



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 : I BBA

Sub. Code : 23OUBA21

Semester: II

Title of the Paper: Marketing Management

Total Hours : 75

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Dec 23	I	Fundamentals of Marketing – Role of Marketing – Relationship of Marketing with Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.	14	Chalk and talk	 Dr. V. Selva Subashini
Jan 24	II	Segmentation – Need and Basis of Segmentation -Targeting – Positioning Product –Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix-New Product Development Process - Product Life Cycle. Branding – Packaging.	15	Chalk and talk	 Dr. V. Selva Subashini
Feb 24	III	Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.	16	Chalk and talk	 Dr. V. Selva Subashini
Mar 24	IV	A Brief Overview of Communication Mix-Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.	15	Chalk and talk	 Dr. V. Selva Subashini
Apr 24	V	Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force-Digital Marketing: Introduction- Applications & Benefits.	15	Chalk and talk	 Dr. V. Selva Subashini

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**LESSON PLAN
2023-2024**

Semester: II

Class : I BBA

Sub. Code : 23OUBA22

Title of the Paper: Accounting for Managers II

Total Hours : 75

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Dec 23	I	Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – cost sheets – Tenders & Quotation	14	Chalk and talk	 Dr. T. Sathiya Sheila
Jan 24	II	Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.	15	Chalk and talk	 Dr. T. Sathiya Sheila
Feb 24	III	Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover	16	Chalk and talk	 Dr. T. Sathiya Sheila
March 24	IV	Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget	15	Chalk and talk	 Dr. T. Sathiya Sheila
Apr 24	V	Marginal Costing – CVP analysis – Break even analysis	15	Chalk and talk	 Dr. T. Sathiya Sheila

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LESSON PLAN
2023-2024

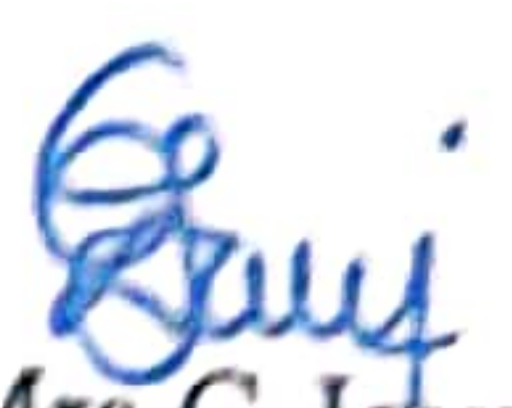

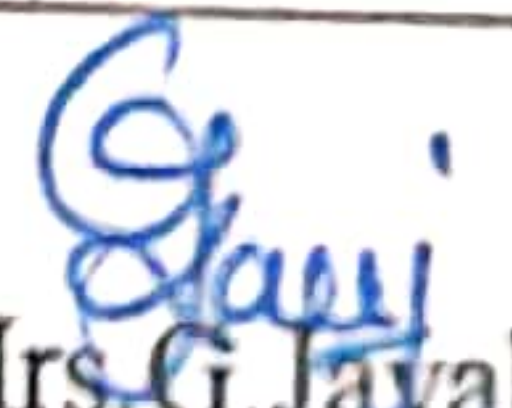

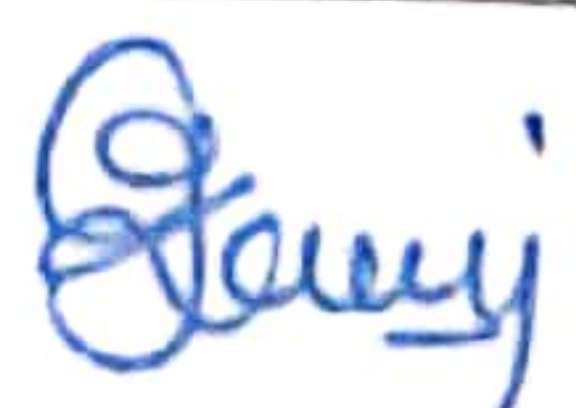
Class : I BBA

Sub. Code : 23OUBAGEBA2

Semester: II

Title of the Paper: International Business

Total Hours : 75

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Dec 23	I	Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.	14	Chalk and talk	 Mrs. G. Jayakavi
Jan 24	II	Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.	15	Chalk and talk	 Mrs. G. Jayakavi
Feb 24	III	Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows-Functions of Foreign Exchange Market-Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries.	16	Chalk and talk	 Mrs. G. Jayakavi
Mar 24	IV	Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers.	15	Chalk and talk	 Mrs. G. Jayakavi
Apr 24	V	Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.	15	Chalk and talk	 Mrs. G. Jayakavi


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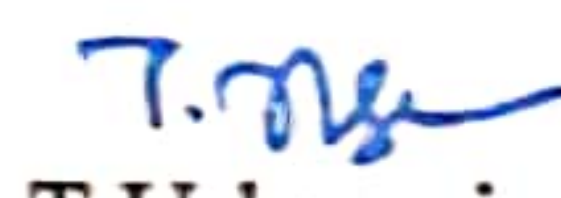

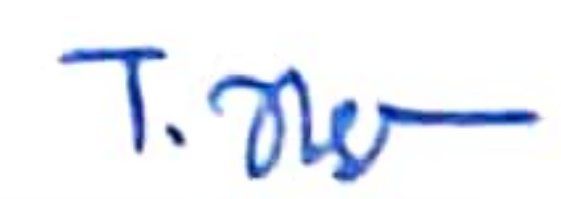

Class : Non Major Elective

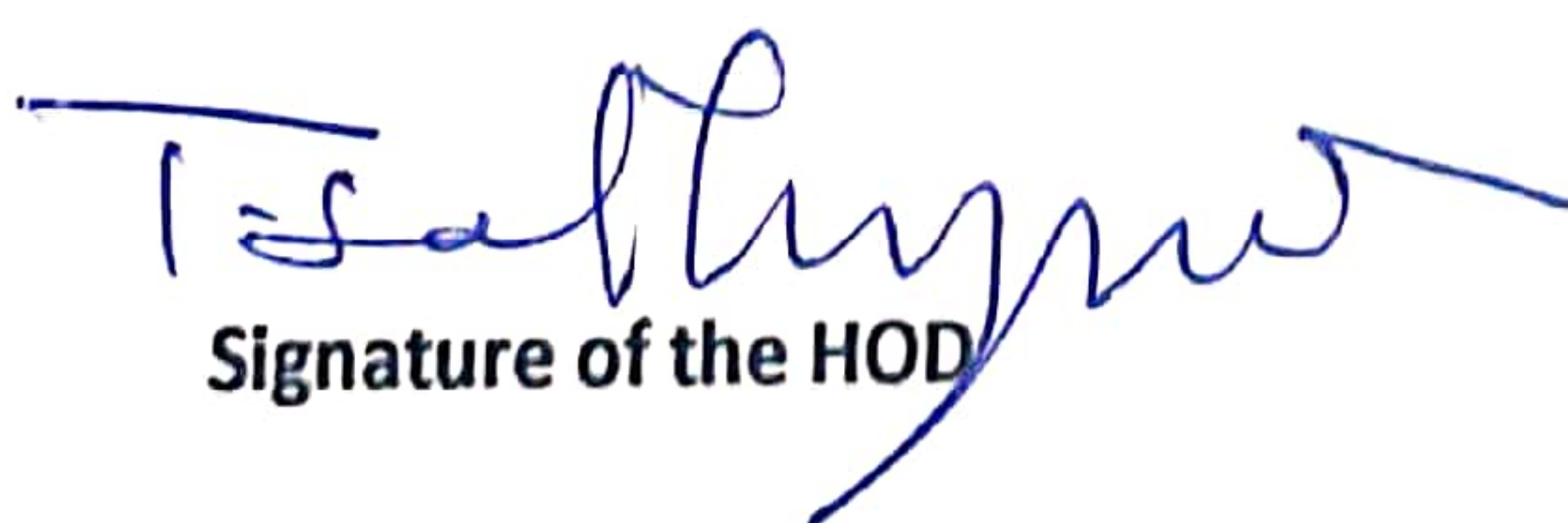
Sub. Code : 23OUBASECN2


Semester: II

Title of the Paper: Managerial Skill Development

Total Hours : 30 Hours

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Dec 23	I	Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills	6	Chalk and talk	 T.Usharani
Jan 24	II	Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence	6	Chalk and talk	 T.Usharani
Feb 24	III	Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model	6	Chalk and talk	 T.Usharani
Mar 24	IV	Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation	6	Chalk and talk	 T.Usharani
Apr 24	V	Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes	6	Chalk and talk	 T.Usharani


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LESSON PLAN
2023-2024

Class : I BBA

Sub. Code : 23OUBASEC3

Semester : II

Title of the Paper: Practical - Business Etiquette and Corporate Grooming

Total Hours : 30 Hours

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Dec 23	I	Introduction to Business Etiquette: Introduction- ABCs of etiquette- meeting and greeting scenarios- principles of exceptional work behavior- role of good manners in business - professional conduct and personal spacing	6	Chalk & Talk	 Dr. V. Selva Subashini
Jan 24	II	Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a work Place-Etiquette at formal gatherings- Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment- conflict resolution strategies - Choosing appropriate gift in the business environment - real life workplace scenarios - company policy for business etiquette	6	Chalk & Talk	 Dr. V. Selva Subashini
Feb 24	III	Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients - internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic Disability Etiquette practices	6	Chalk & Talk	 Dr. V. Selva Subashini
Mar 24	IV	Diversity and Cultural Awareness at Workplace Impact of diversity - Cultural Sensitivity - Taboos and Practices - Inter - Cultural Communication	6	Chalk & Talk	 Dr. V. Selva Subashini
Apr 24	V	Business Attire and Professionalism Business style and professional image- dress code-guidelines for appropriate business attire-grooming for success	6	Chalk & Talk	 Dr. V. Selva Subashini

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LESSON PLAN
2023-2024

Class : II BBA

Sub. Code : 22OUBA41

Semester :IV

Title of the Paper: Management Information System

Total Hours : 75 Hours

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Dec 23	I	Introduction to MIS - Evolution of MIS - Growth - Characteristics. Information Research Management - Role of MIS - Evolution of ERP - Implementation of ERP.	14	Chalk & Talk	 Dr. V. Selva Subashini
Jan 24	II	Decision Support System & Planning for MIS - Types of DSS - Characteristics of DSS - Components of DSS - DSS tools for different levels of Support System - Types of Information System - Planning approaches - Challenges in Information System Planning.	13	Chalk & Talk	 Dr. V. Selva Subashini
Feb 24	III	System development & System Analysis - System development Methodologies - People involved in system development - Software development process, SDLC Model - Water fall model.	16	Chalk & Talk	 Dr. V. Selva Subashini
Mar 24	IV	System design & Implementation - Input Design - Procedure design - File design - Database design - DBMS - DBA - Design Documentation - Steps in System implementation. Factors for successful implementation - Causes for implementation	17	Chalk & Talk	 Dr. V. Selva Subashini
Apr 24	V	Usage of computers in MIS - Role of Computers in functional information system - Functional areas in Informational system. Internet & Business - Business opportunities on Internet - Securing on Internet - Types of Electronic Commerce - Security and Control: Securing the web: Computer Crime, Hacking - Unauthorized use at Work-Software privacy - Computer viruses-privacy the internet -Ethics and IT..	15	Chalk & Talk	 Dr. V. Selva Subashini

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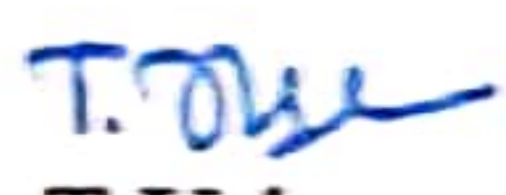
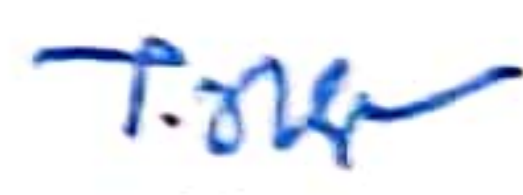


Class : II BBA

Semester: IV


Sub. Code :22OUBA42

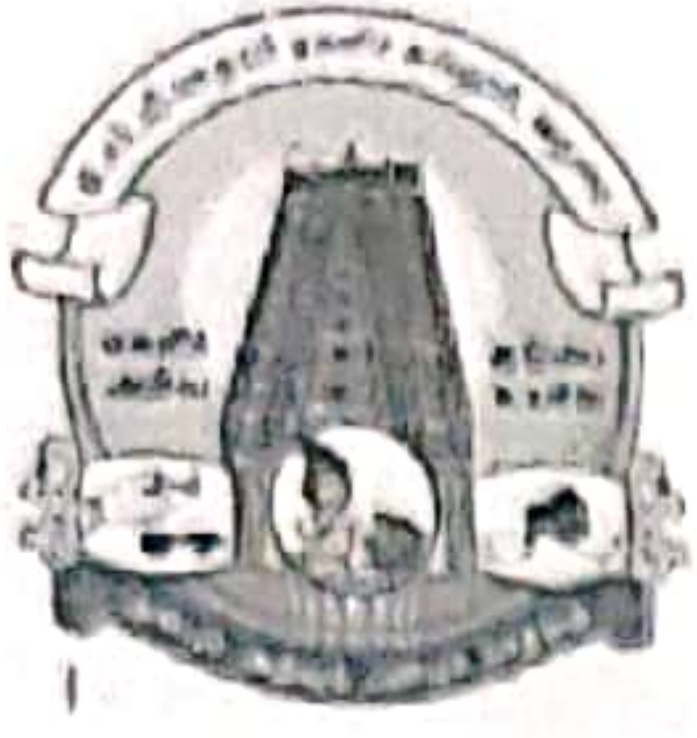
Title of the Paper: Disaster Management

Total Hours : 75

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Dec 23	I	Disaster – Meaning – Definition - features - effects of disaster - disaster process - stages in disaster - The disaster management cycle. Contemporary Anthropogenic Disaster-environmental pollution – epidemics - industrial accidents and chemical releases - Natural Disasters -Climate change - Emissions - Global Warming – Floods - Land Slides - Earth Quakes – Tsunamis - Volcanoes.	15	Chalk and talk	 T.Usharani
Jan 24	II	Geo-informatics in disaster management: Remote sensing, Fundamental of Remote Sensing, GIS: maps and spatial information, information presentation, GPS: Introduction, Description of GPS system, remote sensing and GIS for disaster Management.	18	Chalk and talk	 T.Usharani
Feb 24	III	Disaster Preparedness and decision making, assessment Process, Assessments for Different Disaster Types, Environmental Health Risks, Risk adjustment, Disaster Aid, Technological Hazards management	15	Chalk and talk	 T.Usharani
Mar 24	IV	Institutional provisions for disaster management: The UN Disaster management Team, National crisis Management committee (NCMC). State crisis management Group (SCMG) task, roles and resources, Disaster management cells at state level, district level, local administration and disaster risk reduction, Their Power and Function.	14	Chalk and talk	 T.Usharani
Apr 24	V	Disaster mitigation: Targeting mitigation, strategies for disaster prevention and mitigation - pre disaster, emergency, transition, recovery. The disaster recovery planning, Managing the economy and essential services in emergencies. Reconstruction and rehabilitation; Physical, Social and Economic rehabilitation.	13	Chalk and talk	 T.Usharani


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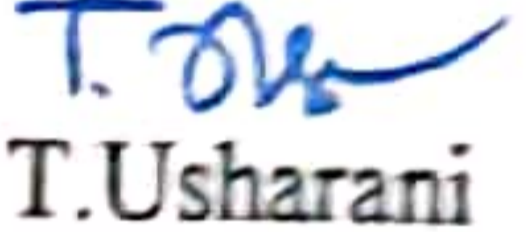
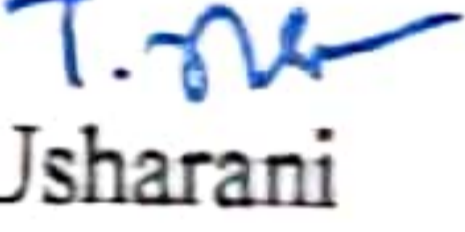
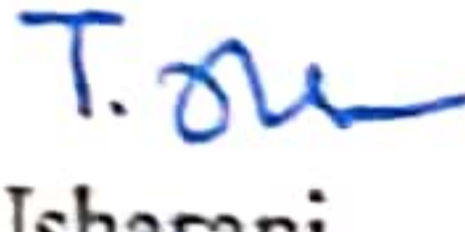
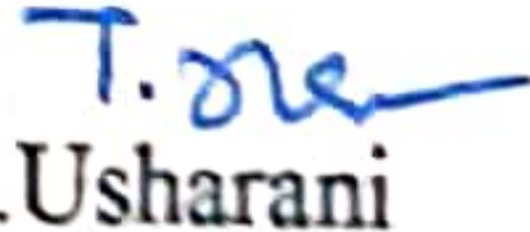

Class : II BBA

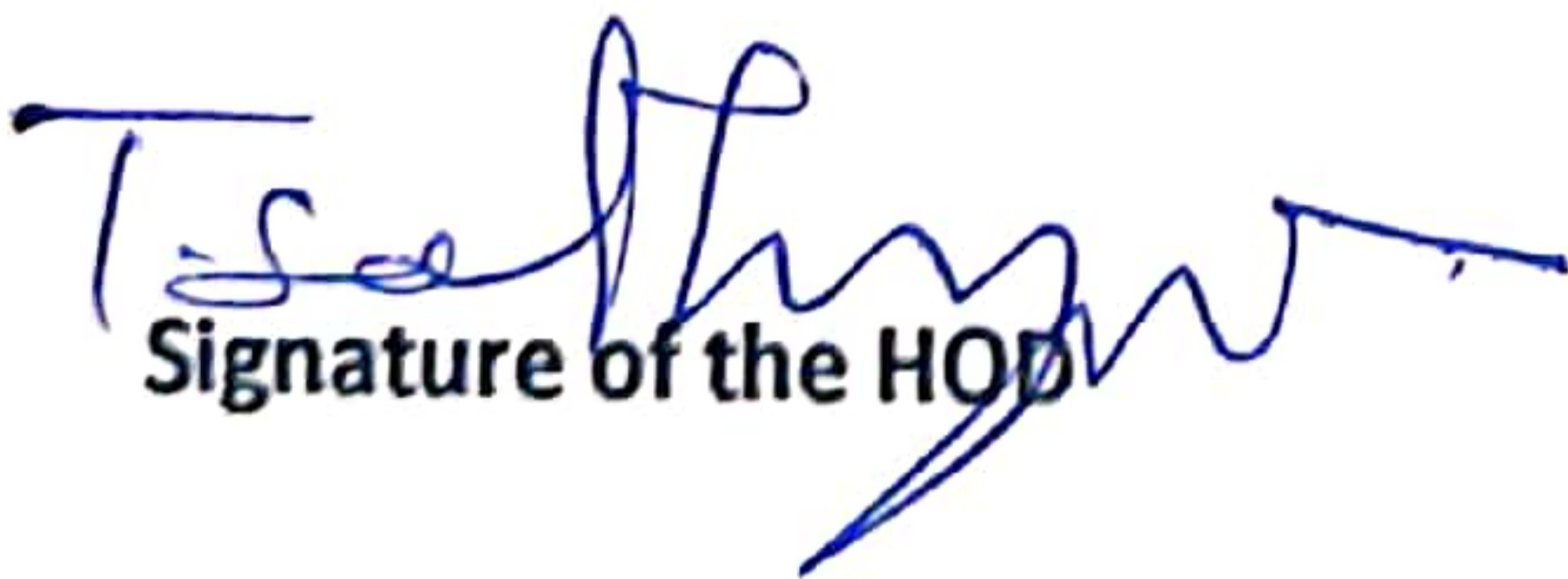
Sub. Code :22OUBA43

Semester: IV

Title of the Paper: Entrepreneurial Development

Total Hours : 75

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Dec 23	I	Entrepreneurship - Meaning, Importance - Entrepreneur - Definition characteristics of Entrepreneur, Types & Functions, Growth of entrepreneurship in India, Entrepreneurial & Economic Development. Factors influencing Entrepreneurship - Internal Factors - Family Atmosphere, Categories of Internal factors (Personality) Psychological. External factors - Political, Social, Cultural, Economic, Legal Technical, Government & Non - Government policies, Barriers to Entrepreneurship	17	Chalk and talk	 T.Usharani
Jan 24	II	Problems of Entrepreneurs: Women Entrepreneurs, Definition, Problems, Steps to encourage Women Entrepreneurs. Government Schemes for Women Entrepreneurs in India - Self-help Groups.	15	Chalk and talk	 T.Usharani
Feb 24	III	Entrepreneurship development programmes - Meaning of EDPS, Importance of EDPs, Course contents and curriculum of Entrepreneurial training programme, Types of EDPs, Problems faced by EDPs, Phases of EDPs (Initial, development & Support phase)	15	Chalk and talk	 T.Usharani
Mar 24	IV	Starting a new venture-Project Identification-Project Report- Project Appraisal- MSME: Meaning-Objectives- Importance- Functions.	14	Chalk and talk	 T.Usharani
Apr 24	V	Institutional Support to Entrepreneurs - DIC, ITCOT, SIDCO, SISI, TIIIC, SIDBI. - Sickness in Small Scale Industry.	14	Chalk and talk	 T.Usharani


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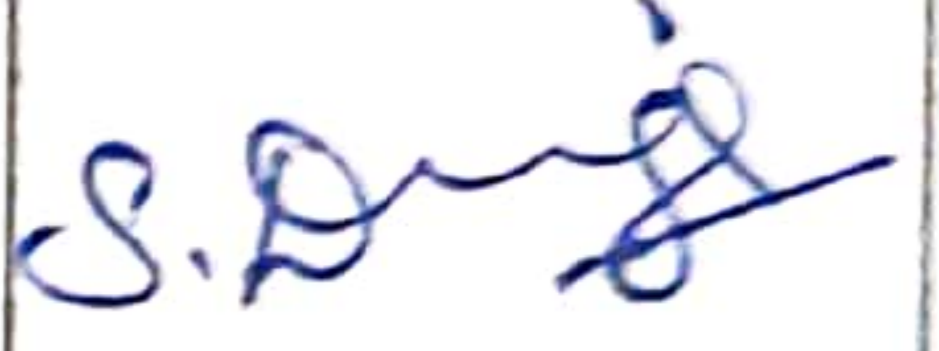

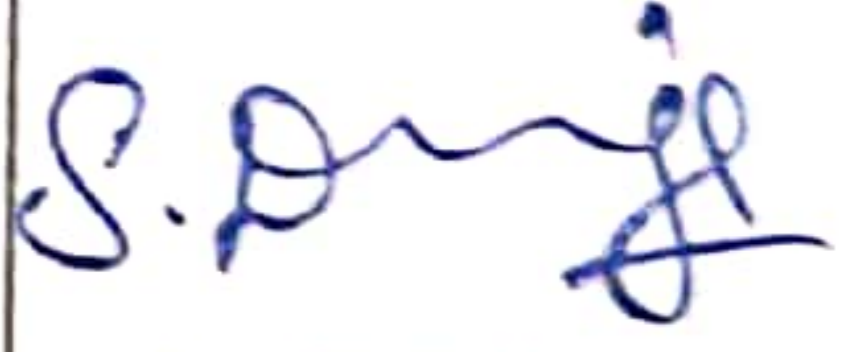
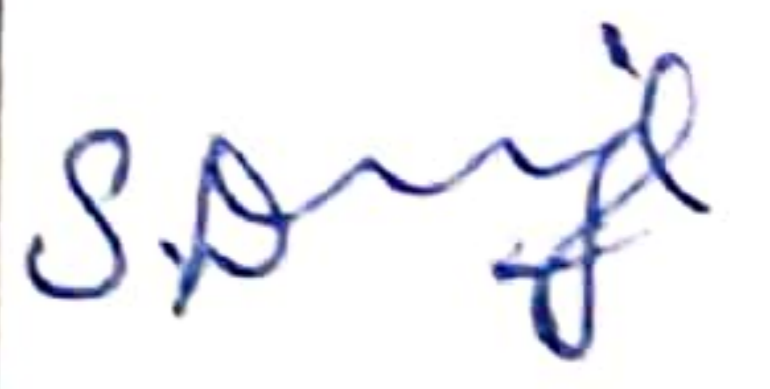
LESSON PLAN
2023-2024


Class : II BBA
Sub. Code :22OUBA44

Semester: IV

Title of the Paper: Customer Relationship Management

Total Hours : 75

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Dec 2023	I	Introduction- Types of CRM- Significance of CRM - CRM success factors - Components of CRM- CRM chain - CRM process - Emergence of CRM Practice	15	Chalk and talk	 Mrs.S.Divya
Jan 2024	II	CRM in Marketing- One-on- one relationship marketing- Cross selling - Customer Retention, Behaviour Prediction - Customer Profitability & Value Modeling - Channel Optimization - Event-based marketing. - CRM and Customer Service - The Call Centre, Call Scripting	18	Chalk and talk	 Mrs.S.Divya
Feb 2023	III	CRM satisfaction- Meaning & Definition- Components of Customer Satisfaction- Models - Measuring Customer Satisfaction- Scales and Models for Measuring Customer Satisfaction	15	Chalk and talk	 Mrs.S.Divya
Mar 2024	IV	Customer Loyalty- Concept & Significance of Customer Loyalty- Defining Customer Loyalty- Customer Loyalty Ladder and Principles- Categories of Customer Loyalty- Factors affecting Customer Loyalty.	14	Chalk and talk	 Mrs.S.Divya
Apr 2024	V	E-CRM in business- Features of E-CRM- Advantages of E-CRM-Technologies of E-CRM- CRM through IT Tools- CRM practices (State Bank of India, LIC, Airtel)-CRM Opportunities and Challenges	13	Chalk and talk	 Mrs.S.Divya


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**LESSON PLAN
2023-2024**

Class : II BBA
Sub. Code :22OUBAGEBA4
Title of the Paper: Legal Aspects of Business
Total Hours : 75

Semester: IV

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Dec 23	I	Contract Act – An overview, Nature of a Contract, Legal aspects of Contract	15	Chalk and talk	 Mrs.G.Jayakavi
Jan 24	II	Agency and Sale of Goods Act – Agency, Kinds of Agent, Duties of an Agent, Liability of an Agent, Sale of goods – Difference between Sales and Agreement to sell, conditions and warranties, transfer of property, Performance of contract of sale, Rights of unpaid seller	18	Chalk and talk	 Mrs.G.Jayakavi
Feb 24	III	Labour Laws I – Industrial Disputes Act 1947, Factories Act 1948, Trade Union Act 1926, and Maternity benefit Act 1961	15	Chalk and talk	 Mrs.G.Jayakavi
Mar 24	IV	Labour Laws II – Payment of wages Act 1936, Payment of Bonus Act 1965, Payment of Gratuity Act 1962	14	Chalk and talk	 Mrs.G.Jayakavi
Apr 24	V	Insurance - Nature and characteristics of Insurance Contract, Principles of Insurance, Life Insurance, Marine Insurance, Carriage Insurance, Private Carrier and Common Carrier, Rights of common carrier, Duties of common carrier, Liabilities of a common carrier.	13	Chalk and talk	 Mrs.G.Jayakavi


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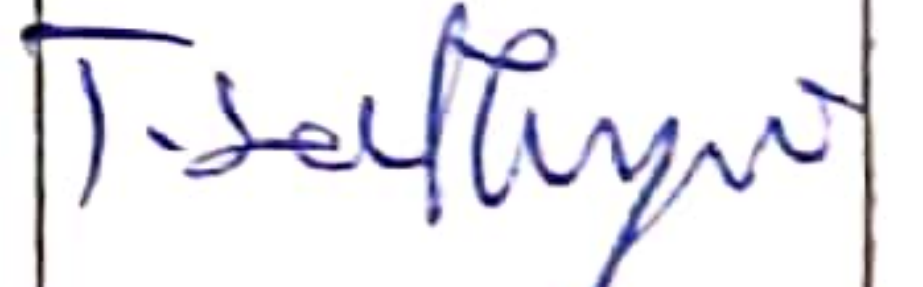

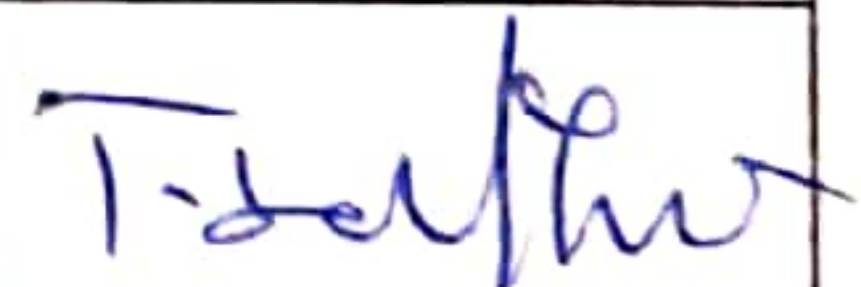
Class : II BBA

Semester: IV


Sub. Code : 22OUBASE4

Title of the Paper: Counselling

Total Hours : 30

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Dec 23	I	Counselling: Definition-meaning-functions-applications. Areas of counseling: Personal counseling- family counseling-academic counseling- career counseling-abuse and disability counseling-disaster counseling	6	Chalk and talk	 Dr. T. Sathiya Sheila
Jan 24	II	Counselling Approaches: Psychoanalytic therapy: Gestalt Therapy – existential therapy – behavioural therapy and cognitive therapy. (Fundamental concepts only)	6	Chalk and talk	 Dr. T. Sathiya Sheila
Feb 24	III	Counselling Setting: Directive counselling: Non directive counselling – counselling skills. Characteristics, role and functions of a counsellor. Physical setting: place – infrastructure	6	Chalk and talk	 Dr. T. Sathiya Sheila
Mar 24	IV	Counselling Process: Stages in counselling: Building counselling relationships – counselling responses – working in a counselling relationship – Termination of counselling relationships. Egan's 5 stage model	6	Chalk and talk	 Dr. T. Sathiya Sheila
Apr 24	V	Ethics and Multicultural Issues: Ethical and legal aspects of counselling – counselling in a multicultural environment	6	Chalk and talk	 Dr. T. Sathiya Sheila


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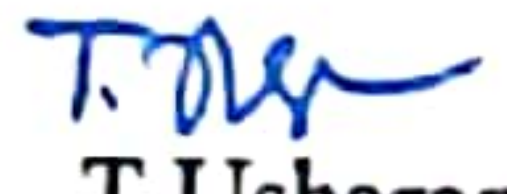
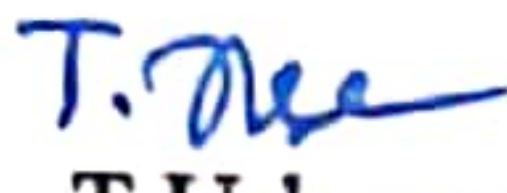

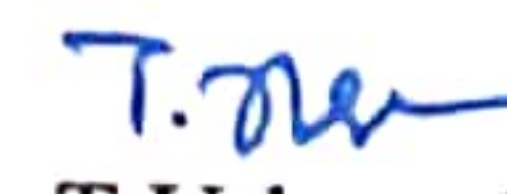

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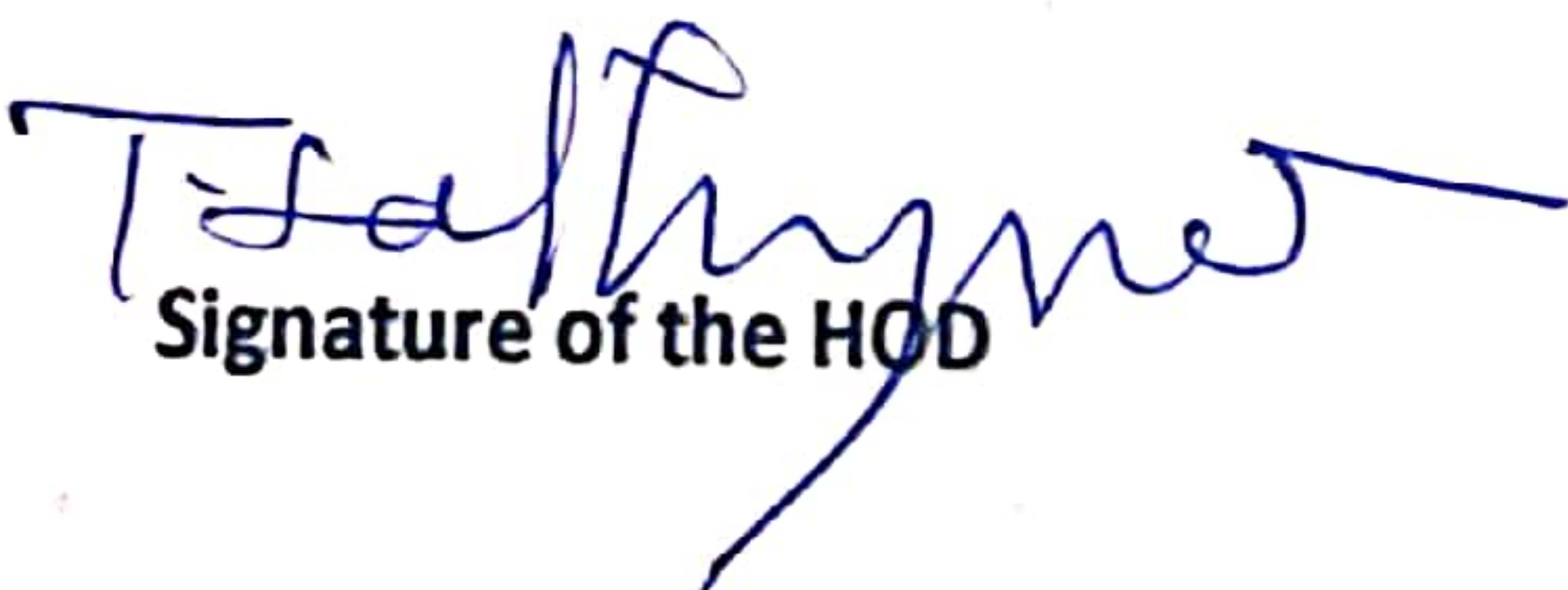
Sub. Code : 21B61


Semester: VI

Title of the Paper: Human Resource Management

Total Hours : 75

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Dec 23	I	Introduction -Human resource management - concept, nature, objectives and importance, Function and Scope - organization of HR department - Qualities of HR manager and status of HR manager	15	Chalk and talk	 T.Usharani
Jan 24	II	Man power planning - concept and objectives - Need and importance - process - Job analysis - concept and uses -, Job description and job specification. Procurement: Recruitment and selection process, Meaning and process of recruitment - Sources and techniques of recruitment - Selection - meaning and process of Selection, Selection test and Interview.	18	Chalk and talk	 T.Usharani
Feb 24	III	Human resource development: Career planning and counseling, Employer Training - concept and need of training – objectives - methods. Management development	15	Chalk and talk	 T.Usharani
Mar 24	IV	Performance appraisal - Concept and objectives - Essentials of effective appraisal system - Methods and Techniques – Potential appraisal system Grievances - meaning and causes of grievances – redressal, procedure - Grievance Redressal in India.	14	Chalk and talk	 T.Usharani
Apr 24	V	Collective bargaining – meaning – objectives. Industrial relations and Industrial disputes - concept, objectives, causes of industrial disputes - preventive and settlement machinery. Recent trends in HRM- HR Audit-HR Accounting –HR Information System –E-Recruitment-Selection. International HRM and HR analytics.	13	Chalk and talk	 T.Usharani


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LESSON PLAN
2023-2024



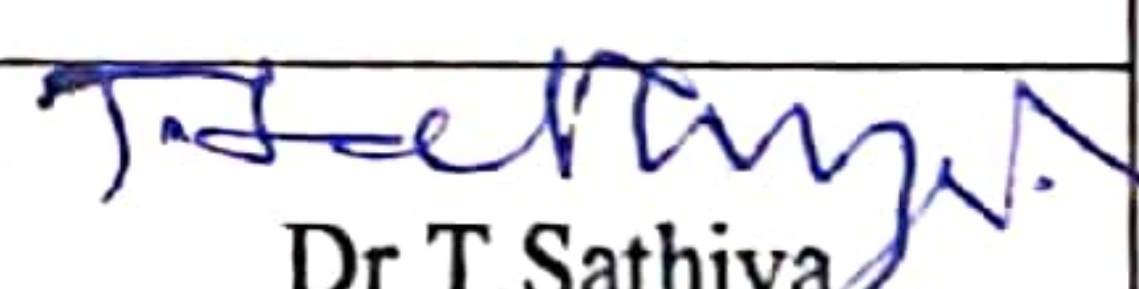
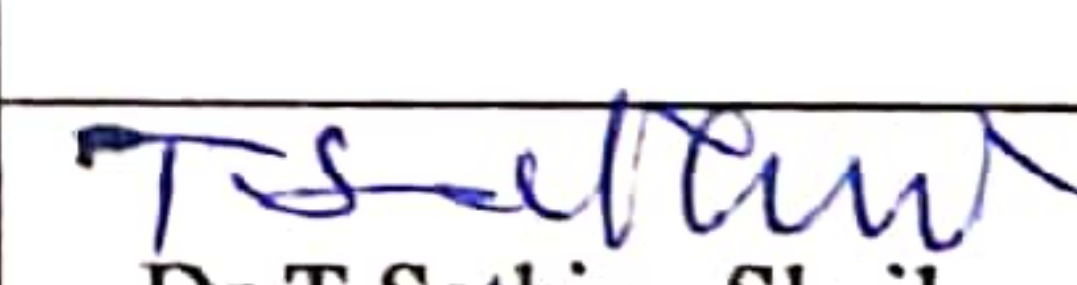

Class : III BBA

Semester : VI

Sub. Code : 21B62

Title of the Paper: : Financial Management

Total Hours : 75 Hours

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Dec 23	I	Financial Management - Definition –Finance function-Approaches to finance function-Relationship of finance with other business functions- Objectives of Financial Management-Financial decision- Functional areas of Financial Management – organization of finance function.	14	Chalk & Talk	 Dr. T. Sathiya Sheila
Jan 24	II	Source of Capital – Security Financing- Ownership Securities-Creditorship Securities –Internal Financing- Loan Financing. Capital Structure - Forms of Capital Structure -importance-impact of leverage on EPS (simple problems), Factors Determining the Capital Structure – Optimal Capital Structure. Working capital management - Meaning, concepts, kinds of working capital-Factors determining the working capital – Estimate of working capital requirements (simple problems only)- Cash management (Theory only)	13	Chalk & Talk	 Dr. T. Sathiya Sheila
Feb 24	III	Cost of Capital –Definition-Significance of the Cost of capital-classification of cost -Computation of Cost of Capital - Cost of Debt, equity, retained earnings and Weighted Average Cost of Capital-Marginal Cost of Capital.	16	Chalk & Talk	 Dr. T. Sathiya Sheila
March 24	IV	Capital Budgeting –Meaning – needs and importance of Capital Budgeting- Kinds of Capital Budgeting Decisions- Methods of Capital Budgeting- Payback period, Accounting rate of return, Net present value method, and Internal Rate of Return- Factors Influencing Capital Expenditure Decisions.	17	Chalk & Talk	 Dr. T. Sathiya Sheila
Apr 24	V	Dividend Decision – Introduction— Theories of dividend- theory of irrelevance and theory of relevance-Walter's Model, MM Model and Gordon's Model (simple problems only), determinants of dividend Policy-forms of dividend.	15	Chalk & Talk	 Dr. T. Sathiya Sheila


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**LESSON PLAN
2023-2024**

Class : III BBA

Sub. Code : 21B63

Semester : VI

Title of the Paper: Management Information System

Total Hours : 75 Hours

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Dec 23	I	Introduction to MIS - Evolution of MIS - Growth - Characteristics. Information Research Management - Role of MIS - Evolution of ERP - Implementation of ERP.	14	Chalk & Talk	 Dr. V. Selva Subashini
Jan 24	II	Decision Support System & Planning for MIS - Types of DSS - Characteristics of DSS - Components of DSS - DSS tools for different levels of Support System - Types of Information System - Planning approaches - Challenges in Information System Planning.	13	Chalk & Talk	 Dr. V. Selva Subashini
Feb 24	III	System development & System Analysis - System development Methodologies - People involved in system development - Software development process.	16	Chalk & Talk	 Dr. V. Selva Subashini
Mar 24	IV	System design & Implementation - Input Design - Procedure design - File design - Database design - DBMS - DBA - Design Documentation - Steps in System implementation. Factors for successful implementation - Causes for implementation.	17	Chalk & Talk	 Dr. V. Selva Subashini
Apr 24	V	Usage of computers in MIS - Role of Computers in functional information system - Functional areas in Informational system. Internet & Business - Business opportunities on Internet - Securing on Internet - Types of Electronic Commerce - Security and Control: Securing the web: Computer Crime, Hacking - Unauthorized use at work-Software privacy - Computer viruses-privacy the internet -Ethics and IT.	15	Chalk & Talk	 Dr. V. Selva Subashini

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LESSON PLAN
2023-2024

Class : III BBA

Sub. Code :21B64

Semester: VI

Title of the Paper: Total Quality Management

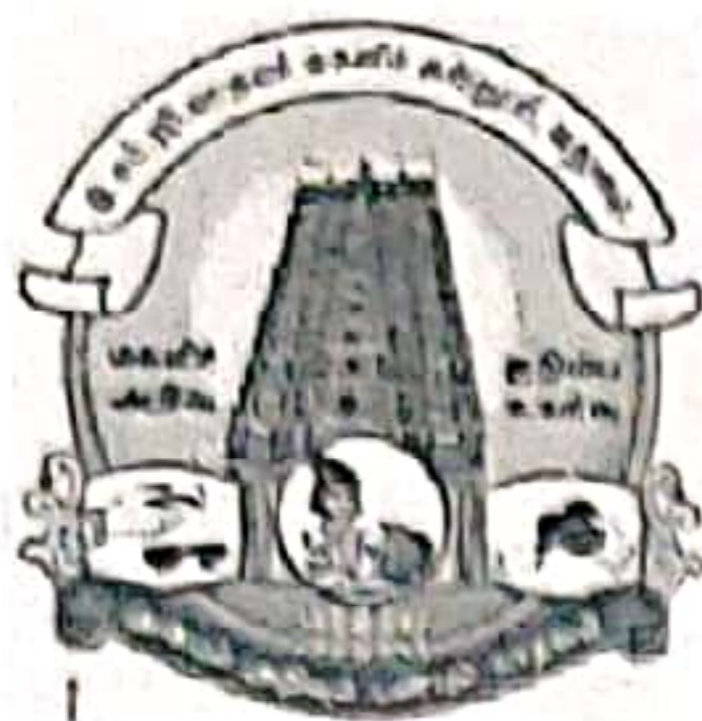
Total Hours : 75

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Dec 2023	I	Total Quality Management – Definition, characteristics, concepts, elements, pillars, principles, Barriers to TQM implementation	15	Chalk and talk	 Mrs. S. Divya
Jan 2024	II	Continuous process improvement – Introduction, Input/output process model, PDSA 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	18	Chalk and talk	 Mrs. S. Divya
Feb 2023	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	15	Chalk and talk	 Mrs. S. Divya
Mar 2024	IV	Benchmarking – Introduction, meaning, objectives, types, process, benefits and pitfalls. Quality function deployment – concept, objectives, House of quality, QFD methodology, QFD process, Benefits	14	Chalk and talk	 Mrs. S. Divya
Apr 2024	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.	13	Chalk and talk	 Mrs. S. Divya

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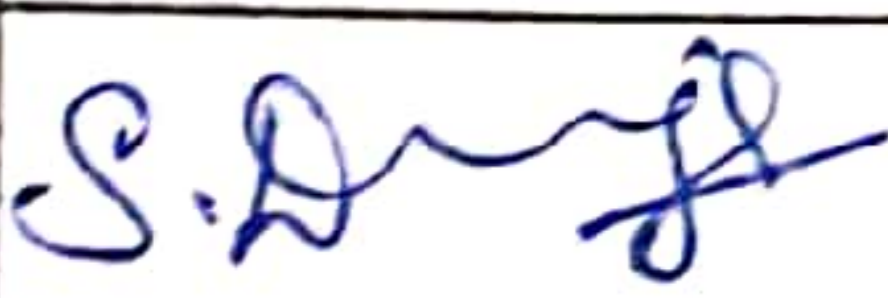




Class : III BBA

Sub. Code :21BE6A


Semester: VI

Title of the Paper: Retail Management

Total Hours : 75

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Dec 2023	I	Introduction: Retailing- Definition and Scope- Retailing & Marketing Mix- Retailing Scenario in India- Key drivers for Retailing in India- Growth of Organized India – Retail formats & their revolution- Store formats in parlance	15	Chalk and talk	 Mrs.S.Divya
Jan 2024	II	Store Operation Management: Store planning- Meaning, Location planning- types of locations- stores design & retailing image mix- space mix- Concepts, floor space management- Merchandise hierarchy- Visual Merchandising- Meaning- advantages- stores atmospherics- Contents – Shop displays- types	18	Chalk and talk	 Mrs.S.Divya
Feb 2023	III	Supply Chain Management: Meaning, Concept- Integrated supply chain- Components – Retail automation & Supply Chain Management with examples- Customer Relation Management- Meaning – Retail technology & Customer retail Management- Retail automation in Merchandise & Supply Chain Management	15	Chalk and talk	 Mrs.S.Divya
Mar 2024	IV	Managing Retail Personnel & Customer Service Management: HR Issues- Concerns in Retailing – Manpower Planning – Recruitment- Motivation & Retention- Remuneration Structure- Various types- Salary only- Commission – Bonus- Non Cash incentives- Service Management Model	14	Chalk and talk	 Mrs.S.Divya
Apr 2024	V	Online Retail- types- Key enablers of online Retailing – Strategies of online Retailer – Barriers to growth in e-retailing – advantages and disadvantages of e- retailing	13	Chalk and talk	 Mrs.S.Divya


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2023-2024**


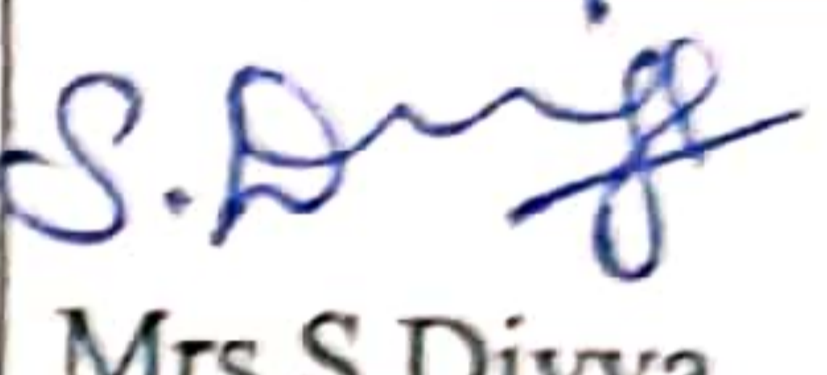
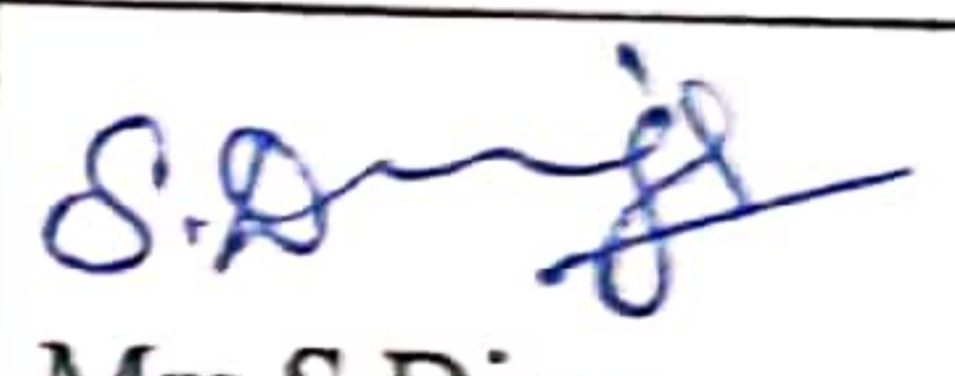
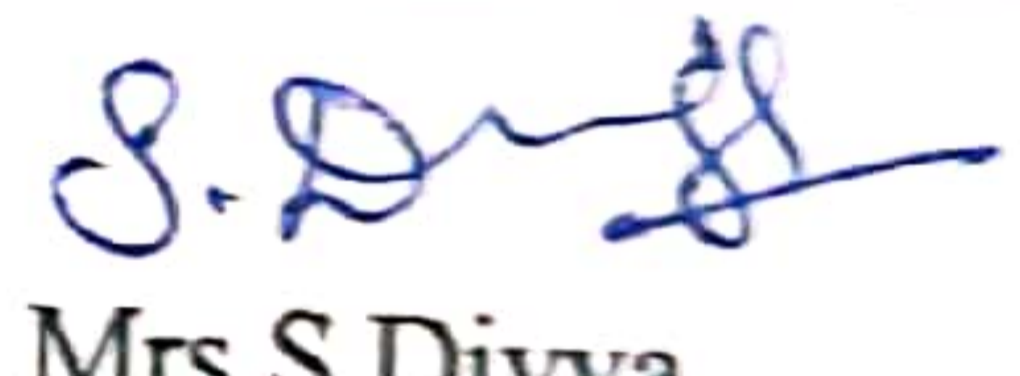

Class : III BBA

Sub. Code : 21SEB61

Semester: VI

Title of the Paper: Interview Techniques

Total Hours : 30 Hours

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
Dec 2023	I	Interview: Meaning- Employers goal - Factors affecting an interview	6	Chalk and talk	 Mrs.S.Divya
Jan 2024	II	Interview types and technique - Some Guidelines for conducting an interview	6	Chalk and talk	 Mrs.S.Divya
Feb 2023	III	Preparing the Bio - Data curriculum vitae, types	6	Chalk and talk	 Mrs.S.Divya
Mar 2024	IV	Common interview mistakes - Ten steps to getting prepared for interview. Do's and Don'ts during the interview	6	Chalk and talk	 Mrs.S.Divya
Apr 2024	V	Attitude formation - reasons for negative attitude, components, functions and developing positive mental attitude	6	Chalk and talk	 Mrs.S.Divya


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