

TEACHING PLAN

ODD SEMESTER (2021 - 2022)

A. GENERAL INFORMATION

Name of the Faculty : Mrs. M. Thamilmathi

Department : Business Administration

Programme : B.B.A

Programme Code : CC - I

Name of the Paper : Principles of Management

Lecture Hours : 90 Hrs

B. ABOUT THE COURSE:

Course Objectives	Course Outcomes	Teaching Methodology
<ul style="list-style-type: none"> • To impart knowledge about the basic concepts and principles of management. • To enable the students to gain knowledge about Planning and Decision making. • To provide knowledge about the concept and process of Organisation. • To educate the Students about Staffing, Training and Direction. 	<ul style="list-style-type: none"> • Learners will be able to • understand the basic concepts and principle of management. • understand the Planning and Decision making process. • understand the concept and process of Organisation. • understand the concepts of Staffing, Training and direction. • acquire knowledge about 	<ul style="list-style-type: none"> • Power Point • E – Module • Chalk & Talk Method • Lecture Method • Study Assignment Method, • Seminar Method

<ul style="list-style-type: none"> To inculcate knowledge about Controlling Principles and Methods. 	controlling activities	
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C. PLAN OF THE WORK:

Unit / Modules	Topic to be covered	Proposed date	Lecture Hrs	Practical Hrs	Remarks
Unit I	Introduction to Management: Nature and Scope of Management. Management as a Science, an Art or a Profession. Process – Levels of management. F.W.Taylor’s Scientific Management. Fayol’s Theory of Management.	09.08.2021 to 07.09.2021	2 Hrs 3 Hrs 3Hrs 3Hrs 4 Hrs	-	-
Unit II	Planning: Planning, Process. Types of Plans. Objectives, Policies, Procedures, Rules, Strategies, Programmes and Budgets. Decision making, Process of decision making. Types of decision, Problems involved in decision making.	09.09.2021 to 30.09.2021	3 Hrs 2Hrs 4Hrs 3Hrs 3Hrs	-	-

Unit III	Organizing: Organizing Concept. Organization as a process. Elements of Organization process. Types of organization. Centralization. 6. Decentralization.	01.11.2021 to 15.11.2021	2 Hrs 3 Hrs 3Hrs 3Hrs 2 Hrs 2 Hrs	-	-
Unit IV	Staffing: Staffing, Functions, Process. Selection, Recruitment. Training. Direction – Concept, Elements of Directing. Principles of Direction – Process of Directing.	17.11.2021 to 04.12.2021	2Hrs 3Hrs 4 Hrs 3Hrs 3Hrs	-	-
Unit V	Controlling: Controlling, Concept of Control. Methods of Controlling. Coordinating, Need. Principles-Approaches to achieve Effective Coordination. Process of Control.	05.12.2021 to 22.12.2021	3 Hrs 3 Hrs 3Hrs 3Hrs 3Hrs	-	-

D. ACTIVITIES:

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



PRINCIPAL

Principal
A.D.M. College For Women
Autonomous, Nagapattinam.

TEACHING PLAN

ODD SEMESTER (2021 - 2022)

A. GENERAL INFORMATION

Name of the Faculty	:	Mrs. M. Thamilmathi
Department	:	Business Administration
Programme	:	B.B.A
Programme Code	:	AC - I
Name of the Paper	:	Managerial Economics
Lecture Hours	:	60 Hrs

E. ABOUT THE COURSE:

Course Objectives	Course Outcomes	Teaching Methodology
<ul style="list-style-type: none">• To study the relationship between the Economics and Management.• To inculcate the concept of cost, Role of Supply and Demand etc.• To impart knowledge about monopolistic and oligopolistic competition.• To educate the students about National Income, price control etc.• To provide knowledge about profit management, Planning, Supply of Money etc.	<ul style="list-style-type: none">• Learner will be able to• understand the Relationship between the Economics and Management.• understand the concept of Cost, Role of Supply and Demand etc.• gain knowledge about monopolistic and oligopolistic competition.• understand the concept national Income, Price control etc.• 5.acquire knowledge about profit management, Planning, Supply of Money etc.	<ul style="list-style-type: none">• Power Point• E – Module• Chalk & Talk Method• Lecture Method• Study Assignment Method,• Seminar Method

PLAN OF THE WORK:

Unit / Modules	Topic to be covered	Proposed date	Lecture Hrs	Practical Hrs	Remarks
Unit I	Introduction: Meaning of Managerial Economics. Nature and Scope. Limitations of Economics Analysis to Business Decision Making. Significance of Managerial Economics. Characteristics of Managerial Economics.	22.09.2021 To 04.10.2021	2 Hrs 3 Hrs 2Hrs 2Hrs 3 Hrs	-	-
Unit II	Cost Concept: Cost Concept. Theory of firm. The Problem of Price Fixation. The Role of Supply and Demand. 5. Concept of Normal Profit and Sales Maximization Principle.	05.10.2021 to 20.10.2021	3 Hrs 2Hrs 2Hrs 3Hrs 2Hrs	-	-
Unit III	Monopoly, Oligopoly: Competition . Monopoly. Monopolistic Competition. Perfect Competition & Imperfect Competition. 5. Oligopoly.	21.10.2021 to 01.11.2021	3 Hrs 3 Hrs 2 Hrs 2 Hrs 2 Hrs	-	-
Unit IV	National Income: National Income. Circular Flow of Income. Measurement and Difficulties in the Measurement. Theory of Price Control.	02.11.2021 to 16.11.2021	2Hrs 3Hrs 2 Hrs 3Hrs 2Hrs	-	-

Unit V	Profit Management:				
	Profit Management.	17.11.2021	2 Hrs	-	-
	Profit Policies.	To	2 Hrs		
	Profit Planning and Forecasting.	25.11.2021	3Hrs		
	RBI Functions.		3Hrs		
	Supply of Money.		2Hrs		

F. ACTIVITIES:

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Quiz	Two Mark Quiz Test - Unit I to Unit V
Seminar	Unit I to V
Tutor Ward Meeting	Monthly Once

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TEACHING PLAN

A. GENERAL INFORMATION

Name of the Faculty	:	Mrs. M. Thamilmathi & Mrs. M. Dhinaka
Department	:	Business Administration
Programme	:	B.B.A
Programme Code	:	SBC - III
Name of the Paper	:	Capacity Building for Employment
Lecture Hours	:	30 Hrs

B. ABOUT THE COURSE:

Course Objectives	Course Outcomes	Teaching Methodology
<ul style="list-style-type: none">• To impart the knowledge about the Communication, Listening, and Presentation Skills etc.• To educate the Students about Decision Making and Leadership.• To understand the knowledge about the Counseling and Competitive Exam.• To enable the students to develop Self Help Groups and Schemes.	<ul style="list-style-type: none">• Learners will be able to• Acquire the knowledge about the Communication, Listening, and Presentation Skills etc.• Understand the Students about Decision Making and Leadership.• Gain the knowledge about the Counseling and Competitive Exam.• Develop students about Interview and prepare Bio – Data.• Learn about the students to develop Self Help Groups and Schemes.	<ul style="list-style-type: none">• Power Point• E – Module• Chalk & Talk Method• Lecture Method• Study Assignment Method,• Seminar Method

C. PLAN OF THE WORK:

Unit / Modules	Topic to be covered	Proposed date	Lecture Hrs	Practical Hrs	Remarks
Unit I	Communication, Listening and Presentation Skills: Communication Skill. Listening Skill. Presentation Skill. Creativity, Creativity Thinking. Positive Attitude. Self Image.	11.08.2021 to 23.08.2021	1 Hrs 1 Hrs 1 Hrs 1 Hrs 1 Hrs	-	-
Unit II	Women Entrepreneurship: Decision Making. Leadership. Confidence, Group Discussion, Interview Skills. Time Management. Team Work, Emotional Stability. Entrepreneurship, Women Entrepreneurship Government of Tamil Nadu Schemes for women, entrepreneurship and SHG.	27.08.2021 to 06.09.2021	1 Hrs 1 Hrs 1 Hrs 1 Hrs 1 Hrs 1 Hrs	-	-
Unit III	Counseling for choosing the right field: Counseling for choosing the right field. Preparation required for Competitive Exam, Collecting the Information.	14.09.2021 to 23.09.2021	2 Hrs 2 Hrs 2 Hrs	-	-
Unit IV	Interview: Interview .A concept of mutuality. How to Prepare Bio-Data Resume. Grooming for the Interview. Impression Management Guidelines for facing Interview	13.10.2021 to 28.10.2021	1 Hrs 1 Hrs 1 Hrs 1 Hrs	-	-

Unit V	Self Help Groups:	01.11.2021	2 Hrs	-	-
	Self Help Groups. Schemes. Schemes	to	2 Hrs		
	Offered by District Industrial Centre.	23.11.2021	2 Hrs		

D. ACTIVITIES:

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TEACHING PLAN

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A. GENERAL INFORMATION

Name of the Faculty	:	Mrs. M. Thamilmathi
Department	:	Business Administration
Programme	:	B.B.A
Programme Code	:	CC - X I
Name of the Paper	:	Research Methodology
Lecture Hours	:	60 Hrs

B. ABOUT THE COURSE:

Course Objectives	Course Outcomes	Teaching Methodology
<ul style="list-style-type: none"> • The Course Aims • To familiarize students with basic of research and the Research Process. • To identify the concepts and procedures of Sampling and Sampling errors. • To discuss the concept of Data Collection Methods. • To basic concepts in Testing of Hypothesis. • To develop and understanding of Research Reports. 	<ul style="list-style-type: none"> • Learner will be able to • develop understanding on various kinds of Research and the Research Process • apply the need for Sampling and Sampling errors. • gain the knowledge about Data Collection methods. • 4. demonstrate knowledge and understanding of testing of hypothesis. • 5. identify the overall process of designing a Research Reports. 	<ul style="list-style-type: none"> • Power Point. • E – Module. • Chalk & Talk Method. • Lecture Method. • Study Assignment Method. • 6. Seminar Method

PLAN OF THE WORK:

Unit / Modules	Topic to be covered	Proposed date	Lecture Hrs	Practical Hrs	Remarks
Unit I	Introduction to Research: Research Definition. Importance. Advantages and Limitations. The Research Process -Problem Identification. Design of Research and Types of Design.	22.09.2021 To 04.10.2021	2 Hrs 3 Hrs 2Hrs 2Hrs 3 Hrs	-	-
Unit II	Sampling Process: Sampling Process and Selection. Sample Types. Sample Size. Sampling Errors	05.10.2021 to 20.10.2021	3 Hrs 3Hrs 3Hrs	-	-
Unit III	Data Collection Methods and Tools : Data Collection Methods and Tools. Questionnaire. Interview Schedule. Kinds of Data. Attitude Measurement of Scaling Technique. Editing, Coding, Tabulation.	21.10.2021 to 01.11.2021	2 Hrs 2 Hrs 2 Hrs 2 Hrs 2 Hrs 2 Hrs	-	-
Unit IV	Statistical Data Analysis: Statistical Data Analysis. Hypothesis-Its sources. Formulation and Testing of Hypothesis. T – Test. Chi Square Test.	02.11.2021 to 16.11.2021	2Hrs 3Hrs 2 Hrs 3Hrs 2Hrs	-	-
Unit V	Report Writing: Interpretation and Report Writing. Steps in writing reports. Layout of report. Types and Principles of Report Writing. Graphical representation of results.	17.11.2021 To 25.11.2021	2 Hrs 2 Hrs 3Hrs 3Hrs 2Hrs	-	-

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A. GENERAL INFORMATION

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Department	:	Business Administration
Programme	:	B.B.A
Programme Code	:	SBC
Name of the Paper	:	E- Business
Lecture Hours	:	30 Hrs

B. ABOUT THE COURSE:

Course Objectives	Course Outcomes	Teaching Methodology
<ul style="list-style-type: none">• To make the students to understand about the concepts of e- business.• To educate the students to learn e – CRM software.• To give in-depth knowledge of documentation through MS word.• To gain the knowledge about an electronic Market.• To inculcate the knowledge on Internet.	<ul style="list-style-type: none">• Learner will be able• understand the various aspects of e-business.• outline the evolution of e-CRM software.• assess the knowledge about MS Word.• gain the knowledge on Electronic market.• create an understanding of internet.	<ul style="list-style-type: none">• Power Point.• E – Module.• Chalk & Talk Method• Lecture Method• Study Assignment Method,• Seminar Method

C. PLAN OF THE WORK:

Unit / Modules	Topic to be covered	Proposed date	Lecture Hrs	Practical Hrs	Remarks
Unit I	Introduction: Basic Internet fundamentals: Overview of the Internet. Browsing the world wide web. Electronic Mail. Basics of using FTP. Newsgroups. Searching the web to gain Market Intelligence, Internet Technology.	11.08.2021 to 23.08.2021	1 Hrs 1 Hrs 1 Hrs 1 Hrs 1 Hrs	-	-
Unit II	e-CRM Software: E-CRM – Meaning. Difference between CRM & e CRM. Features of e –CRM. e-CRM Software.	27.08.2021 to 06.09.2021	1 Hrs 1 Hrs 2 Hrs 2 Hrs	-	-
Unit III	MS-office overview: MS-office overview. Data Entry. Graphs. Aggregate Functions. 5. Formulas & Function Different No System & Conversion.	14.09.2021 to 23.09.2021	2 Hrs 1 Hrs 1 Hrs 2 Hrs	-	-
Unit IV	Electronic Market: An Electronic Market place of buyers & Sellers. Collaborating on a distribution chain. Online Catalog.	13.10.2021 to 28.10.2021	2 Hrs 2 Hrs 2 Hrs	-	-
Unit V	Internet: Lab Practical CIA - 10 Marks Overview of the Internet. Browsing the world wide web. . Electronic Mail.	01.11.2021 to 23.11.2021	2 Hrs 2 Hrs 2 Hrs	-	-

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