# SACRED HEART COLLEGE (AUTONOMOUS)


## Department of Management Studies

## BACHELOR OF BUSINESS ADMINISTRATION


## [INTEGRATED MARKETING AND NEW MEDIA]



## Course plan

## Academic Year 2018 – 19

## Semester II

## PROGRAMME OUTCOMES

| | |
|---|---|
| PO 1 | Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives. |
| PO 2 | Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the word by connecting people, ideas, books, media and technology. |
| PO 3 | Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act an informed awareness of issues and participate in civic life through volunteering. |
| PO 4 | Environment and Sustainability: Understand the issues of environmental contexts and sustainable development. |
| PO5 | Ethics: Recognise different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them. |
| PO 6 | Global Perspective: Understand the economic, social and ecological connections that link the world's nations and people. |

## PROGRAM SPECIFIC OUTCOMES

| | |
|---|---|
| PSO 1 | Demonstrate a comprehensive understanding of integrated marketing communication theories and concepts along with being capable of understanding and resolving managerial issues in a successful manner. |
| PSO 2 | Possess the right aptitude to communicate and negotiate effectively, to achieve individual and business goals; be able to upgrade their professional and managerial skills in the media management field, and display their talent in workplace. |
| PSO 3 | Explore and reflect about challenges, develop opportunities in the media and marketing industry environment; and demonstrate effective communication skills consistent with a professional marketing environment. |
| PSO 4 | Understand one's own capability to set achievable targets and complete them; and develop integrated marketing solutions for businesses by employing appropriate media strategies. |
| PSO 5 | Launch a successful business career in a meaningful way, contributing to personal, Professional and societal growth; and pursue lifelong learning and achieve holistic development. |
| PSO 6 | Take up challenging assignments and work for nation building in various sectors and industries. |

| 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 | 15U2CRBBA4 | Fundamentals of Marketing | Theory | 3 | 72 | Core Course |
| 5 | 15U2CPBBA2 | Organizational Behaviour | Theory | 3 | 72 | Complementary Course |
| 6 | 15U2CRBBA5 | Business Statistics | Theory | 4 | 90 | Core Course |
| 7 | 15U2CRBBA6 | Cinema Studies | Theory | 3 | 72 | Core Course |

## COURSE PLAN – FUNDAMENTALS OF MARKETING

| PROGRAMME | BACHELOR OF BUSINESS ADMINISTRATION | SEMESTER | 2 |
|---|---|---|---|
| COURSE CODE AND TITLE | 16U3CRBBA24 FUNDAMENTALS OF MARKETING | CREDIT | 3 |
| HOURS/WEEK | 4 | HOURS/SEM | 72 |
| FACULTY NAME | MARY TANIA ANTONY | | |

| | COURSE OUTCOMES (COs) | PO/PSO | CL |
|---|---|---|---|
| 1 | Introduction to managerial decisions in the marketing area | PO1,PS01 | U |
| 2 | To understand how to identify target market | PO2,PSO1 | U |
| 3 | To educate marketing communication | PO1,PO2,PSO2 | U |
| 4 | To understand the importance of channels in marketing | PO3,PSO1 | U |
| 5 | To study about the new trends in area of marketing | PO1,POS2 | U |

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 | PSO 6 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO 1 | 2 | | | | | | 2 | | | | | |
| CO 2 | | 2 | | | | | 2 | | | | | |
| CO 3 | 2 | 2 | | | | | | 2 | | | | |
| CO 4 | | | 2 | | | | 2 | | | | | |
| CO 5 | 2 | | | | | | | 2 | | | | |

**Mapping Strength**

- 0- No Mapping strength
- 1- Low
- 2- Medium
- 3- High

| MODULE I | | | | |
|---|---|---|---|---|
| Session | Topic | Method of Teaching | Value Additions | CO |
| 1 | Introduction to syllabus | | | |
| 1 | Marketing management | Lecture and discussion | | 5 |
| 1 | objectives of marketing | Lecture and discussion | | 1,5 |
| 1 | importance of marketing | Lecture and | | 5 |

| | | discussion | | |
|---|---|---|---|---|
| 1 | Marketing concepts | Lecture and discussion | | 2 |
| 1 | consumer wants, needs | Lecture and discussion | | 3 |
| 1 | consumer insights | Lecture and discussion | | 3 |
| 1 | Benefits sought by the consumers | Lecture and discussion | | 2 |
| 1 | The impact of emotional benefits | Lecture and discussion | | 1,2 |
| 1 | possible source of insights | Lecture and discussion | | 1,2 |
| 1 | using insights | Lecture and discussion | | 2 |
| 1 | The role of an insight in product development | Lecture and discussion | | 2,3 |
| 1 | finding and development of insights | Quiz | | 2 |
| MODULE II | | | | |
| 1 | Market segmentation | PPT | | 1,5 |
| 1 | Different types of market segmentation | PPT | | 5 |
| 1 | Target marketing | PPT | | 2 |
| 1 | Target Market | PPT | | 2 |
| 1 | Target market strategies | PPT | | 2 |
| 1 | Product positioning and differentiation | PPT | | 1,2 |
| 1 | choosing a differentiation | PPT | | 1 |
| 1 | positioning strategy | PPT | | 2,1 |
| 1 | changing the product positioning | PPT | | 5 |
| | | | | |
| MODULE III | | | | |
| | | | | |
| 1 | Importance of product positioning in market | PPT | | 1 |
| 1 | Marketing mix | PPT | | 2 |
| 1 | product mix | PPT | | 2 |
| 1 | ptroducts and services | PPT | | 1,4,3 |
| 1 | levels of services | PPT | | 3 |
| 1 | classification of services | PPT | | 3 |

| | | | | |
|---|---|---|---|---|
| 1 | product and service decisions | PPT | | 1,3,4 |
| 1 | Branding | PPT | | 1,5 |
| 1 | New produc development | PPT | | 5 |
| 1 | product life cycle | PPT | | 5 |
| 1 | Service marketing | PPT | | 3 |
| 1 | nature of marketing | PPT | | 1,2 |
| 1 | characteristics of service marketing | PPT | | 1 |
| 1 | Guest faculty | PPT | | 5 |
| MODULE IV | | | | |
| 1 | Pricing | lecture and discussion | | 2 |
| 1 | Importance of pricing | lecture and discussion | | 2 |
| 1 | Factors influencing pricing decisions | lecture and discussion | | 1 |
| 1 | pricing strategies | lecture and discussion | | 1 |
| 1 | marketing communication | lecture and discussion | | 3 |
| 1 | promotion of product | lecture and discussion | | 5 |
| 1 | Integrated marketing communication | lecture and discussion | | 3 |
| 1 | promotion mix strategies | lecture and discussion | | 3 |
| 1 | push and pull strategy | lecture and discussion | | 1 |
| 1 | Importance of advertising | lecture and discussion | | 3 |
| 1 | public relations | PPT | | 4 |
| 1 | personal selling and sales promotion | PPT | | 5 |
| 1 | Trade shows,Trade sales promotion | PPT | | 5 |
| 1 | consumers sales promotion | PPT | | 5 |
| 1 | publicity and direct marketing | PPT | | 4 |
| 1 | Benefits of Direct marketing | PPT | | 3 |
| 1 | Direct marketing channels | PPT | | 4 |
| 1 | Public and ethical issues in Direct marketing | lecture and discussion | | 5 |
| MODULE V | | | | |

| | | | | |
|---|---|---|---|---|
| 1 | Distribution channels | PPT | | 4 |
| 1 | types of marketing channel | PPT | | 4 |
| 1 | Importance of channel distribution | PPT | | 4 |
| 1 | multiple channel distribution | PPT | | 4 |
| 1 | corporate retailing | PPT | | 5 |
| 1 | new retail environment | PPT | | 5 |
| 1 | new trends in the area of marketing | PPT | | 5 |

| | Topic | Nature of Assignment | Alignment with co and pso'o | |
|---|---|---|---|---|
| 1 | Importance and objectives of marketing | Group | 1,2,3 | 1,2 |
| 1 | How to identify Target customers | Individual | 1,2 | 3,4 |
| 1 | Importance of channels in marketing | Individual | 1,5 | 2,4 |
| 1 | Effects of marketing in consumer buying decision | Group | 3,4 | 3 |
| 1 | Modern Marketing techniques | Individual | 2,4 | 5 |

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

**COURSE PLAN**

| PROGRAMME | BACHELOR OF BUSINESS ADMINISTRATION | SEMESTER | 2 |
|---|---|---|---|
| COURSE CODE AND TITLE | 16U3CRBBA11 ORGANISATION BEHAVIOUR | CREDIT | 3 |
| HOURS/WEEK | 4 | HOURS/SEM | 72 |
| FACULTY NAME | KALPITA CHAKRABORTY | | |

| | COURSE OUTCOME | PO/PSO | CL |
|---|---|---|---|
| CO 1 | Understand the Behavioural science and its importance | PO1,PSO1 | U |
| CO 2 | Understand the significance of motivation and perception | PO2,PSO1 | U |
| CO 3 | Understand the the role of leader in business organization | PO1,PSO3 | U |
| CO 4 | Understand the the use of power and politics in formal organization | PO1,PSO4 | U |
| CO 5 | Understand the importance of work value and work culture | PO1,PSO2 | U |

**O - PO/PSO Mapping**

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 | PSO 6 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO 1 | 1 | | | | | | 2 | | | | | |
| CO 2 | | 2 | | | | | 2 | | | | | |
| CO 3 | 2 | | | | | | | | 2 | | | |
| CO 4 | 2 | | | | | | | | | 2 | | |
| CO 5 | 2 | | | | | | | 2 | | | | |

**Mapping Strength**

0- No Mapping strength
1- Low
2- Medium
3- High

Course structure

| Session | Topic | Method of Teaching | Value Additions | CO |
|---|---|---|---|---|
| 1 | Module -1 – Introduction | Lecture & Discussion | Knowledge updation | 1 |
| 1 | Nature and definition of OB | Lecture & Discussion | Knowledge updation | 1,2 |
| 1 | Scope of OB | Lecture & Discussion | Knowledge updation | 1,2 |
| 1 | OB Modification | Lecture & Discussion | Knowledge updation | 1,2 |
| 1 | Models of OB | Lecture & Discussion | Knowledge updation | 1,2 |
| 1 | Challenges and opportunities for OB | Lecture & Case Study | Experimental learning | 1,2,3 |
| 1 | Organization Goals and lnvolvemnet of OB in structuring it | Lecture & Discussion | Knowledge updation | 1,2,3 |
| 1 | Impact of Global and Cultural diversity on OB. | Lecture &Roleplay | Experimental learning | 1,2,3 |
| 1 | OB in practice today | Lecture & Discussion | Knowledge updation | 1,2,3 |
| 1 | 0 | Lecture | Experimental learning | 1,2,3 |
| 1 | Revision | Seminar | Presentation | 1,3 |
| 1 | Class Test | Quiz | Result based | 1,2,3 |
| Session | Topic | Method of Teaching | Value Additions | CO |
| 1 | Module -II –Individual behaviour | Lecture & Discussion | Knowledge updation | 1 |
| 1 | Personality definition and meaning | Lecture & Discussion | Knowledge updation | 1 |
| 1 | Personality theories | Lecture & Discussion | Knowledge updation | 1,2 |
| 1 | Perception and its role in individual decision making | Lecture & Discussion | Knowledge updation | 1,2 |
| 1 | Personality and perception test | Lecture & Discussion | Knowledge updation | 1,2,3 |
| 1 | Learning Definition and significance | Lecture & Case Study | Experimental learning | 1,2,3 |
| 1 | Learning Curve and theories | Lecture & Discussion | Knowledge updation | 1,2,3 |
| 1 | MotivationTheories Hierarchy of needs theory, | Lecture &Roleplay | Experimental learning | 1,2 |

| Session | Topic | Method of Teaching | Value Additions | CO |
|---|---|---|---|---|
| 1 | Theory X and Y, Motivation- Hygine theory, Vrooms Expectancy theory. | Lecture & Discussion | Experimental learning | 1,2 |
| 1 | Guest lecture: Topic:  How to motivet millennial | Lecture & Discussion | Knowledge updation | 1,2,3 |
| 1 | Revision | Seminar | Experimental learning | 1,2,3 |
| 1 | Class test | Quiz | Result based | 1,2,3 |
| | Internal Test 1  on module 1 and 2 | | | |
| Session | Topic | Method of Teaching | Value Additions | CO |
| 1 | Module- III: Introduction to interpersonal behaviour | Lecture & Discussion | Knowledge updation | 1 |
| 1 | Interpersonal behaviour | Lecture & Discussion | Knowledge updation | 1 |
| 1 | Interpersonal Communication and case discussion | Lecture & Discussion | Knowledge updation | 1,2 |
| 1 | Transaction Analysis | Lecture & Discussion | Knowledge updation | 1,2 |
| 1 | Self test | Lecture & Discussion | Knowledge updation | 1,2,3 |
| 1 | The Johari Window | Lecture & Case Study | Experimental learning | 1,2,3 |
| 1 | Leadership  and Its Theories | Lecture & Discussion | Knowledge updation | 1,2,3 |
| 1 | Prevailing Leadership styles in Indian Organisations. | Lecture &Roleplay | Experimental learning | 1,2 |
| 1 | Leaders today | Lecture & Discussion | Experimental learning | 1,2 |
| 1 | Guest lecture: Topic:  Creating and leading a team | Lecture & Discussion | Knowledge updation | 1,2,3 |
| 1 | Revision | Seminar | Experimental learning | 1,2,3 |
| 1 | Class Test | Quiz | Result based | 1,2,3 |
| Session | Topic | Method of Teaching | Value Additions | CO |
| 1 | Module-IV:  Introduction to group behaviour | Lecture & Discussion | Knowledge updation | 1 |
| 1 | Personality theory and test | Lecture & Discussion | Knowledge updation | 1 |
| 1 | Types of Group Structures | Lecture & Case Study | Experimental learning | 1,2,3 |
| 1 | Group decision making | Lecture &Roleplay | Experimental learning | 1,2 |

| Session | Topic | Method of Teaching | Value Additions | CO |
|---|---|---|---|---|
| 1 | Teams Vs Groups | Lecture & Discussion | Knowledge updation | 1,2,3 |
| 1 | Contemporary issues in managing teams | Lecture & Discussion | Knowledge updation | 1,2,3 |
| 1 | Inter group problems in organizational group dynamics | Lecture & Case Study | Experimental learning | 1,2,3 |
| 1 | Management of conflict | Lecture &Roleplay | Experimental learning | 1,2,3 |
| 1 | Guest lecture: Topic:  Importance of group and team for success of an organization | Lecture & Discussion | Knowledge updation | 1,2,3 |
| 1 | Revision | Seminar | Knowledge updation | 1,2,3 |
| 1 | Class Test | Quiz | Experimental learning | 1,2,3 |
| Session | Topic | Method of Teaching | Value Additions | CO |
| 1 | Module-V:  Introduction to Change management | Lecture & Discussion | Knowledge updation | 1 |
| 1 | Change and Organisational development | Lecture & Discussion | Knowledge updation | 1 |
| 1 | Change Management basics | Lecture & Discussion | Knowledge updation | 1,2 |
| 1 | Resistance to change | Lecture & Case Study | Experimental learning | 1,2,3 |
| 1 | Approaches to manage organizational change | Lecture & Discussion | Knowledge updation | 1,2 |
| 1 | Organisational effectiveness | Lecture &Roleplay | Experimental learning | 1,2 |
| 1 | Organisational culture | Lecture & Discussion | Knowledge updation | 1,2,3 |
| 1 | Power and Politics in Organisational Quality of work life | Lecture & Discussion | Experimental learning | 1,2,3 |
| 1 | Recent advances in OB. | Lecture &Roleplay | Experimental learning | 1,2,3 |
| 1 | Guest lecture: Topic:  The Influence of Power and Politics in modern organizations | Lecture & Discussion | Experimental learning | 1,2,3 |
| 1 | Revision | Seminar | Experimental learning | 1,2,3 |
| 1 | Class test | Quiz | Result based | 1,2,3 |

| ASSIGNMENTS AND SEMINARS | | | | | | | |
|---|---|---|---|---|---|---|---|
| Sl | Module | Topic | Nature of | | Alignment with | | |

| No | | | Assignment | POs, PSOs and COs | | |
|---|---|---|---|---|---|---|
| 1 | 1 | OB Mod with diagram | Individual | PSO 1, CO1 | | |
| 2 | 2 | Case study writing -Employee motivation | Individual | PSO1,2,3 CO 1,2,3 | | |
| 3 | 3 | Interpersonal communication Role play | Group | PSO1,2,3 CO 1,2,3 | | |
| 4 | 4 | Discuss Sigmund Freud's Layers of the Self | Individual | PSO1,2,3,4 CO 1,2,3 | | |
| 5 | 5 | Team building game | Group | PSO 1,2,3,4.5 CO 1,2,3 | | |
| 6 | 1 | Experience sharing from school best and worst | Individual | PSO 1,2,3,4.5 ,CO 1,2,3 | | |
| 7 | 2 | Does legend motivate? | Individual | PSO 1,2,3,4.5 CO 1,2,3 | | |
| 8 | 3 | Ccommunication in MNC's | Individual | | | |
| 9 | 4 | Conflict management in Indian industries – example | Group | | | |
| 10 | 5 | Change in Telecom - Example India | Group | PSO 1,2,3,4.5 CO 1,2,3 | | |
| TEXTBOOKS AND REFERENCES | | | | | | |
| 1 | K. Aswathappa, Organizational Behaviour, Himalaya Publications, Ninth Revised and | | | | | |
| 2 | Changing Behaviour at Work: A Practical Guide ByBy Peter Makin, Charles Cox | | | | | |
| 3 | Supervision Today!, Global Edition By Stephen P. Robbins, David A. DeCenzo | | | | | |

## COURSE PLAN – BUSINESS STATISTICS

| PROGRAMME | BACHELOR OF BUSINESS ADMINISTRATION | SEMESTER | 2 |
|---|---|---|---|
| COURSE CODE AND TITLE | 15U2CRBBA5 Business Statistics | CREDIT | 3 |
| HOURS/WEEK | 5 | HOURS/SEM | 90 |
| FACULTY NAME | AMRITHA C S | | |

| | COURSE OUTCOMES (COs) | PO/PSO | CL |
|---|---|---|---|
| CO 1 | describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis | PO1,PSO1 | U |
| CO 2 | define and compute the various measures of central tendency | PO2,PSO2 | U |
| CO 3 | understand the concept, define and compute the different measures of dispersion | PO3,PSO1 | U |
| CO 4 | to learn how correlation analysis describes the degree in which two variables are linearly related to each other | PO1,PO2,PSO1 | U |
| CO 5 | to understand the coefficient of determination as a measure of the strength and relationship between two variables | PO4,PSO3 | U |
| CO 6 | to use regression analysis to estimate the relationship between two variables | PO3,PSO2 | An |
| CO 7 | to learn why forecasting changes takes place over a time are an important part of decision making | PO1,PSO5 | |

**CO - PO/PSO Mapping**

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 | PSO 6 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO 1 | 2 | | | | | | 2 | | | | | |
| CO 2 | | 2 | | | | | | 2 | | | | |
| CO 3 | | | 2 | | | | 2 | | | | | |
| CO 4 | 2 | 2 | | | | | 2 | | | | | |
| CO 5 | | | | 2 | | | | | 2 | | | |
| CO 6 | | | 2 | | | | | 2 | | | | |
| C0 7 | 2 | | | | | | | | | | 2 | |

**Mapping Strength**

0- No Mapping strength
1- Low
2- Medium
3- High

| Session | TOPICS | Method of Teaching | Value Additions | CO |
|---|---|---|---|---|
| 1 | introduction of statistics, meaning and definition | Lecture & Discussion | Knowledge updation | 1 |
| 2 | Objectives of statistics | Lecture & Discussion | Knowledge updation | 1 |
| 3 | Functions and Limitations of statistics | Lecture & Discussion | Knowledge updation | 1 |
| 4 | Scope of statistics in Business, Industry and Economics | Lecture & Discussion | Knowledge updation | 1 |
| 5 | Concept of Data, Variable population, Sample | Lecture & Discussion | Knowledge updation | 1 |
| 6 | Concept of Classification of data - Types | Lecture & Discussion | Knowledge updation | 1 |
| 7 | Frequency Distribution | Lecture & Discussion | Knowledge updation | 1 |
| 8 | Tabulation of Data | Lecture & Discussion | Knowledge updation | 1 |
| 9 | Parts of table | Lecture & Discussion | Knowledge updation | 1 |
| 10 | Requisites of table | Lecture & Discussion | Knowledge updation | 1 |
| 11 | Introduction, Types of Central Tendency Measures, | Lecture & Discussion | Experimental learning | 1,2 |
| 12 | Qualities of good measure of Central tendency, properties of A.M | Lecture & Discussion | Experimental learning | 1,2 |
| 13 | Arithmetic mean – Computation using Direct shortcut | Lecture & Discussion | Experimental learning | 1,2 |
| 14 | Arithmetic mean – Computation using Direct shortcut | Solving more examples | Experimental learning | 1,2 |
| 15 | Arithmetic mean – Computation using Direct shortcut | Solving more examples | Experimental learning | 1,2 |
| 16 | Arithmetic Mean-step-deviation method | Lecture &Discussion | Experimental learning | 1,2 |
| 17 | Arithmetic Mean-step-deviation method | Solving more examples | Experimental learning | 1,2 |

| 18 | Arithmetic Mean-step-deviation method | Solving more examples | Experimental learning | 1,2 |
|----|----|----|----|----|
| 19 | problems on missing frequencies (one or two) | Lecture & Discussion | Experimental learning | 1,2 |
| 20 | problems on missing frequencies (one or two) | Solving more examples | Experimental learning | 1,2 |
| 21 | problems on missing frequencies (one or two) | Solving more examples | Experimental learning | 1,2 |
| 22 | problems on missing frequencies (one or two) | Solving more examples | Experimental learning | 1,2 |
| 23 | problems on combined Mean | Lecture & Discussion | Experimental learning | 1,2 |
| 24 | problems on combined Mean | Solving more examples | Experimental learning | 1,2 |
| 25 | corrected Mean | Lecture & Discussion | Experimental learning | 1,2 |
| 26 | corrected Mean | Solving more examples | Experimental learning | 1,2 |
| 27 | corrected Mean | Solving more examples | Experimental learning | 1,2 |
| 28 | Weighted AM – Simple problems of Weighted AM | Lecture & Discussion | Experimental learning | 1,2 |
| 29 | Weighted AM – Simple problems of Weighted AM | Solving more examples | Experimental learning | 1,2 |
| 30 | Median – computation for raw data | Lecture & Discussion | Experimental learning | 1,2 |
| 31 | Median- discrete data | Lecture & Discussion | Experimental learning | 1,2 |
| 32 | Median- continuous data | Lecture & Discussion | Experimental learning | 1,2 |
| 33 | Median- continuous data | Solving more examples | Experimental learning | 1,2 |
| 34 | Median- continuous data | Solving more examples | Experimental learning | 1,2 |
| 35 | Median- continuous data | Solving more examples | Experimental learning | 1,2 |
| 36 | problems on missing frequencies | Solving more examples | Experimental learning | 1,2 |
| 37 | problems on missing frequencies | Solving more examples | Experimental learning | 1,2 |
| 38 | problems on missing frequencies | Solving more examples | Experimental learning | 1,2 |
| 39 | Mode – computation of mode for raw | Lecture & | Experimental | 1,2 |

| | data | Discussion | learning | |
|---|---|---|---|---|
| 40 | Mode-discrete data | Solving more examples | Experimental learning | 1,2 |
| 41 | Mode-continuous data | Solving more examples | Experimental learning | 1,2 |
| 42 | Mode-continuous data | Solving more examples | Experimental learning | 1,2 |
| 43 | problems on Grouping and analysis table | Lecture & Discussion | Experimental learning | 1,2 |
| 44 | problems on Grouping and analysis table | Solving more examples | Experimental learning | 1,2 |
| | Test 1  on module 1 and 2 | | | |
| | MODULE III        Measures of Dispersion | | | |
| 45 | Introduction, Types of dispersion measures | Lecture & Discussion | Experimental learning | 1,3 |
| 46 | Qualities of good measure of dispersion | Lecture & Discussion | Experimental learning | 1,3 |
| 47 | Range – Concept and simple problems | Lecture & Discussion | Experimental learning | 1,3 |
| 48 | Quartile deviation – computation of QD and its coefficient for raw data | Lecture & Discussion | Experimental learning | 1,3 |
| 49 | Q.D-computation of discrete data | Solving more examples | Experimental learning | 1,3 |
| 50 | Q.D-computation of discrete data | Solving more examples | Experimental learning | 1,3 |
| 51 | Q.D- computation of continuous data | Lecture & Discussion | Experimental learning | 1,3 |
| 52 | Q.D- computation of continuous data | Solving more examples | Experimental learning | 1,3 |
| 53 | Standard Deviation – Computation of SD and its coefficient for raw | Lecture & Discussion | Experimental learning | 1,3 |
| 54 | Standard Deviation – Computation of SD for discrete data | Lecture & Discussion | Experimental learning | 1,3 |
| 55 | Standard Deviation – Computation of SD for discrete data | Solving more examples | Experimental learning | 1,3 |
| 56 | Standard Deviation – Computation of SD for continuous data | Lecture & Discussion | Experimental learning | 1,3 |
| 57 | Standard Deviation – Computation of SD for continuous data | Solving more examples | Experimental learning | 1,3 |
| 58 | TEST 2 on Module 3 | | | |
| | MODULE IV      Time Series Analysis | | | |
| 59 | Objectives and uses of Time series | Lecture & | Experimental | 1,7 |

| | | analysis | Discussion | learning | |
|---|---|---|---|---|---|
| 60 | Components of Time series | Lecture & Discussion | Experimental learning | 1,7 |
| 61 | Measurement of Trend by Moving averages method | Lecture & Discussion | Experimental learning | 1,7 |
| 62 | Measurement of Trend by Moving averages method | Solving more examples | Experimental learning | 1,7 |
| 63 | Measurement of Trend by Moving averages method | Solving more examples | Experimental learning | 1,7 |
| 64 | Least squares method | Lecture & Discussion | Experimental learning | 1,7 |
| 65 | Least squares method | Solving more examples | Experimental learning | 1,7 |
| 66 | Least squares method | Solving more examples | Experimental learning | 1,7 |
| 67 | TEST 3 on Module 4 | | | |
| MODULE V     Analysis of Bi Variate Data- Correlation | | | | |
| 68 | Correlation – Meaning & Types | Lecture & Discussion | Experimental learning | 1,4,5 |
| 69 | Spearman's Rank correlation | Lecture & Discussion | Experimental learning | 1,4,5 |
| 70 | Spearman's Rank correlation | Solving more examples | Experimental learning | 1,4,5 |
| 71 | Spearman's Rank correlation | Solving more examples | Experimental learning | 1,4,5 |
| 72 | Karl Pearson's co efficient of correlation | Lecture & Discussion | Experimental learning | 1,4,5 |
| 73 | Karl Pearson's co efficient of correlation | Solving more examples | Experimental learning | 1,4,5 |
| 74 | Karl Pearson's co efficient of correlation | Solving more examples | Experimental learning | 1,4,5 |
| 75 | Probable error | Lecture & Discussion | Experimental learning | 1,4,5 |
| 76 | Concurrent deviation method. | Lecture & Discussion | Experimental learning | 1,4,5 |
| 77 | Concurrent deviation method. | Solving more examples | Experimental learning | 1,4,5 |
| 78 | Regression – Meaning | Lecture & Discussion | Experimental learning | 1,6 |
| 79 | Regression lines | Solving more examples | Experimental learning | 1,6 |
| 80 | Properties of Regression lines and regression coefficient | Lecture & Discussion | Experimental learning | 1,6 |

| 81 | problems on regression lines | Solving more examples | Experimental learning | 1,6 |
|----|------------------------------|----------------------|---------------------|-----|
| 82 | problems on regression lines | Solving more examples | Experimental learning | 1,6 |
| 83 | problems on regression lines | Solving more examples | Experimental learning | 1,6 |
| 84 | Regression coefficient | Lecture & Discussion | Experimental learning | 1,6 |
| 85 | Regression Coefficient | Solving more examples | Experimental learning | 1,6 |
| 86 | Regression Coefficient | Solving more examples | Experimental learning | 1,6 |
| 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 | Alignment with POs, PSOs and Cos |
| 1 | 1 | collection of data | Group | PSO 1,CO 1 |
| 2 | 2 | calculation of Arithemetic Mean by various Method | Individual | PSO 1,2,3,4,5 and Cos 1,2 |
| 3 | 3 | Calculation on finding missing frequencies and combined mean | Individual | PSO 1,2,3,4,5 and Cos 1,2 |
| 4 | 4 | computation of Mode | Individual | PSO 1,2,3,4,5 and Cos 1,2 |
| 5 | 5 | computation of Median | Individual | PSO 1,2,3,4,5 and Cos 1,2 |
| 6 | 6 | computation of S.D and Q.D | Individual | PSO 1,2,3,4,5 and Cos 1,3 |
| 7 | 7 | Time Series | Group | PSO 1,2,3,4,5 and Cos 1,7 |
| 8 | 8 | Regression | Individual | PSO 1,2,3,4,5 and Cos 1,6 |
| 9 | 9 | Correlation | Individual | PSO 1,2,3,4,5 and Cos 1,4,5 |

| 10 | 10 | Probable error and Concurrent Deviation Method | Individual | PSO 1,2,3,4,5 and Cos 1,4,5 |
|---|---|---|---|---|
| | | *TEXTBOOKS AND REFERENCES* | | |
| 1 | | *Business Mathematics By 1. Sancheti D. C. & Kapoor V. K.-, Eleventh Edition, Sultan Chand & Sons, 2012* | | |

## 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 |
| FACULTY NAME | ASIF NADHEER | | |

| COURSE OUTCOMES (COs) | | PO/PSO | CL |
|---|---|---|---|
| CO 1 | Students will be equipped with various editing knowledge (chronological editing, cross cutting etc) | PO1,POS2 | U |
| CO 2 | The students will be familiar with sound and colour integration | PO2,POS4 | U |
| CO 3 | Students will gain knowledge in various film genre | PO3,POS2 | U |
| CO 4 | Students will get a clear picture on the evolution of film | PO2,POS3 | U |
| CO 5 | Students will be equipped with knowledge for making short films | PO1,POS1 | U |

**CO - PO/PSO Mapping**

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 | PSO 6 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO 1 | 2 | | | | | | | 2 | | | | |
| CO 2 | | 2 | | | | | | | | 2 | | |
| CO 3 | | | 2 | | | | | 2 | | | | |
| CO 4 | | 2 | | | | | | | 2 | | | |
| CO 5 | 2 | | | | | | 2 | | | | | |

**Mapping Strength**

0- No Mapping strength
1- Low
2- Medium
3- High

| Session | Topic | Method of Teaching | Value Additions | CO |
|---|---|---|---|---|
| 1 | Editing: chronological editing, cross cutting , montage , continuity editing | Lecture & Discussion | Knowledge updation | 1 |
| 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 | 1 |
| 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 | 2,5 |
| 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 | 2 |
| 15 | The production, distribution and reception of films; censorship | Lecture & Discussion | Knowledge updation | 3 |
| 16 | The production, distribution and reception of films; censorship | Lecture & Discussion | | |

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|---|---|---|---|---|
| 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 | 1 |
| 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 updation | 1 |
| 30 | Test 2 on Module 3 | | | |
| 31 | The silent era; classic Hollywood cinema, Neo-Realism, French New wave, | Lecture & Discussion | Knowledge updation | 4 |
| 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 updation | 4 |
| 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 | | | |

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|---|---|---|---|---|
| 48 | Sergei Eisenstein, Andre Bazin , auteur theory | Lecture & Discussion | Knowledge updation | 4,5 |
| 49 | Christian Metz and Laura Mulvey | Lecture & Discussion | Knowledge updation | 4,5 |
| 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 | | |

| Sl | | | 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 | | |

| ASSIGNMENTS AND SEMINARS | | | | | | |
|---|---|---|---|---|---|---|
| Sl No | Module | Topic | Nature of Assignment | Alignment with POs, PSOs and Cos | | |
| 1 | 1 | Different shots in film making | Individual | PSO1,3 CO1,2 | | |
| 2 | 2 | Top 5 film production houses in Hollywood | Individual | PSO 4 CO 4 | | |
| 3 | 3 | genre and story line of sheepshank redemption | Individual | PSO2,3 CO 3 | | |
| 4 | 4 | Evolution of Indian cinema | Individual | PSO4,5 CO4 | | |
| 5 | 5 | Christian Metz and Laura Mulley | Individual | PSO 5 CO 4 | | |
| TEXTBOOKS AND REFERENCES | | | | | | |
| 1 | Susan Hayward, Cinema Studies: The Key Concepts, Routledge; 4 edition, 2012 | | | | | |
| 2 | Amy Villarejo, Film Studies: The Basics, Routledge; 2 edition, 2013 | | | | | |
| 3 | Vinay Lal, Fingerprinting Popular Culture: The Mythic and the Iconic in Indian Cinema, Oxford University Press, 2007 | | | | | |