SACRED HEART COLLEGE (AUTONOMOUS)

Department of Management Studies

Bachelor of Business Administration

(Integrated Marketing and New Media)

Course plan

Academic Year 2018-19

Semester III

Course Code	Title of the Course	No. of credits	Total hours/ Semester	Subject section
15U3CRBBA7	Financial Management	4	72	Core Course
15U3CRBBA8	Human Resource Management	3	72	Core Course
15U3CRBBA9	Advertising Management	3	72	Core Course
15U3CRBBA10	Ad Creative and Campaign Planning	3	72	Core Course
15U3CPBBA3	Introduction to PR & Corporate Communication	3	72	Compleme ntary Course
15U3CRBBA11	Introduction to Event Management	4	90	Core Course

COURSE PLAN –FINANCIAL MANAGEMENT

PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION	SEMESTER	3
COURSE CODE AND TITLE	16U3CRBBA7 Financial Management	CREDIT	3
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	GILROY ROZARIO		

COURSE OBJECTIVES
Students will be familiar with the sources of fund and the procedure in selection of funds from appropriate source
Students will acquire skill and knowledge in evaluation of proposals.
Students will be able to plan personal and business financial requirements.
Students will be able to invest funds profitably
Students will be able to take appropriate financial decisions
Students will acquire practical skills to manage cash.
Students will be familiar with the tools of financial analysis

Session	Topic	Method of Teaching	Value Additions	Remarks
1	1 Financial Management - Meaning and Definition	Lecture & Discussion	Knowledge updation	
2	Significance of Financial Management	Lecture & Discussion	Knowledge updation	
3	Goals of Financial Management	Lecture & Discussion	Knowledge updation	
4	Functions of Financial Manager	Lecture & Discussion	Knowledge updation	
5	Types of Cost of Capital	Lecture & Discussion	Experimental learning	
6	2 Cost of Capital - Meaning and definition	Lecture & Discussion	Experimental learning	

7,8	Cost of debt	Solving Problems	Experimental learning	
9,10	Cost of preference Capital	Solving Problems	Experimental learning	
11,12	Cost of Equity	Solving Problems	Experimental learning	
13,14	Weighted Average Cost of Capital	Solving Problems	Experimental learning	
15	Test 1			
MODULE II	Cash Flow Statement and Leverages			
16	1 Cash Flow Statement - Meaning	Lecture & Discussion	Experimental learning	
17	Uses of Cash flow Statement	Lecture & Discussion	Experimental learning	
18,19,20,21	Preparation of Cash flow Statement	Solving Problems	Experimental learning	
22	2 Leverages	Lecture & Discussion	Experimental learning	
23	Operating Leverage	Lecture & Discussion	Experimental learning	
24	Financial leverage	Lecture & Discussion	Experimental learning	
25	Combined Leverage	Lecture & Discussion	Experimental learning	
26	EPS Analysis	Lecture & Discussion	Experimental learning	
27	Test 2			
MODULE III	Investment Decision			
28	Capital Budgeting - Meaning and Definition	Lecture & Discussion	Experimental learning	
29	Evaluation of proposals	Lecture & Discussion	Experimental learning	
30,31	Methods of Evaluation -Payback period	Solving Problems	Experimental learning	
32,33,34,35	NPV	Solving Problems	Experimental learning	
36,37,38	ARR	Solving Problems	Experimental learning	
39,40,41,42	IRR	Solving Problems	Experimental	

			learning	
43	Accept/Reject decisions	Lecture & Discussion	Experimental learning	
44	Test 3			
MODULE IV		Management of Working Caspital		
45	Working Capital - Meaning and Definition	Lecture & Discussion	Experimental learning	
46	Working Capital policy	Lecture & Discussion	Experimental learning	
47	Over all Considerations	Lecture & Discussion	Experimental learning	
48	Importance of working capital	Lecture & Discussion	Experimental learning	
49,50	Operating Cycle Concept	Solving Problems	Experimental learning	
51	Factors Influencing Working Capital	Lecture & Discussion	Experimental learning	
52	Forecasting Working Capital requirements	Lecture & Discussion	Experimental learning	
53,54,55,56,57	Estimation of Working capital	Solving Problems	Experimental learning	
58	Test 4			
MODULE V		Dividend Policy and Capital Structure		
59	Dividend Policy - Meaning	Lecture & Discussion	Experimental learning	
60	Factors Influencing Dividend Policy	Lecture & Discussion	Experimental learning	
61	Forms of Dividend	Lecture & Discussion	Experimental learning	
62	Capital Structure - Meaning	Lecture & Discussion	Experimental learning	
63	Optimal Capital Structure	Lecture & Discussion	Experimental learning	
64	Factors Deternining Capital Structure	Lecture & Discussion	Experimental learning	
65	Forecasting Working Capital requirements	Lecture & Discussion	Experimental learning	
66	Test 4 on Module 5			
67,68,69,	Revision on Module 1,2,3	PPT, Discussion, Lecture	Solving Problems	
70,71,72	Revision on Module	PPT, Discussion,	Solving Problems	

	4 and 5	Lecture		

ASSIGNMENTS

	Topic of Assignment & Nature of assignment (Individual/ Group – Written/ Presentation – Graded or Non-graded etc)
1	Write a note on your bus trip the college & present it before the class.
2	Write a descriptive note on the sights and sounds of the college canteen + presentation before the class
3	Write an interesting conversation you listened to recently and present it before the class with your partner.
4	Identify a passage from any textbook or magazine, underline a pair of consonant sounds and read the same in the class giving special emphasis to the pair of sounds chosen
5	Write a description of the Lakeview ground
6	Describe the college auditorium
7	Describe the sights and sounds in the portico of the college on any given day
8	Describe the aquarium in the portico
9	Narrate your experiences of any day on the campus

Module	Topic	Nature of Assignment
1	Goals of Financial Management	Individual
2	Weighted Average Cost of Capital	Group
3	Uses of Cash flow Statement	Individual
4	Leverages	Group
5	EPS Analysis	Individual
6	Methods of Evaluation of Proposal	Group
7	Working Capital policy	Individual
8	Factors Influencing Working	Individual

	Capital	
9	Factors Influencing Dividend Policy	Individual
10	Factors Determining Capital Structure	Individual

COURSE PLAN –ADVERTISING MANAGEMENT

PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION	SEMESTER	3
COURSE CODE AND TITLE	16U3CRBBA7 Advertising Management	CREDIT	3
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME			

	COURSE OUTCOME	PO/PSO	CL
CO 1	Plan implement monitor and evaluate advertisement projects by applying principles of ad management	PO1,PSO1	U
CO 2	To participate in the development of creative solutions to address advertising challenges	PO1,PO2,PSO1,PS02	U
CO 3	To enable them to analyze the art and craft of persuasive technology	PO1,PO2,PSO4	An
CO 4	To make students with a comprehensive understanding of the sciences of communication	PO1,PO2,PSO1,PS03	U
CO 5	To Make them aware of global advertising	PO1,PO2,PSO1,PS04	U

COURSE STRUCTURE

Session	Topic	Method of Teaching	Value Additions	
1	Meaning of advertising	Lecture and Discussion		
2	Evolution of advertising	Lecture and Discussion		
3	Features of advertising	Lecture and Discussion		
4	Active participants	Lecture and Discussion		
5	Advertising industry in India	Lecture and Discussion		
6	challenges faced by the advertisers	Lecture and Discussion		
MODULE II				
7	Classification of advertising	Lecture and Discussion		
8	On the basis of audience	Lecture and Discussion	Role play	
9	on the basis of media	Lecture and Discussion		
10	on the basis of Advertiser	Lecture and Discussion		
11	Advertising in rural India	Lecture and Discussion		
12	Green advertising	Lecture and Discussion		
13	political advertising	Lecture and Discussion	Debate	
14	Advocacy advertising	Lecture and Discussion		
15	Retail advertising	Lecture and Discussion		
16	Financial advertising	Lecture and Discussion		
17	corporate image advertising	Lecture and Discussion		
18	comparative advertising	Lecture and Discussion		
19	Guest faculty	Lecture and Discussion		

20	primary advertising	PPT		
21	pro bono social advertising	PPT		
22	Directorate of advertising	Q & A		
1	Advertising agencies	PPT		
1	meaning of advertising agencies	PPT		
1	Features of advertising	PPT		
1	structure and services offered	PPT		
1	Types	PPT	assignment	
1	Emergence of global agencies	PPT		
1	agency selection criterion	PPT		
1	maintaining agency	PPT		
1	Client relationship	PPT	Q & A	
1	creative pitch	PPT		
1	agency compensation	PPT		
1	agency accreditation	PPT		
1	career with ad agency	PPT		
1	freelancing options for career in advertising	PPT		
1	Planning in ad making	PPT		
1	The creative brief	PPT		
1	setting communication	PPT		
2	sales objective	PPT		
1	ad campaign factors, advertising budget	PPT		
1	methods setting ad budget	PPT		
1	media planning, Media buying, media objectives	PPT		
1	factors to be considered while selecting media	PPT	seminar	
1	media vehicles, media scheduling strategies	PPT		
1	Developing a media strategy with media mix	PPT		
1	role of creativity in advertising	PPT	assignment	
1	determining the message theme, major selling Idea	PPT		
1	introduction to unique selling proposition	PPT		
1	positioning strategies	PPT		
1	persuasion and type of advertising appeals	PPT		
1	role of source in ads and celebrities as source in ads	PPT		

1	copy writing for print ,methods of pre testing and pro testing	PPT		

	Nature of Assignment
Scope of advertising industry in India	individual
role of creativity in advertising	seminar
classification of advertising	Group
Different types of advertising	group
factors to be considered while selecting media	individual

Textbook and References
● Batra Rajeev, Myers John G and Aaker David A.,Advertising management
● JaishreeJethwaney and shruthyjain,Advertising management,2nd Ed.Oxford university press

COURSE – HUMAN RESOURCES MANAGEMENT

PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION	SEMESTER	3
COURSE CODE AND TITLE	16U3CRBBA HUMAN RESOURCES MANAGEMENT	CREDIT	3
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	BREJITTA THOMAS		

COURSE OBJECTIVES	
1	To introduce the subject to the students
2	To familiarize with the basic HR concepts
3	To understand the real life organizational scenario
4	To understand in depth about HR Managerial and Operational Functions
5	To enable better management of people

Session	Topic	Method of Teaching	Value Additions	Remarks
1	Introduction to syllabus			
2	HRM introduction	PPT		
3	objectives of HRM	PPT		
4	importance of HRM	PPT		
5	functions of HRM	PPT		
6	nature of HRM	PPT		
7	scope of HRM	PPT		
8	qualities of an HR manager	PPT		
9	qualifications of an HR manager	PPT		
10	role of an HR manager	Role Play	Role Play	
11	Summarizing	PPT		
12	Revision	Quiz		
MODULE 1				
13	introduction to HRP	PPT		
14	importance of HRP	PPT		
15	importance of HRP	PPT		
16	benefits of HRP	PPT		
17	Recruitment	PPT		
18	Recruitment	PPT		
19	sources of managerial recruitment	PPT		
20	Selection	PPT		
21	selection process	PPT	image presentation	
22	selection methods	PPT	image presentation	
23	selection methods	PPT	image presentation	
24	Placement	PPT		
25	placement problems for external sources	PPT		
26	placement problems for internal sources	PPT		
27	Revision	Q & A		
MODULE II				
28	training intro	PPT		
29	importance of training	PPT		
30	need for training	PPT		
31	benefits of training	PPT		
32	methods of training	PPT	image	

				presentation	
33	methods of training	PPT	image presentation	
34	methods of training	PPT	image presentation	
35	identification of training needs	PPT		
36	identification of training needs	PPT		
37	identification of training needs	PPT		
38	Induction	PPT		
39	objectives of induction	PPT		
40	benefits of induction	PPT		
41	HRM strategies	PPT		
42	HRM strategies	PPT		
43	human capital	PPT		
44	human capital	PPT		
45	emotional quotient	PPT		
46	Mentoring	PPT		
47	purpose of mentoring	PPT		
48	Revision	Q & A		
MODULE III					
49	promotion intro	PPT		
50	purpose of promotion	PPT		
51	types of promotion	PPT	image presentation	
52	types of promotion	PPT		
53	promotion policy	PPT		
54	basis of promotion	PPT		
55	basis of promotion	PPT		
56	transfer introduction	PPT		
57	need of transfer	PPT		
58	purpose of transfer	PPT		
59	types of transfer	PPT		
60	types of transfer	PPT		
61	demotion and its causes	PPT		
62	Revision	Q & A		
MODULE IV					
63	meaning and objectives of performance appraisal	PPT		
64	360 degree appraisal	PPT		
65	types of performance appraisal	PPT	image	

			presentation	
66	types of performance appraisal	PPT	image presentation	
67	limitations & techniques of wage fixation	PPT		
68	job evaluation	PPT		
69	intro to compensation	PPT		
70	objectives and importance of compensation	PPT		
71	Revision	Q & A		
72	Revision	Q & A		

COURSE STRUCTURE

ASSIGNMENTS AND SEMINARS				
Sl. No	Topic	Nature of Assignment		Remarks
1	Role, functions and qualities of an HR Manager	Individual		
2	Book/Article Review	Individual		
3	HR News	Individual		
4	Case Study 1	Group		
5	Case Study 2	Group		
6	Notes Submission	Individual		
7	Presentation of HR News	Individual		
8	Role Play	Group		
9	Presentation of case study 1	Group		
10	Presentation of case study 2	Group		
TEXTBOOKS AND REFERENCES				
1	Aswthappa. (201). Human Resource Management. Tata McGraw Hill Education			
2	P. SubbaRao. (2009). Personnel and Human Resource Management. Himalaya Publishing House.			
3	C.B.Gupta. (2014). Human Resource Management. Sultan Chand and Sons.			
4	P.N. Reddy and H.R. Appannaiah. (2012). Personnel Management. Himalaya Publishing House			

PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION	SEMESTER	3
COURSE CODE AND TITLE	16U3CRBBA11 EVENT MANAGEMENT	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	90
FACULTY NAME	KALPITHA CHAKRABORTTY		

COURSE OBJECTIVES	
1	Understand the Event Industry
2	Understand the shifts in specific categories in service industry
3	Understand the role of event in community and employment
4	Understand the use of technology in generating event experiences
5	Understand the Types of customer experiences in event industry management

COURSE STRUCTURE

Session	Topic	Method of Teaching	Value Additions	CO
1	Module -1 – Introduction	Lecture & Discussion	Knowledge updation	1
1	Requirement of Event Manager,	Lecture & Discussion	Knowledge updation	1,2
1	Analyzing the events	Lecture & Discussion	Knowledge updation	1,2
1	Scope of the Event	Lecture & Discussion	Knowledge updation	1,2,3
1	Decision-makers	Lecture & Discussion	Knowledge updation	1,2
1	Technical Staff	Lecture & Case Study	Experimental learning	1,2,3
1	Developing Record	Lecture & Discussion	Knowledge updation	1,2,3
1	Keeping Systems,	Lecture & Roleplay	Experimental learning	1,2,3
1	Establishing Policies & Procedures	Lecture & Discussion	Knowledge updation	1,2,3
1	Guest lecture: Topic: Impact of event management in social life	Lecture & Case Study	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- III: Introduction	Lecture & Discussion	Knowledge updation	1
1	People on the Event	Lecture & Discussion	Knowledge updation	1
1	Locating People	Lecture & Discussion	Knowledge updation	1,2
1	Clarifying Roles	Lecture & Discussion	Knowledge updation	1,2
1	Developing content Guidelines,	Lecture & Discussion	Knowledge updation	1,2,3
1	Participant Tips	Lecture & Case Study	Experimental learning	1,2,3
1	Reference Checks and Requirement Forms	Lecture & Discussion	Knowledge updation	1,2,3
1	Introduction, Fees & Honorariums	Lecture & Roleplay	Experimental learning	1,2
1	Expense Reimbursement, Travel Arrangements, Worksheets.	Lecture & Discussion	Experimental learning	1,2
1	Guest lecture: Topic: Employment in Event Management Industry	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	Lecture & Discussion	Knowledge updation	1
1	Types of Events	Lecture & Discussion	Knowledge updation	1
1	Roles & Responsibilities of Event Management in Different Events	Lecture & Case Study	Experimental learning	1,2,3
1	Scope of the Work	Lecture & Roleplay	Experimental learning	1,2
1	Approach towards Events	Lecture & Discussion	Knowledge updation	1,2,3
1	Guest lecture: Topic: Importance of event management in India	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	PO/PSO
1	Module-V: Introduction	Lecture & Discussion	Knowledge updation	1	1,2
1	Producing a good show	Lecture & Discussion	Knowledge updation	1	1,2
1	phases of staging an Event - Pre Production Checklist	Lecture & Discussion	Knowledge updation	1,2	1,2
1	Event Logestic understand logstic	Lecture & Case Study	Experimental learning	1,2,3	1,2,4,5
1	caterories of logestic, elementa of logestic system	Lecture & Discussion	Knowledge updation	1,2	1,2,3
1	event site logestic,	Lecture & Roleplay	Experimental learning	1,2	1,2,3
1	event shut Down Site Selection	Lecture & Discussion	Knowledge updation	1,2,3	1,4
1	Layout and design	Lecture & Discussion	Experimental learning	1,2,3	1,2,4,5
1	Guest lecture: Topic: Event management and social media	Lecture & Roleplay	Experimental learning	1,2,3	1,2,4,5
1	Revision	Seminar	Experimental learning	1,2,3	1,2,3,4,5
1	Class test	Quiz	Result based	1,2,3	1,2,3,4,5

PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION	SEMESTER	3
COURSE CODE AND TITLE	16U3CRBBA03 INTRODUCTION TO PUBLIC RELATION	CREDIT	3
HOURS/WEEK	3	HOURS/SEM	72
FACULTY NAME	NAMITA JONAS		

COURSE OBJECTIVES

To be familiar with various concepts of PR
To understand PR as a disciple of management
Importance of PR strategies
Ethical aspects of PR
Produce press release and other literature related to PR and CC
Plan PR campaign

Session	Topic	Method of Teaching	Value Additions	Remarks
1	Introduction to syllabus			
2	Introduction to public relation	PPT		
3	Evolution and history of PR	PPT		
4	Evolution and history of PR	PPT		
5	Evolution and history of PR	PPT		
6	Definition of PR	PPT		
7	Allied disciplines in PR	PPT		
8	Allied disciplines in PR	PPT		
9	Allied disciplines in PR	PPT		
10	Ethics of PR	PPT		
11	Summarizing	PPT		
12	Revision	Quiz		

13	PRSI	PPT		
14	Code of Athens	PPT		
15	Function of PR officer	PPT		
16	Relationship and duties of PR officer	PPT		
17	Relationship and duties of PR officer	PPT		
18	PR consultancy	PPT		
19	PR consultancy	PPT		
20	PR consultancy	PPT		
21	Market research for PR practitioner	PPT		
22	Market research for PR practitioner	PPT		
23	Importance of PR in organisations	PPT		
24	Public opinion	PPT		
25	PR agencies	PPT		
26	Summarising	Quiz		
27	Revision	Q & A		
28	Introduction to corporate communication	PPT		
29	Introduction to corporate communication	PPT		
30	Advent of corporate communication	PPT		
31	Role of corporate communication	PPT		
32	Strategic importance of CC	PPT		
33	Corporate culture	PPT		
34	Corporate culture	PPT		
35	Analysing corporate culture of various MNC's	Videos		
36	Corporate philosophy	PPT		
37	Analysing corporate philosophy of Apple and Google	Case study		
38	Corporate citizenship	PPT		
39	Corporate citizenship	PPT		
40	Skills of corporate communicator	PPT		
41	Talents of corporate communicator	PPT		
42	CC and PR	Case study		
43	Building a distinct corporate identity	PPT		
44	Building a distinct corporate identity	PPT		
45	Building a distinct corporate identity	PPT		
46	Analysing importance of CC	PPT		
47	Summarising	discussion		
48	Revision	Q & A		
49	Introduction to presentations and meetings	PPT		

50	Preparing for meetings	PPT		
51	Types of meetings	PPT		
52	Preparing for speeches	PPT		
53	Types of speeches	PPT		
54	Writing a press release for a product	work sheet		
55	Media for CC	PPT		
56	Selection of media for CC	PPT		
57	Types of PR models	PPT		
58	Ethical aspects in media relations	PPT		
59	Ethical dilemma in PR	PPT		
60	Analysis of ethical dilemmas	Case study		
61	Analysis of ethical dilemmas	Case study		
62	Revision	Q & A		
63	Strategy genesis	PPT		
64	Strategy and its importance in PR and CC	PPT		
65	Campaign planning	PPT		
66	Campaign management	PPT		
67	Campaign execution	PPT		
68	PR campaign	Case study		
69	Communication design	PPT		
70	Technology in campaign design	PPT		
71	Role of PR in crisis and disaster management	PPT		
72	Revision	Q & A		

Topic	Nature of Assignment	
PR agencies	Individual	
Corporate philosophy of two companies	Individual	
Press release writing	Individual	
Analysis of PR campaing (any MNC)	Group	
Role of PR in crisis communication- case study	Group	
Notes Submission	Individual	