

Sacred Heart College (Autonomous)

Department of Management

Bachelor of Business Administration [Integrated Marketing and New Media]

Course plan

Academic Year: 2016 - 17

Semester I

COURSE PLAN

PROGRAMME	UG COMMON COURSE 1	SEMESTER	1
COURSE CODE AND TITLE	15U1CCENG01: HOMO LOQUENS: A COURSE IN EFFECTIVE LISTENING AND SPEAKING	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	90

COURSE OBJECTIVES
To understand the mechanics of English language and comprehend the meaning of simple narrations, announcements and instructions.
Make inferences about the implications of statements from stress and tone recognize the various registers of speech.
Listen to formal presentations and prepare lecture notes in the appropriate format.
Use English for a variety of speaking contexts including conversations, presentations, speeches, discussions and negotiations.
Critically evaluate presentations, narrations, speeches and analyse and evaluate their content and respond to them appropriately.
Creatively respond to one's surroundings in the form of drama, poetry, narrations, and songs, and perform them before an audience.

SESSION	TOPIC	Learning Resources	Activity	Remarks
MODULE I				
Unit 1: Simple Comprehension				
1	Introduction to listening skills	Course book	Lecture	
2	Unit 1: Railway Announcements – 1	Audio	Q & A	
3	Railway Announcements – 2	Audio	Q & A	
4	Metro Station Announcements – 1	Audio	Q & A	
5	Metro Station Announcements – 2	Audio	Q & A	
6	Passenger safety: Announcements – 3	Audio	Q & A	
7	Grammar Review – Prepositions	Course book	Exercises	
8	Airport Announcements – 1	Audio	Q & A	
9	Airport Announcements – 2	Audio	Q & A	
10	Airport Announcements – 3	Audio	Q & A	
11	Grammar Review – Articles	Course book	Exercises	
12	Usages: Little, A Little, Few, A few	Course book	Exercises	
13	College Announcements	Audio	Q & A	
14	Public Announcements	Audio	Q & A	
15	Grammar Review: Prepositions	Course book	Exercises	
16	Vocabulary work	Course book	Exercises	
17	Public Announcements 1	Audio	Q & A	
18	Public Announcements 2	Audio	Q & A	
19	Grammar Review: Passive Voice	Lecture		
Unit II: Drawing Inferences				
20	How to draw inferences: Lecture	Course Book	Lecture	

21	Pre-Show Announcement 1	Audio	Q& A	
22	Pre-Show Announcement 2	Audio	Q& A	
23	Grammar Review: Clauses & Relative Pronouns	Lecture	Exercises	
24	Narration – 1	Audio	Q & A	
25	Narration - 2 & Grammar Review – Tenses	Audio & Lecture	Exercises	
26	Narration - 3 & Grammar Review - Order of Adj.	Lecture	Exercises	
27	Vocabulary work – Phrasal Verbs	Lecture	Exercises	
28	Listening Passage: History, Conversation	Audio	Q & A	
Internal Assessment Test 1				
30	Listening to Performances	Video	Q & A	
31	Listening to Speeches	Audio/Video	Q & A	
32	Listening to Documentaries	Audio/Video	Q & A	
MODULE II				
Unit 1: Academic Listening				
33	Academic Listening: Introduction	Course Book	Lecture	
34	How to Listen to Lectures: Task 1 & 2	Audio	Discussion	
35	Discourse Markers and Semantic Markers	Audio	Discussion	
36	Semantic Markers	Audio	Exercises	
37	Structural Orientation of Lectures	Course Book	Discussion	
38	Analytical Approach	Audio	Discussion	
39	Chronological Approach	Audio	Discussion	
40	Cause and Effect Approach	Audio	Discussion	
Unit II: Academic Listening & Note-taking				
41	Introduction to Note taking	Course Book	Lecture	
42	Skills involved in Note-taking & Tips for Note-taking	Course book	Exercises	
43	The Mind-mapping Method	Audio	Exercises	
44	Exercise Session 1	Audio	Exercises	
45	Outlining Method	Audio	Exercises	
46	Exercise Session 2	Audio	Exercises	
47	Flow chart	Audio	Exercises	
48	Exercise Session 3	Audio	Exercises	
MODULE III				
Unit 1 – Art of Small Talk				
49	Introduction: Initiating a conversation	Course book	Lecture	
50	Small Talk: Reading Exercise	Course book	Exercises	
51	Listening to conversation	Audio	Q & A	
52	Grammar & Usage Review: While, a while, awhile	Course book	Q & A	
53	Expressions: Opinions, questions, response to news	Course book	Exercises	
54	Listening Exercise: Q & A Practice	Audio	Exercises	
55	Grammar and Usage: Review	Course book	Exercises	
56	Making Suggestions	Course book	Exercises	

57	Grammar Review: Pronouns	Course book	Exercises	
Unit II: Transactional Conversation				
59	Listening Exercise & Requests and suggestions	Course book	Exercises	
60	Listening: Q & A Exercises 1	Course book	Exercises	
61	Role play session 1	Course book	Exercises	
62	Listening: Q & A Exercises 2	Course book	Exercises	
63	Role play session 2	Course book	Exercises	
64	Listening: Q & A Exercises 3	Course book	Exercises	
65	Role play session 3	Course book	Exercises	
66	Listening: Q & A Exercises 4	Course book	Exercises	
67	Role play session 4	Course book	Exercises	
68	Listening: Q & A Exercises 5	Course book	Exercises	
69	Role play session 5	Course book	Exercises	
Unit III: Telephone Conversation				
70	Introduction to Telephone Manners	Course book	Lecture	
71	Useful Expressions	Course book	Exercises	
72	Telephone: Role plays	Course book	Exercises	
Internal Assessment 2				
MODULE IV				
Unit 1: Presentation				
73	Introduction to Public Speaking	Course book	Lecture	
74	Public Meetings: Role play	Discussion	Exercises	
75	Making Presentations: Introduction	Course book	Lecture	
76	Presentations by students 1	Course book	Discussion	
77	Presentations by students 2	Course book	Discussion	
78	Presentations by students 3	Course book	Discussion	
79	Presentations by students 4	Course book	Discussion	
Unit II: Group Discussions				
80	Group discussion: Introduction	Course book	Lecture	
81	GD Exercise session 1	Course book	Discussion	
82	GD Exercise session 2	Course book	Discussion	
83	GD Exercise session 3	Course book	Discussion	
84	GD Exercise session 4	Course book	Discussion	
MODULE V				
Performance				
85	Delivering dialogues: Pitch and intonation	Course book	Lecture	
86	Presenting short Dramatic pieces 1	Course book	performance	
87	Presenting short Dramatic pieces 2	Course book	performance	
88	Presenting short Dramatic pieces 3	Course book	performance	
89	Presenting short Dramatic pieces 4	Course book	performance	
90	Revision			

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc.)
1	4/8/2016	Presentations
2	28/8/2016	Roleplays

GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	12/9/2016	Group Discussions
2	20/9/2016	Performances

References

Homo Loquens: A Course in Effective Reading and Writing

COURSE PLAN

PROGRAMME	BBA	SEMESTER	1
COURSE CODE AND TITLE	15U1CCFRN1A - FRENCH LANGUAGE AND COMMUNICATION SKILLS I	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72

COURSE OBJECTIVES

Identify the culture, history, mannerisms and traditions of France and Francophone countries to develop inter cultural communication.

Use words and expressions in a simple and structured grammatical manner for communication purpose in business and in our daily life.

Co-relate specific features of France including gastronomy, social institutions, politics and present french scenario to one's own country

Analyse an issue of concern including topics related to environment society and health; to enumerate its causes and consequences and suggest solutions.

Communicate effectively in french.

Session	Topic	Method of Teaching	Value Additions and activity	Remarks
MODULE I				
1	Introducing French Basics	role play, Discussion	french basic communication	
2	French basics -alphabets	chalk n talk, audio	Exercice	
3	french basics	audio ppt, discussion	Exercice	
4	Introduce oneself during a conference	chalk n talk	Exercice	
5	numbers 1-20	role play,audioppt	Exercice	
6	verbs introduction	chalk n talk	Exercice	
7	conjugation introduction	chalk n talk,ppt audio	audio	
8	Greetings	role play,audioppt	Know a new culture	
9	Basic useful sentences in French	role play, audio ppt	Exercice	
10	spell in French	role play,audioppt	presentation	
11	Indefinite articles	chalk n talk,audioppt	Exercice	
12	pronunciation of vowels	role play,audioppt	Exercice	
13	French culture	Discussion, audio,ICT	Exercice	
14	Revision			
MODULE II				
15	introducing a third person	game,audioppt	Exercice	
16	Asking personal information in french	role play,audioppt	Exercice	

17	Asking questions to acquaint with others	role play,audioppt	Interaction	
18	Asking for something	chalk n talk	Exercice	
19	ER verbs,negation	chalk n talk, audio ppt	Exercice	
20	adjectives of nationalities	role play, conversation	Exercice	
21	grammar articles	role play, listening	Ppt	
22	CIA 1			
23	Profession	cross words,chalk n talk	Exercice	
24	interests and tastes	role play,audio	Exercice	
25	speak about the weather	exercices ,chalk n talk,audio	Q and A	
26	French business sector and mannerisms	roleplay,audio	knowing culture	
27	talk about likings	Discussion, ICT,audio	Exercice	
28	Revision			
		MODULE III		
29	describe a locality	oral, description	Q and A	
30	Express in quatity	role play,chalk n talk	Exercice	
31	telephone conversation	audio,chalk n talk	Q and A	
32	places vocabulary	games,music,audio	Video	
33	Fix an appointment	audio, chalk n talk	daily needed vocabs	
34	sending SMS	chalk n talk,audioppt	Q and A	
35	Adjectives	role play,audioppt	Exercice	
36	Prepositions	role play ,audio ppt	Exercice	
37	express cause and consequence	chalk n talk/roleplay	Exercice	
38	know how to telephone in France	chalk n talk ,audio ppt	Exercice	
39	Describing ur ideal locality	role play/presentation	Exercice	
40	writing a business mail	audio ppt	Exercice	
41	French culture-express preference for city or village	Discussion	knowing culture	
42	CIA REVISION			
43	CIA 2			
44	Correspondig with a friend expressing one's likings	chalk n talk/Role plays	Exercice	

45	speaking about a person's character	role play, GD	know each other	
46	adjectif possessif part 1	chalk n talk, audio ppt	Exercice	
47	adjectif possessif part 2	chalk n talk, audio ppt	Exercice	
48	speaking about the surroundings	discussion	Exercice	
49	introduce and describe someone	role play	Exercice	
50	activities - vocabulary	lecture, audio	Exercice	
51	sports vocabulary	speaking/role play	general knowledge	
52	Vocabulary - relations	chalk n talk, audio ppt	Exercice	
53	famous french personality	discussion/comprehension	Exercice	
54	lexique des liens de parente	chalk n talk, audio ppt	Exercice	
	Express one's likings	Audio ppt, discussion	Exercice	
55	lexiques des loisirs	Audio ppt, discussion	Video	
56	forme negation	Audio ppt, discussion	Exercice	
57	pronunciation of verbs	Audio ppt, discussion	Exercice	
58	form filling	Audio ppt, discussion	Exercice	
59	french artists	Audio ppt, discussion	GK	
60	french music	Audio ppt, discussion	Video	
61	one's own musical preferences	Audio ppt, discussion		
62	french music and comparison to one's own musical preference	discussion	knowing the culture	
63	module 1 - revision			
64	module 1 - revision			
65	module 2 - revision			
66	module 2 - revision			
67	module 2 - revision			
68	module 3 - revision			
69	module 3 - revision			
70	module 3 - revision			
71	PYQs discussion			
72	PYQs discussion			

ASSIGNMENTS/SEMINAR – Details & Guidelines

	MODULE	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	1,2,3	preparing a presentation of regions in france and its important features (project)
2	1,2,3	Role plays on various situations Based on daily life (seminar)

TEXT BOOKS AND REFERENCES

OBJECTIF EXPRESS, CHAMPION
LE POINT DU FLE
TV5 MONDE.ORG

COURSE PLAN

PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION	SEMESTER	1
COURSE CODE AND TITLE	PRINCIPLES AND METHODOLOGY OF MANAGEMENT, 16U1CRBBA1	CREDIT	3
HOURS/WEEK	4	HOURS/SEM	72

COURSE OBJECTIVES

Explain the evolution, management theories and practices, and specifically the nature, functions, roles and competencies of management.
To understand the crucial role of organizational planning and decision making in increasing managerial efficiency.
Differentiate between the various types of organizational structures and patterns.
Explain the importance of institutional delegation in organizations and describe the relationship between authority, responsibility and accountability
Identify the appropriate type of communication to address diverse business issues

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	Introduction to Management	PPT	Video	
2	Definitions of Management	PPT/Lecture		
3	Nature of Management	PPT/Lecture		
4	Features/ Characteristics of Management	PPT/Lecture		
5	Functions of Management	PPT/Lecture		
6	Importance of Management	PPT/Lecture		
7	Introduction to administration	Lecture		
8	Difference between administration and Management	Lecture		
9	Management as an Art	Lecture		
10	Management as Science	Lecture		
11	Management as an Profession	PPT/Lecture		
MODULE II				
12	Evolution of Management	PPT/Lecture		
13	Introduction to Management Thought	Lecture		
14	Pre Scientific Era	Lecture		
15	Scientific Era	Lecture		
16	Contribution of FW Taylor	Lecture		
17	Process Management	PPT/Lecture		
18	Contribution of Henry Fayol	PPT/Lecture		
19	Abraham Maslow-Need Hierarchy Theory	PPT/Lecture		
20	Peter Drucker Contribution	PPT/Lecture		
21	Contribution of Douglas Mc Gregor	Lecture		

MODULE III				
22	Introduction to Planning	PPT/Lecture		
23	Definition of Planning	PPT/Lecture		
24	Nature of Planning	PPT/Lecture		
25	Importance of Planning	Lecture		
26	Limitations of Planning	Lecture		
27	Types of Plan	PPT/Lecture		
28	Planning Process	PPT/Lecture		
29	Introduction to Decision Making	PPT/Lecture		
30	Meaning and Definition	PPT/Lecture		
31	Steps involved in Decision Making	Lecture		
32	Types of Decision Making	PPT/Lecture		
33	Programmed- Non Programmed	PPT/Lecture		
34	Strategic- tactical	PPT/Lecture		
35	Individual- Group	PPT/Lecture		
36	Policy- Operations	PPT/Lecture		
37	Organizational- Personal	PPT/Lecture		
Module IV				
38	Meaning of Organizing	Lecture		
39	Definition of Organizing	Lecture		
40	Nature of Organizing	Lecture		
41	Characteristics of Organizing	Lecture		
42	Organizing process	PPT/Lecture		
43	Purpose or Importance of Organizing	PPT/Lecture		
44	Principles	PPT/Lecture		
45	Types of Organization- Introduction	Lecture		
46	Line and Staff	Lecture		
47	Introduction to Departmentation	PPT/Lecture		
48	Centralisation	PPT/Lecture		
49	Decentralisation	PPT/Lecture		
Module V				
50	Meaning of Directing	Lecture		
51	Importance of Directing	Lecture		
52	Leadership- Introduction, Definition	Lecture		
53	Styles of Leadership	Lecture		
54	Styles of Leadership			
55	Introduction to Motivation	PPT/Lecture		
56	Importance of Motivation	PPT/Lecture		
57	Motivational Theories	Lecture		
58	Maslow Theory	Lecture		
59	Hersberg Theory	Lecture		
60	Hersberg Theory	Lecture		

61	Mc. Gregor Theory of Motivation	Lecture		
62	Introduction to Communication	PPT/Lecture		
63	Objectives of Communication	PPT/Lecture		
64	Types of Communication	Lecture		
65	Introduction to Coordination	Lecture		
66	Meaning, Definition of Coordination	Lecture		
67	Techniques of Coordination	Lecture		
68	Techniques of Coordination			
69	Meaning of Controlling	PPT/Lecture		
70	Need of Controlling	Ppt/Lecture		
71	Steps involved in Controlling	Ppt/ Lecture		
72	Steps involved in Controlling	Ppt/Lecture		

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	4/1/2016	PLANS, POLICIES, PROCEDURES, GOAL
2	25/1/2016-30/1/2016	COORDINATION AND CONTROLLING

GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	2/11/2016	TURN COAT- ACTIVITY CONDUCTED BY THE DEPARTMENT (INTERDEPARTMENT COMPETITION)

References /Text books:

1. L. M. Prasad., "Principles and Practice of Management", Sultan Chand & Sons, 2015
2. R. Srinivasan and S. A. Chunawalla., "Management: Principles and Practice", Himalaya Publications, 2014.
3. P. C. Tripathi and P. N. Reddy., "Principles of Management", Tata McGraw Hill, 2015

COURSE PLAN

PROGRAMME	BBA	SEMESTER	1
COURSE CODE AND TITLE	16U1CRBBA2: Business Accounting	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	72

COURSE OBJECTIVES
Apply the accounting principles
Record transactions in the books of original entry, ledger accounts and preparation of final accounts.
Compute the income statements and interpret Balance Sheet for determining the Financial Position of a business
Compute depreciation under different methods of depreciation
Determine the results of operations and financial position of a company - Apply the basic accounting transactions using tally software

SESSION	TOPIC	Learning Resources	Activity	Remarks
MODULE I				
Introduction to Accounts and Accounting Principles				
2	Introduction to Accounts and Accounting Principles	PDF notes and Book (S.P Jain and K.L Narang)	Lecture and PowerPoint	
2	Accounting Principles - Introduction, Need for Accounting	PDF notes and Book (S.P Jain and K.L Narang)	Lecture	
3	History and Development of Accounting, Definitions and Functions of Accounting	Book (S.P Jain and K.L Narang)	Lecture / Illustrations	
3	Book-keeping and Accounting, Is Accounting a Science or an Art?, End Users of Accounting Information	Book (S.P Jain and K.L Narang)	Lecture / Illustrations	
1	Accounting and Other Disciplines	Book (S.P Jain and K.L Narang)	Lecture / Illustrations	
1	Objectives of Accounting, Branches of Accounting	Book (S.P Jain and K.L Narang)	Lecture / PowerPoint / Illustrations	
1	The Institute of Chartered Accountants of India, Accounting Principles and Conventions	Book (S.P Jain and K.L Narang)	Lecture / Illustrations	
1	International Financial Reporting Standards – Brief Overview only	Book (S.P Jain and K.L Narang)	Lecture / Illustrations	

Internal Assessment Test 1				
MODULE II				
Journal, Ledger and Trial Balance				
3	Introduction, Journal, Rules of Debit and Credit, Compound Journal Entry, Opening Entry	PDF notes and Book (S.P Jain and K.L Narang)	Lecture / PowerPoint	
2	Ledger, Posting, Rules Regarding Posting, Use the Words "To" and "By" Advantages of Ledger	PDF	Illustrations	
1	Trial balance	PDF	Illustrations	
3	Errors of Omission, Errors of Principle, Rectification of Errors	PDF	Illustrations	
1	Preparation of Trial Balance	Book (S.P Jain and K.L Narang)	Lecture / PowerPoint	
2	Preparation of Final Accounts	Book (S.P Jain and K.L Narang)	Lecture / PowerPoint	
2	Suspense Account, Methods of Preparing Trial Balance	Book (S.P Jain and K.L Narang)	Lecture / PowerPoint	
MODULE III				
Income Statement/Profit and Loss account, Balance Sheet				
5	Income Statement/Profit and Loss account - Introduction, Trading account- Gross Profit, Non cash expenditures, Expenses	Course book Pdf Notes	Lecture / PowerPoint Illustration	
5	Profit and Loss account- Net profit, Bottom line, Accrual accounting	Course book Pdf Notes	Lecture Illustrations	
2	Balance Sheet: Introduction, Asset, Liabilities	Course Book Pdf Notes	Lecture Illustrations	
1	Profit and Loss Appropriation	Course book Pdf Notes	Lecture / PowerPoint	
1	Net Worth, Shareholder's Equity	Course book Pdf Notes	Lecture / PowerPoint	
1	Balance Sheet as an Indicator of Financial Position	Course book Pdf Notes	Lecture / PowerPoint	
MODULE IV				
Depreciation Methods				
1	Depreciation Methods Introduction, Definition	Course Book Pdf Notes	Lecture PowerPoint	
4	Methods of Calculation – Written down Value method, Straight Line Methods	Course Book	Lecture PowerPoint	
1	Block of Assets, and Depreciation rates, Depreciation Tax Shield	Pdf Notes	Lecture	
2	Bank Reconciliation Statement	Course Book Pdf Notes	Lecture Illustration	
2	Accounts from Incomplete Records, Types of Single Entry, Difference between double entry and single entry	Pdf Notes	Lecture Illustration	

3	Ascertainment of Profit /Loss from incomplete records, Need for Conversion	Pdf Notes	Illustrations PowerPoint Discussion	
2	Preparation of statement of affairs. Distinction between Statement of Affairs and Balance Sheet	Pdf Notes	Lecture Illustrations	
Internal Assessment 2				
MODULE V				
Getting started with tally				
3	Getting started with tally Meaning of tally software, features, advantages	Pdf Notes	Lecture / PowerPoint Discussion	
5	required hardware, installation of tally software, Tally screen, menu options, creating a new company, basic currency information, company features, Inventory features	Pdf Notes	Lecture and PowerPoint	
6	Working in Tally: Groups, ledgers, writing vouchers, trial balance, accounts books , cash book , bank books , ledger accounts , group summary , sales register, purchase register , journal register	Pdf Notes	Lecture / PowerPoint Illustration	

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc.)
1	14/9/2016	Written Assignment – Ledger
2	21/9/2016	Written Assignment – Introduction to Financial Accounting
3	23/9/2016	Written Assignment– Final Accounts
4	19/9/2016	Written Assignment – Depreciation

GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	16/1/2016	Group Discussions – Tally

References

1. R. L. Gupta and V. K. Gupta. Financial Accounting: Fundamentals, 5th edition, Sultan, Chand Publishers, 2016.
2. Thomas R. Ittelson, Financial Statements: A Step-by-Step Guide to To understanding and Creating Financial Reports, 1st edition, New Age International, 2016
3. S. N. Maheshwari and S. K. Maheshwari, Financial Accounting, 5th Edition, Vikas Publishing House, Sixth Edition, 2016.

COURSE PLAN

PROGRAMME	BBA	SEMESTER	1
COURSE CODE AND TITLE	16U1CRBBA3:BUSINESS STATISTICS	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72

COURSE OBJECTIVES
To identify statistical tools needed to solve various business problems.
To compute measures of location and dispersion.
To apply discrete and continuous probability distributions to various business problems.
To develop the skill of performing the calculations needed for various methods of analysis.
To provide basic knowledge of quantitative mathematical tools and its application in business and management.

SESSION	TOPIC	Learning Resources	Activity	Remarks
MODULE I				
Introduction to Business Statistics				
2	Introductory Session on Business Statistics	Course Book	Lecture Notes	
2	Meaning, Evolution & definition of the word Statistics	Course Book	Lecture Notes	
2	Stages and growth of Statistics, Functions of Statistics, Limitations of Statistics, Application of Statistics in various fields, Distrust of statistics. Universe, population, sample & unit	Course Book PPT slides	Lecture Notes	
4	Survey, Types & parts of survey, Process in survey, Advantages & disadvantages.	Course Book PPT slides	Lecture Notes	
3	Sampling – Principles- Techniques- advantages- disadvantages	Course Book PPT slides	Lecture Notes, Assignment	
3	Collection of data- Primary data- secondary data- points to remember	Course Book PPT slides	Lecture Notes, Assignment	
2	Classification – types- basis- problems on classification.	Course Book PPT slides	Lecture Notes, Assignment	

2	Tabulation- types – objectives – problems on tabulation	Course Book	Lecture Notes, Assignment	
Internal Assessment Test 1				
MODULE II				
Analysis of univariate Data				
2	Introduction to Central Tendency, Measures of Central Tendency, Concept of Central tendency and its application in different fields	PPT	Lecture Notes, Problem solving	
3	Mean-Theory& Problems	Interactive Board	Lecture Notes, Problem solving	
2	Median-Theory & Problems	Interactive Board	Lecture Notes, Problem solving	
2	Mode - Theory & Problems	Interactive Board	Lecture Notes, Problem solving	
2	Weighted Mean	PPT	Student presentation	
MODULE III				
Measures of dispersion				
1	Measures of Dispersion concept - types	Interactive Board, MS-Excel	Lecture	
1	Absolute and relative measure of dispersion	Interactive Board, MS-Excel	Lecture	
2	Range - Inter Quartile Range	Interactive Board, MS-Excel	Practicing Problems	
2	Inter Quartile Range -Quartile Deviation	Interactive Board, MS-Excel	Practicing Problems	
2	Mean Deviation	Interactive Board, MS-Excel	Practicing Problems	
2	Standard Deviation Merits & Demerits	Interactive Board, MS-Excel	Practicing Problems	
2	Standard Deviation Relevance & Applications in Business	Interactive Board, MS-Excel	Lecture & board	
2	Co-efficient of variation	Interactive Board, MS-Excel	Practicing Problems	

3	Revision		Practicing Problems	
Internal Assessment 2				
MODULE IV				
Time Series Analysis				
3	Time Series Analysis-Meaning-definition Components of time	Interactive Board, PPT	Practicing Problems	
2	Methods of determination of trend	Interactive Board, PPT	Practicing Problems	
4	Methods of moving average	Interactive Board, MS-Excel	Practicing Problems	
2	Methods of Least Squares –Scope in business	Interactive Board, MS-Excel	Practicing Problems	
2	Methods of Least Squares–Forecasting	Interactive Board, MS-Excel	Practicing Problems	
3	Revision		Practicing Problems	
MODULE V				
Analysis of Bivariate Data				
2	Correlation - Meaning- types Graphical representations	PPT PDF Notes	Lecturea	
2	Spearman’s Rank Correlation	Interactive Board,PPT	Practicing problems	
2	Karl Pearson’s Coefficient of correlation	Interactive Board,PPT	Practicing problems	
4	Regression- meaning -regression lines	Interactive Board,PPT	Practicing problems	
3	Regression coefficients –problems on regression coefficients and regression lines	Interactive Board,PPT	Practicing problems	
	Revision		Discussion	

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc.)
1	9/9/2016	Presentation – Individual
2	23/9/2016	Written Assignment (In Moodle) – Time Series Analysis
3	16/9/2016	Written Assignment – Practical problems on measures of dispersion

GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Course Outcome
1	23/1/2016	Group Discussions – Advantages & disadvantages of all modules	CO 5

BOOKS FOR REFERENCES

1. Richard, Levin & Rubin, David, S., Statistics for Management, Prentice Hall of India, New Delhi.
2. Spiegel, M.R., Theory and Problems of Statistics, Schaum's Outlines Series, McGraw Hill Publishing Co.
3. Kothari, C.R., Research Methodology, New Age Publications, New Delhi.
4. Sharma, J. K., Business Statistics, Pearson Education.
5. Gupta, S.C., Fundamentals of Statistics, Himalaya Publishing House.
6. Gupta, S.P. & Gupta, Archana, Elementary Statistics, Sultan Chand and Sons, New Delhi.
7. Elhance D N, Elhance, Veena and Aggarwal B M Fundamentals of Statistics, Kitab Mahal
8. Gupta, C B and Gupta, Vijay., An Introduction to Statistical Methods, Vikas Publishing House
9. Pillai, R S N and Bagavathi, V, Statistics, S Chand & Co
10. Aggarwal R.S. 'A Modern Approach to Logical Reasoning', S Chand Publishing.
11. Pamela Peterson Drake, Foundations and Applications of the Time Value of Money.
12. Manu Agarwal, Corporate Excellence.

COURSE PLAN

PROGRAMME	BBA INTEGRATED MARKETING AND NEW MEDIA	SEMESTER	5
COURSE CODE AND TITLE	16U1CPBBA1 - Introduction to Photography	CREDIT	5
HOURS/WEEK	6	HOURS/SEM	90

COURSE OBJECTIVES
To understand the lighting elements of photography.
Explain the types of camera, lenses and other devices used in Photography
Discuss the significance of photographic aesthetics and photography types that can be used for commercial purposes
Analyze various photo editing techniques
Analyze the study of Photography/ Cinematic frames and compositions, the study and practice of production enhance their work as film scholars.

SESSI ON	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	Introduction	Lecture/ Interaction	PPT Screening	
2	Basics of Camera	Lecture/ Interaction	PPT Screening	
3	Basics of Camera	Lecture/ Interaction	PPT Screening	
4	Aperture, Shutter speed, Focal Length, F-stop, Depth of field	Lecture/Practical	PPT Screening	
5	Aperture, Shutter speed, Focal Length, F-stop, Depth of field	Lecture/Practical	PPT Screening	
6	Camera Operations	Lecture/Practical	PPT Screening	
7	Camera Operations	Lecture/Practical	PPT Screening	
8	Types of Camera	Lecture/Practical	PPT Screening	
9	Types of Camera	Lecture/Practical	PPT	

			Screening	
10	Visual Perception	Lecture/Practical	PPT Screening	
11	Visual Perception	Lecture/Practical	PPT Screening	
12	Different types of cameras, lenses, filters, bellows, converters	Lecture/Practical	PPT Screening	
13	Different types of cameras, lenses, filters, bellows, converters	Lecture/Practical	PPT Screening	
MODULE II				
15	To understanding lighting-indoor and outdoor	Lecture/Practical	PPT Screening	
16	To understanding lighting-indoor and outdoor	Lecture/Practical	PPT Screening	
17	Exposing and Focusing	Lecture/Practical	PPT Screening	
18	Exposing and Focusing	Lecture/Practical	PPT Screening	
19	Types of lighting	Lecture/Practical	PPT Screening	
20	Natural and Artificial Lights of lighting	Lecture/Practical	PPT Screening	
21	Natural and Artificial Lights	Lecture/Practical	PPT Screening	
22	Controlling lights, Exposure Meters, Differential focus	Lecture/Practical	PPT Screening	
23	Filters, Flashes - Designing with light	Lecture/Practical	PPT Screening	
CIA-1				
MODULE III				
27	Developing Process. Control Factors- Fixing, Washing, Drying	Lecture/Practical	PPT Screening	
28	Developing Process. Control Factors- Fixing, Washing, Drying	Lecture/Practical	PPT Screening	
29	Developing Process. Control Factors- Fixing, Washing, Drying	Lecture/Practical	PPT Screening	
30	Negative (ideal, identifying faults). Printing (paper, chemicals, Enlarger)	Lecture/Practical	PPT Screening	
31	Negative (ideal, identifying faults). Printing (paper, chemicals, Enlarger)	Lecture/Practical	PPT Screening	
32	Negative (ideal, identifying faults). Printing (paper, chemicals, Enlarger)	Lecture/Practical	PPT Screening	

33	Special effects techniques-motion pictures etc.	Lecture/Practical	PPT Screening	
34	Special effects techniques-motion pictures etc	Lecture/Practical	PPT Screening	
35	Special effects techniques-motion pictures etc	Lecture/Practical	PPT Screening	
36	Manipulation of image	Lecture/Practical	PPT Screening	
37	Manipulation of image	Lecture/Practical	PPT Screening	
38	Manipulation of image	Lecture/Practical	PPT Screening	
39	Manipulation of image	Lecture/Practical	PPT Screening	
40	Framing & Trimming	Lecture/Practical	PPT Screening	
41	Framing & Trimming	Lecture/Practical	PPT Screening	
42	Framing & Trimming	Lecture/Practical	PPT Screening	
43	Framing & Trimming	Lecture/Practical	PPT Screening	
MODULE 4				
45	Photo-features	Lecture/Practical	PPT Screening	
46	Photo-features	Lecture/Practical	PPT Screening	
47	Photo-features	Lecture/Practical	PPT Screening	
48	Photo-features	Lecture/Practical	PPT Screening	
49	Photo-features	Lecture/Practical	PPT Screening	
50	Photo-features	Lecture/Practical	PPT Screening	
51	Photo-features	Lecture/Practical	PPT Screening	
52	Photo - essays	Lecture/Practical	PPT Screening	
53	Photo - essays	Lecture/Practical	PPT Screening	
54	Photo - essays	Lecture/Practical	PPT Screening	

55	Photo - essays	Lecture/Practical	PPT Screening	
56	Photo - essays	Lecture/Practical	PPT Screening	
57	Photo - essays	Lecture/Practical	PPT Screening	
58		Lecture/Practical	PPT Screening	
59	Writing captions	Lecture/Practical	PPT Screening	
60	Writing captions	Lecture/Practical	PPT Screening	
61	Writing captions	Lecture/Practical	PPT Screening	
62	Writing captions	Lecture/Practical	PPT Screening	
63	Writing captions	Lecture/Practical	PPT Screening	
64	Writing captions	Lecture/Practical	PPT Screening	
65	Visual story telling	Lecture/Practical	PPT Screening	
66	Visual story telling	Lecture/Practical	PPT Screening	
67	Visual story telling	Lecture/Practical	PPT Screening	
68	Visual story telling	Lecture/Practical	PPT Screening	
69	Visual story telling	Lecture/Practical	PPT Screening	
CIA 2				
MODULE 5				
70	Candid Street	Lecture/Practical	PPT Screening	
71	Candid Street	Lecture/Practical	PPT Screening	
72	Candid Street	Lecture/Practical	PPT Screening	
73	Candid Street	Lecture/Practical	PPT Screening	
74	Candid Street	Lecture/Practical	PPT Screening	
75	Celebrity and Secret Photography	Lecture/Practical	PPT	

			Screening	
76	Celebrity and Secret Photography	Lecture/Practical	PPT Screening	
77	Celebrity and Secret Photography	Lecture/Practical	PPT Screening	
78	Celebrity and Secret Photography	Lecture/Practical	PPT Screening	
79	Celebrity and Secret Photography	Lecture/Practical	PPT Screening	
80	Documentary Photography Subminiature Photography	Lecture/Practical	PPT Screening	
81	Documentary Photography, Subminiature Photography	Lecture/Practical	PPT Screening	
82	Documentary Photography Subminiature Photography	Lecture/Practical	PPT Screening	
83	Documentary Photography Subminiature Photography	Lecture/Practical	PPT Screening	
84	Documentary Photography Subminiature Photography	Lecture/Practical	PPT Screening	
85	Documentary Photography Subminiature Photography	Lecture/Practical	PPT Screening	
86	Documentary Photography Subminiature Photography	Lecture/Practical	PPT Screening	
87	Closed circuit of Television & Major Concerns of Photojournalism	Lecture/Practical	PPT Screening Workshop	
88	Closed circuit of Television & Major Concerns of Photojournalism	Lecture/Practical	PPT Screening Workshop	
89	Closed circuit of Television & Major Concerns of Photojournalism	Lecture/Practical	PPT Screening Workshop	
90	Closed circuit of Television & Major Concerns of Photojournalism	Lecture/Practical	PPT Screening Workshop	

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc.)
1	4/8/2016	Black & White Photography
2	28/9/2016	Photo story

References

- Don Livingston. *Film and the Director* , Macmillan; First Edition edition (1953).
- V.I. Pudovkin *Film Technique and Film Acting* Read Books (15 March 2007)
- Spottis Woode. *Technique of Film* , University of California Press. (1970)
- Gerald Millerson. *Video Camera Techniques* , Focal Press; 2 edition (29 August 1994)
- S.M.Eisenstein. *Film Form and Film Sense*, Harcourt;Edition Unstated edition March19,1969
- M.J. Langford. *Basic Photography*, Focal Press; 9 edition (23 July2010)
- AaronSussman.*The Amateur Photographer's Handbook*,Harpercollins;8edition(1February1973)
- Wolo Homok . *Art of Pictorial Composition* ,
- Beaumont Neewhall. *History of Photography*, The Museum of Modern Art; 5 edition (198
- V. Nilsen . *Cinema As A Graphi Art* , Hill &Wang Pub (September1972)