

SACRED HEART COLLEGE (AUTONOMOUS)

Department of Management Studies

BACHELOR OF BUSINESS ADMINISTRATION

[INTEGRATED MARKETING AND NEW MEDIA]

Course plan

Academic Year 2016 – 17

Semester II

Sl. No	Course Code	Title of the Course	Subject type	Number of credits	Total hours/ Semester	Subject section
1	15U2CCENG2	English II - Critical Thinking, Academic Writing and Presentation	Theory	4	72	Common Course-I
2	15U2CCFRN2	Language II - French for Business Communication	Theory	4	72	Common Course-II
3	15U2ARENV	Environmental Studies	Theory	4	72	Additional Core
4	16U2CRBBA4	Fundamentals of Marketing	Theory	3	72	Core Course
5	16U2CPBBA2	Organizational Behaviour	Theory	3	72	Complementary Course
6	16U2CRBBA5	Business Statistics	Theory	4	90	Core Course
7	16U2CRBBA6	Cinema Studies	Theory	3	72	Core Course

COURSE PLAN – FUNDAMENTALS OF MARKETING

PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION	SEMESTER	2
COURSE CODE AND TITLE	16U3CRBBA4 FUNDAMENTALS OF MARKETING	CREDIT	3
HOURS/WEEK	4	HOURS/SEM	72

COURSE OBJECTIVES (COs)	
1	Introduction to managerial decisions in the marketing area
2	To understand how to identify target market
3	To educate marketing communication
4	To understand the importance of channels in marketing
5	To study about the new trends in area of marketing

MODULE I				
Session	Topic	Method of Teaching	Value Additions	Remarks
1	Introduction to syllabus			
1	Marketing management	Lecture and discussion		
1	objectives of marketing	Lecture and discussion		
1	importance of marketing	Lecture and discussion		
2	Marketing concepts	Lecture and discussion		
1	consumer wants, needs	Lecture and discussion		
1	consumer insights	Lecture and discussion		
1	Benefits sought by the consumers	Lecture and discussion		
1	The impact of emotional benefits	Lecture and discussion		
1	possible source of insights	Lecture and discussion		
2	using insights	Lecture and discussion		
1	The role of an insight in product development	Lecture and discussion		

1	finding and development of insights	Quiz		
MODULE II				
2	Market segmentation	PPT		
1	Different types of market segmentation	PPT		
1	Target marketing	PPT		
1	Target Market	PPT		
1	Target market strategies	PPT		
2	Product positioning and differentiation	PPT		
1	choosing a differentiation	PPT		
1	positioning strategy	PPT		
2	changing the product positioning	PPT		
MODULE III				
2	Importance of product positioning in market	PPT		
1	Marketing mix	PPT		
1	product mix	PPT		
1	ptroducts and services	PPT		
2	levels of services	PPT		
1	classification of services	PPT		
1	product and service decisions	PPT		
1	Branding	PPT		
1	New produc development	PPT		
2	product life cycle	PPT		
1	Service marketing	PPT		
1	nature of marketing	PPT		
1	characteristics of service marketing	PPT		
1	Guest faculty	PPT		
MODULE IV				
1	Pricing	lecture and discussion		
2	Importance of pricing	lecture and discussion		

1	Factors influencing pricing decisions	lecture and discussion		
1	pricing strategies	lecture and discussion		
1	marketing communication	lecture and discussion		
2	promotion of product	lecture and discussion		
1	Integrated marketing communication	lecture and discussion		
1	promotion mix strategies	lecture and discussion		
1	push and pull strategy	lecture and discussion		
2	Importance of advertising	lecture and discussion		
1	public relations	PPT		
1	personal selling and sales promotion	PPT		
1	Trade shows, Trade sales promotion	PPT		
1	consumers sales promotion	PPT		
1	publicity and direct marketing	PPT		
1	Benefits of Direct marketing	PPT		
1	Direct marketing channels	PPT		
1	Public and ethical issues in Direct marketing	lecture and discussion		
MODULE V				
1	Distribution channels	PPT		
1	types of marketing channel	PPT		
2	Importance of channel distribution	PPT		
1	multiple channel distribution	PPT		
1	corporate retailing	PPT		
1	new retail environment	PPT		
1	new trends in the area of marketing	PPT		

	Topic	Nature of Assignment
1	Importance and objectives of marketing	Group
1	How to identify Target customers	Individual
1	Importance of channels in marketing	Individual
1	Effects of marketing in consumer buying decision	Group
1	Modern Marketing techniques	Individual

Textbook and references
Ramaswamy and Namakumari.(2005) Marketing management.Macmillan
Arunkumar and meenakshi(2007)Marketing management.Vikas
Lamb,Hair and Dannel M.C (2004).Marketing (7th ed).Thomson
Evans and berman

COURSE PLAN

PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION	SEMESTER	2
COURSE CODE AND TITLE	16U2CPBBA2 ORGANISATION BEHAVIOUR	CREDIT	3
HOURS/WEEK	4P	HOURS/SEM	72

COURSE OBJECTIVE
To understand the Behavioural science and its importance
To understand the significance of motivation and perception
To understand the the role of leader in business organization
To understand the the use of power and politics in formal organization
To understand the importance of work value and work culture

Course structure

Session	Topic	Method of Teaching	Value Additions	Remarks
1	Module -1 – Introduction	Lecture & Discussion	Knowledge updation	
1	Nature and definition of OB	Lecture & Discussion	Knowledge updation	
1	Scope of OB	Lecture & Discussion	Knowledge updation	
2	OB Modification	Lecture & Discussion	Knowledge updation	
1	Models of OB	Lecture & Discussion	Knowledge updation	
1	Challenges and opportunities for OB	Lecture & Case Study	Experimental learning	
1	Organization Goals and Involvemnet of OB in structuring it	Lecture & Discussion	Knowledge updation	
1	Impact of Global and Cultural diversity on OB.	Lecture & Roleplay	Experimental learning	
2	OB in practice today	Lecture & Discussion	Knowledge updation	
1	OB in practice today	Lecture	Experimental learning	
1	Revision	Seminar	Presentation	
1	Class Test	Quiz	Result based	

Session	Topic	Method of Teaching	Value Additions	
1	Module -II –Individual behaviour	Lecture & Discussion	Knowledge updation	
2	Personality definition and meaning	Lecture & Discussion	Knowledge updation	
1	Personality theories	Lecture & Discussion	Knowledge updation	
1	Perception and its role in individual decision making	Lecture & Discussion	Knowledge updation	
2	Personality and perception test	Lecture & Discussion	Knowledge updation	
1	Learning Definition and significance	Lecture & Case Study	Experimental learning	
1	Learning Curve and theories	Lecture & Discussion	Knowledge updation	
1	Motivation Theories Hierarchy of needs theory,	Lecture & Roleplay	Experimental learning	
2	Theory X and Y, Motivation- Hygiene theory, Vrooms Expectancy theory.	Lecture & Discussion	Experimental learning	
1	Guest lecture: Topic: How to motivate millennial	Lecture & Discussion	Knowledge updation	
1	Revision	Seminar	Experimental learning	
1	Class test	Quiz	Result based	
	Internal Test 1 on module 1 and 2			
Session	Topic	Method of Teaching	Value Additions	
1	Module- III: Introduction to interpersonal behaviour	Lecture & Discussion	Knowledge updation	
2	Interpersonal behaviour	Lecture & Discussion	Knowledge updation	
1	Interpersonal Communication and case discussion	Lecture & Discussion	Knowledge updation	
1	Transaction Analysis	Lecture & Discussion	Knowledge updation	
1	Self test	Lecture & Discussion	Knowledge updation	
2	The Johari Window	Lecture & Case Study	Experimental learning	
1	Leadership and Its Theories	Lecture & Discussion	Knowledge updation	

1	Prevailing Leadership styles in Indian Organisations.	Lecture & Roleplay	Experimental learning	
2	Leaders today	Lecture & Discussion	Experimental learning	
1	Guest lecture: Topic: Creating and leading a team	Lecture & Discussion	Knowledge updation	
1	Revision	Seminar	Experimental learning	
1	Class Test	Quiz	Result based	
Session	Topic	Method of Teaching	Value Additions	
1	Module-IV: Introduction to group behaviour	Lecture & Discussion	Knowledge updation	
2	Personality theory and test	Lecture & Discussion	Knowledge updation	
1	Types of Group Structures	Lecture & Case Study	Experimental learning	
1	Group decision making	Lecture & Roleplay	Experimental learning	
1	Teams Vs Groups	Lecture & Discussion	Knowledge updation	
1	Contemporary issues in managing teams	Lecture & Discussion	Knowledge updation	
2	Inter group problems in organizational group dynamics	Lecture & Case Study	Experimental learning	
1	Management of conflict	Lecture & Roleplay	Experimental learning	
1	Guest lecture: Topic: Importance of group and team for success of an organization	Lecture & Discussion	Knowledge updation	
1	Revision	Seminar	Knowledge updation	
1	Class Test	Quiz	Experimental learning	
Session	Topic	Method of Teaching	Value Additions	
2	Module-V: Introduction to Change management	Lecture & Discussion	Knowledge updation	
1	Change and Organisational development	Lecture & Discussion	Knowledge updation	
1	Change Management basics	Lecture & Discussion	Knowledge updation	

1	Resistance to change	Lecture & Case Study	Experimental learning	
2	Approaches to manage organizational change	Lecture & Discussion	Knowledge updation	
1	Organisational effectiveness	Lecture & Roleplay	Experimental learning	
1	Organisational culture	Lecture & Discussion	Knowledge updation	
1	Power and Politics in Organisational Quality of work life	Lecture & Discussion	Experimental learning	
2	Recent advances in OB.	Lecture & Roleplay	Experimental learning	
1	Guest lecture: Topic: The Influence of Power and Politics in modern organizations	Lecture & Discussion	Experimental learning	
1	Revision	Seminar	Experimental learning	
1	Class test	Quiz	Result based	

COURSE PLAN – BUSINESS STATISTICS

PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION	SEMESTER	2
COURSE CODE AND TITLE	16U2CRBBA5 Business Statistics	CREDIT	3
HOURS/WEEK	5	HOURS/SEM	90

COURSE OBJECTIVES
To describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis
To define and compute the various measures of central tendency
To understand the concept, define and compute the different measures of dispersion
To learn how correlation analysis describes the degree in which two variables are linearly related to each other
To understand the coefficient of determination as a measure of the strength and relationship between two variables
To use regression analysis to estimate the relationship between two variables
To learn why forecasting changes takes place over a time are an important part of decision making

Session	TOPICS	Method of Teaching	Value Additions	Remarks
1	introduction of statistics, meaning and definition	Lecture & Discussion	Knowledge updation	
2	Objectives of statistics	Lecture & Discussion	Knowledge updation	
3	Functions and Limitations of statistics	Lecture & Discussion	Knowledge updation	
4	Scope of statistics in Business, Industry and Economics	Lecture & Discussion	Knowledge updation	
5	Concept of Data, Variable population, Sample	Lecture & Discussion	Knowledge updation	
6	Concept of Classification of data - Types	Lecture & Discussion	Knowledge updation	
7	Frequency Distribution	Lecture & Discussion	Knowledge updation	

8	Tabulation of Data	Lecture & Discussion	Knowledge updation	
9	Parts of table	Lecture & Discussion	Knowledge updation	
10	Requisites of table	Lecture & Discussion	Knowledge updation	
11	Introduction, Types of Central Tendency Measures,	Lecture & Discussion	Experimental learning	
12	Qualities of good measure of Central tendency, properties of A.M	Lecture & Discussion	Experimental learning	
13	Arithmetic mean – Computation using Direct shortcut	Lecture & Discussion	Experimental learning	
14	Arithmetic mean – Computation using Direct shortcut	Solving more examples	Experimental learning	
15	Arithmetic mean – Computation using Direct shortcut	Solving more examples	Experimental learning	
16	Arithmetic Mean-step-deviation method	Lecture & Discussion	Experimental learning	
17	Arithmetic Mean-step-deviation method	Solving more examples	Experimental learning	
18	Arithmetic Mean-step-deviation method	Solving more examples	Experimental learning	
19	problems on missing frequencies (one or two)	Lecture & Discussion	Experimental learning	
20	problems on missing frequencies (one or two)	Solving more examples	Experimental learning	
21	problems on missing frequencies (one or two)	Solving more examples	Experimental learning	
22	problems on missing frequencies (one or two)	Solving more examples	Experimental learning	
23	problems on combined Mean	Lecture & Discussion	Experimental learning	
24	problems on combined Mean	Solving more examples	Experimental learning	
25	corrected Mean	Lecture & Discussion	Experimental learning	
26	corrected Mean	Solving more examples	Experimental learning	
27	corrected Mean	Solving more examples	Experimental learning	
28	Weighted AM – Simple problems of Weighted AM	Lecture & Discussion	Experimental learning	

29	Weighted AM – Simple problems of Weighted AM	Solving more examples	Experimental learning	
30	Median – computation for raw data	Lecture & Discussion	Experimental learning	
31	Median- discrete data	Lecture & Discussion	Experimental learning	
32	Median- continuous data	Lecture & Discussion	Experimental learning	
33	Median- continuous data	Solving more examples	Experimental learning	
34	Median- continuous data	Solving more examples	Experimental learning	
35	Median- continuous data	Solving more examples	Experimental learning	
36	problems on missing frequencies	Solving more examples	Experimental learning	
37	problems on missing frequencies	Solving more examples	Experimental learning	
38	problems on missing frequencies	Solving more examples	Experimental learning	
39	Mode – computation of mode for raw data	Lecture & Discussion	Experimental learning	
40	Mode-discrete data	Solving more examples	Experimental learning	
41	Mode-continuous data	Solving more examples	Experimental learning	
42	Mode-continuous data	Solving more examples	Experimental learning	
43	problems on Grouping and analysis table	Lecture & Discussion	Experimental learning	
44	problems on Grouping and analysis table	Solving more examples	Experimental learning	
	Test 1 on module 1 and 2			
45	Introduction, Types of dispersion measures	Lecture & Discussion	Experimental learning	
46	Qualities of good measure of dispersion	Lecture & Discussion	Experimental learning	
47	Range – Concept and simple problems	Lecture & Discussion	Experimental learning	
48	Quartile deviation – computation of QD and its coefficient for raw data	Lecture & Discussion	Experimental learning	

49	Q.D-computation of discrete data	Solving more examples	Experimental learning	
50	Q.D-computation of discrete data	Solving more examples	Experimental learning	
51	Q.D- computation of continuous data	Lecture & Discussion	Experimental learning	
52	Q.D- computation of continuous data	Solving more examples	Experimental learning	
53	Standard Deviation – Computation of SD and its coefficient for raw	Lecture & Discussion	Experimental learning	
54	Standard Deviation – Computation of SD for discrete data	Lecture & Discussion	Experimental learning	
55	Standard Deviation – Computation of SD for discrete data	Solving more examples	Experimental learning	
56	Standard Deviation – Computation of SD for continuous data	Lecture & Discussion	Experimental learning	
57	Standard Deviation – Computation of SD for continuous data	Solving more examples	Experimental learning	
58	TEST 2 on Module 3			
59	Objectives and uses of Time series analysis	Lecture & Discussion	Experimental learning	
60	Components of Time series	Lecture & Discussion	Experimental learning	
61	Measurement of Trend by Moving averages method	Lecture & Discussion	Experimental learning	
62	Measurement of Trend by Moving averages method	Solving more examples	Experimental learning	
63	Measurement of Trend by Moving averages method	Solving more examples	Experimental learning	
64	Least squares method	Lecture & Discussion	Experimental learning	
65	Least squares method	Solving more examples	Experimental learning	
66	Least squares method	Solving more examples	Experimental learning	
67	TEST 3 on Module 4			
68	Correlation – Meaning & Types	Lecture & Discussion	Experimental learning	
69	Spearman’s Rank correlation	Lecture & Discussion	Experimental learning	

70	Spearman's Rank correlation	Solving more examples	Experimental learning	
71	Spearman's Rank correlation	Solving more examples	Experimental learning	
72	Karl Pearson's co efficient of correlation	Lecture & Discussion	Experimental learning	
73	Karl Pearson's co efficient of correlation	Solving more examples	Experimental learning	
74	Karl Pearson's co efficient of correlation	Solving more examples	Experimental learning	
75	Probable error	Lecture & Discussion	Experimental learning	
76	Concurrent deviation method.	Lecture & Discussion	Experimental learning	
77	Concurrent deviation method.	Solving more examples	Experimental learning	
78	Regression – Meaning	Lecture & Discussion	Experimental learning	
79	Regression lines	Solving more examples	Experimental learning	
80	Properties of Regression lines and regression coefficient	Lecture & Discussion	Experimental learning	
81	problems on regression lines	Solving more examples	Experimental learning	
82	problems on regression lines	Solving more examples	Experimental learning	
83	problems on regression lines	Solving more examples	Experimental learning	
84	Regression coefficient	Lecture & Discussion	Experimental learning	
85	Regression Coefficient	Solving more examples	Experimental learning	
86	Regression Coefficient	Solving more examples	Experimental learning	
87	TEST 4 on Module 5			
88	Revision on Module 1,2	PPT, Discussion, Lecture	Solving Problems	
89	Revision on Module 3,4	PPT, Discussion, Lecture	Solving Problems	
90	Revision on Module 5	PPT, Discussion, Lecture	Solving Problems	

ASSIGNMENTS AND SEMINARS				
Sl No	Module	Topic	Nature of Assignment	Remarks
1	1	collection of data	Group	
2	2	calculation of Arithmetic Mean by various Method	Individual	
3	3	Calculation on finding missing frequencies and combined mean	Individual	
4	4	computation of Mode	Individual	
5	5	computation of Median	Individual	
6	6	computation of S.D and Q.D	Individual	
7	7	Time Series	Group	
8	8	Regression	Individual	
9	9	Correlation	Individual	
10	10	Probable error and Concurrent Deviation Method	Individual	
TEXTBOOKS AND REFERENCES				
1	<i>Business Mathematics By 1. Sancheti D. C. & Kapoor V. K.-, Eleventh Edition, Sultan Chand & Sons, 2012</i>			

COURSE PLAN –CINEMA STUDIES

PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION	SEMESTER	2
COURSE CODE AND TITLE	16U2CRBBA6 Cinema Studies	CREDIT	3
HOURS/WEEK	4	HOURS/SEM	72

COURSE OBJECTIVES
Students will be equipped with various editing knowledge (chronological editing, cross cutting etc)
The students will be familiar with sound and colour integration
Students will gain knowledge in various film genre
Students will get a clear picture on the evolution of film
Students will be equipped with knowledge for making short films

Session	Topic	Method of Teaching	Value Additions	Remarks
1	Editing: chronological editing, cross cutting , montage , continuity editing	Lecture & Discussion	Knowledge updation	
2	Editing: chronological editing, cross cutting , montage , continuity editing	Lecture & Discussion		
3	Editing: chronological editing, cross cutting , montage , continuity editing	Lecture & Discussion		
4	Editing: chronological editing, cross cutting , montage , continuity editing	Lecture & Discussion		
5	Editing: chronological editing, cross cutting , montage , continuity editing	Lecture & Discussion		
6	continuity cuts , jump cuts ,match cuts	Lecture & Discussion	Knowledge updation	
7	continuity cuts , jump cuts ,match cuts	Lecture & Discussion		
8	continuity cuts , jump cuts ,match cuts	Lecture & Discussion		

10	continuity cuts , jump cuts ,match cuts	Lecture & Discussion		
11	30 degree rule ,180 degree rule	Lecture & Discussion	Knowledge updation	
12	30 degree rule ,180 degree rule	Lecture & Discussion		
13	30 degree rule ,180 degree rule	Lecture & Discussion		
14	Sound and colour in the movies	Lecture & Discussion	Practical learning	
15	The production, distribution and reception of films; censorship	Lecture & Discussion	Knowledge updation	
16	The production, distribution and reception of films; censorship	Lecture & Discussion		
17	The production, distribution and reception of films; censorship	Lecture & Discussion		
18	The production, distribution and reception of films; censorship	Lecture & Discussion		
19	Test 1 on module 1 and 2			
20	The Major genres: Narrative, avant-garde, documentary	Lecture & Discussion	Knowledge updation	
21	The Major genres: Narrative, avant-garde, documentary	Lecture & Discussion		
22	The Major genres: Narrative, avant-garde, documentary	Lecture & Discussion		
23	The Major genres: Narrative, avant-garde, documentary	Lecture & Discussion		
24	The Major genres: Narrative, avant-garde, documentary	Lecture & Discussion		
25	The Major genres: Narrative, avant-garde, documentary	Lecture & Discussion		
26	The Major genres: Narrative, avant-garde, documentary	Lecture & Discussion		
27	The Major genres: Narrative, avant-garde, documentary	Lecture & Discussion		

28	The Major genres: Narrative, avant-garde, documentary	Lecture & Discussion		
29	Other genres: Thriller, melodrama, musical, horror, western, animation film, historical, mythological	Lecture & Discussion	Knowledge updatation	
30	Test 2 on Module 3			
31	The silent era; classic Hollywood cinema, Neo-Realism, French New wave,	Lecture & Discussion	Knowledge updatation	
32	The silent era; classic Hollywood cinema, Neo-Realism, French New wave,	Lecture & Discussion		
33	The silent era; classic Hollywood cinema, Neo-Realism, French New wave,	Lecture & Discussion		
34	The silent era; classic Hollywood cinema, Neo-Realism, French New wave,	Lecture & Discussion		
35	The silent era; classic Hollywood cinema, Neo-Realism, French New wave,	Lecture & Discussion		
36	The silent era; classic Hollywood cinema, Neo-Realism, French New wave,	Lecture & Discussion		
37	Indian Cinema	Lecture & Discussion	Knowledge updatation	
38	Indian Cinema	Lecture & Discussion		
39	Indian Cinema	Lecture & Discussion		
40	Indian Cinema	Lecture & Discussion		
41	Indian Cinema	Lecture & Discussion		
42	Indian Cinema	Lecture & Discussion		
43	Indian Cinema	Lecture & Discussion		
44	Indian Cinema	Lecture & Discussion		
45	Indian Cinema	Lecture & Discussion		

46	Indian Cinema	Lecture & Discussion		
47	World cinema	Lecture & Discussion		
48	World cinema	Lecture & Discussion		
49	World cinema	Lecture & Discussion		
50	World cinema	Lecture & Discussion		
51	World cinema	Lecture & Discussion		
52	World cinema	Lecture & Discussion		
53	World cinema	Lecture & Discussion		
54	World cinema	Lecture & Discussion		
55	World cinema	Lecture & Discussion		
56	World cinema	Lecture & Discussion		
47	Test 3 on Module 4			
48	Sergei Eisenstein, Andre Bazin , auteur theory	Lecture & Discussion	Knowledge updatation	
49	Christian Metz and Laura Mulvey	Lecture & Discussion	Knowledge updatation	
50	Christian Metz and Laura Mulvey	Lecture & Discussion		
51	Christian Metz and Laura Mulvey	Lecture & Discussion		
52	Christian Metz and Laura Mulvey	Lecture & Discussion		
53	Christian Metz and Laura Mulvey	Lecture & Discussion		
54	Christian Metz and Laura Mulvey	Lecture & Discussion		
55	Christian Metz and Laura Mulvey	Lecture & Discussion		
56	Cinema and culture	Lecture & Discussion		

57	Cinema and culture	Lecture & Discussion		
58	Cinema and culture	Lecture & Discussion		
59	Cinema and culture	Lecture & Discussion		
60	Cinema and culture	Lecture & Discussion		
61	Cinema and culture	Lecture & Discussion		
62	Cinema and culture	Lecture & Discussion		
63	Cinema and culture	Lecture & Discussion		
64	Cinema and culture	Lecture & Discussion		
65	Cinema and society	Lecture & Discussion		
66	Cinema and society	Lecture & Discussion		
67	Cinema and society	Lecture & Discussion		
68	Cinema and society	Lecture & Discussion		
69	Cinema and society	Lecture & Discussion		
70	Test 4 on Module 5			
71	Revision on Module 1,2,3	PPT, Discussion, Lecture		
72	Revision on Module 4 and 5	PPT, Discussion, Lecture		