையின் முக்கிய அம்சங்கள் - வகைப்படுத்தல் மற்றும் வரிசைப்படுத்துதல் - கோப்பீட்டு முறைகள் - மையக் கோப்பீட்டு முறை மற்றும் பரவலாக்கப்பட்ட கோப்பீட்டு முறைகட்டகராதியின் பல்வேறு வகைகள்

பகுதி 4 அலுவலக இயந்திரங்களும் சாதனங்களும் பல்வேறு சாதனங்களின் தேவைகள் - அலுவலக இயந்திரங்களைத் தெரிந்துகொள்பதற்கான அடிப்படைக் கோட்பாடுகள் - கணிப்பொறி மற்றும் புள்ளிவிவரங்களைத் தொகுத்தளிக்கும் இயந்திரம்.

பகுதி 5 அலுவலக அறிக்கைகள் அறிக்கைகளின் வகைகள் - அமைப்பு மற்றும் அறிக்கைகளின் செயலாக்கம் பொதுவணிகச் சொற்கள்.

குறிப்பு வணிகநிர்வாகவியல் ஆசிரியர்கள் மட்டுமே இந்தப் பாடத்தை நடத்தவும்- விடைத்தான் மதிப்பீடு செய்யவும் பரிந்துரைக்கப்படுகிறது.

Text Book for Reference

1. Commercial Correspondence & Office Management – R.S.N. Pillai & Baghavathi.
2. Office Management – Sharma, Gupta, Kalyani publishers.



Mangayarkarasi College of Arts & Science for Women, Paravai.

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COURSE PLAN- II SEMESTER 2021-22

S No	HOURS	TOPIC	BOOK	TEACHING MODE	PAGE NO
UNIT-1					
1	2	Office Management- Meaning, definition	T1	Lecture	1-2
2	2	IMPORTANCE AND FUNCTIONS	T1	Lecture	2-5
3	2	Modern Office	T1	Lecture with PPT	7-10
4	2	Types of organisation	T1	Lecture	14-24
5	2	Delegation and decentralisation	T1	Lecture with Case Study Discussion	24-32
6	2	Office systems and Procedures	T1	PPT with Lecture	33-43
7	1	UNIVERSITY QUESTIONS			
8	1	ICT CLASS(Students Presentation			
9	1	TEST			
UNIT-2					
10	1	Office accommodation and lay out	T1	Lecture	46-51
11	2	Working Conditions and equipment in office	T1	Lecture	51-55
12	1	Planning of a space	T1	Lecture	56-62
13	2	Creating working environment	T1	Lecture with PPT	63-70
14	2	communication	T1	Lecture	71-74
15	2	Mail correspondence	T1	Lecture with video	81-93
16	1	UNIVERSITY QUESTIONS			
17	1	ICT CLASS			
18	1	TEST			



Mangayarkarasi College of Arts & Science for Women, Paravai.

(Affiliated to Madurai Kamaraj University)

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UNIT-3					
19	1	Filing-Meaning and definition	T1	Lecture	106-107
20	3	Sequence and types of filing	T1	Lecture	107-112
21	2	Indexing and its types	T1	PPT and Videos	112-119
22	2	Forms for Indexing	T1	Lecture with videos	121-122
23	2	Centralisation of filing system	T1	Lecture with PPT	123-125
24	1	Exercise	T1	Lecture with Group Discussion	
25	1	UNIVERSITY QUESTIONS			
26	1	ICT CLASS(Students Presentation)			
27	1	TEST			
UNIT-4					
28	3	Machinery and office Equipment	T1	Lecture	127-130
29	2	Calculating machines	T1	Lecture	131-140
30	1	UNIVERSITY QUESTIONS			
31	1	ICT CLASS			
32	1	TEST			
UNIT-5					
33	1	Office Reports and Correspondence	T1	Lecture	143-144
34	2	Types of reports	T1	Lecture	144-148
35	2	Format for Report writing	General source	Lecture with videos	
36	2	Application of reports and documentation	General source	Lecture with PPT	
37	1	UNIVERSITY QUESTIONS			
38	1	ICT CLASS			
39	1	TEST			

Sign of HOD : Mrs.R.C.Shantha Kumari

Sign of Faculty : Dr.A .Anitha

Sign of Dean Academics : Mrs. Chendur Priyadarshini



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MANGAYARKARASI



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COURSE PLAN

PROGRAMME: BBA	II SEMESTER/ YEAR: 2021-22
COURSE: BUSINESS ENVIRONMENT	ABAJC21
FACULTY 'S NAME: Dr.S.RAJALAKSHMI	TOTAL HOURS: 60

COURSE OBJECTIVE

The course is designed to

1. To impart students an understanding on the concepts of Business Environment
2. To provide an insight into political, social and economic environment of the business
3. To acquaint students with the business issues of Indian Business Environment, Domestic and Global environment

COURSE OUTCOMES

On completion of the course the student will be able to

- CO1:** Develop knowledge on various factors influencing Business Environment
- CO2:** Critically evaluate CSR initiatives in business, social audit and business ethics
- CO3:** Identify the relationship between business and government. To know about New Industrial policy and licensing policy
- CO4:** To acquaint students with the business issues of Domestic and Global environment
- CO5:** Relate business and economic system, types of economy and its impact in Business

SYLLABUS

Unit I: Business Environment - meaning – various environments affecting business – Economic, Socio-cultural, Political and Government, Competitive, Demographic. Physical and Geographical and Technological environments.

Unit II : Business and society – Interface between Business and culture – social responsibilities of business – Meaning and types – Arguments for and against social responsibilities – social Audit – Business Ethics.

Unit III : Business and Government – State Regulations on business – New Industrial Policy – Industrial Licensing Policy.

Unit IV : Privatization – Meaning – ways of privatization – Benefits – Arguments against privatization – pros and cons of liberalization and globalization – MNC – Merits and Demerits.

Unit V : Business and economic system – socialism, Capitalism and mixed economy – its



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impacts on business – public sector – its objectives – achievements and failures.

TEXT BOOK

1. Francis Cherunilam, 2002, Business Environment Text and Cases, Himalaya Publishing House, Mumbai
2. S. Sankaran, Business Environment, Margham Publications, 2010.

REFERENCE BOOK

1. Aswathappa, K, 2001, Essentials of Business Environment, Himalaya Publishing House, Mumbai.
2. Adikary, M, 2001 Economic Environment of business, SulthanChand& Sons, New Delhi
3. Mishra and Puri, Indian Economy, Himalaya Publishing House, New Delhi, 2015.
4. Raj Aggarwal , Business Environment, Excel Books, New Delhi, 2012

COURSE PLAN

S.NO	HOURS	TOPIC	BOOK	TEACHING MODE	PAGE NUMBER
UNIT 1					
1	1	Business Environment - meaning	CB	LECTURE WITH PPT	1,2
2	1	Various environments affecting business	CB	LECTURE WITH PPT	3
3	1	Economic environment	CB	LECTURE WITH PPT	6
4	1	Socio-cultural environment	CB	LECTURE WITH PPT	7
5	1	Political and Government environment	CB	LECTURE WITH PPT	7
6	1	Competitive environment	CB	LECTURE WITH PPT	7
7	1	Demographic environment	CB	LECTURE WITH PPT	9
8	1	Physical and Geographical environment	CB	LECTURE WITH PPT	8



Mangayarkarasi College of Arts & Science for Women, Paravai.

(Affiliated to Madurai Kamaraj University)

ISO 9001:2015 Certified Institution, Re- Accredited by NAAC with 'B' grade

9	1	Technological environments	CB	LECTURE WITH PPT	8
10	1	UNIT 1 Brief Sketching			
11	1	CASE STUDY 1			
12	1	PPT Presentation by Students			
13	1	Slip test 1 on University Questions			
UNIT 2					
14	2	Interface between Business and culture	CB	LECTURE WITH PPT	15
15	2	Social responsibilities of business	CB	LECTURE WITH PPT	35
16	1	Arguments for and against social responsibilities	CB	LECTURE WITH PPT	47
17	1	Social Audit	CB	LECTURE WITH PPT	58
18	1	Business Ethics	CB	LECTURE WITH PPT	64
19	1	UNIT 2 Brief Sketching	CB	LECTURE WITH PPT	
20	1	CASE STUDY 2			
21	1	PPT Presentation by Students			
22	1	Slip test 2 on University Questions			
UNIT 3					
23	2	Business and Government	CB	LECTURE WITH PPT	88
24	2	State Regulations on	CB	LECTURE WITH	90



Mangayarkarasi College of Arts & Science for Women, Paravai.

(Affiliated to Madurai Kamaraj University)

ISO 9001:2015 Certified Institution, Re- Accredited by NAAC with 'B' grade

		business		PPT	
25	2	New Industrial Policy	CB	LECTURE WITH PPT	108
26	2	Industrial Licensing Policy	CB	LECTURE WITH PPT	115
27	1	UNIT 3 Brief Sketching	CB	LECTURE WITH PPT	
28	1	CASE STUDY 3			
29	1	PPT Presentation by Students			
30	1	Slip test 3 on University Questions			
UNIT 4					
31	1	Privatization – Meaning	CB	LECTURE WITH PPT	122
32	2	Ways of privatization	CB	LECTURE WITH PPT	124
33	2	Benefits – Arguments against privatization	CB	LECTURE WITH PPT	126,155
34	2	Pros and cons of liberalization and globalization	CB	LECTURE WITH PPT	127
35	2	MNC – Merits and Demerits	CB	LECTURE WITH PPT	130
36	1	UNIT 4 Brief Sketching	CB	LECTURE WITH PPT	
37	1	CASE STUDY 4			
38	1	PPT Presentation by Students			
39	1	Slip test 4 on University Questions			
UNIT 5					



Mangayarkarasi College of Arts & Science for Women, Paravai.

(Affiliated to Madurai Kamaraj University)

ISO 9001:2015 Certified Institution, Re- Accredited by NAAC with 'B' grade

40	1	Business and economic system	CB	LECTURE WITH PPT	160
41	2	Socialism, Capitalism and mixed economy	CB	LECTURE WITH PPT	160
42	2	Its impacts on business	CB	LECTURE WITH PPT	162
43	1	Public sector	CB	LECTURE WITH PPT	166
44	1	Public sector – its objectives	CB	LECTURE WITH PPT	167
45	1	Achievements and failures	CB	LECTURE WITH PPT	167
46	1	UNIT 5 Brief Sketching	CB	LECTURE WITH PPT	
47	1	CASE STUDY 5			
48	1	PPT Presentation by Students			
49	1	Slip test 5 on University Questions			

Sign of HOD :

Sign of Faculty :

Sign of Dean Academics :



Mangayarkarasi College of Arts & Science for Women, Paravai.

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COURSE PLAN

PROGRAMME: BBA	SEMESTER/ YEAR: II SEM / 2021-22
COURSE: COST ACCOUNTING	ABAJC22
FACULTY 'S NAME: Mrs.P.Jegadeeshwari	TOTAL HOURS: 60

OBJECTIVES:

The course is designed to

- 1.To enhance the students to understand conceptual frame work of Cost accounting
2. To enable use of costing techniques in decision making.
3. Prepare a cost statement and quotation for any product

COURSE OUTCOME:

CO1: Outline the cost concepts, techniques in costing and its classification.

CO2: To evaluate reorder level, EOQ, minimum level, maximum level, average level and the methods of material issues such as LIFO, FIFO, and simple average and weighted average method.

CO3: Discern Labour cost ,labour turnover and Methods of wage payment and piece wage system, halsey plan, rowan plan, Taylor method, Merrick system, Gantt's task and bonus plan.

CO4: Categorize the Overhead cost and methods of absorption and to apply the different methods of absorption of overheads

CO5: Prepare cost sheet to ascertain Total cost and cost/ unit in order to prepare quotation

SYLLABUS

Unit I : Cost Accounting – meaning, objectives, functions and importance – cost Accounting – Advantages and limitations of cost accounting – Costing system – cost centre – cost control – classification of costs.

Unit II : Material control – objectives – purchase control centralized and decentralized purchase – stock levels and economic order quantity – ABC Analysis – Bin card – stores ledger – material issues – FIFO, LIFO, Simple average and weighted average methods.

Unit III : Labour – direct and indirect labour – labour turnover – methods – causes – idle time – types – overtime – methods of wage payments – premium and bonus plans – Halsey and Rowan plan – Differential piece rate system – Taylor method – Merrick system – Gantt's Task Bonus plan.



Mangayarkarasi College of Arts & Science for Women, Paravai.

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Unit IV : Overhead – meaning, allocation and apportionment – importance – classification-Re-
apportionment – absorption of overheads – methods – Machine hour rates (simple problems).

Unit V : Unit or output costing – cost sheet – Tenders and quotations – profit Reconciliation
statement – job, batch and contract costing (theory only).

20% of the questions must be theory 80% of the Questions must be problems.

TEXT BOOK:

1. Ramachandran and Srinivasan, COST ACCOUNTING – Theory, Problems and Solutions, Shriram Publications, Tennur , Trichy. Fifth Edition 2015.
2. Dr.M.Wilson – Cost Accounting – Himalaya Publishing House
3. COST ACCOUNTING – R.S.N. Pillai and Bagavathi.

REFERENCE BOOKS:

1. S.P. Jain and K.L. Narang , Practical Problems in cost Accounting, Kalyani Publishers,1, Mahalakshmi Street, T.Nagar , Chennai – 600 017. Fifth Edition 1999. Reprinted 2002
2. V.K Saxena and C.D. Vashist, Cost Accounting, Sulthan Chand & Sons, 23, Daryaganj, New Delhi – 110002. Reprint 2013.
- 3.R.S.N. Pillai& V. Bhavathi, Cost Accounting, S. Chand Publishers, New Delhi – 110 055. 2013.

E-LEARNING RESOURCES:

- 1.<https://www.edupristine.com/blog/costing-methods>
2. <https://courses.lumenlearning.com/wm-accountingformanagers/chapter/cost-volumeprofit-analysis-and-decision-making/>
- 3., <http://www.accountingnotes.net/cost-accounting/marginal-costing/profit-volumeratio-with-formula-and-calculation/7718>
- 4.. <https://www.studocu.com/en/document/lancaster-university/cost-and-managementaccounting/practical/decision-making-using-cost-concept-and-cvpanalysis/4159682/view>

COURSE PLAN- II SEMESTER 2021-22

S No	HOURS	TOPIC	BOOK	TEACHING MODE	PAGE NO
UNIT-1					
1	1	Cost Accounting-Meaning, Objectives	T1	Lecture	1.1-1.2
2	1	Functions and Importance	T1	Lecture	1.14
3	1	Advantages and Limitations	T1	Lecture with PPT	1.3- 1.4, 1.7-1.8



Mangayarkarasi College of Arts & Science for Women, Paravai.

(Affiliated to Madurai Kamaraj University)

ISO 9001:2015 Certified Institution, Re- Accredited by NAAC with 'B' grade

4	1	Costing System	T1	Lecture with PPT	1.8-1.9, 1.10
5	1	Cost centre, Cost unit and Cost control	T1	Lecture with PPT	1.11-1.15
6	1	Classification of cost.	T1	Lecture with PPT	2.1-2.9
7	1	UNIVERSITY QUESTIONS			
8	1	ICT CLASS			
9	1	TEST			
UNIT-2					
10	1	Material Control-Objectives, Advantages	T1	Lecture with PPT	3.1- 3.3
11	1	Purchase Control-Centralized and Decentralized	T2	Lecture with PPT	23
12	2	Stock levels	T1	Board and Chalk	3.3-3.6, 3.11- 3.13,3.23, 3.27, 3.28
13	2	Economic order quantity	T1	Board and Chalk	3.13, 3.34, 3.35, 3.37, 3.43, 3.47- 3.54
14	1	ABC analysis	T1	Lecture	3.10
15	1	Bin card, stores ledger,	T1	Lecture	3.6-3.10
16	1	Bill of Material, Material issues.	T1	Lecture	3.9
17	1	FIFO	T1	Board and Chalk	3.14, 3.61- 3.64
18	1	LIFO	T1	Board and Chalk	3.15, 3.71
19	1	Simple average	T1	Board and Chalk	3.16, 3.71
20	1	Weighted average	T1	Board and Chalk	3.17, 3.72- 3.74
21	1	UNIVERSITY QUESTIONS			
22	1	ICT CLASS			
23	1	TEST			
UNIT-3					
24	1	Labour-Direct and Indirect labour, Labour turnover	T1	Lecture	4.1, 4.11



Mangayarkarasi College of Arts & Science for Women, Paravai.

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25	1	Methods, causes	T1	Lecture	4.11-4.14, 4.23-4.25, 4.28
26	1	Idle time-types,	T1	Lecture	4.8-4.9
27	2	overtime	T1	Lecture	4.9-4.11, 4.35-4.37
28	1	Methods of wage payments, premium and bonus plans	T1	Lecture with Board and Chalk	4.14-4.18, 4.39
29	1	Halsey and Rowan plan	T1	Lecture	4.18-4.19, 4.53, 4.57
30	1	Differential piece rate system-Taylor method	T1	Lecture	4.19-4.20, 4.42
31	1	Merrick system	T1	Lecture with Board and Chalk	4.21, 4.47
32	1	Gantts task bonus plan	T1	Lecture with Board and Chalk	4.22, 4.48
33	1	UNIVERSITY QUESTIONS			
34	1	ICT CLASS			
35	1	TEST			
UNIT-4					
36	2	Overhead-meaning, allocation and apportionment	T1	Lecture	5.1-5.2, 5.13, 5.18, 5.22
37	1	Importance -Classification	T1	Lecture	5.3-5.4
38	2	Re-apportionment	T1	Lecture	5.4
39	2	Absorption of overheads- Methods	T1	Lecture	5.5-5.8, 5.31,
40	2	Methods –Machine hour rates	T1	Board and Chalk	5.18, 5.22, 5.31, 5.34, 5.37
41	1	UNIVERSITY QUESTIONS			
42	1	ICT CLASS			
43	1	TEST			
UNIT-5					
44	1	Unit or output costing	T1	Lecture	6.1-6.2
45	2	Cost sheet	T1	Board and Chalk	6.5
46	1	Tenders and quotations	T1	Lecture	6.2-6.4
47	1	Profit reconciliation	T1	Lecture with PPT	7.1-7.3, 7.6,



Mangayarkarasi College of Arts & Science for Women, Paravai.

(Affiliated to Madurai Kamaraj University)

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		statement			7.10
48	2	Job ,batch and contract costing	T1	Lecture with PPT	8.1-8.4
49	1	UNIVERSITY QUESTIONS			
50	1	ICT CLASS			
51	1	TEST			

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SIGN OF DEAN ACADEMICS :	

NAAC



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COURSE PLAN

PROGRAMME: BBA	I SEMESTER/ YEAR: 2020-21
COURSE: MONEY AND BANKING	ABAJA21
FACULTY 'S NAME: Dr.N.SARANYA	TOTAL HOURS: 60

COURSE OBJECTIVES

The course is designed to

1. To spread knowledge among the students to inculcate their theoretical structures about money and banking services
2. To understand the role of RBI and Commercial Banks
3. To acquire knowledge on the recent trends of banking in India.

COURSE OUTCOMES

On completion of the course the student will be able to

CO1: Recall the basic concepts of money and banking structure

CO2: Evaluate the concept of gold standard, note issue and India's Present Currency system.

CO3: Demonstrate Inflation, Deflation and trade cycle.

CO4: Identify the functions and the role of Commercial Banks, what is credit control and its methods, RBI functions.

CO5: To discover the need and limitations of E-banking, Types of cards and Various E Payment System.

SYLLABUS

Unit I : Definition of money – difficulties of barter system. Kinds of money – commodity money, metallic money, paper money and credit money. Functions of money-primary, secondary and contingent functions.

Unit II : Gold standard – definition – types – characteristics – working of gold standard – principles and methods of note issue. India's present currency system.

Unit III : Inflation; meaning – kinds of inflations – inflationary gap- consequences of inflation – Deflation. Trade cycles; meaning phases of a trade cycle – control of trade cycles.

Unit IV : Commercial Banks – functions-arguments for nationalization of commercial banks-creation of credit- process- limitations– credit control – methods – RBI – functions.

Unit V : E. Banking – Introduction – meaning – Traditional Vs E-Banking – Merits and Demerits – Internet Banking – Debit card – credit card – merits and demerits – Electronic Payments systems – NEFT – ECS – RTGS – Features.



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TEXT BOOK:

1. Sundaram, K.P.M. 1997, Money, banking and international trade, sultan chand & sons New Delhi.
2. Shekhar K C and Lekshmy Shekhar, Banking Theory & Practice, Vikas Publishing House, New Delhi, 2005.

REFERENCE BOOKS:

1. Kathiravan P.G. 2007, Money and Banking, Puthiyavan Publications, Madurai,
2. Santhanam B, 2018, Banking Theory, Law & Practice, Margham Publications, Chennai. ISBN:978-93-81430-77-4.
- Mitani, R.R. 1999, Money Banking International Trade. Sulthan Chand & Sons, New Delhi.
- 2..Dr. OP. Gupta , Banking Law and Practice in India , Sahitya Bhavan Publication
- 3.Mukesh Mathur , Banking Law and Practice , Himanshu Publications , 2015
4. RN. Chaudhary , Banking Laws , Central Law Publication, 2016.

WEB SOURCE LINK:

1. <https://www.economicdiscussion.net/monetary-standards/gold-standard-features-functions-working-rules-merits-and-demerits/31184>
2. <https://accountlearning.com/top-10-reason-for-nationalization-of-commercial-banks/>

E-LEARNING RESOURCES:

1. http://www.universityofcalicut.info/SDE/Banking_on19May2016.pdf
2. <https://bbamantra.com/credit-control-rbi-objectives-tools/>
3. <https://www.mbainfoline.com/Articles%20on%20Management/Recent%20Trends%20in%20Banking>
4. <http://www.rbi.org.in/scripts/PublicationReportDetails.aspx?ID=243>
5. <https://exampariksha.com/bancassurance-banking-study-material-notes/>

COURSE PLAN

S No	HOURS	TOPIC	BOOK	TEACHING MODE	PAGE NO
UNIT-1					
1	1	Meaning Definition of Money	R1	Chalk and Board	9
2	1	Difficulties of barter system	R1	Lecture	9 – 10
3	1	Kinds of money Introduction	R1	Chalk and Board	10
4	1	Commodity money, metallic money	R1	Lecture	10-12
5	1	Paper money and credit money	R1	Lecture	13-15
6	1	Functions of money - Primary	R1	Lecture	16-17
7	1	Secondary and contingent functions	R1	Lecture	17-19
8	1	ICT CLASS	R1		



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9	1	Revision	R1	Discussion and clarification of doubts	
10		Slip Test			
UNIT-2					
11	2	Gold standard – Definition ,Types of Gold standard	R1	Lecture	31-36
12	1	Characteristics	Web Source	Lecture	-
13	2	Working of gold standard	R1	Lecture with PPT	37
14	2	Principles of note issue	R1	Lecture	46 – 47
15	2	Methods of note issue	R1	Lecture	48 - 50
16	1	India's present currency system.	R1	Lecture	51-52
17	1	ICT CLASS (Students Presentation)			
18	1	Slip Test			
UNIT- 3					
19	1	Inflation - Meaning	R1	Chalk and Board	78
20	1	Kinds of inflations	R1	Lecture	81-82
21	2	Inflationary gap	R1	Lecture	83-84
22	2	Consequences of inflation	R1	Lecture	85
23	1	Deflation – Meaning and Introduction	R1	Lecture	87-88
24	1	Trade cycles	R1	Lecture	88
25	1	Meaning phases of a trade cycle	R1	Chalk and Board	89-90
26	1	Control of trade cycles	R1	Lecture	96-97
27	1	ICT CLASS(Students Presentation)			
28	1	Slip Test			
UNIT - 4					
29	1	Commercial Banks	R1	Lecture with PPT	104
30	2	Functions	R1	Lecture with PPT	104-108
31	2	Arguments for nationalization of commercial banks	Web Source – Link 2	Lecture with PPT	
32	1	Creation of credit	R1	Chalk and Board	115-116
33	1	Process	R1	Lecture	116-119
34	1	Limitations	R1	Lecture	120
35	1	Credit control	R1	Lecture	143
36	1	Methods	R1	Lecture	143
37	2	RBI – Functions	R1	Lecture with PPT	150-153
38	1	ICT CLASS			
39	1	Revision			
UNIT - 5					



Mangayarkarasi College of Arts & Science for Women, Paravai.

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40	1	E - Banking – Introduction, Meaning	R2	Lecture with PPT	20.1
41	1`	Traditional Vs E-Banking - Merits and Demerits	R2	Lecture with PPT	19.3
42	1	Internet Banking – Debit card	R2	Lecture	18.4
43	1	Credit card – Merits and Demerits	R2	Lecture	18.1
44	1	Electronic Payments systems	R2	Lecture	18.6
45	1	NEFT – ECS	R2	Lecture	26.2
46	2	RTGS – Features	R2	Chalk and Board	26.1
47	1	ICT CLASS (Students Presentation)			
48	1	Revision			
49	1	Slip Test			

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Sign of Dean Academics : Mrs. Chendur Priyadharshini	



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LESSON PLAN

PROGRAMME: B.B.A.,	SEMESTER/ YEAR: II / 2021-22
COURSE: ENVIRONMENTAL STUDIES	COURSE CODE: UESJD21
FACULTY 'S NAME: Mrs. R.C.SHANTHA KUMARI	TOTAL HOURS : 30

SYLLABUS

Objectives:

To create awareness on Environment, ecosystem, energy flow, food chain, food web and Biogeochemical cycles

To understand the sustainable agriculture and exploitative human activity in polluting the environment locally and globally

To provide awareness about issues relating to drinking and driving, Road safety rules and Traffic signals

To create awareness on disasters through intensive public education

To create awareness on village adoption towards clean, green infrastructure, education, health, drinking water supply, etc

Course Outcome:

CO1: Understand the interactions of environmental components

CO2: Understand the ecology and its functions

CO3: Create an awareness about bio-diversity and its importance

CO4: Realise the responsibility of preserving the environment from pollution.

CO5: To know about the road traffic safety rules and precautionary measures to use the roadways

Unit I

Earth and its Environment a) Earth formation and Evolution of Earth over time – Structure of earth and its components : Atmosphere, Lithosphere, Hydrosphere and Biosphere b) Resources – Renewable and Non-renewable resources.

Unit II.

Ecology and Ecosystem concepts a) Ecology definition – ecosystem – definition – structure and function –energy flow- food chain and food web – one example for an ecosystem b) Biogeochemical cycles – Nitrogen, Carbon, Phosphorous, Water

Unit III.

Biodiversity and India a) Introduction- definition- values of biodiversity- threats to biodiversity conservation of biodiversity b) Biodiversity of India – as a mega diversity nation-bio-geographical distribution – hot spots of biodiversity- national biodiversity conservation board and its function.

Unit IV.

Pollution and Global Issues a) Definition, causes, effects and control measures of air, water, soil, marine, noise, thermal and nuclear pollution. b) Global issues : Global warming and Ozone layer depletion.

Unit V



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Development and disaster management a) Sustainable Development - sustainable agriculture – organic farming, irrigation – water harvesting and waste recycling – cyber waste and management. b) Disaster management – Flood and Drought – Earthquake and Tsunami – Landslides and Avalanches – Cyclones and Hurricanes – Precautions, Warnings rescue and Rehabilitation. c) Road safety rules – Traffic signals – Conduct of road safety awareness programme. d) Role of the Colleges, Teachers and Students in village adoption towards clean, green and make in villages in various aspects.

Text Books

1. Dr.V.Murugesan, MILLENNIUM PUBLISHERS & DISTRIBUTORS

2. Arumugam, N, 2016, Concepts of Ecology. Saras publication, Nagercoil

Reference Books

1. Odum E.P., 1971, Fundamentals of ecology, W.B. Saunders Company, London.

2. Verma and Agarwal, 2003, Principles of Ecology, S.Chand& Company. New Delhi,

3. Ecology for Environmental science. Biosphere- Anderson J.M. 1981

4. Water pollution and Management- C.K.Varshney, 1984

5. Environmental Biology- P.D.Sharma, 2005

6. Natural disaster-A guide for relief workers- JAC Adliyatmasadhana Kendra.

7. Disaster planning- the preservation of life and property, Foster,H.D

8. India Disaster report: towards a policy initiative, Parasuraman.s, 2000

9. Disaster Management, Mukesh Kapoor, 2009

10. Textbook of Highway and Traffic Engineering,Saxena S.C, 2005

11. Road safety management issues and perspectives, Prabha shastri ranade, 2010

12. Safety and Disaster Management, O.P. Dutta, 2014. Methods, Techniques, Recent Approach, Major Events & Exist Framework Hazardous Material

13. The Indian Ocean Tsunami: The Global Response to a Natural Disaster By Pradyumna P. Karan, Shanmugam P. Subbiah, 2011

14. Village Adoption & Development Programme guidelines, 2016, National Institute of Rural Development & Panchayati Raj (NIRD&PR) Ministry of Rural Development, Gol Rajendranagar Hyderabad – 500030



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COURSE PLAN- II SEMESTER 2021-22

S No	HOURS	TOPIC	BOOK	TEACHING MODE	PAGE NO
UNIT-1					
1.	1	Earth & Its Environment, origin and Evolution	T1	Lecture with PPT	1 -8
2	1	Renewable Resources	T1	Lecture	8-28
3.	1	Non-renewable Resources	T1	Lecture	28-36
UNIT-II					
4.	1	Eco Systems	T1	Lecture with PPT	37 - 45
5.	1	Biogeochemical Cycles	T1	Lecture	45-51
6.	1	UNIVERSITY QUESTIONS			
7.	1	ICT CLASS			
8	1	TEST			
UNIT-III					
9	1	BioDiversity-its values, threats to biodiversity, conservation of biodiversity	T1	Lecture with videos	53 - 62
10	1	BioDiversity of India, Biogeographic classification, Hotspots of Biodiversity	T1	Lecture with PPT	62 - 66
11	1	National Biodiversity Conservation Board and its functions	T1	Lecture	66 - 68
12	1	UNIVERSITY QUESTIONS			
13	1	ICT CLASS			
14	1	TEST			
UNIT-IV					
15	1	Pollution- Air and Water	T1	Lecture with Videos	69 -81
16	1	Soil , Marine & Noise Pollution	T1	Lecture with PPT	81 - 90
17	1	Thermal and Nuclear Pollution, Global Issues	T1	Lecture	90 - 95
18	1	Global Issues -Global Warming and Ozone Layer Depletion	T1	Lecture with videos	95 -100
19	1	UNIVERSITY QUESTIONS & Test			
20	1	ICT CLASS			
UNIT-V					



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21	1	Development and Disaster Management, Sustainable Development, Sustainable agriculture, Organic Farming	T1	Lecture with PPT	102 - 107
22	1	Irrigation, Water Harvesting & Waste Recycling	T1	Lecture with Videos and PPT	107 - 113
23	1	Cyber Waste & Management, Disaster Management	T1	Lecture	114 -117
24	1	Flood & Drought, Earthquake & Tsunami	T1	Lecture with PPT and Videos	117 - 125
25	1	Landslides & Avalanches, Cyclones& Hurricanes	T1	Lecture with PPT and Videos	125 - 128
26	1	Road Safety Rules,Traffic signals	T1	Lecture with PPT and Videos	128- 137
27	1	Road Safety Awareness Programme- Do's & Don'ts	T1	Lecture withPPT	137-140
28	1	Role of the Colleges, Teachers& Students in village adoption towards clean, green and make in villages in various aspects	T1	Activity by the students	140 - 143
29	1	UNIVERSITY QUESTIONS & Test			
30	1	ICT CLASS			

Sign of HOD	Sign of Faculty
Sign of Dean Academics	



Mangayarkarasi College of Arts & Science for Women, Paravai.

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COURSE PLAN

PROGRAMME: BBA	SEMESTER/ YEAR: IV SEM / 2021-22
COURSE: INDUSTRIAL LAW	ABAJC41
FACULTY 'S NAME: Mrs.P.Jegadeeshwari	TOTAL HOURS: 60

SYLLABUS

Objectives:

The course is designed to

- 1.To provide Information to the students about industrial legal provision in India through studying Factories Act, Employment Act, Payment by wages Act, Workmen compensation Act and Payment of bonus Act
2. To provide an insight into the grievances and discipline functions in industrial relations.
3. The learner will develop an understanding about different facts and the entire machinery of industrial relations.

COURSE OUTCOME:

CO1:Have knowledge about Factories Act 1948 and Formulate effective collective Bargaining process

CO2:Describe the concept of Industrial employment act and Trade unions

CO3:Recognize the provisions of wages act, provident fund act, maternity benefit and gratuity act.

CO4: Explain the powers, functions, contributions, rules and benefits of ESI Act, 1948 and Workmen's Compensation Act, 1923

CO5: Determine the Gratuity, compute Bonus, Available Surplus and Allocable Surplus

Unit I: Factories Act, 1948 Definition - Inspecting Staff – Health – Safety – Welfare - Working Hours of Adults – Holidays – Employment of Young persons and women – Annual leave with wages. Objects of **Industrial Disputes Act** – Definition of Industrial Dispute – Grievance Settlement Authorities – Conciliation machinery – Procedure. Power and Duties of Authorities – Reference of Disputes to Boards, Courts or Tribunal. National Tribunal – Strikes, Lockout, Lay-off-Retrenchment – Unfair Labour Practices – Penalties.

Unit II: Industrial Employment Act, 1946 & Trade Unions Act, 1926. Definition of staying orders – Submission and Draft of Standing orders – Certification of Standing Order – Definition



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of Trade Union – Cancellation of Registration and Appeal – Amalgamation and Dissolution – Penalties

Unit III: Payment of Wages Act – Definition of Wages – Rules of Payment of wages – Deductions – Inspectors – Fixation and Revision of wages – Advisory Boards – Safeguards in Payment of Minimum wages. A Definition of Gratuity – Payment of gratuity – Forfeiture of gratuity – determination of recovery of gratuity – employees provident fund Scheme – Pension Scheme – Employees Deposit linked Insurance Scheme – Administration of the Scheme – Scope and Coverage of Maternity Benefits.

Unit IV: Workmen's Compensation Act, 1923. Definition – Scope and Coverage – Rules regarding workmen's Compensation – Amount of Compensation – Distribution of Compensation – Enforcement Act.

Unit V: Payment of Bonus Act & Apprentices Act, 1969. Meaning of Bonus – Definition – Eligibility for Bonus – Disqualification for bonus – Consumer Protection Act.

Text Book:

1. Elements of Mercantile Law – N.D.Kappor Chand & Sons.
2. Indian Mercantile Law – Davar.

Reference :

1. P.SubbaRao, "Industrial Relations", Himalaya Publishing House, Mumbai, 2013.
2. G.Gankar, "Industrial Relations", Himalaya Publishing House, Mumbai, 2012.
3. S.D.Punekar, S.B.Deodhar and Saraswathi Sankaran, "Labour welfare Trade Unionism and Industrial Relation", Himalaya Publishing House, Mumbai, 2012.

WEB SOURCE LINK :

1. https://www.indiaonline.com/article/news-sector-others/know-the-basics-of-consumer-protection-act-113111501015_1.html

E-LEARNING RESOURCES:

1. <http://www.scoopskiller.com/management-materials/human-resourcemanagement/industrial-relation/>
2. <http://www.economicdiscussion.net/collective-bargaining/collective-bargainingdefinition-types-features-and-importance/31375>
3. <http://dheerajtyagiclasses.com/dtadmin/uploads/149068060110.%20Industrial%20Dispute%20Act,%201947.pdf>

COURSE PLAN- IV SEMESTER 2021-22

S No	HOURS	TOPIC	BOOK	TEACHING MODE	PAGE NO
UNIT-1					



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1	1	Factories Act 1948 – Definition, Inspecting Staff	T1	Lecture with video class	1 - 10
2	1	Health, Welfare	T1	Lecture	11 – 14, 23-25
3	2	Safety	T1	Lecture	14 - 19
4	1	Working Hours of Adults, Holidays	T1	Lecture	25 - 28
5	2	Employment of Young persons and women, Annual leave with wages	T1	Lecture	29 - 34
6	1	Objects of Industrial Disputes Act – Definition of Industrial Dispute	T1	Lecture with video class	200 - 208
7	1	Grievance Settlement Authorities – Conciliation machinery – Procedure.	T1	Lecture with video class	214 -226
8	2	Power and Duties of Authorities – Reference of Disputes to Boards, Courts or Tribunal. National Tribunal	T1	Lecture	226 - 231
9	1	Strikes, Lock out, Lay-off- Retrenchment – Unfair Labour Practices – Penalties.	T1	Lecture	211 – 214, 235 - 238
10	1	UNIVERSITY QUESTIONS			
11	1	ICT CLASS			
12	1	TEST			
UNIT-2					
13	1	Industrial Employment Act, 1946 - Definition of staying orders	T1	Lecture	254 - 257
14	1	Submission and Draft of Standing orders, Certification of Standing Order	T1	Lecture	257 - 258
15	1	Trade Unions Act, 1926 - Definition of Trade Union	T1	Lecture	262 - 264
16	2	Registration & Cancellation of Registration and Appeal	T1	Lecture	264 - 268
17	1	Amalgamation and	T1	Lecture	268 - 271



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		Dissolution – Penalties			
18	1	UNIVERSITY QUESTIONS			
19	1	ICT CLASS			
20	1	TEST			
UNIT-3					
21	1	Payment of Wages Act– Definition of Wages – Rules of Payment of wages	T1	Lecture	168 - 172
22	1	Deductions	T1	Lecture	172 - 175
23	1	– Inspectors – Fixation and Revision of wages	T1		187 - 189
24	2	Advisory Boards, Safeguards in Payment of Minimum wages	T1	Lecture	190 - 193
25	1	Payment of Gratuity - Definition of Gratuity –	T1	Lecture	145 - 150
26	2	Payment of gratuity Forfeiture of gratuity –	T1	Lecture	150 - 152
27	2	determination and recovery of gratuity	T1	Lecture	154-156
28	1	Employees provident fund Scheme – Pension Scheme – Employees Deposit linked Insurance Scheme –	T1	Lecture	120 - 123
29	1	Administration of the Scheme	T1	Lecture	124 - 126
30	1	Scope and Coverage of Maternity Benefits.	T1	Lecture	160 - 165
31	1	UNIVERSITY QUESTIONS			
32	1	ICT CLASS			
33	1	TEST			
UNIT-4					
34	1	Workmen’s Compensation Act, 1923. Definition – Scope and Coverage –	T1	Lecture	42 - 44
35	2	Rules regarding workmen’s Compensation	T1	Lecture	51



Mangayarkarasi College of Arts & Science for Women, Paravai.

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36	2	Amount of Compensation	T1	Lecture	56 - 60
37	2	Distribution of Compensation – Enforcement Act.	T1	Lecture	61 -62, 66
38	1	UNIVERSITY QUESTIONS			
39	1	ICT CLASS			
40	1	TEST			
UNIT-5					
41	1	Payment of Bonus Act, Meaning of Bonus – Definition	T1	Lecture	274 - 280
42	2	Eligibility for Bonus – Disqualification for bonus	T1	Lecture with videos	280 - 291
43	2	Apprentices Act, 1961.	T1	Lecture	298 - 305
44	2	Consumer Protection Act.	Web Source – Link 1	Lecture	Material will be given
45	1	UNIVERSITY QUESTIONS			
46	1	ICT CLASS			
47	1	TEST			

SIGN OF HOD :	SIGN OF FACULTY :
SIGN OF DEAN ACADEMICS :	



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COURSE PLAN

PROGRAMME: BBA	IV SEMESTER/ YEAR: 2021-22
COURSE: MARKETING MANAGEMENT	ABAJC42
FACULTY 'S NAME: Dr.N.SARANYA	TOTAL HOURS: 60

COURSE OBJECTIVES

The course is designed to

1. To provide basic exposure to several sub areas of marketing like consumer behaviour, market segmentation, product management, pricing, promotion and distribution.
2. Understand the concept of marketing and its applications and will expose them to the latest trends in marketing.

COURSE OUTCOMES

On completion of the course the student will be able to

CO1: Identify core concepts of marketing and the role of marketing in business and society and communicate the unique marketing mixes and selling propositions for specific product offerings.

CO2: Describe the nature of product and key concepts in product development and product planning

CO3: Formulate effective pricing policy and select an appropriate channel of distribution.

CO4: To assist students in analysing the buying behavior of consumers and its impact on sales and identify the channels of distribution.

CO5: Critically analyze the various promotional tools and formulate effective promotional strategies for success of the enterprise.

SYLLABUS

UNIT-I : Introduction- definition, significance and objectives of marketing. Marketing concepts and approaches to the study of marketing. Marketing mix, functions of marketing executive,- Market segmentation: importance and basis of market segmentation, targeting and positioning.

UNIT-II : The product- meaning- Importance of product management- Innovation – Development of new products.- Product mix and product line. Concept of product life cycle - Branding and Packaging, Labeling, Trademark and Warranties.

UNIT-III : The Price- Meaning and Importance of price.Pricing objectives; factors influencing price determinations- Pricing policies and strategies.

UNIT-IV : Physical distribution- Significance, objectives and elements of physical distribution. Importance of physical distribution management. The effective use of physical distribution-marketing channels- importance- selection and evaluation of channels.



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UNIT-V : Promotion- Purpose of sales promotion – Major decision in sales promotion- tools of sales promotion-consumer promotion- trade promotion- sales force promotion- developing the sales promotion program- pretesting- implementation and control- evaluation- Growth of sales promotion in India.

TEXT BOOKS:

T1: Pillai Bagavathi R.S.N & Chand S (2010), Marketing Management, Chand S & Company Pvt., Ltd., New Delhi, ISBN – 978-81-219-3244-8

T2. Gupta C.B & Nair Rajan(2016), Marketing Management, Sultan Chand & sons ltd, New Delhi, ISBN-978-93-5161-083-0.

REFERENCE BOOKS:

1. Philip Kotler (2015), Marketing Management, Prentice-hall of India Ltd, New Delhi, ISBN- 13: 978-0133856460.

2. Ramaswamy V.S & Namakumari. S (2010), Marketing Management Global Perspective – Indian context, Om Books, Chennai, ISBN - 9780230637290

3. S.H.H Kazmi (2007), Marketing Management, Excel Books, New Delhi, ISBN: 8174465421.

WEB SOURCE LINK:

1. <https://www.economicdiscussion.net/market-segmentation/market-segmentation/32464>
2. <https://www.googleusercontent.com/importance-of-physical-distribution-system/>
3. <http://www.expertsmind.com/questions/major-decisions-in-sales-promotion-30113389.aspx>
4. <http://blog.meltag.com/sales-promotion/>
5. <https://www.googleusercontent.com/factors-responsible-for-rapid-growth-of-sales-promotion/>

COURSE PLAN

S No	HOURS	TOPIC	BOOK	TEACHING MODE	PAGE NO.
UNIT-1					
1	1	Introduction-Definition, Significance	T1	Chalk and Talk	6
2	1	Objectives of marketing	T1	Lecture	10
3	2	Marketing concepts and approaches to the study of marketing	T1	Lecture	13
4	1	Marketing mix	T1	Lecture with PPT	23
5	1	Functions of marketing executive	T1	Lecture	57
6	1	Market segmentation	T1	Lecture	90
7	1	Importance and basis of market segmentation	Web Source Link 1	Lecture with PPT	-
8	2	Targeting and positioning	T1	Lecture with PPT	111



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9	1	Slip Test 1			
10	1	ICT CLASS(Students Presentation)			
UNIT-2					
	1	The product- Meaning, Innovation	T1	Lecture with PPT	190
11	1	Importance of product management	T1	Lecture	190
12	1	Development of new products	T1	Lecture	193
13	2	Product mix and product line	T1	Lecture	195
14	1	Concept of product life cycle	T1	PPT with Videos	206
15	1	Branding and Packaging	T1	Lecture	237
16	2	Labelling, Trademark and Warranties	T1	Lecture	245
17	1	ICT CLASS(Students Presentation)	T1	Lecture with Videos	
	1	Slip Test 2			
UNIT – 3					
18	1	The Price - Meaning	T1	Lecture	219
19	1	Importance of price	T1	Lecture	220
20	2	Pricing objectives	T1	Lecture	220
21	1	Factors influencing price determinations	T1	Lecture	222
22	2	Pricing policies	T1	Lecture	225
23	1	Pricing strategies	T1	Lecture with PPT	228
24	1	Revision			
25	1	ICT CLASS(Students Presentation)			
26	1	Slip Test 3			
UNIT – 4					
27	1	Physical distribution – Significance	T2	Lecture with PPT	11.2
28	1	Physical distribution - Objectives	T2	Lecture with PPT	11.2
29	1	Elements of physical distribution.	T2	Lecture	11.3
30	2	Importance of physical distribution management	Web source Link 2	Lecture	
31	1	The effective use of physical distribution	T1	Lecture	
32	1	Marketing Channels	T1	Lecture with PPT	427
33	1	Importance Marketing Channels	T1	Lecture	428
34	1	Selection and evaluation of channels	T1	Lecture with PPT	436
35	1	Revision	T2	Case study	12.7
	1	ICT CLASS(Students Presentation)			
36	1	Slip Test 4			
UNIT – 5					
37	1	Purpose of sales promotion	T1	Lecture with PPT	279
38	1	Major decision in sales promotion	Web Source	Lecture with PPT	



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			Link 3		
39	2	Tools of sales promotion	T1	Lecture	286
40	1	Consumer promotion	T1	Lecture	282
41	2	Trade promotion	T1	Lecture	284
42	1	Sales force promotion	T1	Lecture with PPT	286
43	1	Developing the sales promotion program	T1	Lecture	280
44	1	Pretesting	T1	Lecture	
45	1	Implementation and Control,	T1	Lecture	
46	1	Implementation - Evaluation	T1	Lecture	
47	1	Growth of sales promotion in India	Web Source 4 & 5	Lecture with PPT	15.3
48	1	Revision			

Sign of HoD : Mrs.R.C.Shantha Kumari	Sign of Faculty : Dr.N.Saranya
Sign of Dean Academics : Mrs. Chendur Priyadharshini	





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LESSON PLAN

PROGRAMME: BBA	SEMESTER/ YEAR: 6th Sem, 2021-22
COURSE: Human Resource Management	COURSE CODE: ABAJC44
FACULTY'S NAME: Mrs. Chendur Priyadharsini, Dr.A.Anitha	TOTAL HOURS: 60

SYLLABUS

Objective:

Course objective

The course is designed to

1. To provide knowledge on various aspects of HRM.
2. The process of managing and maintaining people and the workforce in a business or organization
3. To familiarise the students with different types of training and executive development in an organization.

COURSE OUTCOME:

CO1: Facilitate and communicate the scope, functions and significance of human resource and their effective management in organizations

CO2: Demonstrate a basic understanding of job analysis and human resource planning and evaluation of employee recruitment and selection processes.

CO3: Identify the importance of training, career planning and grievance handling. Methods of wage and salary administration

CO4: Evaluate employee orientation, training, and Analyze the key issues and methods related performance appraisal and workers participation management

CO5: Improve Industrial relations to evaluate various methods of Grievance handling.



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Unit I:

Human resource management – meaning and definition – objectives –scope – functions.

Human resource planning –definition –objectives –need and importance –human resource planning process.

Unit II:

Job analysis, job description, Job specification and job evaluation recruitment –factors affecting recruitment –sources of recruitment --recruitment process. Definition of selection –selection methods and process –placement Induction.

Unit III:

Definition of training –need and importance –steps in training programme –types of Training – Training methods. Wage and salary administration – components –methods of wage payments.

Unit IV:

Performance appraisal –meaning and methods of performance appraisal—definition and objectives of workers participation in management—forms and advantages.

Unit V:

Industrial relations and Grievance handling –concept –scope, objective and importance –causes for poor industrial relations –Remedies, meaning of Grievance –causes –sources of Grievance procedure –essentials of sound Grievance procedure.

Text book:

1. Human Resource Management –S.S.KHANKA S.CHAND

Reference books:

1. Personnel Management –SubbaRao.
2. Human Resource Management –ShasiK.Gupta& Rosy Joshi –Kalyani Publishers.
3. Personnel management & Industrial Relations –Tripathi&Reddy Himalaya publishing House.

E LEARNING RESOURCES

- 1.<http://www.whatishumanresource.com/human-resource-planning>
- 2.<https://www.sumhr.com/top-performance-appraisal-methods-startups-small-businesses/>
- 3.<https://businessjargons.com/traditional-methods-of-performance-appraisal.html>
- 4.<https://managementation.com/methods-of-executive-development/>



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COURSE PLAN- 4th SEMESTER 2021-22

S No	HOURS	TOPIC	BOOK	PAGE NO	TEACHING MODE
UNIT-1					
1	1	Human Resource Management- Meaning and definition	T1	6	Lecture
2	1	Objectives and scope	T1	9,10	Lecture
3	1	Functions of HRM	T1	12,13	Lecture with PPT
4	1	Human Resource Planning Definition		83,84	Lecture with PPT
5	1	Objectives, Need and Importance	T1	85,86	Lecture
6	2	Human resource planning- process	T1	86-92	Lecture with videos
7	2	UNIVERSITY QUESTIONS			
8	1	ICT CLASS			
9	1	TEST			
UNIT-2					
10	2	Job analysis (Including Process)	T1	100- 104	Lecture with PPT
11	1	Job description, Job specification	T1	101, 102	Lecture with group Discussion
12	2	Job evaluation	T1	298-306	Lecture
13	1	Recruitment- definition, Factors affecting recruitment	T1	122- 124	Lecture with videos
14	2	Sources of recruitment	T1	124-131	Lecture



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15	2	Recruitment process	T1	131-133	Lecture
16	1	Selection - definition, Difference between selection and recruitment	T1	144,147	Lecture
17	2	Selection method and process	T1	147-160	Lecture with PPT
18	2	Placement, Induction	T1	169,170- 175	Lecture
19	2	UNIVERSITY QUESTIONS			
20	1	ICT CLASS			
21	1	TEST			
UNIT-3					
22	1	Training - definition, need and importance of training	T1	214-217	Lecture with Case study
23	3	Steps in training programme	T1	217-234	Lecture with PPT
24	1	Training methods	T1	221-227	Lecture
25	1	Types of training	T1	228	Lecture
26	1	Wages and salary administration Meaning, objectives, principles	T1	312- 314	Lecture with PPT
27	1	Components of WSA	T1	314-316	Lecture
28	1	Methods of wage payment	T1	319,320	Lecture
29	2	UNIVERSITY QUESTIONS			
30	1	ICT CLASS			
31	1	TEST			
UNIT-4					
32	1	Performance appraisal - meaning and purpose	T1	560-563	Lecture
33	3	Methods of performance appraisal	T1	566-579	Lecture with PPT
34	1	Workers' participation in management - definition and objectives	T1	399-401	Lecture



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35	1	Forms of WPM	T1	401,402	Lecture with Videos
36	1	Advantages of WPM	T1	NOTES	Lecture
37	2	UNIVERSITY QUESTIONS			
38	1	ICT CLASS			
39	1	TEST			
UNIT-5					
40	2	Industrial relations - concept, scope, objective and importance	T1	478-480	Lecture with Practical Story
41	1	Causes of poor IR, Remedies	T1	483-485	Lecture with Videos
42	1	Grievance handling - meaning and cause	T1	462-464	Lecture
43	2	Grievance handling procedure	T1	464-467	Lecture with PPT
44	1	Essentials of sound Grievance procedure	T1	470	Lecture and Group Discussion
45	2	UNIVERSITY QUESTIONS			
46	1	ICT CLASS			
47	1	TEST			

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COURSE PLAN

PROGRAMME: BBA	IV SEMESTER/ YEAR: 2021-22
COURSE: INTERVIEW SKILLS	ABAJS41
FACULTY 'S NAME: Dr.S.RAJALAKSHMI	TOTAL HOURS: 20

COURSE OBJECTIVE:

The course is designed to

The course is designed to

- 1.To assist students in developing employability skills and personal qualities related to training and sustaining employment opportunities.

COURSE OUTCOMES:

On completion of the course the student will be able to

CO1: To evaluate the different types of interview and how to present oneself for Interview

CO2: Develop positive Attitude by the way of applying various techniques

CO3: To outline good manners, social manners, and professional manners, modern etiquettes and classification of etiquettes

CO4: Identify the impact of territories and zones in gestures of human being

CO5: Explain the importance of gestures and types of various gestures

SYLLABUS

Unit I

Elements of interview –Oral ,Observational, face to face, Conversational Personal evaluation, Pre interview stage : self-assessment ,Factors considered in selecting a company factors in choosing a job for applying certificate arrangements

Unit II

Preparing for interview : Dress Code, need for punctuality, Avoiding tensions and nervousness, Qualities observed during the interview

Unit III

Attitude formation –reasons for negative attitude, components, functions and developing positive mental attitude

Unit IV

Territories and zones –Territorial gestures, expectancy. Understanding attitudes by body gestures,

Unit V

Gestures and their –Palm Gestures and smiling gestures. Hand and arm gestures, Leg Gestures, Pointers, Courtship gestures



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Text Books :

1. Vinay Mohan – —Understanding Body Language- PustakMahal publications.
 2. Diane Berk --Preparing for interview, Viva Books Pvt. Ltd.
- **CB-COMPILED BOOK

COURSE PLAN

S.NO	HOURS	TOPIC	BOOK	TEACHING MODE	PAGE NUMBER
UNIT 1					
1	1	Elements of interview	CB	LECTURE WITH PPT	1
2	1	Oral ,Observational, face to face,	CB	LECTURE WITH PPT	3
3	1	Conversational Personal evaluation,	CB	LECTURE WITH PPT	3
4	1	Pre interview stage : self-assessment ,	CB	LECTURE WITH PPT	4
5	1	Factors considered in selecting a company factors in choosing a job for applying certificate arrangements	CB	LECTURE WITH PPT	5
8	1	UNIT 1 Brief Sketching			
9	1	PPT Presentation by Students			
10	1	Slip test 1 on University Questions			
UNIT 2					
11	1	Preparing for interview	CB	LECTURE WITH PPT	9
12	1	Dress Code	CB	LECTURE WITH PPT	10
13	1	Need for punctuality	CB	LECTURE WITH PPT	11
14	1	Avoiding tensions and nervousness,	CB	LECTURE WITH PPT	12
15	1	Qualities observed during the interview	CB	LECTURE WITH PPT	12
16	1	UNIT 2 Brief Sketching			
17	1	PPT Presentation by Students			
18	1	Slip test 2 on University Questions			



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UNIT 3					
19	1	Attitude formation	CB	LECTURE WITH PPT	15
20	1	reasons for negative attitude, components	CB	LECTURE WITH PPT	16
21	1	Functions and developing positive mental attitude	CB	LECTURE WITH PPT	17
22	1	UNIT 3 Brief Sketching	CB	LECTURE WITH PPT	
23	1	PPT Presentation by Students			
24	1	CASE STUDY 3			
25	1	Slip test 3 on University Questions			
UNIT 4					
26	1	Territories and zones	CB	LECTURE WITH PPT	20
27	1	Territorial gestures	CB	LECTURE WITH PPT	20
28	1	Expectancy	CB	LECTURE WITH PPT	21
29	1	Understanding attitudes by body gestures	CB	LECTURE WITH PPT	21
30	1	UNIT 4 Brief Sketching			
31	1	PPT Presentation by Students			
32	1	Slip test 4 on University Questions			
UNIT 5					
33	1	Gestures	CB	LECTURE WITH PPT	24
34	1	Palm Gestures and smiling gestures.	CB	LECTURE WITH PPT	24
35	1	Hand and arm gestures,	CB	LECTURE WITH PPT	26
36	1	Leg Gestures,	CB	LECTURE WITH PPT	27
37	1	Pointers,	CB	LECTURE WITH PPT	27
38	1	Courtship gestures	CB	LECTURE WITH PPT	28
39	1	UNIT 5 Brief Sketching			



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40	1	PPT Presentation by Students			
41	1	Slip test 5 on University Questions			

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LESSON PLAN

PROGRAMME: BBA	SEMESTER/ YEAR: III/2021-22
COURSE: Salesmanship	ABAJS32
FACULTY 'S NAME: Dr.A.Anitha	TOTAL HOURS: 22

SYLLABUS

Objectives:

1. To create awareness on product knowledge, knowledge of prospective buyers and all the market efforts of an enterprise through personal selling

COURSE OUTCOME:

CO1: Evaluate the concept of salesmanship, scope and its importance

CO2: Describe the qualities of Sales Personality and demonstrate the theories of Personal Selling..

CO3: Impart the product knowledge to the sales persons

CO4: Identify the ways to classify the customers and build the selling process.

CO5: Determine the CRM Process and its benefits.

Unit I : Salesmanship –Introduction –Personal selling –Definition –Nature of salesmanship –Importance of salesmanship –scope of salesmanship.

Unit II : Salesman –Essential elements of a successful salesman –Qualities of a salesman –Types of selling jobs –Classification of salesman.

Unit III : Knowledge of products: Importance of product knowledge –Buying motives –Types –Importance.

Unit IV : Knowledge of customers –classification of customers –selling process.

Unit V : CRM –Meaning and significance - Types –CRM process –Benefits.

Text books:

1. Bholanath Dutta and Dr. Girish.C. – I edition – 2011-Himalaya Publishing House.

Reference Books:

1. How to Develop Personality and – Mittal Agarwal
2. How to Develop Effective Presentation – Prakash Shah.
3. Steps to Success – CHIKSHU.

E LEARNING RESOURCES



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www.researchgate
.net www.jpssm.org
www.scimogojr.com

COURSE PLAN- IVTH SEMESTER 2021-22

S No	HOURS	TOPIC	BOOK	TEACHING MODE	Page No
UNIT-1					
1	1	Salesmanship –Introduction— Personal selling—Definition	CB1	Lecture	1-3
2	1	Nature of salesmanship	CB1	Lecture with Group discussion	4-5
3	1	Importance and scope of salesmanship	CB1	PPT with Lecture	5-9
4	1	UNIVERSITY QUESTIONS			
5	1	ICT CLASS(Students Presentation			
6	1	TEST			
UNIT-2					
7	1	Salesman—Essential elements of a successful salesman	CB1	Lecture with Group Discussion	10-13
8	1	Qualities of a salesman – Types of Selling jobs	CB1	Lecture with Case Study	13-15
9	1	Classification of salesman	CB1	PPT and Lecture	15-17
10	1	UNIVERSITY QUESTIONS			
11	1	ICT CLASS			
12	1	TEST			
UNIT-3					
13	1	Knowledge of products- Importance of product knowledge	CB1	Lecture with Group Discussion	17-22



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14	1	Buying motives	CB1	Lecture	22-23
15	1	Types—Importance	CB1	PPT and Lecture	23-31
16	1	UNIVERSITY QUESTIONS			
17	1	TEST			
UNIT-4					
18	1	Knowledge of customers	CB1	Lecture	31-32
19	1	classification of customers	CB1	Lecture with Case Study	32-37
20	1	selling process	CB1	Lecture with PPT	37-43
21	1	UNIVERSITY QUESTIONS			
22	1	ICT CLASS			
23	1	TEST			
UNIT-5					
24	1	CRM—Meaning and significance	CB1	Lecture with Case Study	44-46
25	2	Types –CRM process— Benefits	CB1	Lecture with PPT	46-53
26	1	UNIVERSITY QUESTIONS			
27	1	ICT CLASS			
28	1	TEST			

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Sign of Dean Academics	



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LESSON PLAN

PROGRAMME: BBA	SEMESTER/ YEAR: V/ 2021-22
COURSE: Retail Management	ABAJC54
FACULTY 'S NAME: Dr.A.Anitha	TOTAL HOURS: 60

SYLLABUS

Objectives:

1. Identify the significance of retailing in the current business environment
2. To sensitise the students on choosing and analysing suitable store locations and layout for the merchandise

COURSE OUTCOME:

CO1: Cite and remember the meaning and features of retailing, evolution of retailing, retailing sector in India.

CO2: Types of Retail Stores Location, Factors Affecting Retail Location Decisions Location site and types of retail development.

CO3: Evaluate the different forms of retail promotion strategies and Business ethics.

CO4: Analyse the factor influencing retail pricing, pricing policies, types of pricing.

CO5: Evaluate complaint management, E-tailing, Technology in Retail Marketing Decisions, Factors Influences the Growth of E-Tailing, Advantages & Disadvantages of E-Tailing

UNIT I

Retailing - Definition – Features- Elements of retailing - importance- Organized Retailing in India - Major Players in retailing - Retailing In India – Evolution - Drivers of Retail Change- Challenges to Retail Development In India

UNIT II

Retailer – Functions – Characteristics – Classification - Store Retailer - Non Store Retailer - Retail Organization - Types – Itinerant retailers-Fixed Shop Retailers - Small scale retailers - Large Scale Retailers - Meaning and features - Services retailing.

UNIT –III - Retail Communication and Promotion-Definition of Retail Promotion-Promotional Objectives – SMARRTT- Promotional advertising - Window Display - Interior Display - Show Rooms – Exhibitions - Sales promotion – Kinds - Consumer Sales Promotion - Dealers Sales Promotion - Sales Force Promotion - Business ethics – Characteristics – Ethical issues in retailing.

UNIT – IV

Retail pricing –Definition - Factors influencing Pricing - Pricing Policies-Cost Oriented Pricing - Competition Oriented pricing - Retailing Pricing Strategies -Market Skimming - Market Penetration - Price Bundling - Leader Pricing – Every Day Low Pricing - ODD Pricing – Foreign Direct Investments in retailing –.Recent trends and Government policies regarding FDI.

UNIT– V

Complaints Management – Characteristics – Objectives - Steps for effective complaint Management - advantages. Online Retail – Types - Key enablers of Online Retailing - Strategies of online Retailer – Barriers to growth in e-tailings- advantages and disadvantages.

TEXT BOOK:

1. Dr.L.Natarajan, Retail Management, First Edition 2016, Margham publications, Chennai. (T1)



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ReferenceBooks:

1. Sujanair, Retail Management, , Himalaya publishing House PVT Ltd, Mumbai 4th Edition 2009.
2. Arif Sheikh and Kaneez Fatima, Retail Management, , Himalaya publishing House PVT Ltd, Mumbai Revised Edition 2017.
3. SwapnaPradhan, Retail Management, Tata Mcgraw Hill publishing company Ltd.

E LEARNING RESOURCES

1. www.managementstudyguide.com
2. www.fitsmallbusiness.com
3. www.businessmanagementideas.com

COURSE PLAN- IVTH SEMESTER 2021-22

S No	HOURS	TOPIC	BOOK	TEACHING MODE	PAGE NO
UNIT-1					
1	1	Retailing - Definition – Features	T1	Lecture	1.1-1.3
2	2	Elements of retailing - importance	T1	Lecture	1.4-1.7
3	2	Organized Retailing in India - Major Players in retailing	T1	Lecture with PPT	1.7- 1.13
4	1	Retailing In India – Evolution	T1	Lecture	2.1-2.2
5	2	Drivers of Retail Change- Challenges to Retail Development In India	T1	Lecture with Case Study Discussion	2.3-2.5 and 2.7. 29.1
6	1	Briefing of I Unit	T1	Discussion and clarification of doubts	
7	1	UNIVERSITY QUESTIONS	T1		
8	1	ICT CLASS(Students Presentation	T1		
9	1	TEST	T1		
UNIT-2					
10	1	Retailer – Functions – Characteristics	T1	Lecture	5.1- 5.2
11	1	Classification - Store Retailer - Non Store Retailer	T1	Lecture	5.3-5.5
12	1	Retail Organization	T1	Lecture	5.5
13	2	Types – Itinerant retailers-Fixed Shop Retailers	T1	Lecture with PPT	5.6- 5.8



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14	3	Small scale retailers - Large Scale Retailers	T1	Lecture	5.8-5.26
15	1	Meaning and features - Services retailing	Web Source	Group Discussion	Material will be given
16	1	UNIVERSITY QUESTIONS			
17	1	ICT CLASS			
18	1	TEST			
UNIT-3					
19	1	Retail Communication and Promotion-Definition of Retail Promotion	T1	Lecture	11.1
20	1	Promotional Objectives – SMARTRT	T1	Lecture	11.1-11.3
21	2	Promotional advertising - Window Display - Interior Display	T1	PPT and Videos	11.6- 11.7
22	2	Show Rooms – Exhibitions	T1	Lecture with videos	11.7-11.8
23	2	Sales promotion – Kinds - Consumer Sales Promotion -	T1	Lecture with PPT	11.8-11.12
24	2	Dealers Sales Promotion - Sales Force Promotion	T1	Lecture with Case Study Discussion	11.12-11.13
25	1	Business ethics – Characteristics – Ethical issues in retailing	T1	Lecture with Group Discussion	21.9- 21.11
26	1	UNIVERSITY QUESTIONS			
27	1	ICT CLASS(Students Presentation)			
28	1	TEST			
UNIT-4					
29	1	Retail pricing –Definition - Factors influencing Pricing	T1	Lecture	20.3-20.4
30	2	Pricing Policies - Cost Oriented Pricing - Competition Oriented pricing	T1	Lecture	20.7- 20.9
31	2	Retailing Pricing Strategies - Market Skimming - Market Penetration	T1	Lecture with PPT	20.9- 20.10
32	2	Price Bundling - Leader Pricing – Every Day Low Pricing - ODD	T1	Lecture with PPT	10.10-20.11



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		Pricing			
33	2	Foreign Direct Investments in retailing –Recent trends and Government policies regarding FDI.	Web Source	Lecture with Case Study	Material Will be given
34	1	UNIVERSITY QUESTIONS			
35	1	ICT CLASS			
36	1	TEST			
UNIT-5					
37	1	Complaints Management – Characteristics – Objectives	T1	Lecture	26.1-26.2
38	2	Steps for effective complaint Management - advantages.	T1	Lecture with PPT	26.2-26.3
39	2	Online Retail – Types - Key enablers of Online Retailing	T1	Lecture with videos	27.1-27.2
40	2	Strategies of online Retailer	T1	Lecture with PPT	27.2-27.3
41	2	Barriers to growth in e-tailings- advantages and disadvantages	T1	Lecture with Case Study	27.3- 27.6
42	1	UNIVERSITY QUESTIONS			
43	1	ICT CLASS			
44	1	TEST			

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Sign of Dean Academics : Mrs. Chendur Priyadharshini	



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COURSE PLAN

PROGRAMME: BBA	SEMESTER/ YEAR: VI SEM / 2021-22
COURSE: Services Marketing	COURSE CODE: ABAJC62
FACULTY'S NAME: Mrs. Chendur Priyadharsini & Mrs.P. Jegadeeshwari	TOTAL HOURS: 60

SYLLABUS

OBJECTIVES:

1. To provide a comprehensive and integrated coverage of Services Marketing in Indian business context.
2. To facilitate the learner the role of marketing mix in the Services Marketing context.

COURSE OUTCOME:

- CO1:** Gain the concept of services marketing, importance and its classification.
- CO2:** Identify the marketing functions, environment and segmentation for effective positioning of the products.
- CO3:** Identify the suitable Services Marketing Mix for different Market and develop service mission
- CO4:** Develop Strategies for Product Placement to face the competition and marketing planning for Services.
- CO5:** Evaluate the service promotion strategies and identify the media for service promotion

Unit I

Services marketing – Introduction – Characteristics – marketing management for services - the importance of service marketing – Classification of services – Indian scenario.

Unit II

The Service strategy – Identifying customer groups – Segmentation – process – identifying alternative bases for segmentation – Identifying the target markets. Positioning – positioning and differentiation of services – Competitive differentiation of services – positioning and service levels and process of positioning – importance of positioning in services.

Unit III

Services marketing mix – inadequacy of 4P's – modified for service – Product in service – Price in service – Promotion of services – Places in services – Physical evidence, process, and people in Services – Service mission statement – Developing a Service mission.



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Unit IV

Strategic planning process – Designing the strategy, Functional strategies – Marketing planning for services – Benefits of marketing planning – Problems in marketing planning.

Unit V

Service Promotion – Communication process – Steps in developing effective communication – Service communication – Guidelines for managing service communication – Advertising – Steps in advertising process – Advertising media for promoting Services – Growth of sales promotion in services – Sales promotion – Growth of sales promotion in services.

TEXT BOOK:

1. Services Marketing – Vasanti Venugopal, Raghu, 5th edition, 2013, VN Himalaya Publishing House

REFERENCE BOOKS:

1. Services Marketing – Text and Cases – Nagundkar, Rajendra 3rd edition, 2010, Tata McGraw Hill Publication
2. Services Marketing – Lovelock 2nd edition, 2011, Pearson Publication.

COURSE PLAN- VI SEMESTER 2021-22

S No	HOURS	TOPIC	BOOK	TEACHING MODE	PAGE NO
UNIT-1					
1	1	Service Marketing- Introduction	T1	Lecture with video class	1-4
2	1	Characteristics of SM	T1	Lecture with video class	8-11
3	1	Importance of SM	T1	Lecture	14-16
4	2	Classification of services	T1	Lecture with video class	20-27
5	1	Indian Scenario	T1	Lecture	4,5
6	3	Marketing management for services	T1	Lecture with case study discussion	29-37
7	1	UNIVERSITY QUESTIONS			
8	1	ICT CLASS			
9	1	TEST			
UNIT-2					
10	1	The Service strategy	Compiled Notes	Lecture with video class	
11	2	Segmentation, Targeting and		Lecture with	



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		Positioning		video class	
12	1	Positioning- differentiation of services		Lecture	
13	2	Competitive differentiation of services		Lecture	
14	1	Positioning process		Lecture with ppt	
15	2	Importance of positioning		Lecture with Case study discussion	
16	1	UNIVERSITY QUESTIONS			
17	1	ICT CLASS			
18	1	TEST			
UNIT-3					
19	1	Service Marketing Mix (7 Ps)	T1	Lecture with video	77-84
20	3	Product in service: Conceptualization of Service concept, Stages in new service development, Service life cycle concept, Service positioning	T1	Lecture with Group Discussion	85-89 94-96 96,96 99,100
21	2	Price in service: Role of pricing, Steps involved in pricing decisions Factors affecting pricing decisions Methods of pricing in services	T1	Lecture with ppt	103 103 104,105 106-108
22	1	Promotion of services	T1	Lecture	80
23	2	Places in services: Location of service premises, Channels in service delivery, Designing a distribution system, Role played by the customer in service delivery	T1	Lecture	155,156 158 159-161 168,169
24	1	Physical evidence	T1	Lecture	83
		Process in services	T1	Lecture	82
		People in services	T1	Lecture with case study discussion	81



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25	1	Service mission statement	T1	Lecture	Seen in next unit
26	1	Developing a service mission	T1		
27	1	UNIVERSITY QUESTIONS			
28	1	ICT CLASS			
29	1	TEST			
UNIT-4					
30	2	Strategic planning process	T1	Lecture with video	39-44
31	2	Marketing planning for services	T1	Lecture	44-46
32	2	Benefits of marketing planning	T1	Lecture with ppt	46
		Problems in marketing planning	T1	Lecture with case study discussion	47
33	1	UNIVERSITY QUESTIONS			
34	1	ICT CLASS			
35	1	TEST			
UNIT-5					
36	2	Service promotion-introduction	T1	Lecture with video	112
		Communication process	T1	Lecture	112,113
37	1	Steps in developing effective communication	T1	Lecture	114-119
38	2	Service communication	T1	Lecture with Group Discussion	119-122
39	1	Guidelines for managing service communication	T1	Lecture	123-125
40	2	Advertising	T1	Lecture	125,126
		Steps in advertising process	T1	Lecture with ppt	126-129
41	1	Sales promotion	T1	Lecture	131
		Growth of sales promotion in services	T1	Lecture with case study discussion	131-134
42	1	UNIVERSITY QUESTIONS			
43	1	ICT CLASS			
44	1	TEST			

Sign of HOD	Sign of Staff
Sign of Academic Dean	



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COURSE PLAN

PROGRAMME: BBA	VI SEMESTER/ YEAR: 2021-22
COURSE: TOTAL QUALITY MANAGEMENT	ABAJC63
FACULTY 'S NAME: Dr.N.SARANYA	TOTAL HOURS: 60

COURSE OBJECTIVES

The course is designed to

1. Know the various functions and techniques of total quality management .
2. Inculcate the need for quality centric perspective in the conduct of Business both as managers and entrepreneurs.

COURSE OUTCOMES

On completion of the course the student will be able to

CO1: To familiarize with the basic concepts, elements, pillars, principles, Barriers of Total Quality Management

CO2: Measure continuous process improvement, seven tools to ensure quality, check sheets and various types of diagrams to represent quality

CO3: Evolve six sigma principle with diagrammatic representation like Affinity diagram, Relationship diagram, Tree diagram, Matrix diagram, Decision tree

CO4: To gather information about the best industrial practices through Benchmarking

CO5: To assimilate the need for Quality management and environment management system in organizations and ensure ISO standard

SYLLABUS

Unit I : Total Quality Management – Definition, characteristics, concepts, elements, pillars, principles, Barriers to TQM implementation, Benefits, Leadership, Strategic planning, Deming philosophy.

Unit II : Continuous process improvement – Introduction, Input/output process model, Juran Trilogy, PDCA cycle, 5W2H method, 5S House Keeping, Kaizen. Seven tools of Quality (Q-7 Tools) – Check sheets, histogram, Cause and effect diagram, Pareto diagram, Stratification analysis, Scatter diagram, Control chart.

Unit III : The Six Sigma Principle – Meaning, Need, Concept, Process and Scope. New Seven Management tools – Affinity diagram, Relationship diagram, Tree diagram, Matrix diagram, Decision tree, Arrow diagram, Matrix data analysis diagram.

Unit IV : Benchmarking – Introduction, meaning, objectives, types, process, benefits and pitfalls. Quality function deployment – concept, objectives, House of quality, QFD methodology, QFD process, Benefits.



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Unit V :ISO 9000 Quality Management Systems – Introduction, meaning, need, ISO 9000 series of standards, classification and comparison of standards, selection of ISO standards, Registration, Documentation, Quality Auditing. ISO 14000: Environmental Management Systems – Introduction, concept, need, ISO 14000 series of standards, terminologies, requirements and benefits.

TEXT BOOKS:

1. **V.Jayakumar**, 2008, Total Quality Management, Lakshmi Publications, Chennai - ISBN:9789383103119

REFERENCE BOOKS:

1. K.ShridharaBhat, 2016, Total Quality Management: Text &Cases,Second Revised Edition, Himalaya Publishing House, Mumbai – ISBN: 8178662523, 9788178662527.
2. D.D.Sharma 2008,Total Quality Management – Principles, Practices and Cases, SulthanChand& Sons, New Delhi – **ISBN-13: 9788180545757**
3. Dale. H, Carol Glen, Mary- Total Quality management , Pearson Education , 2011

WEB SOURCE LINK:

1. <https://www.brighthubpm.com/methods-strategies/71061-major-characteristics-of-tqm/>
2. <https://www.youtube.com/watch?v=11GU5QAvPCY>
3. <https://asq.org/quality-resources/learn-about-standards>

E- LEARNING SOURCES

- 1.<https://accountlearning.com/importance-and-advantages-of-quality-control-system/>
- 2.<https://accountlearning.com/quality-circles-meaning-characteristics-advantages-problems/>

COURSE PLAN

S No	HOURS	TOPIC	BOOK	TEACHING MODE	PAGE NO.
UNIT-1					
1	1	Total Quality Management – Definition	T1	Lecture	2.1
2	1	Characteristics	Web Source – Link 1	Lecture	-
3	1	Concepts, Elements	T1	Lecture	2.2
4	1	Pillars, Principles	T1	Lecture with PPT	2.9
5	1	Barriers to TQM Implementation	T1	Lecture	4.2
6	1	Benefits, Leadership	T1	Lecture	



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7	2	Strategic planning	T1	Lecture with PPT	6.1
8	2	Deming philosophy		Lecture with PPT	2.5
9	1	Revision	T1	Discussion and clarification of doubts	
10	1	Slip Test			
UNIT-2					
11	2	Continuous process improvement – Introduction	T1	Lecture	11.1
12	1	Input/Output process model	T1	Lecture	
13	1	JuranTriology	T1	Lecture	
14	1	PDSA Cycle	T1	Lecture with PPT	11.7
15	1	5W2H Method	T1	Lecture	11.15
16	1	5S House Keeping	T1	Lecture	11.17
17	2	Kaizen. Seven tools of Quality (Q-7 Tools) - Check sheets, histogram, Stratification analysis,	T1	Lecture	17.1
18	1	Cause and Effect diagram	T1	Lecture	17.11
19	1	Pareto diagram, Scatter diagram, Control chart	T1	Lecture	17.14
20	1	ICT CLASS (Students Presentation)			
21	1	Slip Test			
UNIT-3					
22	2	The Six Sigma Principle – Meaning, Need	T1	Lecture	19.2 – 19.3
23	1	Concept, Process and Scope	T1	Web Source	-
24	1	New Seven Management tools – Affinity diagram	T1	Lecture	18.1
25	1	Relationship diagram	T1	Lecture	18.4
26	1	Tree diagram, Matrix diagram, Decision tree	T1	Lecture	18.7
27	1	Arrow diagram	T1	Lecture	18.12
28	1	Matrix data analysis diagram.	T1	Lecture	18.9
29	1	Revision	T1	Lecture	
30	1	ICT CLASS(Students Presentation)			
31	1	Slip Test			
UNIT – 4					



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32	1	Bench marking – Introduction, meaning,	T1	Lecture with PPT	23.1
33	1	Objectives, Types,	T1	Lecture with PPT	23.9
34	2	Process, benefits and pitfalls.	T1	Lecture	23.14
35	1	Quality function deployment – concept, objectives	T1	Lecture	20.1, 20.4
36	2	House of quality	T1	Lecture	20.8
37	1	QFD methodology	Web Source - Link 2	Lecture with Vedio	-
38	1	QFD process	Lecture		20.11
39	1	QFD Benefits	T1	Lecture	20.4
40	1	ICT CLASS			
41	1	Revision			
42	1	Slip Test			
UNIT - 5					
43	1	ISO 9000 Quality Management Systems – Introduction, Meaning	T1	Lecture with PPT	27.1
44	1	Need of Quality Management	Web Source	Lectures	-
45	2	ISO 9000 series of standards	Lecture	Lecture	27.3
46	1	Classification and comparison of standards	Web Source	Lecture	-
47	1	Selection of ISO standards,	Web Source		-
48	1	Registration, Documentation,	T1	Lecture	27.15
49	1	Quality Auditing. ISO 14000: Environmental Management Systems – Introduction	T1	Lecture	26.1
50	1	Concept, Need,	T1	Lecture	26.4, 26.10
	1	ISO 14000 series of standards	T1	Lecture	26.2
51	2	Terminologies, Requirements and benefits	T1	Lecture	26.6
52	1	ICT CLASS			
53		Revision			
54	1	Slip Test			

Sign of HoD :Mrs.R.C.ShanthaKumari

Sign of Faculty : Dr.N.Saranya



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Sign of DeanAcademics : Mrs. ChendurPriyadharshini	

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COURSE PLAN

PROGRAMME: BBA	VI SEMESTER/ YEAR: 2021-22
COURSE: STRATEGIC MANAGEMENT	ABAJC64
FACULTY 'S NAME: Dr.S.RAJALAKSHMI	TOTAL HOURS: 60

COURSE OBJECTIVE:

The course is designed to

1. To make the students understand the basic concept of strategy, various types of strategies, its formulation, implementation, evaluation and control. Define the concepts and process of strategic management
2. Identify the strategic alternative and the process of making strategic choice
3. Classify strategic implementation, evaluation and control techniques

COURSE OUTCOMES:

On completion of the course the student will be able to

- CO1:** Define Business and strategies in a way that they provide directions to different key mission elements. Identify different strategies in life cycle of the business
- CO2:** Define corporate strategy by using BCG matrix and portfolio Analysis. Strategy Evaluation – Process
- CO3:** Implement strategies for projects, resources, functions and behaviour. leadership. Integration of Functional Plans and polices ,ERP concept and applications
- CO4:** Develop strategies for corporate restructuring ,mergers acquisitions, Amalgamations and joint ventures
- CO5:** Familiarize with the Strategic Management Process by global Strategies, Characteristics of an effective strategic control system, Control process and its techniques

SYLLABUS

Unit- I Strategy – Meaning – Definition – Strategic Decision Making – Approaches to strategic decision making – Business Ethics – Strategic Management – Need – Strategic Management Planning Process – Strategic Plans during recession, recovery, boom and



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depression – Stability Strategy – Expansion Strategy – Merger Strategy – Retrenchment Strategy – Restructure Strategy – Levels of Strategy – Corporate Level Strategy – Business Level Strategy and Functional Level Strategy – Competitive Analysis – Porter's Five Forces Mode.

Unit-II Corporate Strategy – Concept – Scope – Components – Strategy Formulation – Affecting Factors – Process of strategic planning – project life cycle – Portfolio analysis: BCG Matrix – G. E matrix – Step high strategy – Directional policy Matrix Strategic Management – Generic Strategic Alternatives – Horizontal, Vertical Diversification – Strategy Evaluation – Process.

Unit-III Implementation of strategy and Functional Strategies – Elements of Strategy Implementation – Procedural Implementation – Structural Implementation –Behavioral Implementation – Leadership Implementation – Functional and Operational Implementation – Functional Strategies – Functional Plans and Policies – Integration of Functional Plans and polices – ERP – features and applications.

Unit- IV Corporate Restructuring – Concept – Process – Mergers and acquisition – Amalgamation – Strategies for acquisition and absorption of technology – Joint venture – Organizational structure –Corporate development – Cooperative strategies – Reasons for strategic alliances – risks and costs of strategic alliances.

Unit- V Global Strategies – Global expansion strategies – MNC mission statement – Market entry strategy – International strategy – Business level strategy – Strategic leadership – Strategic evaluation – Importance – Barriers – Evaluation criteria – Strategic control – Operational control – Characteristics of an effective control system – Control process – Evaluation techniques for operational control .

TEXT BOOK

T1 : Strategic Management –Dr.S.Sankaran, Margham Publication

REFERENCE BOOKS

1 Subbarao: Business Policy and Strategic Management (Text and Cases) HPH. Reprint Edition, 2017.

2 Dr. C. B. Mamoria& Dr. SatishMamoria, Business planning and policy (1987) Himala publishing house, Mumbai.

9363 AzharKazmi – Business policy & Strategic Management – Tata McGraw – Hill pub.

4 S.C. Bhattacharya – Strategic Management Concepts & cases – S. Chand

5 Strategic Planning formulation of Corporate Strategy Text & Cases, V. S. Ramasamy, Namakumari, Macmillan India Ltd., New Delhi.

6. Corporate Strategic Management, RM Srivastava&Divya, Nigam PragatiPrakasha Meerut.



Mangayarkarasi College of Arts & Science for Women, Paravai.

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WEBSOURCE LINK

1. <https://www.indeed.com/career-advice/career-development/strategic-planning-process>
2. https://www.mindtools.com/pages/article/newTMC_08.htm
3. <https://gbksoft.com/blog/enterprise-resource-planning-types-features-benefits/>
4. <https://www.indeed.com/career-advice/finding-a-job/corporate-development>
5. https://en.wikipedia.org/wiki/Cooperative_strategy
6. <https://smallbusiness.chron.com/global-expansion-corporate-strategy-73346.html>
7. <https://corporatefinanceinstitute.com/resources/knowledge/strategy/mission-statement/>
8. <https://kadence.com/what-is-market-entry-strategy/>
9. <https://www.smartling.com/resources/101/what-is-an-international-strategy-5-examples/>
10. <https://hbr.org/2013/01/strategic-leadership-the-essential-skills>

COURSE PLAN

S.NO	HOURS	TOPIC	BOOK	TEACHING MODE	PAGE NO.
UNIT 1					
1	1	Strategy – Meaning – Definition,	T1	LECTURE PPT	5.3
2	1	Strategic Management – Need	T1	LECTURE PPT	5.3
3	2	Strategic Decision Making – Approaches to strategic decision making	T1	LECTURE PPT	5.6
4	2	Strategic Management Planning Process, Strategic Plans during recession, recovery, boom and depression	Web source	LECTURE PPT	
5	2	Levels of Strategy – Corporate Level Strategy – Business Level Strategy and Functional Level Strategy	T1	LECTURE PPT	2.8
6	2	Stability Strategy – Expansion Strategy – Merger Strategy – Retrenchment Strategy – Restructure Strategy.	T1	LECTURE PPT	7.2, 7.6,7.18,7.28,7.33



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7	1	Competitive Analysis – Porter's Five Forces Mode	Web source	LECTURE PPT	
8	1	UNIT 1 Brief Sketching		LECTURE PPT	
9	1	PPT Presentation by Students			
10	1	CASE STUDY 1			
11	1	Slip test 1 on University Questions			
UNIT 2					
12	1	Strategy Formulation	T1	LECTURE PPT	7.1
13	1	Affecting Factors – Process of strategic planning – project life cycle	T1	LECTURE PPT	8.16
14	1	Corporate Strategy – Concept – Scope – Components	T1	LECTURE PPT	7.1
15	1	Strategy Evaluation – Process	T1	LECTURE PPT	10.7
16	1	BCG Matrix, G. E matrix	T1	LECTURE PPT	8.4,8.8
17	2	Generic Strategic Alternatives – Horizontal, Vertical Diversification	T1	LECTURE PPT	7.14
18	1	UNIT 2 Brief Sketching	T1	LECTURE PPT	
19	1	PPT Presentation by Students			
20	1	CASE STUDY 2			
21	1	Slip test 2 on University Questions			



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UNIT 3					
22	3	Elements of Strategy Implementation – Procedural Implementation – Structural Implementation – Behavioral Implementation – Leadership Implementation – Functional and Operational Implementation	T1	LECTURE PPT	9.1,9.5,9.6,9.17,9.18,9.13
23	1	Functional Strategies – Functional Plans and Policies	T1	LECTURE PPT	9.28
24	1	ERP – features and applications	Web source	LECTURE PPT	
25	1	UNIT 3 Brief Sketching	T1	LECTURE PPT	
26	1	PPT Presentation by Students			
27	1	CASE STUDY 3			
28	1	Slip test 3 on University Questions			
UNIT 4					
29	1	Corporate Restructuring – Concept – Process	T1	LECTURE PPT	7.33
30	2	Mergers and acquisition – Amalgamation – Strategies for acquisition and absorption of technology	T1	LECTURE PPT	7.18,7.20
31	1	Joint venture	T1	LECTURE PPT	7.24
32	2	Organizational structure – Corporate development – Cooperative strategies	Web source	LECTURE PPT	
33	2	Reasons for strategic alliances – risks and costs of strategic alliances.	T1	LECTURE PPT	7.25



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34	1	UNIT 4 Brief Sketching	T1	LECTURE PPT	
35	1	PPT Presentation by Students			
36	1	CASE STUDY 4			
37	1	Slip test 4 on University Questions			
UNIT 5					
38	2	Global expansion strategies	Web source	LECTURE PPT	
39	1	MNC mission statement	Web source	LECTURE PPT	
40	1	Market entry strategy	Web source	LECTURE PPT	
41	1	International strategy	Web source	LECTURE PPT	
42	1	Strategic leadership	Web source	LECTURE PPT	
43	2	Strategic evaluation – Importance – Barriers – Evaluation criteria	T1	LECTURE PPT	
44	3	Strategic control – Operational control – Characteristics of an effective control system	T1	LECTURE PPT	10.4
45	1	Control process	T1	LECTURE PPT	10.7
46	2	Evaluation techniques for operational control	T1	LECTURE PPT	10.12
47	1	UNIT 5 Brief Sketching			
48	1	PPT Presentation by Students			
49	1	CASE STUDY 5			
50	1	Slip test 5 on University Questions			



Mangayarkarasi College of Arts & Science for Women, Paravai.
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Sign of Faculty : Dr.S.Rajalakshmi

Sign of Dean Academics : Mrs. Chendur Priyadarshini

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LESSON PLAN

PROGRAMME: B.B.A.,	SEMESTER/ YEAR: VI / 2021-22
COURSE: EMPLOYABILITY SKILLS	COURSE CODE: ABAJS61
FACULTY 'S NAME: Mrs. R.C.SHANTHA KUMARI	TOTAL HOURS : 30

SYLLABUS

Objectives

To provide and develop basic analytical and communication skills of the students to improve their ability

Course Outcomes

CO1: Guidance to analysis of skills and qualifications required for employability

CO2: Be equipped with essential communication skills

CO3: Master the presentation skill and be ready for facing interviews.

CO4: Build team and lead it for problem solving.

CO5: Develop analytical abilities and preparedness for aptitude tests.

Unit-I: Introduction to Employability skills - Meaning – Definition – Hard skills and soft skills – Employability skills and vocational skills – Employability and employment – Employability attributes.

Unit-II: Unpacking employability skills – Embedded employability skills – Dimensions of competency – Task skills – Task Management skills – Contingency Management skills – Job/Role Environment skills.

Unit-III : Inter – relationships of Employability skills – Communication – Team work - Problem solving – Initiative and Enterprise – Planning and Organizing – Self management – Learning – Technology.

Unit- IV Resume writing – Meaning – Features of good resume – Model (Exercise). Etiquettes – Dress, Cleanliness, Etiquettes to be followed inside the employment seeking process.

Unit- V Arithmetic and Logical Reasoning Skills – Exercise.

Text Books:

1. Soft Skills, Dr. K. Alex Reference Books 1. Winning Interview Skills, Compiled & Edited by J.K. Chopra.
2. A Modern Approach to Verbal and Non- Verbal Reasoning, R. S. Aggarwal.



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COURSE PLAN- VI SEMESTER 2021-22

S No	HOURS	TOPIC	BOOK	TEACHING MODE
UNIT-1				
1	1	Introduction to Employability skills - Meaning – Definition – Hard skills	Study material	Lecture with PPT
2	1	Hard skills and soft skills – Employability skills and vocational skills	Study material	Lecture with PPT and Videos
3	1	Employability and employment & Employability attributes.	Study material	Lecture
4	1	UNIVERSITY QUESTIONS		
5	1	ICT CLASS		
6	1	TEST		
UNIT-II				
7	1	Unpacking employability skills – Embedded employability skills	Study material	Lecture
8	1	Dimensions of competency – Task skills	Study material	Lecture with PPT
9	1	Contingency Management skills , Job/Role Environment skills	Study material	Lecture with PPT



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10	1	UNIVERSITY QUESTIONS		
11	1	ICT CLASS		
12	1	TEST		
UNIT-III				
13	1	Inter – relationships of Employability skills	Study material	Lecture
14	1	Communication – Team work - Problem solving – Initiative and Enterprise	Study material	Lecture with PPT, Case study, Role Play
15	1	Planning and Organizing ,Self management	Study material	Lecture
16	1	Learning – Technology	Study material	Lecture with PPT
17	1	UNIVERSITY QUESTIONS		
18	1	ICT CLASS		
19	1	TEST		
UNIT-IV				
20	1	Resume writing – Meaning – Features of good resume – Model (Exercise)	Study material	Lecture with Exercise
21	1	Etiquettes – Dress, Cleanliness, Etiquettes to be followed inside the employment seeking process	Study material	Lecture with videos, Group Discussion, Role Play
22	1	Exercise in Resume Writing	Study material	Practical Session
23	1	UNIVERSITY QUESTIONS		
24	1	ICT CLASS		
25	1	TEST		
UNIT-V				
26	1	Arithmetic Exercise	Study material	Practical Session
27	1	Logical Reasoning Skills – Exercise	Study material	Practical Session
28	1	UNIVERSITY QUESTIONS		
29	1	ICT CLASS		
30	1	TEST		



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Sign of Faculty :	Sign of Dean Academics
Sign of HoD :	