

E.M. GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE
An Autonomous Institution -Affiliated to Madurai Kamaraj University
Re-accredited (3rd Cycle) with Grade A+ & CGPA 3.51 by NAAC



LESSON PLAN

2022-2023

DEPARTMENT OF BUSINESS ADMINISTRATION

(UG – Odd Semester)



E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI - 625 014.
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LESSON PLAN
2022-2023

Class : I BBA

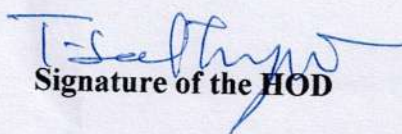
Sub. Code : 22OUBA12

Semester: I

Title of the Paper: Principles of Management

Total Hours : 75

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
July 22	I	Management: Meaning and Definition - Nature of Management - Management Skills- Science/Art- Is Management a Profession - Management Process - Administration Vs Management. Management Thinkers - F.W.Taylor's Scientific Management, Henry Fayol, Max Weber, Elton Mayo	14	Chalk and talk	R.Sujatha
Aug 22	II	Planning: Meaning and Definition - Characteristics - Elements of Good Planning - Planning Process - Benefits and Limitations of planning-Requisites of Making Effective Planning	15	Chalk and talk	R.Sujatha
Sep 22	III	Organisation: Meaning and Definition - Steps in Organization - Types of Organisation- Importance - Delegation of authority - Process of Authority -- Forms of Authority & Responsibilities - Line Organisation -The staff-- Line and Staff organisation - Distinction between Line and Staff - Functional authority -- Functional Committee Organisation	16	Chalk and talk	R.Sujatha
Oct 22	IV	Direction: Meaning and Definition - Characteristics of direction - Importance of Direction - Nature and scope of Direction - Principles of Direction - Types of Direction and Techniques. Staffing - Meaning - Definition-Steps in staffing process	15	Chalk and talk	R.Sujatha
Nov 22	V	Controlling: Definition - Characteristics and Importance of control -Control Process - Requirements of Effective Control - Techniques of Control - Concept of Co- ordination- Definition - Characteristics of Co-ordination - Essentials of Co-ordination -Types of Co- ordination	15	Chalk and talk	R.Sujatha


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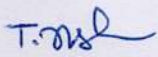
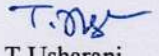
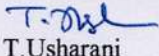

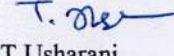
Class : I BBA

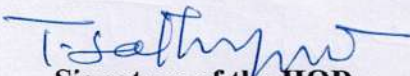
Semester: I

Sub. Code : 22OUBA11

Title of the Paper: Principles of Accounting

Total Hours : 75

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
July 22	I	Book keeping- Meaning- Accounting – Definition, Objectives, Functions- Distinction between Book Keeping and Accounting. Methods of Accounting- Single Entry system and Double Entry system-Types of Accounts-Personal accounts, Real accounts and Nominal accounts-Accounting Rules-Accounting Concept and Conventions. Journal- Meaning and Elements of Journal- Ledger- Meaning- Difference between Journal and Ledger	15	Chalk and talk	 T.Usharani
Aug 22	II	Trial Balance-Methods of preparing Trial Balance-Rectification of Errors-Errors disclosed by trial balance and Errors not disclosed by trial balance.(Theory Only). Subsidiary Books- Cash book-Single Column Cash Book- Double Column Cash Book- Triple Column Cash Book- Purchase Book-Sales Book-Purchase Return Book-Sales Return Book – Bills Receivable and Bills Payable Book	18	Chalk and talk	 T.Usharani
Sep 22	III	Depreciation – Meaning – Features-Factors determining Depreciation-Need and Causes of Depreciation- Methods - Straight line, W.D.V(Written Down Value)- Difference between Straight Line Method and W.D.V-Annuity Method. Bank Reconciliation Statement – Causes for the difference of Cash book and Pass book-Preparation of BRS – cash book and pass book comparison model	15	Chalk and talk	 T.Usharani
Oct 22	IV	Final accounts – Meaning- Steps in the preparation of Final accounts (excluding manufacturing account) - Preparation of Trading, Profit and loss Account and Balance sheet – Adjustment entries (Simple problems only) – Capital Expenditure, Revenue Expenditure and Deferred Revenue Expenditure	14	Chalk and talk	 T.Usharani
Nov 22	V	Accounts of Non – trading concerns –Formats of Receipts and Payments Account and Income and Expenditure Account- Difference between Income and Expenditure and Receipts and Payments Account - Income & Expenditure Account (simple problems).	13	Chalk and talk	 T.Usharani


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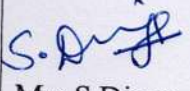
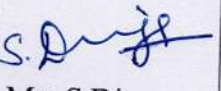

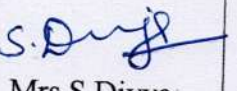

Class : I BBA

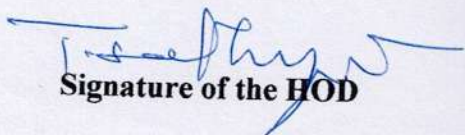
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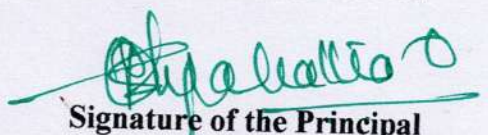
Semester: I

Title of the Paper: Business Economics

Total Hours : 75

Month	Unit	Description of the Syllabus	Hours Alloc ated	Teachin g Mode & Methods	Course Teacher Signature
July 22	I	Business Economics – Definition, Nature & Scope – Importance-Distinction between economics and business Economics-Role of Economist, Relationship with other field. Decision making & forward planning-Types, Fundamental concepts - Is Economics an art or Science - Positive Science or Normative science.	15	Chalk and talk	 Mrs.S.Divya
Aug 22	II	Utility Analysis-meaning and importance of consumption – Law of diminishing marginal utility. Demand analysis – Law of demand and Demand determinants – Types. Elasticity of demand - Price Elasticity and its Types, factors affecting elasticity of demand, Income Elasticity of demand and its types, Cross Elasticity and its types.	18	Chalk and talk	 Mrs.S.Divya
Sep 22	III	Meaning- Factors involved in forecasting-importance- methods of forecasting for an established product and a new product. Business cycle – Features – Phases – Evil effect of business cycles – Preventive measures & Relief measures. Control of Business Cycle.	15	Chalk and talk	 Mrs.S.Divya
Oct 22	IV	Market Structure - Perfect competition - Imperfect - Monopoly, discriminating monopoly- Monopolistic market - Features, Equilibrium of firm, waste competition – Oligopoly - Kinds, Features	14	Chalk and talk	 Mrs.S.Divya
Nov 22	V	Profit planning and control: Nature of profit- methods of profit planning and control- profit budget- Break Even analysis- Rate of return on investment- profit forecasting	13	Chalk and talk	 Mrs.S.Divya


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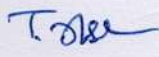
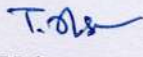
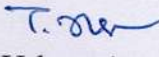
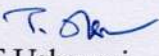
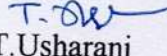
Class : Non Major Elective

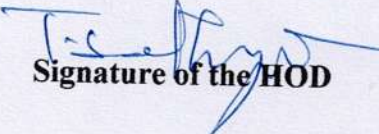
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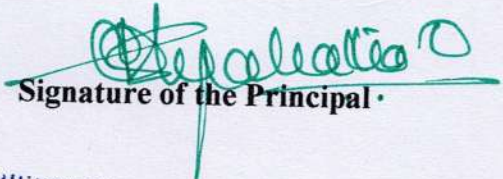
Semester: I

Title of the Paper: Personality Development

Total Hours : 30 Hours

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
July 22	I	Individual Behaviour: Understanding human behaviour - Factors influencing Individual Behaviour, Models of man.	6	Chalk and talk	 T.Usharani
Aug 22	II	Learning and Behaviour Modification: Definition - Nature, Theories of learning - shaping behavior, Reinforcement and its kinds- use of Reinforcement.	6	Chalk and talk	 T.Usharani
Sep 22	III	Team Development: Definition, Characteristics of effective Team, Importance - Types - Techniques used in Building team performance.	6	Chalk and talk	 T.Usharani
Oct 22	IV	Perception: Definition, Nature, Importance, Process, Factors influencing the perceptual set - Perceptual selection.	6	Chalk and talk	 T.Usharani
Nov 22	V	Personality: Introduction, definition, Personality Dimension, Determination of Personality, Types of personality.	6	Chalk and talk	 T.Usharani


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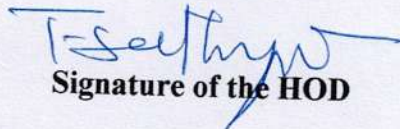
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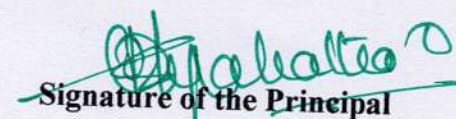
Semester : I

Title of the Paper: Practical Computerized Accounting - I

Total Hours : 30 Hours

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
July 22	I	Preparation of ledger of Accounts	6	Computer Lab	Dr. V.Selva Subashini
Aug 22	II	Preparation of Accounting Vouchers	6	Computer Lab	Dr. V.Selva Subashini
Sep 22	III	Preparation of Final Accounts	6	Computer Lab	Dr. V.Selva Subashini
Oct 22	IV	Bank Reconciliation Statement	6	Computer Lab	Dr. V.Selva Subashini
Nov 22	V	Auditing	6	Computer Lab	Dr. V.Selva Subashini


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2022-2023

Class : II BBA

Sub. Code : 21B31

Semester : IM

Title of the Paper: Business Statistics

Total Hours : 75 Hours

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
July 22	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 and talk	 Dr. T. Sathiya Sheila
Aug 22	II	Measures of Central Tendency – Mean, Median, Mode, and Geometric mean, Harmonic mean.	17	Chalk and talk	 Dr. T. Sathiya Sheila
Sep 22	III	Measures of Dispersion – Range, Quartile Deviation – Standard Deviation and Mean Deviation, Coefficient of Variations.	14	Chalk and talk	 Dr. T. Sathiya Sheila
Oct 22	IV	Correlation-Meaning and Definition- Types- Karl Pearson's (Excluding Bivariate Variable), Spearman's rank correlation and Correlation Coefficients – Regression – Meaning and Definition – Difference between Correlation and Regression -Simple problems. Time Series Analysis – Meaning- Components- Measuring Trends of time series- Semi-average, Moving averages and methods of least Squares.	18	Chalk and talk	 Dr. T. Sathiya Sheila
Nov 22	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.	12	Chalk and talk	 Dr. T. Sathiya Sheila

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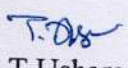
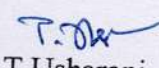
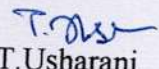
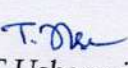
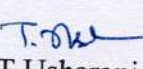
Class : II BBA

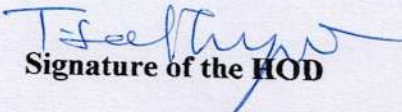
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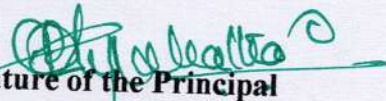
Semester: III

Title of the Paper: Organizational Behaviour

Total Hours : 75

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
July 22	I	Organizational Behaviour: Meaning-Definitions- Characteristics- Nature Approaches- Process of Behaviour – Models of OB.	15	Chalk and talk	 T.Usharani
Aug 22	II	Motivation: Meaning and Definition- Types-Importance of motivation-Theories of Motivation – Maslow's needs Hierarchy theory, Alderfer's ERG theory, Herzberg motivation theory, Theory X, Theory Y, Vrooms expectation theory.	15	Chalk and talk	 T.Usharani
Sep 22	III	Group dynamics in organization: Group – Types, Group cohesiveness, Factors influencing Group Cohesiveness and Consequences. Group Decision Making-Meaning- Definition-Nature-Decision making in Group-Steps in Decision making. Group Development-Meaning-stages of group development.	15	Chalk and talk	 T.Usharani
Oct 22	IV	Morale: Meaning and Definition - Features – Factors affecting Morale – Causes of low Morale – Factors improving Morale – Managing Morale in difficult times.	16	Chalk and talk	 T.Usharani
Nov 22	V	Organizational Change: Meaning-types-levels of change-causes of resistance to change- Overcoming Resistance to change. Organizational development: Meaning-Characteristics of OD, Steps in OD process-OD Intervention – Methods. Organizational Effectiveness – Approaches to Organizational Effectiveness.	14	Chalk and talk	 T.Usharani


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LESSON PLAN
2022-2023

Class : II BBA

Sub. Code : 21B33

Semester : III

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
July 22	I	Windows 7- Introduction to windows - Features - Basic components. MS Word 2007 - 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
Aug 22	II	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
Sep 22	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	 Dr. V. Selva Subashini
Oct 22	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
Nov 22	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	15	Chalk & Talk	 Dr. V. Selva Subashini

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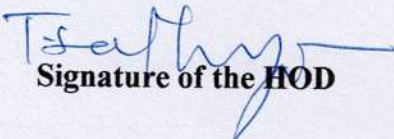
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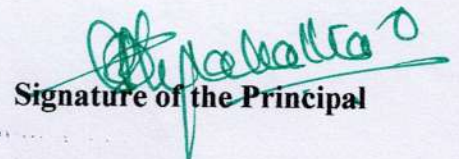
Title of the Paper: Marketing Management

Total Hours : 75

Semester: III

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
July 22	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	15	Chalk and talk	Mrs. R.Sujatha
Aug 22	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	18	Chalk and talk	Mrs. R.Sujatha
Sep 22	III	Price Mix: Significance of price in marketing, Factors influencing price, Pricing objectives and pricing decision, Pricing of new products	15	Chalk and talk	Mrs. R.Sujatha
Oct 22	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)	14	Chalk and talk	Mrs. R.Sujatha
Nov 22	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	13	Chalk and talk	Mrs. R.Sujatha


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2022-2023

Class : II BBA

Sub. Code :21AB31

Semester: III

Title of the Paper: Company Organisation

Total Hours : 75

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
July 22	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-Legal Aspect of Business	15	Chalk and talk	 Mrs. S. Divya
Aug 22	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.	18	Chalk and talk	 Mrs. S. Divya
Sep 22	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	 Mrs. S. Divya
Oct 22	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	 Mrs. S. Divya
Nov 22	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	13	Chalk and talk	 Mrs. S. Divya

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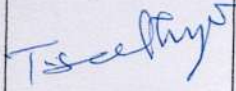

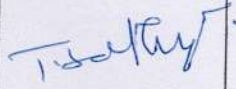
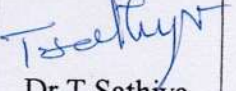
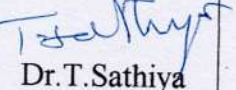
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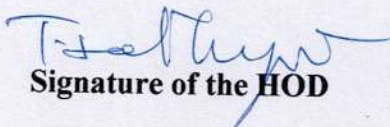
Class : II BBA
Sub. Code :21SEB31

Semester: II

Title of the Paper: Stress Management

Total Hours : 30

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
July 22	I	Introduction to Stress- Meaning – Stressors –Internal Stressors and External Stressors—Causes of Stress.	6	Chalk and talk	 Dr. T. Sathiya Sheila
Aug 22	II	Types of Stress -Coping with Stress – Individual approach. Group organizational approach.	6	Chalk and talk	 Dr. T. Sathiya Sheila
Sep 22	III	Stress Control- Physical Control- Emotional Control-Spiritual Control- Stress Defences.	6	Chalk and talk	 Dr. T. Sathiya Sheila
Oct 22	IV	Stress and emotions: Emotions – Meaning, Role of emotions in stress. Emotional stability. Emotional Quotient, Intelligence Quotient and Spiritual Quotient	6	Chalk and talk	 Dr. T. Sathiya Sheila
Nov 22	V	Emotional Intelligence – Definition, Components and Models of Emotional Intelligence. Emotional Intelligence at School level and Higher Education	6	Chalk and talk	 Dr. T. Sathiya Sheila


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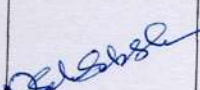
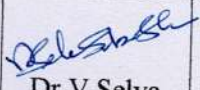
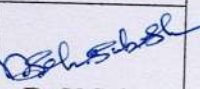

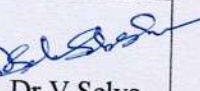
Class : III BBA

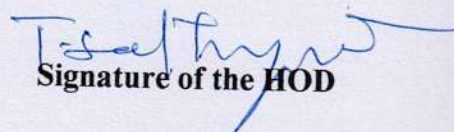
Sub. Code : 17B51

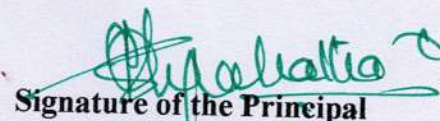
Semester : V

Title of the Paper: Production Management

Total Hours : 75 Hours

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
July 22	I	Production 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
Aug 22	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
Sep 22	III	Plant maintenance - Objectives - Importance - Losses due to poor maintenance - Types: Routine, Corrective, Preventive, Scheduled, Predictive - Maintenance Techniques	16	Chalk & Talk	 Dr. V. Selva Subashini
Oct 22	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	17	Chalk & Talk	 Dr. V. Selva Subashini
Nov 22	V	Work Study and Work Measurement - Basic procedure of work study - Work Measurement Technique. (Stop watch, Time study)	15	Chalk & Talk	 Dr. V. Selva Subashini


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2022-2023

Class : III BBA

Sub. Code :17B52

Semester: V

Title of the Paper: Management Accounting

Total Hours : 75 Hours

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
July 22	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 and talk	<i>T. Sathiyaraj</i> Dr. T. Sathiyaraj Sheila
Aug 22	II	Ratio Analysis: Ratio Analysis – meaning, mode of expression, importance, limitations – Classification of Ratios –Analysis of Short-term Financial position-Current Ratio-Quick Ratio- Activity Ratio- Inventory Turnover Ratio-Debtors Turnover Ratio -Creditors Turnover Ratio-Working Capital Turnover Ratio . Analysis of Long-term Financial Position-Debt-Equity Ratio-Proprietary Ratio, Analysis of Profitability Ratio – Gross Profit -Operating Profit-Operating Expenses- Net Profit Ratio (Simple problems only), DuPont Control Chart.	17	Chalk and talk	<i>T. Sathiyaraj</i> Dr. T. Sathiyaraj Sheila
Sep 22	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).	14	Chalk and talk	<i>T. Sathiyaraj</i> Dr. T. Sathiyaraj Sheila
Oct 22	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- Product Mix, Make or Buy, -Key Factor-Pricing Decisions	18	Chalk and talk	<i>T. Sathiyaraj</i> Dr. T. Sathiyaraj Sheila
Nov 22	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.	12	Chalk and talk	<i>T. Sathiyaraj</i> Dr. T. Sathiyaraj Sheila

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Class : III BBA

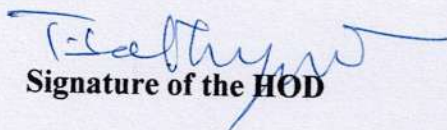
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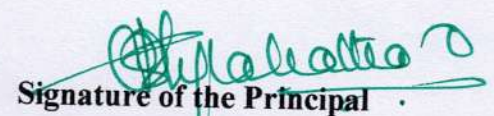
Semester: V

Title of the Paper: Research Methodology

Total Hours : 75

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
July 22	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. Usharani
Aug 22	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. Usharani
Sep 22	III	Primary data, secondary data - sources of secondary data - methods of data collection- Questionnaire - characteristics of a good questionnaire - Procedure for designing a questionnaire.	15	Chalk and talk	T. Usharani
Oct 22	IV	Data Processing and analysis -factors influencing data analysis strategy - hypothesis testing- characteristics-importance- types	16	Chalk and talk	T. Usharani
Nov 22	V	Interpretation: Meaning and importance - Report Writing - Qualities of a good research report -types-layout-guidelines for writing a report -Evaluation of the research report.	15	Chalk and talk	T. Usharani


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LESSON PLAN
2022-2023

Class : III BBA
Sub. Code :17BE5A
Title of the Paper: Services Marketing
Total Hours : 75

Semester: V

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
July 22	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	 Mrs.S.Divya
Aug 22	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	 Mrs.S.Divya
Sep 22	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	 Mrs.S.Divya
Oct 22	IV	People in service-types of service personnel-Quality circles-Physical evidence -Physical facilities-Social setting-Guidelines for physical evidence strategy- Marketing strategy in services-Types of marketing in service firms-Interactive marketing	14	Chalk and talk	 Mrs.S.Divya
Nov 22	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 Air line marketing	13	Chalk and talk	 Mrs.S.Divya

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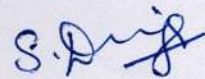
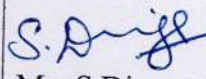
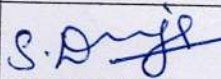
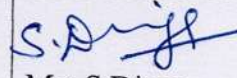

Class : III BBA

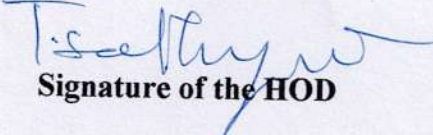
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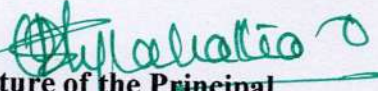
Title of the Paper: Soft Skills

Total Hours : 30 Hours

Semester: V

Month	Unit	Description of the Syllabus	Hours Allocated	Teaching Mode & Methods	Course Teacher Signature
July 22	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	 Mrs.S.Divya
Aug 22 [^]	II	Interpersonal skills: Meaning, factors affecting interpersonal relations, methods for developing interpersonal skills - sensitivity training and transactional analysis	6	Chalk and talk	 Mrs.S.Divya
Sep 22	III	Conflict Management: Johari Window and Eric Bernie's life positions	6	Chalk and talk	 Mrs.S.Divya
Oct 22	IV	Intelligent Quotient, Emotional Quotient, Spiritual Quotient	6	Chalk and talk	 Mrs.S.Divya
Nov 22	V	Development of communication skill - listening, Presentation skill - public speaking skill.	6	Chalk and talk	 Mrs.S.Divya


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