

## TEACHING PLAN

EVEN SEMESTER (2021 - 2022)

### A. GENERAL INFORMATION

Name of the Faculty : Mrs. M. Thamilmathi  
Department : Business Administration  
Programme : B.B.A  
Programme Code : AC - II  
Name of the Paper : Business Statistics for Managers  
Lecture Hours : 60 Hrs

### B. ABOUT THE COURSE:

Course Objectives	Course Outcomes	Teaching Methodology
<ul style="list-style-type: none"><li>• To develop the students ability to deal with Frequency Distribution and Cumulative Distribution.</li><li>• To learn Statistical Techniques and their implementation using Comprehensive SPSS .</li><li>• To identify the purpose of Measuring Central Tendency, Variation, Skewness and Kurtosis.</li><li>• To the Concept of Correlation, Various Correlation Coefficients –</li></ul>	<p>Learners will be able to</p> <ul style="list-style-type: none"><li>• Analyze Statistical data graphically using frequency distributions and Cumulative frequency distributions.</li><li>• Compute descriptive statistics using SPSS.</li><li>• Numerical descriptions of data, measures of Skewness and Kurtosis.</li><li>• Identify the principles of correlation Predicting a particular value of Y for a given Value of X and Significance of the Correlation</li></ul>	<ul style="list-style-type: none"><li>• Power Point</li><li>• E – Module</li><li>• Chalk &amp; Talk Method</li><li>• Lecture Method</li><li>• Study Assignment Method,</li><li>• Seminar Method</li></ul>

<p>Pearson's Correlation Co-efficient, Spearman's rank Correlation Coefficient.</p> <ul style="list-style-type: none"> <li>To Understand and Compute various Statistical Measures of Regression.</li> </ul>	<p>Coefficient.</p> <ul style="list-style-type: none"> <li>Demonstrate the knowledge of regression Analysis.</li> </ul>	
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**C. PLAN OF THE WORK:**

Unit / Modules	Topic to be covered	Proposed date	Lecture Hrs	Practical Hrs	Remarks
Unit I	<p><b>Introduction of Statistics:</b>            Definition of Statistics, Characteristics, uses of statistics in commerce and business.            Primary and secondary data – definition.Characteristics of questionnaire.            Sources of secondary data.            Classification of data: objectives – Formation of frequency distribution (one way classification) problems only.</p>	21.02.2022 To 09.03.2022	2 Hrs	-	-
Unit II	<p><b>Measures of Central Tendency :</b>            Measures of central tendency, Characteristics of a good average.            Arithmetic mean.            Median.Mode. geometric mean, Harmonic mean            SPSS packages, operations and ses.</p>	10.03.2022 to 27.03.2022	2 Hrs  3 Hrs	-	-

Unit III	<b>Measures of Dispersion:</b> Measures of dispersion , range. Q.D, M.D. S.D and their coefficients. Skewnes, types and methods. Karl person's and Bowley's coefficient of skewness. 6. Kurtosis – definition – types.	28.03.2022 to 18.04.2022	2 Hrs 2 Hrs 2 Hrs 2 Hrs 2 Hrs 2 Hrs	-	-
Unit IV	<b>Simple Correlation:</b> Simple correlation, Definition. Types of correlation, methods of correlation: Scatter diagram. Karl Pearson's coefficient of correlation. Spearman's rank correlation coefficient (repeated and not repeated ranks)	19.04.2022 to 10.05.2022	3 Hrs 3 Hrs 3 Hrs 3 Hrs	-	-
Unit V	<b>Linear regression:</b> Linear regression, definition. Regression lines X on Y and Y on X. properties of regression coefficients (without proof) – Simple Problems.	11.05.2022 To 29.05.2022	4 Hrs 4 Hrs 4 Hrs	-	-

**D. ACTIVITIES:**

<b>Activities Name</b>	<b>Details</b>
<b>Test</b>	Monthly Test - Unit I & IV
<b>Assignment</b>	Assignment I - Unit I & II Assignment II - Unit III & IV
<b>Quiz</b>	Two Mark Quiz Test - Unit I to Unit V
<b>Seminar</b>	Unit I to V
<b>Tutor Ward Meeting</b>	Monthly Once



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## TEACHING PLAN

### A. GENERAL INFORMATION

Name of the Faculty	:	Mrs. M. Thamilmathi
Department	:	Business Administration
Programme	:	B.B.A
Programme Code	:	CC - VII
Name of the Paper	:	Human Resource Management
Lecture Hours	:	60 Hrs

### B. ABOUT THE COURSE:

Course Objectives	Course Outcomes	Teaching Methodology
<ul style="list-style-type: none"><li>• To make the students to understand the basic elements of HRM.</li><li>• To provide knowledge to the Students about Job Analysis, Job Description, Job Specification etc.</li><li>• To acquire knowledge about Training methods.</li><li>• To inculcate the students about the methods of Job Evaluation, Wage Payments, Incentives etc.</li></ul>	<ul style="list-style-type: none"><li>• Learners will be able to</li><li>• Acquire knowledge about basic elements of HRM.</li><li>• Understand the Job Analysis, Job Description, Job Specification etc.</li><li>• Gain Knowledge about Training methods and Performance Appraisal.</li><li>• Learn about Promotion methods, Transfer etc.</li><li>• Know about Job Evaluation, Wage Payments, and Incentives etc.</li></ul>	<ul style="list-style-type: none"><li>• Power Point</li><li>• E – Module</li><li>• Chalk &amp; Talk Method</li><li>• Lecture Method</li><li>• Study Assignment Method,</li><li>• Seminar Method</li></ul>

**C. PLAN OF THE WORK:**

<b>Unit / Modules</b>	<b>Topic to be covered</b>	<b>Proposed date</b>	<b>Lecture Hrs</b>	<b>Practical Hrs</b>	<b>Remarks</b>
Unit I	<b>Introduction to HRM:</b> Introduction. Processes. Functions of Human Resource Management. Human Resource Department Structure. Role of Human Resource Manager in the Organization.	21.02.2022 To 09.03.2022	2 Hrs 2 Hrs 3 Hrs  3 Hrs  2 Hrs	-	-
Unit II	<b>Job Analysis:</b> Job Analysis. Job Description. Job Specification. Human Resource Planning. Recruitment, Selection Process. Interview.	10.03.2022 to 27.03.2022	2 Hrs 2 Hrs 2 Hrs 2Hrs 2 Hrs 2 Hrs	-	-
Unit III	<b>Training:</b> Training, Definitions. Need and Importance. Steps. Different Training Methods	28.03.2022 to 18.04.2022	3 Hrs 2 Hrs 1 Hrs 3 Hrs	-	-
Unit IV	<b>Promotion:</b> Promotion, Definition. Advantages, Disadvantages. Methods. Basis of Promotion, Demotion. Transfer- Definition. Types and Purpose of Transfer.	19.04.2022 to 10.05.2022	2 Hrs 2 Hrs 2 Hrs 2 Hrs 2 Hrs 2 Hrs	-	-

Unit V	<b>Job Evaluation Method:</b> Job Evaluation Method. Wages. Different Patterns of Wage Payments. Time Rate and Piece Rate. Wage Incentives - Cost of Living Index - Bonus.	11.05.2022 To 29.05.2022	2 Hrs 3 Hrs 1 Hrs 2 Hrs 2 Hrs 2 Hrs	-	-

**D. ACTIVITIES:**

Activities Name	Details
<b>Test</b>	Monthly Test - Unit I & IV
<b>Assignment</b>	Assignment I - Unit I & II Assignment II - Unit III & IV
<b>Quiz</b>	Two Mark Quiz Test - Unit I to Unit V
<b>Seminar</b>	Unit I to V
<b>Tutor Ward Meeting</b>	Monthly Once

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### A. GENERAL INFORMATION

Name of the Faculty : Mrs. M. Thamilmathi  
Department : Business Administration  
Programme : B.B.A  
Programme Code : CC - XIV  
Name of the Paper : Retail Marketing Management  
Lecture Hours : 90 Hrs

### B. ABOUT THE COURSE:

Course Objectives	Course Outcomes	Teaching Methodology
<ul style="list-style-type: none"><li>• To provide information about Retail Marketing.</li><li>• To enable the students to learn about Buying, Assembling, Selling and Transporting.</li><li>• To acquire the knowledge about Storage and warehousing.</li><li>• To educate the students to learn Buyer Behaviour.</li><li>• 5. To express the students about New Product Development.</li></ul>	<ul style="list-style-type: none"><li>• Learner will be able</li><li>• acquire the knowledge about Retailing.</li><li>• understand the concept of Buying, Selling, Assembling and Transporting.</li><li>• gain the knowledge about Storage and Warehousing.</li><li>• develop the concept of Buyer Behaviour.</li><li>• learn about New Product Development.</li></ul>	<ul style="list-style-type: none"><li>• Power Point</li><li>• E – Module</li><li>• Chalk &amp; Talk Method</li><li>• Lecture Method</li><li>• Study Assignment Method,</li><li>• Seminar Method</li></ul>



**C. PLAN OF THE WORK:**

<b>Unit / Modules</b>	<b>Topic to be covered</b>	<b>Proposed date</b>	<b>Lecture Hrs</b>	<b>Practical Hrs</b>	<b>Remarks</b>
<b>Unit I</b>	<b>Introduction:</b> Definition of Retail Marketing. Evolution of Retail Marketing. Features of Modern Retail Marketing. Importance of Retail Marketing. Retail Marketing mix.	21.02.2022 To 09.03.2022	3 Hrs 3 Hrs 4 Hrs 2 Hrs 3 Hrs	-	-
<b>Unit II</b>	<b>Functions of Retail Marketing:</b> Functions of Retail Marketing. Buying. Assembling. Selling, Transporting.	10.03.2022 to 27.03.2022	3 Hrs 3 Hrs 3 Hrs 3 Hrs	-	-
<b>Unit III</b>	<b>Storage and Warehousing:</b> Storage and Warehousing. Risk Bearing. Retail market Information. Grading and Standardization. Retail market Function.	28.03.2022 to 18.04.2022	3 Hrs 3 Hrs 3 Hrs 3 Hrs 3 Hrs	-	-
<b>Unit IV</b>	<b>Buyer Behavior:</b> Buyer Behavior. Consumer Goods and Industrial Goods. Buyer Behavior Model. Factors Influencing Buyer Behavior. Market Segmentation. Need and Basis-Targeting-Positioning.	19.04.2022 to 10.05.2022	2 Hrs 2 Hrs 2 Hrs 3 Hrs 3 Hrs 3 Hrs	-	-

<b>Unit V</b>	Sales Forecasting, New Product Development and Product Life Cycle: Retail Sales Forecasting.	11.05.2022 To	2 Hrs	-	-
	Methods.Analysis and Application.	29.05.2022	2 Hrs		
	Products-Classifications.New Product Development Process.		2 Hrs		
	Product Life Cycle.Product Portfolio Analysis.Line and product mix decisions.		2 Hrs		

**D. ACTIVITIES:**

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<b>Tutor Ward Meeting</b>	Monthly Once

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## TEACHING PLAN

### A. GENERAL INFORMATION

Name of the Faculty	:	Mrs. M. Thamilmathi
Department	:	Business Administration
Programme	:	B.B.A
Programme Code	:	SBC - I
Name of the Paper	:	Office Management (Practical)
Lecture Hours	:	30 Hrs

### B. ABOUT THE COURSE:

Course Objectives	Course Outcomes	Teaching Methodology
<ul style="list-style-type: none"><li>• To impart the knowledge about Ms Word Document.</li><li>• To give in depth knowledge of documentation through MS Excel.</li><li>• To prepare a slides in attractive To provide the Internet for send an email with or without attachments.</li><li>• To help them to apply various accounting procedures through Tally Software.</li></ul>	<ul style="list-style-type: none"><li>• Learners will be able to</li><li>• Familiarize with MS word document.</li><li>• Understand the knowledge about MS Excel.</li><li>• Design and develop the Slides in MS Power Point.</li><li>• Send e mail messages (with or without attachments) using Internet.</li><li>• Gain the practical knowledge on Accounting Software Tally.</li></ul>	<ul style="list-style-type: none"><li>• Power Point</li><li>• Chalk &amp; Talk Method.</li><li>• Demonstration Method.</li></ul>

**C. PLAN OF THE WORK:**

<b>Unit / Modules</b>	<b>Topic to be covered</b>	<b>Proposed date</b>	<b>Lecture Hrs</b>	<b>Practical Hrs</b>	<b>Remarks</b>
Unit I	<p><b>Ms Word: Over View :</b></p> <p><b>Exercises:</b> 1. Typewrite an application for a suitable post for yourself in proper format.</p> <p>2. Prepare a bio data in standard format without using a table.</p>	<p>24.02.2022</p> <p>to</p> <p>14.03.2022</p>	-	<p>3 Hrs</p> <p>3 Hrs</p>	-
Unit II	<p><b>MS Excel: Over View:</b></p> <p><b>Exercises:</b> 1. Create a mark list for 5/10 students and show their total and % of mark.</p> <p>2. Create a chart for the table given.</p>	<p>22.03.2022</p> <p>to</p> <p>07.04.2022</p>	-	<p>3 Hrs</p> <p>3 Hrs</p>	-
Unit III	<p><b>MS Power point:</b></p> <p><b>Exercises:</b> 1. Create a title slides and 2 more slides to give presentation.</p> <p>2. Choose a proper layout and an attractive back ground using a template.</p>	<p>19.04.2022</p> <p>to</p> <p>29.04.2022</p>	-	<p>3 Hrs</p> <p>3 Hrs</p>	-
Unit IV	<p><b>Internet browsing :</b></p> <p><b>Exercises:</b> 1. Send an email to friend of yours with an attachment and mark a copy of the email to yourself.</p> <p>Management. in Management Thought.</p>	<p>06.05.2022</p> <p>to</p> <p>24.05.2022</p>	-	<p>3 Hrs</p> <p>3 Hrs</p>	-
Unit V	<p><b>Tally:</b></p> <p><b>Exercise:</b> 1. Introduction to basics of Accounting Software.</p>	<p>31.05.2022</p> <p>to</p> <p>06.06.2022</p>	-	6 Hrs	-

**D. ACTIVITIES:**

<b>Activities Name</b>	<b>Details</b>
Repetition Class Observation Correction Record Correction Mid Semester Model Practical	01.03.2021 to 13.03.2021



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