

SACRED HEART COLLEGE(AUTONOMOUS), THEVARA									
DEPARTMENT OF MANAGEMENT STUDIES									
COURSE PLAN									
ACADEMIC YEAR 2018-19									
PROGRAMME	BBA (Integrated Marketing and New Media)						SEMESTER	1	
COURSE CODE AND TITLE	15USIIMN4 Principles of Management						CREDIT	3	
HOURS/SEM	72								
FACULTY NAME	Kalpita Chakrabortty								
PROGRAMME SPECIFIC OUTCOMES(PSOs)									
1	To enable the students to understand the principles of management thought and applying the same in practice								
2	To investigate the use of business data in typical managerial functions such as planning, control, and making operational decisions								
3	To Introduction to the role of information in the decision-making.								
COURSE OUTCOMES (COs)									
1	Understand concept of Management and its Principles								
2	Understand the Evolution of Management								
3	Understand Planning and Decision Making in management.								
4	Understand the concepts of Organizing & Departmentation								
5	Understand the Elements of Directing, Co-ordination and Control								
MODULE I Introduction to Management									
Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Leve(CL)	Knowledge Category (KC)	
1	1	Module -1 – Introduction, definition,	Lecture & Discussion	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 Leve(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 ,Hawthrone 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 N	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 Leve(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 Leve(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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COURSE PLAN
ACADEMIC YEAR 2018-19

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 Leve(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 desciplines	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	I Journal - 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	II Ledger - 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	III Trial Balance - 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	Test 1 on module 1 and 2						
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	2,3,6,6,	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,	1,2,3,4,5	Synthesise	Factual
40	40	Preparation of accounts -Gross Profit/Gross Loss - Problem	Lecture & Discussion	Experimental learning	2,3,6,7,	1,2,3,4,5	Synthesise	Factual
41	41	Preparation of accounts -Gross Profit/Gross Loss - Problem	Solving more examples	Experimental learning	2,3,6,7,	1,2,3,4,5	Synthesise	Factual
42	42	Gross Profit/Gross Loss calculation by Equation	Solving more examples	Experimental learning	2,3,6,7,	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	2,3,6,7,	1,2,3,4,5	Synthesise	Factual
44	44	Preparation of Accounts Net Profit - Net Loss - Calculation by Equation	Lecture & Discussion	Experimental learning	2,3,6,7,	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	2,3,6,7,	1,2,3,4,5	Synthesise	Factual
46	46	Preparation of Profit and Loss Accoun - Problems	Solving more examples	Experimental learning	2,3,6,7,	1,2,3,4,5	Synthesise	Factual
47	47	Preparation of Profit and Loss Accoun - Problems	Solving more examples	Experimental learning	2,3,6,7,	1,2,3,4,5	Synthesise	Factual
48	48	Preparation of Profit and Loss Accoun - Problems	Solving more examples	Experimental learning	2,3,6,7,	1,2,3,4,5	Synthesise	Factual

49	49	Preparation of Profit and Loss Account - Problems	Solving more examples	Experimental learning	,2,3,6,7,	1,2,3,4,5	Synthesise	Factual
50	50	Net Profit - Net Loss - Calculation by Equation	Solving more examples	Experimental learning	,2,3,6,7,	1,2,3,4,5	Synthesise	Factual
51	51	Preparation of Accounts Without Adjustments	Lecture & Discussion	Experimental learning	,2,3,6,7,	1,2,3,4,5	Evaluation	Factual
52	52	Adjustments - Theory	Lecture & Discussion	Experimental learning	,2,3,6,7,	1,2,3,4,5	Evaluation	Factual
53	53	Adjustments - Problems	Solving more examples	Experimental learning	,2,3,6,7,	1,2,3,4,5	Synthesise	Factual
54	54	Adjustments Problems	Solving more examples	Experimental learning	,2,3,6,7,	1,2,3,4,5	Synthesise	Factual
55	55	Balance Sheet - Meaning - Items shown in the Balance Sheet	Lecture & Discussion	Experimental learning	,2,3,6,7,	1,2,3,4,5	Evaluation	Factual
56	56	Marshalling of Balance Sheet	Solving more examples	Experimental learning	,2,3,6,7,	1,2,3,4,5	Synthesise	Factual
57	57	Preparation of Balance Sheet Without Adjustments	Solving more examples	Experimental learning	,2,3,6,7,	1,2,3,4,5	Synthesise	Factual
58	58	Preparation of Balance Sheet With Adjustments	Solving more examples	Experimental learning	,2,3,6,7,	1,2,3,4,5	Synthesise	Factual
59	59	Preparation of Balance Sheet With Adjustments	Lecture & Discussion	Experimental learning	,2,3,6,7,	1,2,3,4,5	Evaluation	Factual
60	60	Preparation of Balance Sheet With Adjustments	Solving more examples	Experimental learning	,2,3,6,7,	1,2,3,4,5	Synthesise	Factual
61	61	Preparation of Balance Sheet With Adjustments	Solving more examples	Experimental learning	,2,3,6,7,	1,2,3,4,5	Synthesise	Factual
62	62	Test 2 on Module 3						
MODULE IV Depreciation Methods								
63	63	Depreciation - Meaning and Definition - Causes of Depreciation	Lecture & Discussion	Experimental learning	,2,3,5,7,	1,2,3,4,5	Comprehension	Factual
64	64	Objectives of Providing Depreciation	Lecture & Discussion	Experimental learning	,2,3,5,7,	1,2,3,4,5	Comprehension	Factual
65	65	Factors Affecting Depreciation	Lecture & Discussion	Experimental learning	,2,3,5,7,	1,2,3,4,5	Comprehension	Factual
66	66	Methods - Straight Line Method - Preparation of Accounts	Solving more examples	Experimental learning	,2,3,5,7,	1,2,3,4,5	Evaluation	Factual
67	67	Straight Line Method - Additions	Solving more examples	Experimental learning	,2,3,5,7,	1,2,3,4,5	Synthesise	Factual
68	68	Straight Line Method - Disposal	Solving more examples	Experimental learning	,2,3,5,7,	1,2,3,4,5	Synthesise	Factual
69	69	Straight Line Method - Additions and Disposal	Solving more examples	Experimental learning	,2,3,5,7,	1,2,3,4,5	Synthesise	Factual
70	70	Written Down Value Method - Preparation of Accounts	Solving more examples	Experimental learning	,2,3,5,7,	1,2,3,4,5	Evaluation	Factual
71	71	Written Down Value Method - Additions	Solving more examples	Experimental learning	,2,3,5,7,	1,2,3,4,5	Synthesise	Factual
72	72	Written Down Value Method - Disposal	Solving more examples	Experimental learning	,2,3,5,7,	1,2,3,4,5	Synthesise	Factual
73	73	Written Down Value Method - Additions and Disposal	Solving more examples	Experimental learning	,2,3,5,7,	1,2,3,4,5	Synthesise	Factual

74	74	Test 3 on Module 4						
MODULE V Accounts from Incomplete Records								
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 Deffects 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 Met	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 -Probler	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 -Probler	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 Conversio	Lecture & Discussion	Experimental learning	2,3,6,7,8	1,2,3,4,5	Evaluation	Factual
86	86	Conversion Method Ascertainment of Profits under Conversio	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 Conversio	Solving more examples	Experimental learning	2,3,6,7,8	1,2,3,4,5	Evaluation	Factual
88	88	Test 4 on Module 5						
89	89	Revision on Module 1,2,3	PPT, Discussion, Lecture	Solving Problems				
90	90	Revision on Module 4 and 5	PPT, Discussion, Lecture	Solving Problems				
ASSIGNMENTS AND SEMINARS								
SI No	Module	Topic	Nature of Assignment	Alignment with POs, PSOs and COs				
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	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

TEXTBOOKS AND REFERENCES

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 2018-19							
PROGRAMME						SEMESTER	
COURSE CODE AND HOURS/SEM	Managerial Economics semester 1				CREDIT	3	
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 Manag	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

Conceptual

Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)
46	46	iso-cost			2,3,4,5		1 Understanding	Conceptual
47	47	producers equilibrium			2,3,4,5		1 Understanding	Factual
48	48	Managerial Equilibrium			2,3,4,5		1 Understanding	Factual
49	49	MRTS			2,3,4,5		1 Understanding	Conceptual
50	50	optimal combination			2,3,4,5		4 Understanding	Factual
51	51	economies of scale			2,3,4,5		4 Understanding	Factual
52	52	internal and external			2,3,4,5		1 Understanding	Factual&Conceptual
53	53	supply -meaning, determinants, law of supply			2,3,4,5		1 Understanding	Factual&Conceptual
54	54	cost, meaning , computation			2,4,5		7 Analyzing	Conceptual
55	55	revision						
MODULE V								
56	56	Revenue Meaning and Classification			2,4,5		1 Understanding	Conceptual
57	57	Perfect competition- equilibrium			2,3,4,5		1 Understanding	Factual&Conceptual
58	58	imperfect competition			2,3,4,5		1 Understanding	Factual&Conceptual
59	59	monopoly- features			2,3,4,5		1 Understanding	Factual&Conceptual
60	60	short run long run equilibrium			2,3,4,5		1 Understanding	Factual
61	61	oligopoly- kinked demand curve			2,4,5		7 Understanding	Conceptual
62	62	duopoly			2,4,5		1 Understanding	Conceptual
63	63	features of duopoly			2,4,5		4 Understanding	Factual
64	64	revision						
65	65-72	revision						
ASSIGNMENTS AND SEMINARS								
Sl No		Topic	Nature of Assignment		Alignment with POs, PSOs and COs			
1		walk in to the bar	Individual		1,4,7			
2		profile of an econo	Individual		1,4,7			
3		estimation of dema	Individual		1,4,7			
4		forecasting for a ne	Group		1,4,7			
TEXTBOOKS AND REFERENCES								
1	Pindick and Rubenfield. (2009), Microeconomics, pearson education							
2	D N Dwivedi, Managerial Economics							
3	Business economics- Institute of Company Secretaries of India							
4	Koutsyannis- Microeconomics							

SACRED HEART COLLEGE(AUTONOMOUS), THEVARA

DEPARTMENT OF BBA

Course plan-2018-19

COURSE CODE AND TITLE		Fundamentals of Marketing			semester		
	Hour/sem	IInd semester			credit		3
	Faculty name	Mary Tania Antony					
	Programme outcomes (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)
MODULE I								
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
MODULE II								
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								
MODULE III								
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								
MODULE IV								
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

Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)
58	1	Direct marketing channels	PPT			4	1 Understanding	Conceptual
59	1	Public and ethical issues in Direct marketing	lecture and discussion			5	5 Understanding	Conceptual
60	\			MODULE V				
61	1	Distribution channels	PPT			4	5 Understanding	Conceptual
62	1	types of marketing channel	PPT			4	5 Analyzing	Conceptual
63	1	Importance of channel distribution	PPT			4	5 Analyzing	Conceptual
64	1	multiple channel distribution	PPT			4	5 Understanding	Conceptual
65	1	corporate retailing	PPT			5	4,5 Understanding	Conceptual
66	1	new retail environment	PPT			5	3,4,5 Understanding	Factual
67	1	new trends in the area of marketing	PPT			5	3,4,5 Understanding	Factual
68								

ASSIGNMENTS AND SEMINARS

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

Textbook and references

1	Ramaswamy and Namakumari.(2005) Marketing management.Macmillan					
2	Arunkumar and meenakshi(2007)Marketing management.Vikas					
3	Lamb,Hair and Dannel M.C (2004).Marketing (7th ed).Thomson					
4	Evans and berman Berman(2005) Marketing(2nd ed).Biztantra					

SACRED HEART COLLEGE(AUTONOMOUS), THEVARA
DEPARTMENT OF MANAGEMENT STUDIES
COURSE PLAN
ACADEMIC YEAR 2018-19

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 Leve(CL)	Knowledge Category (KC)
1	1	Module -1 – Introduction	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
2	1	Nature and definition of OB	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Conceptual
3	1	Scope of OB	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual
4	1	OB Modification	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual
5	1	Models of OB	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual
6	1	Challenges and opportunities for OB	Lecture & Case Study	Experimental learning	1,2,3	1,4	Comprehension	Conceptual
7	1	Organization Goals and Involvemnet 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	0	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	MotivationTheories Hierarchy of needs theory,	Lecture & Roleplay	Experimental learning	1,2	1,2,3	Interactive	Experiential
21	1	Theory X and Y, Motivation- Hygine theory, Vrooms Expectancy theory.	Lecture & Discussion	Experimental learning	1,2	1,3	Knowledge	Conceptual
22	1	Guest lecture: Topic: How to motivet millennial	Lecture & Discussion	Knowledge updation	1,2,3	3,4	Knowledge	Conceptual
23	1	Revision	Seminar	Experimental learning	1,2,3	1,2,3,4,5	Knowledge	Experiential
24	1	Class test	Quiz	Result based	1,2,3	1,2,3,4,5	Knowledge	Conceptual
Internal Test 1 on module 1 and 2								
MODULE III History of Television								
Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)
26	1	Module- III: Introduction to interpersonal behaviour	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
27	1	Interpersonal behaviour	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
28	1	Interpersonal Communication and case discussion	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Conceptual
29	1	Transaction Analysis	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual
30	1	Self test	Lecture & Discussion	Knowledge updation	1,2,3	1,4	Comprehension	Conceptual
31	1	The Johari Window	Lecture & Case Study	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised
32	1	Leadership and Its Theories	Lecture & Discussion	Knowledge updation	1,2,3	1,2	Knowledge	Conceptual

33	1	Prevailing Leadership styles in Indian Organisations.	Lecture & Roleplay	Experimental learning	1,2	1,2,3	Interactive	Experiential
34	1	Leaders today	Lecture & Discussion	Experimental learning	1,2	1,3	Knowledge	Conceptual
35	1	Guest lecture: Topic: Creating and leading a team	Lecture & Discussion	Knowledge updation	1,2,3	3,4	Knowledge	Conceptual
36	1	Revision	Seminar	Experimental learning	1,2,3	1,2,3,4,5	Knowledge	Experiential
37	1	Class Test	Quiz	Result based	1,2,3	1,2,3,4,5	Knowledge	Conceptual

MODULE IV The Media as a social institution

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

MODULE V Cross media system

Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)
50	1	Module-V: Introduction to Change management	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
51	1	Change and Organisational development	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
52	1	Change Management basics	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Conceptual
53	1	Resistance to change	Lecture & Case Study	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised
54	1	Approaches to manage organizational change	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual
55	1	Organisational effectiveness	Lecture & Roleplay	Experimental learning	1,2	1,2,3	Interactive	Experiential

56	1	Organisational culture	Lecture & Discussion	Knowledge updation	1,2,3	1,4	Comprehension	Conceptual
57	1	Power and Politics in Organisational Quality of work life	Lecture & Discussion	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised
58	1	Recent advances in OB.	Lecture & Roleplay	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised
59	1	Guest lecture: Topic: The Influence of Power and Politics in modern organizations	Lecture & Discussion	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised
60	1	Revision	Seminar	Experimental learning	1,2,3	1,2,3,4,5	Knowledge	Experiential
61	1	Class test	Quiz	Result based	1,2,3	1,2,3,4,5	Knowledge	Conceptual

Internal Test 2

ASSIGNMENTS AND SEMINARS

SI No	Module	Topic	Nature of Assignment	Alignment with POs, PSOs and COs
1	1	OB Mod with diagram	Individual	PSO 1, CO1
2	2	Case study writing -Employee motivation	Individual	PSO1,2,3 CO 1,2,3
3	3	Interpersonal communication Role play	Group	PSO1,2,3 CO 1,2,3
4	4	Discuss Sigmund Freud's Layers of the Self	Individual	PSO1,2,3,4 CO 1,2,3
5	5	Team building game	Group	PSO 1,2,3,4,5 CO 1,2,3
6	1	Experience sharing from schoolbest and worst	Individual	PSO 1,2,3,4,5 CO 1,2,3
7	2	Does legend motivate?	Individual	PSO 1,2,3,4,5 CO 1,2,3
8	3	Ccommunication in MNC's	Individual	
9	4	Conflict management in Indian industries - example	Group	
10	5	Change in Telecom - Example India	Group	PSO 1,2,3,4,5 CO 1,2,3

TEXTBOOKS AND REFERENCES

1	K. Aswathappa, Organizational Behaviour, Himalaya Publications, Ninth Revised and
2	Changing Behaviour at Work: A Practical Guide By By Peter Makin, Charles Cox
3	Supervision Today!, Global Edition By Stephen P. Robbins, David A. DeCenzo

SACRED HEARTS COLLEGE(AUTONOMOUS), THEVARA			
DEPARTMENT OF MANAGEMENT STUDIES			
COURSE PLAN			
ACADEMIC YEAR 2018-19			

PROGRAMME	BBA (Integrated Marketing and New Media)	SEMESTER	2
COURSE CODE AND TITLE	15U2CRBBA5 Business Statistics		
HOURS/SEM	90		
FACULTY NAME	AMRITHA C.S	CREDITS	4

PROGRAMME SPECIFIC OUTCOMES(PSOs)			
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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)	
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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

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

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	Knowlwdge updation	3	1,2,3,5	Knowledge	Factual
6	6	Test 1 on module 1 and 2						
7	7							
MODULE III Introduction to film genres								
8	8	The Major genres: Narrative, avant-garde, documentar	Lecture & Discussion	Knowlwdge updation	1	3	Knowledge	Factual
9	9	Other genres: Thriller, melodrama, musical, horror, we	Lecture & Discussion	Knowlwdge updation	1	3	Knowledge	Factual
		Test 2 on Module 3						
MODULE IV Introduction to major movements and theories								
10	10	The silent era; classic Hollywood cinema, Neo-Realism, French New wave,	Lecture & Discussion	Knowlwdge updation	4	4	Knowledge	Factual
11	11	Indian Cinema	Lecture & Discussion	Knowlwdge updation	4	4	Knowledge	Factual
		Test 3 on Module 4						
12	12	Sergei Eisenstein, Andre Bazin , auteur theory	Lecture & Discussion	Knowlwdge updation	4,5	4	Knowledge	Factual
13	13	Christian Metz and Laura Mulvey	Lecture & Discussion	Knowlwdge updation	4,5	4,5	Knowledge	Factual
		Test 4 on Module 5						
		Revision on Module 1,2,3	PPT, Discussion, Lecture					

	Revision on Module 4 and 5	PPT, Discussion, Lecture			
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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 2018-19									
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								
PROGRAMME SPECIFIC OUTCOMES(PSOs)									
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								
COURSE OUTCOMES (COs)									
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								
MODULE I Introduction To Financial Management and Cost of Capital									
Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(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	Test 1							
MODULE II Cash Flow Statement and Leverages									
12	16	1 Cash Flow Statement - Meaning	Lecture & Discussion	Experimental learning	1,2,3,4,7	1,2,3,4,5	Knowledge	Conceptual	
13	17	Uses of Cash flow Statement	Lecture & Discussion	Experimental learning	1,2,3,4,7	1,2,3,4,5	Application	Conceptual	
14	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	
15	22	2 Leverages	Lecture & Discussion	Experimental learning	1,2,3,4,7	1,2,3,4,5	Application	Factual	
16	23	Operating Leverage	Lecture & Discussion	Experimental learning	1,2,3,4,7	1,2,3,4,5	Analyze	Factual	
17	24	Financial Leverage	Lecture & Discussion	Experimental learning	1,2,3,4,7	1,2,3,4,5	Analyze	Factual	
18	25	Combined Leverage	Lecture & Discussion	Experimental learning	1,2,3,4,7	1,2,3,4,5	Analyze	Factual	
19	26	EPS Analysis	Lecture & Discussion	Experimental learning	1,2,3,4,7	1,2,3,4,5	Knowledge	Factual	
20	27	Test 2							
MODULE III Investment Decision									
21	28	Capital Budgeting - Meaning and Definition	Lecture & Discussion	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Knowledge	Conceptual	
22	29	Evaluation of proposals	Lecture & Discussion	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Evaluation	Factual	
23	30,31	Methods of Evaluation -Payback period	Solving Problems	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Evaluation	Factual	
24	32,33,34,35	NPV	Solving Problems	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Evaluation	Factual	
25	36,37,38	ARR	Solving Problems	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Evaluation	Factual	
26	39,40,41,42	IRR	Solving Problems	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Evaluation	Factual	
27	43	Accept/Reject decisions	Lecture & Discussion	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Synthesise	Factual	
28	44	Test 3							
MODULE IV Management of Working Capital									
29	45	Working Capital - Meaning and Definition	Lecture & Discussion	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Comprehension	Conceptual	
30	46	Working Capital policy	Lecture & Discussion	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Comprehension	Conceptual	
31	47	Over all Considerations	Lecture & Discussion	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Comprehension	Conceptual	
32	48	Importance of working capital	Lecture & Discussion	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Evaluation	Conceptual	
33	49,50	Operating Cycle Concept	Solving Problems	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Synthesise	Conceptual	
34	51	Factors Influencing Working Capital	Lecture & Discussion	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Synthesise	Conceptual	
35	52	Forecasting Working Capital requirements	Lecture & Discussion	Experimental learning	3,4,5,6,7,8	1,2,3,4,5	Synthesise	Factual	
36	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	
37	58	Test 4							
MODULE V Dividend Policy and Capital Structure									
38	59	Dividend Policy - Meaning	Lecture & Discussion	Experimental learning	4,5,6,7,8	1,2,3,4,5	Comprehension	Conceptual	
39	60	Factors Influencing Dividend Policy	Lecture & Discussion	Experimental learning	4,5,6,7,8	1,2,3,4,5	Comprehension	Conceptual	
40	61	Forms of Dividend	Lecture & Discussion	Experimental learning	4,5,6,7,8	1,2,3,4,5	Comprehension	Conceptual	
41	62	Capital Structure - Meaning	Lecture & Discussion	Experimental learning	4,5,6,7,8	1,2,3,4,5	Comprehension	Conceptual	
42	63	Optimal Capital Structure	Lecture & Discussion	Experimental learning	4,5,6,7,8	1,2,3,4,5	Evaluation	Conceptual	
43	64	Factors Determining Capital Structure	Lecture & Discussion	Experimental learning	4,5,6,7,8	1,2,3,4,5	Application	Factual	
44	65	Forecasting Working Capital requirements	Lecture & Discussion	Experimental learning	4,5,6,7,8	1,2,3,4,5	Application	Factual	
45	66	Test 4 on Module 5							
46	67,68,69,	Revision on Module 1,2,3	PPT, Discussion, Lecture	Solving Problems					
47	70,71,72	Revision on Module 4 and 5	PPT, Discussion, Lecture	Solving Problems					
ASSIGNMENTS AND SEMINARS									
Sl 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				
TEXTBOOKS AND REFERENCES									
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**

PROGRAMME		SEMESTER	
COURSE CODE AND TITLE	Human Resource Management	CREDIT	3
HOURS/SEM	III Semester		
FACULTY NAME	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					
MODULE IV								
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					

MODULE V								
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					

ASSIGNMENTS AND SEMINARS			
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

TEXTBOOKS AND REFERENCES	
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 2018 - 19**

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

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 manage
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	
MODULE II									
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	
MODULE III									
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	
MODULE IV									
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				

Conceptual

Textbook and References

1 Batra Rajeev, Myers John G and Aaker David A.,Advertising management

2 Jaishree Jethwani and shruthi jain,Advertising management,2nd Ed.Oxford university press

SACRED HEART COLLEGE(AUTONOMOUS), THEVARA									
DEPARTMENT OF BBA									
COURSE PLAN									
ACADEMIC YEAR 2018-19									
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 discipline of management								
3	Importance of PR strategies								
4	Ethical aspects of PR								
5	Produce press release and other literature related to PR and CC								
6	Plan PR campaign								
MODULE I									
Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)	
1	1	Introduction to syllabus							
2	2	Introduction to public relation	PPT		1,2	1,2,3	Understanding	Conceptual	
3	3	Evolution and history of PR	PPT		1,2	1,2,3	Understanding	Conceptual	
4	4	Evolution and history of PR	PPT		1,2	1,2,3	Understanding	Conceptual	
5	5	Evolution and history of PR	PPT		1,2	1,2,3	Understanding	Conceptual	
6	6	Definition of PR	PPT		1,2	1,2,3	Understanding	Conceptual	
7	7	Allied disciplines in PR	PPT		1,2	1,2,3	Understanding	Conceptual	
8	8	Allied disciplines in PR	PPT		1,2	1,2,3	Understanding	Factual	
9	9	Allied disciplines in PR	PPT		1,2	1,2,3	Understanding	Factual	
10	10	Ethics of PR	PPT		4	1,2,3	Understanding	Factual	
11	11	summarizing	PPT		1,2	1,2,3	Understanding		
12	12	revision	Quiz						
MODULE II									
13	13	PRSI	PPT			1	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 research for PR practitioner	PPT		1,2		2	Analyzing	
22	22	Market research for PR practitioner	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	Analyzing corporate culture of various MNC's	Videos		2,3		3	Analyzing	
36	36	Corporate philosophy	PPT		2,3		3		
37	37	Analyzing 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	Analyzing importance of CC	PPT		2,3		3	Understanding	

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

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

COURSE PLAN

ACADEMIC YEAR 2017-18

PROGRAMME	BBA (Integrated Marketing and New Media)	SEMESTER	3
COURSE CODE AND TITLE	15U3CRBBATT Introduction to Event Management	CREDIT	4
HOURS/SEM	90		
FACULTY NAME	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 2018-19								
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					
ASSIGNMENTS AND SEMINARS								
Sl No	Topic	Nature of Assignment	Alignment with POs, PSOs and COs					
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					
TEXTBOOKS AND REFERENCES								
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 2018-19

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

PROGRAMME SPECIFIC OUTCOMES(PSOs)

1	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 ma					
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

Conceptual

SACRED HEARTS COLLEGE(AUTONOMOUS), THEVARA										
DEPARTMENT OF MANAGEMENT STUDIES										
COURSE PLAN										
ACADEMIC YEAR 2018-19										
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	Test 1 on module 1 and 2								
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	Test 3 on Module 4								
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		

SACRED HEART COLLEGE(AUTONOMOUS), THEVARA									
DEPARTMENT OF MANAGEMENT STUDIES									
COURSE PLAN									
ACADEMIC YEAR 2018-19									
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.								
3	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 of 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 Parani, Advertising & Promotion- An Integrated Marketing Communications Perspective, TATA McGraw Hill, 2013								
2	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 2018-2019									
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	Role Play	Role Play	1,2,3,4	1,2,3,4	Understanding	Factual	
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	Factual	
26	26	Liisternership 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	

SACRED HEART COLLEGE(AUTONOMOUS), THEVARA									
DEPARTMENT OF MANAGEMENT STUDIES									
COURSE PLAN									
ACADEMIC YEAR 2018-19									
PROGRAMME	BBA (Integrated Marketing and New Media)						SEMESTER	5	
COURSE CODE AND TITLE	ISUSCRBBA19 Print Media and Broadcast						CREDIT	3	
HOURS/SEM	72								
FACULTY NAME	Kalpita Chakraborty								
PROGRAMME SPECIFIC OUTCOMES(PSOs)									
1	To introduce students to a fundamental understanding of the areas each niche covers and the media vehicles in existence catering to these niche areas.								
2	Broadcast and electronic media today are portable sources of entertainment and information distributed by wired and wireless radio and television stations and networks.								
3	To understand webcast of Sound and video recordings, and the mobile Internet. They offer informative and entertaining content of both general and special interest.								
COURSE OUTCOMES (COs)									
1	Understand the Media Industry								
2	Understand the significance of media history								
3	Understand the the role of news paper and magazine over community development								
4	Understand the the use of radio technology in generating awareness insociety								
5	Understand the importance of tv and social media in communication								
MODULE I History of Print Media									
Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)	
1	1	Module -1 – History of Print Media- Introduction	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual	
2	1	invention of printing–	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Conceptual	
3	1	pioneer publications.	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual	
4	1	Early Communication systems in India –	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual	
5	1	Development of Newspapers and magazines	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual	
6	1	– Indian Press and National Movement.	Lecture & Case Study	Experimental learning	1,2,3	1,4	Comprehension	Conceptual	
7	1	Vernacular Press.	Lecture & Discussion	Knowledge updation	1,2,3	1,2	Interactive	Opinionised	
8	1	Social movements and Press, Press after independence;	Lecture & Roleplay	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised	
9	1	Society and Press	Lecture & Discussion	Knowledge updation	1,2,3	1,2	Knowledge	Conceptual	
10	1	Guest lecture: Topic: Impact of News paper in social movement	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 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 – Introduction - Development of Radio	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual	
14	1	history of Radio in India –	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual	
15	1	Radio and propaganda,	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Conceptual	
16	1	technology innovations;	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual	
17	1	Radio and community development,	Lecture & Discussion	Knowledge updation	1,2,3	1,4	Comprehension	Conceptual	
18	1	Emergence of AIR – commercial broadcasting	Lecture & Case Study	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised	
19	1	FM radio	Lecture & Discussion	Knowledge updation	1,2,3	1,2	Knowledge	Conceptual	
20	1	Radio and social development in India	Lecture & Roleplay	Experimental learning	1,2	1,2,3	Interactive	Experiential	
21	1	Radio today.	Lecture & Discussion	Experimental learning	1,2	1,3	Knowledge	Conceptual	
22	1	Guest lecture: Topic: Contribution of Radio in India's economic development	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	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual	
27	1	History of Television	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual	
28	1	Development of TV in India-	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Conceptual	
29	1	SITE –	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual	
30	1	satellite and cable television in India,	Lecture & Discussion	Knowledge updation	1,2,3	1,4	Comprehension	Conceptual	
31	1	regional and local channels.	Lecture & Case Study	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised	
32	1	Television today.	Lecture & Discussion	Knowledge updation	1,2,3	1,2	Knowledge	Conceptual	
33	1	TV commercial	Lecture & Roleplay	Experimental learning	1,2	1,2,3	Interactive	Experiential	
34	1	TV – Technology	Lecture & Discussion	Experimental learning	1,2	1,3	Knowledge	Conceptual	
35	1	Guest lecture: Topic: Evolution or Revolution? Television in Transformation	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	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
39	1	The Media as a social institution –	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
40	1	Media influence and socialization	Lecture & Case Study	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised
41	1	Media and the political and economic system of the society	Lecture & Roleplay	Experimental learning	1,2	1,2,3	Interactive	Experiential
42	1	Media Psychology.	Lecture & Discussion	Knowledge updation	1,2,3	1,4	Comprehension	Conceptual
43	1	Social Media	Lecture & Discussion	Knowledge updation	1,2,3	1,2	Knowledge	Conceptual
44	1	Media Culture and society.	Lecture & Case Study	Experimental learning	1,2,3	3,4	Knowledge	Conceptual
45	1	Micro influencer	Lecture & Roleplay	Experimental learning	1,2,3	2,5	Knowledge	Conceptual
46	1	Media Management	Lecture & Discussion	Knowledge updation	1,2,3	3,5	Knowledge	Conceptual
47	1	Guest lecture: Topic: Importance of media 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 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	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
51	1	Cross media system:	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
52	1	production distribution,.	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Conceptual
53	1	Conglomeration-	Lecture & Case Study	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised
54	1	Global issues in Mass Communication: Globalization,	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual
55	1	Cultural and Media Imperialism.	Lecture & Roleplay	Experimental learning	1,2	1,2,3	Interactive	Experiential
56	1	Media monopoly	Lecture & Discussion	Knowledge updation	1,2,3	1,4	Comprehension	Conceptual
57	1	International media organizations	Lecture & Discussion	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised
58	1	Ethical aspects	Lecture & Roleplay	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised
59		Guest lecture: Topic: How Digital Technologies Are Transforming the Media Industry	Lecture & Discussion	Experimental learning	1,2,3	1,2,4,5	Interactive	Opinionised
60		Revision	Seminar	Experimental learning	1,2,3	1,2,3,4,5	Knowledge	Experiential
61	1	Class test	Quiz	Result based	1,2,3	1,2,3,4,5	Knowledge	Conceptual

Internal Test 2

ASSIGNMENTS AND SEMINARS

Sl No	Module	Topic	Nature of Assignment	Alignment with POs, PSOs and COs
1	1	News paper creation	Group	PSO 1, CO1
2	2	Radio history	Individual	PSO1,2,3 CO 1,2,3
3	3	Case study writing	Individual	PSO1,2,3 CO 1,2,3
4	4	TV evolution from various countries	Group	PSO1,2,3,4 CO 1,2,3
5	5	Ad creation from old magazines	Group	PSO 1,2,3,4,5 CO 1,2,3
6	6	TV channel profiling	Individual	PSO 1,2,3,4,5 CO 1,2,3
11	11	Cross media techniques	Group	PSO 1,2,3,4,5 CO 1,2,3
12	12	Society and social media	Group	PSO 1,2,3,4,5 CO 1,2,3

TEXTBOOKS AND REFERENCES

1	Keval J. Kumar, Mass Communication in India, Jaico Publishing House; Fourth edition, 1994
2	Jean Folkerts, Stephen Lacy, The Media in Your Life: An Introduction to Mass Communication, Pearson; 2 edition, 2000.
3	R. Srinivas Melkote, Communication for Development in the Third World: Theory and Practice for Empowerment, Sage India; Second edition, 2001

SACRED HEART COLLEGE(AUTONOMOUS), THEVARA									
DEPARTMENT OF MANAGEMENT STUDIES									
COURSE PLAN									
ACADEMIC YEAR 2018-19									
PROGRAMME	BBA (Integrated Marketing and New Media)						SEMESTER	6	
COURSE CODE	15U6CRBBA24 Multimedia						CREDIT	4	
HOURS/SEM	90								
FACULTY NAME	ASIF NADHEER								
PROGRAMME SPECIFIC OUTCOMES(PSOs)									
1	The students will get a clear picture on multimedia systems								
2	The Students will be familiar with various multimedia applications and elements								
3	The students will get a clear picture on Streaming media and related terminologies								
4	The students will be familiar with communication protocols and multimedia I/O technologies								
5	The students will acquire knowledge in 2D animation								
COURSE OUTCOMES (COs)									
1	Students will be equipped with various multimedia tools like GRB, CMYK								
2	The students will be able to handle 2D Animation tools like SWF, FLA, FLV								
3	Students will gain knowledge in various multimedia formats and editing tools								
4	Students will gain knowledge in streaming media								
5	Students will get a clear and wide picture on multimedia system and application								
MODULE I Definition of multimedia									
Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)	
1	1	Multimedia systems	Lecture & Discussion	Knowledge updation	1,2,3,4,5	1	Knowledge	Factual	
2	2	Multimedia elements	Lecture & Discussion	Knowledge updation	1,2,3	1,2	Knowledge	Factual	
3	3	Multimedia applications	Lecture & Discussion	Knowledge updation	5	2	Knowledge	Factual	
4	4	Evolving systems of Multimedia	Lecture & Discussion	Knowledge updation	5	1,2,3,4,5	Knowledge	Factual	
MODULE II Multimedia file formats									
5	5	Standards	Lecture & Discussion	Practical learning	3,5	1	Knowledge	Factual	
6	6	communication protocols	Lecture & Discussion	Knowledge updation	5	4	Knowledge	Factual	
7	7	Multimedia I/O technologies	Lecture & Discussion	Knowledge updation	5	4	Knowledge	Factual	
8	8	Test 1 on module 1 and 2							
9	9								
MODULE III Image authoring and editing tools									
10	10	image file formats, JPEG, TIFF, GIF, PNG	Lecture & Discussion	Knowledge updation	3	1	Knowledge	Factual	
11	11	Layers,GRB, CMYK	Lecture & Discussion	Knowledge updation	1	1,3	Knowledge	Factual	
12	12	contrast, brightness, hue, slicing, contrast ratio, aspect ration, gray scale	Lecture & Discussion	Knowledge updation	3	1,3,5	Knowledge	Factual	
13	13	filters, blending tools, image enhancing design technique	Lecture & Discussion	Knowledge updation	3,4,5	1,3	Knowledge	Factual	
		Test 2 on Module 3							
MODULE IV Introduction to 2D animation									
14	14	definition of 2D, characteristics of 2D	Lecture & Discussion	Knowledge updation	1,5	2,5	Knowledge	Factual	
15	15	authoring tools for 2D animation	Lecture & Discussion	Knowledge updation	1,5	2,5	Knowledge	Factual	
16	16	SWF, FLA, FLV	Lecture & Discussion	Knowledge updation	1,5	2,5	Knowledge	Factual	
		Test 3 on Module 4							
MODULE V Streaming media									
17	17	key frame animation	Lecture & Discussion	Knowledge updation	4,5	1,3	Knowledge	Factual	
18	18	shape animation,path animation	Lecture & Discussion	Knowledge updation	4,5	1,3	Knowledge	Factual	
19	19	action script	Lecture & Discussion	Knowledge updation	4,5	1,3	Knowledge	Factual	
20	20	integrating audio with animation	Lecture & Discussion	Knowledge updation	4,5	1,3	Knowledge	Factual	
		Test 4 on Module 5							
		Revision on Module 1,2,3	PPT, Discussion, Lecture						
		Revision on Module 4 and 5	PPT, Discussion, Lecture						
ASSIGNMENTS AND SEMINARS									
SI No	Module	Topic	Nature of Assignment			Alignment with POs, PSOs and COs			
1	1	Multimedia system and application	Individual			PSO1,2 CO1,2			
2	2	Communication protocols and multimedia I/O	Individual			PSO 5 CO 4			
3	3	different image editing tools	Individual			PSO43 CO 1,3,5			
4	4	2D animation and characteristics	Individual			PSO2,5 CO1,5			
5	5	shape animation	Individual			PSO 4,5 CO 1,3			
TEXTBOOKS AND REFERENCES									
1	Satish Jain, Introduction to Multimedia, BPB Publications, 2012								
2	Dr. R. K. Jain, Introduction to Multimedia, Khanna Publishers, 2012								

SACRED HEART COLLEGE(AUTONOMOUS), THEVARA									
DEPARTMENT OF MANAGEMENT STUDIES									
COURSE PLAN									
ACADEMIC YEAR 2018-19									
PROGRAMME	BBA (Integrated Marketing and New Media)						SEMESTER	6	
COURSE CODE	15UGRBBA 25 Digital Marketing						CREDIT	3	
HOURS/SEM	72								
FACULTY NAME	ASIF NADHEER								
PROGRAMME SPECIFIC OUTCOMES(PSOs)									
1	The students will get a clear picture on various digital marketing tools like SEO,SMM etc								
2	Students would gain a thorough knowledge in the fundamentals of Digital Marketing								
3	The students will be able to run social media campaigns on various platforms								
4	The students can effectively use social media and search marketing tools for building a new brand								
5	The students will be will familiar with web marketing,display network,PPC,email marketing etc								
COURSE OUTCOMES (COs)									
1	Students will be equipped with all digital marketing tools								
2	The students will be able to handle digital tools like Google Adsense, Ad Manager, Zoho etc								
3	Students will acquire skill and knowledge in preparing social media campaigns								
4	Students can easily run advertisements and promotions over facebook,instagram,twitter,LinkedIn etc								
5	Students will learn the benefits of promoting products and services over digital platforms								
MODULE I Introduction to web marketing and SEO									
Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)	
1	1	Introduction to web marketing and SEO	Lecture & Discussion	Knowledge updation	1,5	1	Knowledge	Factual	
2	2	The Significance of Web Marketing	Lecture & Discussion	Knowledge updation	1,2,3,4,5	1,2,3,4,5	Knowledge	Factual	
3	3	Internal Measures for SEO	Lecture & Discussion	Knowledge updation	1,2,3	1,2,4	Knowledge	Factual	
4	4	Link Building	Lecture & Discussion	Knowledge updation	1,2	1,2,4	Knowledge	Factual	
5	5	Introduction to Web Marketing Tools - Detailed Session on various CRM Softwares	Lecture & Discussion	Knowledge updation	1,2,3	1	Knowledge	Factual	
MODULE II Display Network									
6	6	Advertising on Display Networks - Practical Session on Adword	Lecture & Discussion	Practical learning	1,3,4,5	2	Practical	Factual	
7	7	Image Advertizing	Lecture & Discussion	Knowledge updation	1,3,5	2,3	Application	Factual	
8	8	Mobile Advertising	Lecture & Discussion	Knowledge updation	1,2,3,4,5	2,4	Application	Factual	
9	9	Video Advertising - Practical Session on Youtube Advertising	Lecture & Discussion	Practical learning	4	2,5	Application	Factual	
10	1	YouTube Advertising	Lecture & Discussion	Knowledge updation	4	2,5	Application	Factual	
11	11	Test 1 on module 1 and 2							
MODULE III Social Media Advertising									
12	12	Creating Effective Content - Content writing,Landing page Importants,Promoting Contents	Lecture & Discussion	Practical learning	4	5	Practical	Factual	
13	13	Do and Dont's for Social Media	Lecture & Discussion	Knowledge updation	3	1,2,3,4,5	Knowledge	Factual	
14	14	Analysing Target Audience - Positioning and Leadgeneration ads	Lecture & Discussion	Knowledge updation	2,4	5	Practical	Factual	
15	15	Test 2 on Module 3							
MODULE IV E-Mail Marketing									
16	16	Creating E-mail Campaigns	Lecture & Discussion	Knowledge updation	4	5	Knowledge	Factual	
17	17	Effective strategies for E-mail Marketing	Lecture & Discussion	Knowledge updation	3	4,5	Knowledge	Factual	
18	18	Promotional Mails	Lecture & Discussion	Knowledge updation	3,4	5	Knowledge	Factual	
19	19	Test 3 on Module 4							
MODULE V Mobile Marketing									
20	20	Key Mobile Marketing Concepts	Lecture & Discussion	Knowledge updation	1,2,3,5	5	Knowledge	Factual	
21	21	Mobile Devices	Lecture & Discussion	Knowledge updation	2	5	Knowledge	Factual	
22	22	SMS Strategy	Lecture & Discussion	Knowledge updation	2,3,5	2,5	Knowledge	Factual	
23	23	Mobile Advertising	Lecture & Discussion	Knowledge updation	2,3	2,3,4,5	Knowledge	Factual	
24	24	Mobile Apps	Lecture & Discussion	Knowledge updation	2	3	Knowledge	Factual	
25	25	Test 4 on Module 5							
26	26	Revision on Module 1,2,3	PPT, Discussion, Lecture						
27	27	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 web marketing tools	Individual			PSO1 CO1			
2	2	Mobile Advertising	Individual			PSO 4 CO 5			
3	3	facebook's Lead generation advertisement	Individual			PSO4 CO 4			
4	4	Email campaigns	Individual			PSO5 CO3			
5	5	Advertising on mobile Application	Individual			PSO 2 CO 3			
TEXTBOOKS AND REFERENCES									
1	Damian Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page; 3 edition, 2014								
2	Eric Morrow, Shannon Chirone, Digital Marketing for Everyone: Connect With Your Customers, Grow Your Business & Demystify Social Media, CreateSpace Independent Publishing Platfo								

SACRED HEART COLLEGE(AUTONOMOUS), THEVARA									
DEPARTMENT OF MANAGEMENT STUDIES									
COURSE PLAN									
ACADEMIC YEAR 2018-19									
PROGRAMME	BBA (Integrated Marketing and New Media)						SEMESTER	6	
COURSE CODE AND TITLE	ISUS2IMN11 Customer Relationship Management						CREDIT	3	
HOURS/SEM	72								
FACULTY NAME	Kalpita Chakraborty								
PROGRAMME SPECIFIC OUTCOMES(PSOs)									
1	To introduce rigorous data-driven approaches to optimize the digital marketing campaign								
2	To equip students with both a conceptual understanding and the knowledge pertaining to practical application of critical skills necessary for building and managing partnering relationships.								
3	To understand and imply skills related to CRM with technology back up								
COURSE OUTCOMES (COs)									
1	Understand the CRM Process								
2	Understand the significance of e-enabled CRM								
3	Understand the the role of CRM in supply chain								
4	Understand the the use of technology								
5	Understand the practical importance of CRM								
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	Definition and meaning of CRM	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Conceptual	
3	1	Scope of CRM	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual	
4	1	Dimensions of CRM	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual	
5	1	Nature of CRM	Lecture & Discussion	Knowledge updation	1,2	1,2,3	Knowledge	Conceptual	
6	1	Goals of CRM	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 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 –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	Balasubramanian, K., Essence of Customer Relationship Management, learn Tech press			
2	For Sugar-CRM & Microsoft Dynamic CRM - Refer Internet. Kaushik Mukerjee – CRM – PHI.			
3	Jagdish N sheth, Atul parvatyar, G. Shainesh customer relationship management: Emerging concept tools and Application: TATA McGraw Hill Publication.			
4	eCRM-Concepts & Cases: Madhavi Garikaparthi			

SACRED HEART COLLEGE(AUTONOMOUS), THEVARA								
DEPARTMENT OF MANAGEMENT STUDIES								
COURSE PLAN								
ACADEMIC YEAR 2018 - 19								
PROGRAMME	BBA (Integrated Marketing and New Media)			SEMESTER	6			
COURSE CODE AND TITLE	15U6CRBBA27 BUSINESS LAW			CREDIT	3			
HOURS/SEM	54							
FACULTY NAME	DR. ARAVIND.T.S							
PROGRAMME SPECIFIC OUTCOMES(PSOs)								
1	Understand the fundamental knowledge in Business Law							
2	Understand the Practical Legal Knowledge in Business							
3	Specify the obligation while doing a business							
4	Analyse the relations between different types of contract, company and partnership							
5	Perform procedures as per legal requirements for a business							
COURSE OUTCOMES (COs)								
1	To remember the basic concepts of Business Law							
2	To understand the different aspects of Business Law							
3	To identify and differentiate various business litigation							
4	To describe the essentials of contract which is applicable in business							
5	To analyse the Business- legal problem scenario							
6	To evaluate the legal problems in the business and able to bring solution comply with legal aspects							
7	To explain and apply various contractual agreement involved in business							
8	To Explain and use national and international level procedures of obtaining IT act 2000							
MODULE I INDIAN CONTRACT ACT, 1872								
Sl.No	Session	Topic	Method of Teaching	Value Additions	CO	PO/PSO	Cognitive Level(CL)	Knowledge Category (KC)
1	1	Sourcecess	Tutorial					
		Meaning, Characteristics & Scope of the contract law,	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
	3	Elements of contract	Lecture & Discussion	Knowledge updation	1	1,2	Knowledge	Conceptual
	4	Offer and acceptance	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Factual
	5	Lawful consideration	Lecture & Discussion	Knowledge updation	1,2	1,2	Knowledge	Conceptual
	6	Capacity to contract	Lecture & Discussion	Experimental learning	1,2,3	1	Comprehension	Conceptual
	7	Free Consent	Lecture & Discussion	Experimental learning	1,2,3	1,2	Comprehension	Conceptual
	8	Lawful Object	Lecture & Discussion	Experimental learning	1,2,3	1,2	Comprehension	Conceptual
	9	Discharge of contract	Lecture & Discussion	Experimental learning	1,2,3	1,2	Knowledge	Conceptual
	10	Breach of Contract & remedies	Lecture & Discussion	Experimental learning	1,2	1,2	Comprehension	Conceptual
	11	Quasi contract, contingent contract	Lecture & Discussion	Experimental learning	1,2	1,2	Comprehension	Conceptual
	12	Bailment, Duties and rights of Bailee	Lecture & Discussion	Experimental learning	1,2,3	1,2	Knowledge	Conceptual
MODULE II COMPANY LAW, 2013								
	13	Company Introduction	Lecture & Discussion	Experimental learning	1,2	1,2,3	Knowledge	Conceptual
	14	Elements of company	Lecture & Discussion	Experimental learning	2,3	1,2,3	Application	Factual
	15	stages of formation of company	Lecture & Discussion	Experimental learning	2,3	1,2,3	Application	Factual
	16	classification of company	Lecture & Discussion	Experimental learning	2,3	1,2,3	Application	Factual
	17	Memorandum of association	Solving more examples	Experimental learning	2,3	1,2,3	Analyze	Factual
	18	Article of association	Solving more examples	Experimental learning	2,3	1,2,3	Analyze	Factual
	19	Prospectus	Solving more examples	Experimental learning	2,3	1,2,3	Analyze	Factual
	20	Doctrine of indore management	Lecture & Discussion	Experimental learning	2,3	1,2,3	Knowledge	Factual
	21	Shares	Solving more examples	Experimental learning	2,3	1,2,3	Synthesise	Factual
	22	Debendures	Lecture & Discussion	Experimental learning	1,2,3	1,2,3	Application	Conceptual
	23	Dividends	Lecture & Examples	Experimental learning	1,2,3	1,2,3	Application	Factual
	24	Transfer and transmission of shares	Lecture & Examples	Experimental learning	1,2,3	1,2,3	Synthesise	Factual
	25	Meeting	Lecture & Examples	Experimental learning	1,2,3	1,2,3	Synthesise	Factual
	26	Winding up	Lecture & Examples	Experimental learning	1,2,3	1,2,3	Application	Factual
	27	Amendments	Solving more examples	Experimental learning	1,2,3	1,2,3	Application	Factual
		Test 1 on module 1 and 2						
MODULE III LIMITED LIABILITY PARTNERSHIP ACT,2008								
	28	Silent Fetures of LLP	Lecture & Discussion	Experimental learning	1,2,3,6,6,8	1,2,3,4,5	Knowledge	Factual
	29	Difference between LLP and partnership and company	Lecture & Discussion	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual
	30	Difference between LLP and partnership and company	Lecture & Discussion	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual
	31	Difference between LLP and partnership and company	Solving more examples	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual
	32	Nature of LLP	Solving more examples	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual
	33	Principal and agents	Lecture & Discussion	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual
	34	Partners & Designated partners	Lecture & Discussion	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual
	35	Incorporation document	Lecture & Discussion	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual
	36	incorporation by registration	Lecture & Discussion	Experimental learning	1,2,3,6,6,9	1,2,3,4,5	Knowledge	Factual
	37	Partners & relations.	Lecture & Discussion	Experimental learning	1,2,3,6,7,9	1,2,3,4,5	Synthesise	Factual
MODULE IV SALE OF GOODS ACT, 1930								
	38	Contract of Sale	Lecture & Discussion	Experimental learning	2,3,6,7,8	1,2,3,4,5	Comprehension	Factual
	39	Sale and Agreement to sale	Lecture & Discussion	Experimental learning	2,3,6,7,8	1,2,3,4,5	Comprehension	Conceptual
	40	Conditions and Warranties	Lecture & Discussion	Experimental learning	2,3,6,7,8	1,2,3,4,5	Comprehension	Factual
	41	Conditions and Warranties	Lecture & Discussion	Experimental learning	2,3,6,7,8	1,2,3,4,5	Application	Conceptual
	42	Conditions and Warranties	Solving more examples	Experimental learning	2,3,6,7,8	1,2,3,4,5	Evaluation	Factual
	43	Transfer of Ownership	Solving more examples	Experimental learning	2,3,6,7,8	1,2,3,4,5	Evaluation	Factual
	44	Performance of contract of sale	Lecture & Discussion	Experimental learning	2,3,6,7,8	1,2,3,4,5	Comprehension	Factual
	45	Unpaid seller	Lecture & Discussion	Experimental learning	2,3,6,7,8	1,2,3,4,5	Comprehension	Conceptual
	46	Rights of Unpaid seller	Lecture & Discussion	Experimental learning	2,3,6,7,8	1,2,3,4,5	Comprehension	Factual
	47	Rights of Unpaid seller	Lecture & Discussion	Experimental learning	2,3,6,7,8	1,2,3,4,5	Comprehension	Factual
	48	Rights of Unpaid seller	Lecture & Discussion	Experimental learning	2,3,6,7,8	1,2,3,4,5	Comprehension	Conceptual
	49	Different parties in sale	Lecture & Discussion	Experimental learning	2,3,6,7,8	1,2,3,4,5	Comprehension	Factual
	50	Different parties in sale	Lecture & Discussion	Experimental learning	2,3,6,7,8	1,2,3,4,5	Comprehension	Factual
		Test 3 on Module 4						

MODULE V IT ACT, 2000

51	Definition, meaning	Lecture & Discussion	Experimental learning	1,2,3,6,6,8	1,2,3,4,5	Knowledge	Factual
52	Digital Signature	Lecture & Discussion	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual
53	Electronic governance	Lecture & Discussion	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual
54	Attribution	Solving more examples	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual
55	Acknowledgement	Solving more examples	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual
56	Dispatch of election records	Lecture & Discussion	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual
57	Regulation of certifying authorities	Lecture & Discussion	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual
58	Digital signature	Lecture & Discussion	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual
59	Digital certificates	Solving more examples	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual
60	Duties of subscribers	Solving more examples	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual
61	Penalties & adjudication	Solving more examples	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual
62	Appellate tribunal	Solving more examples	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual
63	Offences	Solving more examples	Experimental learning	1,2,3,6,7,8	1,2,3,4,5	Synthesise	Factual

ASSIGNMENTS AND SEMINARS

Sl No	Module	Topic	Nature of Assignment	Alignment with POs, PSOs and COs
1	1	Essentials of valid Contract	Individual	PSO 1, CO1
2	2	Types of company	Individual	PSO1,2,3 CO 1,2,3
3	3	LLP	Individual	PSO1,2,3 CO 1,2,3
4	4	Finder of lost goods	Group	PSO1,2,3,4 CO 1,2,3
5	5	IPR	Group	PSO 1,2,3,4,5 CO 1,2,3,6,7,8
6	1	rights of Bailor	Individual	PSO 1,2,3,4,5 CO 1,2,3,6,7,8
7	2	Private company	Group	PSO 1,2,3,4,5 CO 1,2,3,6,7,8
8	3	Disolution of Partnership	Individual	PSO 1,2,3,4,5 CO 2,3,6,7,8
9	4	trafer of goods	Group	PSO 1,2,3,4,5 CO 2,3,6,7,8
10	5	IT act	Individual	PSO 1,2,3,4,5 CO 2,3,6,7,8
11	2	MOA and AOA	Group	PSO 1,2,3,4,5 CO 2,3,6,7,8
12	1	Contract of agency	Individual	PSO 1,2,3,4,5 CO 2,3,6,7,8

TEXTBOOKS AND REFERENCES

1	N.D Kapoor, 2006 Elements of Mercandile Law . 3rd edition, Sul,tan chand and company		
2	Avathar Singh (2008) Company Law 3rd edition, Estern Book company		