

SACRED HEART COLLEGE(AUTONOMOUS), THEVARA								
DEPARTMENT OF BBA								
COURSE PLAN								
ACADEMIC YEAR 2016-17								
PROGRAMME			SEMESTER			3		
COURSE CODE AND		15U3CPBBA3		CREDIT		3		
HOURS/SEM		III Semester						
FACULTY NAME		Namita Jonas						
PROGRAMME SPECIFIC OUTCOMES(PSOs)								
1	Understand history, models of PR							
2	Understand role of PR professional in corporate environment							
3	Comprehend strategies, tactics and techniques of PR programme							
4	Develop understanding of various tasks for specific audiences and purpose							
5	Analyse the importance of PR and corporate communication in business arena							
COURSE OUTCOMES (COs)								
1	To be familiar with various concepts of PR							
2	To understand PR as a discipline of management							
3	Importance of PR strategies							
4	Ethical aspects of PR							
5	Produce press release and other literature related to PR and CC							
6	Plan PR campaign							
MODULE I								
Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)
1	1	Introduction to syllabus						
2	2	Introduction to public relation	PPT		1,2	1,2,3	Understanding	Conceptual
3	3	Evolution and history of PR	PPT		1,2	1,2,3	Understanding	Conceptual
4	4	Evolution and history of PR	PPT		1,2	1,2,3	Understanding	Conceptual
5	5	Evolution and history of PR	PPT		1,2	1,2,3	Understanding	Conceptual
6	6	Definition of PR	PPT		1,2	1,2,3	Understanding	Conceptual
7	7	Allied disciplines in PR	PPT		1,2	1,2,3	Understanding	Conceptual
8	8	Allied disciplines in PR	PPT		1,2	1,2,3	Understanding	Factual
9	9	Allied disciplines in PR	PPT		1,2	1,2,3	Understanding	Factual
10	10	Ethics of PR	PPT			4 1,2,3	Understanding	Factual
11	11	summarizing	PPT		1,2	1,2,3	Understanding	
12	12	revision	Quiz					
MODULE II								
13	13	PRSI	PPT		1	1	Understanding	Conceptual
14	14	Code of Athens	PPT		4	1	Understanding	Factual

15	15	Function of PR officer	PPT		1,2	2	Understanding	Factual
16	16	Relationship and duties of PR officer	PPT		1,2	2	Understanding	Factual
17	17	Relationship and duties of PR officer	PPT		1,2	2	Understanding	Conceptual
18	18	PR consultancy	PPT		1,2	3	Understanding	Conceptual
19	19	PR consultancy	PPT		1,2	3	Analyzing	Factual
20	20	PR consultancy	PPT		1,2	3	Understanding	Conceptual
21	21	Market reserch for PR practioner	PPT		1,2	2	Analyzing	Factual
22	22	Market reserch for PR practioner	PPT		1,2	2	Analyzing	Factual
23	23	Importance of PR in organisations	PPT		1,2	3	Analyzing	Factual
24	24	Public opinion	PPT		1,2	3	Understanding	Conceptual
25	25	PR agencies	PPT		1,2	3	Understanding	
26	26	Summarising	Quiz					
27	27	revision	Q & A					
<b>MODULE III</b>								
28	28	Introduction to corporate communication	PPT		2,3	3	Understanding	Factual
29	29	Introduction to corporate communication	PPT		2,3	3	Analyzing	Factual&Conceptual
30	30	Advent of corporate communication	PPT		2,3	3		
31	31	Role of corporate communication	PPT		2,3	3	Understanding	Factual
32	32	Strategic importance of CC	PPT		2,3	3	Analyzing	Factual&Conceptual
33	33	Corporate culture	PPT		2,3	3	Analyzing	Factual&Conceptual
34	34	Corporate culture	PPT		2,3	3	Analyzing	Factual&Conceptual
35	35	Analysing corpoate culture of various MNC's	Videos		2,3	3	Analyzing	Factual&Conceptual
36	36	Corporate philosophy	PPT		2,3	3		
37	37	Analysing corporate philosophy of Apple and Google	Case study		2,3	3	Analyzing	Factual&Conceptual
38	38	Corporate citizenship	PPT		2,3	3	Understanding	Factual
39	39	Corporate citizenship	PPT		2,3	3		
40	40	Skills of corporate communicator	PPT		2,3	3	Understanding	Factual
41	41	Talents of corporate communicator	PPT		2,3	3	Understanding	Factual
42	42	CC and PR	Case study		2,3	3	Understanding	Factual
43	43	Building a distinct corporate identity	PPT		2,3	3		
44	44	Building a distinct corporate identity	PPT		2,3	3	Understanding	Conceptual
45	45	Building a distinct corporate identity	PPT		2,3	3	Understanding	Conceptual
46	46	Analysing importance of CC	PPT		2,3	3	Understanding	Conceptual

47	47	Summarising	discussion		2,3	3	Understanding	Conceptual
48	48	revision	Q & A					
<b>MODULE IV</b>								
49	49	Introduction to presentations and meetings	PPT		5	3,4,5	Understanding	
50	50	Preparing for meetings	PPT		5	3,4,5	Understanding	Conceptual
51	51	Types of meetings	PPT		5	3,4,5	Understanding	Conceptual
52	52	Preparing for speeches	PPT		5	3,4,5	Understanding	Conceptual
53	53	Types of speeches	PPT		5	3,4,5	Understanding	Conceptual
54	54	Writing a press release for a product	work sheet		5	3,4,5	Understanding	Factual
55	55	Media for CC	PPT		5	3,4,5	Understanding	Factual
56	56	Selection of media for CC	PPT		5	3,4,5	Understanding	Conceptual
57	57	Types of PR models	PPT		2	3,4,5		
58	58	Ethical aspects in media relations	PPT		4	5	Understanding	Factual
59	59	Ethical dilemma in PR	PPT		4	5	Understanding	Factual&Conceptual
60	60	Analysis of ethical dilemmas	Case study		4	5	Understanding	Factual&Conceptual
61	61	Analysis of ethical dilemmas	Case study		4	5	Understanding	Conceptual
62	62	revision	Q & A					
<b>MODULE V</b>								
63	63	Strategy genesis	PPT		5,6	5	Understanding	Conceptual
64	64	Strategy and its importance in PR and CC	PPT		5,6	5	Understanding	Factual&Conceptual
65	65	Campaign planing	PPT		5,6	4,5	Understanding	Factual&Conceptual
66	66	Campaign management	PPT		5,6	4,5	Understanding	Factual&Conceptual
67	67	Campaign excecution	PPT		5,6	4,5	Understanding	Factual
68	68	PR campaign	Case study		5,6	4,5	Understanding	Conceptual
69	69	Communication design	PPT		5,6	4	Understanding	Conceptual
70	70	Technology in campaign design	PPT		5,6	4	Understanding	Factual
71	71	Role of PR in crisis and disaster management	PPT			4,5		
72	72	revision	Q & A					
<b>ASSIGNMENTS AND SEMINARS</b>								
<b>Sl No</b>	<b>Topic</b>	<b>Nature of Assignment</b>	<b>Alignment with POs, PSOs and COs</b>					
1	PR agencies	Individual	2,5					
2	Corporate philosophy of two companies	Individual	1,2					
3	Press release writing	Individual	4					
4	Analysis of PR campaing (any MNC)	group	6					
5	Role of PR in crisis communication- case study	group	3,5					
6	Notes Submission	Individual	1					
<b>TEXTBOOKS AND REFERENCES</b>								
1	Balan (2000) Applied Public Relations and Communiucation							
2	Reddi Narasimha (2009) Effective Public Relations and Media Strategy.							
3	Sachdeva Iqbal (2006) Public Relations Principles and Practices							





SACRED HEART COLLEGE(AUTONOMOUS), THEVARA									
DEPARTMENT OF MANAGEMENT STUDIES									
COURSE PLAN									
ACADEMIC YEAR 2016-17									
PROGRAMME	BBA (Integrated Marketing and New Media)						SEMESTER	1	
COURSE CODE AND TITLE	15USIIMN4 Principles of Management						CREDIT	3	
HOURS/SEM	72								
FACULTY NAME	Kalpita Chakrabortty								
PROGRAMME SPECIFIC OUTCOMES(PSOs)									
1	To enable the students to understand the principles of management thought and applying the same in practice								
2	To investigate the use of business data in typical managerial functions such as planning, control, and making operational decisions								
3	To Introduction to the role of information in the decision-making.								
COURSE OUTCOMES (COs)									
1	Understand concept of Management and its Principles								
2	Understand the Evolution of Management								
3	Understand Planning and Decision Making in management.								
4	Understand the concepts of Organizing & Departmentation								
5	Understand the Elements of Directing, Co-ordination and Control								
MODULE I Introduction to Management									
Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Leve(CL)	Knowledge Category (KC)	
1	1	Module -1 – Introduction, definition,	Lecture & Discussion	Knowlwdge updation	1	1,2	Knowledge	Conceptual	
2	1	Nature and objective of business	Lecture & Discussion	Knowlwdge updation	1	1,2	Knowledge	Conceptual	
3	1	Characteristics of Management	Lecture & Discussion	Knowlwdge updation	1,2	1,2	Knowledge	Conceptual	
4	1	Scope and significance discussion	Lecture & Discussion	Knowlwdge updation	1,2	1,2,3	Knowledge	Conceptual	
5	1	Business, Administration and Management	Lecture & Discussion	Knowlwdge updation	1,2,3	1,4	Comprehension	Conceptual	
6	1	Management as art, science and profession	Lecture & Discussion	Knowlwdge updation	1,2,3	1,2	Comprehension	Conceptual	
7	1	Functions of management	Lecture & Case Study	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised	
8	1	Management Vs Administration	Lecture & Discussion	Knowlwdge updation	1,2,3	1,2	Knowledge	Conceptual	
9	1	Administration , nature, features, Administrative Functions,	Lecture & Roleplay	Experimental learning	1,2	1,2,3	Interactive	Experiential	
10	1	Guest lecture: Topic: Ethics in Business	Lecture & Discussion	Experimental learning	1,2	1,3	Knowledge	Conceptual	
11	1	Revision	Seminar	Presentation	1,3	1,4	Comprehension	Conceptual	
12	1	Class Test	Quiz	Result based	1,2,3	1,2,3,4,5	Knowledge	Conceptual	
MODULE II Evolution of Management									
Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Leve(CL)	Knowledge Category (KC)	

13	1	Scientific Management & Contribution of	Lecture & Discussion	Knowlwdge updation	1	1,2	Knowledge	Conceptual
14	1	• F. W. Taylor	Lecture & Discussion	Knowlwdge updation	1	1,2	Knowledge	Conceptual
15	1	• Frank and Lillian Gilberth	Lecture & Discussion	Knowlwdge updation	1,2	1,2	Knowledge	Conceptual
16	1	• Henry Gantt.	Lecture & Discussion	Knowlwdge updation	1,2	1,2,3	Knowledge	Conceptual
17	1	Modern management thoughts 7-S frame work .	Lecture & Discussion	Knowlwdge updation	1,2,3	1,4	Comprehension	Conceptual
18	1	Process Management, Contribution of Henri Fayol	Lecture & Case Study	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised
19	1	Human Relation movement ,Hawthrone experiments	Lecture & Discussion	Knowlwdge updation	1,2,3	1,2	Knowledge	Conceptual
20	1	Contributions of Behavioral scientists-	Lecture & Roleplay	Experimental learning	1,2	1,2,3	Interactive	Experiential
21	1	Abraham Maslow, Contribution of , Peter Drukker,Douglas M	Lecture & Discussion	Experimental learning	1,2	1,3	Knowledge	Conceptual
22	1	Guest lecture: Topic: Mc Kinsey's 7-S frame work for mana	Lecture & Discussion	Knowlwdge updation	1,2,3	3,4	Knowledge	Conceptual
23	1	Revision	Seminar	Experimental learning	1,2,3	1,2,3,4,5	Knowledge	Experiential
24	1	Class test	Quiz	Result based	1,2,3	1,2,3,4,5	Knowledge	Conceptual
25	1	<b>Internal Test 1 on module 1 and 2</b>						
<b>MODULE III Planning and Decision Making</b>								
Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Leve(CL)	Knowledge Category (KC)
26	1	Module- III: Introduction to Planning and Decision Making	Lecture & Discussion	Knowlwdge updation	1	1,2	Knowledge	Conceptual
27	1	Nature & Definition of Planning	Lecture & Discussion	Knowlwdge updation	1	1,2	Knowledge	Conceptual
28	1	Contribution of - Koontz o'Donnel, Hart, Alfred &Beaty	Lecture & Discussion	Knowlwdge updation	1,2	1,2	Knowledge	Conceptual
29	1	Significance of planning and Limitations of Planning	Lecture & Discussion	Knowlwdge updation	1,2	1,2,3	Knowledge	Conceptual
30	1	Process of Planning and types of plan	Lecture & Discussion	Knowlwdge updation	1,2,3	1,4	Comprehension	Conceptual
31	1	Decision Making – Meaning and definitions Usage and functions of Plan	Lecture & Case Study	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised
32	1	Decision making process	Lecture & Discussion	Knowlwdge updation	1,2,3	1,2	Knowledge	Conceptual
33	1	Types of decisions- Programmed-Non-programmed; Strategic-tactical, Individual-Group	Lecture & Roleplay	Experimental learning	1,2	1,2,3	Interactive	Experiential
34	1	Policy-Operation, Organizational-Personal	Lecture & Discussion	Experimental learning	1,2	1,3	Knowledge	Conceptual
35	1	Guest lecture: Topic: Role of decision support system in decision making	Lecture & Discussion	Knowlwdge updation	1,2,3	3,4	Knowledge	Conceptual
36	1	Revision	Seminar	Experimental learning	1,2,3	1,2,3,4,5	Knowledge	Experiential
37	1	Class Test	Quiz	Result based	1,2,3	1,2,3,4,5	Knowledge	Conceptual
<b>MODULE IV Organizing &amp; Departmentation</b>								
Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Leve(CL)	Knowledge Category (KC)

38	1	Module-IV: Meaning & Definition- Organizing and Departmentation	Lecture & Discussion	Knowlwdge updation	1	1,2	Knowledge	Conceptual
39	1	Contribution of - Koontz o'Donnel, McFarland	Lecture & Discussion	Knowlwdge updation	1	1,2	Knowledge	Conceptual
40	1	Organizing nature and feature	Lecture & Discussion	Knowlwdge updation	1,2	1,2	Knowledge	Conceptual
41	1	Organizing purpose and principles	Lecture & Discussion	Knowlwdge updation	1,2	1,2,3	Knowledge	Conceptual
42	1	Types of Organization (Formal & Informal)	Lecture & Discussion	Knowlwdge updation	1,2,3	1,4	Comprehension	Conceptual
43	1	Types of Authority	Lecture & Case Study	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised
44	1	Authority relationships- Line, Functional, Line& staff, Committees	Lecture & Discussion	Knowlwdge updation	1,2,3	1,2	Knowledge	Conceptual
45	1	Meaning and types of Departmentation	Lecture & Roleplay	Experimental learning	1,2	1,2,3	Interactive	Experiential
46	1	Centralization and De-centralization	Lecture & Discussion	Experimental learning	1,2	1,3	Knowledge	Conceptual
47	1	Guest lecture: Topic: Importance of organizing in digital India	Lecture & Discussion	Knowlwdge updation	1,2,3	3,4	Knowledge	Conceptual
48	1	Revision	Seminar	Experimental learning	1,2,3	1,2,3,4,5	Knowledge	Experiential
49	1	Class Test	Quiz	Result based	1,2,3	1,2,3,4,5	Knowledge	Conceptual
<b>MODULE V Elements of Directing, Co-ordination and Control</b>								
Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Leve(CL)	Knowledge Category (KC)
50	1	Module-V: Elements of Directing, Co-ordination and Control	Lecture & Discussion	Knowlwdge updation	1	1,2	Knowledge	Conceptual
51	1	Leadership meaning and definition	Lecture & Discussion	Knowlwdge updation	1	1,2	Knowledge	Conceptual
52	1	Leadership styles	Lecture & Discussion	Knowlwdge updation	1,2	1,2	Knowledge	Conceptual
53	1	Motivation importance & Theories (Maslow, Herzberg, Mcgregor) 1	Lecture & Discussion	Knowlwdge updation	1,2	1,2,3	Knowledge	Conceptual
54	1	Motivation importance & Theories ( Herzberg, Mcgregor) 2	Lecture & Discussion	Knowlwdge updation	1,2,3	1,4	Comprehension	Conceptual
55	1	Communication- Meaning, Objectives & Types of communication	Lecture & Case Study	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised
56	1	Meaning, Principles and techniques of Co- ordination	Lecture & Discussion	Knowlwdge updation	1,2,3	1,2	Knowledge	Conceptual
57	1	Meaning, Need of controlling	Lecture & Roleplay	Experimental learning	1,2	1,2,3	Interactive	Experiential
58	1	Steps in controlling	Lecture & Discussion	Experimental learning	1,2	1,3	Knowledge	Conceptual
59	1	Guest lecture: Topic: Strategies for motivating multi cultural employees	Lecture & Discussion	Knowlwdge updation	1,2,3	3,4	Knowledge	Conceptual
61	1	Revision	Seminar	Experimental learning	1,2,3	1,2,3,4,5	Knowledge	Experiential
62	1	Class test	Quiz	Result based	1,2,3	1,2,3,4,5	Knowledge	Conceptual
<b>Internal Test 2</b>								
<b>ASSIGNMENTS AND SEMINARS</b>								



Sl No	Module	Topic	Nature of Assignment	Alignment with POs, PSOs and COs
1	1	Management principle in chart	Group	PSO 1, CO1
2	2	Planning for coordination	Individual	PSO1,2,3 CO 1,2,3
3	3	Case study writing	Individual	PSO1,2,3 CO 1,2,3
4	4	Decision making theories	Group	PSO1,2,3,4 CO 1,2,3
5	5	Case of Maslow's Hierarchy	Group	PSO 1,2,3,4,5 CO 1,2,3
6	6	Two Factor theory	Individual	PSO 1,2,3,4,5 CO 1,2,3
7	7	Case of X and Y	Group	PSO 1,2,3,4,5 CO 1,2,3
8	8	Controlling essentials	Individual	PSO 1,2,3,4,5 CO 1,2,3
9	9	Profiling	Seminar Individual	PSO 1,2,3,4,5 CO 1,2,3
10	10	Leadership	Group	PSO 1,2,3,4,5 CO 1,2,3
11	11	Application of authority	Group	PSO 1,2,3,4,5 CO 1,2,3
12	12	Learning and leadership case	Group	PSO 1,2,3,4,5 CO 1,2,3

#### TEXTBOOKS AND REFERENCES

1	Harold Koontz, Cyril O'Donnell, Management: A Book of Readings, Third Edition, McGraw-Hill, 1972
2	Dr P. N. Reddy, Prof H R Appannaiah, P C Tripathi, Essentials of Management, Eleventh Edition, Himalaya, 2004.
3	L. M. Prasad, Principles and Practice of Management. 7th Edition, Sultan Chand & Sons, 2007.
4	R. Srinivasan and S. A. Chunawalla, Management: Principles and Practice, Second Edition, Himalaya, 1983

**SACRED HEART COLLEGE(AUTONOMOUS), THEVARA**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**COURSE PLAN**  
**ACADEMIC YEAR 2016-17**

<b>PROGRAMME</b>	BBA (Integrated Marketing and New Media)	<b>SEMESTER</b>	1
<b>COURSE CODE AND TITLE</b>	16U1CRBBA2 ACCOUNTING	<b>CREDIT</b>	3
<b>HOURS/SEM</b>	90		
<b>FACULTY NAME</b>	DR. GILROY ROZARIO		

**PROGRAMME SPECIFIC OUTCOMES(PSOs)**

1	Students would gain a thorough knowledge in the fundamentals of Accounting and Finance
2	The students will be familiar with Accounting Principles and Practices.
3	The students will be able to prepare Accounts, Trial Balance and Financial statements.
4	The students will be able to assess financial performance and Evaluate financial position of business concerns
5	The students will be equipped to face challenges and meet the industry requirements in the area of Accounting

**COURSE OUTCOMES (COs)**

1	Students will learn accounting principles and identify the needs for accounting
2	Students will Identify the books of accounts, objectives of maintaining them and the steps involved in the accounting process
3	Students will acquire skill and knowledge in preparing accounts and Financial statements.
4	Students will be familiar with accounting errors and their rectifications
5	Students will learn causes of depreciation and the accounting treatment under different methods
6	Students will be able to ascertain profit or loss from incomplete records
7	Students will acquire practical skills to work as audit assistant and other financial supporting services.
8	Students will gain thorough subject skills and accounting career skills

**MODULE I Introduction to Accounts and Accounting principles**

Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)
1	1	Meaning and Definition,	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
2	2	Need for Accounting - History and Developments	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
3	3	Objectives of Accounting - Branches of Accounting	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Factual
4	4	ICAI - Accounting and other disciplines	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Conceptual
5	5	Functions of Accounting	Lecture & Discussion	Experimental learning	1,2,3	1	Comprehension	Conceptual
6	6	Accounting Principles - Concepts	Lecture & Discussion	Experimental learning	1,2,3	1,2	Comprehension	Conceptual
7	7	Accounting Principles - Conventions	Lecture & Discussion	Experimental learning	1,2,3	1,2	Comprehension	Conceptual
8	8	Accounting as an Art and Science IFRS -Brief Over view	Lecture & Discussion	Experimental learning	1,2,3	1,2	Knowledge	Conceptual
9	9	Users of Accounting Information	Lecture & Discussion	Experimental learning	1,2	1,2	Comprehension	Conceptual

**MODULE II Journal, Ledger and Trial Balance**

10	10	<b>I Journal</b> - Books of Accounts Meaning	Lecture & Discussion	Experimental learning	1,2	1,2,3	Knowledge	Conceptual
11	11	Entry - Simple and Compound	Lecture & Discussion	Experimental learning	2,,3	1,2,3	Application	Factual
12	12	Debit and Credit- Golden rules of accounting	Lecture & Discussion	Experimental learning	2,3	1,2,3	Application	Factual
13	13	Journalization - Narration - Theory and Problems	Lecture & Discussion	Experimental learning	2,3	1,2,3	Application	Factual
14	14	Journalization - Narration - Problems	Solving more examples	Experimental learning	2,3	1,2,3	Analyze	Factual
15	15	Journalization - Narration - Problems	Solving more examples	Experimental learning	2,3	1,2,3	Analyze	Factual
16	16	Journalization - Narration - Problems	Solving more examples	Experimental learning	2,3	1,2,3	Analyze	Factual
17	17	Uses of Journal - Opening Entry - Closing Entry	Lecture & Discussion	Experimental learning	2,3	1,2,3	Knowledge	Factual
18	18	Uses of Journal - Adjustment - Transfer Entry	Solving more examples	Experimental learning	2,3	1,2,3	Synthesise	Factual
19	19	<b>II Ledger</b> - Meaning -Difference between journal and Ledger	Lecture & Discussion	Experimental learning	1,2,3	1,2,3	Application	Conceptual
20	20	Posting - Rules Regarding Posting Preparation of Accounts	Lecture & Examples	Experimental learning	1,2,3	1,2,3	Application	Factual
21	21	Posting - Preparation of Accounts	Lecture & Examples	Experimental learning	1,2,3	1,2,3	Synthesise	Factual
22	22	Posting - Preparation of Accounts	Lecture & Examples	Experimental learning	1,2,3	1,2,3	Synthesise	Factual
23	23	Cash Book- Simple Cash Book - Problems	Lecture & Examples	Experimental learning	1,2,3	1,2,3	Application	Factual
24	24	Cash Book- Simple Cash Book - Problems	Solving more examples	Experimental learning	1,2,3	1,2,3	Application	Factual
25	25	Cash Book- Simple Cash Book -Problems	Solving more examples	Experimental learning	1,2,3	1,2,3	Application	Factual
26	26	<b>III Trial Balance</b> - Meaning - Types	Lecture & Discussion	Experimental learning	1,2,3	1,2,3,4	Knowledge	Factual
27	27	Errors of Trial Balance - Ommision - Commission -	Lecture & Discussion	Experimental learning	1,2,3,4	1,2,3,4	Comprehension	Factual
28	28	Errors of Trial Balance - Ommision - Commission - Problems	Solving more examples	Experimental learning	1,2,3,4	1,2,3,4	Analyze	Factual
29	29	Errors of Principle and Compensating Errors	Lecture & Discussion	Experimental learning	1,2,3,4	1,2,3,4	Application	Factual
30	30	Errors of Principle and Compensating Errors - Problems	Solving more examples	Experimental learning	1,2,3,4	1,2,3,4	Analyze	Factual
31	31	Rectification of Errors - Suspense Account	Lecture & Discussion	Experimental learning	1,2,3,4	1,2,3,4	Analyze	Factual
32	32	Suspense Account - Problems	Solving more examples	Experimental learning	1,2,3,4	1,2,3,4	Application	Factual
33	33	Trial Balance - Meaning - Methods	Lecture & Discussion	Experimental learning	1,2,3	1,2,3,4	Comprehension	Factual
34	34	Preparation of Trial Balance - Problem	Solving more examples	Experimental learning	1,2,3	1,2,3,4	Application	Factual
35	35	Trial Balance - Problem	Solving more examples	Experimental learning	1,2,3	1,2,3,4	Application	Factual
36	36	Trial Balance - Problem	Solving more examples	Experimental learning	1,2,3	1,2,3,4	Application	Factual
37	37	<b>Test 1 on module 1 and 2</b>						

**MODULE III Income Statement/Profit and Loss Account, Balance Sheet**

38	38	Income Statement - Trading and Profit And Loss Account - Meaning	Lecture & Discussion	Experimental learning	1,2,3,6,6,8	1,2,3,4,5	Knowledge	Factual
39	39	Trading Account - Meaning Items Shown in Trading Account	Lecture & Discussion	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual

40	40	Preparation of accounts -Gross Profit/Gross Loss - Problem	Lecture & Discussion	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual	
41	41	Preparation of accounts -Gross Profit/Gross Loss - Problem	Solving more examples	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual	
42	42	Gross Profit/Gross Loss calculation by Equation	Solving more examples	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual	
43	43	Profit and Loss Account- Meaning Items Shown in Profit And Loss Account	Lecture & Discussion	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual	
44	44	Preparation of Accounts Net Profit - Net Loss - Calculation by Equation	Lecture & Discussion	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual	
45	45	Profit and Loss Account- Meaning Items Shown in Profit And Loss Account	Lecture & Discussion	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual	
46	46	Preparation of Profit and Loss Account - Problems	Solving more examples	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual	
47	47	Preparation of Profit and Loss Account - Problems	Solving more examples	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual	
48	48	Preparation of Profit and Loss Account - Problems	Solving more examples	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual	
49	49	Preparation of Profit and Loss Account - Problems	Solving more examples	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual	
50	50	Net Profit - Net Loss - Calculation by Equation	Solving more examples	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual	
51	51	Preparation of Accounts Without Adjustments	Lecture & Discussion	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Evaluation	Factual	
52	52	Adjustments - Theory	Lecture & Discussion	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Evaluation	Factual	
53	53	Adjustments - Problems	Solving more examples	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual	
54	54	Adjustments Problems	Solving more examples	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual	
55	55	Balance Sheet - Meaning - Items shown in the Balance Sheet	Lecture & Discussion	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Evaluation	Factual	
56	56	Marshalling of Balance Sheet	Solving more examples	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual	
57	57	Preparation of Balance Sheet Without Adjustments	Solving more examples	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual	
58	58	Preparation of Balance Sheet With Adjustments	Solving more examples	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual	
59	59	Preparation of Balance Sheet With Adjustments	Lecture & Discussion	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Evaluation	Factual	
60	60	Preparation of Balance Sheet With Adjustments	Solving more examples	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual	
61	61	Preparation of Balance Sheet With Adjustments	Solving more examples	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual	
62	62	<b>Test 2 on Module 3</b>							
<b>MODULE IV Depreciation Methods</b>									
63	63	Depreciation - Meaning and Definition - Causes of Depreciation	Lecture & Discussion	Experimental learning	1,2,3,5,7,8	1,2,3,4,5	Comprehension	Factual	
64	64	Objectives of Providing Depreciation	Lecture & Discussion	Experimental learning	1,2,3,5,7,8	1,2,3,4,5	Comprehension	Factual	
65	65	Factors Affecting Depreciation	Lecture & Discussion	Experimental learning	1,2,3,5,7,8	1,2,3,4,5	Comprehension	Factual	
66	66	Methods - Straight Line Method - Preparation of Accounts	Solving more examples	Experimental learning	1,2,3,5,7,8	1,2,3,4,5	Evaluation	Factual	
67	67	Straight Line Method - Additions	Solving more examples	Experimental learning	1,2,3,5,7,8	1,2,3,4,5	Synthesise	Factual	
68	68	Straight Line Method - Disposal	Solving more examples	Experimental learning	1,2,3,5,7,8	1,2,3,4,5	Synthesise	Factual	
69	69	Straight Line Method - Additions and Disposal	Solving more examples	Experimental learning	1,2,3,5,7,8	1,2,3,4,5	Synthesise	Factual	
70	70	Written Down Value Method - Preparation of Accounts	Solving more examples	Experimental learning	1,2,3,5,7,8	1,2,3,4,5	Evaluation	Factual	
71	71	Written Down Value Method - Additions	Solving more examples	Experimental learning	1,2,3,5,7,8	1,2,3,4,5	Synthesise	Factual	
72	72	Written Down Value Method - Disposal	Solving more examples	Experimental learning	1,2,3,5,7,8	1,2,3,4,5	Synthesise	Factual	
73	73	Written Down Value Method - Additions and Disposal	Solving more examples	Experimental learning	1,2,3,5,7,8	1,2,3,4,5	Synthesise	Factual	
74	74	<b>Test 3 on Module 4</b>							
<b>MODULE V Accounts from Incomplete Records</b>									
75	75	Accounts from Incomplete Records - Single Entry Meaning and Definition	Lecture & Discussion	Experimental learning	2,3,6,7,8	1,2,3,4,5	Comprehension	Factual	
76	76	Features and Defects of Single Entry	Lecture & Discussion	Experimental learning	2,3,6,7,8	1,2,3,4,5	Comprehension	Conceptual	
77	77	Differences Between Double Entry and Single Entry	Lecture & Discussion	Experimental learning	2,3,6,7,8	1,2,3,4,5	Comprehension	Factual	
78	78	Methods of Ascertainment of Profit or Loss- Comparison Method Method	Lecture & Discussion	Experimental learning	2,3,6,7,8	1,2,3,4,5	Application	Conceptual	
79	79	Comparison Method Ascertainment of Profit or Loss -Problems	Solving more examples	Experimental learning	2,3,6,7,8	1,2,3,4,5	Evaluation	Factual	
80	80	Comparison Method Ascertainment of Profit or Loss -Problems	Solving more examples	Experimental learning	2,3,6,7,8	1,2,3,4,5	Evaluation	Factual	
81	81	Comparison Methods - Statement of Affairs - Meaning	Lecture & Discussion	Experimental learning	2,3,6,7,8	1,2,3,4,5	Application	Conceptual	
82	82	Conversion Method - Meaning and steps	Lecture & Discussion	Experimental learning	2,3,6,7,8	1,2,3,4,5	Evaluation	Factual	
83	83	Calculation of missing items	Solving more examples	Experimental learning	2,3,6,7,8	1,2,3,4,5	Evaluation	Factual	
84	84	Differences Between Statement of Affairs and Balance Sheet	Lecture & Discussion	Experimental learning	2,3,6,7,8	1,2,3,4,5	Comprehension	Factual	
85	85	Conversion Method Ascertainment of Profits under Conversion Method	Lecture & Discussion	Experimental learning	2,3,6,7,8	1,2,3,4,5	Evaluation	Factual	
86	86	Conversion Method Ascertainment of Profits under Conversion Method	Solving more examples	Experimental learning	2,3,6,7,8	1,2,3,4,5	Evaluation	Factual	
87	87	Conversion Method Ascertainment of Profits under Conversion Method	Solving more examples	Experimental learning	2,3,6,7,8	1,2,3,4,5	Evaluation	Factual	
88	88	<b>Test 4 on Module 5</b>							
89	89	<b>Revision on Module 1,2,3</b>	PPT, Discussion, Lecture	Solving Problems					
90	90	<b>Revision on Module 4 and 5</b>	PPT, Discussion, Lecture	Solving Problems					
<b>ASSIGNMENTS AND SEMINARS</b>									
<b>Sl No</b>	<b>Module</b>	<b>Topic</b>	<b>Nature of Assignment</b>			<b>Alignment with POs, PSOs and COs</b>			
1	1	Accounting Principles	Individual			PSO 1, CO1			
2	2	Journal - Simple and Compound entry	Individual			PSO1,2,3 CO 1,2,3			
3	3	Ledger- Preparation of Accounts	Individual			PSO1,2,3 CO 1,2,3			
4	4	Trial Balance	Group			PSO1,2,3,4 CO 1,2,3			
5	5	Final Accounts	Group			PSO 1,2,3,4,5 CO 1,2,3,6,7,8			
6	6	Causes of Depreciation	Individual			PSO 1,2,3,4,5 CO 1,2,3,6,7,8			
7	7	Methods of Depreciation	Group			PSO 1,2,3,4,5 CO 1,2,3,6,7,8			
8	8	Single entry Features Defects	Individual			PSO 1,2,3,4,5 CO 2,3,6,7,8			
9	9	Calculation of profit from incomplete records	Group			PSO 1,2,3,4,5 CO 2,3,6,7,8			
10	10	Statement of Affairs	Individual			PSO 1,2,3,4,5 CO 2,3,6,7,8			
11	11	Conversion Method - Ascertainment of Profits under Conversion Method	Group			PSO 1,2,3,4,5 CO 2,3,6,7,8			
12	12	Statement of Affairs and Balance Sheet	Individual			PSO 1,2,3,4,5 CO 2,3,6,7,8			
<b>TEXTBOOKS AND REFERENCES</b>									
1	An Introduction to Accountancy by S. N. Maheshwari and S. K. Maheshwari - 8th Edition, Vikas Publishing House, 2008.								

2	Financial Accounting: Fundamentals by R. L. Gupta and V. K. Gupta - 5th edition, Sultan, Chand Publishers, 2006.
3	Accounting Made Easy by Rajesh Agarwal and R Srinivasan 3rd edition, -McGraw Hill, 2008.

**SACRED HEART COLLEGE(AUTONOMOUS), THEVARA**  
**DEPARTMENT OF BBA**  
**COURSE PLAN**  
**ACADEMIC YEAR 2016-17**

<b>PROGRAMME</b>	Managerial Economics	<b>SEMESTER</b>	
<b>COURSE CODE AND TITLE</b>	semester 1	<b>CREDIT</b>	3
<b>HOURS/SEM</b>			
<b>FACULTY NAME</b>	Sreelakshmi T S		

**PROGRAMME SPECIFIC OUTCOMES(PSOs)**

1	To gain knowledge about the basics of Managerial Economics
2	Examine the role of Economics in business
3	Recognise the importance of economics in decision making
4	Identify different cost ans pricing strategy
5	Application of the concepts in real life
6	To identify the practical application
7	To develop understanding about Practical Application

**COURSE OUTCOMES (COs)**

1	to introduce the concepts of Economics
2	To discuss the Practical application
3	To gain knowledge about the basics of Managerial Economics
4	Application of the concepts in real life
5	To recognise the importance

**MODULE I**

Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)
1		1 Introduction to syllabus						
2		2 Introduction to eco	PPT		1,2		3 Understanding	Conceptual
3		3 Introduction to Ma	PPT		1,2		3 Understanding	Conceptual
4		4 Meaning and Defir	PPT		1,2		3 Understanding	Conceptual
5		5 Features of Manag	PPT		1,2		3 Understanding	Conceptual
6		6 Scope of Manageri	PPT		1,2		3 Understanding	Conceptual
7		7 Objectives of Mand	PPT		1,2		3 Understanding	Conceptual
8		8 Practical uses of M	PPT		1,2		3 Understanding	Conceptual
9		9 Role and responsib	PPT		1,2		3 Understanding	Conceptual
10		10 Seminar	PPT	Seminars	1,2		3 Understanding	Conceptual
11		11 Summary	PPT		1,2		3 Understanding	Conceptual
12		12 revision	Quiz					

**MODULE II**

13		13 Meaning, determinants of law of demand			2,4		1 Understanding	Conceptual
14		14 Demand schedule, Demand curve				5	4 Understanding	Conceptual
15		15 Law of demand, exceptions				5	4 Understanding	Conceptual
16		16 shifts in demand , Movements in demand				5	4 Understanding	Conceptual
17		17 Elasticity of demand and types			2,4,5		1 Understanding	Conceptual
18		18 Price elasticity of demand, meaning, degrees of measurement			2,4,5		1 Understanding	Conceptual
19		19 cross elasticity of demand			2,4,5		1 Understanding	Factual
20		20 income elasticity of demand			2,4,5		1 Understanding	Conceptual
21		21 Demand forecasting			2,4,5		1 Understanding	Conceptual
22		22 levels of forecasting			2,4,5		1 Understanding	Factual
23		23 types of Forecasting			2,4,5		1 Understanding	Factual
24		24 methods of estimation			2,4,5		1 Understanding	factual
25		25 statistical and survey method			2,4,5		4 Understanding	Factual
26		26 Forecasting for a new product			2,4,5		4 Understanding	Factual
27		27 revision	Q & A					

**MODULE III**

28		28 Consumption- meaning, features and types			2,4,5		1 Understanding	Factual
29		29 Theory of Consumer behaviour			2,4,5		4 Understanding	Factual&Conceptual
30		30 Cardinal Approach			2,3,4,5		4 Understanding	Factual&Conceptual
31		31 Ordinal Approach			2,3,4,5		4 Understanding	Factual
32		32 Gossens first law and Second law			2,3,4,5		1 Understanding	Factual&Conceptual
33		33 Hicks allen model			2,3,4,5		1 Understanding	Factual&Conceptual
34		34 Meaning of ICA properties			2,3,4,5		1 Understanding	Factual&Conceptual
35		35 Consumer Equilibrium			2,3,4,5		1 Understanding	Factual&Conceptual
36		36 Concept of MRS			2,3,4,5		1 Understanding	Factual&Conceptual
37		37 Substitution Effect			2,3,4,5		1 Understanding	Factual&Conceptual
38		38 Income effect			2,4,5		1 Understanding	Factual
39		39 Price Effect			2,4,5		7 Understanding	Factual
40		40 Engles Law			2,4,5		7 Understanding	Factual
41		41 revision			2,4,5		1 Understanding	Factual

**MODULE IV**

42		42 Meaning of production function			2,4,5		1 Understanding	
43		43 fixed factors and variable factors			2,4,5		1 Analyzing	Conceptual
44		44 law of variable proportion			2,3,4,5		1 Analyzing	Conceptual
45		45 isoquant			2,3,4,5		1 Understanding	Conceptual
46		46 iso-cost			2,3,4,5		1 Understanding	Conceptual
47		47 producers equilibrium			2,3,4,5		1 Understanding	Factual
48		48 Managerial Equilibrium			2,3,4,5		1 Understanding	Factual
49		49 MRTS			2,3,4,5		1 Understanding	Conceptual
50		50 optimal combination			2,3,4,5		4 Understanding	Factual
51		51 economies of scale			2,3,4,5		4 Understanding	Factual
52		52 internal and external			2,3,4,5		1 Understanding	Factual&Conceptual
53		53 supply -meaning, determinants, law of supply			2,3,4,5		1 Understanding	Factual&Conceptual
54		54 cost, meaning , computation			2,4,5		7 Analyzing	Conceptual
55		55 revision						

**MODULE V**

56		56 Revenue Meaning and Classification			2,4,5		1 Understanding	Conceptual
57		57 Perfect competition- equilibrium			2,3,4,5		1 Understanding	Factual&Conceptual
58		58 imperfect competition			2,3,4,5		1 Understanding	Factual&Conceptual
59		59 monopoly- features			2,3,4,5		1 Understanding	Factual&Conceptual
60		60 short run long run equilibrium			2,3,4,5		1 Understanding	Factual
61		61 oligopoly- kinked demand curve			2,4,5		7 Understanding	Conceptual
62		62 duopoly			2,4,5		1 Understanding	Conceptual
63		63 features of duopoly			2,4,5		4 Understanding	Factual
64		64 revision						
65	65-72	65-72 revision						

**ASSIGNMENTS AND SEMINARS**

Sl No	Topic	Nature of Assignment	Alignment with POs, PSOs and COs
1	walk in to the bar	Individual	1,4,7
2	profile of an econo	Individual	1,4,7
3	estimation of dema	Individual	1,4,7
4	forecasting for a ne	Group	1,4,7

**TEXTBOOKS AND REFERENCES**

1	Pindick and Rubenfield. (2009). Microeconomics, pearson education
2	D N Dwivedi, Managerial Economics
3	Business economics- Institute of Company Secretaries of India
4	Koutsyannis- Microeconomics

Conceptual

COURSE CODE AND TITLE		Fundamentals of Marketing	semester	credit	3
Hour/sem		IInd semester			
Faculty name		Mary Tania Antony			
<b>Programme outcomes (PCOs)</b>					
1	To design and develop Marketing solutions for current Retail environments by employing appropriate marketing strategies				
2	To study about factors influencing consumer buying behaviour				
3	To understand Marketing techniques used by the Marketers in this era				
4	To understand Managerial approach to the marketing problems				
5	To evaluate and apply marketing practises to create measurable results to meet marketing objectives				
6	To apply knowledge of basic management skills to maximise employee productivity				

<b>COURSE OUTCOMES (COs)</b>					
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				

Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)
<b>MODULE I</b>								
1	1	Introduction to syllabus						
2	1	Marketing management	Lecture and discussion		5	1,3	Understanding	Conceptual
3	1	objectives of marketing	Lecture and discussion		1,5	1,3	Understanding	Conceptual
4	1	importance of marketing	Lecture and discussion		5	1,2	Understanding	Conceptual
5	1	Marketing concepts	Lecture and discussion		2	5	Understanding	Conceptual
6	1	consumer wants,needs	Lecture and discussion		3	1	Understanding	Conceptual
7	1	consumer insights	Lecture and discussion		3	4	Understanding	Conceptual
8	1	Benefits sought by the consumers	Lecture and discussion		2	1	Understanding	Factual
9	1	The impact of emotional benefits	Lecture and discussion		1,2	1,2	Understanding	Factual
10	1	possible source of insights	Lecture and discussion		1,2	3	Understanding	Factual
11	1	using insights	Lecture and discussion		2	4	Understanding	Conceptual
12	1	The role of an insight in product development	Lecture and discussion		2,3	3	Understanding	Conceptual
13	1	finding and development of insights	Quiz		2	3	Understanding	Conceptual

<b>MODULE II</b>								
14	1	Market segmentation	PPT		1,5	2	Understanding	Conceptual
15	1	Different types of market segmentation	PPT		5	1	Understanding	Factual
16	1	Target marketing	PPT		2	4	Understanding	Factual
17	1	Target Market	PPT		2	4	Understanding	Factual
18	1	Target market strategies	PPT		2	4	Understanding	Conceptual
20	1	Product positioning and differentiation	PPT		1,2	1	Understanding	Conceptual
21	1	choosing a differentiation	PPT		1	1	Understanding	Factual
22	1	positioning strategy	PPT		2,1	2	Understanding	Conceptual
23	1	changing the product positioning	PPT		5	2	Analyzing	Factual

<b>MODULE III</b>								
26	1	Importance of product positioning in market	PPT		1	3,2	Understanding	Factual
27	1	Marketing mix	PPT		2	1,2	Analyzing	Factual&Conceptual
28	1	product mix	PPT		2	2	Analyzing	Factual&Conceptual
29	1	products and services	PPT		1,4,3	1,2	Understanding	Factual
30	1	levels of services	PPT		3	3	Analyzing	Factual&Conceptual
31	1	classification of services	PPT		3	1	Analyzing	Factual&Conceptual
32	1	product and service decisions	PPT		1,3,4	3	Analyzing	Factual&Conceptual
33	1	Branding	PPT		1,5	2	Analyzing	Factual&Conceptual
34	1	New product development	PPT		5	3	Analyzing	Factual&Conceptual
35	1	product life cycle	PPT		5	3	Analyzing	Factual&Conceptual
36	1	Service marketing	PPT		3	2	Understanding	Factual
37	1	nature of marketing	PPT		1,2	1	Understanding	Factual
38	1	characteristics of service marketing	PPT		1	3	Understanding	Factual
39	1	Guest faculty	PPT		5	3	Understanding	Factual

<b>MODULE IV</b>								
41	1	pricing	lecture and discussion		2	2	Understanding	Conceptual
42	1	Importance of pricing	lecture and discussion		2	2	Understanding	Conceptual
44	1	Factors influencing pricing decisions	lecture and discussion		1	2	Understanding	Conceptual
45	1	pricing strategies	lecture and discussion		1	3,2	Understanding	Conceptual
46	1	marketing communication	lecture and discussion		3	1	Understanding	Conceptual
47	1	promotion of product	lecture and discussion		5	3	Understanding	Conceptual
48	1	Integrated marketing communication	lecture and discussion		3	4	Understanding	Conceptual
49	1	promotion mix strategies	lecture and discussion		3	3	Understanding	Conceptual
50	1	push and pull strategy	lecture and discussion		1	3	Understanding	Conceptual
51	1	Importance of advertising	lecture and discussion		3	4	Understanding	Conceptual
52	1	public relations	PPT		4	3	Understanding	Conceptual
53	1	personal selling and sales promotion	PPT		5	3	Understanding	Conceptual
54	1	Trade shows,Trade sales promotion	PPT		5	3	Understanding	Conceptual
55	1	consumers sales promotion	PPT		5	3	Understanding	Conceptual
56	1	publicity and direct marketing	PPT		4	3	Understanding	Conceptual
57	1	Benefits of Direct marketing	PPT		3	3	Understanding	Conceptual
58	1	Direct marketing channels	PPT		4	1	Understanding	Conceptual
59	1	Public and ethical issues in Direct marketing	lecture and discussion		5	5	Understanding	Conceptual

<b>MODULE V</b>								
61	1	Distribution channels	PPT		4	5	Understanding	Conceptual
62	1	types of marketing channel	PPT		4	5	Analyzing	Conceptual
63	1	Importance of channel distribution	PPT		4	5	Analyzing	Conceptual
64	1	multiple channel distribution	PPT		4	5	Understanding	Conceptual
65	1	corporate retailing	PPT		5	4,5	Understanding	Conceptual
66	1	new retail environment	PPT		5	3,4,5	Understanding	Factual
67	1	new trends in the area of marketing	PPT		5	3,4,5	Understanding	Factual

<b>ASSIGNMENTS AND SEMINARS</b>								
Sl No	Topic	Nature of Assignment	Alignment with co and pso'o					
69	1	Importance and objectives of marketing	Group	1,2,3	1,2			
70	1	How to identify Target customers	Individual	1,2	3,4			
71	1	Importance of channels in marketing	Individual	1,5	2,4			
72	1	Effects of marketing in consumer buying decision	Group	3,4	3			
73	1	Modern Marketing techniques	Individual	2,4	5			

<b>Textbook and references</b>								
1	Ramswamy and Namakumari.(2005) Marketing management.Macmillan							
2	Arunkumar and meenakshi(2007)Marketing management.Vikas							
3	Lamb,Hair and Danniell M.C (2004).Marketing (7th ed).Thomson							
4	Evans and berman Bermm(2005) Marketing(2nd ed).Biztantra							

**SACRED HEART COLLEGE(AUTONOMOUS), THEVARA**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**COURSE PLAN**  
**ACADEMIC YEAR 2016-17**

<b>PROGRAMME</b>	BBA (Integrated Marketing and New Media)	<b>SEMESTER</b>	2
<b>COURSE CODE AND TITLE</b>	15US2IMN11 Organizational Behaviour	<b>CREDIT</b>	3
<b>BOURSESSEM</b>	72(54)		
<b>FACULTY NAME</b>	Kalpita Chakraborty		

**PROGRAMME SPECIFIC OUTCOMES(PSOs)**

- 1 To introduce the idea of how individual behaviour affects organizational behaviour and vice versa;
- 2 To help the students understand the crucial role of people in any business and to explore different aspects of building this vital capability.
- 3 To understand and imply skills related to leadership,motivation and maintaining a proper work culture through organizational power and politics

**COURSE OUTCOMES (COs)**

- 1 Understand the Behavioural science and its importance
- 2 Understand the significance of motivation and perception
- 3 Understand the role of leader in business organization
- 4 Understand the use of power and politics in formal organization
- 5 Understand the importance of work value and work culture

**MODULE I History of Print Media**

Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)
1	1	Module -1 – Introduction	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
2	1	Nature and definition of OB	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Conceptual
3	1	Scope of OB	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual
4	1	OB Modification	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual
5	1	Models of OB	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual
6	1	Challenges and opportunities for OB	Lecture & Case Study	Experimental learning	1,2,3	1,4	Comprehension	Conceptual
7	1	Organization Goals and Involvement of OB in structuring it	Lecture & Discussion	Knowledge updation	1,2,3	1,2	Interactive	Opinionised
8	1	Impact of Global and Cultural diversity on OB.	Lecture & Roleplay	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised
9	1	OB in practice today	Lecture & Discussion	Knowledge updation	1,2,3	1,2	Knowledge	Conceptual
10	1	Revision	Lecture	Experimental learning	1,2,3	1,4	Interactive	Opinionised
11	1	Revision	Seminar	Presentation	1,3	1,4	Comprehension	Conceptual
12	1	Class Test	Quiz	Result based	1,2,3	1,2,3,4,5	Knowledge	Conceptual

**MODULE II Development of Radio**

Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)
13	1	Module -II –Individual behaviour	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
14	1	Personality definition and meaning	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
15	1	Personality theories	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Conceptual
16	1	Perception and its role in individual decision making	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual
17	1	Personality and perception test	Lecture & Discussion	Knowledge updation	1,2,3	1,4	Comprehension	Conceptual
18	1	Learning Definition and significance	Lecture & Case Study	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised
19	1	Learning Curve and theories	Lecture & Discussion	Knowledge updation	1,2,3	1,2	Knowledge	Conceptual
20	1	Motivation Theories Hierarchy of needs theory.	Lecture & Roleplay	Experimental learning	1,2	1,2,3	Interactive	Experiential
21	1	Theory X and Y, Motivation- Hygiene theory, Vrooms Expectancy theory.	Lecture & Discussion	Experimental learning	1,2	1,3	Knowledge	Conceptual
22	1	Guest lecture: Topic: How to motivet millennial	Lecture & Discussion	Knowledge updation	1,2,3	3,4	Knowledge	Conceptual
23	1	Revision	Seminar	Experimental learning	1,2,3	1,2,3,4,5	Knowledge	Experiential
24	1	Class test	Quiz	Result based	1,2,3	1,2,3,4,5	Knowledge	Conceptual

**Internal Test 1 on module 1 and 2**

**MODULE III History of Television**

Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)
26	1	Module- III: Introduction to interpersonal behaviour	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
27	1	Interpersonal behaviour	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
28	1	Interpersonal Communication and case discussion	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Conceptual
29	1	Transaction Analysis	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual
30	1	Self test	Lecture & Discussion	Knowledge updation	1,2,3	1,4	Comprehension	Conceptual
31	1	The Johari Window	Lecture & Case Study	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised
32	1	Leadership and its Theories	Lecture & Discussion	Knowledge updation	1,2,3	1,2	Knowledge	Conceptual
33	1	Prevailing Leadership styles in Indian Organisations.	Lecture & Roleplay	Experimental learning	1,2	1,2,3	Interactive	Experiential
34	1	Leaders today	Lecture & Discussion	Experimental learning	1,2	1,3	Knowledge	Conceptual
35	1	Guest lecture: Topic: Creating and leading a team	Lecture & Discussion	Knowledge updation	1,2,3	3,4	Knowledge	Conceptual
36	1	Revision	Seminar	Experimental learning	1,2,3	1,2,3,4,5	Knowledge	Experiential
37	1	Class Test	Quiz	Result based	1,2,3	1,2,3,4,5	Knowledge	Conceptual

**MODULE IV The Media as a social institution**

Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)
38	1	Module-IV: Introduction to group behaviour	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
39	1	Personality theory and test	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
40	1	Types of Group Structures	Lecture & Case Study	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised
41	1	Group decision making	Lecture & Roleplay	Experimental learning	1,2	1,2,3	Interactive	Experiential
42	1	Teams Vs Groups	Lecture & Discussion	Knowledge updation	1,2,3	1,4	Comprehension	Conceptual
43	1	Contemporary issues in managing teams	Lecture & Discussion	Knowledge updation	1,2,3	1,2	Knowledge	Conceptual
44	1	Inter group problems in organizational group dynamics	Lecture & Case Study	Experimental learning	1,2,3	3,4	Knowledge	Conceptual
45	1	Management of conflict	Lecture & Roleplay	Experimental learning	1,2,3	2,5	Knowledge	Conceptual
46	1	Guest lecture: Topic: Importance of group and team for success of an organization	Lecture & Discussion	Knowledge updation	1,2,3	3,5	Knowledge	Conceptual
47	1	Revision	Seminar	Knowledge updation	1,2,3	3,4	Knowledge	Conceptual
48	1	Class Test	Quiz	Experimental learning	1,2,3	1,2,3,4,5	Knowledge	Experiential

**MODULE V Cross media system**

Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)
50	1	Module-V: Introduction to Change management	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
51	1	Change and Organisational development	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
52	1	Change Management basics	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Conceptual
53	1	Resistance to change	Lecture & Case Study	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised
54	1	Approaches to manage organizational change	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual
55	1	Organisational effectiveness	Lecture & Roleplay	Experimental learning	1,2	1,2,3	Interactive	Experiential
56	1	Organisational culture	Lecture & Discussion	Knowledge updation	1,2,3	1,4	Comprehension	Conceptual
57	1	Power and Politics in Organisational Quality of work life	Lecture & Discussion	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised
58	1	Recent advances in OB.	Lecture & Roleplay	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised
59	1	Guest lecture: Topic: The Influence of Power and Politics in modern organizations	Lecture & Discussion	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised
60	1	Revision	Seminar	Experimental learning	1,2,3	1,2,3,4,5	Knowledge	Experiential
61	1	Class test	Quiz	Result based	1,2,3	1,2,3,4,5	Knowledge	Conceptual

**Internal Test 2**

**ASSIGNMENTS AND SEMINARS**

Sl.No	Module	Topic	Nature of Assignment	Alignment with 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 schoolbest 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	Communication 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 By Peter Makin, Charles Cox
- 3 Supervision Today, Global Edition By Stephen P. Robbins, David A. DeCenzo





SACRED HEART COLLEGE(AUTONOMOUS), THEVARA  
DEPARTMENT OF MANAGEMENT STUDIES  
COURSE PLAN  
ACADEMIC YEAR 2016-17

PROGRAMME	BBA (Integrated Marketing and New Media)	SEMESTER	2
COURSE CODE	15U2CRBBA6 Cinema Studies	CREDIT	3
HOURS/SEM	72		
FACULTY NAME	ASIF NADHEER		

**PROGRAMME SPECIFIC OUTCOMES(PSOs)**

1	The students will get a clear picture on the basics of cinema making
2	The Students will be familiar with the sound and color integration
3	The students will get a clear picture on production,post production and pre production
4	The students will be familiar with major movements and theories in the film industry
5	The students will acquire knowledge in film theories

**COURSE OUTCOMES (COs)**

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

**MODULE I Introduction to the basic terminology of filmmaking**

Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)
1	1	Editing: chronological editing, cross cutting, montage, continuity editing	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Factual
2	2	continuity cuts, jump cuts, match cuts	Lecture & Discussion	Knowledge updation	1	1	Knowledge	Factual
3	3	30 degree rule, 180 degree rule	Lecture & Discussion	Knowledge updation	2,5	1	Knowledge	Factual

**MODULE II Sound in the movies**

4	4	Sound and colour in the movies	Lecture & Discussion	Practical learning	2	1	Knowledge	Factual
5	5	The production, distribution and reception of films; censorship	Lecture & Discussion	Knowledge updation	3	1,2,3,5	Knowledge	Factual
6	6	<b>Test 1 on module 1 and 2</b>						
7	7							

**MODULE III Introduction to film genres**

8	8	The Major genres: Narrative, avant-garde, documentary	Lecture & Discussion	Knowledge updation	1	3	Knowledge	Factual
9	9	Other genres: Thriller, melodrama, musical, horror, western, animation film, h	Lecture & Discussion	Knowledge updation	1	3	Knowledge	Factual
		<b>Test 2 on Module 3</b>						

**MODULE IV Introduction to major movements and theories**

10	10	The silent era; classic Hollywood cinema, Neo-Realism, French New wave,	Lecture & Discussion	Knowledge updation	4	4	Knowledge	Factual
11	11	Indian Cinema	Lecture & Discussion	Knowledge updation	4	4	Knowledge	Factual
		<b>Test 3 on Module 4</b>						

12	12	Sergei Eisenstein, Andre Bazin, auteur theory	Lecture & Discussion	Knowledge updation	4,5	4	Knowledge	Factual
13	13	Christian Metz and Laura Mulvey	Lecture & Discussion	Knowledge updation	4,5	4,5	Knowledge	Factual
		<b>Test 4 on Module 5</b>						

Revision on Module 1,2,3

Revision on Module 4 and 5

**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 shawshank redemption	Individual	PSO2,3 CO 3
4	4	Evolution of indian cinema	Individual	PSO4,5 CO4
5	5	Christian Metz and Laura Mulvey	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