

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

LESSON PLAN 2023-2024

Class: I BBA

Sub. Code: 230UBA11

Semester: I

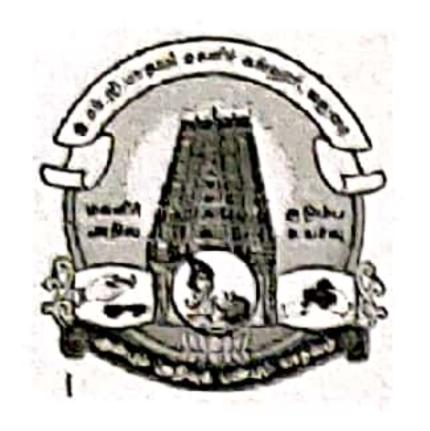
Title of the Paper: Principles of Management

Total Hours: 75

Month	Unit	Description of the Syllabus	Hours Allocat ed	Teaching Mode & Methods	Course Teacher Signature
Jun 23	I	Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.		Chalk and talk	T. OW- T. Usharani
July 23	II	Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.	15	Chalk and talk	T. W. T. Usharani
Aug 23		Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.		Chalk and talk	T. T. T. Usharani
Sep 23	IV	Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.	15	Chalk and talk	T.One T.Usharani
Oct 23	V	Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business.	15	Chalk and talk	T. Usharani

Signature of the HOD

Signature of the Principal
PRINCIPAL I/C
..W.G. YADAVA WOMEN'S COLLEG!



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

LESSON PLAN 2023-2024

Class: I BBA

Sub. Code: 230UBA12

Semester: I

Title of the Paper: Accounting for Managers I

Total Hours: 75

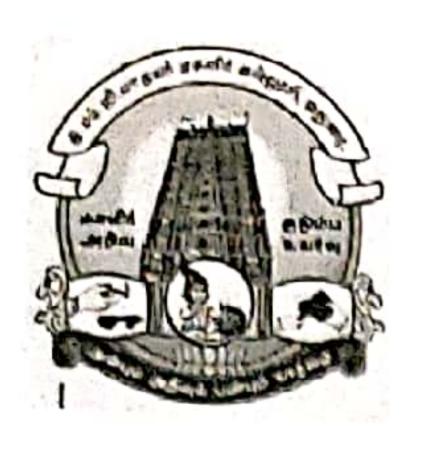
Month	Unit	Description of the Syllabus	Hours Allocat ed	Teaching Mode & Methods	Course Teacher Signature
June 23	Ι	Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance	14		Dr. T. Sathiya Sheila
July 23	II	Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account	15	Chalk and talk	Dr.T.Sathiya Sheila
Aug 23	III	Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital, Abnormal loss, managerial remuneration	16	and talk	See Cury Dr.T.Sathiya Sheila
Sep 23	IV	Partnership Accounts- Basic concepts of admission, retirement and death of a partner including treatment of goodwill. Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method	15	and talk	Tack Curry Dr.T.Sathiya Sheila
Oct 23		Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method	15		Tellmont Dr. T. Sathiya Sheila

Signature of the HOD

Signature of the Principal

Scanned with OKEN Scanner

PRINCIPAL I/C E.M.G. YADAWA WOMEN'S COLLEGE MADOWAI-



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

LESSON PLAN 2023-2024

Class:

I BBA

Sub. Code: 230UBAGEEC1

Title of the Paper: Managerial Economics

Total Hours: 75

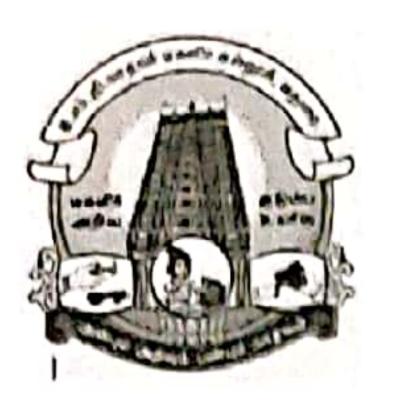
Month	Unit	Description of the Syllabus	Hours Allocat ed	Teaching Mode & Methods	Course Teacher Signature
June 2023	I	Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm	15	Chalk and talk	S.Divya
July 2023	I	Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand -Determinants of demand – Elasticity of demand –Demand forecasting	18	Chalk and talk	S.D.J. Mrs.S.Divya
Aug 2023		Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis	15	Chalk and talk	S. D. J. Mrs. S. Divya
Sep 2023		Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination		Chalk and talk	S. D. J. Mrs.S.Divya
Oct 2023	1	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly		Chalk and talk	S.D. S. Divya

Signature of the Principal

Scanned with OKEN Scanner

Semester: I

PRINCIPAL I/C E.M.G. YADAWA WOMEN'S COLLEGE MADURAL-BARRA



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

LESSON PLAN 2023-2024

Class: Non Major Elective Sub. Code: 230UBASECN1

Semester: I

Title of the Paper: Basics of Event Management

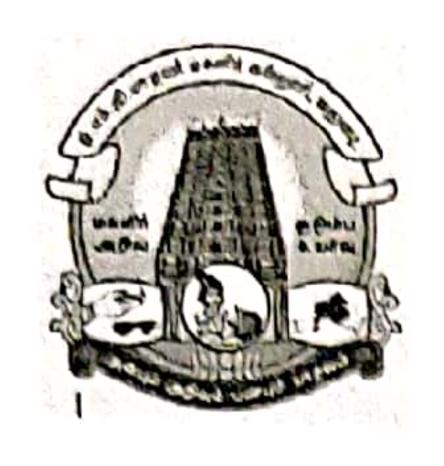
Total Hours: 30 Hours

Month	Unit	Description of the Syllabus Introduction: Event Management —	Hours	Teaching Mode & Methods	Course Teacher Signature
June 23	I	Definition, Need, Importance, Activities	6	Chalk and talk	T. Over T. Usharani
July 23	II	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design		Chalk and talk	T-~~ T.Usharani
Aug 23	Ш	Event Feasibility: Resources – Feasibility, SWOT Analysis	6	Chalk and talk	T. W.— T. Usharani
Sep 23	IV	Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations	6	Chalk and talk	T. over T. Usharani
Oct 23	V	Event Budget – Financial Analysis – Event Cost – Event Sponsorship	6	Chalk and talk	T. Old- T. Usharani

Signature of the HOD

Signature of the Principal'

E.M.O. YMDINA WOMEN'S COLLEGE MADINAI-SEE'A



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

Semester: I

LESSON PLAN 2023-2024

Class: I BBA

Sub. Code: 230UBAFC1

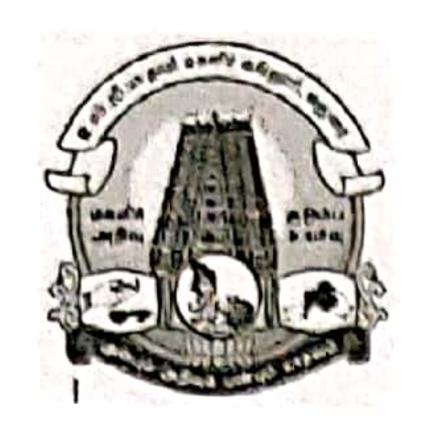
Title of the Paper: Managerial Communication

Total Hours: 30

Month	Unit	Description of the Syllabus	Hours Allocate d	Teaching Mode & Methods	Course Teacher Signature
June 23	Ι	Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette	6	Chalk	Dr.T.Sathiya
July 23	II	Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances		Chalk and talk	Sheila The Continue of the sheila of the sh
Aug 23	III	Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language	6	Chalk and talk	Dr.T.Sathiya Sheila
Sep 23	IV	Communication through Reports – Agenda- Minutes of Meeting - Resume Writing		Chalk and talk	Dr.T.Sathiya Sheila
Oct 23	V	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites		Chalk and talk	Dr.T.Sathiya Sheila

Signature of the HOD

Signature of the Principal PRINCIPAL I/C
E.M.G. YADAWA WOMEN'S COLLEGE
MADDIAN-14



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

(An Autonomous Institution – Affiliated to Madurai Kamaraj University)

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

LESSON PLAN 2023-2024

Class: II BBA

Sub. Code: 220UBA31

Title of the Paper: : Business Statistics

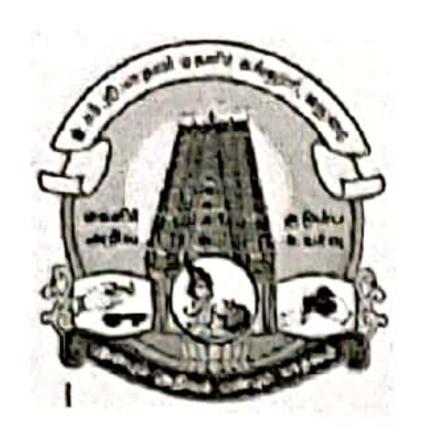
Total Hours: 75 Hours

70000	ilouis.	75 Hours			
Month	Unit	Description of the Syllabus	Hours Allocat ed	Teaching Mode & Methods	Course Teacher Signature
June 23	I	Statistics - Definition, Nature and Scope – use in business and industries – Frequency Distribution – Classification and Tabulation of data – Graphic Representation- Histogram, Frequency Polygon, Ogive curves.	14	Chalk &talk	Dr.R.Managayark arasi
July 23	II	Measures of Central Tendency – Mean, Median, Mode, and Geometric mean, Harmonic mean.	13	Chalk &talk	Dr.R.Managayark arasi
Aug 23	III	Measures of Dispersion – Range, Quartile Deviation – Standard Deviation and Mean Deviation, Coefficient of Variations.	16	Chalk &talk	Dr.R.Managayark arasi
Sep 23	IV	Correlation and Karl Pearson's (Excluding Bivariate Variable), Rank Correlation and Correlation Coefficients – Regression – Simple problems.	17	Chalk &talk	Dr.R.Managayark arasi
Oct 23	V	Index Numbers – Construction of Index numbers – Simple and Weighted Aggregate –Laspeyre's method-Paache's method-Dorbish and Bowley's method-Fisher's ideal method. Test of Consistency-Time Reversal test-Factor Reversal test. Consumer Price Index – Cost of living Index Numbers.		Chalk &talk	Dr.R.Managayark arasi

Signature of the HOD

Semester:III

PRINCIPAL I/C E.M.G. YADAWA WOMEN'S COLLEGE MADBAAI-855074



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

LESSON PLAN 2023-2024

Class: II BBA

Sub. Code: 220UBA33

Title of the Paper: Computer Application in Business

Total Hours: 75 Hours

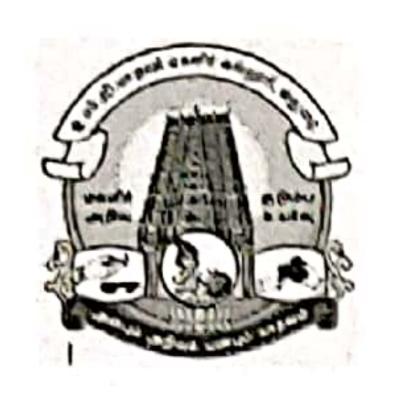
Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
June 23	I	Windows 11 pro- Introduction to windows - Features - Basic components.MS Word - Introduction to word processing and MS Word - Components of Word opening Screen - creating word Documents. Entering, Editing, Creating bulleted and numbered lists - Types of views - Spell checker and Grammar checker- Auto format - Copying and moving text - Applying Fonts and Font Styles - Aligning and formatting Text - Auto Correct - Creating Tables and working with Tables - Mail merge	14	Chalk & Talk	Dr.V.Selva Subashini
July 23		MS - Excel - Introduction to spread Sheet - Components of Excel opening Screen - Building Worksheet. Entering data in worksheet - Editing, Deleting, Copying and moving cells and ranges - Adjusting Column width and row height - Inserting and deleting cells, rows, and columns - using auto fill - creating and working with formula - Functions in Excel - Database in EXCEL - Graphs and Charts: Types of Charts - Elements of a Chart - Creating a chart.	13	Chalk & Talk	Dr.V.Selva Subashini
Aug 23	III	MS POWER POINT: Meaning and Features - Presentation: Creating a presentation using Auto Content wizard, Design templates and Blank presentation - Types of views - Opening an existing presentation - editing, saving and closing a presentation - Enhancing presentation: Applying Transition effects and animation effects - Spell checking the presentation and adding speaker notes - Inserting objects: Inserting a graph, Organizational Chart, Clip Art	16	Chalk & Talk	Osland Dr.V.Selva Subashini
Sep 23	IV	MS – Access: Introduction to Database, Creating Database, Overview of Tables, Queries, Creating Tables, Creating, Views, Creating Forms, Creating Reports	17	Chalk & Talk	Dr. V. Selva Subashini
Oct 23	V	HTML - Introduction to HTML - Basic Structure of Html Program - Creating a HTML document: Creating, Saving and executing HTML document, Basic Text formatting tags - Fancier formatting tags: Font, Marquee - Adding images to web pages - using lists to organize information	1.5	Chalk & Talk	Dr.V.Selva Subashini

Signature of the HOD

Signature of the Principal

Semester:III

PRINCIPAL I/C E.M.G. YADAWA WOMEN'S COLLEGE MADURAI-014



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

LESSON PLAN 2023-2024

Class : II BBA

Semester:III

Sub. Code: 220UBA3P

Title of the Paper: Computer Application in Business-Practical

Total Hours: 30 Hours

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
June 23	Ι	Adding Header and Footer to the documents, Creating Tables and working with Tables, Adding Bullets and Numbering to the Text, Mail Merge	6	Computer	Dr. V. Selva Subashini
July 23	II	Entering Data in the worksheets, Creating a Charts	6	Computer	Dr. V. Selva Subashini
Aug 23	III	Creating a Presentation using AutoContent Wizard. Appling Transition effect and Animation effects, Clip Arts	6	Computer Lab	Dr. V. Selva Subashini
Sep 23	IV	Creating Tables, Creating Forms, Creating Reports	6	Computer Lab	Olse Dr.V.Selva Subashini
Oct 23	V	Adding Marquees, Adding images to Web Pages, Using List to organize information Ordered list, Unordered list, Definition list, Create your Own Web Page	6	Computer	Dr. V. Selva Subashini

Signature of the HOD

PRINCIPAL I/C E.M.G. YADAWA WOMEN'S COLLEGE MADURAI-14

Signature of the Principal



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

LESSON PLAN 2023-2024

Class: II BBA

Sub. Code: 22OUBA34

Title of the Paper: Marketing Management

Total Hours: 75 Hours

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
June 23	I	Introduction: Marketing - Meaning and Nature - Importance - Scope and Functions of marketing. Marketing mix - Meaning, Elements, Factors of determining. Market segmentation - concept and benefits of segmentation - Bases and levels of segmentation, practice and pattern of segmentation	14	Chalk & Talk	Or.V.Selva Subashini
July 23	II	Product Mix: Product planning – concept - Significance - Classification - Factors influencing product mix, branding, packaging, labeling. Product life cycle, product management—Product Failure – Reasons - Product differentiation and deletion. New product development - meaning and process of product development	13	Chalk & Talk	Dr.V.Selva Subashini
Aug 23	III	Price Mix: Significance of price in marketing, Factors influencing price, Pricing objectives and pricing decision, Pricing of new products	16	Chalk & Talk	OSUSA Dr. V. Selva Subashini
Sep 23	IV	Distribution Mix: Channels of distribution - meaning and importance, Selection of distribution channel, Marketing Middlemen - Function and types, wholesaling - Types and services, Retailing - functions and types of retailers (Excluding physical distribution)	17	Chalk & Talk	Dr.V.Selva Subashini
Oct 23	V	Promotion Mix: Meaning and objectives of promotion, Kinds of promotion, Approaches of promotion, Methods of promotion, factors affecting promotion. – Advertising-meaning – objectives - kinds and significance, Characteristics of effective advertising – Types of advertisement and measuring effectiveness. E-Marketing – Meaning, Roles, Types, Reasons for growth of E-Marketing in India	15	Chalk & Talk	OSLSA Dr.V.Selva Subashini

Signature of the HØD

Signature of the Principal

Scanned with OKEN Scanner

Semester:III

E.M.G. YADAWA WOMEN'S COLLEL.
MADURAI-BEETA



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

LESSON PLAN 2023-2024

Class: II BBA

Sub. Code: 220UBAGEBA3

Title of the Paper: Company Organisation

Total Hours: 75

Month	Unit	Description of the Syllabus	Hours Allocate d	&	Course Teacher Signature
June 2023	I	Nature of company: Definition of Company – Characteristics of Company- Lifting of Corporate Veil- Advantages of Incorporation – Company Distinguished from Partnership – Classification of a Company		Methods Chalk and talk	S.D. Mrs.S.Divya
July 2023	II	Legal documents: Meaning- Purpose -Printing, Signing and Form of memorandum -Contents of Memorandum- Name Clause -Registered Office Clause - Objects Clause-Capital Clause-Liability Clause - Association Clause- Alteration of Memorandum- Doctrine of Ultra-Vires		Chalk and talk	S.D. Je Mrs.S.Divya
Aug 2023	III	Articles: Meaning – Contents of Articles – Form of Articles – Table – Form and Signature of Articles – Alteration of Articles – Articles and Memorandum – Their Relation – Constructive Notice of Articles and Memorandum – Doctrine of Indoor Management	15	Chalk and talk	S.D. Divya
Sep 2023	IV	Prospectus: Definition-Dating of Prospectus-Registration of Prospectus – Contents of Prospectus – Offer for Sale- Deemed Prospectus-Misstatements in Prospectus and Their Consequence –Statement in Lieu of Prospectus-Commencement of Business- Underwriting Commission – Brokerage	14	Chalk and talk	S. Divya
Oct 2023	V	Company Management and Company Meeting: Directors- Managing Directors- Manager- Appointment- Duties. Company Meeting: Kinds – Requisites of a Meeting-Law and Practice of Company Meetings-Quorum for the Meeting- Motions and Resolutions. Winding up- modes of winding up – dissolution of company- consequences of winding up- groups for compulsory winding up- voluntary winding up- provisions applicable to winding up		Chalk and talk	Mrs.S.Divya

Scanned with OKEN Scanner

Semester: III

PRINCIPAL VC E.M.G. YADAVA WOMEN'S COLLEGE MADURAI-8



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

LESSON PLAN 2023-2024

Class: I

II BBA

Sub. Code: 220UBASE3

Title of the Paper: Stress Management

Total Hours: 75

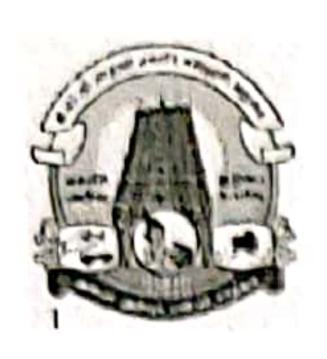
Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
June 2023	I	Stress- Meaning –Features–Types— Relationship between stressors and Stress-Causes of Stress	15	Chalk and talk	S.D. B. Mrs. S. Divya
July 2023	II	Consequences of stress— Psychological - Physiological and Behavioural symptoms. Stress at work place- meaning -Reasons	18	Chalk and talk	S.D. 3 Mrs.S.Divya
Aug 2023	III	Stress Control- Physical Control- Emotional Control-Spiritual Control- Stress Defences	15	Chalk and talk	S.D. S. Mrs. S. Divya
Sep 2023	10	Stress and emotions: Emotions – Meaning, Role of emotions in stress. Emotional stability. Emotional Quotient, Intelligence Quotient and Spiritual Quotient.	14	Chalk and talk	S.D. Mrs.S.Divya
Oct 2023	V	Emotional Intelligence – Definition, Components and Models of Emotional Intelligence. Emotional Intelligence at School level and Higher Education	13	Chalk and talk	S.D.J. Mrs.S.Divya

Signature of the HOD

Signature of the Principal

Semester: III

E.M.G. YADAWA WOMEN'S COLLEGE MADURAI-BUST4



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

LESSON PLAN 2023-2024

Class: III BBA

Semester:V

Sub. Code: 21B51

Title of the Paper: Operations Management

Total Hours: 75 Hours

	- topos	· Operations Management			lours: 75 Hours
Month	Unit	Description of the Syllabus	Hours Allocate	Teaching Mode &	Course Teacher
			d	Methods	Signature
June 23	• 1	Operations Management – Definition – Nature and Scope – Modern production management – Manufacturing system – Elements of production System – Basic factors affecting the production system – Types.	14	Chalk & Talk	Dr. V. Selva Subashini
July 23	II	Plant location – Introduction – Importance – Factors responsible for plant location – Plant layout – Meaning and definition – Advantages of a good plant layout – Types – Product, Process and Fixed position Layout – principles	13	Chalk & Talk	Dr. V. Selva Subashini
Aug 23	III	Plant maintenance – Objectives – Importance – Losses due to poor maintenance – Types: Routine, Corrective, Preventive, Scheduled, Predictive – Maintenance Techniques	16	Chalk & Talk	OSCISC Dr. V. Selva Subashini
Sep 23	IV	Production Planning and Control – Objectives – Procedure for setting up of a production planning and control system – Production Planning Function – Production Control Function – Routing, Scheduling, Expediting and Dispatching – Production control techniques – PERT Chart, GANTT Chart. Work Study and Work Measurement – Basic procedure of work study – Work Measurement Technique. (Stop watch, Time study)	17	Chalk & Talk	Dr.V.Selva Subashini
Oct 23	V	Supply Chain Management-Need and Importance-Inventory Management -Concepts - Functions of Inventory - Types - Inventory Planning - Inventory Cost - Purpose of Inventory - EOQ - Inventory Replenishment Policies - Inventory Models - ABC Analysis -VED Analysis	15	Chalk & Talk	Dr. V. Selva Subashini

Signature of the HOD

Signature of the Principal

Scanned with OKEN Scanner

E.M.G. YADAWA WOMEN'S COLLEG!
MADURAI-MEETA



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

LESSON PLAN 2023-2024

Class: III BBA
Sub. Code:21B52

Semester : V

Title of the Paper: Management Accounting

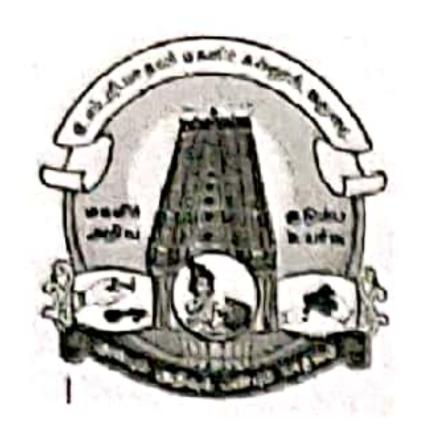
Total Hours: 75 Hours

		· /3 Hours			
Month	Unit	Description of the Syllabus	Hours Allocat ed	Teaching Mode & Methods	Course Teacher Signature
June 23	I	Introduction: Management Accounting-Meaning-Nature and Scope- objectives-Functions of Management Accounting - Difference between Financial Accounting and Management Accounting - Financial Statement Analysis - Basic division of Balance Sheet- Forms of Balance Sheet and Profit & loss Accounts. Tools of Analysis- Comparative, Common size and Trend Analysis- Limitations of Financial Statement Analysis.	14	Chalk &talk	Dr.T.Sathiya Sheila
July 23	II	Ratio Analysis: Ratio Analysis – meaning, mode of expression, importance, limitations – Classification of Ratios (Simple problems only), DuPont Control Chart	14	Chalk &talk	Dr. T. Sathiya Sheila
Aug 23	III	Fund Flow Statement: Fund flow statement – meaning, importance– preparation of fund flow statement (simple problems only). Cash flow statement – meaning - uses –Difference between Fund flow statement and Cash flow statement- preparation of cash flow statement (Simple problems only).	15	Chalk &talk	Dr.T.Sathiya Sheila
Sep 23	IV	Marginal Costing: Marginal Costing - Definition - Merits and Demerits - Differences between absorption costing and marginal costing. Break even chart - Assumptions, advantages and disadvantages - Application of marginal costing Techniques.	15	Chalk &talk	Dr. T. Sathiya Sheila
Oct 23	V	Budgetary Control: Budgetary Control – Meaning, Characteristics- Essentials of successful Budgetary Control – organization of Budgetary Control- Advantages and limitations of Budgetary Control – classification of budgets- Flexible Budget, Production Budget, Sales Budget, Material Procurement Budget, Cash Budget- Zero Base Budgeting.	17	Chalk &talk	Dr. T. Sathiya Sheila

Signature of the HOD

Signature of the Principal

PRINCIPAL I/C E.M.G. YADAWA WOMEN'S COLLEGE MADURAI-8214



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

LESSON PLAN 2023-2024

Class: III BBA
Sub. Code: 21B53

Semester: V

Title of the Paper: Research Methodology

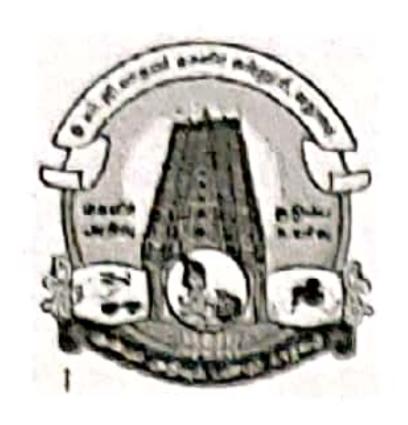
Total Hours: 75

Month	Unit	Description of the Syllabus	Hours Alloca ted	Teaching Mode & Methods	Course Teacher Signature
June 23	I	Research methodology- An Introduction-Meaning- Objectives- Types- Significance-Research Process- Problems encountered by Researchers in India- Criteria of Good Research. Research Process- Important Concepts relating to Research Design.	15	Chalk and talk	T.OW T.Usharani
July 23	II	Samples Design- characteristics of a good sample- Sample design process –Types of sampling techniques- Probability sampling, Non- probability sampling –measurement and scaling- measurement scale- Goodness of measures- Methods of scaling-scale construction techniques.	14	Chalk and talk	T.Ou- T.Usharani
Aug 23		Primary data, secondary data - sources of secondary data - methods of data Collection-Questionnaire - characteristics of a good questionnaire - Procedure for designing a questionnaire. SPSS as tool for analysis- Uses of SPSS for business research.	15	Chalk and talk	T. Marani T.Usharani
Sep 23		Data Processing and analysis –factors influencing data analysis strategy – hypothesis testing- characteristics- importance- types.		Chalk and talk	7. T.Usharani
Oct 23	V	Report writing -significance of report writing— steps in writing report— layout of the research report—types of reports—mechanics of writing a report—precautions for writing research reports—reference—appendix—bibliography and foot note	15	Chalk and talk	7. 7. T.Usharani

Signature of the HOP

Signature of the Principal

PRINCIPAL I/C
E.M.G. YADAWA WOMEN'S COLLEGI
MADURAI-MENTA



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

LESSON PLAN 2023-2024

Class: III BBA
Sub. Code:21BE5A

Title of the Paper: Service Marketing

Total Hours: 75

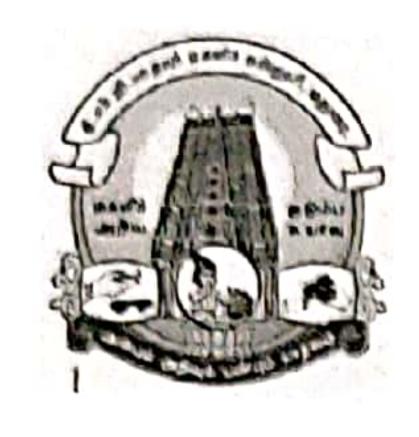
Semester: V

Month	Unit	Description of the Syllabus	Hours Alloca ted	Teaching Mode & Methods	Course Teacher Signature
June 2023	I	Service marketing – Introduction – Types- Nature- Characteristics – Classification of services- difference between services and products- services marketing management – managing demand and supply	15	Chalk and talk	8. Divya
July 2023	II	Services marketing mix- Elements of service marketing mix-Services product – Introduction-conceptualization of service concept-service life cycle concept-Branding in services-Pricing-Role of pricing-factors affecting pricing decisions-pricing strategies	18	Chalk and talk	S.D. S. Mrs.S.Divya
Aug 2023	III	Services Promotion-promotion mix for services-Advertising media-Word of mouth communication-public relations and publicity-sponsorship-direct marketing-corporate identity-corporate image – place in service –Designing a distribution system-Franchising-role of customers in service delivery	15	Chalk and talk	S.D. Mrs.S.Divya
Sep 2023	IV	Strategic planning process-Designing the strategy, Functional strategies – marketing planning for services – benefits of marketing planning – problems in marketing planning		Chalk and talk	Spriff Mrs.S.Divya
Oct 2023	V	Managing service quality- – marketing of services – marketing mix of Bank marketing – marketing mix of Tourism marketing - marketing mix of Hospital marketing – marketing mix of Airline marketing	13	Chalk and talk	S.D. S. Mrs.S.Divya

Signature of the HOD

Signature of the Principal

PRINCIPAL I/C
E.M.G. YADAWA WOMEN'S COLLEGE
MADURAL-80014



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

LESSON PLAN 2023-2024

Class: III BBA

Sub. Code: 21SEB51

Title of the Paper: Soft Skills

Total Hours: 30 Hours

Semester: V

Month	Un	Description of the Syllabus	Hours Allocat ed	Teachin g Mode & Methods	Course Teacher Signature
June 23	I	Personality: Definition, personality traits, factors influencing personality, self concept- self original, self image, self identity. Attitude: meaning, factors affecting attitude, attitude building	6	Chalk and talk	Ozeshall Dr. V. Selva Subashini
July 23		Interpersonal skills: Meaning, factors affecting interpersonal relations, methods for developing interpersonal skills — sensitivity training and transactional analysis		Chalk and talk	Dr. V. Selva Subashini
Aug 23	Ш	Conflict Management: Johari Window and Eric Bernie's life positions	6	Chalk and talk	October Subashini
Sep 23	IV	Intelligent Quotient, Emotional Quotient, Spiritual Quotient	6	Chalk and talk	Celese Dr.V.Selva Subashini
Oct 23	-	Development of communication skill - listening, Presentation skill - public speaking skill.	6	Chalk and talk	OSLSQ Dr. V. Selva Subashini

Signature of the MOD

Signature of the Principal.

PRINCIPAL I/C
E.M.G. YADAWA WOMEN'S COLLEGE
MADURAI-MARIA