

SACRED HEART COLLEGE(AUTONOMOUS), THEVARA									
DEPARTMENT OF MANAGEMENT STUDIES									
COURSE PLAN									
ACADEMIC YEAR 2017-18									
PROGRAMME	BBA (Integrated Marketing and New Media)						SEMESTER	1	
COURSE CODE AND TITLE	15U11M4 Principles of Management						CREDIT	3	
HOURS/SEM	72								
FACULTY NAME	Kalpita Chakraborty								
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 Level(CL)	Knowledge Category (KC)	
1	1	Module -1 – Introduction, definition,	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual	
2	1	Nature and objective of business	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual	
3	1	Characteristics of Management	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Conceptual	
4	1	Scope and significance discussion	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual	
5	1	Business, Administration and Management	Lecture & Discussion	Knowledge updation	1,2,3	1,4	Comprehension	Conceptual	
6	1	Management as art, science and profession	Lecture & Discussion	Knowledge 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	Knowledge 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 Level(CL)	Knowledge Category (KC)	
13	1	Scientific Management & Contribution of	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual	
14	1	• F. W. Taylor	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual	
15	1	• Frank and Lillian Gilberth	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Conceptual	
16	1	• Henry Gantt.	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual	
17	1	Modern management thoughts 7-S frame work .	Lecture & Discussion	Knowledge 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 ,Hawthorne experiments	Lecture & Discussion	Knowledge 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	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	
25	1	Internal Test 1 on module 1 and 2							
MODULE III Planning and Decision Making									
Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)	
26	1	Module- III: Introduction to Planning and Decision Making	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual	
27	1	Nature & Definition of Planning	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual	
28	1	Contribution of - Koontz o'Donnel, Hart, Alfred &Beaty	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Conceptual	
29	1	Significance of planning and Limitations of Planning	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual	
30	1	Process of Planning and types of plan	Lecture & Discussion	Knowledge 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	Knowledge 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	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 Organizing & Departmentation									
Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)	

38	1	Module-IV: Meaning & Definition- Organizing and Departmentation	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
39	1	Contribution of - Koontz o' Donnel, McFarland	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
40	1	Organizing nature and feature	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Conceptual
41	1	Organizing purpose and principles	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual
42	1	Types of Organization (Formal & Informal)	Lecture & Discussion	Knowledge 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	Knowledge 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	Knowledge 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

**MODULE V Elements of Directing, Co-ordination and Control**

Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)
50	1	Module-V: Elements of Directing, Co-ordination and Control	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
51	1	Leadership meaning and definition	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
52	1	Leadership styles	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Conceptual
53	1	Motivation importance & Theories (Maslow, Herzberg, McGregor) 1	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual
54	1	Motivation importance & Theories ( Herzberg, McGregor) 2	Lecture & Discussion	Knowledge 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	Knowledge 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	Knowledge 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

**Internal Test 2**

**ASSIGNMENTS AND SEMINARS**

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

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DEPARTMENT OF MANAGEMENT STUDIES									
COURSE PLAN									
ACADEMIC YEAR 2017-18									
PROGRAMME	BBA (Integrated Marketing and New Media)						SEMESTER	1	
COURSE CODE AND TITLE	16U1CRBBA2 ACCOUNTING						CREDIT	3	
HOURS/SEM	90								
FACULTY NAME	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 2017-18						
PROGRAMME					SEMESTER	
COURSE CODE AND TITLE	Managerial Economics				CREDIT	3
HOURS/SEM	semester 1					
FACULTY NAME	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 Man	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 measurem			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

Conceptual

Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)
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						
<b>MODULE V</b>								
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	revision						
<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	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				
<b>TEXTBOOKS AND REFERENCES</b>								
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							



**SACRED HEART COLLEGE(AUTONOMOUS), THEVARA**

**DEPARTMENT OF BBA**

**Course plan-2017-18**

**COURSE CODE AND TITLE**

**Fundamentals of Marketing**

**semester**

**Hour/sem**

**IInd semester**

**credit**

**3**

**Faculty name**

**Mary Tania Antony**

**Programme outcomes (PCOs)**

**(PCOs)**

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

**COURSE OUTCOMES (COs)**

1 Introduction to managerial decisions in the marketing area

2 To understand how to identify target market

3 To educate marketing communication

4 To understand the importance of channels in marketing

5 To study about the new trends in area of marketing

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	
24									
25				<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 pproducts 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 produc 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	
40									
41				<b>MODULE IV</b>					
42		1 pricing	lecture and discussion			2	2	Understanding Conceptual	
43		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	



SACRED HEART COLLEGE(AUTONOMOUS), THEVARA									
DEPARTMENT OF MANAGEMENT STUDIES									
COURSE PLAN									
ACADEMIC YEAR 2017-18									
PROGRAMME	BBA (Integrated Marketing and New Media)						SEMESTER	2	
COURSE CODE AND TITLE	15US21MN11 Organizational Behaviour						CREDIT	3	
HOURS/SEM	72(54)								
FACULTY NAME	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 the role of leader in business organization								
4	Understand the 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 -I – 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		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 motivate 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	



SACRED HEARTS COLLEGE(AUTONOMOUS), THEVARA			
DEPARTMENT OF MANAGEMENT STUDIES			
COURSE PLAN			
ACADEMIC YEAR 2017-18			
PROGRAMME	BBA (Integrated Marketing and New Media)	SEMESTER	2
COURSE CODE AND TITLE	15U2CRBBA5 Business Statistics	CREDITS	4
HOURS/SEM	90		
FACULTY NAME	AMRITHA C.S		

**PROGRAMME SPECIFIC OUTCOMES(PSOs)**

1	Students would gain a thorough knowledge in the fundamentals of business statistics
2	To develop the students ability to deal with numerical and quantitative issues in business.
3	Students will learn to make sense of data along with the basics of statistical inference
4	The students will develop critical and integrative thinking in order to communicate the results of the analysis clearly in the context of the problem
5	To enable the use of statistical, graphical and algebraic techniques wherever relevant

**COURSE OUTCOMES (COs)**

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

**MODULE I Introduction & Organization of Data**

SlNo	Session	Session	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)
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1	1	introduction of statistics, meaning and definition	Lecture & Discussion	Knowledge updation	1	1	Knowledge	Conceptual
2	2	Objectives of statistics	Lecture & Discussion	Knowledge updation	1	1	Knowledge	Conceptual
3	3	Strengths and limitations of statistics.	Lecture & Discussion	Knowledge updation	1	1	Knowledge	Conceptual
4	4	Scope of statistics in Business, Industry and Economics	Lecture & Discussion	Knowledge updation	1	1	Knowledge	Conceptual
5	5	Concept of Data, Variable population, Sample	Lecture & Discussion	Knowledge updation	1	1	Knowledge	Conceptual
6	6	Concept of Classification of data - Types	Lecture & Discussion	Knowledge updation	1	1	Knowledge	Conceptual
7	7	Frequency distribution	Lecture & Discussion	Knowledge updation	1	1	Knowledge	Conceptual
8	8	Tabulation of Data	Lecture & Discussion	Knowledge updation	1	1	Knowledge	Conceptual
9	9	Parts of table	Lecture & Discussion	Knowledge updation	1	1	Knowledge	Conceptual
10	10	Requisites of table	Lecture & Discussion	Knowledge updation	1	1	Knowledge	Conceptual

**MODULE II Analysis of Uni-Variate Data**

**Measures of Central Tendency**

11	11	Introduction, Types of Central Tendency Measures,	Lecture & Discussion	Experimental learning	1,2	1,2	Knowledge	Conceptual
12	12	Qualities of good measure of Central tendency, properties of A.M	Lecture & Discussion	Experimental learning	1,2	1,2	Knowledge	Conceptual
13	13	Arithmetic mean – Computation using Direct shortcut	Lecture & Discussion	Experimental learning	1,2	1,2	Comprehension	Factual
14	14	Arithmetic mean – Computation using Direct shortcut	Solving more examples	Experimental learning	1,2	1,2,3,4,5	Application	Factual
15	15	Arithmetic mean – Computation using Direct shortcut	Solving more examples	Experimental learning	1,2	1,2,3,4,5	Application	Factual
16	16	Arithmetic Mean-step-deviation method	Lecture & Discussion	Experimental learning	1,2	1,2,3,4,5	Comprehension	Factual
17	17	Arithmetic Mean-step-deviation method	Solving more examples	Experimental learning	1,2	1,2,3,4,5	Application	Factual
18	18	Arithmetic Mean-step-deviation method	Solving more examples	Experimental learning	1,2	1,2,3,4,5	Application	Factual
19	19	problems on missing frequencies (one or two)	Lecture & Discussion	Experimental learning	1,2	1,2,3,4,5	Comprehension	Factual
20	20	problems on missing frequencies (one or two)	Solving more examples	Experimental learning	1,2	1,2,3,4,5	Application	Factual
21	21	problems on missing frequencies (one or two)	Solving more examples	Experimental learning	1,2	1,2,3,4,5	Application	Factual
22	22	problems on missing frequencies (one or two)	Solving more examples	Experimental learning	1,2	1,2,3,4,5	Application	Factual
23	23	problems on combined Mean	Lecture & Discussion	Experimental learning	1,2	1,2,3,4,5	Comprehension	Factual
24	24	problems on combined Mean	Solving more examples	Experimental learning	1,2	1,2,3,4,5	Application	Factual
25	25	corrected Mean	Lecture & Discussion	Experimental learning	1,2	1,2,3,4,5	Comprehension	Factual
26	26	corrected Mean	Solving more examples	Experimental learning	1,2	1,2,3,4,5	Application	Factual
27	27	corrected Mean	Solving more examples	Experimental learning	1,2	1,2,3,4,5	Application	Factual
28	28	Weighted AM – Simple problems of Weighted AM	Lecture & Discussion	Experimental learning	1,2	1,2,3,4,5	Application	Factual
29	29	Weighted AM – Simple problems of Weighted AM	Solving more examples	Experimental learning	1,2	1,2,3,4,5	Application	Factual
30	30	Median – computation for raw data	Lecture & Discussion	Experimental learning	1,2	1,2,3,4,5	Application	Factual
31	31	Median- discrete data	Lecture & Discussion	Experimental learning	1,2	1,2,3,4,5	Application	Factual
32	32	Median- continuous data	Lecture & Discussion	Experimental learning	1,2	1,2,3,4,5	Application	Factual
33	33	Median- continuous data	Solving more examples	Experimental learning	1,2	1,2,3,4,5	Application	Factual
34	34	Median- continuous data	Solving more examples	Experimental learning	1,2	1,2,3,4,5	Application	Factual
35	35	Median- continuous data	Solving more examples	Experimental learning	1,2	1,2,3,4,5	Application	Factual
36	36	problems on missing frequencies	Solving more examples	Experimental learning	1,2	1,2,3,4,5	Application	Factual
37	37	problems on missing frequencies	Solving more examples	Experimental learning	1,2	1,2,3,4,5	Application	Factual
38	38	problems on missing frequencies	Solving more examples	Experimental learning	1,2	1,2,3,4,5	Application	Factual
39	39	Mode – computation of mode for raw data	Lecture & Discussion	Experimental learning	1,2	1,2,3,4,5	Comprehension	Factual
40	40	Mode-discrete data	Solving more examples	Experimental learning	1,2	1,2,3,4,5	Application	Factual
41	41	Mode-continuous data	Solving more examples	Experimental learning	1,2	1,2,3,4,5	Application	Factual
42	42	Mode-continuous data	Solving more examples	Experimental learning	1,2	1,2,3,4,5	Application	Factual
43	43	problems on Grouping and analysis table	Lecture & Discussion	Experimental learning	1,2	1,2,3,4,5	Analysis	Factual
44	44	problems on Grouping and analysis table	Solving more examples	Experimental learning	1,2	1,2,3,4,5	Analysis	Factual

**Test 1 on module 1 and 2**

**MODULE III Measures of Dispersion**

45	45	Introduction, Types of dispersion measures	Lecture & Discussion	Experimental learning	1,3	1,2,3,4,5	Knowledge	Conceptual
46	46	Qualities of good measure of dispersion	Lecture & Discussion	Experimental learning	1,3	1,2,3,4,5	Knowledge	Conceptual
47	47	Range – Concept and simple problems	Lecture & Discussion	Experimental learning	1,3	1,2,3,4,5	Comprehension	Conceptual
48	48	Quartile deviation – computation of QD and its coefficient for raw data	Lecture & Discussion	Experimental learning	1,3	1,2,3,4,5	Application	Factual
49	49	Q.D-computation of discrete data	Solving more examples	Experimental learning	1,3	1,2,3,4,5	Application	Factual
50	50	Q.D-computation of discrete data	Solving more examples	Experimental learning	1,3	1,2,3,4,5	Application	Factual
51	51	Q.D- computation of continuous data	Lecture & Discussion	Experimental learning	1,3	1,2,3,4,5	Application	Factual
52	52	Q.D- computation of continuous data	Solving more examples	Experimental learning	1,3	1,2,3,4,5	Application	Factual
53	53	Standard Deviation – Computation of SD and its coefficient for	Lecture & Discussion	Experimental learning	1,3	1,2,3,4,5	Application	Factual
54	54	Standard Deviation – Computation of SD for discrete data	Lecture & Discussion	Experimental learning	1,3	1,2,3,4,5	Application	Factual
55	55	Standard Deviation – Computation of SD for discrete data	Solving more examples	Experimental learning	1,3	1,2,3,4,5	Application	Factual
56	56	Standard Deviation – Computation of SD for continuous data	Lecture & Discussion	Experimental learning	1,3	1,2,3,4,5	Application	Factual
57	57	Standard Deviation – Computation of SD for continuous data	Solving more examples	Experimental learning	1,3	1,2,3,4,5	Application	Factual
58	58	TEST 2 on Module 3						

**MODULE IV Time Series Analysis**

59	59	Objectives and uses of Time series analysis	Lecture & Discussion	Experimental learning	1,7	1,2,3,4,5	Knowledge	Conceptual
60	60	Components of Time series	Lecture & Discussion	Experimental learning	1,7	1,2,3,4,5	Analysis	Conceptual
61	61	Measurement of Trend by Moving averages method	Lecture & Discussion	Experimental learning	1,7	1,2,3,4,5	Analysis	Factual
62	62	Measurement of Trend by Moving averages method	Solving more examples	Experimental learning	1,7	1,2,3,4,5	Analysis	Factual
63	63	Measurement of Trend by Moving averages method	Solving more examples	Experimental learning	1,7	1,2,3,4,5	Analysis	Factual
64	64	Least squares method	Lecture & Discussion	Experimental learning	1,7	1,2,3,4,5	Analysis	Factual
65	65	Least squares method	Solving more examples	Experimental learning	1,7	1,2,3,4,5	Application	Factual
66	66	Least squares method	Solving more examples	Experimental learning	1,7	1,2,3,4,5	Application	Factual
67	67	TEST 3 on Module 4						

**MODULE V Analysis of Bi Variate Data- Correlation**

68	68	Correlation – Meaning & Types	Lecture & Discussion	Experimental learning	1,4,5	1,2,3,4,5	Knowledge	Conceptual
69	69	Spearman's Rank correlation	Lecture & Discussion	Experimental learning	1,4,5	1,2,3,4,5	Application	Factual
70	70	Spearman's Rank correlation	Solving more examples	Experimental learning	1,4,5	1,2,3,4,5	Application	Factual
71	71	Spearman's Rank correlation	Solving more examples	Experimental learning	1,4,5	1,2,3,4,5	Application	Factual
72	72	Karl Pearson's co-efficient of correlation	Lecture & Discussion	Experimental learning	1,4,5	1,2,3,4,5	Application	Factual
73	73	Karl Pearson's co-efficient of correlation	Solving more examples	Experimental learning	1,4,5	1,2,3,4,5	Application	Factual
74	74	Karl Pearson's co-efficient of correlation	Solving more examples	Experimental learning	1,4,5	1,2,3,4,5	Application	Factual
75	75	Probable error	Lecture & Discussion	Experimental learning	1,4,5	1,2,3,4,5	Application	Factual
76	76	Concurrent deviation method.	Lecture & Discussion	Experimental learning	1,4,5	1,2,3,4,5	Application	Factual
77	77	Concurrent deviation method.	Solving more examples	Experimental learning	1,4,5	1,2,3,4,5	Application	Factual

**Analysis of Bi Variate Data- Regression**

78	78	Regression – Meaning	Lecture & Discussion	Experimental learning	1,6	1,2,3,4,5	Knowledge	Conceptual
79	79	Regression lines	Solving more examples	Experimental learning	1,6	1,2,3,4,5	Application	Factual
80	80	Properties of Regression lines and regression coefficient	Lecture & Discussion	Experimental learning	1,6	1,2,3,4,5	Knowledge	Factual
81	81	problems on regression lines	Solving more examples	Experimental learning	1,6	1,2,3,4,5	Application	Factual
82	82	problems on regression lines	Solving more examples	Experimental learning	1,6	1,2,3,4,5	Application	Factual
83	83	problems on regression lines	Solving more examples	Experimental learning	1,6	1,2,3,4,5	Application	Factual
84	84	Regression coefficient	Lecture & Discussion	Experimental learning	1,6	1,2,3,4,5	Application	Factual
85	85	Regression Coefficient	Solving more examples	Experimental learning	1,6	1,2,3,4,5	Application	Factual
86	86	Regression Coefficient	Solving more examples	Experimental learning	1,6	1,2,3,4,5	Application	Factual
87	87	TEST 4 on Module 5						
88	88	Revision on Module 1,2	PPT, Discussion, Lecture	Solving Problems				
89	89	Revision on Module 3,4	PPT, Discussion, Lecture	Solving Problems				
90	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,C,O 1
2	2	calculation of Arithmetic Mean by various Method	Individual	PSO 1,2,3,4,5 and Cns 1,2
3	3	Calculation on finding missing frequencies and combined method	Individual	PSO 1,2,3,4,5 and Cns 1,2
4	4	computation of Mode	Individual	PSO 1,2,3,4,5 and Cns 1,2
5	5	computation of Median	Individual	PSO 1,2,3,4,5 and Cns 1,2
6	6	computation of S.D and Q.D	Individual	PSO 1,2,3,4,5 and Cns 1,3
7	7	Time Series	Group	PSO 1,2,3,4,5 and Cns 1,7
8	8	Regression	Individual	PSO 1,2,3,4,5 and Cns 1,6
9	9	Correlation	Individual	PSO 1,2,3,4,5 and Cns 1,4,5

10	10	Probable error and Concurrent Deviation Method	Individual	PSO 1.2,3,4,5 and Cos 1.4,5	
<i>TEXTBOOKS AND REFERENCES</i>					
1	<i>Business Mathematics By J. Soncheli D. C. &amp; Kapoor V. K., Eleventh Edition, Sultan Chand &amp; Sons, 2012</i>				

SACRED HEART COLLEGE(AUTONOMOUS), THEVARA									
DEPARTMENT OF MANAGEMENT STUDIES									
COURSE PLAN									
ACADEMIC YEAR 2017-18									
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	PPT, Discussion, Lecture						
		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 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								



**SACRED HEART COLLEGE(AUTONOMOUS), THEVARA**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**COURSE PLAN**  
**ACADEMIC YEAR 2017-2018**

PROGRAMME	BBA (Integrated Marketing and New Media)						SEMESTER	1
COURSE CODE AND TITLE	16U3CRBBA7 Financial Management						CREDIT	3
HOURS/SEM	72							
FACULTY NAME	DR. GILROY ROZARIO							
<b>PROGRAMME SPECIFIC OUTCOMES(PSOs)</b>								
1	Students would gain a thorough knowledge in Finance							
2	The students will be familiar with Financial Management Practices.							
3	The students will be able to meet financial requirements as and when they arise and manage business risk							
4	The students will be able to assess financial performance and Evaluate business projects							
5	The students will be equipped to face challenges and meet the industry requirements in the area of finance							
<b>COURSE OUTCOMES (COs)</b>								
1	Students will identify the needs for finance							
2	Students will be familiar with the sources of fund and the procedure in selection of funds from appropriate source							
3	Students will acquire skill and knowledge in evaluation of proposals.							
4	Students will be able to plan personal and business financial requirements.							
5	Students will be able to invest funds profitably							
6	Students will be able to take appropriate financial decisions							
7	Students will acquire practical skills to manage cash.							
8	Students will be familiar with the tools of financial analysis							
<b>MODULE I Introduction To Financial Management and Cost of Capital</b>								
Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Leve(CL)	Knowledge Category (KC)
1	1	1 Financial Management - Meaning and Definition	Lecture & Discussion	Knowledge updation	1	1	Knowledge	Conceptual
2	2	Significance of Financial Management	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Conceptual
3	3	Goals of Financial Management	Lecture & Discussion	Knowledge updation	1,2,4	1,2,3	Comprehension	Factual
4	4	Functions of Financial Manager	Lecture & Discussion	Knowledge updation	1,2,4	1,2,3	Knowledge	Conceptual
5	5	Types of Cost of Capital	Lecture & Discussion	Experimental learning	1,2,3,4	1,2,3	Comprehension	Conceptual
6	6	2 Cost of Capital - Meaning and definition	Lecture & Discussion	Experimental learning	1,2,3,4	1,2,3	Knowledge	Conceptual
7	7,8	Cost of debt	Solving Problems	Experimental learning	1,2,3,4	1,2,3,5	Synthesise	Factual
8	9,10	Cost of preference Capital	Solving Problems	Experimental learning	1,2,3,4	1,2,3,5	Synthesise	Factual
9	11,12	Cost of Equity	Solving Problems	Experimental learning	1,2,3,4	1,2,3,5	Synthesise	Factual
10	13,14	Weighted Average Cost of Capital	Solving Problems	Experimental learning	1,2,3,4	1,2,3,5	Synthesise	Factual
11	15	<b>Test 1</b>						
<b>MODULE II Cash Flow Statement and Leverages</b>								
11	16	1 Cash Flow Statement - Meaning	Lecture & Discussion	Experimental learning	1,2,3,4,7	1,2,3,4,5	Knowledge	Conceptual
12	17	Uses of Cash flow Statement	Lecture & Discussion	Experimental learning	1,2,3,4,7	1,2,3,4,5	Application	Conceptual
13	18,19,20,21	Preparation of Cash flow Statement	Solving Problems	Experimental learning	1,2,3,4,7	1,2,3,4,5	Evaluation	Factual
14	22	2 Leverages	Lecture & Discussion	Experimental learning	1,2,3,4,7	1,2,3,4,5	Application	Factual
15	23	Operating Leverage	Lecture & Discussion	Experimental learning	1,2,3,4,7	1,2,3,4,5	Analyze	Factual
16	24	Financial leverage	Lecture & Discussion	Experimental learning	1,2,3,4,7	1,2,3,4,5	Analyze	Factual
17	25	Combined Leverage	Lecture & Discussion	Experimental learning	1,2,3,4,7	1,2,3,4,5	Analyze	Factual
18	26	EPS Analysis	Lecture & Discussion	Experimental learning	1,2,3,4,7	1,2,3,4,5	Knowledge	Factual
	27	<b>Test 2</b>						
<b>MODULE III Investment Decision</b>								
19	28	Capital Budgeting - Meaning and Definition	Lecture & Discussion	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Knowledge	Conceptual
20	29	Evaluation of proposals	Lecture & Discussion	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Evaluation	Factual
21	30,31	Methods of Evaluation -Payback period	Solving Problems	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Evaluation	Factual
22	32,33,34,35	NPV	Solving Problems	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Evaluation	Factual
23	36,37,38	ARR	Solving Problems	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Evaluation	Factual
24	39,40,41,42	IRR	Solving Problems	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Evaluation	Factual
25	43	Accept/Reject decisions	Lecture & Discussion	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Synthesise	Factual
26	44	<b>Test 3</b>						
<b>MODULE IV Management of Working Caspital</b>								
27	45	Working Capital - Meaning and Definition	Lecture & Discussion	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Comprehension	Conceptual
28	46	Working Capital policy	Lecture & Discussion	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Comprehension	Conceptual
29	47	Over all Considerations	Lecture & Discussion	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Comprehension	Conceptual
30	48	Importance of working capital	Lecture & Discussion	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Evaluation	Conceptual
31	49,50	Operating Cycle Concept	Solving Problems	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Synthesise	Conceptual
32	51	Factors Influencing Working Capital	Lecture & Discussion	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Synthesise	Conceptual
33	52	Forecasting Working Capital requirements	Lecture & Discussion	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Synthesise	Factual
34	53,54,55,56,57	Estimation of Working capital	Solving Problems	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Evaluation	Factual
35	58	<b>Test 4</b>						
<b>MODULE V Dividend Policy and Capital Structure</b>								
36	59	Dividend Policy - Meaning	Lecture & Discussion	Experimental learning	4,5,6,7,8	1,2,3,4,5	Comprehension	Conceptual
37	60	Factors Influencing Dividend Policy	Lecture & Discussion	Experimental learning	4,5,6,7,8	1,2,3,4,5	Comprehension	Conceptual

38	61	Forms of Dividend	Lecture & Discussion	Experimental learning	4,5,6,7,8	1,2,3,4,5	Comprehension	Conceptual
39	62	<b>Capital Structure</b> - Meaning	Lecture & Discussion	Experimental learning	4,5,6,7,8	1,2,3,4,5	Comprehension	Conceptual
40	63	Optimal Capital Structure	Lecture & Discussion	Experimental learning	4,5,6,7,8	1,2,3,4,5	Evaluation	Conceptual
41	64	Factors Determining Capital Structure	Lecture & Discussion	Experimental learning	4,5,6,7,8	1,2,3,4,5	Application	Factual
42	65	Forecasting Working Capital requirements	Lecture & Discussion	Experimental learning	4,5,6,7,8	1,2,3,4,5	Application	Factual
43	66	<b>Test 4 on Module 5</b>						
44	67,68,69,	<b>Revision on Module 1,2,3</b>	PPT, Discussion, Lecture	Solving Problems				
45	70,71,72	<b>Revision on Module 4 and 5</b>	PPT, Discussion, Lecture	Solving Problems				
<b>ASSIGNMENTS AND SEMINARS</b>								
SI No	Module	Topic	Nature of Assignment		Alignment with POs, PSOs and COs			
1	1	Goals of Financial Management	Individual		PSO 1,2,3 CO 1,2,3,4			
2	2	Weighted Average Cost of Capital	Group		PSO1,2,3,5 CO 1,2,3,4			
3	3	Uses of Cash flow Statement	Individual		PSO1,2,3,4,5 CO 1,2,3,4,7			
4	4	Leverages	Group		PSO1,2,3,4,5 CO 1,2,3,4,7			
5	5	EPS Analysis	Individual		PSO 1,2,3,4,5 CO 1,2,3,4,7			
6	6	Methods of Evaluation of Proposal	Group		PSO 1,2,3,4,5 CO 3,4,5,6,7,8			
7	7	Working Capital policy	Individual		PSO 1,2,3,4,5 CO 3,4,5,6,7,8			
8	8	Factors Influencing Working Capital	Individual		PSO 1,2,3,4,5 CO 3,4,5,6,7,8			
9	9	Factors Influencing Dividend Policy	Individual		PSO 1,2,3,4,5 CO 4,5,6,7,8			
10	10	Factors Determining Capital Structure	Individual		PSO 1,2,3,4,5 CO 4,5,6,7,8			
<b>TEXTBOOKS AND REFERENCES</b>								
1	Financial Management by I. M. Pandey - Vikas Publishing Housen							
2	Financial Management by Khan M. Y. and Jain P. K. McGraw Hill.							
3	Financial Management by Dr. Gilroy Rozario -Aiswarya Publishrts.							

**SACRED HEART COLLEGE(AUTONOMOUS), THEVARA**

**DEPARTMENT OF BBA**

**COURSE PLAN**

**ACADEMIC YEAR 2017-18**

<b>PROGRAMME</b>		<b>SEMESTER</b>	
<b>COURSE CODE AND TITLE</b>	Human Resource Management	<b>CREDIT</b>	3
<b>HOURS/SEM</b>	III Semester		
<b>FACULTY NAME</b>	Brejeta Thomas		

**PROGRAMME SPECIFIC OUTCOMES(PSOs)**

1	Apply the knowledge of management principles and practices to solve business problems				
2	Understand the contemporary challenges and opportunities, use research based knowledge and methods to provide solutions to marketing problems				
3	Apply communication techniques and tools to create an impact on customer perception and behaviour				
4	Function effectively as an individual and as a member or leader in diverse teams and in multi-disciplinary settings				
5	Communicate effectively on marketing plans, write effective reports and prepare presentations.				
6	Find out the societal needs and create innovative marketing strategies for the bottom of the pyramid				
7	Develop, analyse and evaluate strategic and tactical business plans, programs and assess their performance				

**COURSE OUTCOMES (COs)**

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

Conceptual

MODULE I								
Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Leve(CL)	Knowledge Category (KC)
1	1	Introduction to syllabus						
2	2	HRM introduction	PPT		1,2	3	Understanding	Conceptual
3	3	objectives of HRM	PPT		1,2	3	Understanding	Conceptual
4	4	importance of HRM	PPT		1,2	3	Understanding	Conceptual
5	5	functions of HRM	PPT		1,2	3	Understanding	Conceptual
6	6	nature of HRM	PPT		1,2	3	Understanding	Conceptual
7	7	scope of HRM	PPT		1,2	3	Understanding	Conceptual
8	8	qualitites of an HR manager	PPT		1,2	3	Understanding	Factual
9	9	qualifications of an HR manager	PPT		1,2	3	Understanding	Factual
10	10	role of an HR manager	Role Play	Role Play	1,2	3	Understanding	Factual
11	11	summarizing	PPT		1,2	3	Understanding	
12	12	revision	Quiz					
MODULE II								
13	13	introduction to HRP	PPT		2,4	1	Understanding	Conceptual
14	14	importance of HRP	PPT		5	4	Understanding	Factual
15	15	importance of HRP	PPT		5	4	Understanding	Factual
16	16	benefits of HRP	PPT		5	4	Understanding	Factual
17	17	recruitment	PPT		2,4,5	1	Understanding	Conceptual
18	18	recruitment	PPT		2,4,5	1	Understanding	Conceptual
19	19	sources of managerial recruitment	PPT		2,4,5	1	Analyzing	Factual
20	20	selection	PPT		2,4,5	1	Understanding	Conceptual
21	21	selection process	PPT	image presentation	2,4,5	1	Analyzing	Factual
22	22	selection methods	PPT	image presentation	2,4,5	1	Analyzing	Factual
23	23	selection methods	PPT	image presentation	2,4,5	1	Analyzing	Factual
24	24	placement	PPT		2,4,5	1	Understanding	Conceptual
25	25	placement problems for external sources	PPT		2,4,5	4	Understanding	Factual
26	26	placement problems for internal sources	PPT		2,4,5	4	Understanding	Factual
27	27	revision	Q & A					
MODULE III								
28	28	training intro	PPT		2,4,5	1	Understanding	Factual
29	29	importance of training	PPT		2,4,5	4	Analyzing	Factual&Conceptual
30	30	need for training	PPT		2,3,4,5	4	Analyzing	Factual&Conceptual
31	31	benefits of training	PPT		2,3,4,5	4	Understanding	Factual
32	32	methods of training	PPT	image presentation	2,3,4,5	1	Analyzing	Factual&Conceptual
33	33	methods of training	PPT	image presentation	2,3,4,5	1	Analyzing	Factual&Conceptual
34	34	methods of training	PPT	image presentation	2,3,4,5	1	Analyzing	Factual&Conceptual
35	35	identification of training needs	PPT		2,3,4,5	1	Analyzing	Factual&Conceptual
36	36	identification of training needs	PPT		2,3,4,5	1	Analyzing	Factual&Conceptual
37	37	identification of training needs	PPT		2,3,4,5	1	Analyzing	Factual&Conceptual
38	38	induction	PPT		2,4,5	1	Understanding	Factual
39	39	objectives of induction	PPT		2,4,5	7	Understanding	Factual
40	40	benefits of induction	PPT		2,4,5	7	Understanding	Factual
41	41	HRM strategies	PPT		2,4,5	1	Understanding	Factual
42	42	HRM strategies	PPT		2,4,5	1	Understanding	Factual
43	43	human capital	PPT		2,4,5	7	Understanding	Conceptual
44	44	human capital	PPT		2,4,5	7	Understanding	Conceptual
45	45	emotional quotient	PPT		2,4,5	7	Understanding	Conceptual
46	46	mentoring	PPT		2,3,4,5	1	Understanding	Conceptual
47	47	purpose of mentoring	PPT		2,3,4,5	1	Understanding	Conceptual

Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Leve(CL)	Knowledge Category (KC)
48	48	revision	Q & A					
<b>MODULE IV</b>								
49	49	promotion intro	PPT		2,4,5	1	Understanding	
50	50	purpose of promotion	PPT		2,4,5	1	Analyzing	Conceptual
51	51	types of promotion	PPT	image presentation	2,3,4,5	1	Analyzing	Conceptual
52	52	types of promotion	PPT		2,3,4,5	1	Understanding	Conceptual
53	53	promotion policy	PPT		2,3,4,5	1	Understanding	Conceptual
54	54	basis of promotion	PPT		2,3,4,5	1	Understanding	Factual
55	55	basis of promotion	PPT		2,3,4,5	1	Understanding	Factual
56	56	transfer introduction	PPT		2,3,4,5	1	Understanding	Conceptual
57	57	need of transfer	PPT		2,3,4,5	4	Understanding	Factual
58	58	purpose of transfer	PPT		2,3,4,5	4	Understanding	Factual
59	59	types of transfer	PPT		2,3,4,5	1	Understanding	Factual&Conceptual
60	60	types of transfer	PPT		2,3,4,5	1	Understanding	Factual&Conceptual
61	61	demotion and its causes	PPT		2,4,5	7	Analyzing	Conceptual
62	62	revision	Q & A					
<b>MODULE V</b>								
63	63	meaning and objectives of performance appraisal	PPT		2,4,5	1	Understanding	Conceptual
64	64	360 degree appraisal	PPT		2,3,4,5	1	Understanding	Factual&Conceptual
65	65	types of performance appraisal	PPT	image presentation	2,3,4,5	1	Remembering	Factual&Conceptual
66	66	types of performance appraisal	PPT	image presentation	2,3,4,5	1	Remembering	Factual&Conceptual
67	67	limitations & techniques of wage fixation	PPT		2,3,4,5	1	Understanding	Factual
68	68	job evaluation	PPT		2,4,5	7	Understanding	Conceptual
69	69	intro to compensation	PPT		2,4,5	1	Understanding	Conceptual
70	70	objectives and importance of compensation	PPT		2,4,5	4	Understanding	Factual
71	71	revision	Q & A					
72	72	revision	Q & A					
<b>ASSIGNMENTS AND SEMINARS</b>								
Sl No	Topic	Nature of Assignment	Alignment with POs, PSOs and COs					
1	Role, functions and qualities of an HR Manager	Individual	1,4,7					
2	Book/Article Review	Individual	1,4,7					
3	HR News	Individual	1,4,7					
4	Case Study 1	Group	1,4,7					
5	Case Study 2	Group	1,4,7					
6	Notes Submission	Individual	1,4,7					
7	Presentation of HR News	Individual	1,4,7					
8	Role Play	Group	1,4,7					
9	Presentation of case study 1	Group	1,4,7					
10	Presentation of case study 2	Group	1,4,7					
<b>TEXTBOOKS AND REFERENCES</b>								
1	Aswthappa. (201). <i>Human Resource Management</i> . Tata McGraw Hill Education							
2	P. SubbaRao. (2009). <i>Personnel and Human Resource Management</i> . Himalaya Publishing House.							
3	C.B.Gupta. (2014). <i>Human Resource Management</i> . Sultan Chand and Sons.							
4	P.N. Reddy and H.R. Appannaiah. (2012). <i>Personnel Management</i> . Himalaya Publishing House							

**SACRED HEART COLLEGE(AUTONOMOUS), THEVARA**

**DEPARTMENT OF BBA**

**COURSE PLAN  
ACADEMIC YEAR 2017-18**

<b>PROGRAMME</b>	Advertising Management	<b>SEMESTER</b>	<b>CREDIT</b>
<b>COURSE CODE AND TITLE</b>			
<b>HOURS/SEM</b>	III	3	3
<b>FACULTY NAME</b>			

**PROGRAMME SPECIFIC OUTCOMES(PSOs)**

1	To harness the dynamics of global advertising for the betterment of academics and society
2	To identify and define problems and opportunities in Advertising Field
3	To make the students trained and educated manpower in the field of advertising
4	To participate in the development of creative solutions to address advertising challenges
5	Demonstrate use of appropriate techniques to effectively manage business challenges

**COURSE OUTCOMES (COs)**

1	Plan implement monitor and evaluate advertisement projects by applying principles of ad management				
2	To participate in the development of creative solutions to address advertising challenges				
3	To enable them to analyze the art and craft of persuasive technology				
4	To make students with a comprehensive understanding of the sciences of communication				
5	To Make them aware of global advertising				

Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)
1	1	Meaning of advertising	Lecture and Discussion		1,2	1	Understanding	Conceptual
2	1	Evolution of advertising	Lecture and Discussion		1,2	1,5	Understanding	Conceptual
3	1	Features of advertising	Lecture and Discussion		1,3	1,5	Understanding	Conceptual
4	1	Active participants	Lecture and Discussion		1,3	1	Understanding	Conceptual
5	1	functions of advertising	Lecture and Discussion	Role play	1,5	1	Understanding	Conceptual
6	1	Advertising as a communication process	Lecture and Discussion		3	2	Understanding	Conceptual
7	1	scope of advertising industry	Lecture and Discussion	assignment	2	1	Understanding	Conceptual
8	1	Trends in advertising	Lecture and Discussion	Q & A	3	3	Understanding	Conceptual
9	1	Advertising industry in India	Lecture and Discussion		3	3	Understanding	Conceptual
10	1	challenges faced by the advertisers	Lecture and Discussion		5,2	2	Understanding	Conceptual
<b>MODULE II</b>								
11	1	Classification of advertising	Lecture and Discussion		4		3 Understanding	Conceptual
12	1	On the basis of audience	Lecture and Discussion	Role play	5	5	Understanding	Conceptual
13	1	on the basis of media	Lecture and Discussion		2	4	Analyzing	Conceptual
14	1	on the basis of Advertiser	Lecture and Discussion		2	4	Understanding	Conceptual
15	1	Advertising in rural india	Lecture and Discussion		5	4	Understanding	Conceptual
16	1	Green advertising	Lecture and Discussion		1,5	5	Understanding	Conceptual
17	1	political advertising	Lecture and Discussion	Debate	1,4,5	3	Understanding	Conceptual
18	1	Advocacy advertising	Lecture and Discussion		5	2	Analyzing	Conceptual
19	1	Retail advertising	Lecture and Discussion		5	2	Understanding	Conceptual
20	1	Financial advertising	Lecture and Discussion		5	2	Understanding	Conceptual
21	1	corporate image advertising	Lecture and Discussion		5	2	Understanding	Conceptual
22	1	comparative advertising	Lecture and Discussion		5	5	Analyzing	Conceptual
23	1	Guest faculty	Lecture and Discussion		1,2,3	1,2,5	Understanding	Conceptual
24	1	primary advertising	PPT		3	1	Understanding	Conceptual
25	1	pro bono social advertising	PPT		4	5	Understanding	Conceptual
26	1	Directorate of advertising	Q & A		3,1	2	Understanding	Conceptual
<b>MODULE III</b>								
27	1	Advertising agencies	PPT		1,2	4	Understanding	Factual
28	1	meaning of advertising agencies	PPT		1	3	Understanding	Factual&Conceptual
29	1	Features of advertising	PPT		1,3	5	Analyzing	Factual&Conceptual
30	1	structure and services offered	PPT		1,5	5	Understanding	Factual
31	1	Types	PPT	assignment	1,4,5		Understanding	Factual
32	1	Emergence of global agencies	PPT		3	5	Analyzing	Factual&Conceptual
33	1	agency selection criterion	PPT		1,2	1,2	Analyzing	Factual&Conceptual
34	1	maintaining agency	PPT		1,2,3	5	Analyzing	Factual&Conceptual
35	1	Client relationship	PPT	Q & A	1,2,3	1,2,5	Understanding	Factual&Conceptual
36	1	creative pitch	PPT		4	5	Understanding	Factual&Conceptual
37	1	agency compensation	PPT		1,2	4	Understanding	Factual&Conceptual
38	1	agency accreditation	PPT		2,4,5,	1,5	Understanding	Factual&Conceptual
39	1	career with ad agency	PPT		4	5	Understanding	Factual&Conceptual
40	1	freelancing options for career in advertising	PPT		1,2	4	Understanding	Factual&Conceptual
<b>MODULE IV</b>								
41	1	Planning in ad making	PPT		2	3	Analyzing	Factual&Conceptual
42	1	The creative brief	PPT		2	3	Understanding	Factual
43	1	setting communication	PPT		2	3	Understanding	Factual
44	2	sales objective	PPT		3	5	Understanding	Factual
45	1	ad campaign factors,advertising budget	PPT		2,4,5,	1	Understanding	Factual
46	1	methods setting ad budget	PPT		1	1,5	Understanding	Conceptual
47	1	media planning,Media buying,media objectives	PPT		1	1,5	Understanding	Conceptual
48	1	factors to be considered while selecting media	PPT	seminar	1,5	1,5	Understanding	Conceptual
49	1	media vehicles,media scheduling strategies	PPT		2,4,5,	5	Understanding	Conceptual
50	1	Developing a media strategy with media mix	PPT		3	5	Understanding	Conceptual
51	1	role of creativity in advertising	PPT	assignment	2	5	Analyzing	Conceptual
52	1	determining the message theme,major selling idea	PPT		1,5	5	Analyzing	Conceptual
53	1	introduction to unique selling proposition	PPT		2	3	Understanding	Conceptual
54	1	positioning strategies	PPT		2	3,5	Understanding	Factual
55	1	persuasion and type of advertising appeals	PPT		1,2	5	Understanding	Factual
56	1	role of source in ads and celebrities as source in ads	PPT		3,1	3	Understanding	Conceptual
57	1	copy writing for print ,methods of pre testing and pro test	PPT					

**ASSIGNMENTS AND SEMINARS**

		Nature of Assignment	alignment with Pso* and PO
58	1	Scope of advertising industry in India	individual 1,5,1
59	1	role of creativity in advertising	seminar 1,5,1,5
60	1	classification of advertising	Group 1,3,5
61	1	Different types of advertising	group 1,5
62	1	factors to be considered while selecting media	individual 1,4,3

**Textbook and References**

1	Batra Rajeev, Myers John G and Aaker David A.,Advertising management
2	Jaishree Jethwani and shruthy jain,Advertising management,2nd Ed.Oxford university press

Conceptual



**SACRED HEART COLLEGE(AUTONOMOUS), THEVARA**  
**DEPARTMENT OF MANAGEMENT STUDIES**

**COURSE PLAN**

**ACADEMIC YEAR 2017-18**

<b>PROGRAMME</b>	BBA (Integrated Marketing and New Media)	<b>SEMESTER</b>	<b>3</b>
<b>COURSE CODE AND TITLE</b>	15U3CRBBATT Introduction to Event Management	<b>CREDIT</b>	<b>4</b>
<b>HOURS/SEM</b>	90		
<b>FACULTY NAME</b>	Kalpita Chakrabortty		

**PROGRAMME SPECIFIC OUTCOMES(PSOs)**

1	The event management program provides students with the skills and knowledge for successfully running various special events in such sectors as recreation, business and the
2	To explore the concept, principles & practice of experiential marketing in the overall context of brand awareness, brand knowledge, brand experience & brand equity.
3	A particular aim of the course is to give candidates a clear perspective of the theory and workings of the industry whatever their particular role in the process.

**COURSE OUTCOMES (COs)**

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

**MODULE I Requirement of Event Manager**

Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Leve(CL)	Knowledge Category (KC)
1	1	Module -1 – Introduction	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
2	1	Requirement of Event Manager,	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Conceptual
3	1	Analyzing the events	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual
4	1	Scope of the Event	Lecture & Discussion	Knowledge updation	1,2,3	1,4	Comprehension	Conceptual
5	1	Decision-makers	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual
6	1	Technical Staff	Lecture & Case Study	Experimental learning	1,2,3	1,4	Comprehension	Conceptual
7	1	Developing Record	Lecture & Discussion	Knowledge updation	1,2,3	1,2	Interactive	Opinionised
8	1	Keeping Systems,	Lecture & Roleplay	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised
9	1	Establishing Policies & Procedures	Lecture & Discussion	Knowledge updation	1,2,3	1,2	Knowledge	Conceptual
10	1	Guest lecture: Topic: Impact of event management in social life	Lecture & Case Study	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 Preparing a Planning Schedule**

Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Leve(CL)	Knowledge Category (KC)
13	1	Module -II – Introduction - Preparing a Planning Schedule	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
14	1	Organizing Tasks	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
15	1	Assigning Responsibility	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Conceptual
16	1	Communicating on EM	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual
17	1	Using the Schedule Properly	Lecture & Discussion	Knowledge updation	1,2,3	1,4	Comprehension	Conceptual
18	1	Event Budget	Lecture & Case Study	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised
19	1	Overall Planning tips	Lecture & Discussion	Knowledge updation	1,2,3	1,2	Knowledge	Conceptual
20	1	Checklists in EM	Lecture & Roleplay	Experimental learning	1,2	1,2,3	Interactive	Experiential
21	1	Expert Resources and Computer Software Required.	Lecture & Discussion	Experimental learning	1,2	1,3	Knowledge	Conceptual
22	1	Guest lecture: Topic: Event Management Challenges	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 People on the Event**

Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Leve(CL)	Knowledge Category (KC)
26	1	Module- III: Introduction	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
27	1	People on the Event	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
28	1	Locating People	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Conceptual
29	1	Clarifying Roles	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual
30	1	Developing content Guidelines,	Lecture & Discussion	Knowledge updation	1,2,3	1,4	Comprehension	Conceptual
31	1	Participant Tips	Lecture & Case Study	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised
32	1	Reference Checks and Requirement Forms	Lecture & Discussion	Knowledge updation	1,2,3	1,2	Knowledge	Conceptual
33	1	Introduction, Fees & Honorariums	Lecture & Roleplay	Experimental learning	1,2	1,2,3	Interactive	Experiential
34	1	Expense Reimbursement, Travel Arrangements, Worksheets.	Lecture & Discussion	Experimental learning	1,2	1,3	Knowledge	Conceptual
35	1	Guest lecture: Topic: Employment in Event Management Industry	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 Types of Events**

Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Leve(CL)	Knowledge Category (KC)
38	1	Module-IV: Introduction	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
39	1	Types of Events	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
40	1	Roles & Responsibilities of Event Management in Different Events	Lecture & Case Study	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised
41	1	Scope of the Work	Lecture & Roleplay	Experimental learning	1,2	1,2,3	Interactive	Experiential
42	1	Approach towards Events	Lecture & Discussion	Knowledge updation	1,2,3	1,4	Comprehension	Conceptual





SACRED HEART COLLEGE(AUTONOMOUS), THEVARA									
DEPARTMENT OF BBA									
COURSE PLAN									
ACADEMIC YEAR 2017-18									
PROGRAMME							SEMESTER	3	
COURSE CODE AND HOURS/SEM	15U3CPBBA3 III Semester						CREDIT	3	
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 disciple 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	Defenition 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	Understanding	Conceptual	
14	14	Code of Athens	PPT			4	Understanding	Factual	
15	15	Function of PR officer	PPT		1,2		2	Understanding	
16	16	Relationship and duties of PR officer	PPT		1,2		2	Understanding	
17	17	Relationship and duties of PR officer	PPT		1,2		2	Understanding	
18	18	PR consultancy	PPT		1,2		3	Understanding	
19	19	PR consultancy	PPT		1,2		3	Analyzing	
20	20	PR consultancy	PPT		1,2		3	Understanding	
21	21	Market reserch for PR practioner	PPT		1,2		2	Analyzing	
22	22	Market reserch for PR practioner	PPT		1,2		2	Analyzing	
23	23	Importance of PR in organisations	PPT		1,2		3	Analyzing	
24	24	Public opinion	PPT		1,2		3	Understanding	
25	25	PR agencies	PPT		1,2		3	Understanding	
26	26	Summarising	Quiz						
27	27	revision	Q & A						
MODULE III									
28	28	Introduction to corporate communication	PPT		2,3		3	Understanding	
29	29	Introduction to corporate communication	PPT		2,3		3	Analyzing	
30	30	Advent of corporate communication	PPT		2,3		3		
31	31	Role of corporate communication	PPT		2,3		3	Understanding	
32	32	Strategic importance of CC	PPT		2,3		3	Analyzing	
33	33	Corporate culture	PPT		2,3		3	Analyzing	
34	34	Corporate culture	PPT		2,3		3	Analyzing	
35	35	Analysing corporate culture of various MNC's	Videos		2,3		3	Analyzing	
36	36	Corporate philosophy	PPT		2,3		3		
37	37	Analysing corporate philosophy of Apple and Google	Case study		2,3		3	Analyzing	
38	38	Corporate citizenship	PPT		2,3		3	Understanding	
39	39	Corporate citizenship	PPT		2,3		3		
40	40	Skills of corporate communicator	PPT		2,3		3	Understanding	
41	41	Talents of corporate communicator	PPT		2,3		3	Understanding	
42	42	CC and PR	Case study		2,3		3	Understanding	
43	43	Building a distinct corporate identity	PPT		2,3		3		
44	44	Building a distinct corporate identity	PPT		2,3		3	Understanding	
45	45	Building a distinct corporate identity	PPT		2,3		3	Understanding	
46	46	Analysing importance of CC	PPT		2,3		3	Understanding	




SACRED HEART COLLEGE(AUTONOMOUS), THEVARA								
DEPARTMENT OF BBA								
COURSE PLAN								
ACADEMIC YEAR 2017-18								
PROGRAMME	BBA (Integrated Marketing and New Media)			SEMESTER	4			
COURSE CODE AND HOURS/SEM	15U4CRBBA12 IV Semester			CREDIT	3			
FACULTY NAME	Namita Jonas							
PROGRAMME SPECIFIC OUTCOMES(PSOs)								
1	analyse product and brand management							
2	analyse and make decision regarding products							
3	Comprehend strategies, tactics and techniques of branding							
4	Knowledge of trends in branding arena							
5	Analyse the principles of product and brand management							
COURSE OUTCOMES (COs)								
1	Demonstrate knowledge of nature and process of branding and brand management							
2	Evaluate scope of brand management activity across organisations and analyse its relationship to other business areas							
3	Appraise key issues in managing brand portfolio and making strategic brand decisions							
4	Formulate and justify brand development decisions							
5	Analyse brand related problems and develop appropriate strategies and initiatives							
6	Comprehend the role of a marketing professional							
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 brands	PPT		1,2		1 Understanding	Conceptual
3	3	Analysing brand and market	PPT		1,2		1 Understanding	Conceptual
4	4	Introduction to brand concepts	PPT		1,2		1 Understanding	Conceptual
5	5	Types of marketing	PPT		1,2,3	1,2	Understanding	Conceptual
6	6	Types of marketing	PPT		1,2,3	1,2	Understanding	Conceptual
7	7	Brand foundation	PPT		4	2,3	Understanding	Conceptual
8	8	Brand foundation	PPT		4	2,3	Understanding	Factual
9	9	Foundation of brand and consumer relation	PPT		2,3	2,3	Understanding	Factual
10	10	Foundation of brand and consumer relation	PPT		2,3	2,3	Understanding	Factual
11	11	summarizing	PPT				Understanding	
12	12	revision	Quiz					
MODULE II								
13	13	Brand identity	PPT		1,2,3	1,3	Understanding	Conceptual
14	14	Brand equity	PPT		1,2,3	1,3	Understanding	Factual
15	15	Brand equity	PPT		1,2,3	1,3	Understanding	Factual
16	16	brand positioning	PPT		1,2,3	1,3	Understanding	Factual
17	17	The process of brand positioning	PPT		1,2,3	1,3	Understanding	Conceptual
18	18	Product positioning process	PPT		1,2,3	1,3	Understanding	Conceptual
19	19	Brand positioning and the consumer mind	PPT		1,2,3	1,3	Analyzing	Factual
20	20	Contemporary brand positioning	Worksheet		1,2,3	1,3	Understanding	Conceptual
21	21	Analysing brand identity	PPT		1,2,3	1,3	Analyzing	Factual
22	22	Corporate identity	PPT		1,2,3	1,3	Analyzing	Factual
23	23	Brand identity VS corporate identity	PPT		1,2,3	1,3	Analyzing	Factual
24	24	Visual brand identity	PPT		1,2,3	1,3	Understanding	Conceptual
25	25	LOGOs	PPT		1,2,3	1,3	Understanding	
26	26	logos	Quiz		1,2,3	1,3		
27	27	Colours	Q & A		1,2,3	1,3		
28	28	Modern approach to brand colours	PPT		1,2,3	1,3	Understanding	Factual
29	29	Brand baseline	PPT		1,2,3	1,3	Analyzing	Factual&Conceptual
30	30	Revision						
31	31	Quiz						
MODULE III								
32	32	Brand development	PPT		3,4	3,4,5	Analyzing	Factual&Conceptual
33	33	Brands its personality	PPT		3,4	3,4,5	Analyzing	Factual&Conceptual
34	34	Brands - Image	PPT		3,4	3,4,5	Analyzing	Factual&Conceptual
35	35	brands- promise	PPT		3,4	3,4,5	Analyzing	Factual&Conceptual
36	36	Brands	worksheet		3,4	3,4,5		
37	37	Market segmentation	PPT		3,4	3,4,5	Analyzing	Factual&Conceptual
38	38	Brand positioning statement	PPT		3,4	3,4,5	Understanding	Factual
39	39	Emotional motivators	PPT		3,4	3,4,5		
40	40	Contemporary brands positioning	Videos		3,4	3,4,5	Understanding	Factual
41	41	Packaging	PPT		3,4	3,4,5	Understanding	Factual
42	42	Functional requirements of packaging	PPT		3,4	3,4,5	Understanding	Factual
43	43	Push marketing	PPT		3,4	3,4,5		
44	44	Pull marketing	PPT		3,4	3,4,5	Understanding	Conceptual
45	45	Push VS pull marketing	PPT		3,4	3,4,5	Understanding	Conceptual
46	46	Analysing importance marketing	PPT		3,4	3,4,5	Understanding	Conceptual
47	47	Summarising	discussion		3,4	3,4,5	Understanding	Conceptual
48	48	revision	Q & A					
MODULE IV								
49	49	Brand management strategies	PPT		3,4,5	3,4,5	Understanding	
50	50	Brand promotion	PPT		3,4,5	3,4,5	Understanding	Conceptual
51	51	Brand portfolio	PPT		3,4,5	3,4,5	Understanding	Conceptual
52	52	Brand extension	PPT		3,4,5	3,4,5	Understanding	Conceptual
53	53	Categorisation theory	PPT		3,4,5	3,4,5	Understanding	Conceptual
54	54	Sub Brand	work sheet		3,4,5	3,4,5	Understanding	Factual
55	55	Mother brands	PPT		3,4,5	3,4,5	Understanding	Factual
56	56	Umbrella brand	PPT		3,4,5	3,4,5	Understanding	Conceptual
57	57	Analysis of Hindustan Unilever as mother brand	Videos		3,4,5	3,4,5		
58	58	Types of marketing	PPT		3,4,5	3,4,5	Understanding	Factual
59	59	Services marketing	PPT		3,4,5	3,4,5	Understanding	Factual&Conceptual
60	60	Global/ Internation Marketing	Case study		3,4,5	3,4,5	Understanding	Factual&Conceptual
61	61	International Market selection	Case study		3,4,5	3,4,5	Understanding	Conceptual
62	62	revision	Q & A					
MODULE V								
63	63	New trends in marketing	PPT		5,6	4,5	Understanding	Conceptual

64	64	Reserch in marketing	PPT		5,6	4,5	Understanding	Factual&Conceptual
65	65	Brand - Myths and Icon	PPT		5,6	4,5	Understanding	Factual&Conceptual
66	66	Brand revitalisation	PPT		5,6	4,5	Understanding	Factual&Conceptual
67	67	influence of technology on brands	PPT		5,6	4,5	Understanding	Factual
68	68	Searh engines and perception of brands	Case study		5,6	4,5	Understanding	Conceptual
69	69	Role of brand in sociala media marketing	PPT		5,6	4,5	Understanding	Conceptual
70	70	Future of branding	PPT		5,6	4,5	Understanding	Factual
71	71	Building brand awarness through new media, global an	PPT		5,6	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	Personal favourite brand	Individual		1,2,3				
2	Product launch	Individual		3,4,5				
3	Market reserch	Individual		4,5				
4	Analysis of any brand	group		1,2,3				
5	Conceiving own brand	group		1,2,5,6				
<b>TEXTBOOKS AND REFERENCES</b>								
1	Moorthi (2000) Brand Management - Indian concept Vikas Publishing House							
2	Keller et al(2007) Strategic Brand Managemnt Pearson Education							
3	Sharad Sarin (2011) Strategic Brand Management Sage publications							

**SACRED HEART COLLEGE(AUTONOMOUS), THEVARA**

**DEPARTMENT OF BBA**

**COURSE PLAN  
ACADEMIC YEAR 2017-18**

<b>PROGRAMME</b>	Mass Media-its forms and Effects	<b>SEMESTER</b>	<b>CREDIT</b>
<b>COURSE CODE AND TITLE</b>			
<b>HOURS/SEM</b>	IV semester	4	3
<b>FACULTY NAME</b>	Mary Tania Antony		

**PROGRAMME SPECIFIC OUTCOMES(PSOs)**

<b>SACRED HEART</b>	To increase students knowledge and make them understand about the mass media Industries
2	To increase students awareness of how to interact with those media industries and with media content to create meaning
3	The media studies major prepares students for a wide variety of careers in business and industry,advertising ,public relations and journalism
4	This programme help the students for making career in entertainment industry,cinema,Television ,social media platforms
5	knowledge ,skills and values that prepare the students for future careers in our interconnected society,whether in mass media or advanced study

**COURSE OUTCOMES (COs)**

1	The students will be better equipped to grasp the complex relationship between communication/med						
2	To introduce different types of media their characteristics,merits and demerits						
3	To educate students about the origins of media,their roles,the role in marketing communication						
4	To make them understand about the concept of media planning,buying,operations and campaign mar						
5	To educate the students about new developments in media						

Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)
1	1	Medium	Lecture and Discussion		1,2	1		
2	1	Marketing communication	Lecture and Discussion		1,2	1,5	Understanding	Conceptual
3	1	communication channels	Lecture and Discussion		1,3	1,5	Understanding	Conceptual
4	1	Types of media	Lecture and Discussion		1,3	1	Understanding	Conceptual
5	1	characteristics of media	Lecture and Discussion		1,5	1	Understanding	Conceptual
6	1	usage of media	Lecture and Discussion		3	2	Understanding	Conceptual
7	1	customer segment	Lecture and Discussion		2	1	Understanding	Conceptual
8	1	media and audience	Lecture and Discussion		3	3	Understanding	Conceptual
9	1	Influence of media on Audience	Lecture and Discussion		3	3	Understanding	Conceptual
10	1	media effects	Lecture and Discussion	Role Play	5,2	2	Understanding	Conceptual
11	1	pros and cons of media	Lecture and Discussion		5	2	Understanding	Conceptual
12	1	content and media	Lecture and Discussion					

**MODULE II**

13	2	communication channels	Lecture and Discussion		5	5	Understanding	Conceptual
14	2	communication model	Lecture and Discussion		2	4	Analyzing	Conceptual
15	1	Evolution of communication models	Lecture and Discussion		2	4	Understanding	Conceptual
16	1	semiotics	Lecture and Discussion		5	4	Understanding	Conceptual
17	2	social communication	Lecture and Discussion		1,5	5	Understanding	Conceptual
18	1	media theories	Lecture and Discussion		1,4,5	3	Understanding	Conceptual
19	1	cultivation theory	Lecture and Discussion		5	2	Analyzing	Conceptual
20	1	individual differences theory	Lecture and Discussion		5	2	Understanding	Conceptual
21	1	Agenda setting theory	Lecture and Discussion		5	2	Understanding	Conceptual
22	1	public opinion theory	Lecture and Discussion		5	2	Understanding	Conceptual
23	2	recent communication channels	Lecture and Discussion		5	5	Analyzing	Conceptual
24	1	Guest faculty	Lecture and Discussion		1,2,3	1,2,5	Understanding	Conceptual
25	1	Implication for the strategic usage of media in marketing	PPT		3	1	Understanding	Conceptual
26	2	Types of media	PPT		4	5	Understanding	Conceptual
27	1	media usage	Q & A		3,1	2	Understanding	Conceptual

**MODULE III**

28	1	media objectives	PPT		1,2	4	Understanding	Factual
29	1	media strategy	PPT		1	3	Understanding	Factual&Conceptual
30	1	Evaluation criteria	PPT		1,3	5	Analyzing	Factual&Conceptual
31	1	media plans	PPT		1,5	5	Understanding	Factual
32	1	media operations including buying and negotiations	PPT		1,2	5	Analyzing	Factual&Conceptual
33	1	media performance and measures	PPT		3	5	Analyzing	Factual&Conceptual
34	1	campaign planning and review	PPT		1,2	1,2	Analyzing	Factual&Conceptual
35	2	cross media campaign including non traditional options	PPT		1,2,3	5	Analyzing	Factual&Conceptual

**MODULE IV**

37	1	retailing	PPT		2	3	Analyzing	Factual&Conceptual
38	1	retail branding	PPT		2	3	Understanding	Factual
39	1	retail as a brand building medium	PPT		2	3	Understanding	Factual
40	2	non traditional media	PPT		3	5	Understanding	Factual
41	1	Experience retail	PPT		2,4,5	1	Understanding	Factual
42	1	Direct marketing and channel marketing	PPT		1	1,5	Understanding	Factual
43	1	Database marketing and personalized marketing	PPT		1	1,5	Understanding	Conceptual
44	1	relationship marketing	PPT		1	1,5	Understanding	Conceptual
45	1	The evolution of outdoor marketing	Lecture and Discussion		1	1,5	Understanding	Conceptual
46	1	Multilevel marketing	PPT		1,2	1,5	Understanding	Conceptual
47	1	personnel selling	PPT		1,5	1,5	Understanding	Conceptual
48	1	sales promotion and activation	Q & A		1,5	1,5		

**MODULE V**

49	1	Recent thinking in media-engagement planning &media	PPT		1,5	1,3,5	Understanding	
50	1	media audience fragmentation	PPT		2	5	Analyzing	Conceptual
51	1	changing pattern of media consumption	PPT		1,5	5	Analyzing	Conceptual
52	1	user generated content	PPT		2	3	Understanding	Conceptual
53	1	cross pattern, user content	PPT		2	3	Understanding	Conceptual
54	1	branded content	PPT		2	3,5	Understanding	Factual
55	1	Integrated marketing communication	PPT		1,2	5	Understanding	Factual
56	1	integrated media	PPT		3,1	3	Understanding	Conceptual
57	1	permission marketing	PPT		3	3	Understanding	Factual
58	1	crowd sourcing	PPT		3	3,5	Understanding	Factual
59	1	media as the new creative frontier	PPT		1,5	5	Understanding	Factual&Conceptual

**ASSIGNMENTS AND SEMINARS**

		<b>Nature of Assignment</b>	<b>alignment with Pso<sup>o</sup> and PO</b>
60	1	Role of communication in business organization	individual 1,5,1
61	1	social media versus Traditional media	seminar 1,5,1,5
62	1	usage of media in marketing	Group 1,3,5
63	1	Different type of communication channels	group 1,5
64	1	Effects of media in marketing	individual 1,4,3
65	2	presentation of seminar	

<b>Textbook and References</b>								
1	Wm.David sloan,makes of the media mind ,journalism educators and their ideas,Routledge 1990							
2	Peter sorlin-mass media (key ideas ) Routledge 1994							

Conceptual

SACRED HEARTS COLLEGE(AUTONOMOUS), THEVARA										
DEPARTMENT OF MANAGEMENT STUDIES										
COURSE PLAN										
ACADEMIC YEAR 2017-18										
PROGRAMME	BBA (Integrated Marketing and New Media)						SEMESTER	4		
COURSE CODE AND TITLE	15U4CRBBA14 Engagement Planning and New Media						CREDIT	3		
HOURS/SEM	72									
FACULTY NAME	Belinda Emelin Jones									
PROGRAMME SPECIFIC OUTCOMES(PSOs)										
1	The student will gain a critical introduction to the main aspects surrounding the relationships between new media (telecommunications and the Internet), technology and society.									
2	The student will develop a technical proficiency in digital marketing which will enable them to succeed in obtaining employment in the growing field									
3	The student can apply the knowledge obtained from the course to develop modern tools to support and market business ideas									
COURSE OUTCOMES (COs)										
1	The course aims at where and how one should position new media in contemporary academic and business landscapes.									
2	The course explores technological growth and how one should conceptualise the relationship between new media and society.									
3	The student will be aware of alternative storytelling forms to reach their audiences in the modern world.									
4	The course will enable the student to gather information and run a digital marketing campaign on their own.									
MODULE I Communicating with the Consumer										
Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)		
1	1	Identify the Target Audience,	Lecture	Subject Proficiency	1, 3	1	Evaluation	Factual		
2	2	Determine the Communications Objectives,	Discussion, Lecture	Subject Proficiency	1, 3	1, 2, 3	Knowledge	Factual		
3	3	Design the Communication,	Demonstration, Lecture	Professional Growth	1, 3, 4	2, 3	Application	Factual		
4	4	Select the Communication Channels,	Demonstration, Lecture	Professional Growth	1, 3	1, 2, 3	Knowledge	Procedural		
5	5	Establish the Total Marketing Communications Budget,	Lecture	Subject Proficiency	1, 3, 4	2, 3	Knowledge	Factual		
6	6	Decide on the Marketing Communications Mix,	Lecture	Subject Proficiency	1, 3	2, 3	Knowledge	Factual		
7	7	Measuring Communication Results,	Demonstration, Lecture	Subject Proficiency	1, 4	2, 3	Application	Factual		
8	8	Managing the Integrated Marketing Communications Process	Lecture	Subject Proficiency	1, 4	2, 3	Knowledge	Conceptual		
MODULE II Deciding on Media and Measuring Effectiveness										
9	9	Reach, Frequency, and Impact	Lecture	Subject Proficiency	1, 3	1	Knowledge	Factual		
10	10	Choosing among Major Media Types	Lecture	Subject Proficiency	1, 3	2, 3	Knowledge	Factual		
11	11	Alternative Media Options	Discussion, Lecture	Subject Proficiency	1, 3, 4	1	Evaluation	Factual		
12	12	Direct Marketing Channel	Lecture	Subject Proficiency	1, 3	2, 3	Knowledge	Factual		
13	13	Ethical Issues in Direct Marketing	Discussion, Lecture	Ethics	1, 2	1, 2, 3	Comprehension	Factual		
14	14	Interactive Marketing	Lecture	Subject Proficiency	1, 3, 4	2, 3	Knowledge	Factual		
15	15	Placing Ads and Promotions Online	Demonstration, Lecture	Professional Growth	1, 4	2, 3	Application	Procedural		
16	16	Web Sites, Microsites	Demonstration, Lecture	Professional Growth	1, 4	2, 3	Application	Factual		
17	17	Search Ads, Display Ads, Interstitials, Internet-Specific Ads and Videos	Demonstration, Lecture	Professional Growth	1, 4	2, 3	Knowledge	Factual		
18	18	E-Mail, Mobile Marketing	Demonstration, Lecture	Professional Growth	1, 4	2, 3	Knowledge	Factual		
19	19	Word Of Mouth, Buzz And Viral Marketing, Opinion Leaders	Lecture	Professional Growth	1, 4	1	Knowledge	Factual		
20	20	<b>Test 1 on module 1 and 2</b>								
MODULE III Digital Marketing										
21	21	Ways in which Technology is Influencing Consumer Behaviour	Discussion, Lecture	Analytical skills	1, 2, 4	1	Analysis	Conceptual		
22	22	Understanding the digital consumer	Discussion, Lecture	Analytical skills	1, 2	1	Analysis	Conceptual		
23	23	Key Traits of the Online Consumer	Discussion, Lecture	Subject Proficiency	1, 2	1	Analysis	Conceptual		
24	24	Importance of a Digital Marketing Strategy	Discussion, Lecture	Subject Proficiency	1, 3	1	Knowledge	Factual		
25	25	Defining your digital marketing strategy	Demonstration, Lecture	Subject Proficiency	1, 3, 4	1, 2, 3	Application	Factual		
26	26	Business and Digital Marketing	Lecture	Subject Proficiency	1, 4	2, 3	Knowledge	Factual		
27	27	Company Website, Building an Effective Website	Demonstration, Lecture	Professional Growth	1, 4	2, 3	Application	Procedural		
28	28	Considerations to be Made before Building a Website, Balance between	Lecture	Professional Growth	1, 4	2, 3	Application	Conceptual		
29	29	Characteristics of a Good Website	Demonstration, Lecture	Professional Growth	1, 4	2, 3	Knowledge	Conceptual		
30	30	Words in the Website, Choosing a Domain Name	Demonstration, Lecture	Professional Growth	1, 4	2, 3	Application	Procedural		
MODULE IV Search Engine Marketing										
31	31	Search Engine Optimization	Lecture	Subject Proficiency	1, 4	2, 3	Knowledge	Factual		
32	32	The Mission of Search Engines	Lecture	Subject Proficiency	1, 3, 4	1	Analysis	Factual		
33	33	How Do Search Engines Work	Demonstration, Lecture	Subject Proficiency	1, 4	2, 3	Application	Procedural		
34	34	Optimizing a Site for the Search Engines	Demonstration, Lecture	Professional Growth	1, 4	2, 3	Application	Procedural		
35	35	Long-tail and Short-tail Keywords	Demonstration, Lecture	Professional Growth	1, 4	2, 3	Application	Procedural		
36	36	Content of a Website	Demonstration, Lecture	Professional Growth	1, 4	2, 3	Application	Procedural		
37	37	Advertising on the Search Engines	Demonstration, Lecture	Professional Growth	1, 4	2, 3	Application	Factual		
38	38	Pay-Per-Click (PPC) Search Engine Advertising	Demonstration, Lecture	Professional Growth	1, 4	2, 3	Application	Factual		
39	39	Advantages of Paid Search Marketing	Demonstration, Lecture	Professional Growth	1, 4	2, 3	Knowledge	Factual		
40	40	Innovations in Search	Demonstration	Subject Proficiency	1, 3	1	Analysis	Factual		
41	41	<b>Test 3 on Module 4</b>								
MODULE V Email Marketing										
42	42	Email Marketing Tools	Lecture	Professional Growth	1, 3, 4	1, 2, 3	Knowledge	Factual		
43	43	Customer Relationship Management (CRM)	Lecture	Subject Proficiency	1, 3, 4	1	Knowledge	Factual		
44	44	Prior Starting the Email Campaign, Planning the Email Marketing Campaign	Discussion, Lecture	Subject Proficiency	1, 4	2, 3	Application	Procedural		
45	45	Email Marketing Campaign – Do's and Don'ts	Lecture	Subject Proficiency	1, 4	2, 3	Application	Factual		
46	46	Email Copy and Delivery	Demonstration, Lecture	Communication	1, 4	2, 3	Application	Factual		
47	47	Measuring the Success of the Email Campaign	Demonstration, Lecture	Professional Growth	1, 4	2, 3	Application	Procedural		
48	48	Targeting the Email Campaigns	Lecture	Professional Growth	1, 4	2, 3	Evaluation	Procedural		
49	49	Testing the Techniques Employed	Demonstration, Lecture	Subject Proficiency	1, 3	2, 3	Evaluation	Procedural		
50	50	Social Media Marketing	Demonstration, Lecture	Subject Proficiency	1, 4	2, 3	Application	Factual		
51	51	What is social media?	Lecture	Subject Proficiency	1, 4	2, 3	Knowledge	Factual		
52	52	Social Media - Not a New Concept	Discussion, Lecture	Subject Proficiency	1, 2, 3	1	Comprehension	Conceptual		



53	53	The Compelling Nature of the Social Media	Demonstration, Lecture	Subject Proficiency	1, 2	1	Analysis	Conceptual
54	54	The Advantages of Using Social Media	Lecture	Subject Proficiency	1	1	Analysis	Factual
55	55	The Various Types of Social Media	Demonstration, Lecture	Subject Proficiency	1, 3	2, 3	Application	Factual
56	56	Social Bookmarking Sites	Lecture	Subject Proficiency	1, 3	2, 3	Knowledge	Factual
57	57	Social Media Submission Sites	Lecture	Subject Proficiency	1, 3	2, 3	Knowledge	Factual
58	58	Forums and Discussion Sites	Lecture	Subject Proficiency	1, 3	2, 3	Knowledge	Factual
59	59	Media Sharing Sites	Lecture	Subject Proficiency	1, 3	2, 3	Knowledge	Factual
60	60	Reviews and Ratings Sites	Discussion, Lecture	Subject Proficiency	1, 3	2, 3	Knowledge	Factual
61	61	Social Network Sites	Lecture	Subject Proficiency	1, 3	2, 3	Knowledge	Factual
62	62	Blogs, Podcasts, Micro-Blogging, Wikis	Lecture	Subject Proficiency	1, 3	2, 3	Knowledge	Factual
63	63	Rules of Engaging with Consumers on Social Media	Discussion, Lecture	Subject Proficiency	1, 2	1	Comprehension	Factual
64	64	<b>Revision on Module 1,2,3</b>						
65	65	<b>Revision on Module 4 and 5</b>						
<b>ASSIGNMENTS AND SEMINARS</b>								
Sl No	Module	Topic	Nature of Assignment		Alignment with POs, PSOs and COs			
1	1	Designing a Communication strategy	Group		PSO 3; CO 1, 3, 4			
2	2	Creating a website	Group		PSO 2, 3; CO 1, 4			
3	3	Writing Content for website with SEO	Individual		PSO 1, 2, 3; CO 2, 3, 4			
4	4	Market and increase engagement on individual social media pages	Individual		PSO 2, 3; CO 2, 3			
5	5	Writing Email for digital marketing	Individual		PSO 3; CO 3, 4			
6	6	Placing Ads and Promotions Online	Group		PSO 1, 2; CO 1, 4			
<b>TEXTBOOKS AND REFERENCES</b>								
1	Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha. Marketing Management. A South Asian Perspective. Dorling Kindersley (India) Pvt. Ltd. 2009							
2	Damian Ryan, Calvin Jones. Understanding Digital Marketing. Marketing strategies for engaging the digital generation. Kogan Page Limited. 2009							
3	Maria N. Cummings. Consumer Engagement Perspectives: A Tool for Ensuring Advertising's Impact? Rochester Institute of Technology. 2007							

SACRED HEART COLLEGE(AUTONOMOUS), THEVARA									
DEPARTMENT OF MANAGEMENT STUDIES									
COURSE PLAN									
ACADEMIC YEAR 2017-18									
PROGRAMME	BBA (Integrated Marketing and New Media)						SEMESTER	6	
COURSE CODE AND TITLE	15U4CRBBA16 Integrated Marketing communication						CREDIT	3	
HOURS/SEM	72								
FACULTY NAME	Kalpita Chakraborty								
PROGRAMME SPECIFIC OUTCOMES(PSOs)									
1	To familiarize the students with concepts and practices in marketing communication.								
2	To learn various communication tools and its effectiveness. in contemporary time, and Draw a lesson from that knowledge for better integration various marketing communication tools.								
Bring out	To understand and imply skills related to CRM with technology back up								
COURSE OUTCOMES (COs)									
1	Integrated marketing communications is an approach to planning communications that gives businesses the potential to get better results from campaigns and reduce marketing costs.								
2	By integrating tools such as advertising, direct mail, social media, telemarketing and sales promotion, a firm can provide clarity, consistency and maximum communications impact.								
MODULE I An Introduction to Integrated Marketing Communication (IMC)									
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	Definition and meaning of IMC	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Conceptual	
3	1	Meaning and role of IMC in Marketing process,	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual	
4	1	Introduction to IMC tools – Advertising,	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual	
5	1	sales promotion, publicity,	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual	
6	1	public relations, and event sponsorship	Lecture & Case Study	Experimental learning	1,2,3	1,4	Comprehension	Conceptual	
7	1	Advantages of CRM	Lecture & Discussion	Knowledge updation	1,2,3	1,2	Interactive	Opinionised	
8	1	CRM Case study	Lecture & Roleplay	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised	
9	1	Seminar by student on CRM softwares	Lecture & Discussion	Knowledge updation	1,2,3	1,2	Knowledge	Conceptual	
10	1	Guest lecture: Topic: Sales force automation	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 Understanding communication process:									
Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)	
13	1	Module -II –CRM Tools	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual	
14	1	Overall modules of CRM	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual	
15	1	Lead management	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Conceptual	
16	1	Introduction –Sales force management and CRM	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual	
17	1	Lead to sales life cycle	Lecture & Discussion	Knowledge updation	1,2,3	1,4	Comprehension	Conceptual	
18	1	CRM Communication methodologies	Lecture & Case Study	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised	
19	1	Relationship management and supply chain	Lecture & Discussion	Knowledge updation	1,2,3	1,2	Knowledge	Conceptual	
20	1	CRM and complaint handling	Lecture & Roleplay	Experimental learning	1,2	1,2,3	Interactive	Experiential	
21	1	Digital CRM	Lecture & Discussion	Experimental learning	1,2	1,3	Knowledge	Conceptual	
22	1	Guest lecture: Topic: – Microsoft dynamics 365	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: CRM Implementation	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual	
27	1	A comprehensive model 1	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual	
28	1	A comprehensive model 2	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Conceptual	
29	1	Case discussion	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual	
30	1	Developing CRM vision	Lecture & Discussion	Knowledge updation	1,2,3	1,4	Comprehension	Conceptual	
31	1	Strategy Management support	Lecture & Case Study	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised	
32	1	CRM Vs. ERP	Lecture & Discussion	Knowledge updation	1,2,3	1,2	Knowledge	Conceptual	
33	1	Contact management	Lecture & Roleplay	Experimental learning	1,2	1,2,3	Interactive	Experiential	
34	1	Partner relationship management	Lecture & Discussion	Experimental learning	1,2	1,3	Knowledge	Conceptual	
35	1	Guest lecture: Topic: Successful implementation of CRM	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: E-CRM	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual	
39	1	E-Customer Relationship Management	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual	
40	1	The Economics of e-Loyalty	Lecture & Case Study	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised	
41	1	The importance of trust	Lecture & Roleplay	Experimental learning	1,2	1,2,3	Interactive	Experiential	
42	1	The importance of focusing on the "right" Customers	Lecture & Discussion	Knowledge updation	1,2,3	1,4	Comprehension	Conceptual	
43	1	Relationship Capital	Lecture & Discussion	Knowledge updation	1,2,3	1,2	Knowledge	Conceptual	
44	1	E-CRM in Business	Lecture & Case Study	Experimental learning	1,2,3	3,4	Knowledge	Conceptual	
45	1	Ethics in CRM Data use	Lecture & Roleplay	Experimental learning	1,2,3	2,5	Knowledge	Conceptual	
46	1	Guest lecture: Topic: Analytical CRM	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	
Internal Test 2									
ASSIGNMENTS AND SEMINARS									
Sl No	Module	Topic	Nature of Assignment		Alignment with POs, PSOs and COs				
1	1	CRM in practice in a choice of industry	Individual		PSO 1, CO1				
2	2	Case study writing -Implementing CRM	Group		PSO1,2,3 CO 1,2,3				
3	3	CRM SOFTWARE	Group		PSO1,2,3 CO 1,2,3				
4	4	Supply chain using CRM	Individual		PSO1,2,3,4 CO 1,2,3				

5	1	Partner Relation management	Group	PSO 1,2,3,4. CO 1,2,3
6	2	Sales life cycle and CRM	Individual	PSO 1,2,3,4. CO 1,2,3
7	3	Ethical use or CRM Data	Individual	PSO 1,2,3,4. CO 1,2,4
8	4	Data conflict	Group	PSO 1,2,3,4. CO 1,2,5

**TEXTBOOKS AND REFERENCES**

1	1. George Belch, Michael Belch & Keyoor Purani, Advertising & Promotion- An Integrated Marketing Communications Perspective, TATA McGraw Hill, 2013			
2	Kruti Shah and Alan D'Souza, Advertising & Promotions: An IMC perspective, TATA McGraw Hill, 2008			
3	3. Terence A. Shimp Pub, Advertising & Promotion: An IMC approach, Cengage Learning, 2008			

SACRED HEART COLLEGE(AUTONOMOUS), THEVARA									
DEPARTMENT OF BBA									
COURSE PLAN									
ACADEMIC YEAR 2017-18									
PROGRAMME	BBA (Integrated Marketing and New Media)					SEMESTER		4	
COURSE CODE	15U4CRBBA17					CREDIT		3	
HOURS/SEM	Semester 4								
FACULTY	Namita Jonas								
PROGRAMME SPECIFIC OUTCOMES(PSOs)									
1	To provide an overview of prerequisites of media planner								
2	To comprehend the profession of a media planner								
3	To analyse selection of media in dissemination of information								
4	To determine how to connect target audience to right media								
5	To accomplish marketing objectives								
COURSE OUTCOMES (COs)									
1	To be familiar with the basic nuances of media planning and its importance								
2	To determine which media to use for dissemination								
3	To select media time and space								
4	To draft effective media plan								
5	To apply methods of analysis to determine the process involved in selection of different ad media channels								
6	To use appropriate techniques and strategies to present an ad plan and maintain requisite documentation								
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 programme and course outline	PPT						
2	2	Introduction to the media planning industry	PPT				Understanding	Conceptual	
3	3	Scope of media planning in advertising	PPT		1	2	Understanding	Conceptual	
4	4	Role of a media planner	PPT		1	2	Understanding	Conceptual	
5	5	Challenges in media planning	PPT		1,2	1,2	Understanding	Conceptual	
6	6	Business communication process	PPT		1	1,2,3	Understanding	Conceptual	
7	7	Media planning process	PPT		1,2,3	1,2,3	Understanding	Conceptual	
8	8	Media planning process	PPT		1,2,3	1,2,3	Understanding	Factual	
9	9	Media planning process	PPT		1,2,3	1,2,3	Understanding	Factual	
10	10	Media planning for consumer goods	Role Play	Role Play	1,2,3,4	1,2,3,4	Understanding	Factual	
11	11	Media planning for industrial goods	PPT		1,2,3,4	1,2,3,4	Understanding		
12	12	Television industry	Quiz						
13	13	Audience measurement	PPT			5 3,4	Understanding	Conceptual	
14	14	TRP	PPT			5 3,4	Understanding	Factual	
15	15	National TV	PPT			5 3,4	Understanding	Factual	
16	16	Revision				5 3,4	Understanding	Factual	
MODULE II									
17	17	Importance of media research in planning	PPT		2,3	3,4	Understanding	Conceptual	
18	18	Different research platforms and surveys	PPT		2,3	3,5	Understanding	Conceptual	
19	19	Audit bureau of Circulation	PPT	Flip class room	2,3	3	Analyzing	Factual	
20	20	Nielsen Clear Decision	PPT	Flip class room	2,3	3	Understanding	Conceptual	
21	21	Broadcast audience research council	PPT	Flip class room	2,3	3	Analyzing	Factual	
22	22	National readership survey/IRS	PPT	Flip class room	2,3	3	Analyzing	Factual	
23	23	Businessman's survey	PPT	Flip class room	2,3	3	Analyzing	Factual	
24	24	ADMAR	PPT	Flip class room	2,3	3	Understanding	Conceptual	
25	25	Reach and coverage study	PPT		2,3	3	Understanding		
26	26	Listenership surveys	PPT		2,3	3	Understanding	Factual	
27	27	revision	Q & A						
28	28	Quiz							
MODULE III									
29	29	Television advertising	PPT		2,3,5	3,4	Understanding	Factual	
30	30	Strengths and weaknesses	PPT		2,3,5	3,4	Analyzing	Factual&Conceptual	
31	31	Factors affecting choice of TV ads	Work sheet						
32	32	Radio advertising	PPT		2,3,5	3,4	Understanding	Factual	
33	33	Buying and using radio rating	PPT		2,3,5	3,4	Analyzing	Factual&Conceptual	
34	34	Magazine advertising	PPT		2,3,5	3,4	Analyzing	Factual&Conceptual	
35	35	Advantages and Disadvantages	PPT		2,3,5	3,4	Analyzing	Factual&Conceptual	
36	36	Factors affecting Magazine advertising	PPT		2,3,5	3,4	Analyzing	Factual&Conceptual	
37	37	Types of Newspaper ad	Work sheet						
38	38	Print media buying	PPT		2,3,5	3,4	Analyzing	Factual&Conceptual	
39	39	Advantages/Disadvantages	PPT		2,3,5	3,4	Understanding	Factual	
40	40	Factors affecting choice	work sheet						
41	41	Outdoor advertising	PPT		2,3,5	3,4	Understanding	Factual	
42	42	Billboard Kiosk	PPT		2,3,5	3,4	Understanding	Factual	
43	43	Street Furniture	PPT		2,3,5	3,4	Understanding	Factual	
44	44	Transit Advertising	Work sheet						
46	46	POP advertising	PPT		2,3,5	3,4	Understanding	Conceptual	
47	47	Revision	PPT		2,3,5	3,4	Understanding	Conceptual	
46	47	Revision	PPT		2,3,5	3,4	Understanding	Conceptual	
47	47	Study analysis of brand advertising	case study		2,3,5	3,4	Understanding	Conceptual	
48	48	Study analysis of brand advertising	case study						
MODULE IV									
49	49	Criteria for selecting media vehicles	PPT		3,4,5	4,5	Understanding		
50	50	Reach	PPT		3,4,5	4,5	Understanding	Conceptual	
51	51	Frequency	PPT		3,4,5	4,5	Understanding	Conceptual	

