

**ST. MARY'S COLLEGE (Autonomous)**

***(Re-credited with 'A+' grade by NAAC)***

**Thoothukudi \_ 628001, Tamil Nadu.**

**(Affiliated To Manonmaniam Sundaranar University)**



## **SYLLABUS**



**B.B.A. (SSC)**

**(Choice Based Credit System)**

**(W.E.F. 2021-2024)**

**Department of BBA**  
**Course Structure (w.e.f. 2021 )**  
**Semester –I**

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
I	Tamil	21ULTA11	,f;fhy ,yf;fpak; nra;As; ,yf;fzk;> ,yf;fpatuyhW>ciueil> fij	6	3	40	60	100
	French	21ULFA11	Preliminary French and Commercial terms					
II	General English	21UGEN11	Poetry, Prose, Extensive Reading and Communicative English – II	6	3	40	60	100
III	Core I	21UBAC11	Principles of management	5	4	40	60	100
	Core II	21UBAC12	Accounting for Managers	5	4	40	60	100
	Allied I	21UBAA11	Business Environment	4	4	40	60	100
	Skill Enhancement Course - I	21UBAPE1	Professional English for Management - I	2	2	20	30	50
IV	Ability Enhancement Course	21UAVE11	Value Education	2	2	20	30	50
<b>Total</b>				<b>30</b>	<b>22</b>			

## Semester II

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
I	Tamil	21ULTA21	rka ,yf;fpaq;fSk; ejPp ,yf;fpaq;fSk;> nra;As; ,yf;fzk>; ,yf;fpauyhW> ciueil>tho;f;if tuyhW Progressive French and Commercial Correspondence	6	3	40	60	100
	French	21ULFA21						
II	General English	21UGEN21	Prose, Poetry, Extensive Reading & Language Study- II	6	3	40	60	100
III	Core III	21UBAC21	Organisational Behaviour	5	4	40	60	100
	Core IV	21UBAC22	Business Statistics	5	4	40	60	100
	Allied II	21UBAA21	Business Ethics and Corporate Social Responsibility	4	4	40	60	100
	Skill Enhancement Course - II	21UBAPE2	Professional English for Management – II	2	2	20	30	50
IV	Ability Enhancement Course	21UAEV21	Environmental Studies	2	2	20	30	50
Total				30	22			

### Semester III

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
I	Tamil	21ULTA31	nghJj;jkpo; jhs; 3 : fhg;gpaq;fSk; rpw;wpyf;fpaq;fSk; (nra;As;> ,yf;fzk;> ,yf;fpa tuyhW> ciueil> GjpdK;)	6	4	40	60	100
II	General English	21UGEN31	Poetry, Prose, Extensive Reading and Communicative English- III	6	4	40	60	100
III	Core V	21UBAC31	Business Economics	6	4	40	60	100
	Allied III	21UBAA31	Banking Practices	4	4	40	60	100
	Core SB	21UBAS31	Logistics Management	4	4	40	60	100
	NME I	21UBAN31	Introduction to Management	2	2	40 40	60 60	100 100
IV	Ability Enhancement Course	21UAWS31	Women's Synergy	2	2	20	30	50
	Self-Study / Online Course/ Internship (Compulsory)	21UBASS1	Personality Development		2			
<b>Total</b>				<b>30</b>	<b>28</b>			<b>600</b>

### Semester IV

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
I	Tamil	21ULTA41	nghJj;jkpo; jhs; 4: rq;f ,yf;fpak;; (nra;As;> ,yf;fzk;> ,yf;fpa tuyhW> ciueil> ehlfk;)	6	4	40	60	100
II	General English	21UGEN41	Poetry, Prose, Extensive Reading and Communicative English –IV	6	4	40	60	100
III	Core VI	21UBAC41	Quantitative Techniques for Managers	6	4	40	60	100
	Allied IV	21UBAA41	International Business	4	4	40	60	100
	Core SB	21UBAS41	Office Automation	4	4	40	60	100
	NME II	21UBAN41	Entrepreneurship	2	2	40	60	100
IV	Ability Enhancement Course	21UAYM41	Yoga & Meditation	2	2	20	30	50
	Self Study / On-line Course Internship (Optional)	21UBASS2	Business Leadership Skills		+2			
V	NCC,NSS& Sports				1			
	Extension Activities CDP				+1			
<b>Total</b>				<b>30</b>	<b>27+3</b>			

### Semester V

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
	Core VII (Common Core)	21UMCC51	Human Resource Management	6	3	40	60	100
III	Core VIII	21UBAC51	Research Methodology	6	4	40	60	100
	Core IX	21UBAC52	Entrepreneurial Development	6	4	40	60	100
	Core X	21UBAC53	Case Study Analysis	5	4	40	60	100
	Core Elective	21UBAE51	IT skills for Managers	5	4	40	60	100
IV	Common Skill Based	21UCSB51	Computer for Digital Era and Soft Skills	2	2	20	30	50
	Self-Study paper / MOOC (Optional)	21UBASS3	Consumer Behaviour		+2			
<b>Total</b>				<b>30</b>	<b>21+2</b>			

**Semester VI**

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
III	Core XI	21UBAC61	Financial Management	6	4	40	60	100
	Core XII	21UBAC62	Law for Managers	6	4	40	60	100
	Core XIII	21UBAC63	Foreign Trade – Import and Export Procedure	6	4	40	60	100
	Core XIV	21UBAC64	Production and Operations Management	6	4	40	60	100
IV	Core XV/	21UBAC65	Contemporary issues in management	6	4	40	60	100
	Project	21UBAP61	Project					
<b>Total</b>				<b>30</b>	<b>20</b>			
<b>Total</b>				<b>180</b>	<b>140+5</b>			

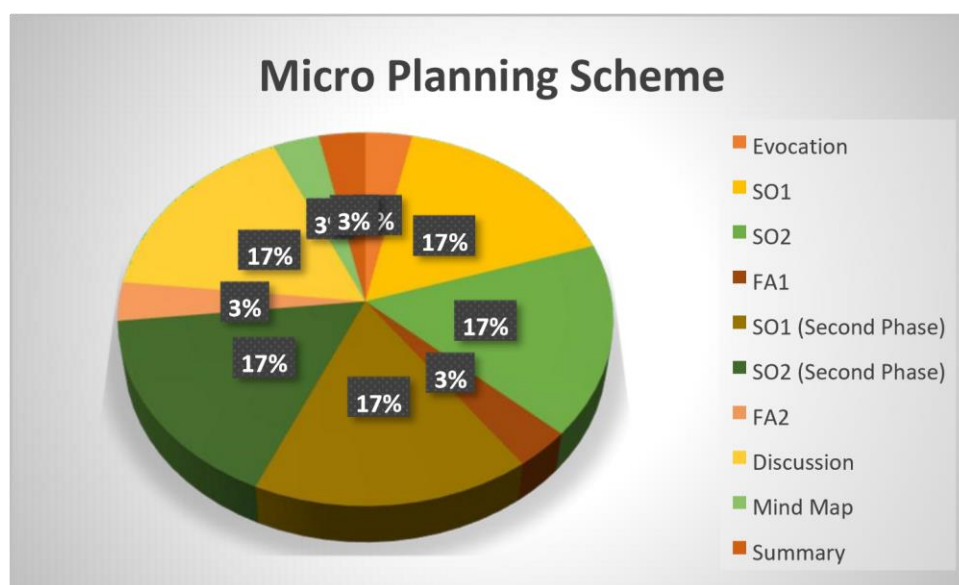
## Lesson Plan

<b>Programme</b>	BBA
<b>Semester</b>	I
<b>Course Title</b>	Business Environment
<b>Code</b>	21UBAA11
<b>Hours</b>	4
<b>Total Hours</b>	60
<b>Credits</b>	4
<b>Max Marks</b>	60
<b>Unit &amp; Title</b>	Unit III: Political and legal environment
<b>Name of the Faculty</b>	Ms.R.Paul Roja
<b>T-L tools</b>	Mind Maps, Power point, Group Discussion

**Pre-requisite Knowledge :** Basic understanding of government policies and legal frameworks that impact businesses.

**Micro- Planning** : 60 minutes

**Micro-Planning**



Activity	Time (Minutes)
Evocation	2
SO1	10
SO2	10
FA1	2
SO1 (Second Phase)	10
SO2 (Second Phase)	10
FA2	2
Discussion	10
Mind Map	2
Summary	2

### 1. Topics for Learning through Evocation

- **Brief explanation:** How do government policies and legal regulations impact businesses?
- **Ask:** Can you think of any examples of how political or legal decisions have affected businesses in your area?

## **2. Topic Introduction**

### **2.1 General Objective**

To understand the influence of the political and legal environment on business operations.

### **2.2 Specific Outcomes**

- To explain the components of the political environment.
- To identify key legal frameworks that regulate businesses.
- To analyze the impact of political and legal changes on industries. First Phase

SO1 (10 minutes): Explain the political environment:

- Definition: The role of government, political stability, and policies affecting business.
- Components:
  1. Government policies (fiscal and monetary).
  2. Political ideologies and systems (democracy, socialism, etc.).
  3. Political stability and its impact on trade and investment.

SO2 (10 minutes): Discuss the legal environment:

- Key regulations affecting businesses:
  1. Consumer Protection Act
  2. Labour laws (e.g., minimum wage laws)
  3. Environmental laws (e.g., pollution control regulations)
  4. Intellectual property rights

Formative Assessment 1 (FA1):

Ask students to identify examples of political or legal policies that have impacted businesses.

## Second Phase

SO1 (10 minutes): Analyze case studies of businesses affected by political or legal changes.

Example: Impact of GST implementation or international sanctions.

SO2 (10 minutes): Explain how businesses adapt to political and legal changes through strategies like compliance and lobbying.

Formative Assessment 2 (FA2):

Students outline how a hypothetical business might adapt to a new government regulation.

## Mind Map (2 minutes)

Create a mind map linking political factors and legal regulations to their effects on businesses.

## Summary (2 minutes)

Summarize the key points:

- The importance of understanding the political and legal environment.
- How businesses can adapt to these factors.

## 2.3 Taxonomy of Objectives

Taxonomy of objectives
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Knowledge Dimension	The Cognitive Process Dimension					
	Remember	Understand	Apply	Analyse	Evaluate	Create
A. Factual Knowledge		1				
B. Conceptual Knowledge		1				
C. Procedural Knowledge					1	
D. Meta Cognitive Knowledge						1

## 2.4 Key Words

Political, legal, business environment

**2.5 Key Diagrams Power point presentation** <https://gamma.app/docs/Navigating-the-Political-and-Legal-Landscape-n9tzcgvyvfz8yv7>

## 3. Discussion

Students discuss recent political or legal changes in their region and how these have impacted specific industries.

## 4. Mind Map



## 5. Summary

### Summary of Political and Legal Environment

The **political and legal environment** encompasses the government, its policies, political ideologies, and legal frameworks that influence the operations of businesses. It plays a significant role in shaping the overall business climate and determines how companies operate, grow, and compete.

#### Key Components of the Political Environment

**Government Policies:** Fiscal and monetary policies directly impact businesses, such as tax rates, subsidies, and trade restrictions.

**Political Stability:** A stable political environment encourages investment and economic growth, while instability can create uncertainty.

**Political Ideologies:** Systems like democracy, socialism, or capitalism influence how businesses are regulated and operated.

#### Key Components of the Legal Environment

**Consumer Protection Laws:** Ensure the rights of consumers and prevent unfair trade practices.

**Labour Laws:** Regulate working conditions, wages, and employee rights.

**Environmental Laws:** Promote sustainable business practices by controlling pollution and resource use.

**Intellectual Property Rights:** Protect innovations, brands, and creative works to encourage innovation and competition.

### **Impact on Business**

Political changes, such as new governments or policies, can lead to shifts in taxation, trade policies, or labor regulations.

Legal regulations ensure fair competition, protect stakeholders, and promote ethical business practices.

Businesses must adapt to political and legal changes to remain compliant and competitive.

Understanding the political and legal environment enables businesses to identify risks and opportunities, ensuring better decision-making and long-term success.

### **6. Assessment**

- Formative Assessment 1 (FA1): Identifying examples of political/legal impacts on businesses.
- Formative Assessment 2 (FA2): Outlining a business strategy for adapting to a new regulation.

### **7. FAQ's**

- What are the components of the political environment?
- How do legal frameworks ensure fair business practices?

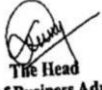
### **8. References**

1. Cherunilam, F., *Business Environment*, Himalaya Publishing House.
2. Aswathappa, K., *Essentials of Business Environment*, Himalaya Publishing House.

### **9. Verified by Subject Expert**

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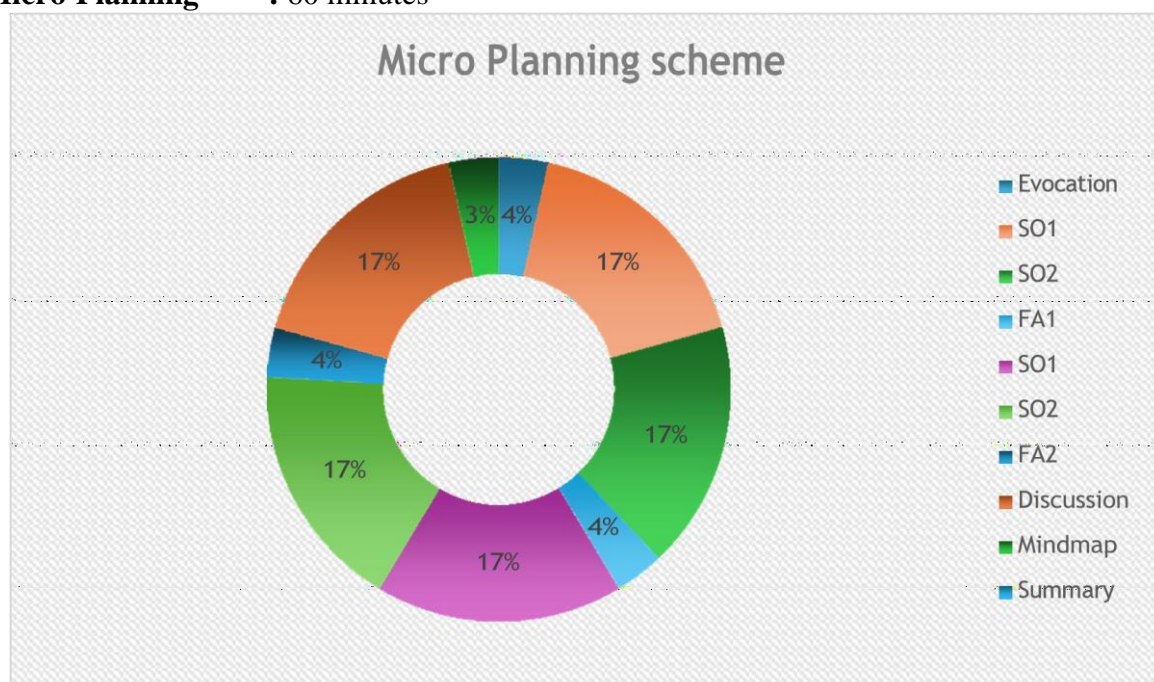
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## Lesson Plan

Programme	B.B.A.,
Semester	I
Course Title	Principles of Management
Code	21UBAC11
Hours	5
Total Hours	75
Credit	5
Max Marks	60
Unit & Title	Unit-II -Planning objectives, methods, importance and its types.
Name of the Faculty	Dr.S. Gayathri
T-L tools	Mind map, PowerPoint, Group Discussion

**Pre-requisite Knowledge** : Understanding of Planning objectives, methods, importance and its types.  
**Micro-Planning** : 60 minutes



Evocation: 2 min

SO1 : 10 min

SO2 : 10 min

FA1 : 2 min

SO1 : 10 min

SO2 : 10 min

FA2 : 2 min

Discussion :10 min

Mind Map :2 min

Summary: 2 min

**1. Topics for learning through Evocation:** (2 minutes)

Start with Gather the responses and introduction about planning and its scope and importance

**2. Topic Introduction:** (2 minutes)

**2.1 : General Objective:**

To elucidate the knowledge on how planning will leads the organisation into success.

**2.2 : Specific Outcomes:**

- Understand the objectives of planning.
- Analyze the nature ,process and limitations of planning
- Evaluate the steps to be undertaken to carry the planning into implementation.

**First Phase:** Understanding the characteristics of planning (20 minutes)

SO1 (10 minutes): Explain the emergence of planning

SO2 (10 minutes): Discuss the comparative advantages of making planning before begin a task.

**Second Phase:** importance and process and steps (20 minutes)

SO1 (10 minutes): Discuss the stages of planning

SO2 (10 minutes): Analyze the types of planning

**Mind Map** (2 minutes)

Create a simple mind map linking to illustrate the failures of business without proper planning.

**Summary** (2 minutes)

Recap the process and steps of planning.

### 2.3 : Taxonomy of objectives:

Taxonomy of objectives						
Knowledge Dimension	The Cognitive Process Dimension					
	Remember	Understand	Apply	Analyse	Evaluate	Create
A. Factual Knowledge	1					
B. Conceptual Knowledge		2				1
C. Procedural Knowledge						
D. Meta Cognitive Knowledge			1		1	

### 2.4 : Key words:

Characteristics, planning, importance and steps

### 2.5 Power point presentation:

<https://docs.google.com/presentation/d/1KDnr9jWTc31DM-0uLUP1JgGssbM4uO3t/edit?usp=sharing&ouid=106817673850380955961&rtpof=true&sd=true>

### Discussion (5 minutes)

Group Activity: "Divide the class into two teams and discuss a group task with proper pre planning and evaluate the effectiveness of planning.

### Mind map:



### 3. Summary:

Planning objectives are the desired outcomes or goals an organization aims to achieve through a planned course of action, while the importance of planning lies in providing direction, reducing uncertainty, optimizing resource allocation, and ensuring coordinated efforts to reach those goals;

Key points about planning objectives and their importance:

1. Defining clear objectives
2. Reduced uncertainty
3. Efficient resource allocation
4. Improved coordination
5. Enhanced decision-making
6. Strategic planning
7. Tactical planning
8. Operational planning
9. Contingency planning
10. Scenario planning

### 1. Assessment

Formative Assessment 1 :(FA1) (5 minutes): Ask a formative question:

“How does the Planning really affects the company’s ambition?”

Formative Assessment 2:(FA2) (5 minutes): Quick review question:

“What are scope of planning?”


### 2. FAQ’s: MSQ’s/ Descriptive questions:

1. What are core advantages of planning?
2. Brief the process of planning.

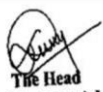
### 3. References

1. L.M.Prasad, *Principles & Practice of Management* – Sultan Chand & Sons – 14<sup>th</sup> Edition 2020 -New Delhi.
2. C.B.Gupta - *Management Theory & practice*, Sultan Chand & Sons, NewDelhi, 5<sup>th</sup> Edition 2017.P.C
3. Tripathi& P.N Reddy - *Principles of Management*, Tata McGraw Hill, NewDelhi, 6<sup>th</sup> Edition 2010.

**Verified by Subject Expert:**

  
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**Approved by HOD**

  
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## LessonPlan

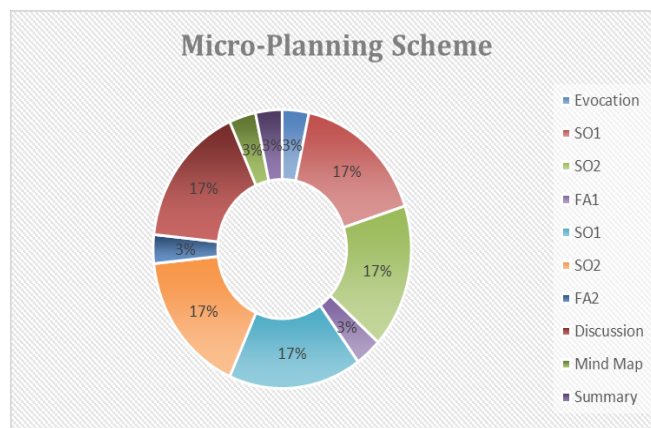
Programme	BBA
Semester	I
Course Title	Accounting for managers
Code	24UBAC12
Hours	5
Total Hours	90
Credits	5
Max Marks	60
Unit& Title	Unit III:Cost Accounting and Material Control
Name of the Faculty	Ms. Aishwaria Shelbha.S
T-L tools	Lecture-based, MindMaps,GroupDiscussion

### Pre-requisiteKnowledge :

Before beginning this lesson, students should have basic knowledge of:

1. **Basic Accounting Principles:** Understanding of financial accounting, debits, credits, and the basic accounting equation.
2. **Management Accounting:** Knowledge of cost behavior, fixed and variable costs.
- 3.**Basic Terminology in Costing:** Concepts like cost, expense, revenue, profit, and loss

**Micro-Planning** :60minutes



Evocation	2min
SO1	10 min
SO2	10 min
FA1	2 min
SO1	10 min
SO2	10 min
FA2	2 min
Discussion	10 min

Mind Map	2 min
Summary	2min

## 1. Topics for learning through Evocation:

Brief explanation about cost accounting in business decision making and how to control material in an business organization .Ask the student to share their knowledge in cost accounting and material control based on an industry.

## 2. Topic Introduction:

### 2.1 :General Objective:

- Understand the concept and importance of Cost Accounting.
- Recognize the different classifications of costs. ➤ Prepare a cost sheet.
- Grasp the basic concepts of material control, including EOQ, Bincard, LIFO, and FIFO methods

### 2.2 :Specific Outcomes:

- Define cost accounting and explain its features.
- Understand the importance of cost accounting in business decision-making.
- Classify costs according to different categories.
- Prepare a basic cost sheet.
- Describe the concept of material control and its techniques (EOQ, Bincard, LIFO, FIFO).

SO1 (10 minutes):

Introduction to Cost Accounting and Classifications of Costs

SO2(10minutes): Preparation of Cost Sheet and provide a simple example to demonstrate how to prepare a cost sheet

### Second Phase:

SO1(10minutes):Introduction to EOQ, Bincard, LIFO, and FIFO methods for material control

SO2(10minutes):Explore the examples.Key Concepts Recap and Q&A.

MindMap(2 minutes)

Create a simple mind map that clarifies with the differences on cost accounting and material control.

Summary(2minutes)

Summarize the key points covered:

- Cost Accounting: Purpose, features, and importance.
- Classifications of costs: Direct, indirect, fixed, variable, and semi-variable.
- Preparation of a cost sheet. ○ Material Control methods: EOQ, Bincard, LIFO, FIFO.

Open the floor for questions and clarifications. Encourage discussion on practical examples and real-world application.

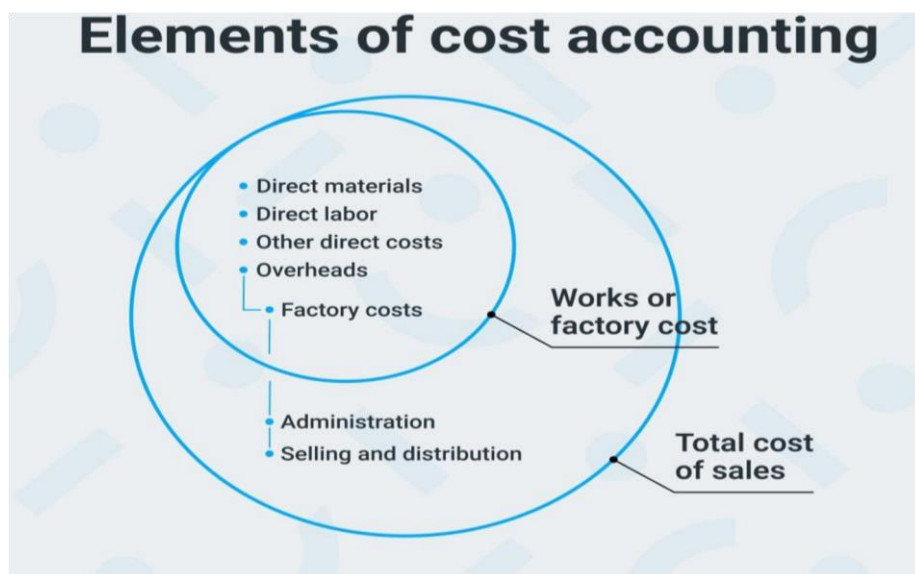
### 2.3: Taxonomy of objectives:

Taxonomy of objectives						
Knowledge Dimension	The Cognitive Process Dimension					
	Remember	Understand	Apply	Analyse	Evaluate	Create
A. Factual Knowledge		1				
B. Conceptual Knowledge		2				
C. Procedural Knowledge					1	
D. Meta Cognitive Knowledge						1

### 2.4: Keywords:

Cost Accounting Cost Sheet Fixed Costs Variable Costs Direct Costs Indirect Costs Material Control EOQ (Economic Order Quantity) Bin card, LIFO (Last In, First Out) FIFO (First In, First Out)

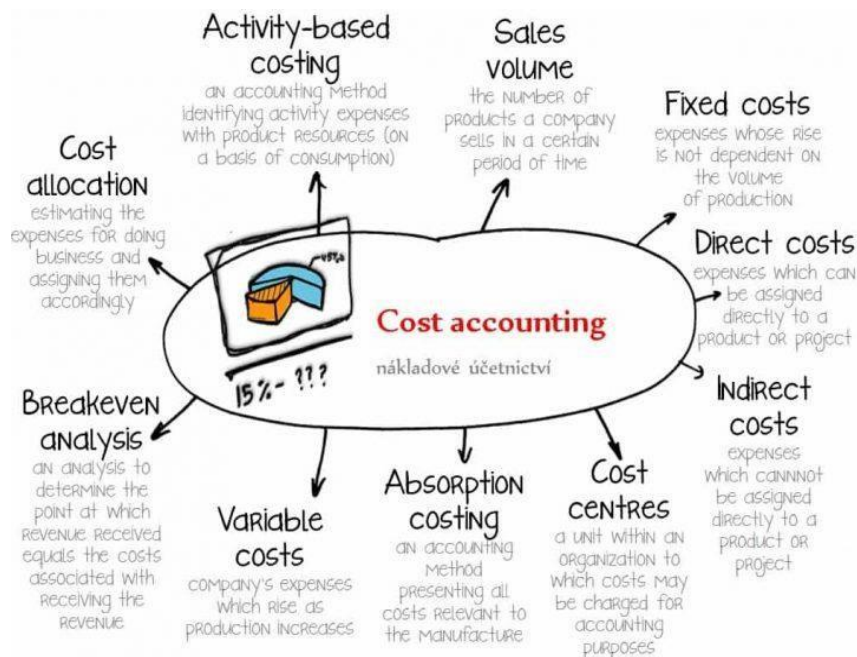
### 2.5: Key Diagrams



### 3. Discussion:

- Questions on definitions (e.g., What is Cost Accounting? What is EOQ?).
- Identification of cost types and classification. Simple calculation using EOQ formula.
- Prepare a cost sheet for a hypothetical company with given data on costs.
- Provide a brief explanation of LIFO vs FIFO in managing inventory.

### 4. MindMap



## Summary

### Introduction to Cost Accounting

- ❖ **Meaning:** Cost accounting is a process of tracking, recording, and analyzing costs associated with the products or services produced by a business. It helps in determining the cost of production, cost control, and decision-making.
- ❖ **Features:**
  1. Helps in cost determination and control
  2. Aids in pricing and budgeting decisions
  3. Useful for financial reporting
  4. Facilitates inventory management and cost analysis
- ❖ **Importance:**
  1. Cost control and reduction
  2. Efficient resource allocation
  3. Decision-making tool for pricing and budgeting
  4. Helps in identifying profitable products and services

### 2. Classifications of Costs

- **Direct Costs:** Costs that can be directly traced to the production of goods or services (e.g., raw materials, labor).
- **Indirect Costs:** Costs that cannot be traced directly to production (e.g., utilities, office salaries).
- **Fixed Costs:** Costs that remain constant regardless of the level of production (e.g., rent, insurance).
- **Variable Costs:** Costs that change in direct proportion to the level of production (e.g., raw materials, wages).
- **Semi-Variable Costs:** Costs that have both fixed and variable components (e.g., telephone bills, commission).

### 3. Preparation of Cost Sheet

#### What is a Cost Sheet?

- A cost sheet is a statement used to determine the total cost of

production. It includes all direct and indirect costs incurred to produce goods or services.

- **Structure of a Cost Sheet:**

- Direct Materials ◦ Direct Labor ◦ Prime Cost
- Factory Cost (including manufacturing expenses) ◦ Cost of Production
- Administrative and Selling Expenses
  - Total Cost ◦ Profit and Loss Statement

**4. Material Control:** Refers to the efficient management of materials used in the production process. This involves proper inventory management and cost control.

- **EOQ (Economic Order Quantity):**

- Formula:  $EOQ = \sqrt{2 * D * S / H}$
- Where D = Demand, S = Ordering Cost, H = Holding Cost ◦ EOQ helps determine the optimal order quantity to minimize inventory costs. □ **Bincard:**
- A Bincard is a record used to track the inflow and outflow of materials in inventory. It helps in efficient material control.

- **LIFO (Last In, First Out):**

- Method where the last units of material purchased are the first to be issued. Useful in an inflationary environment but may not reflect the actual flow of materials.

- **FIFO (First In, First Out):**

- Method where the first units of material purchased are the first to be issued. Commonly used when materials are perishable or to ensure older stock is used first

### **Assessment**

- ❖ Formative Assessment 1 (FA1)(2minutes)

Questioning the students during the lecture to gauge student understanding.

- ❖ Formative Assessment 2 (FA2) (2 minutes)

Assign a sample cost sheet problem and ask students to calculate EOQ for a given scenario

### **FAQ's:MSQ's/Descriptive questions:**

- 1.What is the difference between direct and indirect costs?
- 2.How does cost accounting contribute to strategic decision-making?
- 3.Why is material control essential in managing costs?
- 4.How can the EOQ formula help in optimizing inventory management?

- ❖ Discuss the advantages and disadvantages of LIFO and FIFO methods


### **References:**

- .M.C. Shukla, T.S.Grewal&S.C.Gupta - *Advanced Accountancy*, New Delhi,Sultan Chand & Sons, 19<sup>th</sup> Edition 2016
- R.S.N Pillai &Bagavathi –*Management accounting* ,New Delhi: Sultan Chand & Sons, 4<sup>th</sup> Edition 2010
- S.P.Jain&K.L.Narang - *Advanced Accountancy*, New Delhi: Kalyani Publishers, 18<sup>th</sup> Edition 2014.

**VerifiedbySubject Expert:**



**ApprovedbyHoD**



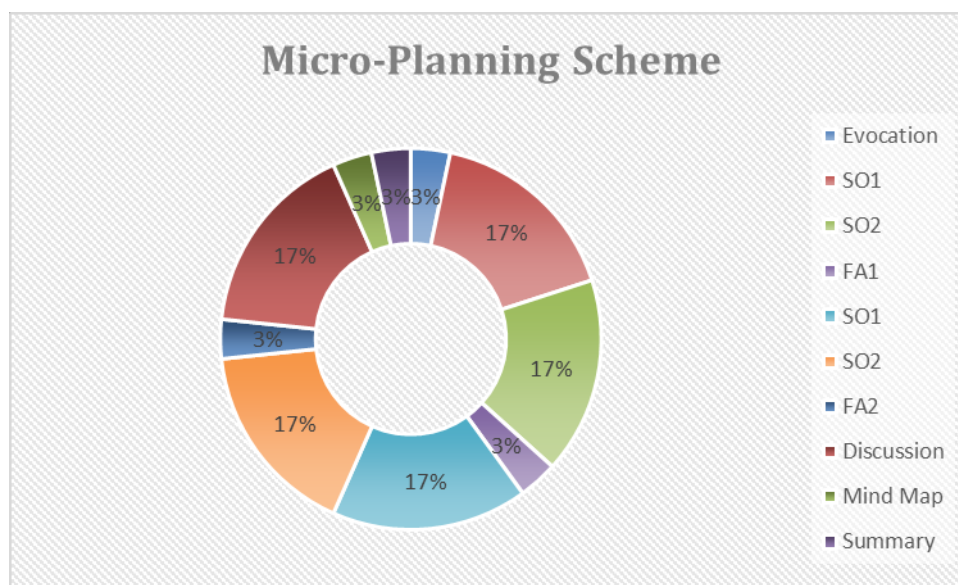
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## Lesson Plan

Programme	BBA
Semester	I
Course Title	Professional English for Management-I
Code	21UBAPE1
Hours	2
Total Hours	30
Credits	2
Max Marks	60
Unit& Title	Unit V – Brainstorming
Name of the Faculty	J. Jancy Rani
T-L tools	Lecture, Mind Maps, , Group Discussion

**Pre-requisite Knowledge** : Basic understanding of creativity and problem-solving techniques and familiarity with group dynamics and team collaboration.

**Micro-Planning** : 60 minutes



Evocation	2min
SO1	10 min
SO2	10 min
FA1	2 min
SO1	10 min
SO2	10 min
FA2	2 min
Discussion	10 min
Mind Map	2 min

Summary	2min
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- **Topics for learning through Evocation:**

Brief explanation about the concept of brainstorming as a creative problem-solving tool, covering its importance, types, rules, elements, advantages, and disadvantages.

- **Topic Introduction:**

**2.1 :General Objective:**

- To understand the concept and significance of brainstorming as a method for generating ideas and solving problems in groups.
- To learn how to apply effective brainstorming techniques in real-life situations.

**2.2: Specific Outcomes:**

- Define brainstorming and its importance.
- Identify and describe different types of brainstorming techniques.
- Understand the key rules and elements involved in brainstorming sessions.
- Recognize the advantages and disadvantages of brainstorming

**Phase 1: Evocation (20 minutes)**

- SO1 (10 minutes): Explain the term brainstorming.
- SO2 (10minutes): Emphasize the importance of brainstorming.

**Phase 2: Exploration (20 minutes)**

1. SO1(10minutes): **Types of Brainstorming:**

- **Traditional Brainstorming:** A group gathers to freely suggest ideas without criticism or evaluation during the session.
- **Mind Mapping:** Using visual diagrams to organize ideas and see connections between them.
- **Nominal Group Technique:** Each participant writes down their ideas individually, then shares them with the group for discussion and prioritization.
- **Reverse Brainstorming:** Identifying problems or solutions by looking at the issue from the opposite angle (e.g., “How can we make this problem worse?”).
- **Online Brainstorming:** Using digital platforms for virtual idea generation and collaboration, often for remote teams.

2. SO2 (10minutes): **Elements of Brainstorming:**

- **Clear Objective:** A well-defined problem or challenge to focus the brainstorming session.
- **Diverse Group:** A mix of people with varied perspectives, skills, and knowledge.
- **Facilitator:** A person who guides the session, ensures rules are followed, and keeps the group focused.
- **Idea Generation Tools:** Materials like whiteboards, sticky notes, or digital tools to capture and organize ideas.
- **Time Limit:** Setting a specific time for idea generation to encourage focus and energy.

### Mind Map (2 minutes)

Create a simple mind map for types of brainstorming.

### Summary (2minutes)

Summarize the key points:

1. **Brainstorming** is a collaborative and creative problem-solving technique.
2. **Types of Brainstorming** include traditional brainstorming, mind mapping, and reverse brainstorming, among others.
3. **Key Rules** involve no judgment, encouraging wild ideas, and focusing on quantity and collaboration.
4. **Advantages** include fostering creativity and teamwork, while **disadvantages** may include groupthink or domination by certain individuals.
5. Effective brainstorming requires a clear objective, diverse group participation, and a facilitator to guide the session.

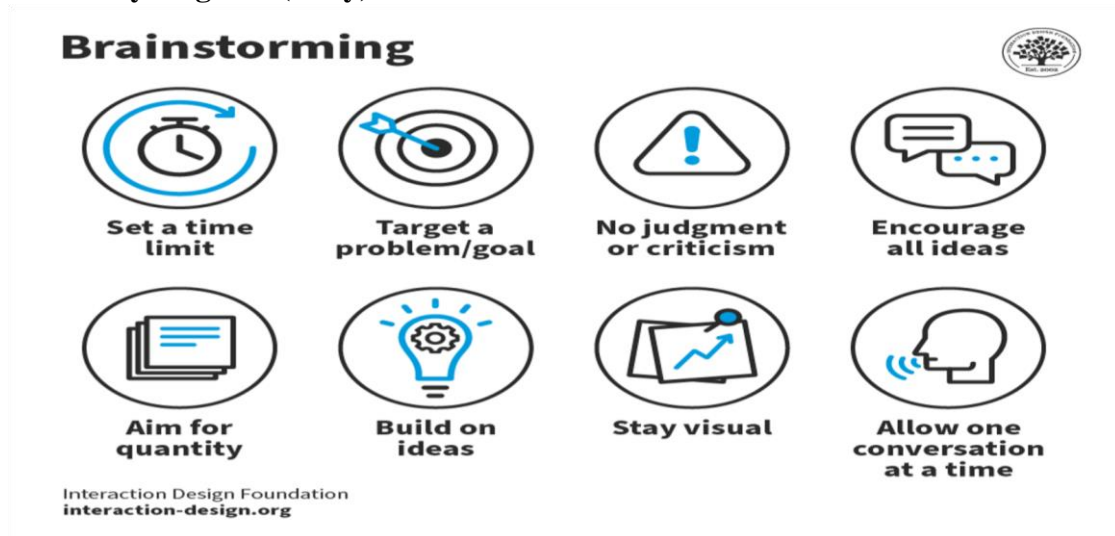
### 2.3: Taxonomy of objectives:

Taxonomy of objectives						
Knowledge Dimension	The Cognitive Process Dimension					
	Remember	Understand	Apply	Analyse	Evaluate	Create
A. Factual Knowledge		1				
B. Conceptual Knowledge		1				
C. Procedural Knowledge						
D. Meta Cognitive Knowledge						

### 2.4 :Keywords:

- **Brainstorming**
- **Creativity**
- **Idea Generation**
- **Mind Mapping**
- **Groupthink**
- **Nominal Group Technique**
- **Reverse Brainstorming**
- **Facilitator**
- **Collaboration**

## 2.5 :KeyDiagrams(ifany)



## Power point Presentation

- Discussion:**

Facilitate a class discussion with the following questions:

1. “What challenges did you face when brainstorming in your group? How did you overcome them?”
2. “How did following the rules of brainstorming affect the quality and quantity of the ideas generated?”
3. “Do you think brainstorming is effective for all types of problems? Why or why not?”
4. “Which type of brainstorming would you choose for a large group project and why?”

- MindMap**



## 5. Summary

Brainstorming is a creative problem-solving technique used to generate a wide range of ideas or solutions in a group setting. The goal is to encourage free thinking, allowing participants to suggest ideas without judgment or criticism, which can lead to innovative and diverse solutions.

There are various types of brainstorming, including traditional brainstorming (open discussion), mind mapping (visual idea organization), and reverse brainstorming (looking at a problem from the opposite perspective). The process follows key rules like focusing on quantity over quality, avoiding criticism, and building on others' ideas.

While brainstorming encourages creativity and team collaboration, it also has disadvantages, such as groupthink or the domination of certain individuals. Nonetheless, it remains an effective tool for idea generation and solving complex problems when used properly.

## 6. Assessment

### **Formative Assessment 1 (FA1) (2minutes)**

Students are divided into small groups and give them a problem to solve. For example, "How can we reduce paper waste on campus?"

### **Formative Assessment 2 (FA2) (2 minutes)**

Encourage the students to brainstorm ideas using the rules and techniques discussed.


## 7. FAQ's: MSQ's/Descriptive questions:

- What is the Brainstorming?
- Explain the types of Brainstorming.
- What is the advantages and disadvantages of Brainstorming?

## 8. References

1. RajendraPalandKorlahalli. *-EssentialsofBusinessCommunication*. NewDelhi, Sultan Chand & Sons, 13<sup>th</sup> Edition 2011
2. TANSCHÉ-EnglishforCommerce andManagement,1<sup>st</sup>Edition2019.
- 3.UrmilaRai&S.M.Rai.*BusinessCommunication*.NewDelhi,HimalayaPublishingHouse,2<sup>nd</sup>Edition2011.
- 4.Balasubramanyan.*Businesscommunication*.NewDelhi,VikasPublication,2<sup>nd</sup>Edition2016.  
R.S.N.Pillai&Mrs.Bagavathi.Modern

**9. Verified by Subject Expert:**



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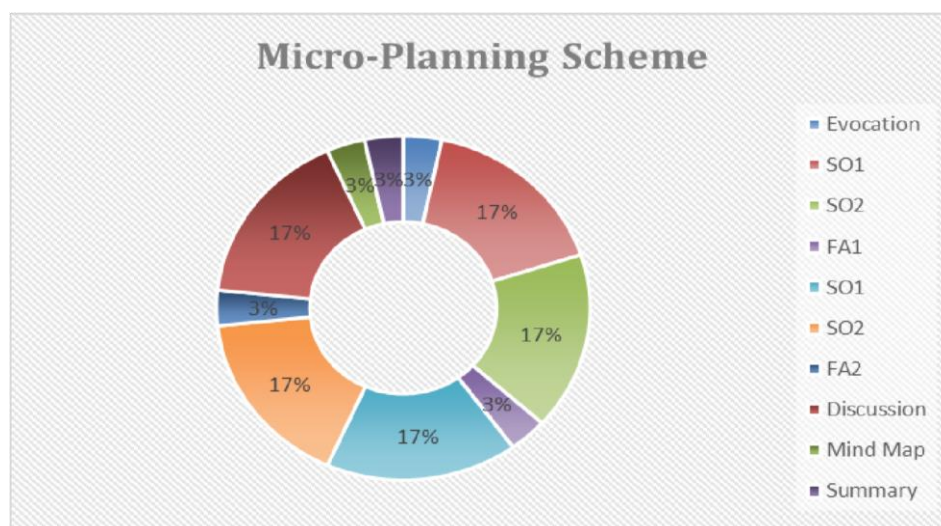
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## Lesson Plan

Programme	BBA
Semester	II
Course Title	Business Ethics and Corporate Social Responsibility
Code	21UBAA21
Hours	4
Total Hours	60
Credits	4
Max Marks	60
Unit& Title	Unit V- Corporate social responsibility
Name of the Faculty	J. Jancy Rani
T-L tools	Lecture, Mind Maps, Group Discussion

- **Pre-requisite Knowledge** : Basic understanding of business fundamentals, like profit maximization, competition, and operations. Basic knowledge of ethical issues businesses might face, including ethical sourcing, labor rights, and environmental responsibility.

**Micro-Planning** : 60 minutes



Evocation	2min
SO1	10 min
SO2	10 min
FA1	2 min
SO1	10 min
SO2	10 min
FA2	2 min
Discussion	10 min
Mind Map	2 min
Summary	2min

- **Topics for learning through Evocation:**  
Brief explanation about Corporate social responsibility.
- **Topic Introduction:**
  - 2.1 :General Objective:**
    - To introduce students to the concept of Corporate Social Responsibility (CSR),
    - To explore the reasons businesses should engage in CSR, and various CSR models that organizations can adopt to operate ethically and sustainably.
  - 2.2: Specific Outcomes:**
    - Assess the advantages and challenges associated with these trends. Define Corporate Social Responsibility (CSR) and understand its importance.
    - Recognize the need for CSR in today's business environment.
    - Identify and explain different CSR models.
    - Analyze how businesses can integrate CSR into their operations and benefit from it.

### **Phase 1: Evocation (20 minutes)**

- SO1 (10 minutes): Explain the meaning Corporate Social Responsibility (CSR) and the need for CSR.
- SO2 (10minutes): Discuss the various Corporate Social Responsibility (CSR) models.

### **Phase 2: Exploration (20 minutes)**

- SO1 (10minutes): clarify how CSR Contribute to **sustainable development** and address pressing social and environmental issues. Clearly explain the various needs of CSR like growing consumer expectations, globalization and stakeholder expectations, risk management and reputation, long-term viability.
- SO2(10minutes): Introduce the various CSR models like:
  - **Carroll's Pyramid of CSR**
  - **Triple Bottom Line (TBL)**
  - **Stakeholder Theory**
  - **Shared Value Model (Porter & Kramer)**

### **Mind Map (2 minutes)**

Create a simple mind map that clarifies various CSR models

### **Summary (2minutes)**

Summarize the various needs of corporate social responsibilities and also the CSR Models and help them to understand the insightfulness in applying CSR concepts to a personal business vision.

### 2.3: Taxonomy of objectives:

Taxonomy of objectives						
Knowledge Dimension	The Cognitive Process Dimension					
	Remember	Understand	Apply	Analyse	Evaluate	Create
A. Factual Knowledge		1				
B. Conceptual Knowledge		1				
C. Procedural Knowledge					1	
D. Meta Cognitive Knowledge						1

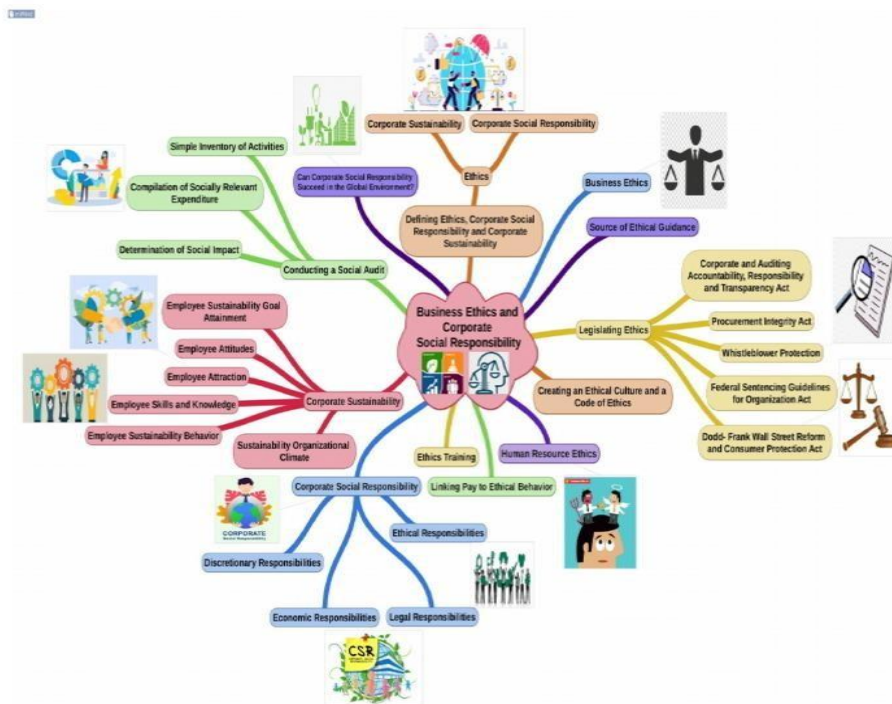
### 2.4 :Keywords:

- **Corporate Social Responsibility (CSR)**
- **Philanthropy**
- **Sustainability**
- **Triple Bottom Line (TBL)**
- **Stakeholder Theory**
- **Shared Value**
- **Economic Responsibility**
- **Ethical Responsibility**
- **Reputation Management**
- **Carroll's Pyramid of CSR**

### 2.5 :Key Diagrams (if any)



- **Discussion:**
  - The Students were encouraged to discuss the impact of the company's CSR activities on its reputation, stakeholders, and financial performance.
- **Mind Map**



## 5. Summary

Corporate Social Responsibility is an essential aspect of modern business. It focuses on a company's ethical obligations to society, the environment, and stakeholders. Companies that practice CSR can build trust, improve brand reputation, and contribute to long-term success. Businesses must engage in CSR due to increased consumer expectations, global scrutiny, and the potential risks associated with ignoring social and environmental issues. CSR is also vital for long-term business sustainability.

### CSR Models:

Models like **Carroll's Pyramid**, **Triple Bottom Line**, **Stakeholder Theory**, and **Shared Value** provide frameworks for businesses to integrate CSR into their strategies.

## 6. Assessment

Formative Assessment1 (FA1) (2minutes)

The Students were asked to explain how CSR initiatives can help a business gain a competitive edge?

Formative Assessment 2 (FA2) (2 minutes)

The students were asked to reflect on how CSR could be incorporated into a business they would like to start?

## 7. FAQ's :MSQ's /Descriptive questions:

1. What do u mean by CSR? Why CSR is important?
2. Enumerate the needs for CSR.
3. Explain the various models of CSR..

## 8.References:

1. Dr.S.S.Khanka

*BusinessEthics&CorporateGovernance,Principlesandpractices*,New Delhi,  
S.Chand and company limited, 1<sup>st</sup> Edition 2014.

2. Dr.ManuelG.Velsquez-*Business*

*Ethics(ConceptsandCases)*,NewDelhi,PrenticeHallIndia Learning Private  
Limited, 6<sup>th</sup> Edition 2006.

3. Dr.S.Sankaran–


*BusinessEthics&values*,Chennai,MarghamPublications,ReprintEdition 2005.

## 9. Verified by Subject Expert



Dr. S. Sankaran

Approved by HOD



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## Lesson Plan

Programme	B.B.A.,
Semester	II
Course Title	Organisational behaviour
Code	21UBAC21
Hours	5
Total Hours	75
Credit	4
Max Marks	75
Unit & Title	Unit-II –Concept of personality, determinants, types and theories of personality
Name of the Faculty	Dr.S. Gayathri
T-L tools	Mind map, PowerPoint, Group Discussion

**Pre-requisite Knowledge :** Understanding of personality and its elements

**Micro-Planning** : 60 minutes



Evocation: 2 min

SO1 : 10 min

SO2 : 10 min

FA1 : 2 min

SO1 : 10 min

SO2 : 10 min

FA2 : 2 min

Discussion :10 min

Mind Map :2 min

Summary: 2 min

**1. Topics for learning through Evocation:** (2 minutes)

Introduction how personality will influence a person to behave in a particular environment.

**2. Topic Introduction:** (2 minutes)

**2.1 : General Objective:**

To impart the knowledge on personality and its types and theories

**2.2 : Specific Outcomes:**

□ Understand the concept of personality □

Analyze the determinants of personality □

Evaluate the theories and its applications.

**First Phase:** Understanding the determinates of personality (20 minutes)

SO1 (10 minutes): Explain the causes of personality development

SO2 (10 minutes): Discuss the ways to improve a personality

**Second Phase:** Types of personality (20 minutes)

SO1 (10 minutes): Discuss the theories of personality

SO2 (10 minutes): Analyze the types of personality

**Mind Map** (2 minutes)

Create a simple mind map linking to illustrate difference types of famous personalities and their traits.

**Summary** (2 minutes)

Recap the determinants and theories.

### 2.3 : Taxonomy of objectives:

Taxonomy of objectives						
Knowledge Dimension	The Cognitive Process Dimension					
	Remember	Understand	Apply	Analyse	Evaluate	Create
A. Factual Knowledge	1					
B. Conceptual Knowledge		2			1	1
C. Procedural Knowledge						
D. Meta Cognitive Knowledge			2		1	

### 2.4 : Key words:

Planning, determinants and types

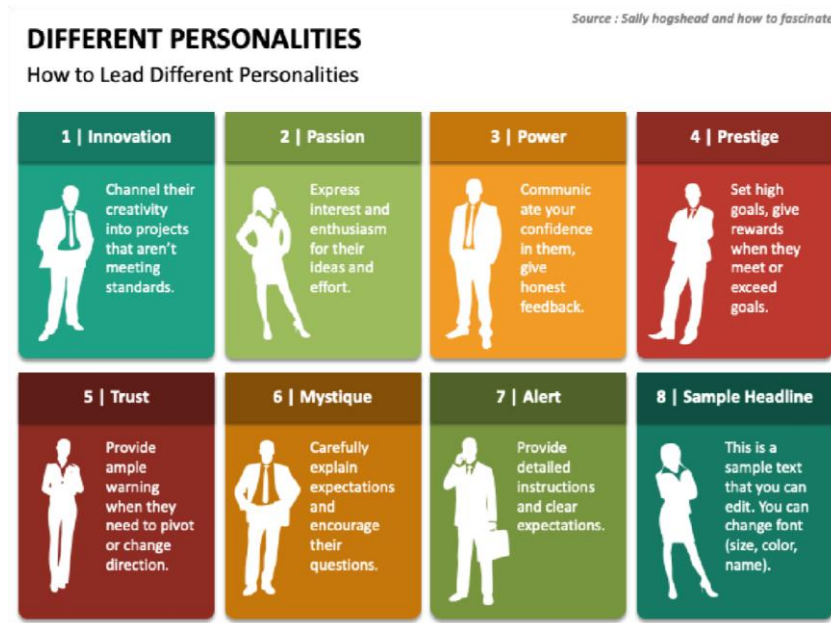
### 2.5 Power point presentation:

[https://docs.google.com/presentation/d/13RbtvHpDSK-bveXQggPreN0\\_RTmoc9XZ/edit?usp=sharing&ouid=106817673850380955961&rtpof=true&sd=true](https://docs.google.com/presentation/d/13RbtvHpDSK-bveXQggPreN0_RTmoc9XZ/edit?usp=sharing&ouid=106817673850380955961&rtpof=true&sd=true)

### Discussion (5 minutes)

Group Activity: "Divide the class into separate teams and enact them with different personalities.

### Mind map:



### Summary:

Personality development is the process of developing and changing a person's personality traits, thoughts, and behaviors. It's a lifelong process that can be influenced by genetics and environmental factors. Personality development encompasses the dynamic construction and deconstruction of integrative characteristics that distinguish an individual in terms of interpersonal behavioral traits. Personality development is ever-changing and subject to contextual factors and life-altering experiences.

### 1. Assessment

Formative Assessment 1 : (FA1) (5 minutes): Ask a formative question:

“How does the personality influences a person?

Formative Assessment 2: (FA2) (5 minutes): Quick review question:

“What are the influencing determinants of personality?


### 2. FAQ's: MSQ's/ Descriptive questions:

1. What are theories of personality?
2. Brief the process of perception in personality?

### 3. References


1. Aswathappa K. *Organisational Behaviour*, Mumbai: Himalaya Publishing House: 16<sup>th</sup> Edition 2020.
2. Khanka S.S – *Organisational Behaviour*, New Delhi: S.Chand & Co Ramnagar, Reprint Edition 2006.
3. Fred Luthans *Organisational Behaviour*, New Delhi : McGraw Hill International Edition, 13<sup>th</sup> Edition 2015.

### Verified by Subject Expert:



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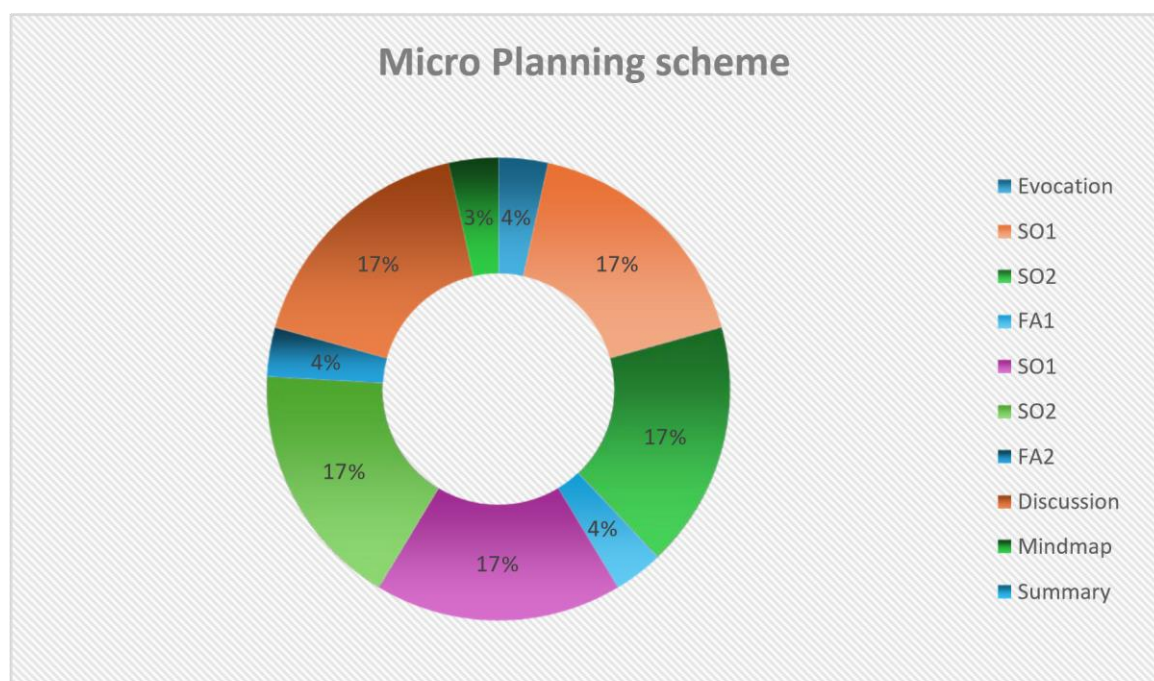
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## Lesson Plan

Programme	B.B.A.,
Semester	II
Course Title	Business Statistics
Code	21UBAC22
Hours	6
Total Hours	75
Credit	5
Max Marks	60
Unit & Title	Unit-I, Statistics as a Subject of Study and Information/Data
Name of the Faculty	Mrs.L.M.A.Preethi
T-L tools	PowerPoint Presentation, Mind Maps, Group Discussion

**Pre-requisite Knowledge:** Basic understanding of numbers and calculation.

**Micro-Planning** : 60 minutes



Evocation: 2 min

SO1: 10 min

SO2: 10 min

FA1 : 2 min

SO1 : 10 min

SO2 : 10 min

FA2 : 2 min

Discussion: 10 min

Mind Map: 2 min

Summary: 2 min

### **1. Topics for learning through Evocation: (2 minutes)**

Begin with a quick question: “How do you think statistics helps in daily life and business decisions?”

Gather responses to connect with the topic.

### **2. Topic Introduction: (2 minutes)**

#### **2.1: General Objective:**

To understand the importance of statistics as a subject of study and differentiate between information and data.

#### **2.2 : Specific Outcomes: • Define and explain the scope of statistics.**

- Identify the significance of statistics in decision-making processes.
- Understand the distinction between information and data.
- Apply statistical concepts to organize and interpret data.

First Phase: Scope and Importance of Statistics (20 Minutes)

SO1 (10 minutes): definition and scope of statistics: SO2 (10 minutes): the importance of statistics.

Second Phase: Information vs. Data (20 Minutes)

SO1 (10 minutes): Define data and information with examples: SO2 (10 minutes): Highlight key differences with a comparison table.

### **Mind Map (2 minutes)**

Create a mind map illustrating about statistics, importance and application

### **Summary (2 minutes)**

Recap the scope of statistics and the difference between information and data.

## 2.3 : Taxonomy of objectives:

Taxonomy of objectives						
Knowledge Dimension	The Cognitive Process Dimension					
	Remember	Understand	Apply	Analyse	Evaluate	Create
A. Factual Knowledge	1					
B. Conceptual Knowledge				2		
C. Procedural Knowledge		1				
D. Meta Cognitive Knowledge						1

## 2.4 Key words:

Business, social sciences, decision-making, Data, Information  
**Powerpoint Presentation**

<https://gamma.app/docs/Unlocking-Business-Insights-with-Statistics-epbwfune04qvmids>

## 3.Discussion (5 minutes)

Group discussion on “How can statistical data be misinterpreted, and how can we avoid it?”

## 4.Mindmap:



## 5. Summary:

Definition of Statistics

Statistics is the science of collecting, organizing, presenting, analyzing, and interpreting numerical data to make informed decisions. It helps in identifying patterns and trends, providing a systematic way of solving real-world problems.

### Applications of Statistics

#### 1. Business:

Forecasting sales and market trends.

Quality control and customer satisfaction analysis

#### 2. Economics:

National income estimation, inflation, and unemployment rate analysis.

#### 3. Social Sciences:

Conducting surveys and analyzing social trends.

#### 4. Health and Medicine:

Clinical trials and epidemiological studies.

#### 5. Education:

Performance analysis and curriculum evaluation.

### Importance of Statistics

#### 1. Decision-Making:

Provides a factual basis for making decisions in business, government, and research.

#### 2. Simplification of Complex Data:

Reduces large amounts of data into manageable formats for analysis.

#### 3. Policy Formulation:

Governments and organizations use statistics to design policies and track progress.

#### 4. Research and Development:

Supports innovations and problem-solving through data analysis.

### 6. Assessment

Formative Assessment 1 : (FA1) (5 minutes): Quick question: “What are the main components of statistics?”

Formative Assessment 2:(FA2) (5 minutes): Example task: “Provide one example each for data and information.”

**7. FAQ' s : MSQ's/ Descriptive questions:**

1. Define demand and list its determinants.
2. Explain the Law of Demand with an example.


**8.References** 1. Gupta, S.C., "Fundamentals of Statistics," Himalaya Publishing House.

2. Spiegel, M.R., "Statistics: Theory and Practice," McGraw-Hill

**9. Verified by Subject Expert:**



**Approved by HOD**



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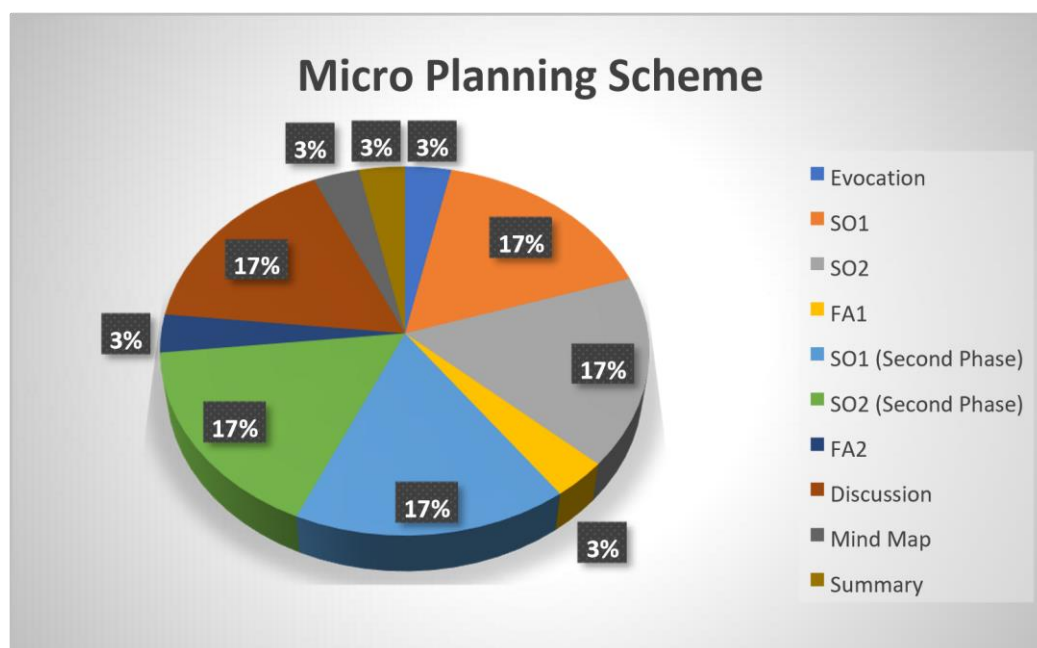
## Lesson Plan

<b>Programme</b>	BBA
<b>Semester</b>	II
<b>Course Title</b>	Professional English for Management - II
<b>Code</b>	21UBAPE2
<b>Hours</b>	2
<b>Total Hours</b>	30
<b>Credits</b>	2
<b>Max Marks</b>	60
<b>Unit &amp; Title</b>	Unit III: Drafting of Business Letters
<b>Name of the Faculty</b>	Ms.R.Paul Roja
<b>T-L tools</b>	Mind Maps, Power point, Group Discussion

**Pre-requisite Knowledge :** Basic understanding of written communication and its importance in business.

**Micro- Planning** : 60 minutes

**Micro-Planning**



Activity	Time (Minutes)
Evocation	2
SO1	10
SO2	10
FA1	2
SO1 (Second Phase)	10
SO2 (Second Phase)	10
FA2	2
Discussion	10
Mind Map	2
Summary	2

## 1. Topics for Learning through Evocation

- **Brief explanation:** The role of business letters in professional correspondence.
- **Ask:** What types of letters have you seen in a business context?

## 2. Topic Introduction

### 2.1 General Objective

- To develop skills for drafting effective business letters.

## **2.2 Specific Outcomes**

- To identify different types of business letters.
- To structure a business letter appropriately.
- To use formal tone and language in business correspondence.

### **First Phase**

SO1 (10 minutes): Explain the types of business letters (e.g., inquiry, order, complaint, sales, application).

- Provide examples for each type.

SO2 (10 minutes): Discuss the structure of a business letter:

1. Heading (sender's address)
2. Date
3. Inside address (receiver's address)
4. Salutation
5. Body (introduction, main content, conclusion)
6. Closing and signature

Formative Assessment 1 (FA1):

Ask students to identify the parts of a sample business letter provided.

### **Second Phase**

SO1 (10 minutes): Explain tone and language appropriate for business letters.

SO2 (10 minutes): Practice drafting a business letter based on a given scenario (e.g., placing an order for office supplies).

Formative Assessment 2 (FA2):

Students write a brief draft of a business letter for review.

Mind Map (2 minutes)

Create a mind map illustrating the elements in business letters

Summary (2 minutes)

Summarize the importance of drafting a business letter.

### 2.3 Taxonomy of Objectives

Taxonomy of objectives						
Knowledge Dimension	The Cognitive Process Dimension					
	Remember	Understand	Apply	Analyse	Evaluate	Create
A. Factual Knowledge		1				
B. Conceptual Knowledge						
C. Procedural Knowledge					1	
D. Meta Cognitive Knowledge						

### 2.4 Key Words

Types, structure, and tone of business letters.

**2.5 Key Diagrams Power point presentation** <https://gamma.app/docs/Drafting-Effective-Business-Letters-zyr93zezcztrake>

### 3. Discussion

Students discuss how effective business letters can enhance communication and professionalism in business.

### 4. Mind Map



### 5. Summary

A business letter is a formal mode of communication used to convey professional messages, such as inquiries, orders, complaints, or applications. Drafting an effective business letter requires adhering to a standard structure and maintaining a formal tone.

#### **Key Components of a Business Letter:**

**Heading:** Includes the sender's address and contact details.

**Date:** Indicates when the letter was written.

**Inside Address:** Contains the recipient's name, title, and address.

**Salutation:** A formal greeting (e.g., "Dear Mr. Smith").

**Body:**

**Introduction:** States the purpose of the letter.

**Main Content:** Provides details, explanations, or requests.

**Conclusion:** Summarizes the intent and indicates next steps.

**Closing:** Ends the letter politely (e.g., "Yours sincerely").

**Signature:** Includes the writer's name and title.

**Best Practices for Drafting Business Letters:**

Use clear and concise language.

Ensure proper formatting and alignment.

Maintain a professional tone throughout.

Proofread for grammar, spelling, and punctuation errors.

**Purpose of Business Letters:**

To establish or maintain professional relationships.

To document important communications.

To provide clarity and formal acknowledgment of transactions or agreements.

A well-crafted business letter demonstrates professionalism, ensures effective communication, and helps build trust in a business environment.

## **6. Assessment**

Formative Assessment 1 (FA1): Identifying letter parts

Formative Assessment 2 (FA2): Drafting a business letter

## **7. FAQ's**

1. What are the essential parts of a business letter?
2. How does the tone of a business letter differ from an informal letter?

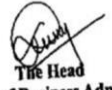
## **8. References**

1. Guffey, M.E., *Business Communication: Process and Product*, Cengage Learning.
2. Lesikar, R.V., & Flatley, M.E., *Basic Business Communication*, McGraw-Hill.

**9.Verified by Subject Expert**



**Approved by HoD**



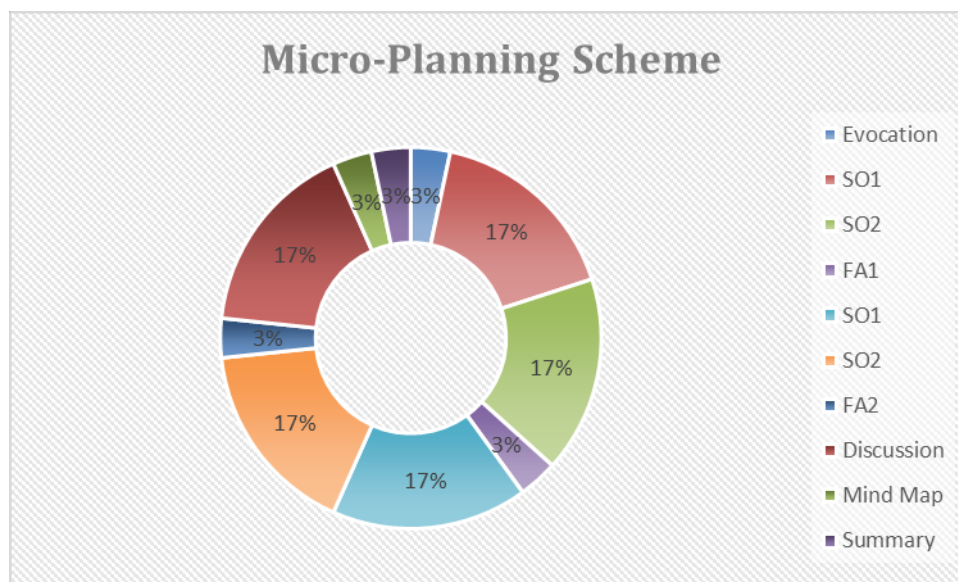
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## Lesson Plan

Programme	BBA
Semester	III
Course Title	Banking Practices
Code	21UBAA31
Hours	5
Total Hours	60
Credits	5
Max Marks	60
Unit & Title	Unit V: E- Delivery Channels
Name of the Faculty	Ms. Aishwaria Shelbha.S
T-L tools	Lecture based,Mind Maps, Group Discussion

**Pre-requisite Knowledge** : Basics about E- Banking, Benefits and opportunities of E-Banking

**Micro- Planning** : 60 minutes



Evocation	2 min
SO1	10 min
SO2	10 min
FA1	2 min
SO1	10 min
SO2	10 min
FA2	2 min
Discussion	10 min
Mind Map	2 min
Summary	2 min

## 1. Topics for learning through Evocation:

Brief explanation about E- banking and its usage in daily life. Ask the students to share their knowledge its usage

## 2. Topic Introduction:

### 2.1 : General Objective:

□ To understand the different E-Delivery Channels □

To learn to apply in life

### 2.2 : Specific Outcomes:

□ To know about the types of E- Delivery channels

To have a clear knowledge about the usage difference of the channels

First Phase:

SO1 (10 minutes): Explain what is E- delivery channels and its types

SO2 (10 minutes): Discuss about its usage on different circumstances.

Second Phase:

SO1 (10 minutes): Clarify that ATM, Smart Cards, Telebanking, Internet Banking, E-Cheques are the different.

SO2 (10 minutes): Explore the examples of its usage in life under different situation

Mind Map (2 minutes)

Create a simple mind map that clarifies with the differences on ATM and Smart card, Telebanking and Internet banking

Summary (2 minutes)

Summarize the Advantages and disadvantages of E-Delivery Channels by group discussion.

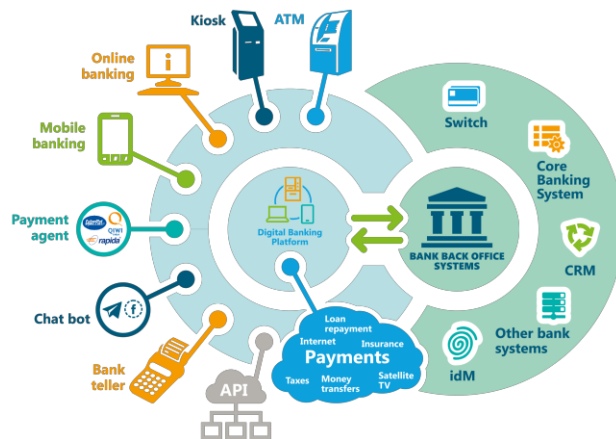
### 2.3 : Taxonomy of objectives:

Taxonomy of objectives						
Knowledge Dimension	The Cognitive Process Dimension					
	Remember	Understand	Apply	Analyse	Evaluate	Create
A. Factual Knowledge		1				
B. Conceptual Knowledge		2				
C. Procedural Knowledge					1	
D. Meta Cognitive Knowledge						1

## 2.4 : Key words:

E-Delivery Channels, ATM, Smart Cards, Internet Banking

## 2.5 : Key Diagrams (if any)



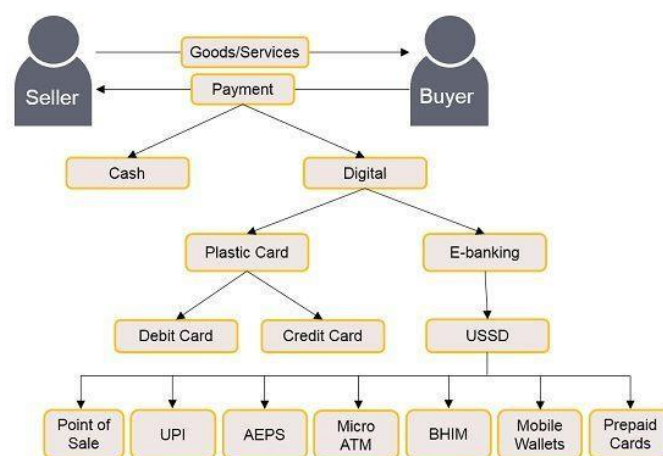
## Powerpoint Presentation

<https://gamma.app/docs/E-Delivery-Channels-in-Banking-Redefining-Customer-Experience-6rboexdjfqld7aa>

## 3. Discussion:

Students were asked to discuss in detail about the channels and its usage and were asked to frame a case study on the usage of E- Delivery channels

## 4. Mind Map



## 5. Summary

Electronic banking has many names like e banking, virtual banking, online banking, or internet banking. It is simply the use of electronic and telecommunications network for delivering various banking products and services. Through e-banking, a customer

can access his account and conduct many transactions using his computer or mobile phone. In India, since 1997, when the ICICI Bank first offered internet banking services, today, most new-generation banks offer the same to their customers. In fact, all major banks provide e-banking services to their customers. Some popular Services Under E- Banking

1. ATM
2. Telephone banking
3. Smart Cards
4. Mobile banking
5. Internet banking

Each service is different from others in its usage.

#### 6.Assessment

- ❖ Formative Assessment 1 (FA1) (2 minutes)  
Students are asked to explain the various mobile apps for banking
- ❖ Formative Assessment 2 (FA2) (2 minutes)  
A quick review on the advantages and disadvantages of E-Delivery channels.

#### 7.FAQ' s : MSQ's/ Descriptive questions:

- What is E-Delivery channel? State its types
- Compare and Contrast Internet banking and Mobile banking


#### 8.References:

Gordon and Natrajan Banking theory Law and practice, Delhi Himalaya Publishing House, 2021 edition  
Gurusamy S. Banking Theory Law and Practice. Chennai: Vijay Nicole Imprints Private Ltd, 2022 edition.

#### 9.Verified by Subject Expert:



**Approved by HoD**



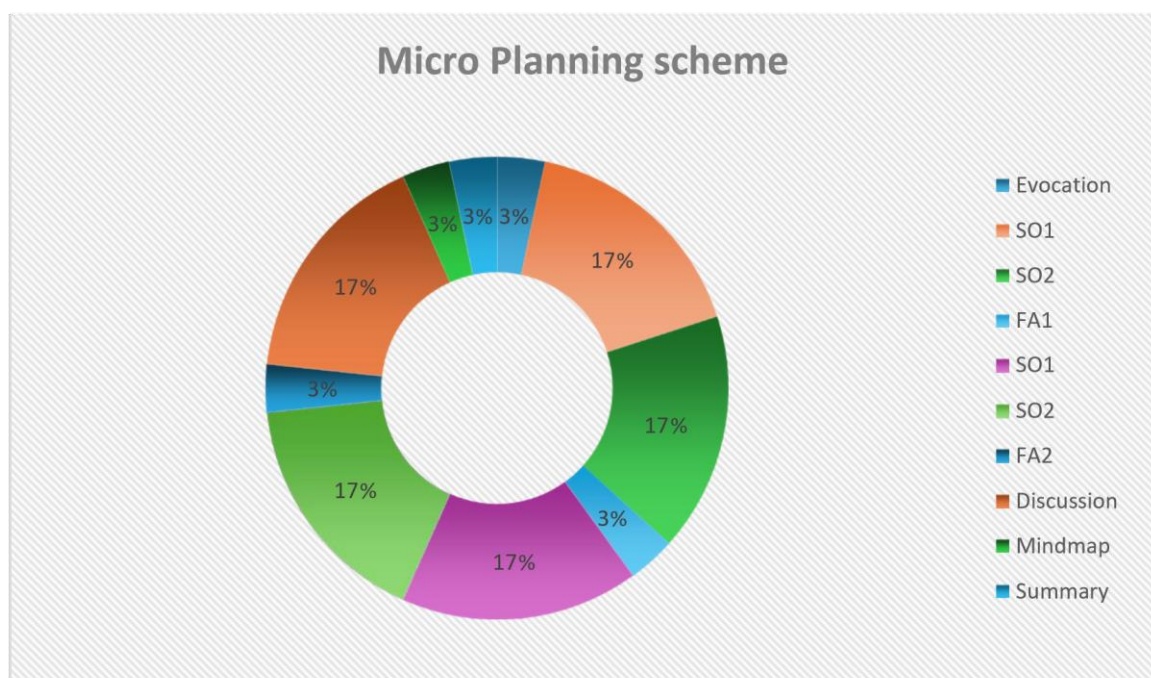
The Head  
Department of Business Administration  
St.Mary's College (Autonomous)  
Thoothukudi - 628 001, Tamilnadu.

## Lesson Plan

Programme	B.B.A.,
Semester	III
Course Title	Business Economics
Code	21UBAC31
Hours	6
Total Hours	90
Credit	4
Max Marks	60
Unit & Title	Unit-II, Demand Analysis
Name of the Faculty	Mrs.L.M.A.Preethi
T-L tools	Group Discussion, Mind map, Power point presentation

**Pre-requisite Knowledge :** Basic understanding of economic terms such as goods, prices, and markets.

**Micro-Planning** : 60 minutes



Evocation : 2 min

SO1 : 10 min

SO2 : 10 min

FA1 : 2 min

SO1 : 10 min

SO2 : 10 min FA2  
: 2 min

Discussion :10 min

Mind Map :2 min

Summary: 2 min

### **1. Topics for learning through Evocation:** (2 minutes)

Objective: Engage students by introducing demand with real-life examples.

Activity: Ask students questions like:

“What influences your decision to buy something?”

“How do prices affect your purchases?”

### **2. Topic Introduction:** (2 minutes)

#### **2.1: General Objective:**

- To Understand the concept of demand and its components.

#### **2.2 : Specific Outcomes:**

- Define demand and explain its determinants.
- Discuss the Law of Demand with examples.

First Phase: Explanation (20 minutes)

SO1 (10 minutes): Nature and Definition of Demand.

SO2 (10 minutes): Determinants of Demand.

Second Phase: Law of Demand (20 minutes)

SO1 (10 minutes): Statement of the Law of Demand.

SO2 (10 minutes): Discuss the assumptions and exceptions to the law of demand:

Use graphs and examples to illustrate.

Mind Map (2 minutes)

Draw a simple mind map linking “demand” to its determinants and the law of demand.

Summary (2 minutes)

Recap the definition, determinants, law of demand, and its exceptions.

### 2.3 : Taxonomy of objectives:

Taxonomy of objectives						
Knowledge Dimension	The Cognitive Process Dimension					
	Remember	Understand	Apply	Analyse	Evaluate	Create
A. Factual Knowledge	1					
B. Conceptual Knowledge				1		
C. Procedural Knowledge		1				
D. Meta Cognitive Knowledge						1

### 2.4: Key words:

Demand, determinants, law of demand, ceteris paribus, Giffen goods, Veblen goods.

**Power point presentation:** <https://gamma.app/docs/Demand-Principles-andInfluences-zuwp7a0n1w35hx4>

### 3.Discussion (5 minutes)

Group Activity: Discuss how consumer behaviour impacts demand during sales or discounts.

#### 4. Mindmap:



#### 5. Summary:

Definition of demand: “The quantity of a good or service consumers are willing and able to buy at various prices in a given period.”

Nature of demand are desire, ability, and willingness to purchase. Determinants of Demand are:

Price of the good

Income of consumers

Prices of related goods (substitutes and complements)

Consumer preferences

Expectations about future prices and income Statement of the Law of Demand:

“Other things being equal, as the price of a good falls, its quantity demanded rises, and vice versa.”

assumptions and exceptions to the law of demand:

Assumptions: Ceteris Paribus, rational behavior, etc.

Exceptions: Giffen goods, Veblen goods, etc.

## **6. Assessment**

Formative Assessment 1 : (FA1) (5 minutes): Ask students to provide examples of how these determinants work in real life.

Formative Assessment 2: (FA2) (5 minutes): Short discussion: Identify situations where the law may not hold true

## **7. FAQ' s : MSQ's/ Descriptive questions:**

1. Define demand and list its determinants.
2. Explain the Law of Demand with an example.

## **8. References**


P.L.Mehta, Managerial Economics, New Delhi, Sultan chand& sons, 2016..

S .Shankaran, Managerial Economics Chennai, Margham Publications, 5th Edition, 2016.

## **8. Verified by Subject Expert:**



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## Lesson Plan

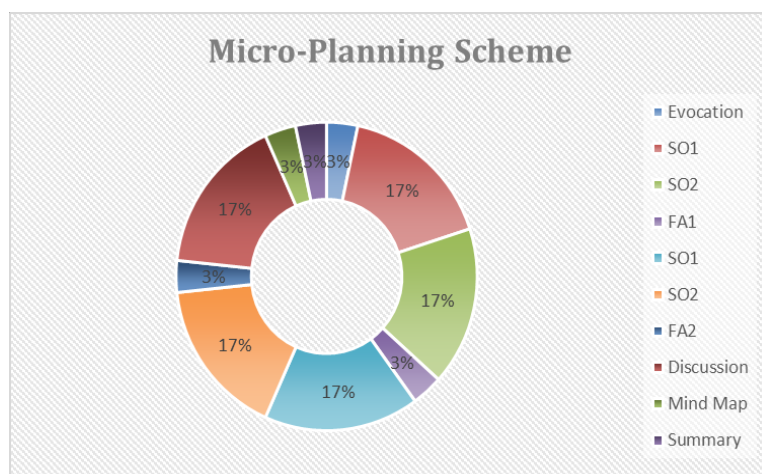
Programme	BBA
Semester	III
Course Title	Introduction to Management
Code	21UBAN31
Hours	2
Total Hours	30
Credits	2
Max Marks	60
Unit & Title	Unit V: Role of a manager
Name of the Faculty	Ms. Aishwaria Shelbha.S
T-L tools	Mind Maps, Power point, Group Discussion

### Pre-requisite Knowledge :

Basic understanding of

- The concept of management
- Organizational structures and hierarchies.
- Key terms like leadership, planning, and teamwork

### Micro- Planning : 60 minutes



Evocation	2 min
SO1	10 min
SO2	10 min
FA1	2 min
SO1	10 min
SO2	10 min
FA2	2 min
Discussion	10 min
Mind Map	2 min
Summary	2 min

## **1. Topics for learning through Evocation:**

Brief explanation about the key responsibilities of a manager. Identify and discuss the qualities of a good manager in daily life. Ask the students to share their knowledge about the manager.

## **2. Topic Introduction:**

### **2.1 : General Objective:**

- Understand the major functions performed by a manager.
- Develop an understanding of the interrelation between managerial roles, qualities, and functions.

### **2.2 : Specific Outcomes:**

- Students can articulate the key responsibilities of a manager.
- Students can analyze and evaluate the qualities of effective managers
- Students can apply knowledge of managerial functions to solve case-based problems

First Phase:

SO1 (10 minutes):

Discuss the key responsibilities of a manager

SO2 (10 minutes):

1. Lecture (5 minutes): Explain the key qualities of a good manager
2. Discussion (5 minutes): Ask students to discuss which qualities they believe are most important for a manager. Have them share personal examples of leaders they admire.

Second Phase:

SO1 (10 minutes):

1. Lecture (5 minutes): Explain the key qualities of a good manager.
2. Discussion (5 minutes): Ask students to discuss which qualities they believe are most important for a manager. Have them share personal examples of leaders they admire.

SO2 (10 minutes):

1. Lecture (5 minutes): Briefly cover the key managerial functions.
2. Case Study/Discussion (5 minutes): Provide a short case study (e.g., a company launching a new product or restructuring) and ask students to identify the functions performed by the manager in the scenario.

Mind Map (2 minutes)

Create a mind map with the students to connect responsibilities, qualities, and functions. Facilitate brainstorming and group discussion.

Summary (2 minutes)

Recap the main points. Provide a quick overview of how managerial qualities enhance their responsibilities and functions. Highlight how these concepts interrelate in the real world. Encourage students to observe and analyze managers in their daily lives.

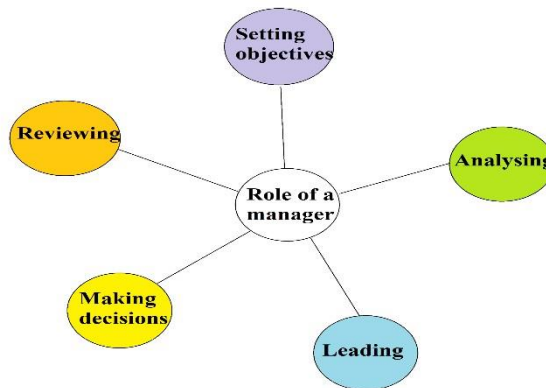
### 2.3 : Taxonomy of objectives:

Taxonomy of objectives						
Knowledge Dimension	The Cognitive Process Dimension					
	Remember	Understand	Apply	Analyse	Evaluate	Create
A. Factual Knowledge		1				
B. Conceptual Knowledge		1				
C. Procedural Knowledge						
D. Meta Cognitive Knowledge						

### Key words:

Planning, Organizing , Controlling, Leadership, Decision making

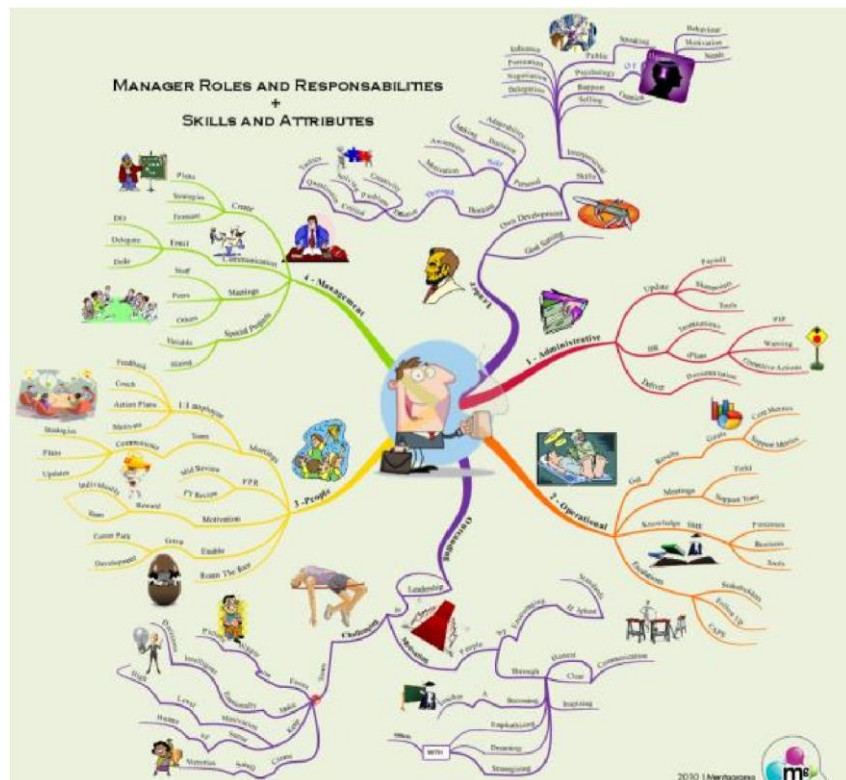
### Key Diagrams :



### Discussion:

Students were asked to discuss a short case study (e.g., a company launching a new product or restructuring) and ask students to identify the functions performed by the manager in the scenario

## Mind Map



## Summary

### 1. The key responsibilities of a manager.

- ✓ **Planning:** Managers need to define objectives, strategies, and action plans to meet the goals of the organization.
- ✓ **Organizing:** Assigning tasks, allocating resources, and structuring teams.
- ✓ **Leading:** Motivating and guiding employees to achieve goals.
- ✓ **Controlling:** Monitoring progress and performance, correcting deviations.
- ✓ **Decision-Making:** Making strategic choices for business growth and problem-solving.

### 2. The key qualities of a good manager:

- ✓ **Communication Skills:** Ability to clearly convey messages and listen actively.
- ✓ **Leadership:** Inspires and motivates the team.
- ✓ **Problem-Solving Ability:** Quickly addresses challenges and finds solutions.
- ✓ **Adaptability:** Ability to manage change and uncertainty.
- ✓ **Emotional Intelligence:** Understanding and managing personal and others' emotions.
- ✓ **Time Management:** Efficient in organizing tasks and priorities

### The managerial functions performed by manager:

- ✓ **Planning:** Setting objectives and formulating strategies.
- ✓ **Organizing:** Arranging resources and tasks to execute the plan.

- ✓ **Leading:** Motivating employees to work toward the common goal.
- ✓ **Controlling:** Assessing and adjusting performance.
- ✓ **Coordinating:** Ensuring all parts of the organization work in harmony

#### 6. Assessment

❖ Formative Assessment 1 (FA1) (2 minutes)

1. Multiple-choice questions on responsibilities, qualities, and functions.
2. Short answers on applying managerial concepts.

❖ Formative Assessment 2 (FA2) (2 minutes)

1. Informal assessment based on group responses to case studies and role plays

#### 7. FAQ's : MSQ's/ Descriptive questions:

- How do the qualities of a good manager impact their ability to fulfill their responsibilities?
- Which managerial function do you think is the most critical and why?
- Share examples of managers (real or fictional) and analyze their effectiveness


#### 8. References:

- L.M.Prasad, *Principles & Practice of Management* – New Delhi, Sultan Chand & Sons – 14<sup>th</sup> Edition 2020
- C.B.Gupta - *Management Theory & practice*, New Delhi, Sultan Chand & Sons, 5<sup>th</sup> Edition 2017
- P.C. Tripathi & P.N Reddy - *Principles of Management*, New Delhi, Tata McGraw Hill, 6<sup>th</sup> Edition 2010.
- Wehrich and Koontz – *Management, A Global Perspective.*, New Delhi, Tata McGraw Hill 14<sup>th</sup> Edition 2019.

#### 9. Verified by Subject Expert:



**Approved by HoD**



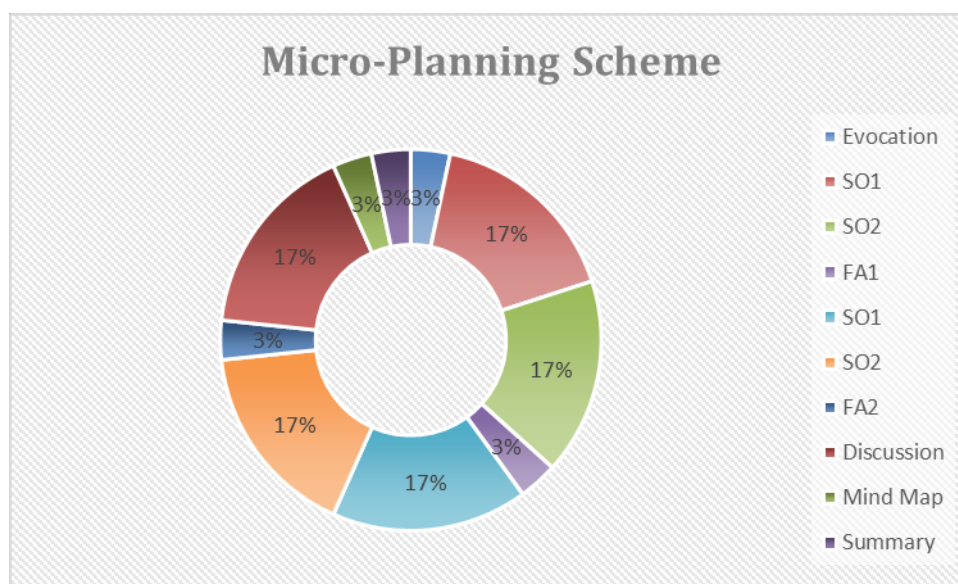
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Thoothukudi - 628 001, Tamilnadu.

## Lesson Plan

Programme	BBA
Semester	III
Course Title	Logistics Management
Code	21UBAS31
Hours	4
Total Hours	75
Credits	4
Max Marks	60
Unit& Title	Unit IV – Supply Chain Management
Name of the Faculty	J. Jancy Rani
T-L tools	Lecture, Mind Maps, Group Discussion

**Pre-requisite Knowledge** : Basic understanding of business operations and management and familiarity with concepts like inventory, logistics, procurement, and distribution.

**Micro-Planning** : 60 minutes



Evocation	:2min
SO1	:10 min
SO2	:10 min
FA1	:2 min
SO1	:10 min
SO2	:10 min
FA2	:2 min
Discussion	:10 min
Mind Map	:2 min

Summary :2min

- **Topics for learning through Evocation:**  
Brief explanation about meaning, characteristics and process of supply chain management
- **Topic Introduction:**  
**2.1 :General Objective:**
  - To understand the meaning, importance, and key components of Supply Chain Management.
  - To gain insight into how SCM impacts business operations and competitiveness.

### **2.2: Specific Outcomes:**

- Define Supply Chain Management.
- Identify the characteristics of an effective supply chain.
- Understand the essential elements that contribute to successful SCM. □ Describe the stages involved in the SCM process.

### **Phase 1: Evocation (20 minutes)**

- SO1 (10 minutes): Explain the term Supply Chain Management.
- SO2 (10minutes): Emphasize the importance of coordination and collaboration between various stakeholders (suppliers, manufacturers, distributors, retailers).

### **Phase 2: Exploration (20 minutes)**

#### **1. SO1(10minutes): Essential Elements of SCM:**

- **Procurement:** Acquiring the necessary materials and resources.
- **Production:** Manufacturing the product and ensuring quality control.
- **Logistics & Distribution:** Efficient movement of goods from point A to point B.
- **Information Flow:** Sharing data and insights to ensure smooth operations.
- **Customer Service:** Meeting the needs of the end consumer effectively.

#### **2.**

#### **SO2 (10minutes): Introduce the main process of SCM:**

- **Step 1: Supplier Management:** Selecting and managing suppliers for quality and cost efficiency.
- **Step 2: Inventory Management:** Keeping track of raw materials and finished goods.
- **Step 3: Production Planning:** Efficiently planning production schedules.
- **Step 4: Logistics and Transportation:** Managing the physical flow of goods.
- **Step 5: Order Fulfillment:** Delivering products to the customer.
- **Step 6: Feedback & Improvement:** Using customer feedback to improve the process.

### **Mind Map (2 minutes)**

Create a simple mind map that process of supply chain management.

### **Summary (2minutes)**

Summarize how effective SCM leads to competitive advantage and customer satisfaction.

### 2.3: Taxonomy of objectives:

Taxonomy of objectives						
Knowledge Dimension	The Cognitive Process Dimension					
	Remember	Understand	Apply	Analyse	Evaluate	Create
A. Factual Knowledge		1				
B. Conceptual Knowledge		2				
C. Procedural Knowledge					1	
D. Meta Cognitive Knowledge						1

### 2.4 :Keywords:

- **Supply Chain**
- **Logistics**
- **Procurement**
- **Inventory Management**
- **Distribution**
- **Customer Service**
- **Lean Management**
- **Just-in-Time (JIT)**

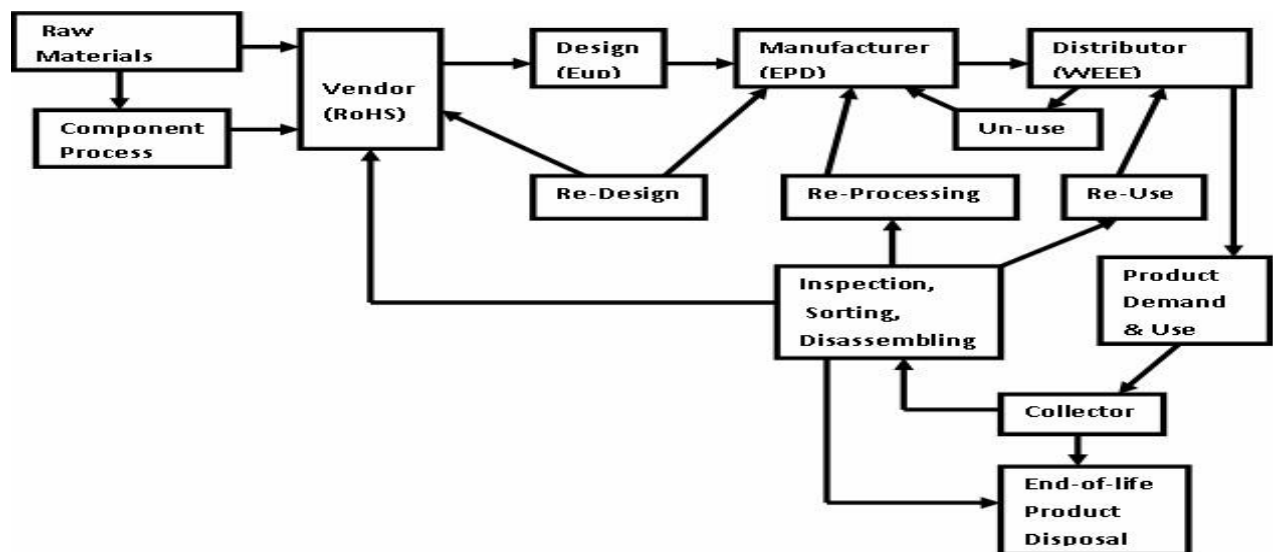
### 2.5: Key Diagrams (if any)



- **Discussion:**
- The Students were encouraged to think about emerging technologies and shifts in consumer expectations that may further influence POM.
- The Students were encouraged to discuss the questions like:

- What are some challenges in managing a supply chain?
- How do businesses balance cost and customer satisfaction in SCM? □ Discuss a real-life example of SCM (e.g., Amazon, Walmart).

- **MindMap**



## 5. Summary

Supply Chain Management (SCM) is the process of overseeing the production, movement, and distribution of goods and services from suppliers to consumers. It involves coordinating various activities, including procurement, production, logistics, inventory management, and order fulfillment, to ensure that products are delivered to customers efficiently, on time, and at the right cost.

Key characteristics of SCM include integration (coordinating all supply chain activities), efficiency (minimizing costs and optimizing operations), flexibility (adapting to market changes), and customer orientation (meeting customer needs and satisfaction).

The SCM process typically involves stages such as supplier management, production planning, logistics, distribution, and continuous improvement, ensuring that all parts of the supply chain work together to meet business goals and customer demands. Effective SCM can provide companies with a competitive advantage, improve profitability, and enhance customer loyalty.

## 6. Assessment

### Formative Assessment 1 (FA1) (2minutes)

Students are asked to Participate and analyse the case studies.

### Formative Assessment 2 (FA2) (2 minutes)

Encourage students to identify how SCM impacts business efficiency, cost, and customer satisfaction.

## 7. FAQ's: MSQ's/Descriptive questions:

**Quick Quiz** (Use multiple choice or short-answer format):

- What is the primary goal of Supply Chain Management?
- Name at least three key components of a supply chain.
- What is the difference between logistics and inventory management?
- What is Supply Chain Management?
- What are the key components and functions of SCM? □ Describe the SCM process.

## 8. References:

1. Ganapathy, Nandi *Logistics Management*, New Delhi, Oxford University Press, 6 January 2015

2. Martin Christopher *Logistics and Supply Chain Management* Mumbai, FT Publishing international 5<sup>th</sup> edition.

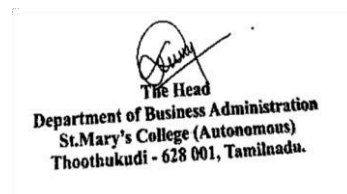
3. Paul A Myerson *Lean Supply Chain and Logistics Management* New Delhi, McGraw Hill, 1<sup>st</sup> Edition.

4. Doughan Lambert, *Fundamentals of logistics management* New Delhi, McGraw Hill, 1998

## 9. Verified by Subject Expert:



**Approved by HOD**



## Lesson Plan

Programme	B.B.A.,
Semester	IV
Course Title	International Business
Code	21UBAA41
Hours	4
Total Hours	60
Credit	4
Max Marks	60
Unit & Title	Unit-I Comparative advantages and problems of International Business
Name of the Faculty	Dr.S. Gayathri
T-L tools	Mind map, PowerPoint, Group Discussion

**Pre-requisite Knowledge :** Basic understanding of advantages and problems of International Business

**Micro-Planning** : 60 minutes



Evocation: 2 min

SO1 : 10 min

SO2 : 10 min

FA1 : 2 min

SO1 : 10 min

SO2 : 10 min

FA2 : 2 min

Discussion :10 min

Mind Map :2 min

Summary: 2 min

**1. Topics for learning through Evocation: (2 minutes)**

Start with Gather the responses and introduce the emergence of International business. Ask the students to brief the scope of international business.

**2. Topic Introduction: (2 minutes)**

**2.1 : General Objective:**

To invoke the understanding on women entrepreneurs roles and importance to economic development.

**2.2 : Specific Outcomes:**

□ Understand the importance of International Business □ Analyze the key factors involved in international business □ Evaluate the problems and challenges of international business.

**First Phase:** Understanding the evolution of International business. (20 minutes)

SO1 (10 minutes): Explain the emergence of International business.

SO2 (10 minutes): Discuss the comparative advantage of international business.

**Second Phase:** Advantages and Challenges (20 minutes)

SO1 (10 minutes): Discuss the stages and factors of International Business.

SO2 (10 minutes): Analyze the problems faced in International business.

**Mind Map** (2 minutes)

Create a simple mind map linking to illustrate the global economic changes due to International trade.

**Summary** (2 minutes)

Recap the distinguished advantages of International Business

**2.3 : Taxonomy of objectives:**

Taxonomy of objectives						
Knowledge Dimension	The Cognitive Process Dimension					
	Remember	Understand	Apply	Analyse	Evaluate	Create
A. Factual Knowledge	1					
B. Conceptual Knowledge		2				1
C. Procedural Knowledge		2				
D. Meta Cognitive Knowledge			2		1	

## 2.4 : Key words:

Evolution, International business, advantages and problems.

## 2.5 Power point presentation:

<https://drive.google.com/file/d/1CnolufydMlpINbFqmFztmBRtUwgf9df/view?usp=sharing>

### Discussion (5 minutes)

Group Activity: "Impact on International trade in India for the past 10 years and its development.

Mindmap:



### Summary:

The following with common barriers to international trade as follows,

#### 1. Language Barriers

When engaging in international business, it's important to consider the languages spoken in the countries to which you're looking to expand.

#### 2. Cultural Differences

When managing teams in offices abroad, selling products to an international retailer or potential client, or running an overseas production facility, demonstrating that you've taken the time to understand their cultures can project the respect and emotional intelligence necessary to conduct business successfully.

#### 3. Managing Global Teams

Another challenge of international business is managing employees who live all over the world. When trying to function as a team, it can be difficult to account for language barriers, cultural differences, time zones, and varying levels of technology access and reliance.

#### 4. Currency Exchange and Inflation Rates

Familiarize yourself with currency exchange rates between your country and those where you plan to do business. The exchange rate is the relative value between two nation's currencies

## 5. Nuances of Foreign Politics, Policy, and Relations

Business doesn't exist in a vacuum—it's influenced by politics, policies, laws, and relationships between countries.

### 1. Assessment

Formative Assessment 1 : (FA1) (5 minutes): Ask a formative question:

“How does the International trade affects the economic condition of the society?”

Formative Assessment 2: (FA2) (5 minutes): Quick review question:

“What are main problems of International Business?”

### 2. FAQ' s : MSQ's/ Descriptive questions:


1. What are core advantages of International Business?

2. Brief the modes entries into international trade.

### 3. References


- Introduction to International Business – P.Subha Rao [Himalaya publishing House]
- Cherunilam Francis, Internatioanl Trade and Export Management - Himalaya Publishing House - Mumbai.

**Verified by Subject Expert:**



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## Lesson Plan

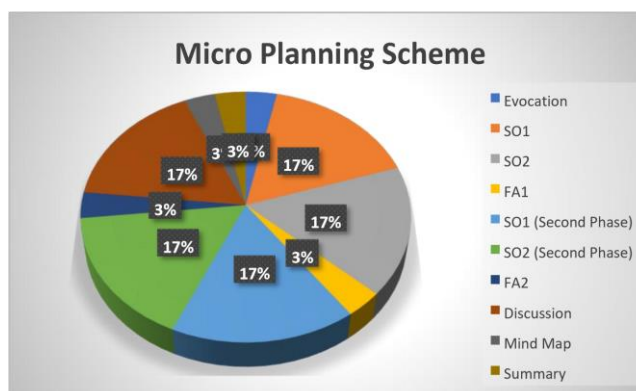
<b>Programme</b>	BBA
<b>Semester</b>	IV
<b>Course Title</b>	Quantitative techniques for managers
<b>Code</b>	21UBAC41
<b>Hours</b>	6
<b>Total Hours</b>	90
<b>Credits</b>	4
<b>Max Marks</b>	60
<b>Unit &amp; Title</b>	Unit IV: Introduction to operation research
<b>Name of the Faculty</b>	Ms.R.Paul Roja
<b>T-L tools</b>	Mind Maps, Power point, Group Discussion

**Pre-requisite Knowledge :** Basic knowledge of problem-solving and decision-making

strategies in business.

**Micro- Planning** : 60 minutes

**Micro-Planning**



Evocation	2min
SO1	10 min
SO2	10 min
FA1	2 min
SO1	10 min
SO2	10 min
FA2	2 min
Discussion	10 min
Mind Map	2 min
Summary	2min

## **Topics for learning through evocation :**

- Brief explanation: What is Operations Research (OR), and why is it important?
- Ask: Have you encountered situations where you had to choose the best solution from several alternatives?

## **1. Topic Introduction**

### **1.1 General Objective**

- To understand the fundamentals of Operations Research and its role in decisionmaking.

### **1.2 Specific Outcomes**

- To define Operations Research and its objectives.
- To identify common OR techniques and their applications.

#### **First Phase**

SO1 (10 minutes): Explain the definition and scope of Operations Research:

- Definition: A systematic approach to decision-making using analytical methods.
- Applications in inventory control, transportation, and scheduling.

SO2 (10 minutes): Introduce key techniques in OR:

1. Linear programming

2. Transportation models

3. Assignment models

4. Game theory

Formative Assessment 1 (FA1):

Ask students to provide an example of a real-life problem where optimization is needed.

Second Phase

SO1 (10 minutes): Describe linear programming concepts (objective function, constraints).

SO2 (10 minutes): Practice solving a simple linear programming problem using a graphical method.

Formative Assessment 2 (FA2):

Students attempt a basic linear programming problem with guided steps.

Mind Map (2 minutes)

Create a mind map showing various OR techniques and their purposes.

Summary (2 minutes)

Summarize the importance of OR in business decisions and highlight the techniques discussed.

## 2.3 Taxonomy of Objectives

Taxonomy of objectives						
Knowledge Dimension	The Cognitive Process Dimension					
	Remember	Understand	Apply	Analyse	Evaluate	Create
A. Factual Knowledge		1				

B. Conceptual Knowledge		1				
C. Procedural Knowledge					1	
D. Meta Cognitive Knowledge						1

## 2.4 Key Words

Operation research, evolution, problem solving, real time.

**2.5 Key Diagrams Power point presentation** <https://gamma.app/docs/The-Evolution-of-Operations-Research-idankcusuwua96g>

## 3. Discussion

Students discuss the benefits and limitations of using OR in business problems.

## 4. Mind Map



## 5. Summary

**Operations Research (OR)** is a scientific approach to decision-making that uses mathematical models, statistics, and algorithms to solve complex problems and optimize resource utilization. It is widely applied in industries, businesses, and governments to improve efficiency and effectiveness.

### Key Concepts in Operations Research

**Definition:** OR involves analyzing problems systematically to find the best possible solutions, focusing on maximizing or minimizing objectives like cost, time, or profit.

**Objective:** To provide a structured framework for decision-making in scenarios involving multiple constraints and variables.

### Applications of Operations Research

**Resource Allocation:** Optimizing the use of limited resources such as time, money, or manpower.

**Logistics and Supply Chain:** Managing transportation, inventory, and distribution efficiently.

**Production Planning:** Streamlining manufacturing processes to minimize waste and maximize output.

**Scheduling:** Organizing tasks, shifts, or machinery to enhance productivity.

## **Techniques in Operations Research**

**Linear Programming:** Solving problems involving linear relationships between variables.

**Transportation and Assignment Models:** Optimizing distribution or assigning tasks to minimize costs.

**Queuing Theory:** Managing systems where demand and supply fluctuate, like in customer service.

**Game Theory:** Analyzing competitive scenarios to determine optimal strategies.

## **Historical Context**

Originated during World War II for military planning and resource allocation.

Post-war, it expanded to various industries, including manufacturing, healthcare, and finance.

## **Importance of Operations Research**

Helps organizations make data-driven decisions.

Improves operational efficiency and reduces costs.

Adapts to complex and dynamic environments, ensuring long-term success.

Operations Research combines analytical methods and practical applications, making it an invaluable tool for tackling real-world challenges systematically.

## **6. Assessment**

Formative Assessment 1 (FA1): Sharing optimization examples

Formative Assessment 2 (FA2): Solving a linear programming problem

## **FAQ's**

1. What are the primary objectives of Operations Research?
2. Explain the difference between linear and non-linear programming.


## 7. References

1. Taha, H.A., *Operations Research: An Introduction*, Pearson Education.
2. Sharma, J.K., *Operations Research: Theory and Applications*, Macmillan India.

## 8. Verified by Subject Expert



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## Lesson Plan

Programme	BBA
Semester	IV
Course Title	Entrepreneurship
Code	21UBAN41
Hours	2
Total Hours	30
Credits	2
Max Marks	60
Unit & Title	Unit I: Types of entrepreneurs
Name of the Faculty	J. Jancy Rani
T-L tools	Lecture method, Mind Maps, Group Discussion

**Pre-requisite Knowledge** : basic understanding of entrepreneurship and business ventures,  
General business concepts.

**Micro-Planning** : 60 minutes



Evocation	2min
SO1	10 min
SO2	10 min
FA1	2 min
SO1	10 min
SO2	10 min
FA2	2 min
Discussion	10 min
Mind Map	2 min
Summary	2min

## **1. Topics for learning through Evocation:**

Brief explanation about various types of entrepreneurs

## **2. Topic Introduction:**

### **2.1 :General Objective:**

- To understand the different types of entrepreneurs.
- To help them understand the various approaches to starting and running a business based on the entrepreneur's motivations, goals, and industry.

### **2.2: Specific Outcomes:**

- Define the concept of entrepreneurship.
- Identify and categorize different types of entrepreneurs.
- Discuss the characteristics, strengths, and weaknesses of various types of entrepreneurs.

## **Phase 1: Evocation (20 minutes)**

SO1 (10 minutes): Explain what is entrepreneurship and different types of entrepreneurs.

SO2 (10minutes): Discuss the importance of entrepreneurship in the economy (job creation, innovation, wealth generation).

## **Phase 2: Exploration (20 minutes)**

SO1(10minutes): Clarify the different types of entrepreneurs like Innovative Entrepreneurs, Imitative Entrepreneurs, Fabian Entrepreneurs, Drone Entrepreneurs, social Entrepreneurs, Agricultural Entrepreneurs, Trading Entrepreneurs, women Entrepreneurs, Life-Timer Entrepreneurs.

SO2 (10minutes): Explore the strengths, weaknesses, and ideal environments for success of each types.

## **MindMap(2 minutes)**

Create a simple mind map that clarifies with the different types of entrepreneurs

## **Summary (2minutes)**

- There are various types of entrepreneurs: innovative, imitative, Fabian, hustler, social, and scalable start-up entrepreneurs.
- Each type has its own strengths, weaknesses, and ideal environments for success.
- The entrepreneurial landscape is diverse, and understanding these types can help students identify which path might suit their personal goals

### 2.3: Taxonomy of objectives:

Taxonomy of objectives						
Knowledge Dimension	The Cognitive Process Dimension					
	Remember	Understand	Apply	Analyse	Evaluate	Create
A. Factual Knowledge		1				
B. Conceptual Knowledge		1				
C. Procedural Knowledge						
D. Meta Cognitive Knowledge						

### 2.4: Keywords:

Innovative Entrepreneurs, Imitative Entrepreneurs, Fabian Entrepreneurs, Drone Entrepreneurs

### 2.5: Key Diagrams (if any)



### 3. Discussion:

The Students were Encourage to share their thoughts on how they might apply these types in their own potential business ventures.

### 4. MindMap



## Summary

Entrepreneurship is the process of identifying a market need or problem, creating a business or solution to address that need, and taking on the associated risks to establish and grow the business. Entrepreneurs play a crucial role in driving innovation, creating jobs, and contributing to economic growth.

Entrepreneurs come in various forms, each driven by different motivations, goals, and approaches to business. Here are the main types:

- Innovative Entrepreneurs
- Imitative Entrepreneurs
- Fabian Entrepreneurs □ Drone Entrepreneurs
- social Entrepreneurs
- Agricultural Entrepreneurs
- Trading Entrepreneurs
- women Entrepreneurs
- Life-Timer Entrepreneurs

Each type of entrepreneur plays a critical role in the economy, offering different contributions to innovation, job creation, and social change. Understanding these types helps individuals identify their strengths and potential path as entrepreneurs.

## 6. Assessment

### **Formative Assessment1 (FA1)(2minutes)**

Students are asked to explain the various types of entrepreneurs.

### **Formative Assessment 2 (FA2) (2 minutes)**

A quick review on the strengths and weaknesses of various types of entrepreneurs.

## 7. FAQ's: MSQ's/Descriptive questions:

1. Define entrepreneur. Explain the various types of entrepreneurs.
2. Enumerate the strengths and weaknesses of various types of entrepreneurs.

## 8. References:


1. Dr.C.B.Gupta, Dr. N.P.Srinivasan, Entrepreneurship development in India, New Delhi, Sultan chand and sons, 2020.
2. S.S.Khanka, *Entrepreneurial development*, New Delhi, S.Chand & Copublishing, 2006.

**9. Verified by Subject Expert:**



Signature of Subject Expert

Approved by HOD



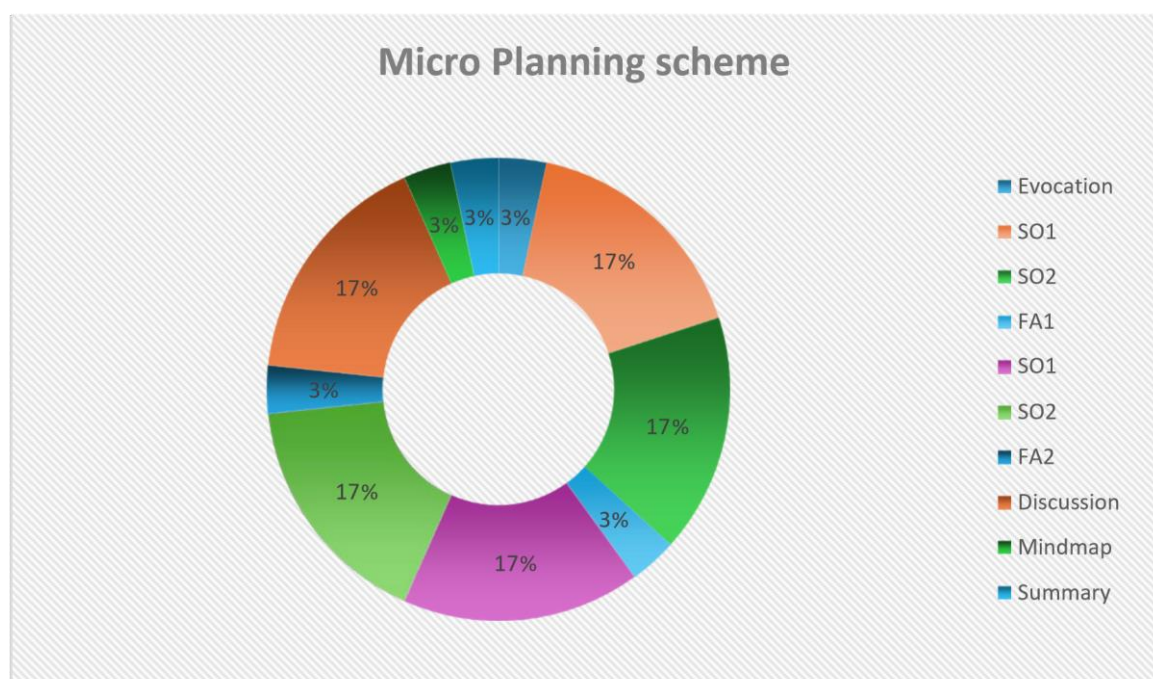
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## Lesson Plan

Programme	B.B.A.,
Semester	IV
Course Title	Office Automation
Code	21UBAS41
Hours	4
Total Hours	60
Credit	4
Max Marks	60
Unit & Title	Unit-IV, Office accomodation
Name of the Faculty	Mrs.L.M.A.Preethi
T-L tools	Mind map, Group Discussion, Power point presentation

**Pre-requisite Knowledge** : Basic understanding of office environments and their purpose.

**Micro-Planning** : 60 minutes



Evocation : 2 min

SO1 : 10 min

SO2 : 10 min

FA1 : 2 min

SO1 : 10 min

SO2 : 10 min

FA2 : 2 min

Discussion :10 min

Mind Map :2 min

Summary: 2 min

### **1. Topics for learning through Evocation: (2 minutes)**

Objective: Engage students by introducing the concept of office accommodation.

Activity:

Ask: "What features make an office environment comfortable and productive?"

Show images of well-designed and poorly designed office spaces for discussion.

### **2. Topic Introduction: (2 minutes)**

#### **2.1: General Objective:**

- To Understand the concept and importance of office accommodation.

#### **Specific Objectives:**

- Define office accommodation.
- Identify principles of effective office accommodation and its environment.

First Phase: Meaning and Definition (10 minutes)

SO1 (10 minutes): Define office accommodation and its importance

SO2 (10 minutes): Explain the elements of the office environment

Second Phase: Principles of Office Accommodation (20 minutes)

SO1 (10 minutes):Key Principles of office accommodation

SO2 (10 minutes):Discuss examples of good office layouts and the consequences of poor designs.

**Mind Map (2 minutes)**

Create a visual linking "Office Accommodation" with its meaning and its principles **Summary (2 minutes)** Recap key points:

- Definition and principles of office accommodation.
- Importance of a productive office environment.

### 2.3 : Taxonomy of objectives:

Taxonomy of objectives						
Knowledge Dimension	The Cognitive Process Dimension					
	Remember	Understand	Apply	Analyse	Evaluate	Create
A. Factual Knowledge	1					
B. Knowledge		1				
C. Procedural Knowledge				1		
D. Meta Cognitive Knowledge						1

### 2.4: Key words:

Office accommodation, office environment, location, office building, principles of accommodation.

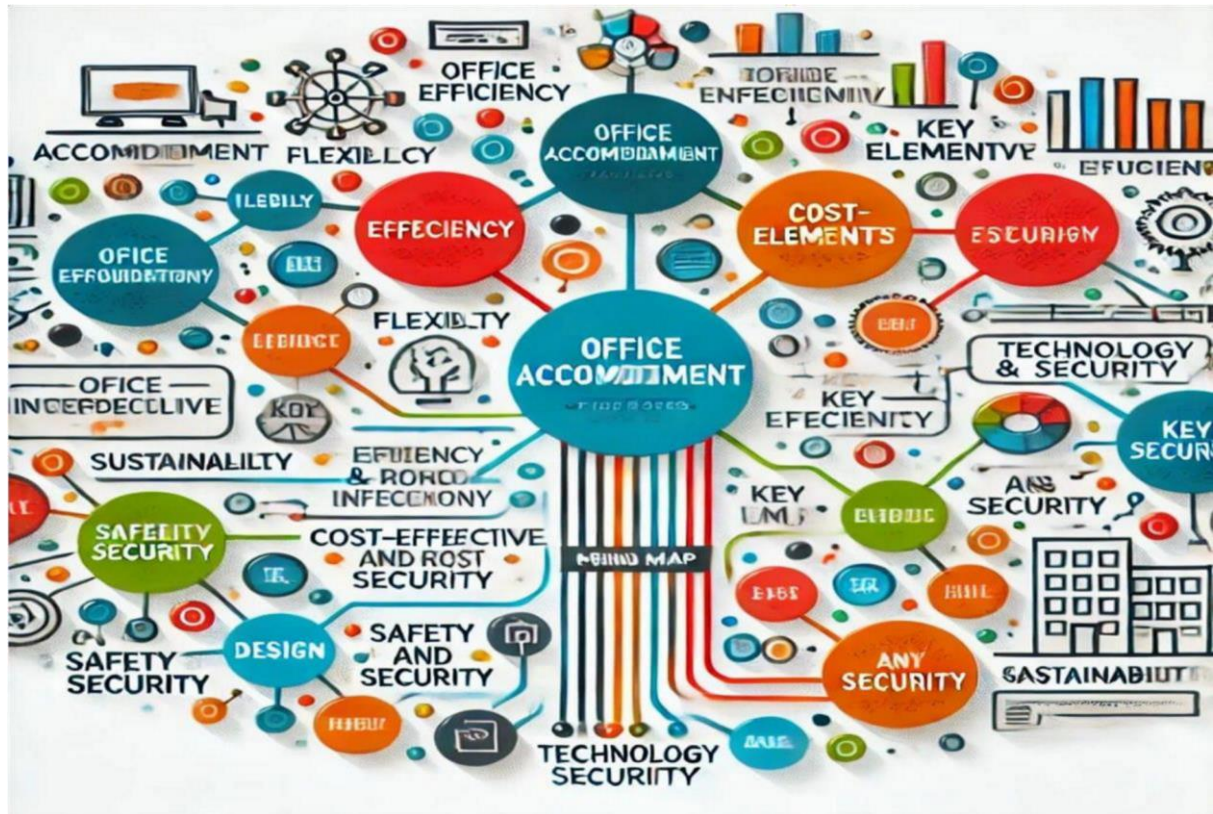
### 2.5: Power Point Presentation:

<https://gamma.app/docs/Optimizing-Your-Office-A-Guide-to-Automation-4eoawmoz693jycl>

### 3.Discussion (10 minutes)

Group Activity: Discuss "The Role of Office Automation in Redefining Office Accommodation and Productivity"

### 4.Mindmap:



## 5. Summary:

Definition of office accommodation:

"The process of planning and organizing office space to maximize efficiency and comfort for employees and operations."

Importance of office accommodation: Enhances productivity, employee satisfaction, and resource utilization.

The elements of the office environment are Lighting, ventilation, space, and ergonomics.

Key Principles of office accommodation:

- Accessibility: Easy for employees and clients to reach.
- Efficient Space Utilization: Optimizing available space for operations.
- Flexibility: Adapting to future requirements.
- Safety and Security: Ensuring physical safety for staff and data security.

## 6. Assessment

Formative Assessment 1:(FA1) (2 minutes): Ask students:

What elements in your current classroom or workspace could improve productivity?

Formative Assessment 2:(FA2) (3minutes): Activity: Identify areas of improvement in a sample office layout provided.

**7. FAQ' s : MSQ's/ Descriptive questions:** 1. Define office accommodation.

2. List any three principles of office accommodation and explain why they are important.

## **8.References**


S.P. Arora, Office Organisation and Management New Delhi, Vikas Publishing House Private Limited, 2018.

R.K.Chopra Office Organisation and Management Himalaya Publishing House, 2009

**9. Verified by Subject Expert:**



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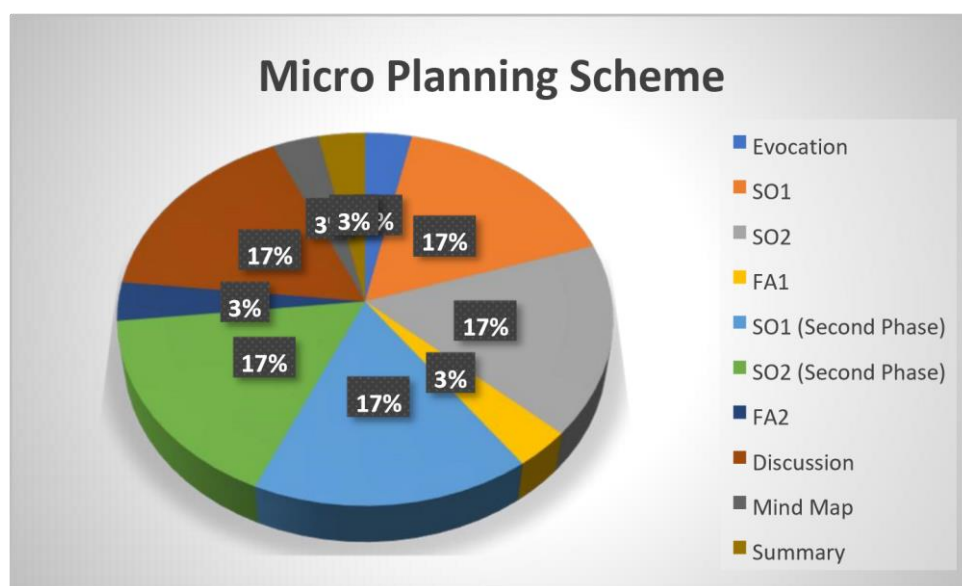
## Lesson Plan

<b>Programme</b>	BBA
<b>Semester</b>	V
<b>Course Title</b>	Research Methodology
<b>Code</b>	21UBAC51
<b>Hours</b>	6
<b>Total Hours</b>	90
<b>Credits</b>	4
<b>Max Marks</b>	60
<b>Unit &amp; Title</b>	Unit I: Process of Research
<b>Name of the Faculty</b>	Ms.R.Paul Roja
<b>T-L tools</b>	Mind Maps, Power point, Group Discussion

**Pre-requisite Knowledge :** Basic understanding of information gathering and problem-solving strategies.

**Micro- Planning** : 60 minutes

**Micro-Planning**



Activity	Time (Minutes)
Evocation	2
SO1	10
SO2	10
FA1	2
SO1 (Second Phase)	10
SO2 (Second Phase)	10
FA2	2
Discussion	10
Mind Map	2
Summary	2

## 1. Topics for Learning through Evocation

- **Brief explanation:** What is research, and why is it important?
- **Ask:** What problems have you encountered that needed research to solve?

## 2. Topic Introduction

## **2.1 General Objective**

- To understand the research process and its applications.

## **2.2 Specific Outcomes**

1. To identify and describe the steps in the research process.
2. To distinguish between primary and secondary research methods.

### First Phase

SO1 (10 minutes): Explain the steps in the research process:

1. Identifying the research problem
2. Reviewing existing literature
3. Formulating a hypothesis
4. Designing research methods
5. Data collection
6. Data analysis
7. Drawing conclusions
8. Communicating findings

SO2 (10 minutes): Discuss examples of applying these steps using simple research topics like "How does social media affect students' performance?"

Formative Assessment 1 (FA1):

Ask students to briefly identify a research question from their own experiences.

### Second Phase

SO1 (10 minutes): Explain different research methods (qualitative and quantitative). SO2 (10 minutes): Use real-life examples to illustrate data collection techniques (surveys, interviews).

Formative Assessment 2 (FA2):

Students share how they would collect data for a given topic.

Mind Map (2 minutes)

Create a mind map illustrating the research process and key steps.

Summary (2 minutes)

Summarize the importance of systematic research and each step's role.

### 2.3 Taxonomy of Objectives

Taxonomy of objectives						
Knowledge Dimension	The Cognitive Process Dimension					
	Remember	Understand	Apply	Analyse	Evaluate	Create
A. Factual Knowledge		1				
B. Conceptual Knowledge		1				
C. Procedural Knowledge					1	
D. Meta Cognitive Knowledge						1

### 2.4 Key Words

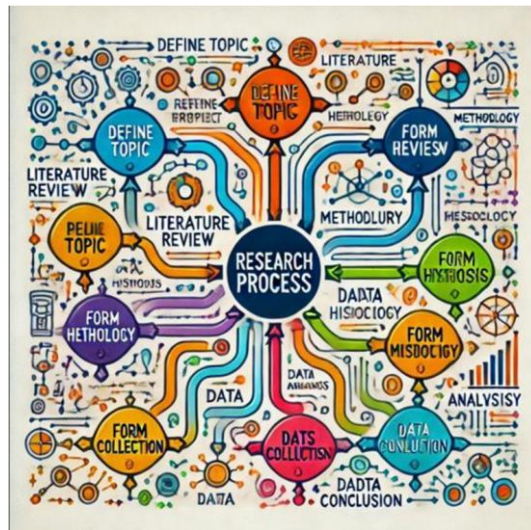
Research, Process, Steps, Analyze

2.5 Key Diagrams Power point presentation <https://gamma.app/docs/The-Research->

### 3. Discussion

Students are asked to discuss how they would conduct research on a current event or issue and present a brief outline.

### 4. Mind Map



### 5. Summary

The research process is a systematic sequence of steps researchers follow to investigate a question, test a hypothesis, or explore an issue. Here's a concise summary of the key steps:

#### 1. Identify the Research Problem

The first step is to define the research topic, narrow down the focus, and formulate clear research questions or hypotheses that will guide the study.

#### 2. Literature Review

Researchers review existing studies, theories, and models related to their topic. This helps identify gaps in the current knowledge and ensures the research is building on previous work.

#### 3. Research Design

The research design outlines the methodology and approach. Researchers decide whether the study will be qualitative, quantitative, or mixed-methods, and determine data collection methods, such as surveys, experiments, or case studies.

#### 4. Data Collection

In this phase, data is gathered using chosen instruments. Researchers ensure data is reliable and valid by selecting appropriate samples and tools for data collection.

#### 5. Data Analysis

The collected data is processed and analyzed using statistical or qualitative methods.

This step involves organizing data, testing hypotheses, and interpreting results.

#### 6. Conclusion

Based on the analysis, researchers summarize their findings, discuss implications, and suggest possible areas for future research.

#### 7. Report Writing

A detailed report is written, including an introduction, research methods, findings, discussions, and conclusions. It is important to ensure proper citation of sources.

#### 8. Presentation

Finally, researchers present their findings to stakeholders, using visuals like charts and graphs to communicate the results clearly.

Each step in the process builds upon the previous one to ensure the research is thorough, credible, and contributes to the existing body of knowledge.

### 6. Assessment

Formative Assessment 1 (FA1): Identifying a research question

Formative Assessment 2 (FA2): Explaining data collection techniques

### 7. FAQ's

1. What are the steps in the research process?
2. How do qualitative and quantitative research differ?

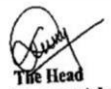
### 8. References

1. Kothari, C.R. *Research Methodology: Methods and Techniques*, New Age International.
2. Zikmund, W.G. *Business Research Methods*, Cengage Learning

### . 9. Verified by Subject Expert

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**Approved by HoD**

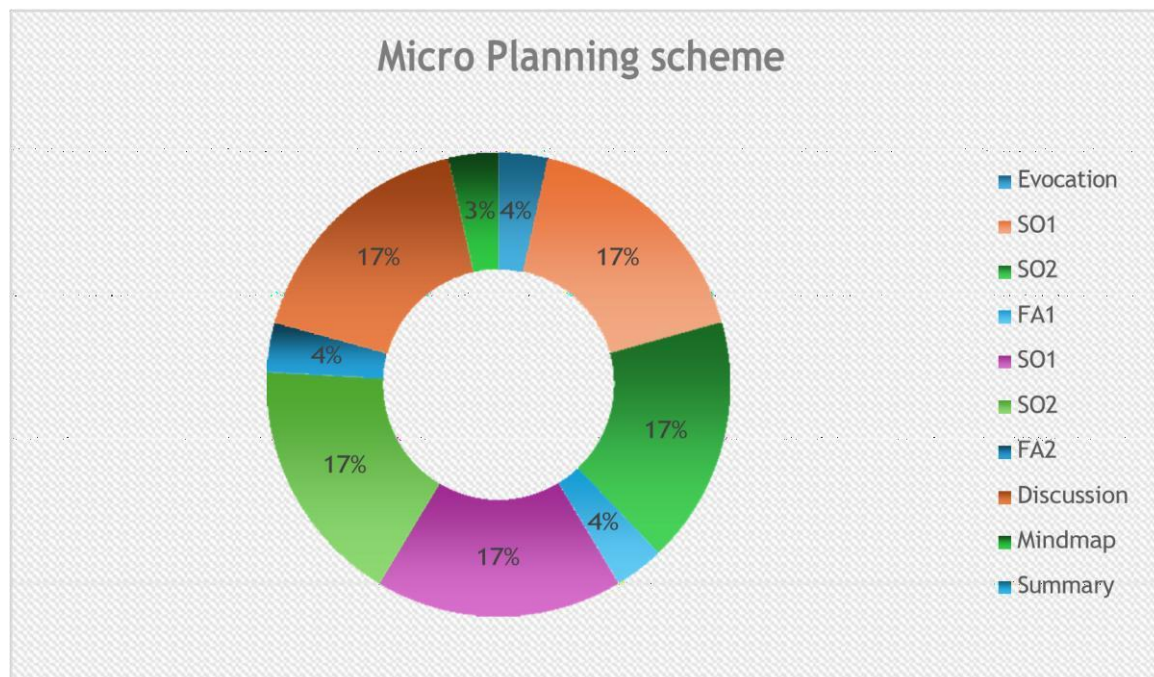
  
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## Lesson Plan

Programme	B.B.A.,
Semester	V
Course Title	Entrepreneurial Development
Code	21UBAC52
Hours	6
Total Hours	90
Credit	4
Max Marks	75
Unit & Title	Unit-II Functions and problems of women Entrepreneurs
Name of the Faculty	Dr.S. Gayathri
T-L tools	Mind map, PowerPoint, Group Discussion

**Pre-requisite Knowledge :** Basic understanding of Women Entrepreneurship, Problems and challenges

**Micro-Planning :** 60 minutes



Evocation: 2 min

SO1 : 10 min

SO2 : 10 min

FA1 : 2 min

SO1 : 10 min

SO2 : 10 min

FA2 : 2 min

Discussion :10 min

Mind Map :2 min

Summary: 2 min

**1. Topics for learning through Evocation:** (2 minutes) Begin with a quick discussion and clarity of concept:

- “What is women entrepreneurship?
- Gather responses and introduce the functions and roles of women entrepreneurs.

**2. Topic Introduction:** (2 minutes)

**2.1 : General Objective:**

To invoke the understanding on women entrepreneurs roles and importance to economic development.

**2.2 : Specific Outcomes:**

- Understand the importance of entrepreneurship
- Analyze the key emergence of women entrepreneurship.
- Evaluate the problems and challenges of women entrepreneurs.

**First Phase:** Understanding Entrepreneurship (20 minutes)

SO1 (10 minutes): Explain the emergence of entrepreneurship

SO2 (10 minutes): Discuss key role of women entrepreneurs

**Second Phase:** Problems and Challenges (20 minutes)

SO1 (10 minutes): Discuss the functions and problems of women entrepreneurs.

SO2 (10 minutes): Analyze the challenges faced during the entrepreneurship era.

**Mind Map** (2 minutes)

Create a simple mind map linking to illustrate the success stories of women entrepreneurs

**Summary** (2 minutes)

Recap the Scope necessity and importance of women entrepreneurship.

### 2.3 : Taxonomy of objectives:

Taxonomy of objectives						
Knowledge Dimension	The Cognitive Process Dimension					
	Remember	Understand	Apply	Analyse	Evaluate	Create
A. Factual Knowledge	1					
B. Conceptual Knowledge		2				
C. Procedural Knowledge		2				
D. Meta Cognitive Knowledge			2	4		5

### 2.4 : Key words:

Entrepreneurship, Women Entrepreneurs, problems, challenges

2.5 Power point presentation: [https://drive.google.com/file/d/1I-L6JIYsLbP5-Q1PggSJ\\_eq7StQUrAW0/view?usp=sharing](https://drive.google.com/file/d/1I-L6JIYsLbP5-Q1PggSJ_eq7StQUrAW0/view?usp=sharing)

### Discussion (5 minutes)

Group Activity: "Is the Women Entrepreneurship awaking the economic development or not? 3. Mindmap:



#### 4. Summary:

The Problems and challenges to women entrepreneurship involves the following, Gender Barriers, Economic Challenges-Although it might sound unfair, the Indian finance scene has massive gender gaps. Female business owners in India commonly face economic challenges due to investors' prejudice and other factors. Legal and Regulatory Hurdles-Women business owners often face challenges dealing with laws related to marriage or divorce, property distribution, inheritance, and business permissions. Work-Life Integration-In most Indian homes, women are responsible for cooking, cleaning, and caring for their children and other family members. Networking and Mentorship-Limited access to networking is one of the basic problems of women entrepreneurs. Due to less integration with informal and formal networks. Access to Resources and Technology, Overcoming Mental Barriers, Government Initiatives and Support While female entrepreneurship has gained around, the numbers are expected to rise in the next few years. The Indian government has introduced several support programmes to assist women entrepreneurs in overcoming the difficulties they face. While these problems faced by women entrepreneurs are real, modern women are slowly becoming stronger to overcome the challenges and bear adversities with courage.

#### 1. Assessment

Formative Assessment 1 :(FA1) (5 minutes): Ask a formative question:

“How does the women entrepreneurship affects the economic condition of the society?”

Formative Assessment 2:(FA2) (5 minutes): Quick review question:

“What are core challenges faced by women entrepreneurus?”


#### 2. FAQ' s : MSQ's/ Descriptive questions:

1. What are core functions performed by women entrepreneurs?
2. As a women college student how do you find women entrepreneurship is most emerging in the society?

### 3. References


1. Srinivasan. N.P *Entrepreneurship Development*, New Delhi: Sultan Chand & Sons, 2019.
2. Vasanth Desai, *Dynamics of Entrepreneurial Development*. Mumbai: Himalaya Publishing House, 2018
3. Khanka.S.S.*Entrepreneurship Development*. New Delhi: S.Chand&CO, 2021

### 4. Verified by Subject Expert:



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### Approved by HOD



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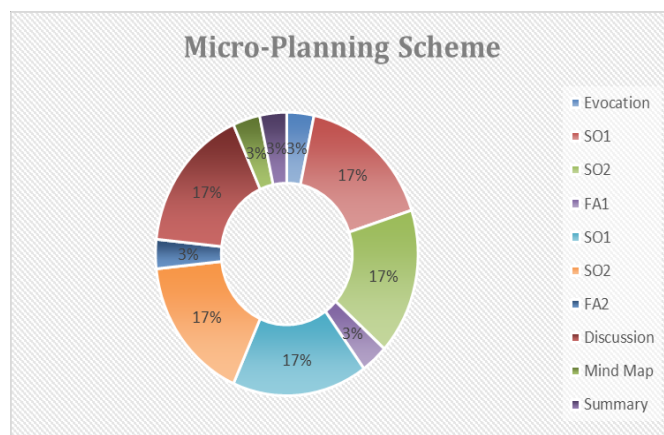
## Lesson Plan

Programme	BBA
Semester	V
Course Title	IT Skills for Managers
Code	21UBAE51
Hours	5
Total Hours	30
Credits	4
Max Marks	60
Unit & Title	Unit – IV Microsoft PowerPoint
Name of the Faculty	Ms. Aishwaria Shelbha.S
T-L tools	Mind Maps, Power point, Group Discussion

### Pre-requisite Knowledge :

Basics of Microsoft PowerPoint, including how to create, edit, and enhance presentations.

**Micro- Planning** : 60 minutes



Evocation	2 min
SO1	10 min
SO2	10 min
FA1	2 min
SO1	10 min
SO2	10 min
FA2	2 min
Discussion	10 min
Mind Map	2 min
Summary	2 min

## 1. Topics for learning through Evocation:

Brief explanation about Microsoft power point and its usage in daily life. Ask the students to share their knowledge about microsoft applications and its usage.

## 2. Topic Introduction:

### 2.1 : General Objective:

- Equip students with the foundational knowledge of Microsoft PowerPoint, including its features, functions, and basic techniques to create and enhance presentations □ To learn to apply in life

### 2.2 : Specific Outcomes:

- Students will learn to enhance slides with visual elements like graphics, charts, and tables.
- Students will understand the purpose of different views of Microsoft application and switch between them confidently
- To have a clear knowledge about the usage of Microsoft applications.

#### First Phase:

SO1 (10 minutes): Introduction to Microsoft PowerPoint.

SO2 (10 minutes): Learning how to start powerpoint and creating a presentation

#### Second Phase:

SO1 (10 minutes): Discussing how to add graphics, charts, and tables

SO2 (10 minutes): Closing and quitting PowerPoint

Mind Map (2 minutes)

Create a simple mind map that clarifies with the differences on ATM and Smart card, Telebanking and Internet banking

Summary (2 minutes)

Summarize the Advantages and disadvantages of E-Delivery Channels by group discussion.

### 2.3 : Taxonomy of objectives:

Taxonomy of objectives						
Knowledge Dimension	The Cognitive Process Dimension					
	Remember	Understand	Apply	Analyse	Evaluate	Create
A. Factual Knowledge		1				
B. Conceptual Knowledge		1				
C. Procedural Knowledge					1	
D. Meta Cognitive Knowledge						1

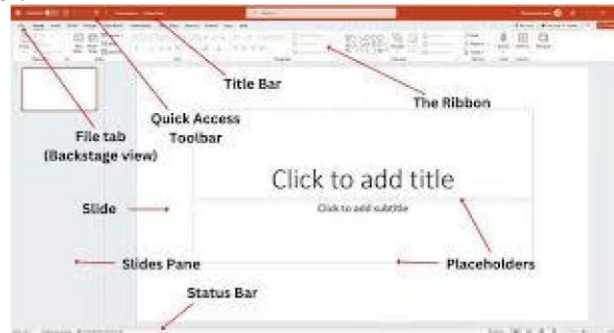
## 2.4 : Key words:

Presentation, Slides, Transition, Animation, Graphics, Charts.

## Powerpoint Presentation

<https://gamma.app/docs/Introduction-to-Microsoft-PowerPoint-kkdwx3cnd9547k>

### 2.5 Key Diagrams :



## 3. Discussion:

- Students were asked to discuss
  - What did they find easy in Microsoft powerpoint application is it easy or challenging?
  - How do they plan to use PowerPoint in their studies or projects?

## 4. Mind Map



## 5. Summary

### 1. Introduction to Microsoft PowerPoint

#### Meaning & Importance

- Definition: Microsoft PowerPoint is a presentation software used for creating professional slideshows.

- Importance: Commonly used for business, education, and personal purposes to present ideas visually and effectively

## **2.Starting PowerPoint & Creating a Presentation**

### **❖ Starting PowerPoint**

- ✓ Step-by-step demo: How to open PowerPoint from the Start menu or desktop.

### **❖ Creating a New Presentation**

- ✓ Explain templates and blank presentations.
- ✓ Show how to add slides and change slide layouts.

### **❖ Hands-on Activity:**

- Students create a blank presentation with 2 slides:
- ✓ Slide 1: Title Slide (Title and Subtitle).
- ✓ Slide 2: Bullet Points (key facts or steps about any topic).

## **3.Adding Graphics, Charts, and Tables**

### **Adding Graphics**

- ✓ Insert pictures, shapes, and SmartArt.

### **Adding Charts**

- ✓ Insert a chart, choose a type (e.g., bar, pie), and enter data.

### **Adding Tables**

- ✓ Insert a table and format it (e.g., adjust size, color).

### **Hands-on Activity**

- ✓ Add a SmartArt graphic and chart to Slide 3 in their presentation.

## **4.Slide Transitions and Effects:**

- ✓ Adding Transitions

- ✓ Demo: Apply transitions to slides (e.g., Fade, Wipe). ✓ Adjust transition duration and effects.

### **❖ Adding Animations**

- ✓ Apply basic animations to objects (e.g., text or images).

### **❖ Hands-on Activity**

- ✓ Students add transitions to their slides and apply animations to a title or graphic

## 5. Closing and Quitting PowerPoint

### ❖ Closing Slides

- ✓ Save the presentation: File → Save or Save As. ✓  
Explain saving formats (e.g., .pptx, .pdf).

### ❖ Quitting PowerPoint

- ✓ Show how to properly exit the application.

## 6. Assessment

### ❖ Formative Assessment 1 (FA1) (2 minutes)

- Students are asked to do activity:

Create a 3-slide presentation:

1. Title Slide (name and topic).
2. Content Slide (bullet points).
3. Slide with a chart or SmartArt. Add transitions to all slides

### ❖ Formative Assessment 2 (FA2) (2 minutes)

- A quick review on the Microsoft applications

## 7. FAQ's : MSQ's/ Descriptive questions:

1. Importance of PowerPoint.

2. Basics of creating and enhancing a presentation


## 8. References:

1. Krishnan. N, *Window and Ms office 2000 with Database concepts*, Mumbai, Scitech publications, 2001.
2. Anita Goel *Computer Fundamentals* New Delhi, Pearson Education, 2017.
3. V. Rajaraman, *Introduction to Information Technology* New Delhi, PHI Learning, 3<sup>rd</sup> Edition 2018.

## 9. Verified by Subject Expert:



Approved by HoD



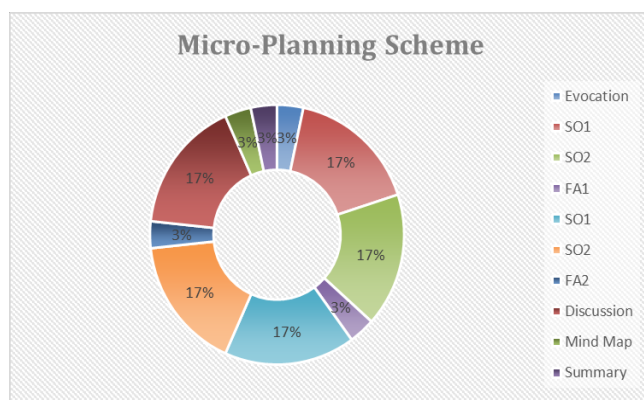
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## Lesson Plan

Programme	BBA
Semester	VI
Course Title	Financial Management
Code	21UBAC61
Hours	6
Total Hours	90
Credits	5
Max Marks	60
Unit & Title	Unit III: Investment Decisions
Name of the Faculty	Ms. Aishwarira Shelbha.S
T-L tools	Lecture Based, Mind Maps,, Group Discussion

### Pre-requisite Knowledge:

- ✓ Basic understanding of budgeting and financial planning.
- ✓ Introduction to concepts like revenue, expenses, and profit. ✓
- Knowledge of basic investment terms



**Micro- Planning** : 60 minutes

Evocation	2 min
SO1	10 min
SO2	10 min
FA1	2 min
SO1	10 min
SO2	10 min
FA2	2 min
Discussion	10 min
Mind Map	2 min
Summary	2 min

**1.Topics for learning through Evocation:**

Brief explanation about investment decisions and budgeting in daily life. Ask the students to create a basic investment strategy or budget framework.

**Topic Introduction:****General Objective:**

- To understand the investment decisions and budgetary control.
- Identify the characteristics, advantages, and limitations of investment decisions.
- Understand the essentials of successful budgetary control. ➤ Explain the classification of budgets.

**Specific Outcomes:**

- i Classify different types of budgets and their role in investment planning.
- ii Apply the knowledge to create a basic investment strategy or budget framework.

**First Phase:**

SO1 (10 minutes): Introduction to Investment Decisions.

SO2 (10 minutes): Discuss about its advantages and limitations of investment decisions.

**Second Phase:**

SO1 (10 minutes):Clarify the essentials of successful budgetar control

SO2 (10 minutes): Explore the examples and classification of budgets

Mind Map (2 minutes)

1. A central concept (Investment Decisions) branching out to characteristics, advantages, limitations, and budget types.

Summary (2 minutes)

Summarize the Investment decisions that help to achieve the financial goals.

**Taxonomy of objectives:**

Taxonomy of objectives						
Knowledge Dimension	The Cognitive Process Dimension					
	Remember	Understand	Apply	Analyse	Evaluate	Create
A. Factual Knowledge		1				
B. Conceptual Knowledge		2				
C. Procedural Knowledge					1	
D. Meta Cognitive Knowledge						1

b : **Key words:**

Investment, Budgetary Control, Risk, ROI, Capital Budget, Operating Budget, Financial Planning.

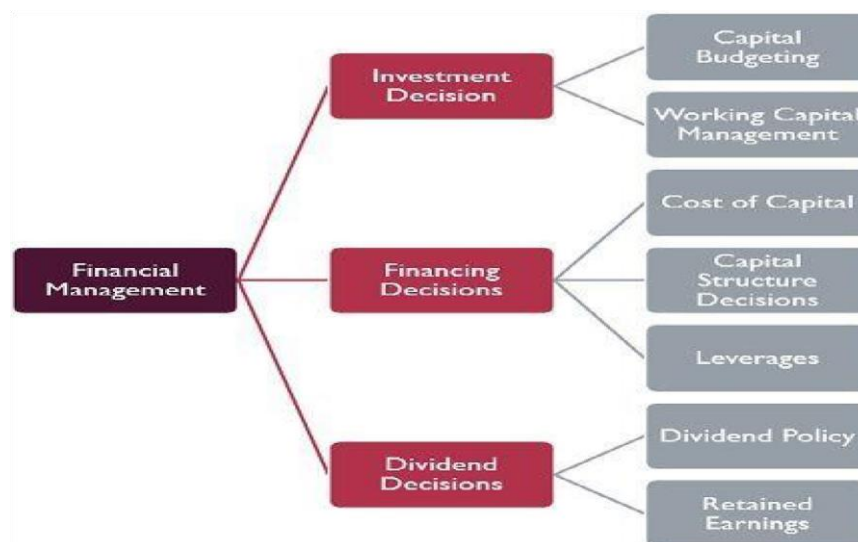
c : **Key Diagrams :**



3 **Discussion:**

Students were asked to reflect on how they would apply these concepts in real-life financial decisions.

4 **Mind Map**



5 **Summary**

**Introduction to Investment Decisions :**

**Definition:** Investment decisions refer to the allocation of funds to various assets with the aim of earning returns.

**Characteristics:**

1. Long-term or short-term nature.
2. Risk and return analysis.
3. Decision-making based on forecasting.

**Advantages and Limitations of Investment Decisions:****1. Advantages:**

- Higher returns. ○  
Diversification of assets.
- Enhances financial security.

**2. Limitations:**

- High risk. ○ Requires expertise and research.
- Capital lock-in for long-term investments

**Essentials of Successful Budgetary Control**

1. **Clear Objectives:** Establish realistic and achievable goals.
2. **Comprehensive Planning:** Cover all areas of operation.
3. **Involvement of Managers:** Promote participation across departments.
4. **Effective Monitoring:** Regularly track performance against budgets.
5. **Flexibility:** Adapt budgets to changing conditions.

**Classification of Budgets****1. Based on Time:**

- Long-term budgets.
- Short-term budgets.

**2. Based on Function:** ○

- Sales budget.
- Production budget.
- Financial budget.

**3. Based on Flexibility:** ○

- Fixed budgets. ○
- Flexible budgets.

**6..Assessment**

- ❖ Formative Assessment 1 (FA1) (2 minutes)

Students are asked to list the potential advantages and limitations of investing.

- ❖ Formative Assessment 2 (FA2) (2 minutes) A quick review on the different types of budgets

**7.FAQ' s : MSQ's/ Descriptive questions:**

- Discuss how budgeting could help students manage their own finances effectively.
- Discuss the essentials of successful budgetary control.
- Classify different types of budgets and their role in investment planning.

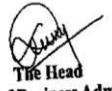
**8.References:**

1. Khan.M.Y& Jain P.K *Financial Management*, New Delhi:TMH, 2018.
2. Maheshwari S.N. *Cost and Management Accounting* New Delhi, Sultan Chand& Sons.
3. Pandey I.M. *Financial Management* New Delhi: Vikas Publishing House (P)Ltd, 2016.

**9.Verified by Subject Expert:**



**Approved by HoD**



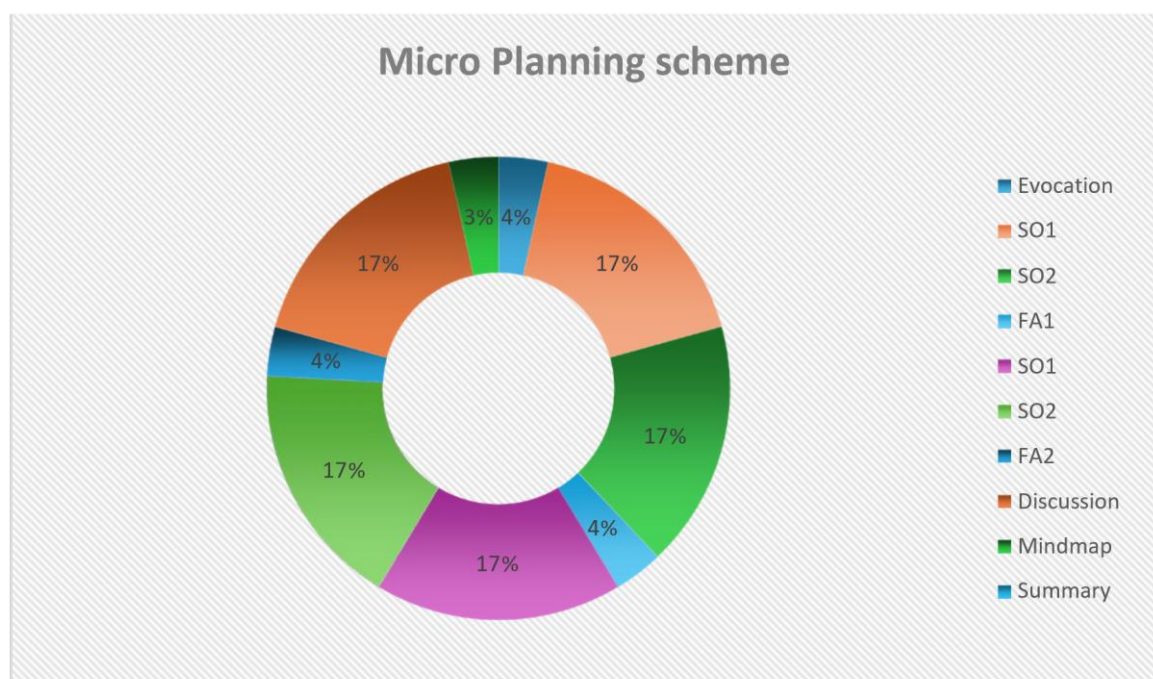
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## Lesson Plan

Programme	B.B.A.,
Semester	VI
Course Title	Law for Managers
Code	21UBAC62
Hours	6
Total Hours	90
Credit	5
Max Marks	60
Unit & Title	Unit-V, Maternity Benefit Act, 1961
Name of the Faculty	Mrs.L.M.A.Preethi
T-L tools	Mind map, PowerPoint, Case Studies, Group Discussion

**Pre-requisite Knowledge :** Basic understanding of employment laws, maternity leave and workplace benefits

**Micro-Planning :** 60 minutes



Evocation : 2 min

SO1 : 10 min

SO2 : 10 min

FA1 : 2 min

SO1 : 10 min

SO2 : 10 min

FA2 : 2 min

Discussion :10 min

Mind Map :2 min

Summary: 2 min

**1. Topics for learning through Evocation:** (2 minutes) Begin with a quick discussion:

“What policies exist to support working women during pregnancy?”  
Gather responses and introduce the Maternity Benefit Act.

**2. Topic Introduction:** (2 minutes)

**2.1: General Objective:**

To familiarize students with the provisions and importance of the Maternity Benefit Act, 1961

**2.2 : Specific Outcomes:**

- Understand the purpose and scope of the Act.
- Analyze the key provisions and benefits provided under the Act.
- Evaluate the role of managers in ensuring compliance.
- Apply the knowledge to workplace scenarios.

First Phase: Understanding the Act(20 minutes) SO1 (10 minutes): Explain the scope and applicability.

SO2 (10 minutes): Discuss key provisions of this act.

Second Phase: Managerial Implications (20 minutes)

SO1 (10 minutes): Discuss the role of managers in ensuring compliance:

SO2 (10 minutes): Analyze case study on workplace compliance and issues.

Mind Map (2 minutes)

Create a simple mind map linking to illustrate Employee Eligibility, Leave Benefits ,Employer Obligations and Post-Maternity Support.

Summary (2 minutes)

Recap the Scope, applicability and managerial implication of maternity benefit act, 1961

### 2.3 : Taxonomy of objectives:

Taxonomy of objectives						
Knowledge Dimension	The Cognitive Process Dimension					
	Remember	Understand	Apply	Analyze	Evaluate	Create
A. Factual Knowledge	1					
B. Conceptual Knowledge		1				
C. Procedural Knowledge		1				
D. Meta Cognitive Knowledge						2

### 2.4: Key words:

Maternity Leave, Medical Bonus, Nursing Breaks, HR Policy Creation

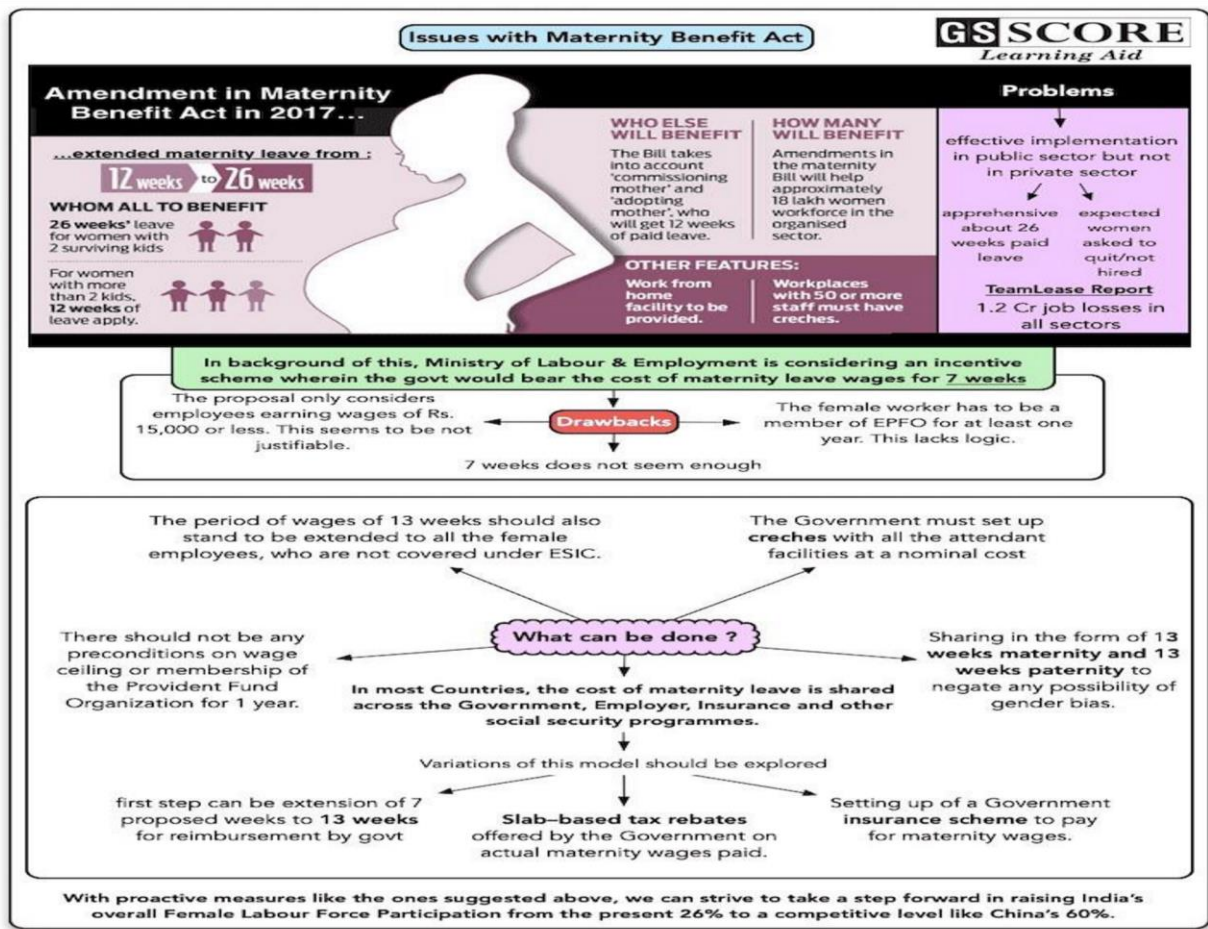
### 2.5 Power point presentation:

<https://gamma.app/docs/The-Maternity-Benefit-Act-1961-6k975okdwe9zo12>

### 3. Discussion (5 minutes)

Group Activity: "Is the Maternity Benefit Act, 1961, sufficient to address the challenges faced by working women in modern workplaces?"

### 4. Mindmap:



## 5. Summary:

Scope and Applicability:

The Maternity Benefit Act, 1961, applies to:

- Women employed in establishments with 10 or more employees, including factories, mines, plantations, and shops.
- It ensures maternity benefits for women who have worked at least 80 days in the 12 months preceding their expected delivery.
- The Act safeguards the rights of women during pregnancy, childbirth, and the early childcare phase, aiming to promote gender equality and workplace inclusivity.

Key Provisions

1. Maternity Leave:

- 26 weeks of paid leave for the first two children.
- 12 weeks for subsequent children or in case of adoption/surrogacy.

2. Medical Bonus:

An additional medical bonus if pre-natal and post-natal care costs exceed the employer's support.

### 3. Nursing Breaks:

Two nursing breaks for breastfeeding the child until the child is 15 months old.

### 4. Prohibition of Dismissal:

Women cannot be dismissed or disadvantaged during their maternity leave.

### 5. Work-from-Home Option:

Post-leave work-from-home options can be mutually agreed upon.

## Role of Managers in Ensuring Compliance

Managers play a critical role in implementing and adhering to the Act by:

### 1. HR Policy Creation:

Developing policies aligned with the Act, ensuring awareness among employees.

### 2. Employee Communication:

Clearly communicating the eligibility criteria and benefits to female employees.

### 3. Compliance Monitoring:

Maintaining records and ensuring benefits are provided without bias.

### 4. Supportive Environment:

Creating a workplace culture that supports pregnant employees through flexible work options.

### 5. Grievance Handling:

Establishing a process for addressing maternity-related grievances.

## Case Study: Compliance with Maternity Benefit Act Scenario:

A software company with 500 employees had a pregnant employee who requested maternity leave. The HR team approved her 26-week leave and ensured payment during the period. After her return, she requested a work-from-home option due to childcare responsibilities. The manager worked with her to structure a flexible schedule, allowing her to balance work and family.

### Outcome:

The company's proactive approach enhanced employee satisfaction and retention. This also improved its reputation as a women-friendly workplace, attracting more female talent.

Key Takeaway:

Ensuring compliance with the Maternity Benefit Act is not just a legal obligation but a strategic HR practice to foster an inclusive work environment.

## 6. Assessment

Formative Assessment 1 : (FA1) (5 minutes): Ask a formative question:

“How does the Act address discrimination against women?”

Formative Assessment 2: (FA2) (5 minutes): Quick review question:

“What are the consequences of non-compliance with the Act?”

## 7. FAQ's : MSQ's/ Descriptive questions:

1. What is the eligibility criterion under the Maternity Benefit Act? 2.

As a manager, how would you handle a maternity leave request?


## 8. References

1. Bare Act: The Maternity Benefit Act, 1961.
2. Kapoor, N.D., “Elements of Industrial Laws,” Sultan Chand & Sons, 2021.
3. Case Studies on Maternity Law Compliance, HRM Journals

## 8. Verified by Subject Expert:



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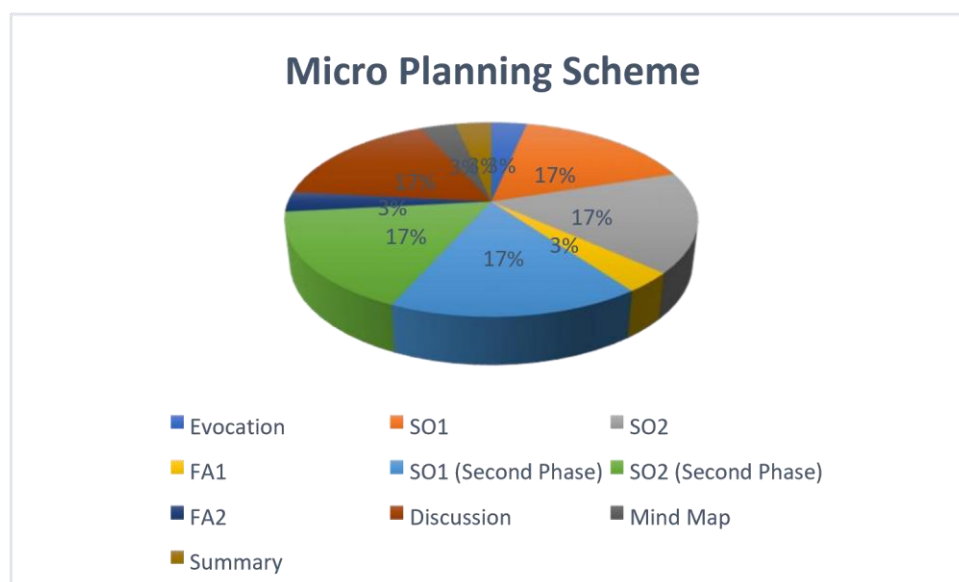
## Lesson Plan

<b>Programme</b>	BBA
<b>Semester</b>	VI
<b>Course Title</b>	Foreign Trade Import and Export Procedures
<b>Code</b>	21UBAC63
<b>Hours</b>	6
<b>Total Hours</b>	90
<b>Credits</b>	4
<b>Max Marks</b>	60
<b>Unit &amp; Title</b>	Unit IV: Documentation process
<b>Name of the Faculty</b>	Ms.R.Paul Roja
<b>T-L tools</b>	Mind Maps, Power point, Group Discussion

**Pre-requisite Knowledge :** Basic understanding of trade and logistics in international business.

**Micro- Planning** : 60 minutes

**Micro-Planning**



<b>Activity</b>	<b>Time (Minutes)</b>
Evocation	2
SO1	10
SO2	10
FA1	2
SO1 (Second Phase)	10
SO2 (Second Phase)	10
FA2	2
Discussion	10
Mind Map	2
Summary	2

## **1. Topics for Learning through Evocation**

- Brief explanation: What is export and import documentation, and why is it critical in international trade?
- Ask: What challenges might arise if documentation is incomplete in global trade?

## **2. Topic Introduction**

### **2.1 General Objective**

- To understand the purpose and steps involved in export and import documentation.

## **2.2 Specific Outcomes**

1. To identify key documents required for export and import transactions.
2. To explain the process flow for completing trade documentation.

### **First Phase**

SO1 (10 minutes): Explain the importance of export and import documentation:

- Ensures legal compliance
- Facilitates smooth customs clearance
- Reduces trade disputes

SO2 (10 minutes): Discuss key export documents:

1. Commercial Invoice
2. Bill of Lading
3. Packing List
4. Certificate of Origin
5. Letter of Credit

Formative Assessment 1 (FA1):

Ask students to identify the purpose of each document discussed.

### **Second Phase**

SO1 (10 minutes): Explain key import documents:

1. Import License
2. Bill of Entry
3. Insurance Certificate
4. Customs Invoice

SO2 (10 minutes): Describe the process of completing trade documentation:

- Step-by-step flow from purchase order to shipment and customs clearance.

Formative Assessment 2 (FA2):

Students outline a simple documentation flow for an export transaction. Mind Map (2 minutes)

Create a mind map linking key documents to their roles in export and import processes.

Summary (2 minutes)

Summarize the critical role of documentation in mitigating risks and ensuring compliance in trade.

## 2.3 Taxonomy of Objectives

Taxonomy of objectives						
Knowledge Dimension	The Cognitive Process Dimension					
	Remember	Understand	Apply	Analyse	Evaluate	Create
A. Factual Knowledge		1				
B. Conceptual Knowledge		1				

C. Procedural Knowledge					1	
D. Meta Cognitive Knowledge						1

## 2.4 Key Words

Import, export, international trade, documentation

## 2.5 Key Diagrams Power point presentation <https://gamma.app/docs/Import-Export-Documentation-A-Comprehensive-Guidepu5ia1qsln28rs2>

## 3. Discussion

Students discuss challenges faced due to incorrect documentation in international trade.

## 4. Mind Map



1. **Ensures Legal Compliance:** Meets regulatory requirements of exporting and importing countries.
2. **Facilitates Customs Clearance:** Avoids delays and ensures proper classification of goods.
3. **Minimizes Disputes:** Provides a clear record of transactions, terms, and conditions.
4. **Secures Payment:** Establishes terms for receiving payment through instruments like Letters of Credit.

## **Key Documents in International Trade**

### **1. Commercial Documents:**

- **Commercial Invoice:** Details about the transaction, including price and quantity.
- **Packing List:** Information about packaging and content.

### **2. Transport Documents:**

- **Bill of Lading:** Evidence of shipment and receipt of goods.
- **Airway Bill:** Document for air shipments.

### **3. Customs Documents:**

- **Certificate of Origin:** Declares the country of production.
- **Bill of Entry:** Used for customs clearance by importers.

### **4. Payment Documents:**

- **Letter of Credit:** Ensures secure payment between buyer and seller.
- **Bank Drafts:** Facilitates payment processing.

## **Challenges in International Trade Documentation**

1. Adherence to diverse regulatory requirements across countries.
2. Risk of errors leading to delays or financial losses.
3. Managing compliance with export-import restrictions.

## **Importance of International Trade and Documentation**

- Promotes transparency and smooth transactions.
- Reduces risks of fraud or non-payment.
- Enhances trust between trading partners by establishing clear terms.

In summary, international trade documentation ensures seamless global trade by providing the framework for legal, financial, and logistical compliance, fostering mutual trust and efficiency in global markets.

## **6. Assessment**

Formative Assessment 1 (FA1): Purpose of trade documents

Formative Assessment 2 (FA2): Documentation flow for a sample trade

## **7. FAQ's**

- What are the essential documents in export trade?
- Explain the process of obtaining an Import License.


## **8. References**

1. Khurana, P.K., *Export Management*, Galgotia Publishing.
2. Subramanian, B., *Export and Import Procedures*, Himalaya Publishing.

**9. Verified by Subject Expert**



**Approved by HoD**



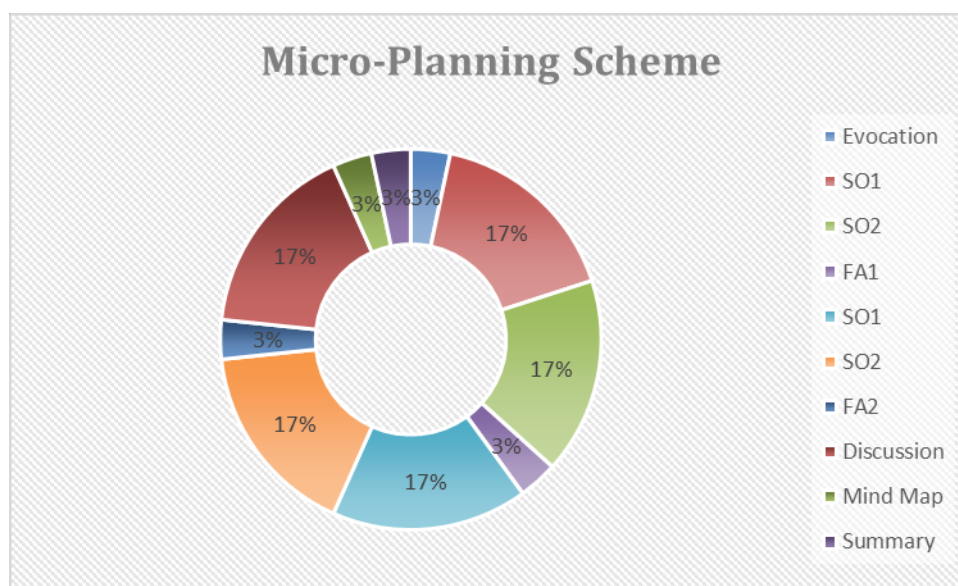
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## Lesson Plan

Programme	BBA
Semester	IV
Course Title	Production and Operations Management
Code	21UBAC64
Hours	6
Total Hours	90
Credits	4
Max Marks	60
Unit& Title	Unit I – Recent trends in production and Operations Management
Name of the Faculty	J. Jancy Rani
T-L tools	Lecture, MindMaps , Group Discussion

**Pre-requisite Knowledge** : Basics about the principles of business, such as management functions (planning, organizing, leading, controlling) and Basic concepts of production processes, supply chains, and the role of operations in organizations.

**Micro-Planning** : 60 minutes



Evocation :2min  
 SO1 :10 min  
 SO2 :10 min  
 FA1 :2 min  
 SO1 :10 min  
 SO2 :10 min  
 FA2 :2 min  
 Discussion :10 min  
 Mind Map :2 min  
 Summary :2min

- **Topics for learning through Evocation:**  
Brief explanation about Recent trends in production and Operations Management
- **Topic Introduction:**  
**2.1 :General Objective:**
  - To introduce students to the recent trends in production and operations management (POM)
  - To explore how these trends are reshaping industries and business practices in response to global competition, technological advances, and changing consumer demands.

### **2.2: Specific Outcomes:**

- Identify and explain the key recent trends in production and operations management.
- Discuss the impact of these trends on businesses and industries.
- Analyze how businesses adapt to new technologies, sustainability practices, and innovations in POM.
- Assess the advantages and challenges associated with these trends

### **Phase 1: Evocation (20 minutes)**

- SO1 (10 minutes): Explain the key recent trends in production and operations management.
- SO2 (10minutes): Discuss the impact of these trends on businesses and industries.

### **Phase 2: Exploration (20 minutes)**

- SO1 (10minutes): clarify that the field of production and operations management is rapidly evolving due to technological advancements, changing customer expectations, and environmental concerns.
- SO2(10minutes): Introduce the key trends influencing the field today:
  - **Automation and Robotics**
  - **Sustainability and Green Manufacturing**
  - **Smart Manufacturing and Industry 4.0**
  - **Big Data and Analytics in Operations**
  - **Artificial Intelligence and Machine Learning**
  - **Supply Chain Resilience and Flexibility**
  - **Customization and Mass Personalization**

### **Mind Map (2 minutes)**

Create a simple mind map that clarifies with the recent trends in production and operations management. **Summary (2minutes)**

Summarize the benefits and challenges the company faces, and how they have integrated the trend into their operations by group discussion.

### 2.3: Taxonomy of objectives:

Taxonomy of objectives						
Knowledge Dimension	The Cognitive Process Dimension					
	Remember	Understand	Apply	Analyse	Evaluate	Create
A. Factual Knowledge		1				
B. Conceptual Knowledge		1				
C. Procedural Knowledge					1	
D. Meta Cognitive Knowledge						1

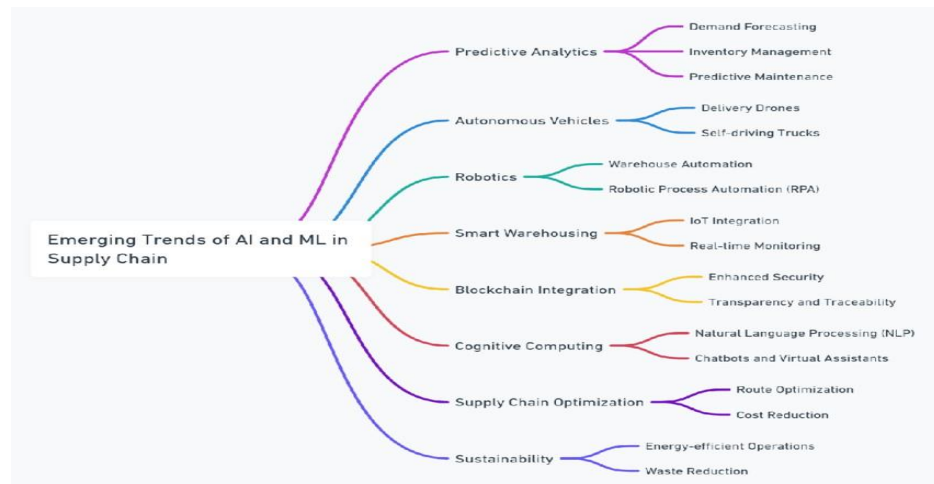
### 2.4 :Keywords:

- **Automation**
- **Robotics**
- **Sustainability**
- **Industry 4.0**
- **Smart Manufacturing**
- **Big Data**
- **Artificial Intelligence (AI)**
- **Supply Chain Resilience**
- **Mass Personalization**

### 2.5: Key Diagrams (if any)



- **Discussion:**
- The Students were encouraged to think about emerging technologies and shifts in consumer expectations that may further influence POM.
- **MindMap**



## 5. Summary

Recent trends in Production and Operations Management (POM) are driven by technological advancements, environmental concerns, and the evolving needs of consumers. These trends are reshaping how businesses approach manufacturing, supply chains, and overall operational efficiency. Key trends include:

- **Automation and Robotics**
- **Sustainability and Green Manufacturing**
- **Smart Manufacturing and Industry 4.0**
- **Big Data and Analytics in Operations**
- **Artificial Intelligence and Machine Learning**
- **Supply Chain Resilience and Flexibility**
- **Customization and Mass Personalization**

The recent trends in production and operations management highlight the ongoing transformation of the field, with an emphasis on technology, sustainability, and responsiveness to consumer demands. Embracing these trends allows businesses to stay competitive, improve operational efficiency, and meet the challenges of the modern market.

## 6. Assessment

### Formative Assessment 1(FA1)(2minutes)

Students are asked to Participate and analyse the case studies.

### Formative Assessment 2 (FA2) (2 minutes)

Engagement in discussing the impact and challenges of recent trends.

## 7.FAQ's :MSQ's/Descriptive questions:

1. Explain the various recent trends in production and operations management.

## 8.References:

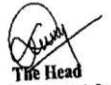
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3. B.SGoel, *Production operation Management* Uttar Pradesh, Pragatiprakashan Publication 1<sup>st</sup> January 2012
4. Kanishka Bedi *Production and Material Management*, Mumbai, Oxford University Press, 3rd edition 2013

## 9. Verified by Subject Expert:



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