



SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

**(An Autonomous Institution)
TVR NAGAR, ARUPPUKOTTAI ROAD, MADURAI – 625 022**



ANNUAL QUALITY ASSURANCE REPORT 2020 - 21

Teaching Plan B.B.A Logistic and Shipping Management 2020 - 21

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

COURSE PLAN – 2020 – 21 (ODD SEMESTER)

Name of the Programme :

All First Year (Except F&IS)

Title of the Course :

TAMIL I

Course

Code: 20UT101

Year / Semester:

2020-2021/1

Section:

Total No. of Students:

No.Of Credits:

3

Total no. of Contact hours:50

S. No	Topic	Reference / text Book Page No.	Teaching Aids	Mode of Delivery No. of Hours			Cummulative Hours
				L	T	P	
Unit I							
1	ஊழல் - ஊழல் - ஊழல் ஊழல்.	R1-1,2/R2- 154/R3-74	BB	2	2		4
2	ஊழல் - ஊழல் ஊழல். ஊழல் ஊழல் - ஊழல்.	R1- 5,6/ R3-50 /R4- 68	BB	2	2		4
3	ஊழல் - ஊழல் ஊழல் ஊழல்.	R1-6/ R5 - 1	BB	1	1		1
Unit II							
4	ஊழல் - ஊழல், ஊழல்.	R1-7/R6 - 13/48		1	1		2

5	□□□□□□□□ □□□□□□□□ □□□□□□□□□□ □□□□□□□□ (□□□□□□ □□□□□□□□□□);).	R1-8/ R7-26	BB	1	1		2
6	□□.□□□□□□-□□□□□□□□□□□□ □□□□□ (□□□□□□□□□□ □□□□□□□).	R1-10/ R8- 99	BB	1	1		2
7	□□□□□□□□□-□□□□□□ □□□□□□□□□□ (□□□□□□□ □□□□□□□ □□□□□□□□□□□□□).	R1-8/ R9-121	BB	1	1		2
8	□□□□□□ □□□□□□□□□- □□□□□□□□□□□□□□□□ □□□□□ 10 □□□□□□ □□□□□□□□□□..	R1-20/ R10- 38	BB	1	1		1
Unit III							
9	□□□□□□□□□□□□□□□□- □□□□□□□□□□□□□□□□□.	R1-22/R11- 29	BB	1	1		2
10	□□□□□□□□□□□-□□□□□□□□□□.	R1-41/R12-61	BB	1	1		2
11	□□□□□□-□□□□□□□□□	R1-22/ R 13- 47	BB	1	1		2
12	□□□.□□□.□□□□□□□□□□- □□□□□□□□□□□□□□□□□ □□□□□□□□□□□□□.	R1-29/R12-92	BB	1	1		2
13	□□□□□□□□.□□□□□□□□□□ □□□□□□□□□□.	R1-66/ R12 - 60	BB / PPT	1	1		1
Unit IV							

14	<p>செய்தல், வளைவு ர-ற .;</p>	R1-76/R14-236	BB	2	2		4
15	<p>- , .</p>	R1-79/ R14 -264	BB	2	2		4
16	<p>- , , , , , , , .</p>	R1-84/R14 -403	BB	1	1		1
Unit -V							
17	<p></p>	R1-91/R15-258	BB	1	1		2
18	<p></p>	R1-95/ R16-423	BB	1	1		2
19	<p>().</p>	gilg;ghw;wy;	BB	3	3		5

* L - Lecture T - Tutorial (Problems / Example Programs / Revision Classes) P - Practical

* LCD / PPT / Black Board (BB) / Worksheet(WS) / Video (V) / Group Discussion (GD) / Blended & Flipped (BF) / Open educational resources (OER) media that are freely accessible, Google tools like Drive (GRV) , Google Docs (GDo), and Google Slides(GS) and Whiteboards(WB),Wikipedia (W) any other tools may also be included.
 [Mark the abbreviation in the teaching aids column]

COURSE PLAN FOR CONTENT BEYOND SYLLABUS

Sl.NO	Module	Lecture	Planned Topics	Date	Time	Total No of Hours Allotted
1	1	Lecture1	□□□□□□□□□□ □□□□□ □□□□□□□□□□			
2		Lecture2	□□□□□□□□ □□□□□□□□			
3	2	Lecture1	□□□□□□□□□ □□□□□□□□□;			

Gaps in the Syllabus –To meet Industrial Requirements
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SL. NO	Name of the Topic	PROPOSED ACTION		No of Hours Allotted	Hours with in the Time Table (HT) / Hours beyond the Time Table (HB)
1	□□□□□□□□ □□□□□□□□	Assignment			3
2	□□□□□□□□ □□□□□□□□ □□□□□□□□ □□□□□□□□	Seminar		3	
3	□□□□□□□□ □□□□□□□□□□ □□□□□□□□□□□□□□□□	Peer teaching		2	

Resources [Citation style differs for each Programme, Kindly use the citation style (APA, MLA etc) applicable for your domain. This has been advised by the University Nominees and Experts last time]

Reference Books

□□□□□□□□□□: □□□□□ □□□□□□□□□□, 1999. Print.

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Print.

E – Books /Library INFLIBNET RESOURCES

E1	
E2	
E3	
E4	

Topics beyond Syllabus

Module 1	
M2	NA
M3	NA
M4	NA

PORTION FOR EXAMINATION

Sl. No.	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage (to be decided by the Department)
	SLIP / CLASS TEST	Unit/Portion to be decided by the Course Teacher and the HoD	15%
	I INTERNAL	UNIT - I, II, V	50%
	II INTERNAL	UNIT - III, IV, V	50%
	Summative Examination	ALL FIVE UNITS	100%

ASSESSMENT METHODOLOGY – DIRECT

	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Internal Examination	Yes	Yes	Yes	Yes	Yes
Assignment	Yes	Yes	Yes	Yes	Yes
Slip Test / Class Test	Yes	Yes	Yes	Yes	Yes
Project	No	No	No	No	No
Summative Examination	No	No	No	No	No

Assessment Indirect

	Yes/No	Yes/No	Yes/No
Assessment of Course Outcome by Student Feedback	Yes		
Feedback from Alumni	Yes		
Feedback from Educational Experts	Yes		
Feedback from Parents	Yes		

Designation	Prepared by		
	Name	Signature	Date
Course Coordinator / In-charge	Mrs.H.Geetha		
Course Coordinator / In-charge	Ms.R.Sailakshmi		
Module Coordinator (One person who would coordinate all Courses in a Programme according to OBE)	Mrs.N.Selvi		

Approved by					
	Name	Signature	Seal		Date
HoD	Mrs.N.Selvi				
Dean Academics	Dr.S.Priya				
Principal	Dr.R.Sujatha				

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

COURSE PLAN – 2020 – 21 (ODD SEMESTER)

Name of the Programme : BBA and B.Com (Banking & Insurance& ACCA)

Title of the Course : English for Executives– I		Course Code: 20UEE102
Year / Semester: I YEAR/ I SEMESTER	Section:	Total No. of Students:
No.Of Credits: 3		Total no. of Contact hours: 45

Course Teacher (s) Name

S. No	Topic	Reference / text Book Page No.	Teaching Aids	Mode of Delivery No. of Hours		
				L	T	P
Unit I						
1	Kinds of Sentences	R1-1 / R 06, 03	BB	2	1	
2	Parts of Speech	R1-3 / R 06, 03	BB/PPT/V	2	1	
3	Tenses	R1-6 / R 06, 03	BB	2	1	
Unit II						
1	My Financial Career - Stephen Leacock	R1-12	BB/V	3		
2	Tattered Blanket - Kamala Das	R1-20	BB/V	3		
3	The Antidote - R.K. Narayan	R1-25	BB/V	3		
Unit III						
1	Etymology	R1-31	PPT	2	1	
2	Prefixes and Suffixes	R1-33	PPT	2	1	

3	Antonyms and Synonyms	R1-35	PPT	2	1	
Unit IV						
1	Comprehension Passages	R1-36 / R 04	BB	3		
2	Note-Making	R1-42 / R 04	BB	3		
3	Precise-Writing	R1-46 / R 04	BB	3		
Unit V						
1	Types of Communication (Interpersonal, Listening & Emotional Intelligence)	R1	BB/ PPT	2	1	
2	Network and Process of Communication	R1	BB/ PPT	2	1	
3	Problems and Barrier in Communication	R1	BB/ PPT	2	1	

* L - Lecture T - Tutorial (Problems / Example Programs / Revision Classes) P - Practical

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[Mark the abbreviation in the teaching aids column]

Text Books

T1	General English-I, A Compiled book, covering all the topics of the syllabus prepared by the Department of English.
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Reference Books

R1	Dr. Gupta C.B. Business Correspondence & Reporting -Business Law, Business Correspondence & Reporting (CA-Foundation) . New Delhi: Taxmann, 2018. Print.
R2	G.Radhakrishna Pillai. Emerald English Grammar and Composition . Bangalore: Emerald Publisher, 1998. Print.

R3	Paul Joseph Margaret. Bequest of Wings . USA: Macmillan India Limited, 1994. Print.
R4	Wren & Martin. High School English Grammar & Composition . India: S.Chand & Company Ltd, 1995. Print.

Web Resources

W1	https://www.enotes.com/topics/my-financial-career
W2	http://tatteredblanket.blogspot.com/

E – Books /Library INFLIBNET RESOURCES

E1	https://nlist.inflibnet.ac.in/search/Record/EBC483375
E2	https://nlist.inflibnet.ac.in/search/Record/EBC481114
E3	https://nlist.inflibnet.ac.in/search/Record/EBC1864716

Gaps in the Syllabus

SL. NO	Name of the Topic	PROPOSED ACTION	No of Hours Allotted	Hours with in the Time Table (HT)
				/ Hours beyond the Time Table (HB)
1	Essay Writing on Subjective Topics	Assignment		3
2	Extempore	Seminar	3	
3	On Any Modules	Peer teaching	2	
4	NA	Industrial Visit	NA	NA

Proposed Actions can be Assignments , Seminars, Peer Teaching, Industrial Visit , Others (if any)

COURSE PLAN FOR CONTENT BEYOND SYLLABUS

SLNO	Module	Lecture	Planned Topics	Date	Time	Total No of Hours Allotted
1	1	Lecture1	Lecture 1	Newspaper/Article reading		
2	2	Lecture2	Lecture 2	Collecting & Reporting News		
3	3	Lecture3	Lecture 3	Learning a New Word Everyday		
4	4	Lecture 4	Lecture 4	Public Speaking		

PORTION FOR EXAMINATION

Sl. No.	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage (to be decided by the Department)
1	SLIP / CLASS TEST	UNIT - I	15%
2	I INTERNAL	UNIT - I, II, V	50%
3	II INTERNAL	UNIT - III, IV, V	50%
4	Summative Examination	ALL 5 UNITS	100%

Prepared by

Designation	Name	Signature
Course Coordinator / In-charges	Ms.T.S.Sridevi	
Module Coordinator (One person who would coordinate all Courses in a Programme according to OBE)	Mrs.R.Suganthi Hepzibha	

Approved by

	Name	Signature	Date
HoD	Mrs.R.Suganthi Hepzibha		
Dean Academics	Dr.S.Priya		
Principal	Dr.R.Sujatha		

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

COURSE PLAN – 2020 – 21 (ODD SEMESTER)

Name of the Programme : BBA

Title of the Course	: Financial Accounting	Course Code	: 20BL103
Year / Semester	: I / I	Section: NIL	Total No. of Students : 35
No of Credits	: 4	Total No. of Contact Hours	: 50
Course Teacher (s) Name	: Dr. M Subramanian	Corresponding Lab Paper	: NA

Sl. No.	TOPIC	Reference / Text Book_Page No	*Teaching Aids	Mode of Delivery			Cumulative Hours
				L	T	P	
UNIT – I							
1.	Ice Breaker Session @ FA Course	T 4	PPT	1			1
2.	History and evolution of accounting	T 5 – 7	PPT	1			2
3.	Meaning of accounting	T 9, 10	PPT	1			3
4.	Objectives of accounting	T 9, 10	PPT	1			4
5.	Functions of accounting	T 12 – 13	PPT	1			5
6.	Users of accounting	T 14	PPT	1			6
7.	Accounting concepts and conventions	T 89-112	PPT	1			7
8.	Classification/Branches of accounting	T 89-112	PPT	1			8
9.	<i>Limitations to accounting</i>	T 19 – 21	PPT	1			9
10.	<i>Introduction to IndAs, GAAP, US GAAP, IFRS</i>	T 23 – 28	PPT	1			10
UNIT – II							
11.	Accounting Mechanics	T 121-149	PPT	1			11
12.	Meaning of Journal Entry	T 121-149	PPT	1			12
13.	Accounting Equation Methods – 1	T 121-149	PPT	1			13
14.	Accounting Equation Methods – 2	T 121-149	PPT	1			14
15.	Accounting Equation Methods – 3	T 121-149	PPT	1			15
16.	Meaning of Ledger	T 121-149	PPT	1			16
17.	Ledger Postings	T 121-149	PPT	1			17
18.	Ledger Postings and closing	T 121-149	PPT, V	1			18

19.	Trial Balance	T 121-149	PPT, GD	1			19
20.	<i>Making of trial balance</i>	T 121-149	PPT	1			20
UNIT – III							
21.	Subsidiary book introduction	T 195	PPT	1			21
22.	Meaning of subsidiary books	T 196-197	PPT	1			22
23.	Advantage of subsidiary books	T 199-203	PPT	1			23
24.	Purpose and objective	T 203-206	PPT	1			24
25.	Preparation of subsidiary books – 1	T 208	PPT	1			25
26.	Preparation of subsidiary books – 2	T 211	PPT	1			26
27.	Preparation of subsidiary books – 3	T 214-217	PPT	1			27
28.	Preparation of subsidiary books – 4	T 218-220	PPT	1			28
29.	Preparing Cashbooks (1)	T 221-230	PPT	1			29
30.	Preparing Cashbooks (2)	T 221-230	PPT	1			30
UNIT – IV							
31.	Annual reports	T 314-316	PPT	1			31
32.	Financial statement Introduction	T 314-316	PPT, V	1			32
33.	Preparation of Financial Statements (1)	T 318-321	PPT	1			33
34.	Preparation of Financial Statements (2)	T 329-340	PPT	1			34
35.	Preparation of Financial Statements (3)	T 329-340	PPT	1			35
36.	Preparation of Financial Statements (4)	T 342-349	PPT, V	1			36
37.	Preparation of Financial Statements (5)	T 342-349	PPT	1			37
38.	Preparation of Financial Statements (6)	T 342-349	GD	1			38
39.	Preparation of Financial Statements (7)	T 351-360	PPT, V	1			39
40.	Introduction to Schedule VI of Companies Act, 2013	T 351-360	PPT, GD	1			40
UNIT – V							
41.	Financial Statements Analysis Introduction	T 427	PPT	1			41
42.	Meaning of FSA	T 428-431	PPT	1			42
43.	Purpose of FSA	T 435	PPT	1			43
44.	Limitations to FSA	T 436 – 441	PPT	1			44
45.	Financial Statements Analysis Problems - 1	T 443 – 447	PPT	1			45
46.	Financial Statements Analysis Problems – 2	T 443 – 447	PPT	1			46
47.	Financial Statements Analysis Problems – 3	T 443 – 447	PPT, WS	1			47

48.	Financial Statements Analysis Problems – 4	T 448	PPT, WS	1		48
49.	Financial Statements Analysis Problems – 5	T 449 – 453	PPT	1		49
50.	Contemporary tools and techniques of FSA	T 449 – 453	PPT	1		50

* L - Lecture T - Tutorial (Problems / Example Programs / Revision Classes) P - Practical

* LCD / PPT / Black Board (BB) / Worksheet(WS) / Video (V) / Group Discussion (GD) / Blended & Flipped (BF) / Open educational resources (OER) media that are freely accessible, Google tools like Drive (GRV) , Google Docs (GDo), and Google Slides(GS) and Whiteboards(WB),Wikipedia (W) any other tools may also be included.

[Mark the abbreviation in the teaching aids column]

COURSE PLAN FOR CONTENT BEYOND SYLLABUS

Sl.NO	Module	Lecture	Planned Topics	Date	Time	Total No of Hours Allotted
1.	1	Lecture1	IFRS vs IndAs vs US GAAP	Post-Session, will incorporate	Post-Session, will incorporate	1
2.	3	Lecture1	Case studies	Post-Session, will incorporate	Post-Session, will incorporate	1
3.	3	Lecture1	Z Score Analysis	Post-Session, will incorporate	Post-Session, will incorporate	1

Gaps in the Syllabus –To meet Industrial Requirements

SL. NO	Name of the Topic	PROPOSED ACTION	No of Hours Allotted	Hours with in the Time Table (HT) / Hours beyond the Time Table (HB)
1.	Financial Research Analysis	Guest Lecture (Web)	1	HT

Resources [Citation style differs for each Programme, Kindly use the citation style (APA, MLA etc) applicable for your domain. This has been advised by the University Nominees and Experts last time]

Text Book

T1	Ramachandran N & Ram Kumar Kakani, Financial Accounting for Management, Tata McGraw Hill, New Delhi. Third Edition 2012.
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Reference Books

R1	Paresh Shah, Financial Accounting for Management, Oxford University Press, New Delhi. Second Edition 2008.
R2	Shukla, M.C., Grewal, T.S., & Gupta, S.C., Advanced accounts Volume I, S.Chand, New Delhi. Revised Edition, 2014.

Web Resources

W1	https://www2.deloitte.com/content/dam/Deloitte/in/Documents/financial-services/in-fs-fintech-india-ready-for-breakout-noexp.pdf
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E – Books /Library INFLIBNET RESOURCES

E1	NIL
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Topics beyond Syllabus

Unit 1	IFRS, GAAP, US GAAP
Unit 3	Case studies
Unit 4	Z Score Analysis

PORTION FOR EXAMINATION

Sl. No.	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage (to be decided by the Department)
1.	CLASS TEST	UNIT I	20
2.	I CIA Test	UNIT - I, II, ½ OF UNIT III	50
3.	II CIA Test	½ OF UNIT III, IV, V	50
4.	End Semester Examination	ALL FIVE UNITS	100


ASSESSMENT METHODOLOGY – DIRECT

	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
CIA	Y	Y	Y	Y	Y
Assignment	Y	Y	Y	Y	Y
Class Test	Y	Y	Y	Y	Y
Project	NA	NA	NA	NA	NA
End Sem Exam	Y	Y	Y	Y	Y

Assessment Indirect

	Yes/No	Yes/No	Yes/No
Assessment of Course Outcome by			

Student Feedback			
Feedback from Alumni			
Feedback from Educational Experts			
Feedback from Parents			

Designation	Prepared by		
	Name	Signature	Date
Course Coordinator / In-charge	Dr M Subramanian		23.07.2020
Module Coordinator (One person who would coordinate all Courses in a Programme according to OBE)			

Approved by				
	Name	Signature	Seal	Date
HoD	Dr Rajesh Kumar			
Dean Academics	Dr S Priya			
Principal	Dr R Sujatha			

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

COURSE PLAN – 2020 – 21 (ODD SEMESTER)

Name of the Programme : BBA LOGISTIC & SHIPPING MANAGEMENT

Title of the Course : PRINCIPLES OF MANAGEMENT Course Code : 20BL104
Year / Semester : I / I Section: NIL Total No. of Students : 35
No of Credits : 4 Total No. of Contact Hours : 60
Course Teacher (s) Name : Dr.K.RAJESH KUMAR, HoD – BBA Corresponding lab Paper : Yes / No

Sl. No.	TOPIC	Reference / Text Book_Page No	*Teaching Aids	Mode of Delivery No of Hours			Cumulative Hours
				L	T	P	
UNIT - I							
51.	Management and organisations	T 3	PPT	1			1
52.	Why are managers important?, Who is a manager?	T 4 – 5	PPT	1			1
53.	Levels of management, Management functions	T 6, 9	PPT	1			1
54.	Managerial roles	T 10 – 11	PPT	1			1
55.	Management skill	T 12 – 13	PPT	1			1
56.	Management history	T 27	PPT	1			1
57.	Early management	T 28	PPT	1			1
58.	Classical approach	T 29 – 31	PPT	1			1

59.	Behavioral approach	T 32 – 33	PPT	1			1
60.	Quantitative approach	T 34 – 35	PPT	1			1
61.	Contemporary approaches	T 36 – 38	PPT	1			1
62.	External environment: constraints and challenges	T 46 – 48	PPT	1			1
UNIT - II							
63.	Managers as decision makers	T 177	PPT	1			1
64.	The decision making process	T 178 – 182	PPT, GD	2			2
65.	Decisions managers may make	T 182	V	1			1
66.	Programmed and non-programmed decisions	T 185 – 186	PPT	1			1
67.	Foundations of planning	T 204	PPT	1			1
68.	What is planning?	T 204	PPT	1			1
69.	Why do managers plan?	T 205	GD	1			1
70.	Types of plans	T 207 – 208	PPT, V	2			2
71.	MBO	T 209 – 210	PPT, GD	1			1
72.	Steps in goal setting	T 210 – 211	PPT	1			1
UNIT - III							
73.	Basic organizational design	T 263 – 264	PPT	1			1
74.	Definition of organizing, Purposes of organizing	T 265	PPT, GD	1			1
75.	Forms of departmentalization	T 266 – 267	PPT, GD	2			2
76.	Chain of command and line authority	T 268 - 269	PPT	1			1
77.	Staff authority	T 270	PPT	1			1
78.	Span of control	T 271	PPT	1			1

79.	Centralization and decentralization	T 272	PPT, GD	1			1
80.	Mechanistic versus organic organisations	T 273 – 274	PPT	1			1
81.	Traditional organizational designs	T 277 – 278	PPT	1			1
82.	Comtemporary organizational designs	T 288 – 292	PPT	2			2
UNIT - IV							
83.	Nature and functions of communication	T 404 – 406	PPT	1			1
84.	Process of communication	T 406	PPT, V	1			1
85.	Barriers to communication, Overcoming the barriers	T 409 – 411	PPT, GD	2			2
86.	Types of organizational communication	T 412 – 413	PPT	1			1
87.	Organizational communication networks	T 413 – 414	PPT	1			1
88.	What is motivation?, Maslow’s hierarchy theory	T 430 – 431	PPT, V	1			1
89.	McGregor’s X and Y theory, Herzberg’s two factor theory	T 432 – 433	PPT	1			1
90.	Meaning of leaders and leadership	T 460	PPT	1			1
91.	Leadership styles	T 462	PPT, V	1			1
92.	Managerial grid	T 463	PPT	1			1
93.	Qualities of an effective leader	T 461	PPT, V	1			1
UNIT - V							
94.	Introduction to controlling	T 485	PPT	2			2
95.	What is controlling?	T 486	PPT	2			2
96.	Importance of controlling	T 487	PPT, GD	2			2
97.	The control process	T 488 - 491	PPT, GD	2			2
98.	Tools for measuring organizational performance	T 493 - 498	PPT	4			4

TOTAL HOURS	60
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* L - Lecture T - Tutorial (Problems / Example Programs / Revision Classes) P - Practical

* LCD / PPT / Black Board (BB) / Worksheet(WS) / Video (V) / Group Discussion (GD) / Blended & Flipped (BF) / Open educational resources (OER) media that are freely accessible, Google tools like Drive (GRV) , Google Docs (GDo), and Google Slides(GS) and Whiteboards(WB),Wikipedia (W) any other tools may also be included.

[Mark the abbreviation in the teaching aids column]

Text Book

T1	Stephen P. Robbins & Mary Coulter, “Management”, Prentice Hall (India), 2012
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Reference Books

R1	Jayashankar. J, “Principles of Management”, Margham Publications (India) Private Limited, 2009
R2	Balaji C.D, “Principles of Management”, Margham Publications (India) Private Limited, 2015

Web Resources

W1	https://2012books.lardbucket.org/pdfs/management-principles-v1.0.pdf
W2	http://ebooks.lpude.in/commerce/bcom/term_1/DCOM102_DMGT101_PRINCIPLES_AND_PRACTICES_OF_MANAGEMENT.pdf

E – Books /Library INFLIBNET RESOURCES

E1	https://ebookcentral.proquest.com/lib/inflibnet-ebooks/reader.action?docID=3420324
E2	https://ebookcentral.proquest.com/lib/inflibnet-ebooks/reader.action?docID=3017378

Gaps in the Syllabus –To meet Industrial Requirements

SL. NO	Name of the Topic	PROPOSED ACTION	No of Hours Allotted	Hours with in the Time Table (HT) / Hours beyond the Time Table (HB)
2.	Best organizational practices	Assignment	1	HB
3.	My dream organization	Seminar	3	HB
4.	Challenges in an organization	Peer teaching	3	HB
5.	Reality of an organization	Industrial Visit	6	HB

* *Proposed Actions can be Assignments , Seminars, Peer Teaching, Industrial Visit , Others (if any)*

COURSE PLAN FOR CONTENT BEYOND SYLLABUS (TO MEET THE INDUSTRIAL NEEDS)

SI.NO	Module	Mode of Delivery	Teaching Aids	Planned Topics	Total No of Hours Allotted
1	1	Lecture1	PPT	6 Ms of Production	1
2	2	Lecture1	GD	Case studies	1
3	4	Lecture1	V, PPT	Latest motivational techniques	1

PORTION FOR EXAMINATION

Sl. No.	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage (to be decided by the Department)
5.	CLASS TEST	UNIT I	20%
6.	I INTERNAL	UNIT - I, II, ½ OF UNIT III	50%
7.	II INTERNAL	½ OF UNIT III, IV, V	50%

8.	Summative Examination	ALL FIVE UNITS	100%
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Designation	Prepared by		
	Name	Signature	Date
Course Coordinator / In-charge			
Programme Coordinator			

Approved by			
	Name	Signature	Date
HoD			
Dean Academics			
Principal			

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

COURSE PLAN – 2020 – 21 (ODD SEMESTER)

Name of the Programme : BBA LOGISTIC & SHIPPING MANAGEMENT

Title of the Course : MARKETING MANAGEMENT Course Code : 20BL105

Year / Semester : I / I Section: NIL Total No. of Students : 35

No of Credits : 4 Total No. of Contact Hours : 60

Course Teacher Name : B. VAIRAMUTHU, AP – BBA Corresponding lab Paper : No

Sl. No.	TOPIC	Reference / Text Book_Page No	*Teaching Aids	Mode of Delivery No of Hours			Cumulative Hours
				L	T	P	
UNIT - I							
1	Introduction to marketing	T 1.1	PPT	2			2
2	Definition of market	T 1.1	PPT	1			1
3	Marketing Vs Selling	T 1.7	PPT	1			1
4	Definition of marketing	T 1.11	PPT	1			1
5	Marketing objectives	T 1.10	PPT, GD	1			1
6	Functions of Marketing	T 1.17	PPT, GD	2			2
7	Marketing concept	T 1.11	PPT	1			1
8	Macro and Micro environment – macro environment forces	T 2.1- 2.5	PPT	1			1
9	Micro environment forces	T 2.3	PPT	2			2
UNIT - II							
10	Buyer behavior	T 5.1	PPT	1			1

11	Definition of Consumer Behavior	T 5.1	PPT, GD	2		2
12	Need for and importance of consumer behavior	T 5.2	V	1		1
13	Buyer behaviour models	T 5.6	PPT	2		2
14	Segmentation	T 4.1	PPT	1		1
15	Definition	T 4.1	PPT	1		1
16	Bases for Market Segmentation	T 4.3	PPT, GD	1		1
17	Benefits of market segmentation	T 4.6	PPT, V	2		2
18	Costs of market segmentation	T 4.7	PPT, GD	1		1
UNIT - III						
19	Product concept	T 9.1	PPT	1		1
20	Meaning of Product	T 9.1	PPT, GD	1		1
21	Product characteristics	T 9.1-9.2	PPT, GD	2		2
22	Product life cycle (PLC)	T 9.3	PPT	1		1
23	Product classification	T 9.6- 9.7	PPT	1		1
24	Developing new products	T 9.11-9.14	PPT	1		1
25	Packaging	T 11.1	PPT, GD	1		1
26	Definition	T 11.1	PPT	1		1
27	Objectives of packaging	T 11.2	PPT	1		1
28	Role of packaging	T 11.3	PPT	2		2
UNIT - IV						
29	Branding	T 10.1	PPT	2		2
30	Meaning of brand	T 10.1	PPT, V	1		1
31	Characteristics of a good brand name	T 10.3	PPT, GD	2		2
32	Role of branding	T 10.3- 10.4	PPT	1		1
33	Types of brands	T 10.6	PPT	2		2
34	Labelling	T 12.1	PPT, V	2		2
35	Purpose of Labelling	T 12.1	PPT	1		1
36	Kinds of labels	T 12.2-12.3	PPT	1		1
UNIT – V						

37	Pricing	T 13.1	PPT	1		1
38	Definition of Price	T 13.1	PPT	1		1
39	Factors influencing pricing decisions	T 13.4-13.7	PPT, GD	1		1
40	Pricing policies and strategies	T 13.12-13.5	PPT, GD	1		1
41	Channels of Distribution	T 16.1	PPT	1		1
42	Definitions	T 16.1	PPT	1		1
43	Classification of channels	T 16.5	PPT	1		1
44	Factors governing the choice of channels	T 16.16-16.19	PPT	1		1
45	E- marketing management	T 18.1	PPT	1		1
46	Objectives	T 18.1	PPT	1		1
47	E-marketing strategy	T 18.4	PPT	1		1
48	Benefits of E-marketing	T 18.4-18.5	PPT	1		1

* L - Lecture T - Tutorial (Problems / Example Programs / Revision Classes) P - Practical

* LCD / PPT / Black Board (BB) / Worksheet(WS) / Video (V) / Group Discussion (GD) / Blended & Flipped (BF) / Open educational resources (OER) media that are freely accessible, Google tools like Drive (GRV) , Google Docs (GDo), and Google Slides(GS) and Whiteboards(WB),Wikipedia (W) any other tools may also be included.

[Mark the abbreviation in the teaching aids column]

COURSE PLAN FOR CONTENT BEYOND SYLLABUS

SI.NO	Module	Lecture	Planned Topics	Date	Time	Total No of Hours Allotted
4.	1	Lecture1	Digital marketing	Will be intimated after conduction	Will be intimated after conduction	1
5.	2	Lecture1	Case studies	Will be intimated after conduction	Will be intimated after conduction	1
6.	4	Lecture1	Network marketing scope	Will be intimated after conduction	Will be intimated after conduction	1

Gaps in the Syllabus –To meet Industrial Requirements

SL. NO	Name of the Topic	PROPOSED ACTION	No of Hours Allotted	Hours with in the Time Table (HT) / Hours beyond the Time Table (HB)
1	Best marketing practices	Assignment	1	HB
2	Scope of international marketing	Seminar	3	HB
3	Challenges in an international marketing	Peer teaching	3	HB
4	Recent trends in marketing	Industrial Visit	6	HB

Resources [Citation style differs for each Programme, Kindly use the citation style (APA, MLA etc) applicable for your domain. This has been advised by the University Nominees and Experts last time]

Text Book

T1	Natarajan D.L, “Marketing Management”, Margham Publications (India), 2019.
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Reference Books

R1	Philip Kortler and Kevin Lane Keller, , “Marketing Management”, PHI (India), 2014.
R2	Chandraskar K.S, “Marketing Management- Text and Cases”,Tata McGraw Hill (India), 2010.

Web Resources

W1	NIL
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E – Books /Library INFLIBNET RESOURCES

E1	NIL
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Topics beyond Syllabus

Module 1	Digital Marketing
M2	Case studies
M4	Network marketing scope

PORTION FOR EXAMINATION

Sl. No.	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage (to be decided by the Department)
9.	CLASS TEST	UNIT I	20
10.	I INTERNAL	UNIT - I, II, ½ OF UNIT III	50
11.	II INTERNAL	½ OF UNIT III, IV, V	50
12.	Summative Examination	ALL FIVE UNITS	100

ASSESSMENT METHODOLOGY – DIRECT

	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Internal Examination					
Assignment					
Slip Test / Class Test					
Project					
Summative Examination					

Assessment Indirect

	Yes/No	Yes/No	Yes/No
Assessment of Course Outcome by Student Feedback			
Feedback from Alumni			
Feedback from Educational Experts			
Feedback from Parents			

Designation	Prepared by		
	Name	Signature	Date
Course Coordinator / In-charge			
Module Coordinator (One person who would coordinate all Courses in a Programme according to OBE)			

Approved by				
	Name	Signature	Seal	Date
HoD				
Dean Academics				
Principal				

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE
COURSE PLAN – 2020– 2021 (ODD SEMESTER)

Name of the Programme : BBA(L & SM)

Programme Code : BB1000

Title of the Course : **Business Statistics**

Year / Semester : I / I

No of Credits : 5

Course Teacher Name : Mr. R. Sivasubramanian

Course Code :20BL106

Total No. of Students :

36

Total No. of Contact Hours : 5

Corresponding Lab Paper : Yes / No

Sl. No.	TOPIC	Reference / Text Book Page No	*Teaching Aids	Mode of Delivery No of Hours			Cumulative Hours
				L	T	P	
UNIT - I							
1	Meaning and Definition of Statistics	T-1	BB/ WB/ OER	1	0	0	1
2	Scope and Limitations	T-12	BB/ WB/ OER	1	0	0	2
3	Collection of Data	T-27	BB/ WB/ OER	2	1	0	5
4	Primary and Secondary data	T-27,T-30	BB/ WB/ OER	1	0	0	6
5	Questionnaire and Interview schedule	T-38	BB/ WB/ OER	2	0	0	8
6	Census, Sample	T-29	BB/ WB/ OER	2	1	0	11
7	Tabulation, Diagrammatic and Graphical presentation of Data.	T-50	BB/ WB/ OER	2	2	0	15
UNIT - II							
8	Introduction Measures of Central Tendency,Mean	T-124	BB/ WB/ OER	1	1	0	2
9	Median	T-145	BB/ WB/ OER	1	1	0	4
10	Mode	T-166	BB/ WB/ OER	1	1	0	6
11	Geometric mean,Harmonic mean	T-173	BB/ WB/ OER	2	1	0	9
12	In case of Discrete,Continuous frequency,their merits & demerits	T-175	BB/ WB/ OER	1	1	0	11
13	Karl Pearson's Empirical Formula	T-172	BB/ WB/ OER	2	2	0	15
UNIT - III							
14	Measures of dispersion: Definition,Merits&Demerits	T-241	BB/ WB/ OER	1	0	0	1
15	Mean Deviation from Mean	T-250	BB/ WB/ OER	1	1	0	3

16	Mean Deviation from Median	T-250	BB/ WB/ OER	1	1	0	5
17	Mean Deviation from Mode	T-250	BB/ WB/ OER	1	1	0	7
18	Standard Deviation	T-259	BB/ WB/ OER	1	1	0	9
19	Coefficient of Mean Deviation, Standard Deviation, Quartile Deviation	T-259	BB/ WB/ OER	2	1	0	11
20	Simple numeric problem	T-270	BB/ WB/ OER	2	2	0	15
UNIT - IV							
21	Meaning of Correlation, Method of studying correlation	T-396	BB/ WB/ OER	1	0	0	1
22	Graphic method	T-399	BB/ WB/ OER	1	0	0	2
23	Scatter diagram	T-399	BB/ WB/ OER	1	1	0	4
24	Karl Pearson's Co-efficient of Correlation	T-401	BB/ WB/ OER	1	0	0	5
25	Spearman's Rank Correlation	T-417	BB/ WB/ OER	1	1	0	7
26	Repeated Ranks	T-418	BB/ WB/ OER	1	1	0	9
27	Merits & Demerits	T-420	BB/ WB/ OER	1	0	0	10
28	Regression Co-efficient	T-465	BB/ WB/ OER	1	0	0	11
29	Computation of Regression Co-efficient	T-468	BB/ WB/ OER	1	1	0	13
30	Properties of Correlation & Regression	T-467	BB/ WB/ OER	1	0	0	14
31	Simple numeric problem	T-481	BB/ WB/ OER	1	0	0	15
UNIT - V							
32	Index Number, Definition of Index Numbers,	T-526	BB/ WB/ OER	1	1	0	2
33	Uses – Problems in the construction of index numbers,	T-527	BB/ WB/ OER	1	1	0	4
34	Simple and Weighted index numbers.	T-531	BB/ WB/ OER	2	2	0	8
35	Chain and Fixed base index	T-545	BB/ WB/ OER	2	1	0	11
36	Cost of living index numbers.	T-551	BB/ WB/ OER	2	2	0	15
Total							75

* L - Lecture T - Tutorial (Problems / Example Programs / Revision Classes) P - Practical

* LCD / PPT / Black Board (BB) / Worksheet (WS) / Video (V) / Group Discussion (GD) / Blended & Flipped (BF) / Open Educational Resources (OER) media that are freely accessible, Google tools like Drive (GRV) , Google Docs (GDO), and Google Slides (GS) , Google Forms (GOF) and Whiteboards (WB), Wikipedia (W) any other tools may also be included. [Mark the abbreviation in the teaching aids column]

Text Book

T	1. R.S.N.Pillai ,Bagavathy (8th Edition), Statistics Theory and Practice, S.Chand Publishers
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Reference Books

R1	1. D.K. Sancheti & V.K. Kapoor, Statistics, (7th Edition), Sultan Chand & sons, New Delhi.
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R2	2. Arumugam&Issac, Statistics (2009) New Gamma publishing House, Thiruchendur road, Palayamkottai - 627 002
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Web Resources

W	https://mathworld.wolfram.com/
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E – Books /Library INFLIBNET RESOURCES

E	https://www.statisticshowto.com/statistics-basics/.
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COURSE PLAN FOR CONTENT BEYOND SYLLABUS (TO MEET THE INDUSTRIAL NEEDS)

<u>SI.NO</u>	Module	Mode of Delivery	Teaching Aids	Planned Topics	Total No of Hours Allotted

PORTION FOR EXAMINATION

Sl. No.	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage
1	I INTERNAL	Unit - I, II, III (50%)	50%
2	II INTERNAL	Unit – III (50%) , IV, V	50%
3	End Semester Examination	Unit I to V	100%

Prepared by

Designation	Name	Signature	Date
Course Coordinator / In-charge	Mr. R. Sivasubramanian		
Programme Coordinator			

Approved by

Designation	Name	Signature	Date
HoD	Mr. R. Sivasubramanian		
Dean Academics	Dr.S.Priya		
Principal	Dr.R.Sujatha		

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE
COURSEPLAN- 2020 – 21 (ODD SEMESTER)

Name of the Programme :BBA LOGISTIC & SHIPPING MANAGEMENT

Title of the Course: SUPPLY CHAIN MANAGEMENT Course Code :19BL301

Year / Semester : II / III Section: NIL Total No. of Students :47

No of Credits : 4 Total No. of Contact Hours : 60 Course Teacher (s)

Name :Dr.K.RAJESH KUMAR, HoD – BBA Corresponding lab Paper :Yes /No

Sl. No.	TOPIC	Reference / Text Book Page No	*Teaching Aids	Mode of Delivery No of Hours			Cumulative Hours
				L	T	P	
UNIT - I							
1	SCM – Definition& Introduction	T 16 – 17	PPT	2			2
2	Objectives of SCM	T 18 – 19	PPT, GD	1			1
3	Importance of SCM	T 19 – 21	PPT, GD	1			1
4	Decision phases	T 22 – 23	PPT	2			2
5	Process view	T 23 – 27	PPT	3			3
6	Examples of supply chain	T 29 – 32	PPT, V	2			2
7	Strategies of supply chain	T 35 – 37	PPT	1			1
UNIT - II							
8	Achieving strategic fit	T 37 – 48	PPT	3			3
9	Drivers of supply chain performance	T 57 – 59	PPT	1			1
10	Framework for structuring drivers	T 59 – 61	PPT	1			1
11	Facilities	T 61 – 63	PPT	1			1
12	Inventory	T 63 – 66	PPT	1			1
13	Transportation	T 66 – 68	PPT	1			1
14	Information	T 68 – 71	PPT	1			1
15	Sourcing	T 71 – 73	PPT	1			1

16	Pricing	T 73 – 75	PPT	1			1
17	Obstacles to achieving strategic fit.	T 75 – 77	PPT, GD	1			1
UNIT - III							
18	Role of distribution in supply chain	T 87 – 88	PPT	1			1
19	Distribution network – factors	T 88 – 92	PPT	2			2
20	Design options	T 92 – 106	PPT	4			4
21	Impact of E-business on customer service	T 107 – 109	PPT, V	2			2
22	Impact of E-business on Cost	T 109 – 111	PPT, GD	1			1
23	Impact of E-business on Performance	T 113 – 114	PPT, GD	1			1
24	Distribution networks in practice	T 122 – 123	PPT, GD	1			1
UNIT - IV							
25	Network design – Introduction	T 126	PPT	1			1
26	Network design – role	T 126 – 127	PPT, GD	2			2
27	Factors of network design	T 128 – 133	PPT, GD	4			4
28	Framework for network design decisions	T 133 – 136	PPT	3			3
29	Role of IT in network design	T 152 – 153	PPT, GD	1			1
30	Network design decisions in practice.	T 153 – 154	PPT, GD	1			1
UNIT - V							
31	Role of transportation	T 164 – 166	PPT	2			2
32	Modes of transport and their performance characteristics	T 166 – 171	PPT, V, GD	3			3
33	Design options for a transportation network	T 174 – 178	PPT	4			4
34	Role of IT in transportation	T 187 – 188	PPT	1			1
35	Risk management in transportation	T 188 – 189	PPT	1			1
36	Making transportation decisions in practice	T 189 – 190	PPT	1			1
TOTAL HOURS							60

* L- Lecture T- Tutorial (Problems / Example Programs /Revision Classes) P- Practical

* LCD/PPT/Black Board (BB)/Worksheet(WS)/Video (V) / Group Discussion (GD)/Blended & Flipped (BF) /Open educational resources (OER) media that are freely accessible, Google tools like Drive(GRV) ,Google Docs (GDo), and Google Slides(GS) and Whiteboards(WB),Wikipedia (W) any other tools may also be included.

[Mark the abbreviation in the teaching aids column]

Text Book

T1	Supply Chain Management by S. Chopra and P. Meindl, Prentice Hall, 2010 (4th Edition)
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Reference Books

R1	K. ShridharaBhat: Logistics and Supply Chain Management, Himalaya Publishing House Pvt Ltd
R2	Sarika Kulkarni : Supply Chain Management, Tata Mc-Graw Hill Publishing Co Ltd., New Delhi, 2004

Web Resources

W1	https://book.akij.net/eBooks/2018/March/5ab0f141210e1/Essentials-of-Supply-Chain-Management.pdf
W2	http://web.tecnico.ulisboa.pt/~mcasquilho/CD_Casquilho/suggested/Schoenfeldt.pdf

E – Books /Library INFLIBNET RESOURCES

E1	https://ebookcentral.proquest.com/lib/inflibnet-ebooks/reader.action?docID=1048409
E2	https://ebookcentral.proquest.com/lib/inflibnet-ebooks/reader.action?docID=3020056

Gaps in the Syllabus –To meet Industrial Requirements

SL.NO	Name of the Topic	PROPOSED ACTION	No of Hours Allotted	Hours with in the Time Table (HT) / Hours beyond the Time Table (HB)
6.	Best supply chain practices	Assignment, Industrial visit	6	HB
7.	Designing an imaginary network design	Seminar	2	HB
8.	Current issues & challenges in supply chain	Seminar	2	HB

* *Proposed Actions can be Assignments , Seminars, Peer Teaching, Industrial Visit , Others (if any)*

COURSE PLAN FOR CONTENT BEYOND SYLLABUS (TO MEET THE INDUSTRIAL NEEDS)

SL.NO	Module	Mode of Delivery	Teaching Aids	Planned Topics	Total No of Hours Allotted
1	3	Lecture1	PPT	Best distribution network for India	1
2	5	Lecture1	PPT, V	Innovations in transportation	1

PORTION FOR EXAMINATION

Sl. No.	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage(to be decided by the Department)
13.	CLASS TEST	UNIT I	20%
14.	I INTERNAL	UNIT - I,II,½ OF UNIT III	50%
15.	II INTERNAL	½ OF UNIT III,IV, V	50%
16.	Summative Examination	ALL FIVE UNITS	100%

Designation	Prepared by		
	Name	Signature	Date
Course Coordinator / In-charge			
Programme Coordinator			

	Approved by		
	Name	Signature	Date
HoD			
Dean Academics			
Principal			

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

COURSE PLAN – 2020 – 21 (ODD SEMESTER)

PROGRAMME CODE : BB1000

Name of the Programme : BBA (Logistics & Shipping Management)

Title of the Course	:	Strategic Management	Course Code	:	19BL302
Year / Semester	:	II / III Section: A	Total No. of Students	:	47
No of Credits	:	4	Total No. of Contact Hours	:	60
Course Teacher's Name	:	Dr. B. Meenakshi Sundaram	Corresponding lab Paper	:	Yes / No

S. No	Topic	Reference / Text Book Page No.	Teaching Aids	Mode of Delivery No. of Hours			Cumulative Hours
				L	T	P	
UNIT I INTRODUCTION							
1	Introduction and Fundamentals of Strategic Management	T1 - pp1.1 - pp1.3	PPT	2	0	0	2
2	Conceptual Evolution of Strategic Management	T1 - pp1.3 - pp1.4	PPT	2	0	0	4
3	Scope and Importance of Strategy - Purpose of Business	T1 - pp5.1 - pp5.6	PPT	2	0	0	6
4	Difference between Goals and Objectives	T1 - pp.5.14 - pp5.15	PPT	2	0	0	8
5	Role of Strategists in the Organization	T1 - pp9.10 - pp9.18	PPT	2	0	0	10
6	Strategies at Various Levels of Management	T1 - pp1.8 - pp1.15	PPT	1	0	0	11
7	Limitations of Strategic Management	T1 - pp9.18 - pp9.20	PPT	1	0	0	12

S. No	Topic	Reference / Text Book Page No.	Teaching Aids	Mode of Delivery No. of Hours			Cumulative Hours
				L	T	P	
UNIT II - ENVIRONMENTAL ANALYSIS							
1	Need for Environmental Analysis / Key Environment Variables	T1 - pp2.1 - pp2.2	PPT	2	0	0	14
2	External Environment - Micro & Macro	T1 - pp2.2 - pp2.13	PPT	2	0	0	16
3	SWOT Analysis	T1 - pp3.10 - pp3.15	PPT	1	0	0	17
4	Porter's Five Forces Model	R1 - pp53 - pp54	PPT	1	0	0	18
5	Internal Factor Evaluation Matrix	Internet	PPT	2	0	0	20
6	External Factor Evaluation Matrix / IE Matrix	Internet	PPT	2	0	0	22
7	BCG Matrix	T1 - pp12.4 - pp12.8	PPT	2	0	0	24

S. No	Topic	Reference / Text Book Page No.	Teaching Aids	Mode of Delivery No. of Hours			Cumulative Hours
				L	T	P	
UNIT III - STRATEGIC ALTERNATIVES							
1	Strategy Alternatives	T1 - pp11.1 - pp11.2	PPT	1	0	0	25
2	Stability Strategies,	T1 - pp11.2 - pp11.6	PPT	2	0	0	27
3	Expansion Strategies	T1 - pp11.6 - pp11.9	PPT	2	0	0	29
4	Retrenchment Strategies, Combination Strategies	T1 - pp11.28 - pp11.34	PPT	2	0	0	31
5	Intensive Growth Strategies - Marketing Penetration	R1 - pp200 - pp201	PPT	1	0	0	32
6	Market Development / Integrative Growth Strategies	R2 - pp203 - pp205	PPT	1	0	0	33
7	Horizontal, Vertical, Forward, Backward Strategies,	T1 - pp11.10 - pp11.13	PPT	1	0	0	34
8	Diversification, Concentric, Horizontal, Conglomerate	T1 - pp11.13 - pp11.17	PPT	1	0	0	35
9	Joint Ventures & Liquidation	T1 - pp11.24 - pp11.25	PPT	1	0	0	36

S. No	Topic	Reference / Text Book Page No.	Teaching Aids	Mode of Delivery No. of Hours			Cumulative Hours
				L	T	P	
UNIT IV - STRATEGIC ALLIANCES							
1	Introduction	Internet	PPT	2	0	0	38
2	Types of Strategic Alliances and Business Decisions	Internet	PPT	2	0	0	40
3	Problems involved in Strategic Alliances	Internet	PPT	2	0	0	42
4	Business Investment Strategies - Introduction	T1 - pp9.3 - pp9.9	PPT	2	0	0	44
5	Business Plan	Internet	PPT	2	0	0	46
6	Business Ventures	Internet	PPT	2	0	0	48

S. No	Topic	Reference / Text Book Page No.	Teaching Aids	Mode of Delivery No. of Hours			Cumulative Hours
				L	T	P	
UNIT V - BUSINESS POLICIES							
1	Overview of Business Policies	Internet	PPT	2	0	0	50
2	Importance of Business Policies	T1 - pp1.3 - pp1.4	PPT	2	0	0	52
3	Definitions of Policies, Procedures	Internet	PPT	2	0	0	54
4	Process, Programmes	T1 - pp13.23- pp13.33	PPT	2	0	0	56

5	Types of Policies	T1 - pp13.23 - pp13.33	PPT	2	0	0	58
6	Steps involved in framing Policies		PPT	2	0	0	60

* L - Lecture T - Tutorial (Problems / Example Programs / Revision Classes) P - Practical

* LCD / PPT / Black Board (BB) / Worksheet(WS) / Video (V) / Group Discussion (GD) / Blended & Flipped (BF) / Open educational resources (OER) media that are freely accessible, Google tools like Drive (GRV) , Google Docs (GDo), and Google Slides(GS) and Whiteboards(WB),Wikipedia (W) any other tools may also be included.

[Mark the abbreviation in the teaching aids column]

Resources [Citation style differs for each Programme, Kindly use the citation style (APA, MLA etc) applicable for your domain. This has been advised by the University Nominees and Experts last time]

Text Books

T1	1. S.Sankaran, Business Policy & Strategic Management, Margham Publication
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Reference Books

R1	Hill, Strategic Management : An Integrated approach, Wiley
R2	John A.Parnell, Strategic Management, Theory and practice Biztantra
R3	Gupta, Gollakota and Srinivasan, Business Policy and Strategic Management – Concepts and Application, Prentice Hall of India

Web source

W1	Strategic Management Journal https://www.strategicmanagement.net
W2	International Journal of Strategic management - https://ijsm-journal.org
W3	Academy of Strategic Management Journal - https://www.abacademies.org

E – Books /Library INFLIBNET RESOURCES

T1	Brennan Linda, “Strategic Management” - A practical Guide Business Expert Press (2015)
T2	Bradford, “Strategic Management” Emerald Group Publishing (2015)
T3	Vancouver - “Corporate Governance in Global Capital Markets” UBC Press (2003)

Gaps in the Syllabus – To Meet Industrial Requirements

S. No	Name of the Topic	Proposed Action	No. of Hours Allotted	Hours with in the Time Table (HT) / Hours beyond the Time Table (HB)
1	Preparing a Business Plan for a new firm	Assignment	5	HB
2	Product Development Strategies for FMCG Products	Seminar		

COURSE PLAN FOR CONTENT BEYOND SYLLABUS (Topics will be covered along with the Regular Time table)

S. No	Module	Mode of Teaching	Teaching Aids	Planned Topics	Total No. of Hours Allotted
1	1	Lecture	PPT	Mc. Kinsey 7S Model	1
3	2	Lecture	PPT	Internal Environment Factors	1
4		Lecture	PPT	Benefits and Limitations of BCG Matrix	1
5	3	Lecture	PPT	Product Development Strategies	1
6		Lecture	PPT	Types of Liquidation Strategies	1
7	4	Lecture	PPT	Types of Various Business Plans	1
8		Lecture	PPT	Partnership Firm, Corporation and Cooperative Societies	1
9	5	Lecture	PPT	Difference between Policies and Procedures	1
10		Lecture	PPT	Implementation of Policies and Procedures in Business	1

Topics beyond Syllabus

Module 1	Mc. Kinsey 7S Model
Module 2	Internal Environment Factors, Benefits and Limitations of BCG Matrix
Module 3	Product Development Strategies, Types of Liquidation Strategies
Module 4	Types of Various Business Plans, Partnership Firm, Corporation and Cooperative Societies
Module 5	Difference between Policies and Procedures, Implementation of Policies and Procedures in Business

Portion for Examinations

S. No	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage (to be decided by the Dept)
1	Slip Test / Class Test	Every Unit	20
2	I Internal	Unit 1 to Unit 2.5	50
3	II Internal	Unit 2.6 to Unit 5	50
4	Summative Examination	Unit 1 to Unit 5	100

Designation	Prepared by		
	Name	Signature	Date
Course Coordinator / In-charge	Dr. B. Meenakshi Sundaram		
Programme Coordinator	Mr. B. Vairamuthu		

	Approved by		
	Name	Signature	Date
Head of the Department	Dr. K. Rajesh Kumar		
Dean Academics	Dr. s. Priya		
Principal	Dr. R. Sujatha		

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

COURSEPLAN– 2020 – 21 (ODD SEMESTER)

Name of the Programme: BBA (LOGISTIC & SHIPPING MANAGEMENT)

Title of the Course: PRODUCTION & MATERIALS MANAGEMENT

Course Code : 19BL303

Year / Semester : II / III Section: NIL

Total No. of Students :47

No of Credits : 4

Total No. of Contact Hours : 60

Course Teacher (s) Name : B. VAIRAMUTHU, AP – BBA Corresponding lab Paper ~~Yes~~ /No

Sl. No.	TOPIC	Reference / Text Book Page No	*Teaching Aids	Mode of Delivery No of Hours			Cumulative Hours
				L	T	P	
UNIT - I							
1	Production Management -Definitions	T 1.5	PPT	2			2
2	Functions & scope	T 1.7 & 1.8	PPT, GD	1			1
3	Plant Location	T 8.1	PPT, GD	1			1
4	Factors	T 8.11	PPT	2			2
5	Plant Layout	T 11.1	PPT	2			2
6	Principles	T 11.5	PPT, V	2			2
7	Types	T11.12	PPT	1			1
8	Importance	T 11.2		1			1
UNIT - II							
9	Production Planning & control	T 13.7	PPT	2			2
10	Principles	T 13.7	PPT	1			1
11	Functions	T 13.8	PPT	2			2
12	Process plant maintenance	T 16.6	PPT	2			2
13	Types	T16.10	PPT	2			2
14	Maintenance scheduling	T16.27	PPT	2			2
15	Fundamentals of Reengineering	WEB	PPT	1			1

UNIT - III							
16	Materials management – meaning, Definition	T 25.1	PPT, V	2			2
17	Importance	T 25.3	PPT	2			2
18	Functions	T32.2	PPT, V	2			2
19	Integrated materials Management	25.5	PPT,	2			2
20	Concepts	25.4	PPT	1			1
21	Advantages	25.6	PPT	1			1
22	Process.	25.9	PPT	2			2
UNIT - IV							
23	Management of materials	T25.2	PPT	1			1
24	Techniques of materials planning	T 32.8	PPT	1			1
25	Inventory control- meaning & importance	T 34.1	PPT, GD	2			2
26	Tools of inventory control	T 34.2	PPT, GD	2			2
27	Inspection	T18.1	PPT, GD	2			2
28	Objectives	T18.2	PPT	1			1
29	Function	T18.3	PPT	1			1
30	Types	T18.5	PPT	2			2
UNIT - V							
31	Purchasing	T 27.1	PPT	2			2
32	Procedure	T 27.3	PPT	1			1
33	Principles	T 27.3	PPT	1			1
34	Vendor rating	T 29.1	PPT, GD	2			2
35	Vendor Development	T 29.1	PPT	1			1
36	Store keeping & materials handling	T31.1	PPT, GD	2			2
37	Objectives	T31.2	PPT	1			1
38	Functions	T31.3	PPT	1			1
39	Equipments	T31.12	PPT	1			1
TOTAL HOURS							60

* L- Lecture T- Tutorial (Problems / Example Programs /Revision Classes) P- Practical

* LCD/PPT/Black Board (BB)/Worksheet(WS)/Video (V) / Group Discussion (GD)/Blended &Flipped (BF) /Open educational resources (OER) media that are freely accessible, Google tools like Drive(GRV) ,Google Docs (GDo), and Google Slides(GS) and Whiteboards(WB),Wikipedia (W) any other tools may also be included.

[Mark the abbreviation in the teaching aids column]

Text Book

T1	Saravanavel .P & Sumathi .S, Production & Material Management., Margham publications
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Reference Books

R1	ShridharaBhat.K, Production and Materials Management, Himalaya Publishing House
R2	Varma.M.V, Materials Management, Himalaya Publishing House
R3	Pannerselvam R, Production and Operations Management, Prentice Hall India

Web Resources

W1	NIL
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E – Books /Library INFLIBNET RESOURCES

E1	NIL
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Gaps in the Syllabus –To meet Industrial Requirements

SL.NO	Name of the Topic	PROPOSED ACTION	No of Hours Allotted	Hours with in the Time Table (HT) / Hours beyond the Time Table (HB)
9.	Best production and materials management	Assignment, Industrial visit	6	HB
10.	ISO 9000	Seminar	2	HB
11.	Current issues & challenges in production management	Seminar	2	HB

* *Proposed Actions can be Assignments , Seminars, Peer Teaching, Industrial Visit , Others (if any)*

COURSE PLAN FOR CONTENT BEYOND SYLLABUS (TO MEET THE INDUSTRIAL NEEDS)

Sl.NO	Module	Mode of Delivery	Teaching Aids	Planned Topics	Total No of Hours Allotted
1	3	Lecture1	PPT	Best production and materials management	1
2	5	Lecture1	PPT, V	Current issues & challenges in warehousing	1

PORZION FOR EXAMINATION

Sl. No.	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage(to be decided by the Department)
17.	CLASS TEST	UNIT I	20%
18.	I INTERNAL	UNIT - I,II,½ OF UNIT III	50%
19.	II INTERNAL	½ OF UNIT III,IV,V	50%
20.	Summative Examination	ALL FIVE UNITS	100%

Designation	Prepared by		
	Name	Signature	Date
Course Coordinator / In-charge			
Programme Coordinator			

Approved by			
	Name	Signature	Date
HoD			
Dean Academics			
Principal			

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

COURSE PLAN – 2020 – 21 (ODD SEMESTER)

Name of the Programme : BBA LOGISTIC & SHIPPING MANAGEMENT

Programme Code :

Title of the Course : Entrepreneurial Development

Course Code : 19BL304

Year / Semester : II / IV

Section: Nil

Total No. of Students : 47

No of Credits 4

Total No. of Contact Hours : 60

Course Teacher (s) Name : S.Sekar

Corresponding lab Paper : Yes / No

Sl. No.	TOPIC	Reference / Text Book Page No	*Teaching Aids	Mode of Delivery No of Hours			Cumulative Hours
				L	T	P	
UNIT - I							
1.	Definition, concept of entrepreneur	T 1.1	PPT	L			2
2.	Types of Entrepreneurs	T 1.3	PPT	L			2
3.	Difference between Entrepreneur and Intrapreneur,	T 2.5	PPT	L			2
4.	Characteristics of a successful entrepreneur	T 3.1 T 3.2	PPT	L			2
5.	Avantages of entrepreneurship, growth of entrepreneurship in India.	T2.6	PPT	L			2
UNIT – II							
6.	Entrepreneurship Development Programs	T 6.5	PPT	L			2
7.	Definition, need, objectives	T 6.5	PPT	L			2

8.	historical perspective Phases, evaluation	T 1.7	PPT	L			2
9.	MSMEs – definition, scope & problems	T 1.8	PPT	L			2
UNIT – III							
10.	Identification of business opportunity,	T 9.1	PPT	L			2
11.	Business plan	T 9.2	PPT	L			2
12.	meaning, contents	T 9.3	PPT	L			2
13.	formulation	T 9.4	PPT	L			2
14.	project appraisal concept & methods	T 13.1	PPT	L			2
15.	methods	T 13.2	PPT	L			
16.	forms of ownership	T 13.3	PPT	L			2
17.	Sole proprietorship	T 13.4	PPT	L			2
18.	partnership,	T 13.5	PPT	L			2
19.	Company & cooperatives .	T 13.6	PPT	L			2
UNIT – IV							
20.	Institutional support & finance – DIC	T 7.27	PPT	L			2
21.	TIIC,	T 7.26	PPT	L			2
22.	SIDCO	T 6.37	PPT	L			2
23.	Commercial banks	T 6.36	PPT	L			2
24.	Angel investors	T 6.37	PPT	L			2
25.	industrial estate	T 6.38	PPT	L			2
UNIT – V							
26.	Sickness in industries	T 7.28	PPT	L			2
27.	meaning,	T 7.29	PPT	L			2
28.	symptoms, causes	T 7.31	PPT	L			2
29.	consequences	T 7.32	PPT	L			2
30.	corrective measures	T 7.30	PPT	L			2
TOTAL HOURS							

* L - Lecture T - Tutorial (Problems / Example Programs / Revision Classes) P - Practical

* LCD / PPT / Black Board (BB) / Worksheet(WS) / Video (V) / Group Discussion (GD) / Blended & Flipped (BF) / Open Educational Resources (OER) media that are freely accessible, Google tools like Drive (GRV) , Google Docs (GDO), and Google Slides(GS) , Google Forms (GOF) and Whiteboards(WB),Wikipedia (W) any other tools may also be included.

[Mark the abbreviation in the teaching aids column]

Text Book

T1	Dr. Jayshree Suresh, Entrepreneurial Development, Margham Publications
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Reference Books

R1	P.Saravanel, Entrepreneurial Development, Ess Pee kay Publishing House, Chennai
R2	Hisrich, Entrepreneurship, Tata McGraw-Hill
R3	P.C.Jain (ed.), Handbook for New Entrepreneurs, EDII, Oxford University Press, New Delhi

Web Resources

W1	
W2	
W3	
W4	

E – Books /Library INFLIBNET RESOURCES

E1	
E2	
E3	
E4	

Gaps in the Syllabus

SL. NO	Name of the Topic	PROPOSED ACTION	No of Hours Allotted	Hours with in the Time Table (HT) / Hours beyond the Time Table (HB)
1.				

* *Proposed Actions can be Assignments , Seminars, Peer Teaching, Industrial Visit , Others (if any)*

COURSE PLAN FOR CONTENT BEYOND SYLLABUS (TO MEET THE INDUSTRIAL NEEDS)

Sl.NO	Module	Mode of Delivery	Teaching Aids	Planned Topics	Total No of Hours Allotted
1					
2					
3					
4					

PORTION FOR EXAMINATION

Sl. No.	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage
1.	SLIP / CLASS TEST	Unit - 1	20%
2.	I INTERNAL	Unit - I, II, III (upto -----)	50%
3.	II INTERNAL	Unit – III (from -----) , IV, V	50%
4.	End Semester Examination	Unit I to V	100%

Designation	Prepared by		
	Name	Signature	Date
Course Coordinator / In-charge	S. SEKAR		
Programme Coordinator			

Approved by			
	Name	Signature	Date
HoD			
Dean Academics			
Principal			

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE
COURSE PLAN – 2020- 2021 (ODD SEMESTER)

Name of the Programme : BBA (L&SM)

Programme Code : BB1000

Title of the Course : Numerical Skills

Year / Semester : II / III

No of Credits : 2

Course Teacher Name : Mr. R. Sivasubramanian

Course Code : 19NS311

Total No. of Students :

47

Total No. of Contact Hours : 3

Corresponding Lab Paper : Yes / No

Sl. No.	TOPIC	Reference / Text Book Page No	*Teaching Aids	Mode of Delivery No of Hours			Cumulative Hours
				L	T	P	
UNIT - I							
1	Numbers	T-3	BB/ WB/ OER	1	1	0	2
2	LCM & HCF	T-51	BB/ WB/ OER	1	1	0	4
3	Simplification	T-95	BB/ WB/ OER	1	0	0	5
4	Averages	T-206	BB/ WB/ OER	1	0	0	6
UNIT - II							
12	Problems on Ages	T-264	BB/ WB/ OER	1	1	0	2
13	Time and Work	T-526	BB/ WB/ OER	1	1	0	4
14	Surd and indices	T-278	BB/ WB/ OER	1	1	0	6
UNIT - III							
19	Pipes & Cisterns	T-510	BB/ WB/ OER	1	1	0	2
20	Time & Distance	T-562	BB/ WB/ OER	1	1	0	4
21	Problems on trains.	T-612	BB/ WB/ OER	1	1	0	6
UNIT - IV							
30	Calendar	T-819	BB/ WB/ OER	1	1	0	2
31	Clocks	T-823	BB/ WB/ OER	1	1	0	4
32	Permutation and combination.	T-841	BB/ WB/ OER	2	2	0	8
UNIT - V							
35	Area	T-688	BB/ WB/ OER	2	1	0	3

36	Volume and Surface Area	T-766	BB/ WB/ OER	2	1	0	6
Total							30

* L - Lecture T - Tutorial (Problems / Example Programs / Revision Classes) P - Practical

* LCD / PPT / Black Board (BB) / Worksheet(Ws) / Video (V) / Group Discussion (GD) / Blended & Flipped (BF) / Open Educational Resources (OER) media that are freely accessible, Google tools like Drive (GRV) , Google Docs (GDO), and Google Slides(GS) , Google Forms (GOF) and Whiteboards(WB),Wikipedia (W) any other tools may also be included. [Mark the abbreviation in the teaching aids column]

Text Book							
T	R S Agarwal Revised edition (21 February 2017), 'Quantitative Aptitude' S.Chand Publishers.						

Reference Books							
R1	Abhijit Guha (7th Ed, 2020), Quantitative Aptitude - Mc Graw Hills Publishers						
R2	Khattar Dinesh (2013, 3rd Edition), Quantitative Aptitude for Competitive Examinations, The Pearson Guide						

Web Resources

W1	https://www.indiabix.com/
W2	https://www.faceprep.in/quantitative-aptitude/

E - Books /Library INFLIBNET RESOURCES

E	https://www.careerbless.com/aptitude/qa/home.php
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COURSE PLAN FOR CONTENT BEYOND SYLLABUS (TO MEET THE INDUSTRIAL NEEDS)

<u>Sl.No</u>	Module	Mode of Delivery	Teaching Aids	Planned Topics	Total No of Hours Allotted

PORTION FOR EXAMINATION

Sl. No.	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage
1	I INTERNAL	Unit - I, II, III (50%)	50%
2	II INTERNAL	Unit - III (50%) , IV, V	50%
3	End Semester Examination	Unit I to V	100%

Prepared by

Designation	Name	Signature	Date
Course Coordinator / In-charge	Mr. R. Sivasubramanian		
Programme Coordinator			

Approved by

Designation	Name	Signature	Date
HoD	Mr. R. Sivasubramanian		
Dean Academics	Dr.S.Priya		
Principal	Dr.R.Sujatha		

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

COURSE PLAN – 2020 – 21 (ODD SEMESTER)

Name of the Programme : BBA, B.Com (B&I, Hons, ACCA)						
Title of the Course : CRT English I Practical				Course Code: 19CRT308		
Year / Semester: II YEAR / III SEMESTER				Section:	Total No. of Students:	
No.Of Credits: 3				Total no. of Contact hours: 30		
Course Teacher (s) Name : Mrs.R.Suganthi Hepzibha, Ms.T.S.Sridevi, Mr.C.Senthilkumar and Mr.V.V.Sundaram						
Course Teacher (s) Name						
S. No	Topic	Reference / text Book Page No.	Teaching Aids	Mode of Delivery No. of Hours		
		T 1 / R 04		L	T	P
Unit I						
1	Know thyself – SWOC Analysis	R1-1 / R 06, 03	BB	3		
2	Extempore Speaking	R1-3 / R 06, 03	BB/PPT/V	3		
Unit II						
1	Recap on Tenses	R1-12	BB	3		
2	Work with Tenses	R1-20	BB	3		
Unit III						
1	Vocabulary Building	WL	BB	2	1	
2	Sentence Stress and Pause Management	WL	BB	2	1	
Unit IV						
1	Overcoming Stage Fear	WL	BB	2	1	
2	Situational Conversations	WL	BB	2	1	

Unit V						
1	Tips on Effective Reading	R3-48	BB	2	1	
2	Public Speaking	WL	BB	2	1	

* L - Lecture T - Tutorial (Problems / Example Programs / Revision Classes) P - Practical

* LCD / PPT / Black Board (BB) / Worksheet(WS) / Video (V) / Group Discussion (GD) / Blended & Flipped (BF) / Open educational resources (OER) media that are freely accessible, Google tools like Drive (GRV) , Google Docs (GDo), and Google Slides(GS) and Whiteboards(WB), Wikipedia (W) any other tools may also be included.

[Mark the abbreviation in the teaching aids column]

Reference Books	
R1	Sanjay Kumar, Pushp Lata. Communication Skills. New Delhi: Oxford University Press, 1999. Print.
R2	Srivasan Hema. Communication Skills . Bangalore: Frank Brothers & Co. Ltd, 2004. Print.
R3	Dr.P.Prasad. The Functional Aspects of Communication Skills . Bangalore: S.K.Kataria and Sons Ltd, 2005. Print.
E – Books /Library INFLIBNET RESOURCES	
E1	https://nlist.inflibnet.ac.in/search/Record/EBC483375
E2	https://nlist.inflibnet.ac.in/search/Record/EBC481114
E3	https://nlist.inflibnet.ac.in/search/Record/EBC1864716
Gaps in the Syllabus	

SL. NO	Name of the Topic	PROPOSED ACTION	No of Hours Allotted	Hours with in the Time Table (HT) /
				Hours beyond the Time Table (HB)
1	Self Introduction	Assignment		3
2	Extempore	Seminar	3	
3	On Any Modules	Peer teaching		
4	NA	Industrial Visit	NA	NA

Proposed Actions can be Assignments , Seminars, Peer Teaching, Industrial Visit , Others (if any)

COURSE PLAN FOR CONTENT BEYOND SYLLABUS

Sl.NO	Module	Lecture	Planned Topics	Date	Time	Total No of Hours Allotted
1	1	Lecture1	Lecture 1	Newspaper/Article reading		
2	2	Lecture2	Lecture 2	Collecting & Reporting News		
3	3	Lecture3	Lecture 3	Learning a New Word Everyday		

PORTION FOR EXAMINATION

Sl. No.	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage (to be decided by the Department)
1	I INTERNAL	UNIT - I, II, V	50%
2	II INTERNAL	UNIT - III, IV, V	50%
3	Summative Examination	ALL 5 UNITS	100%

Prepared by

Designation	Name	Signature
Course Coordinator / In-charges	Mr.S.Sivakumar	
Module Coordinator	Mrs.R.Suganthi Hepzibha	

Approved by

	Name	Signature	Date
HoD	Mrs.R.Suganthi Hepzibha		
Dean Academics	Dr.S.Priya		
Principal	Dr.R.Sujatha		

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

COURSE PLAN – 2020 – 21 (ODD SEMESTER)

Name of the Programme :

F&IS, CS, ANI, NET, VIS, MCHM, B.COM, BBA, HONS & ACCA

Course

Title of the Course :

BASIC TAMIL

Code: 19UAT310

Year / Semester:

2020-2021/1

Section:

Total No. of Students:

No.Of Credits:

3

Total no. of Contact hours: 30

S. No	Topic	Reference / text Book Page No.	Teaching Aids	Mode of Delivery No. of Hours			Cummulative Hours
				L	T	P	
Unit I							
1	□□□□□□□□□□□□□□	R1-1	BB	2	2		6
Unit II							
2	□□□□□□	R1-2		1	1		2
5	□□□□□□□□□□□□□□	R1-3	BB	1	1		2
6	□□□□□□	R1-4	BB	1	1		1
7	□□□□□□□□□□□□□□□□□□□□	R1-4	BB	1	1		1
Unit III							
9	□□□□□□ □□□□□□□□□□□□□□□□	R1-05	BB	1	1		6
Unit IV							
15	□□□□□□□□□□□□□□□□ □□□□□□□□□□□□□□□□	R1-7	BB	2	2		3

16	□□□□□□□□□□ □□□□ □□□□□□□□□□ □□□□□□□□ □□□□□ □□□□□□□ □□□□□	R1-8	BB	1	1		3
Unit V							
19	□□□□□□□□□□ □□□□□□□□□□ □□□□□ □□□□□□□□□□	R1-8	BB	3	3		6

* L - Lecture T - Tutorial (Problems / Example Programs / Revision Classes) P - Practical

* LCD / PPT / Black Board (BB) / Worksheet(WS) / Video (V) / Group Discussion (GD) / Blended & Flipped (BF) / Open educational resources (OER) media that are freely accessible, Google tools like Drive (GRV) , Google Docs (GDo), and Google Slides(GS) and Whiteboards(WB),Wikipedia (W) any other tools may also be included.
[Mark the abbreviation in the teaching aids column]

COURSE PLAN FOR CONTENT BEYOND SYLLABUS

Sl.NO	Module	Lecture	Planned Topics	Date	Time	Total No of Hours Allotted
1	1	Lecture1	□□□□□□□□□□□□□□ □□□□□□□□			

Reference Books	
R1	□□□□□□ □□□□□ -1 – □□□□□□□□ □□□□□□□□ – □□□□□□□□ □□□□□□□□□□ □□□□□□□□.

E – Books /Library INFLIBNET RESOURCES

E1	
E2	
E3	

E4	
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Topics beyond Syllabus

Module 1	
M2	NA
M3	NA
M4	NA

PORTION FOR EXAMINATION

Sl. No.	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage (to be decided by the Department)
	I INTERNAL	UNIT - I, II, V	50%
	II INTERNAL	UNIT - III, IV, V	50%
	Summative Examination	ALL FIVE UNITS	100%

ASSESSMENT METHODOLOGY – DIRECT

	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Internal Examination	Yes	Yes	Yes	Yes	Yes
Assignment	Yes	Yes	Yes	Yes	Yes
Slip Test / Class Test	Yes	Yes	Yes	Yes	Yes
Project	No	No	No	No	No
Summative Examination	No	No	No	No	No

Assessment Indirect

	Yes/No	Yes/No	Yes/No

Assessment of Course Outcome by Student Feedback	Yes		
Feedback from Alumni	Yes		
Feedback from Educational Experts	Yes		
Feedback from Parents	Yes		

Designation	Prepared by		
	Name	Signature	Date
Course Coordinator / In-charge	Ms.R.Sailakshmi		
Module Coordinator (One person who would coordinate all Courses in a Programme according to OBE)	Mrs.N.Selvi		

Approved by				
	Name	Signature	Seal	Date
HoD	Mrs.N.Selvi			
Dean Academics	Dr.S.Priya			
Principal	Dr.R.Sujatha			

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

COURSE PLAN – 2020 – 21 (ODD SEMESTER)

PROGRAMME CODE: BB1000

Name of the Programme : BBA (Logistics & Shipping Management)

Title of the Course	:	Warehousing Management	Course Code	:	18BL501
Year / Semester	:	III / V Section: A	Total No. of Students	:	31
No of Credits	:	5	Total No. of Contact Hours	:	60
Course Teacher's Name	:	Dr. B. Meenakshi Sundaram	Corresponding lab Paper	:	Yes / No

S. No	Topic	Reference / Text Book Page No.	Teaching Aids	Mode of Delivery No. of Hours			Cumulative Hours
				L	T	P	
UNIT I INTRODUCTION							
1	Introduction & Role of Warehouses	T1 - pp225 - pp228	PPT	2	0	0	2
2	Need for Warehouses & Strategic Issues	T1 - pp228 - pp229	PPT	2	0	0	4
3	Warehousing Operations - Cost	T1 - pp229 - pp233	PPT	1	0	0	5
4	Packaging and Unit Loads	T1 - pp233 - pp235	PPT	1	0	0	6
5	Warehousing in India	Internet	PPT	1	0	0	7
6	Scope of Warehousing & Challenges, Government Initiatives	Internet	PPT	2	0	0	9
7	Recent Trends in Warehousing	Internet	PPT	1	0	0	10
8	Types of Warehouses & Advantages of Warehousing	R3 - pp12 - pp17	PPT	2	0	0	12

S. No	Topic	Reference / Text Book Page No.	Teaching Aids	Mode of Delivery No. of Hours			Cumulative Hours
				L	T	P	
UNIT II STORAGE AND HANDLING SYSTEMS							
1	Palletized - Pallet Movement	T1 - pp236 - pp237	PPT	1	0	0	13
2	Pallet Stacking / Pallet Storage - Block stacking	T1 - pp237 - pp243	PPT	2	0	0	15
3	Drive in / Drive Through, Push Back, APR	T1 - pp243 - pp247	PPT	1	0	0	16
4	Double Deep, Narrow Aisle Racking	T1 - pp248 - pp250	PPT	1	0	0	17
5	Powered Mobile Racking, Pallet Live Storage	T1 - pp250 - pp252	PPT	1	0	0	18
6	ASRS / Comparison of Systems	T1 - pp252 - pp256	PPT	2	0	0	20
7	Non Palletized / Small Item Storage systems	T1 - pp258 - pp264	PPT	2	0	0	22
8	Truck Attachments, Long Roads, Conveyors - Types	T1 - pp264 - pp269	PPT	2	0	0	24

S. No	Topic	Reference / Text Book Page No.	Teaching Aids	Mode of Delivery No. of Hours			Cumulative Hours
				L	T	P	
UNIT III - ORDER PICKING							
1	Order Picking and Replenishment, Order Picking Concepts	T1 - pp271 - pp273	PPT	2	0	0	25
2	Order Picking Equipment,	T1 - pp273 - pp280	PPT	2	0	0	27
3	Sortation	T1 - pp280 - pp282	PPT	1	0	0	28
4	Picking Area Layout, Slotting	T1 - pp282 - pp283	PPT	1	0	0	29
5	Pick Routes	T1 - pp283 - pp284	PPT	2	0	0	30
6	Information in Order Picking, E fulfilment	T1 - pp284 - pp287	PPT	2	0	0	32
7	Picking Productivity - Replenishment	T1 - pp287 - pp289	PPT	2	0	0	34

S. No	Topic	Reference / Text Book Page No.	Teaching Aids	Mode of Delivery No. of Hours			Cumulative Hours
				L	T	P	
UNIT IV - RECEIVING AND DISPATCH							
1	Introduction& Receiving process	T1 - pp290 - pp291	PPT	2	0	0	38
2	Dispatch Processes	T1 - pp291 - pp292	PPT	1	0	0	39
3	Cross Docking & Equipment	T1 - pp292 - pp297	PPT	2	0	0	41
4	Layouts	T1 - pp297 - pp298	PPT	2	0	0	43
5	Warehouse Designs	T1 - pp300 - pp315	PPT	3	0	0	46
6	Introduction to Barcoding and its Importance	R3- pp168 - pp174	PPT	2	0	0	48

S. No	Topic	Reference / Text Book Page No.	Teaching Aids	Mode of Delivery No. of Hours			Cumulative Hours
				L	T	P	
WAREHOUSE MANAGEMENT & INFORMATION							
1	Introduction & Operation Management	T1 - pp317 - pp318	PPT	2	0	0	50
2	Performance Monitoring	T1 - pp318 - pp321	PPT	2	0	0	52
3	Information Technology	T1 - pp321 - pp324	PPT	2	0	0	54
4	Data Capture and Transmission	T1 - pp324 - pp326	PPT	2	0	0	56
5	Radio Data Communication	T1 - pp326 - pp327	PPT	2	0	0	58
6	RFID and its importance	R3- pp179 - pp185	PPT	2	0	0	60

* L - Lecture T - Tutorial (Problems / Example Programs / Revision Classes) P - Practical

* LCD / PPT / Black Board (BB) / Worksheet(WS) / Video (V) / Group Discussion (GD) / Blended & Flipped (BF) / Open educational resources (OER) media that are freely accessible, Google tools like Drive (GRV) , Google Docs (GDo), and Google Slides(GS) and Whiteboards(WB),Wikipedia (W) any other tools may also be included.

[Mark the abbreviation in the teaching aids column]

Resources [Citation style differs for each Programme, Kindly use the citation style (APA, MLA etc) applicable for your domain. This has been advised by the University Nominees and Experts last time]

Text Books

T1	1. Alan Rushton “The handbook of logistics & distribution management”, The Chartered Institute of Logistics & Transport, UK.
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Reference Books

R1	1. Gwynne Richards, “Warehouse Management”, The Chartered Institute of Logistics& Transport, UK
R2	2. Scott B. Keller, “The Definite Guide to Warehousing” Council of Supply Chain Management Professionals.
R3	3. “Warehousing and Inventory Management” - CII Institute of Logistics, Chennai

Web source

W1	The International Warehouse Logistics Association - https://iwla1891.com/
W2	Inbound Logistics - https://www.inboundlogistics.com/
W3	Material Handling and Logistics - https://www.mhlnews.com/

E – Books /Library INFLIBNET RESOURCES

T1	Seiller Thornben - Operative Transporting Planning Solutions in consumer Goods Supply Chain’ Heidelberg Publishers, 2002
T2	Newton M.A.,”Modern Materials Handling” - Cahnners Publishing Co. 2010
T3	Bharghav Hersh, Campbell, Anita Das etal.”RFID Security” - Syngress Publishing, 2006

Gaps in the Syllabus – To Meet Industrial Requirements

S. No	Name of the Topic	Proposed Action	No. of Hours Allotted	Hours with in the Time Table (HT) / Hours beyond the Time Table (HB)
1	Importance of QR code with reference to Bar Coding	Assignment	1	HB
2	A case study on Indian Warehouse Management	Seminar	1	HB
3	---	Peer teaching		
4	---	Industrial Visit		

COURSE PLAN FOR CONTENT BEYOND SYLLABUS (Topics will be covered along with the Regular Time table)

S. No	Module	Mode of Teaching	Teaching Aids	Planned Topics	Total No. of Hours Allotted
1	1	Lecture	PPT	Factors affecting the Location of Warehouse (Lecture Class)	1
2		Lecture	PPT	Characters of an Ideal Warehouse (Lecture class)	1
3	2	Lecture	Videos	Various methods of Storage systems (Video Presentation)	1
4		Lecture	Videos	Various Loading Equipment (Video Presentation)	1
5	3	Lecture	Videos	Goods to Picker (Video Presentation)	1
6		Lecture	Videos	Automated Warehouse (Video Presentation)	1
7	4	Lecture	PPT	A comparison study of Bar coding Vs QR Code (Lecture)	1
8		Lecture	Videos	Construction of a Warehouse (Video Presentation)	1
9	5	Lecture	Videos	Implementation of RFID in Warehouse Management (Video session)	1
10		Lecture	PPT	Benefits of RFID over Bar code	1

Topics beyond Syllabus

Module 1	Factors affecting the Location of Warehouse
	Characters of an Ideal Warehouse
Module 2	Various methods of Storage systems
	Various Loading Equipments
Module 3	Goods to Picker
	Automated Warehouse
Module 4	A comparison study of Bar coding Vs QR Code
	Construction of a Warehouse
Module 5	Implementation of RFID in Warehouse Management
	Benefits of RFID over Bar code

Portion for Examinations

S. No	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage (to be decided by the Dept)
1	Slip Test / Class Test	Every Unit	
2	I Internal	Unit 1 to Unit 2.5	50
3	II Internal	Unit 2.6 to Unit 5	50
4	Summative Examination	Unit 1 to Unit 5	100

Designation	Prepared by		
	Name	Signature	Date
Course Coordinator / In-charge	Dr. B. Meenakshi Sundaram		
Programme Coordinator	Mr. B. Vairamuthu		

	Approved by		
	Name	Signature	Date
Head of the Department	Dr. K. Rajesh Kumar		
Dean Academics	Dr. Priya		
Principal	Dr. R. Sujatha		

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

COURSEPLAN- 2020 – 21 (ODD SEMESTER)

Name of the Programme :BBA(LOGISTIC & SHIPPING MANAGEMENT)

Title of the Course: EXIM Procedures **Course Code :18BL502**
Year / Semester : III / V Section: NIL **Total No. of Students :31**
No of Credits : 5 **Total No. of Contact Hours : 75**
Course Teacher (s) Name : B. VAIRAMUTHU, AP – BBA **Corresponding lab Paper :Yes /No**

Sl. No.	TOPIC	Reference / Text Book Page No	*Teaching Aids	Mode of Delivery No of Hours			Cumulative Hours
				L	T	P	
UNIT - I							
1	Introduction to regulatory framework	T 1	PPT	2			2
2	Establishing a business firm	T 6	PPT, GD	1			1
3	Importer and Exporter code number	T 7	PPT, GD	1			1
4	Registration with ECGC and Central Excise	T 8	PPT	2			2
5	Export licensing	T 9	PPT	1			1
6	Aligned Documentation System	T 11	PPT, V	1			1
7	Commercial and regulatory documents	T 13	PPT	1			1
8	Documentation related to goods, shipment	T 15	PPT, gd	2			2
9	Bill of lading	T 22	PPT	1			1
10	Payment	T 26	PPT	1			1
11	Inspection, excisable goods	T 28	PPT	1			1
12	Foreign exchange regulations.	T 29	PPT	1			1
13	International Business contracts	T 32, V	PPT	2			2
14	INCOTERMS	T 34, GD	PPT	2			2
15	Legal dimensions	T 39	PPT	1			1
16	Agency Vs Distribution	T 41	PPT	1			1
17	Disputes settlement	T 44, GD	PPT	2			2
18	Terms of payment	T 48	PPT	1			1
19	Letter of credit	T 52, GD	PPT	2			2
20	Instruments of payment	T 59	PPT	1			1

21	Pre and post shipment finance	T 62, 66	PPT	1			1
22	Salient provisions of UCP	T 72,	PPT, GD	2			2
UNIT - III							
23	Types of risk in international trade	T 76	PPT, GD	2			2
24	Types of cover issued by ECGC	T 79	PPT, V	2			2
25	Cargo insurance: Meaning, need, scope	T 83-86	PPT,	2			2
26	Types	T 87	PPT, V	2			2
27	Risks not covered under marine insurance	T 87	PPT, GD	2			2
28	Kinds of losses	T 88	PPT, GD	1			1
29	Objectives of quality control	T 97	PPT	1			1
30	Methods of quality control	T 98	PPT, GD	1			1
31	Procedure for pre-shipment inspection	T 99	PPT, V	2			2
UNIT - IV							
32	Services provided by clearing and forwarding agents	T 104, 105	PPT	2			2
33	Central excise clearance procedure	T 126 – 127	PPT, GD	2			2
34	Central excise clearance options	T 109	PPT, GD	2			2
35	Procedure for shipment of export cargo	T 108	PPT	2			2
36	Customs clearance of export shipment	T 123	PPT, GD	1			1
37	EDI	T 124	PPT, GD	2			2
38	Types of import	T 136	PPT	2			2
39	Customs clearance of import cargo	T 138	PPT	2			2
UNIT - V							
40	Negotiation of documents with banks	T 144	PPT	2			2
41	Types of incentives	T 154	PPT, V, GD	2			2
42	Documentation and procedure for claiming incentives	T 155	PPT	2			2
43	Excise duty refund	T 157	PPT	1			1
44	Import licensing	T 159	PPT	1			1
45	Processing of export order	T 164	PPT	1			1
46	Indian shipping: Challenges, trends and future prospects	T 187-189	PPT	1			1
47	MEIS	WEB	PPT	1			1
48	ICD	WEB	PPT	1			1
49	Importance of air transport	T 212	PPT	1			1
50	Airway bill -	T 215	PPT	1			1
51	IATA	T 220	PPT	1			1
TOTAL HOURS							75

* L- Lecture T- Tutorial (Problems / Example Programs /Revision Classes) P- Practical

* LCD/PPT/Black Board (BB)/Worksheet(WS)/Video (V) / Group Discussion (GD)/Blended & Flipped (BF) /Open educational resources (OER) media that are freely accessible, Google tools like Drive(GRV) ,Google Docs (GDo), and Google Slides(GS) and Whiteboards(WB),Wikipedia (W) any other tools may also be included.

[Mark the abbreviation in the teaching aids column]

Text Book

T1	RamaGopal.C, Export Import Procedures, New Age International Publishers
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Reference Books

R1	Import – Export procedure, Dr.L.Natarajan, Margham publications
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Web Resources

W1	YES
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E – Books /Library INFLIBNET RESOURCES

E1	YES
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Gaps in the Syllabus –To meet Industrial Requirements

SL.NO	Name of the Topic	PROPOSED ACTION	No of Hours Allotted	Hours with in the Time Table (HT) / Hours beyond the Time Table (HB)
12.	International business risks coverage	Assignment, Industrial visit	6	HB
13.	Multimodal transportation overview	Seminar	2	HB
14.	Current issues & challenges in Indian Exporters	Seminar	2	HB

* *Proposed Actions can be Assignments , Seminars, Peer Teaching, Industrial Visit , Others (if any)*

COURSE PLAN FOR CONTENT BEYOND SYLLABUS (TO MEET THE INDUSTRIAL NEEDS)

SI.NO	Module	Mode of Delivery	Teaching Aids	Planned Topics	Total No of Hours Allotted
1	3	Lecture1	PPT	World shipping	1
2	5	Lecture1	PPT, V	Multimodal transportation overview	1

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PORITION FOR EXAMINATION

Sl. No.	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage(to be decided by the Department)
21.	CLASS TEST	UNIT I	20%
22.	I INTERNAL	UNIT - I,II,½ OF UNIT III	50%
23.	II INTERNAL	½ OF UNIT III,IV, V	50%
24.	Summative Examination	ALL FIVE UNITS	100%

Designation	Prepared by		
	Name	Signature	Date
Course Coordinator / In-charge			
Programme Coordinator			

Approved by			
	Name	Signature	Date
HoD			
Dean Academics			
Principal			

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

COURSEPLAN– 2020 – 21 (ODD SEMESTER)

Name of the Programme :BBA (LOGISTIC & SHIPPING MANAGEMENT)

Title of the Course: Elements of Port Management

Course Code : 18BL503

Year / Semester : III / V Section: NIL

Total No. of Students : 31

No of Credits : 5

Total No. of Contact Hours : 75

Course Teacher (s) Name : B. VAIRAMUTHU, AP – BBA Corresponding lab Paper :Yes /No

Sl. No.	TOPIC	Reference / Text Book Page No	*Teaching Aids	Mode of Delivery No of Hours			Cumulative Hours
				L	T	P	
UNIT - I							
1	Introduction—some basic points	T 17 – 18	PPT	3			3
2	The importance of ports	T 19 –20	PPT, GD	2			2
3	Fundamental observations concerning ports	T 22	PPT, GD	2			2
4	The main functions and features of a port	T 24	PPT	3			3
5	Main facilities and services provided by a port	T 25	PPT	2			2
6	Some definitions & different types of port	T 27 –29	PPT, V	2			2
7	Information about port	T 37	PPT	1			1
UNIT - II							
8	PORT DEVELOPMENT: Introduction	T 40	PPT	3			3
9	Phases of port development	T41	PPT	3			3
10	Growth in world trade	T 43	PPT	3			3
11	Changes in growth	T 53	PPT	3			3
12	Developments in terminal operation	T 59	PPT	3			3
UNIT - III							
13	Port management: basic problems	T150	PPT	2			2
14	Types of port ownership and administration	T 150	PPT	2			2
15	Organizations concerning ports	T160	PPT	2			2
16	Boards governing a port	T 160	PPT, V	2			2
17	Port management development: from a transport centre to a logistic platform	T 162	PPT, GD	1			1
18	The rise and fall of ports	T 166	PPT, GD	1			1
19	Competition between ports	T 174	PPT	1			1

20	Information technology in logistics	T 179	PPT	2			2
21	Safety	T 186	PPT	2			2
UNIT - IV							
22	PORT POLICY: General points on maritime policy	T 191	PPT	2			2
23	Corruption and hidden agendas	T 194	PPT, GD	2			2
24	Port policy	T 196	PPT, GD	2			2
25	Port and transport policy	T 198	PPT	2			2
26	Relationship between port and state (or area authority)	T 200	PPT, GD	1			1
27	Port ownership	T 153 – 154	PPT, GD	2			2
28	Port and state financial assistance	T 203	PPT	2			2
29	Port pricing	T 207	PPT	2			2
UNIT - V							
30	Ports in India	Web	PPT	4			4
31	Indian shipping at a glance & history	Web	PPT, V, GD	3			3
32	Number of berths required in a port	T 174	PPT	2			2
33	Berth size and layout	T 187 – 188	PPT	2			2
34	Sagar Mala project	Web	PPT	2			2
35	Scope & challenges	Web	PPT	2			2
TOTAL HOURS							60

* L- Lecture T- Tutorial (Problems / Example Programs /Revision Classes) P- Practical

* LCD/PPT/Black Board (BB)/Worksheet(WS)/Video (V) / Group Discussion (GD)/Blended & Flipped (BF) /Open educational resources (OER) media that are freely accessible, Google tools like Drive(GRV) ,Google Docs (GDo), and Google Slides(GS) and Whiteboards(WB),Wikipedia (W) any other tools may also be included.

[Mark the abbreviation in the teaching aids column]

Text Book

T1	Port Management and Operations, Patrick Alderton, Lloyd's Practical Shipping Guides, UK.
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Reference Books

R1	Port Management and Operations, Maria G Burns, CRC Press.
R2	Elements of Port Operation and Management, Alan E Branch, Chapman and Hall Ltd, NY

Web Resources

W1	Yes
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E – Books /Library INFLIBNET RESOURCES

E1	
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Gaps in the Syllabus –To meet Industrial Requirements

SL.NO	Name of the Topic	PROPOSED ACTION	No of Hours Allotted	Hours with in the Time Table (HT) / Hours beyond the Time Table (HB)
15.	Shipping routes	Assignment, Industrial visit	6	HB
16.	Liner and tramp operations	Seminar	2	HB
17.	Current issues & challenges in shipping industry	Seminar	2	HB

* *Proposed Actions can be Assignments , Seminars, Peer Teaching, Industrial Visit , Others (if any)*

COURSE PLAN FOR CONTENT BEYOND SYLLABUS (TO MEET THE INDUSTRIAL NEEDS)

SI.NO	Module	Mode of Delivery	Teaching Aids	Planned Topics	Total No of Hours Allotted
1	3	Lecture1	PPT, V	Shipping routes	1
2	5	Lecture1	PPT, V	Current issues & challenges in shipping industry	1

PORTION FOR EXAMINATION

Sl. No.	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage(to be decided by the Department)
25.	CLASS TEST	UNIT I	20%
26.	I INTERNAL	UNIT - I,II,½ OF UNIT III	50%
27.	II INTERNAL	½ OF UNIT III,IV,V	50%
28.	Summative Examination	ALL FIVE UNITS	100%

Designation	Prepared by		
	Name	Signature	Date
Course Coordinator / In-charge			
Programme Coordinator			

Approved by			
	Name	Signature	Date
HoD			
Dean Academics			
Principal			

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE**COURSE PLAN – 2020 – 21 (ODD SEMESTER)****PROGRAMME CODE: BB 1000****Name of the Programme : BBA (Logistics & Shipping Management)**

Title of the Course	:	Business Ethics	Course Code	:	18BL504
Year / Semester	:	III / V Section: A	Total No. of Students	:	31
No of Credits	:	5	Total No. of Contact Hours	:	60
Course Teacher's Name	:	Dr. B. Meenakshi Sundaram	Corresponding lab Paper	:	Yes/ No

S. No	Topic	Reference / Text Book Page No.	Teaching Aids	Mode of Delivery No. of Hours			Cumulative Hours
				L	T	P	
UNIT I INTRODUCTION							
1	Introduction - Meaning of Ethics	T1 - pp1 - pp6	PPT	2	0	0	2
2	Scope and Types of Business Ethics	T1 - pp6 - pp10	PPT	2	0	0	4
3	Characteristics - Factors affecting the Business Ethics	T1 - pp10 - pp18	PPT	1	0	0	5
4	Importance of Business Ethics	T1 - pp18 - pp24	PPT	1	0	0	6
5	Arguments for and against Business Ethics	T1 - pp24 - pp25	PPT	1	0	0	7
6	Basics of Business Ethics	T1 - pp26 - pp27	PPT	1	0	0	8
7	Corporate Social Responsibility - Employees	T1 - pp27 - p30	PPT	1	0	0	9
8	Corporate Social Responsibility - Consumers - Society	T1 - pp30 - pp31	PPT	1	0	0	10
9	Issues of Management & Crisis Management	T1 - pp39 - pp45	PPT	2	0	0	12

S. No	Topic	Reference / Text Book Page No.	Teaching Aids	Mode of Delivery No. of Hours			Cumulative Hours
				L	T	P	
UNIT II PERSONAL ETHICS							
1	Introduction & Meaning	T1 - pp50 - pp52	PPT	2	0	0	14
2	Emotional Honesty & Virtue of Humility	T1 - pp53 - pp58	PPT	2	0	0	16
3	Promote Happiness	T1 - pp59 - pp64	PPT	1	0	0	17
4	Karma Yoga	T1 - pp64 - pp69	PPT	1	0	0	18
5	Kinds of Karma Yoga	Internet	PPT	2	0	0	20
6	Nishkam Karma & Sakam Karma	Internet	PPT	2	0	0	22
7	Proactive Flexibility	T1 - pp69 - pp70	PPT	1	0	0	23
8	Purity of Mind	T1 - pp70 - pp74	PPT	1	0	0	24

S. No	Topic	Reference / Text Book Page No.	Teaching Aids	Mode of Delivery No. of Hours			Cumulative Hours
				L	T	P	
UNIT III - ETHICS IN MANAGEMEN							
1	Introduction	T1 - pp77 - pp78	PPT	2	0	0	26
2	Ethics in HRM	T1 - pp78 - pp98	PPT	2	0	0	28
3	Marketing Ethics	T1 - pp98 - pp106	PPT	2	0	0	30
4	Ethical Aspects of Financial Management	T1 - pp106 - pp120	PPT	2	0	0	32
5	Technology Ethics	T1 - pp120 - pp122	PPT	1	0	0	33
6	Professional Ethics	T1 - pp123 - pp130	PPT	1	0	0	34
7	Examples of Unethical Practices in Management	Internet	PPT	2	0	0	36

S. No	Topic	Reference / Text Book Page No.	Teaching Aids	Mode of Delivery No. of Hours			Cumulative Hours
				L	T	P	
UNIT IV - ROLE OF CORPORATE CULTURE							
1	Meaning & Functions	T1 - pp134 - pp137	PPT	2	0	0	38
2	Elements and Types of Corporate Culture	T1 - pp137 - pp140	PPT	2	0	0	40
3	Clan & Adhocracy Culture	Internet	PPT	2	0	0	42
4	Hierarchy & Market Culture	Internet	PPT	2	0	0	44
5	Impact of Corporate Culture,	T1 - pp140 - pp143	PPT	2	0	0	46
6	Cross Cultural Issues in Ethics	T1 - pp143 - pp146	PPT	2	0	0	48

S. No	Topic	Reference / Text Book Page No.	Teaching Aids	Mode of Delivery No. of Hours			Cumulative Hours
				L	T	P	
UNIT V - CORPORATE GOVERNANCE							
1	Meaning - Scope & Evolution of Corporate Governance	T1 - pp148 - pp164	PPT	2	0	0	50
2	Composition of BOD	T1 - pp164 - pp174	PPT	2	0	0	52
3	Cadbury Committee, Various Committee	T1 - pp174 - pp180	PPT	2	0	0	54
4	Report on Various Committee of Corporate Governance	T1 - pp180 - pp182	PPT	2	0	0	56
5	Scope and Benefits of Corporate Governance	T1 - pp183 - pp186	PPT	1	0	0	57
6	Limitations of Corporate Governance with examples	T1 - pp183 - pp186	PPT	1	0	0	58
7	Theories of Corporate Governance -Agency Theory	Internet	PPT	1	0	0	59
8	Transactional Cost Theory & Stake Holder Theory	T1 - pp152 - pp154	PPT	1	0	0	60

* L - Lecture T - Tutorial (Problems / Example Programs / Revision Classes) P - Practical

* LCD / PPT / Black Board (BB) / Worksheet(Ws) / Video (V) / Group Discussion (GD) / Blended & Flipped (BF) / Open educational resources (OER) media that are freely accessible, Google tools like Drive (GRV) , Google Docs (GDo), and Google Slides(GS) and Whiteboards(WB),Wikipedia (W) any other tools may also be included.

[Mark the abbreviation in the teaching aids column]

Resources [Citation style differs for each Programme, Kindly use the citation style (APA, MLA etc) applicable for your domain. This has been advised by the University Nominees and Experts last time]

Text Books

T1	1) Murthy C.S.V. “Business Ethics”, Himalaya Publishing House, 2017
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Reference Books

R1	Velasquez, “Business Ethics”, Concepts & Cases, Pearson Education.
R2	A.C.Fernando, “Business Ethics”: An Indian Perspective, Pearson Education

Web source

W1	- Society for Business Ethics - http://www.societyforbusinessethics.org
W2	- International Association for Business and Society (IABS) – http://www.iabs.net
W3	- Center for Business Ethics (CBE) – http://www.bentley.edu/cbe/

E – Books /Library INFLIBNET RESOURCES

T1	Paliwal Manisha, “Business Ethics” - New Age International (2006)
T2	Lanham, Maryland, “The Ethics of Business” Rowman & Littlefield Publishers, (2012)
T3	Weiss Joseph W., “Business Ethics - A Stakeholder’s and Issues Management Approach” Berrett Koehler Publishers (2014)

Gaps in the Syllabus – To Meet Industrial Requirements

S. No	Name of the Topic	Proposed Actions*	No. of Hours Allotted	Hours with in the Time Table (HT) / Hours beyond the Time Table (HB)
1	Steps to Implement Business Ethics in Educational Institutions	Assignment	1	HT
2	Shareholder’s Theory,	Seminar	1	HT
3	Resource Dependence Theory	Peer teaching	1	HT
4		Industrial Visit		

* *Proposed Actions can be Assignments , Seminars, Peer Teaching, Industrial Visit , Others (if any)*

COURSE PLAN FOR CONTENT BEYOND SYLLABUS (Topics will be covered along with the Regular Time table)

S. No	Module	Mode of Teaching	Teaching Aids	Planned Topics	Total No. of Hours Allotted
1	2	Lecture	PPT	Traits of Emotional Intelligence	1
2		Lecture	PPT	Sanchita Karma, Prarabdha Karma, Agami Karma	1
3	3	Lecture	PPT	Case Studies on Satyam Scam	1
4		Lecture	PPT	Case Studies on Unethical practice of Coca cola	1
5	4	Lecture	PPT	Cross Cultural Differences and Similarities	1
6		Lecture	PPT	Effective Cross Cultural Communication	1
7	5	Lecture	PPT	Kumaramangalam Birla Committee Report	1
8		Lecture	PPT	Narayanamurthy Committee Report	1

Topics beyond Syllabus

Module 2	Traits of Emotional Intelligence, Sanchita Karma, Prarabdha Karma, Agami Karma
Module 3	Case Studies on Satyam Scam, Case Studies on Unethical practice of Coca cola
Module 4	Cross Cultural Differences and Similarities, Effective Cross Cultural Communication
Module 5	CII Report, Kumaramangalam Birla Committee Report, Narayanamurthy Committee Report

Portion for Examinations

S. No	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage (to be decided by the Dept)
1	Slip Test / Class Test	Every Unit	20
2	I Internal	Unit 1 to Unit 2.5	50
3	II Internal	Unit 2.6 to Unit 5	50
4	Summative Examination	Unit 1 to Unit 5	100

Designation	Prepared by		
	Name	Signature	Date
Course Coordinator / In-charge	Dr. B. Meenakshi Sundaram		
Programme Coordinator	Mr. B. Vairamuthu		

	Approved by
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	Name	Signature	Date
Head of the Department	Dr. K. Rajesh Kumar		
Dean Academics	Dr. Priya		
Principal	Dr. R. Sujatha		

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE**COURSE PLAN – 2020 – 21 (ODD SEMESTER)**

Name of the Programme : BBA LOGISTIC & SHIPPING MANAGEMENT

Title of the Course : DATA ANALYSIS **Course Code** : 18BL505
Year / Semester : III / V **Section:** NIL **Total No. of Students** : 31
No of Credits : 4 **Total No. of Contact Hours** : 60
Course Teacher (s) Name : Dr.K.RAJESH KUMAR **Corresponding lab Paper** : Yes / No

Sl. No.	Unit	Week No.	Name of the Experiment	Page No in the Lab Manual	Gap in the Syllabus if any	Content beyond Syllabus, if any	No. of Hours	Cumulative Hours
1.	I	1	SUM function	1	NIL	NIL	1	1
2.	I	1	AVERAGE function	2	NIL	NIL	1	1
3.	I	1	MEDIAN function	3	NIL	NIL	1	1
4.	I	2	MODE function	3	NIL	NIL	1	1
5.	I	2	MAXIMUM function	4	NIL	NIL	1	1
6.	I	2	MINIMUM function	4	NIL	NIL	1	1
7.	I	3	QUARTILE function	5	NIL	NIL	1	1
8.	I	3	RANK function	6	NIL	NIL	1	1
9.	I	3	DESCRIPTIVE STATISTICS	7	NIL	YES	1	1
10.	I	4	Calculation on securities	8 – 12	NIL	NIL	3	3
11.	II	5	Calculation on investments	8 – 12	NIL	NIL	4	4
12.	II	6	Rank & percentile	13	NIL	NIL	2	2
13.	II	6	Charts	14 – 15	NIL	NIL	2	2
14.	II	6	Depreciation: Fixed declining balance method,	16	NIL	NIL	2	2
15.	II	7	Double declining balance method	17	NIL	NIL	2	2
16.	III	7	Chitest	18	NIL	NIL	1	1
17.	III	8	Confidence interval	19	NIL	NIL	1	1
18.	III	8	Standard deviation	20	NIL	NIL	1	1
19.	III	8	Variance	21	NIL	NIL	1	1

20.	III	9	Correlation coefficient	22	NIL	NIL	1	1
21.	III	9	Exponential smoothing	23	NIL	NIL	1	1
22.	III	9	Pearson product moment correlation	24	NIL	NIL	1	1
23.	III	10	Inventory management : ABC analysis	25 – 26	NIL	NIL	2	2
24.	III	10	EOQ	27 – 28	NIL	NIL	3	3
25.	IV	11	Poisson	29	NIL	NIL	1	1
26.	IV	11	Probability	30	NIL	NIL	1	1
27.	IV	11	IRR	31	NIL	NIL	1	1
28.	IV	12	NPV	32	NIL	NIL	1	1
29.	IV	12	Fourier analysis	33	NIL	NIL	1	1
30.	IV	12	Histogram	34	NIL	NIL	1	1
31.	IV	13	Moving average	35	NIL	NIL	1	1
32.	IV	13	Random number generation	36	NIL	NIL	1	1
33.	IV	13	Regression	37	NIL	NIL	1	1
34.	IV	14	Sampling	38	NIL	NIL	1	1
35.	IV	14	Conditional formatting	39	NIL	NIL	1	1
36.	IV	14	If statement	40	NIL	NIL	1	1
37.	V	15	Z test : one tailed	41	NIL	NIL	1	1
38.	V	15	Two sample for means	42	NIL	NIL	1	1
39.	V	15	ANOVA : single factor	43	NIL	NIL	2	2
40.	V	16	Two factor with replication	44	NIL	NIL	1	1
41.	V	16	Two factor without replication	45	NIL	NIL	1	1
42.	V	16	Mann Whitney U test	46	NIL	NIL	2	2
43.	V	17	F test	47	NIL	NIL	1	1
44.	V	17	T test: paired two sample for means	48	NIL	NIL	1	1
45.	V	17	Two sample assuming equal variances	49	NIL	NIL	1	1
46.	V	18	Two sample assuming unequal variances	50	NIL	NIL	1	1

Include Lab manual details and mode of assessment direct and indirect

Designation	Prepared by		
	Name	Signature	Date
Course Coordinator / Incharge			
Module Coordinator (one person who would coordinate all Courses in a Programme according to OBE)			

Approved by				
	Name	Signature	Seal	Date
HoD				
Dean Academics				
Principal				

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

COURSE PLAN – 2020 – 21 (ODD SEMESTER)

**Name of the Programme : B.Sc (Animation, Viscom, FIS, FS&PM, MCHM, CS, Networking), BBA, B.Com
(B&I, Hons, ACCA)**

Title of the Course : CRT English III Practical		Course Code: 18CRT509
Year / Semester: III YEAR / V SEMESTER	Section:	Total No. of Students:
No.Of Credits: 3		Total no. of Contact hours: 30

Course Teacher (s) Name : Mrs.R.Suganthi Hepzibha, Ms.T.S.Sridevi, Mr.C.Senthilkumar and Mr.V.V.Sundaram

Course Teacher (s) Name

S. No	Topic	Reference / text Book Page No.	Teaching Aids	Mode of Delivery No. of Hours		
				L	T	P
Unit I						
1	Self Introduction	WL	BB	3		
2	Acquiring Confidence in Speaking English	WL	BB/PPT/V	3		
Unit II						
1	Life Skills – Leadership, Time Management, Team Building and Social Skills	R3-49	BB	3		
2	Resume Writing	R2-113	BB	3		
Unit III						
1	Basics of Personal Interview	WL	BB	2	1	
2	Mock Interview	NA	BB	2	1	
Unit IV						

1	Basics of Group Discussion	WL	BB	2	1	
2	Mock Group Discussion	NA	BB	2	1	
Unit V						
1	Placement Training – Vocabulary, Sentence Correction, Essay Writing	WL	BB	2	1	
2	Communication Practice for Placements	NA	BB	2	1	

* L - Lecture T - Tutorial (Problems / Example Programs / Revision Classes) P - Practical

* LCD / PPT / Black Board (BB) / Worksheet(WS) / Video (V) / Group Discussion (GD) / Blended & Flipped (BF) / Open educational resources (OER) media that are freely accessible, Google tools like Drive (GRV) , Google Docs (GDo), and Google Slides(GS) and Whiteboards(WB), Wikipedia (W) any other tools may also be included.
[Mark the abbreviation in the teaching aids column]

Reference Books

R1	Sanjay Kumar, Pushp Lata. Communication Skills. New Delhi: Oxford University Press, 1999. Print.
R2	Srivasan Hema. Communication Skills . Bangalore: Frank Brothers & Co. Ltd, 2004. Print.
R3	Dr.P.Prasad. The Functional Aspects of Communication Skills . Bangalore: S.K.Kataria and Sons Ltd, 2005. Print.

E – Books /Library INFLIBNET RESOURCES

E1	https://nlist.inflibnet.ac.in/search/Record/EBC483375
E2	https://nlist.inflibnet.ac.in/search/Record/EBC481114
E3	https://nlist.inflibnet.ac.in/search/Record/EBC1864716

Gaps in the Syllabus

SL. NO	Name of the Topic	PROPOSED ACTION	No of Hours Allotted	Hours with in the Time Table (HT) /
				Hours beyond the Time Table (HB)
1	Extempore	Seminar	3	
2	On Any Modules	Peer teaching		
3	NA	Industrial Visit	NA	NA

Proposed Actions can be Assignments , Seminars, Peer Teaching, Industrial Visit , Others (if any)

COURSE PLAN FOR CONTENT BEYOND SYLLABUS

SLNO	Module	Lecture	Planned Topics	Date	Time	Total No of Hours Allotted
1	1	Lecture1	Lecture 1	Newspaper/Article reading		
2	2	Lecture2	Lecture 2	Collecting & Reporting News		
3	3	Lecture3	Lecture 3	Learning a New Word Everyday		

PORTION FOR EXAMINATION						
Sl. No.	Mode	Proposed Portions to be Covered		Proportion (Portion) in Percentage (to be decided by the Department)		
1	I INTERNAL	UNIT - I, II, V		50%		
2	II INTERNAL	UNIT - III, IV, V		50%		
3	Summative Examination	ALL 5 UNITS		100%		

Prepared by

Designation	Name	Signature
Course Coordinator / In-charges	Mr.S.Sivakumar	
Module Coordinator	Mrs.R.Suganthi Hepzibha	

Approved by

	Name	Signature	Date
HoD	Mrs.R.Suganthi Hepzibha		
Dean Academics	Dr.S.Priya		
Principal	Dr.R.Sujatha		

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

COURSE PLAN – 2020 – 21 (ODD/EVEN SEMESTER)

Name of the Programme :	B.Com (Banking & Insurance), BBA (Logistics & Shipping Management), B.Com (Hon-ACCA)		
Course Name :	English for Executives II	Course Code :	20UEE202
Year / Semester	I / II	Section	
Total No. of Students		No. of Credits	3
Corresponding lab Paper	No	Total No. of Contact Hours	45
Course Teacher Name	Ms.T.S.Sridevi		

Sl. No.	TOPIC	Course Material Page No	*Teaching Aids	Mode of Delivery No of Hours			Cumulative Hours
				L	T	P	
UNIT – I - GRAMMAR							
1	Sentence Pattern: Introduction- Types of Sentence Pattern - Subject – Verb – Object – Direct Object – Indirect Object - Complement – Adjunct	Pg.No: 1-9	BB / PPT	2	1		3
2	Direct-Indirect Speech: Introduction - Procedure for converting Direct speech into Indirect speech - Rules for converting Direct speech into Indirect speech - Change in pronouns - Change in tenses - Change in modals - Changes for Assertive Sentences – Changes for Imperative sentences - Changes for Exclamatory sentences - Changes for Interrogative sentences - Punctuation in Direct speech - Rules for converting Indirect speech into Direct speech.	Pg.No: 10-17	BB / PPT	2	1		3
3	Active Voice – Passive Voice: Introduction – Usage:Active Voice. Passive voice – Reasons for using Passive voice - Changing Active voice to Passive voice - Changing Passive voice to Active voice (Changes for nine tenses) - Suggestions for using Active and passive voice.	Pg.No: 18-21	BB / PPT	2	1		3

Sl. No.	TOPIC	Course Material Page No	*Teaching Aids	Mode of Delivery No of Hours			Cumulative Hours
UNIT – II – LANGUAGE STUDY							
4	Article Writing: Introduction – Format – Points to remember – Steps to write an article – Exercises.	Pg.No: 22-26	BB / PPT	3			3
5	Report Writing: – Introduction – Format – Points to remember – Steps to write an article – Exercises.	Pg.No: 26-33	BB / PPT	3			3
6	Meetings: – Introduction – Need for an Agenda – Minutes of a Meeting – Action Taken Report.	Pg.No: 34-38	BB / PPT	3			3
UNIT – III - VOCABULARY							
7	Idioms & Phrases: Importance (Selected 50)	Pg.No: 38-47	BB	2	1		3
8	Synonyms & Antonyms: Importance of learning words (Selected 50)	Pg.No: 47-49	BB	2	1		3
9	One Word Substitution: Importance – Usage in the Sentence (Selected 50)	Pg.No: 49-51	BB	2	1		3
UNIT – IV – ENRICHING WRITING SKILLS							
10	Essay Writing: Introduction – Types of Essays – Narrative Essay – Argumentative Essays – Personal Essays – Descriptive Essays.	Pg.No: 52-57	BB / PPT	3			3
11	Writing Formal Letters: Types of Letters – Formal Letters: Detailed format -Date – Salutation – Subject - Body of the letter - First paragraph - Second paragraph - Complimentary Closure - Sample Letters; Informal Letters: Detailed format -Date – Salutation – Body of the letter - First paragraph - Second paragraph - Complimentary Closure – Exercises.	Pg.No: 57-60	BB / PPT	3			3
12	E-Mail Writing: Introduction - Format – Writing an Effective E-mail - Sample Passages with answers - Exercises	Pg.No: 61-65	BB / PPT	3			3
UNIT – V – SENTENCE CORRECTION							

Sl. No.	TOPIC	Course Material Page No	*Teaching Aids	Mode of Delivery			Cumulative Hours
				No of Hours			
13	Correct Usage: Nouns – Pronouns - Adjectives – Verb– Definition – Rules.	Pg.No: 66-77	BB / PPT	2	1		3
14	Correct Usage: Adverb – Preposition – Conjunction – Interjection - Definition – Rules.	Pg.No: 78-88	BB / PPT	2	1		3
15	Exercises: Nouns – Pronouns - Adjectives – Verb– Adverb – Preposition – Conjunction – Interjection	Pg.No: 67, 69, 73, 77, 80, 83, 84, 88	BB / PPT	2	1		3
TOTAL HOURS							45

L – Lecture T – Tutorial (Problems / Example Programs / Revision Classes) P – Practical

* LCD / PPT / Black Board (BB) / Worksheet(WS) / Video (V) / Group Discussion (GD) / Blended & Flipped (BF) / Open Educational Resources (OER) media that are freely accessible, Google tools like Drive (GRV) , Google Docs (GDO), and Google Slides(GS) , Google Forms (GOF) and Whiteboards(WB),Wikipedia (W) any other tools may also be included. [Mark the abbreviation in the teaching aids column]

Course Material

1. **English for Executives II**, A Compiled book, covering all the topics of the syllabus prepared by the Department of English.

Reference Books

1. SrivasanHema. **Communication Skills**. Bangalore: Frank Brothers & Co. Ltd, 2004. Print.
2. Wren & Martin. **High School English Grammar & Composition**. India: S.Chand& Company Ltd, 1995. Print.
3. G.RadhakrishnaPillai. **Emerald English Grammar and Composition**. Bangalore: Emerald Publisher, 1998. Print.
4. Dr.K.Alex. **Soft Skills**. New Delhi: S.Chand& Company Ltd, 1997. Print.
5. Dr. Gupta C.B. **Business Correspondence & Reporting -Business Law, Business Correspondence & Reporting (CA-Foundation)**. New Delhi: Taxmann, 2018. Print.

6. A.P.Bhardwaj. **General English for Competitive Examinations**. New Delhi: Dorling Kindersley (India) Pvt. Ltd, 2013. Print.
7. Michael Swan. **Practical English Usage**. New Delhi: Oxford University Press,2008.Print
8. Randolph Quirck, Sidney Greenbaum, Geoffrey Leech, Jan Svartvik. **A Comprehensive Grammar of the English Language**. New Delhi: Dorling Kindersley (India) Pvt. Ltd, 2010. Print.
9. John Adair. **The Effective Communicator**. Noida: Anubha Printers. 2005. Print.

E – Books /Library INFLIBNET RESOURCES

1. <https://nlist.inflibnet.ac.in/search/Record/EBC483375>
2. <https://nlist.inflibnet.ac.in/search/Record/EBC481114>
3. <https://nlist.inflibnet.ac.in/search/Record/EBC1864716>

Gaps in the Syllabus

SL. NO	Name of the Topic	PROPOSED ACTION	No of Hours Allotted	Hours with in the Time Table (HT) / Hours beyond the Time Table (HB)
1.	Speaking Skill – Elocution and Debate		3	HT
2.	Reading Skill – Reading Activity		2	HT
3.	Speaking Skill – Assignment		1	HB

* Proposed Actions can be Assignments, Seminars, Peer Teaching, Industrial Visit, Others (if any)

COURSE PLAN FOR CONTENT BEYOND SYLLABUS (TO MEET THE INDUSTRIAL NEEDS)

SI.NO	Module	Mode of Delivery	Teaching Aids	Planned Topics	Total No of Hours Allotted
1	1		Newspaper	Reading Skill – Newspaper	1
2	2		Magazine	Reading Skill – Article / Magazine	1
3	3		Oral	Speaking Skill – Debate	1

PORTION FOR EXAMINATION

Sl. No.	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage
1.	SLIP / CLASS TEST	Unit – I	20%
2.	I INTERNAL	Unit – I, II, III (Chapter 1 & 2)	50%
3.	II INTERNAL	Unit – III (Chapter 2 & 3) , IV, V	50%
4.	End Semester Examination	Unit I to V	100%

Designation	Prepared by		
	Name	Signature	Date
Course Coordinator / In-charge	T.S.Sridevi		

Approved by			
	Name	Signature	Date
HoD	R.Suganthi Hepzibha		
Dean Academics	Dr.S.Priya		
Principal	Dr.R.Sujatha		

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

COURSE PLAN – 2020 – 21 (EVEN SEMESTER)

Name of the Programme :	BBA (Logistics & Shipping Management)	Programme Code :	BB1000
Course Name :	Managerial Economics	Course Code :	20BL203
Year / Semester	I / II	Section	A
Total No. of Students	36	No. of Credits	4
Corresponding lab Paper	No	Total No. of Contact Hours	60
Course Teacher Name	Dr. B. Meenakshi Sundaram		

Sl. No.	TOPIC	Reference / Text Book Page No	*Teaching Aids	Mode of Delivery No of Hours			Cumulative Hours
				L	T	P	
UNIT – I OBJECTIVES OF BUSIENSS FIRMS							
1	Scope of Economics - Divisions	T1 – pp 08 – pp 09	PPT	1	0	0	1
2	Significance of Managerial Economics	T1 – pp 09 – pp 10	PPT	1	0	0	2
3	Economic Growth Vs Development	T1 – pp 28 – pp 31	PPT	2	0	0	4
4	Profit Maximization – Social Responsibilities	T1 – pp 48 – pp 52	PPT	2	0	0	6
5	Demand analysis - Law of Demand	T1 – pp 100 – pp 105	PPT	1	0	0	7
6	Factors influencing Demand – Types of Demand	T1 – pp 105 – pp 110	PPT	2	0	0	9
7	Elasticity of demand	T1 – pp 119 – pp 127	PPT	3	0	0	12
UNIT – II PRODUCTION FUNCTION							
1	Production function	T1 – pp 295 – pp 299	PPT	1	0	0	13
2	Factors of production – Functions of Capital	T1 – pp 238 – pp 242	PPT	2	0	0	15

Sl. No.	TOPIC	Reference / Text Book Page No	*Teaching Aids	Mode of Delivery			Cumulative Hours
				No of Hours			
3	Laws of diminishing returns – Law of variable proportions	T1 – pp 279 – pp 295	PPT	3	0	0	18
4	Economics of Scale	T1 – pp 312 – pp 314	PPT	1	0	0	19
5	Cost and Revenue Curves	T1 – pp 339 – pp 365	PPT	3	0	0	22
6	Break - even- point analysis	T1 – pp 365 – pp 369	PPT	1	0	0	23
7	Cost Control	T1 – pp 372 – pp 375	PPT	1	0	0	24
UNIT – III MARKET STRUCTURES AND PRICES							
1	Market structure and prices	T1 – pp 381 – pp 385	PPT	1	0	0	25
2	Market structure and prices	T1 – pp 393 – pp 396	PPT	1	0	0	26
3	Perfect Competition- meaning & features	T1 – pp 416 – pp 422	PPT	2	0	0	28
4	Monopoly – Meaning & features	T1 – pp 435 – pp 437	PPT	2	0	0	30
5	Price Discrimination	T1 – pp 445 – pp 449	PPT	2	0	0	32
6	Monopolistic competition	T1 – pp 454 – pp 457	PPT	2	0	0	34
7	Oligopoly.	T1 – pp 470 – pp 473	PPT	2	0	0	36
UNIT – IV PRICING POLICY							
1	Pricing Policy – Factors involved in Pricing – Methods	T1 – pp 480 – pp 483	PPT	1	0	0	37
2	Methods of Pricing	T1 – pp 483 – pp 489	PPT	3	0	0	40
3	Wages - Marginal productivity theory	T1 – pp 549 – pp 556	PPT	2	0	0	42
4	Interest – Keyne's Liquidity preference theory	T1 – pp 567 – pp 583	PPT	2	0	0	44
5	Theories of Profit - Dynamic theory of Profit	T1 – pp 585 – pp 591	PPT	2	0	0	46
6	Innovation Theory - Uncertainty theory	T1 – pp 592 – pp 593	PPT	2	0	0	48
UNIT – V GOVERNMENT AND BUSIENSS							
1	National Income concept – National Expenditure	T1 – pp 595 – pp 602	PPT	2	0	0	50
2	Business Cycle – Characteristics – Phases	T1 – pp 614 – pp 617	PPT	1	0	0	51
3	Balance of Trade – Balance of Payments	T1 – pp 628 – pp 635	PPT	1	0	0	52
4	Free Trade Vs Protection	T1 – pp 635 – pp 639	PPT	1	0	0	53

Sl. No.	TOPIC	Reference / Text Book Page No	*Teaching Aids	Mode of Delivery No of Hours			Cumulative Hours
5	Principles of Taxation	T1 – pp 645 – pp 647	PPT	2	0	0	55
6	Public Expenditure	T1 – pp 650 – pp 651	PPT	1	0	0	56
7	MRTP Act, Goals of Public Sector	Internet	PPT	2	0	0	58
8	Evolution & Objective Public sector in India.	Internet	PPT	2	0	0	60
TOTAL HOURS							60

L – Lecture T – Tutorial (Problems / Example Programs / Revision Classes) P – Practical

* LCD / PPT / Black Board (BB) / Worksheet(WS) / Video (V) / Group Discussion (GD) / Blended & Flipped (BF) / Open Educational Resources (OER) media that are freely accessible, Google tools like Drive (GRV) , Google Docs (GDO), and Google Slides(GS) , Google Forms (GOF) and Whiteboards(WB),Wikipedia (W) any other tools may also be included. [Mark the abbreviation in the teaching aids column]

Text Book

4. Sankaran, S. (2015). *Business Economics*. Chennai, Tamil Nadu, India: Margham Publications (India) Private Limited

Reference Books

5. Mithani, D. (2010). *Managerial Economics (with cases)*. Bengaluru, Karnataka, India: Himalaya Publishing
6. Paul Samuelson, A. E. (2010). *Economics*. New Delhi, India: Tata McGraw Hill
7. Sundaram, K. &. (2010). *Business Economics*. New Delhi, India: Sultan Chand & Sons

Web Resources

8. The Institute of Company Secretaries of India - <https://www.icsi.edu/media/webmodules/BUSINESS%20ECONOMICS.pdf>
9. Managerial Economics - https://wps.prenhall.com/bp_keat_managerial_7
10. The library of Economics and Liberty - <https://www.econlib.org/library/Topics/College/supplyanddemand.html>

E – Books /Library INFLIBNET RESOURCES

11. Webster, Thomas J, (2015)“ Managerial Economics – Tools for analyzing Business Strategy - Lanham : Lexington Books,
12. Venugopa,l & Ramachandra K (2006), “Business economics”, New Delhi : New Age International (P) Ltd., Publishers,
13. McKenzie., etal (2017) “Microeconomics for MBAs : The economic way of thinking for managers, Cambridge University Press

Gaps in the Syllabus

SL. NO	Name of the Topic	PROPOSED ACTION	No of Hours Allotted	Hours with in the Time Table (HT) / Hours beyond the Time Table (HB)
1	Cost Control	Assignment	1	HT
2	Balance of Payments of India	Seminar	1	HT
3	MRTP Act	Peer teaching	1	HT

* Proposed Actions can be Assignments, Seminars, Peer Teaching, Industrial Visit, Others (if any)

COURSE PLAN FOR CONTENT BEYOND SYLLABUS (TO MEET THE INDUSTRIAL NEEDS)

SI.NO	Module	Mode of Delivery	Teaching Aids	Planned Topics	Total No of Hours Allotted
1	1	Lecture	PPT	Difference between Economic Growth and Economic Development	1
2	2	Lecture	PPT	Types of Costs	1
3	3	Lecture	PPT	Duopoly	1
4	5	Lecture	PPT	Types of Taxes	1

PORTION FOR EXAMINATION

Sl. No.	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage
1	Slip Test / Class Test	Every Unit	20
2	I Internal	Unit 1 to Unit 2.5	50

3	II Internal	Unit 2.6 to Unit 5	50
4	Summative Examination	Unit 1 to Unit 5	100

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

COURSE PLAN – 2020 – 21 (EVEN SEMESTER)

Name of the Programme :	BBA (Logistic and Shipping Management)	Programme Code :	BB1000
Course Name :	Organizational Behavior	Course Code :	20BL204
Year / Semester	I/II	Section	NIL
Total No. of Students	36	No. of Credits	4
Corresponding lab Paper	No	Total No. of Contact Hours	60
Course Teacher Name	Dr.K.Rajesh Kumar, HoD – BBA		

Sl. No.	TOPIC	Reference / Text Book Page No	*Teaching Aids	Mode of Delivery No of Hours			Cumulative Hours
				L	T	P	
UNIT – I							
1.	Introduction to OB, Elements of OB	T 3.1 – 3.4	PPT	1			1
2.	Foundations, Nature & Scope	T 3.4 – 3.6	PPT, GD	1			1
3.	Characteristics	T 3.6 – 3.7	PPT	1			1
4.	Importance, Disciplines contributing to OB	T 3.7 – 3.9	PPT, GD	1			1
5.	Theoretical framework of OB	T 3.11 – 3.12	PPT	1			1
6.	Challenges or problems of OB	T 3.12 – 3.13	GD	1			1

Sl. No.	TOPIC	Reference / Text Book Page No	*Teaching Aids	Mode of Delivery			Cumulative Hours
				No of Hours			
7.	Individual Behavior: Factors, Attitude: Characteristics	T 4.1 – 4.3, 5.1 – 5.2	GD	1			1
8.	Components of attitude	T 5.2	PPT	1			1
9.	Job related attitudes	T 5.3 – 5.4	GD	1			1
10.	Determinants of attitude	T 5.4 – 5.5	GD	1			1
11.	Measurement of attitude	T 5.5 – 5.8	PPT	1			1
12.	Functions of attitude, Cognitive Dissonance theory	T 5.9 – 5.10	PPT	1			1
UNIT – II							
13.	Perception: Elements & Significance	T 6.1 – 6.2	PPT	1			1
14.	Process & Factors of Perception	T 6.2 – 6.8	GD	1			1
15.	Applications of perceptions in organizations	T 6.9 – 6.10	GD	1			1
16.	Impression Management. Personality: Characteristics	T 6.10 – 6.11	V, PPT	1			1
17.	Determinants of Personality	T 7.2 – 7.4	GD	1			1
18.	Theories of Personality	T 7.4 – 7.9	PPT	1			1
19.	Stages of Personality	T 7.9 – 7.11	PPT	1			1
20.	Big 5 model, Type A & Type B, Locus of control	T 7.13 – 7.14	PPT	1			1
21.	Learning: Elements	T 8.1	PPT	1			1
22.	Features of Learning	T 8.2	GD	1			1
23.	Principles & Theories of Learning	T 8.3 – 8.5	PPT	1			1
24.	Process of Learning	T 8.6 – 8.7	PPT	1			1
UNIT – III							
25.	Morale: Characteristics	T 10.1	PPT	1			1
26.	Benefits, Steps to improve morale	T 10.2 – 10.3	GD	1			1

Sl. No.	TOPIC	Reference / Text Book Page No	*Teaching Aids	Mode of Delivery			Cumulative Hours
				No of Hours			
27.	Job satisfaction: Characteristics & factors	T 10.5 – 10.7	GD	1			1
28.	Methods to measure job satisfaction	T 10.7 – 10.8	PPT	1			1
29.	Advantages, steps to improve job satisfaction	T 10.8 – 10.10	PPT	1			1
30.	Groups: Characteristics	T 11.1 – 11.2	GD	1			1
31.	Benefits, Functions of groups	T 11.3 – 11.5	GD	1			1
32.	Types of groups	T 11.5 – 11.6	PPT	1			1
33.	Group Dynamics	T 11.11 – 11.13	PPT	1			1
34.	Group Development	T 11.14 – 11.15	PPT	1			1
35.	Group Cohesiveness	T 11.15 – 11.19	PPT	1			1
36.	Group decision making methods	T 11.23	PPT	1			1
UNIT – IV							
37.	Transactional Analysis. Power and politics: Sources of power	T 13.1 – 13.2, 16.1 – 16.2	PPT	1			1
38.	Organisational politics	T 16.3 – 16.5	GD	1			1
39.	Stress Management: Characteristics & Causes	T 17.1 – 17.4	GD	1			1
40.	Stress management : Strategies	T 17.5 – 17.6	GD	1			1
41.	Organisational change: Features & Types	T 19.2 – 19.4	PPT	1			1
42.	Factors of organizational change	T 19.5 – 19.6	PPT	1			1
43.	Resistance to change & overcoming resistance to change	T 19.9 – 19.10	GD, V	1			1
44.	Manager as change agent, change process	T 19.10 – 19.11	PPT	1			1
45.	Managing change	T 19.11 – 19.14	GD, V	1			1
46.	Organizational Development: Features	T 20.1 – 20.2	PPT	1			1
47.	Objectives, Process of organizational development	T 20.2 – 20.5	PPT	1			1
48.	Organizational development: Interventions, Benefits	T 20.5 – 20.7	PPT, GD	1			1

Sl. No.	TOPIC	Reference / Text Book Page No	*Teaching Aids	Mode of Delivery No of Hours			Cumulative Hours
UNIT – V							
49.	Organisational Culture: Features & Components	T 21.2 – 21.4	PPT, GD	1			1
50.	Factors of organizational culture	T 21.5 – 21.6	PPT	1			1
51.	Measures for a strong organizational culture, Functions	T 21.6 – 21.8	PPT	1			1
52.	Organizational Climate: Features, Elements	T 22.1 – 22.2	PPT, GD	1			1
53.	Dimensions of organizational climate	T 22.3 – 22.4	PPT	1			1
54.	Factors & Importance of organizational climate	T 22.5 – 22.6	PPT	1			1
55.	Organisational culture Vs Organisational climate	T 22.8 – 22.9	PPT	1			1
56.	Organizational Effectiveness: Variables, Factors	T 23.1 – 23.3	PPT, GD	1			1
57.	Approaches of organizational effectiveness	T 23.4 – 23.6	PPT	1			1
58.	Organizational Conflict: Characteristics	T 24.1 – 24.2	PPT	1			1
59.	Levels, Conflict process	T 24.3 – 24.4	PPT	1			1
60.	Causes, Managing conflicts	T 24.5 – 24.6	PPT, GD	1			1
TOTAL HOURS							60

L – Lecture T – Tutorial (Problems / Example Programs / Revision Classes) P – Practical

* LCD / PPT / Black Board (BB) / Worksheet(WS) / Video (V) / Group Discussion (GD) / Blended & Flipped (BF) / Open Educational Resources (OER) media that are freely accessible, Google tools like Drive (GRV) , Google Docs (GDO), and Google Slides(GS) , Google Forms (GOF) and Whiteboards(WB), Wikipedia (W) any other tools may also be included. [Mark the abbreviation in the teaching aids column]

Text Book

1. Balaji, C,D, (2018). *Organisational Behavior*. Chennai (India): Margham Publications.

Reference Books

14. Aswathappa, K. (2016). *Organisational Behaviour – Text, Cases & Games*. New Delhi, India: Himalaya Publishing House.
15. Prasad L, M. (2015). *Organisational Behavior*. New Delhi, India: Tata McGraw Hill Publishing Co. Ltd.

Web Resources

16. <https://college.cengage.com/business/moorhead/organizational/6e/students/cases/index.html>
17. <https://global.hitachi-solutions.com/blog/best-practices-organizational-change>

E – Books /Library INFLIBNET RESOURCES

18. <https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf>
19. <https://old.mu.ac.in/wp-content/uploads/2014/04/Management-PAPER-II-Organizational-Behavior-final-book.pdf>

Gaps in the Syllabus

SL. NO	Name of the Topic	PROPOSED ACTION	No of Hours Allotted	Hours with in the Time Table (HT) / Hours beyond the Time Table (HB)
1.	Case studies	Seminars	4	HB
2.	Best organizational practices	Assignments	4	HB
3.	Organisations in reality	Industrial Visit	6	HB

* Proposed Actions can be Assignments, Seminars, Peer Teaching, Industrial Visit, Others (if any)

COURSE PLAN FOR CONTENT BEYOND SYLLABUS (TO MEET THE INDUSTRIAL NEEDS)

SL.NO	Module	Mode of Delivery	Teaching Aids	Planned Topics	Total No of Hours Allotted
1	1	L	PPT, GOF	Appropriate attitudes at workplace	3
2	2	L,P	PPT, GOF	How to develop an impressive personality?	3
3	3	L,P	PPT, GOF	Questionnaire related to Job Satisfaction	4

PORTION FOR EXAMINATION

Sl. No.	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage
1.	SLIP / CLASS TEST	Unit – I	20%
2.	I INTERNAL	Unit – I, II, III (up to -----)	50%
3.	II INTERNAL	Unit – III (from -----) , IV, V	50%
4.	End Semester Examination	Unit I to V	100%

Designation	Prepared by		
	Name	Signature	Date
Course Coordinator / In-charge	Mr.B.Vairamuthu, AP – BBA		
Programme Coordinator	Dr.K.Rajesh Kumar, HoD – BBA		

Approved by			
	Name	Signature	Date
HoD	Dr.K.Rajesh Kumar, HoD – BBA		
Dean Academics	Dr.S.Priya		
Principal	Dr. R .Sujatha		

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

COURSE PLAN – 2020 – 21 (ODD SEMESTER)

Name of the Programme : BBA LOGISTIC & SHIPPING MANAGEMENT

Title of the Course : Human Resource Management **Course Code** : 20BL205
Year / Semester : I / I **Section:** NIL **Total No. of Students** : 36
No of Credits : 4 **Total No. of Contact Hours** : 60
Course Teacher Name : B. VAIRAMUTHU, AP – BBA **Corresponding lab Paper** : No

Sl. No.	TOPIC	Reference / Text Book Page No	*Teaching Aids	Mode of Delivery No of Hours			Cumulative Hours
				L	T	P	
UNIT - I							
99.	Introduction to HR	T 1.1	PPT	1			1
100	Definition of HRM	T 1.1	PPT	1			1
101	Objectives or Goals of HRM	T 1.1	PPT	1			1
102	Classification of HR objectives	T 1.2	PPT	1			1
103	Features of HRM	T 1.3	PPT, GD	2			2
104	Function of HRM	T 1.4	PPT	2			2
105	Personal management Vs Human resource management	T 1.15	PPT	1			1
106	The role of HR manager	T 1.18	PPT	1			1
107	Personnel Policies: HR policies- Scope - Importance	T 1.23	PPT	2			2
UNIT - II							
108	Human Resource Planning (HRP)	T 3.1	PPT	1			1
109	Objectives of HRP	T 3.2	PPT, GD	2			2
110	Job description	T 4.2	V	1			1
111	Job analysis	T 4.1	PPT	2			2
112	Role analysis	T 4.1	PPT	1			1
113	Job specification	T 4.3	PPT	1			1
114	Recruitment and Selection	T 5.1	PPT, GD	1			1
115	Training and Development	T 7.1	PPT, V	2			2
UNIT - III							
116	Performance appraisal	T 14.1	PPT	1			1

117	Purpose of performance appraisal and merit rating	T 14.2	PPT, GD	1			1
118	Promotion	T 15.1	PPT, GD	2			2
119	Transfer and demotion	T 15.7-15.8	PPT	1			1
120	Job satisfaction	T 12.5	PPT	1			1
121	Nature	T 12.5	PPT	1			1
122	Methods of job satisfaction	T 12.9	PPT	1			1
UNIT - IV							
123	Wages and Salary administration	T 9.1	PPT	2			2
124	Incentives	T 10.1	PPT	1			1
125	Labour welfare and Social Security	T 24.1	PPT, GD	2			2
126	Safety, health and Security	T 24.4	PPT	1			1
127	Industrial accidents	T 24.5	PPT	2			2
UNIT – V							
128	Industrial Relations	T 22.1	PPT	1			1
129	Definitions	T 22.1	PPT	1			1
130	Features of industrial relations	T 22.1	PPT	1			1
131	Objectives & importance	T 22.2	PPT, GD	1			1
132	Grievances: Causes of grievances	T 19.1	PPT	1			1
133	Grievance procedure	T 19.7	PPT	1			1
134	Guidelines for effective handling of Grievance	T 19.6	PPT	1			1
135	Counseling	T 26.8	PPT	1			1
136	Objectives of counseling	T 26.8	PPT	1			1
137	Types of counseling	T 26.9	PPT	1			1
138	Function of counseling	T 26.9	PPT	1			1

* L - Lecture T - Tutorial (Problems / Example Programs / Revision Classes) P - Practical

* LCD / PPT / Black Board (BB) / Worksheet(Ws) / Video (V) / Group Discussion (GD) / Blended & Flipped (BF) / Open educational resources (OER) media that are freely accessible, Google tools like Drive (GRV) , Google Docs (GDo), and Google Slides(GS) and Whiteboards(WB),Wikipedia (W) any other tools may also be included.

[Mark the abbreviation in the teaching aids column]

COURSE PLAN FOR CONTENT BEYOND SYLLABUS

Sl.NO	Module	Lecture	Planned Topics	Date	Time	Total No of Hours Allotted
7.		Lecture1	Digital	Will be intimated	Will be intimated	1

	1		marketing	after conduction	after conduction	
8.	2	Lecture1	Case studies	Will be intimated after conduction	Will be intimated after conduction	1
9.	4	Lecture1	Network marketing scope	Will be intimated after conduction	Will be intimated after conduction	1

Gaps in the Syllabus –To meet Industrial Requirements

SL. NO	Name of the Topic	PROPOSED ACTION	No of Hours Allotted	Hours with in the Time Table (HT) / Hours beyond the Time Table (HB)
18	Best marketing practices	Assignment	1	HB
19	Scope of international marketing	Seminar	3	HB
20	Challenges in an international marketing	Peer teaching	3	HB
21	Recent trends in marketing	Industrial Visit	6	HB

Resources [Citation style differs for each Programme, Kindly use the citation style (APA, MLA etc) applicable for your domain. This has been advised by the University Nominees and Experts last time]

Text Book

T1	Balaji, C,D, (2015). <i>Human Resource Management</i> . Chennai, India: Margham Publications.
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Reference Books

R1	SubbaRao, P, (2010), <i>Human Resource Management</i> . New Dehli, India: Himalaya Publishing House
R2	Khanka, S, (2015). <i>Human Resource Management</i> , New Dehli, India: Sultan Chand & Sons Pvt Ltd.

Web Resources

W1	NIL
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E – Books /Library INFLIBNET RESOURCES

E1	NIL
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Topics beyond Syllabus

Module 1	Digital Marketing
M2	Case studies
M4	Network marketing scope

PORTION FOR EXAMINATION

Sl. No.	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage (to be decided by the Department)
29.	CLASS TEST	UNIT I	20
30.	I INTERNAL	UNIT - I, II, ½ OF UNIT III	50
31.	II INTERNAL	½ OF UNIT III, IV, V	50
32.	Summative Examination	ALL FIVE UNITS	100

ASSESSMENT METHODOLOGY – DIRECT

	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Internal Examination					
Assignment					
Slip Test / Class Test					
Project					
Summative Examination					

Assessment Indirect

	Yes/No	Yes/No	Yes/No
Assessment of Course Outcome by Student Feedback			
Feedback from Alumni			
Feedback from Educational Experts			
Feedback from Parents			

Designation	Prepared by		
	Name	Signature	Date
Course Coordinator / In-charge			
Module Coordinator (One person who would coordinate all Courses in a Programme according to OBE)			

Approved by			
	Name	Signature	Date

HoD				
Dean Academics				
Principal				
<u>SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE</u>				
COURSE PLAN – 2020– 2021 (EVEN SEMESTER)				
Name of the Programme :BBA (L&SM)				
Programme Code : BB1000				
Title of the Course : Operations Research				: 20OR206
Year / Semester : I / II			Total No. of Students:	36
No of Credits : 5			Total No. of Contact Hours	5
Course Teacher Name : Mr. S. Suriaprakash			Corresponding Lab Paper	: Yes / No

Sl. No.	TOPIC	Reference / Text Book Page No	*Teaching Aids	Mode of Delivery No of Hours			Cumulative Hours
				L	T	P	
UNIT - I							
1	Operations Research Introduction	T-1.1	BB/ WB/ OER	1	0	0	1
2	Meaning, Scope	T-1.3	BB/ WB/ OER	1	0	0	2
3	Linear Programming, Formulating a linear programming model	T-2.1	BB/ WB/ OER	3	1	0	6
4	graphical solutions	T-2.15	BB/ WB/ OER	2	1	0	9
5	standard form	T-3.1	BB/ WB/ OER	1	1	0	11
6	simplex method	T-3.9	BB/ WB/ OER	3	1	0	15
UNIT - II							
7	Introduction, Finding basic feasible solution for balanced Transportation model in Minimization case	T- 7.1	BB/ WB/ OER	2	1	0	3
8	North West Rule	T- 7.4	BB/ WB/ OER	1	1	0	5
9	Least Cost Method	T- 7.4	BB/ WB/ OER	1	1	0	7
10	Vogel's Approximation Method	T- 7.5	BB/ WB/ OER	2	1	0	10
11	Finding Optimal basic feasible solution for balanced Transportation model in Minimization case	T- 7.18	BB/ WB/ OER	1	0	0	11

12	North West Rule	T- 7.19	BB/ WB/ OER	1	0	0	12
13	Least Cost Method	T- 7.20	BB/ WB/ OER	1	0	0	13
14	Vogel's Approximation Method	T- 7.21	BB/ WB/ OER	1	1	0	15
UNIT - III							
15	Assignment Problems -Introduction	T-8.1	BB/ WB/ OER	1	0	0	1
16	Assignment Problem - Minimization case in balanced assignment model	T-8.5	BB/ WB/ OER	3	2	0	6
17	Minimization case in unbalanced assignment model	T-8.15	BB/ WB/ OER	2	1	0	9
18	Maximization case in assignment Problems	T-8.22	BB/ WB/ OER	2	1	0	12
19	Travelling salesman problem	T-8.33	BB/ WB/ OER	2	1	0	15
UNIT - IV							
20	Network Analysis-Introduction	T-15.1	BB/ WB/ OER	1	0	0	1
21	Some basic Concepts of network - Network construction	T-15.2	BB/ WB/ OER	1	0	0	2
22	Simple network problems - Critical path analysis network (CPM) - Critical path for forward and backward calculation	T-15.4	BB/ WB/ OER	3	2	0	5
23	Float definition - Types of float - Simple problems to find float	T-15.17	BB/ WB/ OER	2	1	0	8
24	Introduction on PERT	T-15.28	BB/ WB/ OER	2	1	0	11
25	Statistical consideration in PERT – Simple problems.	T-15.29	BB/ WB/ OER	2	2	0	15
UNIT - V							
26	Game theory-Theory of Games	T-16.1	BB/ WB/ OER	1	0	0	1
27	Characteristics – Pure Strategies – Saddle Point – Value of the game	T-16.3	BB/ WB/ OER	2	1	0	4
28	Mixed Strategies – Rules of Dominance	T-16.20	BB/ WB/ OER	2	1	0	7
29	Two Persons Game	T-16.7	BB/ WB/ OER	2	1	0	10
30	3 x 3 persons game	T-16.14	BB/ WB/ OER	1	1	0	12
31	Graphical Solutions of 2 x M and N x 2 game	T-16.21	BB/ WB/ OER	2	1	0	15
Total							75

* L - Lecture T - Tutorial (Problems / Example Programs / Revision Classes) P - Practical

* LCD / PPT / Black Board (BB) / Worksheet(WS) / Video (V) / Group Discussion (GD) / Blended & Flipped (BF) / Open Educational Resources (OER) media that are freely accessible, Google tools like Drive (GRV) , Google Docs (GDO), and Google Slides(GS) , Google Forms (GOF) and Whiteboards(WB),Wikipedia (W) any other tools may also be included. [Mark the abbreviation in the teaching aids column]

Text Book

T	Sundaresan V (2013) Resource Management Techniques. A.R.Publications
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Reference Books

R1	HamdyA.T (2011), Operations Research, Pearson publications
R2	Kanti S(2010), Operation Research, Sultan Chand and sons

Web Resources

W	https://mathworld.wolfram.com/
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E – Books /Library INFLIBNET RESOURCES

E	https://www.mbamcq.com/operations-research/
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COURSE PLAN FOR CONTENT BEYOND SYLLABUS (TO MEET THE INDUSTRIAL NEEDS)

<u>Sl.NO</u>	Module	Mode of Delivery	Teaching Aids	Planned Topics	Total No of Hours Allotted

PORTION FOR EXAMINATION

Sl. No.	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage

1	I INTERNAL	Unit - I, II, III (50%)	50%
2	II INTERNAL	Unit – III (50%) , IV, V	50%
3	End Semester Examination	Unit I to V	100%

Prepared by

Designation	Name	Signature	Date
Course Coordinator / In-charge	Mr. S. Suriaprakash		
Programme Coordinator			

Approved by

Designation	Name	Signature	Date
HoD	Mr. R. Sivasubramanian		
Dean Academics	Dr.S.Priya		
Principal	Dr.R.Sujatha		

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE
COURSEPLAN– 2020 – 21 (EVEN SEMESTER)

Name of the Programme: BBA (LOGISTIC & SHIPPING MANAGEMENT)

Title of the Course: Fundamentals of Logistics

Course Code : 19BL401

Year / Semester : II / III Section: NIL

Total No. of Students :47

No of Credits : 4

Total No. of Contact Hours : 60

Course Teacher (s) Name : B. VAIRAMUTHU, AP – BBA Corresponding lab Paper ~~Yes~~ /No

Sl. No.	TOPIC	Reference / Text Book Page No	*Teaching Aids	Mode of Delivery No of Hours			Cumulative Hours
				L	T	P	
UNIT - I							

1	Introduction to Logistics: Introduction	T 1.5	PPT	2			2
2	Definition of logistics	T 1.7 & 1.8	PPT, GD	1			2
3	Importance of logistics	T 8.1	PPT, GD	1			2
4	Function of logistics	T 8.11	PPT	2			2
5	Transportation: Importance of effective transportation system	T 11.1	PPT	2			2
6	Mode of transportation	T 11.5	PPT, V	2			2
UNIT – II							
7	Documentation: Introduction	T 13.7	PPT	2			2
8	Purpose of bill of lading	T 13.7	PPT	1			1
9	International transports documentation	T 13.8	PPT	2			2
10	Warehouse Management: Storage functionality and principles	T 16.6	PPT	2			2
11	Warehouse benefits	T16.10	PPT	2			2
12	Types of warehouse	T16.27	PPT	2			2
13	Packaging: functions	WEB	PPT	1			1
14	Packing materials						
UNIT - III							
15	Global logistics: definition	T 25.1	PPT, V	2			2
16	forces driving globalization	T 25.3	PPT	2			2
17	barriers of global logistics	T32.2	PPT, V	2			2
18	The global supply chain	25.5	PPT,	2			2
19	Issues in maritime industry affecting the interests of global logistics	25.4	PPT	1			1
20	Coordination in supply chain: Impact of bullwhip effect	25.6	PPT	1			1
21	Obstacles to coordination in a supply chain	25.9	PPT	2			2
UNIT - IV							
22	Logistics information systems: introduction	T25.2	PPT	1			2
23	Information functionality	T 32.8	PPT	1			2
24	Linking logistics into an integrated process	T 34.1	PPT, GD	2			2
25	Principles of logistics information	T 34.2	PPT, GD	2			2
26	Information architecture	T18.1	PPT, GD	2			2
27	Application of information technologies.	T18.2	PPT	1			2
UNIT - V							
28	Sourcing: Meaning of sourcing	T 27.1	PPT	2			2

29	In-house VS outsource	T 27.3	PPT	1			2
30	Third party (3PL) and fourth party logistics (4PL)	T 27.3	PPT	1			2
31	Importance of fourth party logistics	T 29.1	PPT, GD	2			2
32	Distribution network: factors influencing distribution network design	T 29.1	PPT	1			2
33	E-business and the distribution network	T31.1	PPT, GD	2			2
TOTAL HOURS							60

* L- Lecture T- Tutorial (Problems / Example Programs /Revision Classes) P- Practical

* LCD/PPT/Black Board (BB)/Worksheet(WS)/Video (V) / Group Discussion (GD)/Blended &Flipped (BF) /Open educational resources (OER) media that are freely accessible, Google tools like Drive(GRV) ,Google Docs (GDo), and Google Slides(GS) and Whiteboards(WB),Wikipedia (W) any other tools may also be included.

[Mark the abbreviation in the teaching aids column]

Text Book

T1	Natarajan, L, (2015) <i>Logistics and Supply Chain Management</i> , Chennai, India: Margham Publications,.
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Reference Books

R1	Satish Ailawadi, C. &. (2015), <i>Logistics Management</i> , New Delhi, India: PHI Learning Pvt. Ltd
R2	Vinod Sople, V. (2010), <i>Logistic Management</i> , New Dehli, India: Pearson Limited.
R3	Shridhara Bhat, K. (2015), <i>Logistics Management</i> , New Dehli, India: Himalaya Publications.

Web Resources

W1	https://www.techopedia.com/definition/13984/logistics-management
W2	https://www.investopedia.com/terms/b/billoflading.asp
W3	https://fleetroot.com/blog/top-10-challenges-facing-logistics-companies-in-2019/
W4	https://scm.ncsu.edu/scm-articles/article/logistics-information-systems
W5	http://www.maibpo.com/Blogs/fourPL-vs-threePL-whats-the-difference.html

E – Books /Library INFLIBNET RESOURCES

E1	https://ebooks.lpude.in/management/mba/term_4/DMGT523_LOGISTICS_AND_SUPPLY_CHAIN_MANAGEMENT.pdf
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Gaps in the Syllabus –To meet Industrial Requirements

SL.NO	Name of the Topic	PROPOSED ACTION	No of Hours Allotted	Hours with in the Time Table (HT) / Hours beyond the Time Table (HB)
22.	Best distribution management	Assignment, Industrial visit	6	HB
23.	Shipping management	Seminar	2	HB
24.	Current issues & challenges in logistics management	Seminar	2	HB

* *Proposed Actions can be Assignments , Seminars, Peer Teaching, Industrial Visit , Others (if any)*

COURSE PLAN FOR CONTENT BEYOND SYLLABUS (TO MEET THE INDUSTRIAL NEEDS)

SI.NO	Module	Mode of Delivery	Teaching Aids	Planned Topics	Total No of Hours Allotted
1	3	Lecture1	PPT	Distribution Management	1
2	5	Lecture1	PPT, V	Opportunities of international logistics	1

PORTION FOR EXAMINATION

Sl. No.	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage(to be decided by the Department)
33.	CLASS TEST	UNIT I	20%
34.	I INTERNAL	UNIT - I,II,½ OF UNIT III	50%
35.	II INTERNAL	½ OF UNIT III,IV,V	50%
36.	Summative Examination	ALL FIVE UNITS	100%

Designation	Prepared by		
	Name	Signature	Date
Course Coordinator / In-charge			

Programme Coordinator			
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Approved by			
	Name	Signature	Date
HoD			
Dean Academics			
Principal			

Sl. No.	TOPIC	Reference / Text Book Page No	*Teachi ng Aids	Mode of Delivery			Cumulative Hours
				No of Hours			
1	Definition – Application to Business – Cultural Lag	T1 – pp 114 – pp 117	PPT	1	0	0	13
2	Secularism in Modern India – Characteristic Features	T1 – pp 119 – pp 120	PPT	1	0	0	14
3	Fundamental Rights	T1 – pp 120 – pp 124	PPT	1	0	0	15
4	Business and Legal Environment -	T1 – pp 150 – pp 151	PPT	1	0	0	16
5	An overview of Companies Act, 1956	T1 – pp 151 – pp 161	PPT	4	0	0	20
6	An overview of Indian Contract Act, 1872	T1 – pp 181 – pp 192	PPT	4	0	0	24
UNIT – III BUSINESS AND SOCIETY							
1	Joint Family System - Evolution of Society	T1 – pp 98 – pp 102	PPT	2	0	0	26
2	Social Stratification in India – Social Transformation	T1 – pp 102 – pp 108	PPT	3	0	0	29
3	Business and Community - Social responsibilities of Business	T1 – pp 143 – pp 145	PPT	1	0	0	30
4	Concept of Business Giving – Social Audit	T1 – pp 145 – pp 149	PPT	2	0	0	32
5	Population – Importance and Impact on Business	T1 – pp 108 – pp 110	PPT	2	0	0	34
6	Population Control - Urbanization – Its impact on Society	T1 – pp 110 – pp 114	PPT	2	0	0	36
UNIT – IV BUSINESS AND GOVERNMENT							
1	Constitutional Environment in India	T1 – pp 84 – pp 85	PPT	1	0	0	37
2	Directive principles of State Policy	T1 – pp 85 – pp 92	PPT	3	0	0	40
3	Government and Business Relationship	T1 – pp 92 – pp 97	PPT	2	0	0	42
4	Impact of Technological Development and Social Change in business	T1 – pp 117 – pp 119	PPT	2	0	0	44
5	Overview of Liberalization, Privatization – Globalization.	T1 – pp 535 – pp 543	PPT	4	0	0	48
UNIT – V ECONOMIC SYSTEM							
1	Types of Economic System – Capitalism – Socialism	T1 – pp 50 – pp 64	PPT	4	0	0	52

Sl. No.	TOPIC	Reference / Text Book Page No	*Teaching Aids	Mode of Delivery			Cumulative Hours
				No of Hours			
2	Mixed Economy – their impact of Business	T1 – pp 81 – pp 82	PPT	1	0	0	53
3	Mixed Economy – their impact of Business	T1 – pp 322 – pp325	PPT	1	0	0	54
4	Economic Development and Economic Growth - Stages	T1 – pp 326 – pp 332	PPT	2	0	0	56
5	Overview of Goods and Service Tax	Internet	PPT	2	0	0	58
6	Demonetization and its effects in India	Internet	PPT	2	0	0	60
TOTAL HOURS							60

L – Lecture T – Tutorial (Problems / Example Programs / Revision Classes) P – Practical

* LCD / PPT / Black Board (BB) / Worksheet(WS) / Video (V) / Group Discussion (GD) / Blended & Flipped (BF) / Open Educational Resources (OER) media that are freely accessible, Google tools like Drive (GRV) , Google Docs (GDO), and Google Slides(GS) , Google Forms (GOF) and Whiteboards(WB),Wikipedia (W) any other tools may also be included. [Mark the abbreviation in the teaching aids column]

Text Book

20. Sankaran, S, (2015), *Business Environment*. Chennai, India: Margham Publications

Reference Books

21. Aswathappa, K, (2010). *Essentials of Business Environment*, New Delhi, India: Himalaya Publications.

22. Cherunilam Francis, (2012), *Elements of Business Environment*, New Delhi, India: Himalaya Publications.

Web Resources

23. Wiley Online Library – Business Strategy and Environment - <https://onlinelibrary.wiley.com/journal/10990836>

24. Oral Roberts University - <https://oru.libguides.com/businessinfo/macro>

25. Inderscience Publishers - <https://www.inderscience.com/jhome.php?jcode=ijbe>

E – Books /Library INFLIBNET RESOURCES

26. Guy, Frederick, (2009)“ The global environment of business”, Oxford University Press
27. Thanopoulos, John. (2014) “Global business and corporate governance : environment, structure, and challenges, Business Expert Press,
28. Hoskinson etal.,(2015), “Challenges of ethics and entrepreneurship in the global environment”, Emerald Group Publishing Limited

Gaps in the Syllabus

SL. NO	Name of the Topic	PROPOSED ACTION	No of Hours Allotted	Hours with in the Time Table (HT) / Hours beyond the Time Table (HB)
1	General Agreement of Trade and Tariff	Assignment	1	HT
2	Impact of Inflation in India	Seminar	1	HT

* Proposed Actions can be Assignments, Seminars, Peer Teaching, Industrial Visit, Others (if any)

COURSE PLAN FOR CONTENT BEYOND SYLLABUS (TO MEET THE INDUSTRIAL NEEDS)

Sl.NO	Module	Mode of Delivery	Teaching Aids	Planned Topics	Total No of Hours Allotted
1	2	Lecture	PPT	Types of Companies	1
2	2	Lecture	PPT	Articles of Association, Prospectus	1
3	3	Lecture	PPT	Directive Principles	1
4	4	Lecture	PPT	General Agreement on Trade and Tariff	1

PORTION FOR EXAMINATION

Sl. No.	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage
1	Slip Test / Class Test	Every Unit	20
2	I Internal	Unit 1 to Unit 2.5	50
3	II Internal	Unit 2.6 to Unit 5	50
4	Summative Examination	Unit 1 to Unit 5	100

Designation	Prepared by		
	Name	Signature	Date
Course Coordinator / In-charge	Dr. B. Meenakshi Sundaram		

Programme Coordinator			
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Approved by			
	Name	Signature	Date
HoD	Dr. K. Rajesh Kumar		
Dean Academics	Dr. S. Priya		
Principal	Dr. R. Sujatha		

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

COURSEPLAN- 2020 – 21 (EVEN SEMESTER)

Name of the Programme: BBA (LOGISTIC & SHIPPING MANAGEMENT)

Title of the Course: Retail Management

Course Code : 19BL403

Year / Semester : II / III Section: NIL

Total No. of Students :47

No of Credits : 4

Total No. of Contact Hours : 60

Course Teacher (s) Name : B. VAIRAMUTHU, AP – BBA Corresponding lab Paper ~~Yes~~ /No

Sl. No.	TOPIC	Reference / Text Book Page No	*Teaching Aids	Mode of Delivery No of Hours			Cumulative Hours
				L	T	P	
UNIT - I							
1	An introduction to retailing: Definition	T 1.5	PPT	2			1
2	Concept of retailing	T 1.7 & 1.8	PPT, GD	1			2
3	Functions of retailing	T 8.1	PPT, GD	1			2
4	Importance of retailing	T 8.11	PPT	2			2
5	Types	T 11.1	PPT	2			2
6	Franchising	T 11.5	PPT, V	2			2
7	Retail formats						1
UNIT – II							
8	Retail location strategies	T 13.7	PPT	2			2
9	Issues to be considered in site selection	T 13.7	PPT	1			2
10	Decisions on geographic location of a retail store	T 13.8	PPT	2			3
11	Location site and types of retail development	T 16.6	PPT	2			3
12	Types of decisions on retail location.	T16.10	PPT	2			2
UNIT - III							
13	Merchandise management	T 25.1	PPT, V	2			2
14	Definition of Merchandising	T 25.3	PPT	2			2
15	Merchandise plan consideration	T32.2	PPT, V	2			2
16	Buying Merchandise	25.5	PPT,	2			2

17	Retail pricing	25.4	PPT	1			1
18	Factors influencing retail prices	25.6	PPT	1			1
19	Retail shopper behavior	25.9	PPT	2			1
UNIT - IV							
20	Space Management	T25.2	PPT	1			1
21	Space planning	T 32.8	PPT	1			2
22	Types of Store layout	T 34.1	PPT, GD	2			2
23	Visual Merchandising	T 34.2	PPT, GD	2			1
24	Definition	T18.1	PPT, GD	2			1
25	Purpose	T18.2	PPT	1			1
26	Tools						1
27	Retail Communication and promotion: Definition of retail promotion						1
28	Objectives						1
29	Promotional advertising						1
UNIT - V							
30	The Global retail market: Introduction	T 27.1	PPT	2			2
31	Challenges facing global retailers	T 27.3	PPT	1			1
32	International retailing	T 27.3	PPT	1			2
33	Factors involved in international retailing	T 29.1	PPT, GD	2			2
34	Online retailing: Features of online retail	T 29.1	PPT	1			2
35	E-retail marketing mix	T31.1	PPT, GD	2			2
36	Advantages and disadvantages of online retail.						1
TOTAL HOURS							60

* L- Lecture T- Tutorial (Problems / Example Programs /Revision Classes) P- Practical

* LCD/PPT/Black Board (BB)/Worksheet(WS)/Video (V) / Group Discussion (GD)/Blended & Flipped (BF) /Open educational resources (OER) media that are freely accessible, Google tools like Drive(GRV) ,Google Docs (GDo), and Google Slides(GS) and Whiteboards(WB),Wikipedia (W) any other tools may also be included.

[Mark the abbreviation in the teaching aids column]

Text Book

T1	Natarajan, L. (2017). <i>Retail Management</i> ,. Chennai, India: Margham Publication, .
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Reference Books

R1	Barry Berman & Joel Evans, R. (2002). <i>Retailing Management – A Strategic Approach</i> ,. New Dehli, India: Prentice Hall of India, 8th Edition.
R2	James Ogden, R. &. (2005). <i>Integrated Retail Management</i> . New Delhi: Biztantra,.
R3	Shridhara Bhat, K. (2015), <i>Logistics Management</i> , New Dehli, India: Himalaya Publications.

Web Resources

W1	https://www.careerindia.com/courses/unique-courses/what-is-retail-management-scope-career-opportunities-012122.html
W2	http://www.crectirupati.com/sites/default/files/lecture_notes/Retail%20Management.pdf
W3	https://www.tutorialspoint.com/retail_management/retail_management_tutorial.pdf
W4	http://sim.edu.in/wp-content/uploads/2018/02/RETAIL-MANAGEMENT-Notes.pdf
W5	http://jnujprdistance.com/assets/lms/LMS%20JNU/MBA/MBA%20-%20Marketing%20Management/Sem%20III/Retail%20Management/Retail%20Management.pdf

E – Books /Library INFLIBNET RESOURCES

E1	https://ebooks.lpude.in/management/bba/term_5/DMGT305_RETAIL_MANAGEMENT.pdf
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Gaps in the Syllabus –To meet Industrial Requirements

SL.NO	Name of the Topic	PROPOSED ACTION	No of Hours Allotted	Hours with in the Time Table (HT) / Hours beyond the Time Table (HB)
25.	Best distribution management	Assignment, Industrial visit	6	HB
26.	Shipping management	Seminar	2	HB
27.	Current issues & challenges in logistics management	Seminar	2	HB

* *Proposed Actions can be Assignments , Seminars, Peer Teaching, Industrial Visit , Others (if any)*

COURSE PLAN FOR CONTENT BEYOND SYLLABUS (TO MEET THE INDUSTRIAL NEEDS)

Sl.NO	Module	Mode of Delivery	Teaching Aids	Planned Topics	Total No of Hours Allotted
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1	3	Lecture1	PPT	Distribution Management	1
2	5	Lecture1	PPT, V	Opportunities of international logistics	1

PORTION FOR EXAMINATION

Sl. No.	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage(to be decided by the Department)
37.	CLASS TEST	UNIT I	20%
38.	I INTERNAL	UNIT - I,II,½ OF UNIT III	50%
39.	II INTERNAL	½ OF UNIT III,IV,V	50%
40.	Summative Examination	ALL FIVE UNITS	100%

Designation	Prepared by		
	Name	Signature	Date
Course Coordinator / In-charge			
Programme Coordinator			

Approved by			
	Name	Signature	Date
HoD			
Dean Academics			
Principal			

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

COURSE PLAN – 2020 – 21 (EVEN SEMESTER)

Name of the Programme :	BBA (Logistic and Shipping Management)	Programme Code :	BB1000
Course Name :	Research Methodology	Course Code :	19BL404
Year / Semester	I/IV	Section	NIL
Total No. of Students	47	No. of Credits	5
Corresponding lab Paper	No	Total No. of Contact Hours	75
Course Teacher Name	Dr.K.Rajesh Kumar, HoD – BBA		

Sl. No.	TOPIC	Reference / Text Book Page No	*Teaching Aids	Mode of Delivery No of Hours			Cumulative Hours
				L	T	P	
UNIT – I							
1	Research – Meaning	T 1 – 2	PPT	2			2
2	Objectives of research	T 2	GD	1			1
3	Types of research	T 2 – 4	PPT	2			2
4	Significance of research	T 5 – 7	GD	1			1
5	Research methods	T 7 – 8	PPT	2			2
6	Research process	T 10 – 20	PPT, V	2			2
7	Criteria of good research	T 20 – 21	GD	1			1
8	Problems in research	T 21 – 22	PPT, GD	2			2
9	Identifying research problem	T 24 – 29	PPT, GD	2			2
UNIT – II							
10	Features of good design measurement	T 33 – 35	PPT	2			2
11	Meaning of measurements	T 69	PPT	2			2
12	Need of measurement	T 68	PPT	1			1
13	Errors in measurement	T 72 – 73	PPT	2			2
14	Meaning of Scaling	T 76 – 77	PPT	2			2
15	Techniques of scaling	T 78 – 92	PPT	2			2

Sl. No.	TOPIC	Reference / Text Book Page No	*Teaching Aids	Mode of Delivery No of Hours			Cumulative Hours
16	Types of scales	T 71 – 72	PPT	2			2
17	Scale construction techniques	T 75 – 76	PPT	2			
UNIT – III							
18	Sampling – Introduction	T 55	PPT, V	3			3
19	Importance and Advantages of Sampling	T 56, 152	PPT, GD	3			3
20	Characteristics of Good Sample	T 58	PPT, GD	2			2
21	Sampling Techniques	T 58 – 67	PPT, GD, GOF	5			5
22	Criteria for Selection of a Sampling technique	T 57 – 58	PPT, GD	2			2
UNIT – IV							
23	Types of data	T 95 – 96	PPT	1			1
24	Sources of data	T 96	PPT	1			1
25	Tools for data collection	T 96 – 102	PPT	2			2
26	Methods of data collection	T 102 – 110	PPT	2			2
27	Constructing questionnaire	T 100 – 104	PPT	1			1
28	Pilot study	W1	PPT	1			1
29	Data processing coding	T 123	PPT	1			1
30	Editing of data	T 122 – 123	PPT, GD	2			2
31	Tabulation of data	T 127 – 129	PPT, GD	2			2
32	Data analysis	T 130 – 131	PPT, V	2			2
UNIT – V							
33	Interpretation – meaning	T 344 – 345	PPT	1			1
34	Techniques of interpretation	T 345	PPT	1			1
35	Report writing- significance	T 346 – 347	PPT, GD	2			2
36	Steps of report writing	T 347 – 348	PPT, GD	2			2
37	Layout of report	T 348 – 350	PPT, GD	2			2
38	Types of reports	T 351 – 353	PPT	2			2
39	Oral presentation	T 353	PPT, V	1			1
40	Executive summary	W2	PPT, GD	1			1
41	Mechanics of writing research report	T 353 – 358	PPT, GD	2			2
42	Precautions for writing report	T 358 – 359	PPT, GD	1			1

Sl. No.	TOPIC	Reference / Text Book Page No	*Teaching Aids	Mode of Delivery No of Hours	Cumulative Hours
TOTAL HOURS					75

L – Lecture T – Tutorial (Problems / Example Programs / Revision Classes) P – Practical

* LCD / PPT / Black Board (BB) / Worksheet(WS) / Video (V) / Group Discussion (GD) / Blended & Flipped (BF) / Open Educational Resources (OER) media that are freely accessible, Google tools like Drive (GRV) , Google Docs (GDO), and Google Slides(GS) , Google Forms (GOF) and Whiteboards(WB),Wikipedia (W) any other tools may also be included. [Mark the abbreviation in the teaching aids column]

Text Book

1. Kothari, C. (2015). *Research Methodology: Methods and Techniques*,. New Delhi: New Age International publishers.

Reference Books

29. Sachdev, J. (2010). *Business Research Methodology*,. New Delhi, India: Himalaya Publishing House.
30. Kamini Khanna. (2012). *Fundamentals of Research Methodology*,. New Delhi, India: Himalaya Publishing House.

Web Resources

31. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4453116/#:~:text=A%20pilot%20study%20can%20be,to%20identify%20potential%20problem%20areas>
32. <https://libguides.usc.edu/writingguide/executivesummary#:~:text=Definition,understand%20the%20study's%20overall%20content>.

E – Books /Library INFLIBNET RESOURCES

33. <http://www.ddegjust.ac.in/studymaterial/mba/cp-206.pdf>
34. <http://14.139.185.6/website/SDE/sde578.pdf>

Gaps in the Syllabus

SL. NO	Name of the Topic	PROPOSED ACTION	No of Hours Allotted	Hours with in the Time Table (HT) / Hours beyond the Time Table (HB)
4.	Practical example of developing a Questionnaire	Assignments	4	HB
5.	Nuances of a research	Seminars	4	HB

* Proposed Actions can be Assignments, Seminars, Peer Teaching, Industrial Visit, Others (if any)

COURSE PLAN FOR CONTENT BEYOND SYLLABUS (TO MEET THE INDUSTRIAL NEEDS)

Sl.NO	Module	Mode of Delivery	Teaching Aids	Planned Topics	Total No of Hours Allotted
1	2	L,P	PPT, GOF	Identification of appropriate scaling technique	3
2	3	L,P	PPT, GOF	Developing a suitable sampling technique	3
3	5	L,P	PPT, GOF	Practical exposure of drafting a good research report	4

PORTION FOR EXAMINATION

Sl. No.	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage
1.	SLIP / CLASS TEST	Unit – I	20%
2.	I INTERNAL	Unit – I, II, III (up to -----)	50%
3.	II INTERNAL	Unit – III (from -----) , IV, V	50%
4.	End Semester Examination	Unit I to V	100%
Designation		Prepared by	
		Name	Signature
		Date	
Course Coordinator / In-charge		Mr.B.Vairamuthu, AP – BBA	
Programme Coordinator		Dr.K.Rajesh Kumar, HoD – BBA	

Approved by			
	Name	Signature	Date
HoD	Dr.K.Rajesh Kumar, HoD – BBA		
Dean Academics	Dr. S. Priya		
Principal	Dr. R .Sujatha		

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

COURSE PLAN – 2020 – 21 (EVEN SEMESTER)

Name of the Programme :	BBA (Logistics & Shipping Management)	Programme Code :	BB1000
Course Name :	Basics of Marketing	Course Code :	19BL405
Year / Semester	II / IV	Section	A
Total No. of Students	50 (II B.Sc. Animation)	No. of Credits	2
Corresponding lab Paper	No	Total No. of Contact Hours	30
Course Teacher Name	Dr. B. Meenakshi Sundaram		

Sl. No.	TOPIC	Reference / Text Book Page No	*Teaching Aids	Mode of Delivery			Cumulative Hours
				L	T	P	
UNIT – I							
1	Definition of Marketing	T1 – pp 03 – pp 04	PPT	1	0	0	1
2	Marketing concept	T1 – pp 13 – pp 18	PPT	2	0	0	3
3	Functions of Marketing	T1 – pp 32 – pp 34	PPT	2	0	0	5
4	Classification of goods	T1 – pp 141 – pp143	PPT	1	0	0	6
UNIT – II							
1	Marketing mix	T1 – pp 21 – pp 23	PPT	2	0	0	6
2	Marketing environment	T1 – pp 36 – pp 37	PPT	2	0	0	8
3	Various environmental factors affecting the marketing function	T1 – pp 37 – pp 50	PPT	2	0	0	12
UNIT – III							
1	Market Segmentation of different bases	T1 – pp 54 – pp 63	PPT	2	0	0	14
2	Definition and types of channel	T1 – pp 246 – pp 250	PPT	2	0	0	16

Sl. No.	TOPIC	Reference / Text Book Page No	*Teaching Aids	Mode of Delivery No of Hours			Cumulative Hours
3	Channel selection & problems	T1 – pp 251 – pp 254	PPT	2	0	0	18
UNIT – IV							
1	Product Life Cycle (PLC)	T1 – pp 189 – pp 192	PPT	2	0	0	20
2	Product Mix - Modification & Elimination	T1 – pp 149 – pp 150	PPT	1	0	0	21
3	Packing	T1 – pp 146 – pp 149	PPT	1	0	0	22
4	Developing new Products – Strategies	T1 – pp 171 – pp181	PPT	2	0	0	24
UNIT – V							
1	Pricing policies – Objectives	T1 – pp 228 – pp 229	PPT	2	0	0	26
2	Factors influencing pricing decisions	T1 – pp 229 – pp 230	PPT	1	0	0	27
3	Branding Decisions: Brand name - Brand Image, Brand Identity	T1 – pp 150 – pp 159	PPT	2	0	0	29
4	Brand Personality - Brands Equity	T1 – pp 150 – pp 159	PPT	1	0	0	30
TOTAL HOURS							30

L – Lecture T – Tutorial (Problems / Example Programs / Revision Classes) P – Practical

* LCD / PPT / Black Board (BB) / Worksheet(WS) / Video (V) / Group Discussion (GD) / Blended & Flipped (BF) / Open Educational Resources (OER) media that are freely accessible, Google tools like Drive (GRV) , Google Docs (GDO), and Google Slides(GS) , Google Forms (GOF) and Whiteboards(WB),Wikipedia (W) any other tools may also be included. [Mark the abbreviation in the teaching aids column]

Text Book

- Karunakaran, K. (2015). Marketing Management,. New Delhi, India: Himalaya Publishing House,.

Reference Books

- Ramaswamy, V. &. (2010). Marketing Management Global Perspective,. Chennai, India: Macmillan publications
- Philip Kotler & Kevin Lane Keller. (2012). Philip Kotler & Kevin Lane Keller, . New Delhi, India: PHI Learning.

- Chandrasekar, K. (2012). Marketing management-Text and Cases,. New Delhi, India: Tata McGraw Hill company Pvt Ltd.

Web Resources

- American Marketing Association, <https://www.ama.org/>
- Data Marketing and Analytics, <https://thedma.org/>
- Marketing Land, <https://marketingland.com/>

E – Books /Library INFLIBNET RESOURCES

- Gronlund, Jay.(2013), ‘ Basics of branding : a practical guide for managers’’, Business Expert Press
- Araujo, Luis, (2010), “Reconnecting marketing to markets”, Oxford University Press
- Tracy, Brian, (2014) “Marketing”, New York : AMACOM

Gaps in the Syllabus

SL. NO	Name of the Topic	PROPOSED ACTION	No of Hours Allotted	Hours with in the Time Table (HT) / Hours beyond the Time Table (HB)
1	Types of Marketing	Assignment	1	HT
2	Online Marketing Trends	Seminar	1	HT

* Proposed Actions can be Assignments, Seminars, Peer Teaching, Industrial Visit, Others (if any)

COURSE PLAN FOR CONTENT BEYOND SYLLABUS (TO MEET THE INDUSTRIAL NEEDS)

Sl.NO	Module	Mode of Delivery	Teaching Aids	Planned Topics	Total No of Hours Allotted
1	1	Lecture	PPT	Goods Vs Services	1
2	2	Lecture	PPT	Marketing Strategies	1
3	3	Lecture	PPT	Intermediaries	1
4	4	Lecture	PPT	Pricing	1
5	5	Lecture	PPT	Digital Marketing	1

PORTION FOR EXAMINATION

Sl. No.	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage
1	Slip Test / Class Test	Every Unit	20
2	I Internal	Unit 1 to Unit 2.5	50
3	II Internal	Unit 2.6 to Unit 5	50
4	Summative Examination	Unit 1 to Unit 5	100

Designation	Prepared by		
	Name	Signature	Date
Course Coordinator / In-charge	Dr. B. Meenakshi Sundaram		
Programme Coordinator			

Approved by

	Name	Signature	Date
HoD	Dr. K. Rajesh Kumar		
Dean Academics	Dr. S. Priya		
Principal	Dr. R. Sujatha		

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

COURSE PLAN – 2020– 2021 (EVEN SEMESTER)

Name of the Programme: BBA(L & SM)

Programme Code : BB1000

Title of the Course : Reasoning Skills

Course Code : 19WR409

Year / Semester : II / IV

Total No. of Students : 47

No of Credits : 2

Total No. of Contact Hours : 3

Course Teacher (s) Name : R.Sivasubramanian

Corresponding lab Paper : Yes / No

Sl. No.	TOPIC	Reference / Text Book Page No	*Teaching Aids	Mode of Delivery No of Hours			Cumulative Hours
				L	T	P	
UNIT - I							
1.	Series	T-1	BB/ WB/ OER	2	0	0	2
2.	Classification	T-206	BB/ WB/ OER	2	0	0	4
3.	Logical Venn diagram	T-346	BB/ WB/ OER	2	0	0	6
UNIT – II							
4.	Coding and Decoding	T-169	BB/ WB/ OER	2	1	0	3
5.	Blood relationship	T-220	BB/ WB/ OER	2	1	0	6
UNIT – III							
6.	Direction Sense Test,	T-324	BB/ WB/ OER	2	1	0	3
7.	Schedule Day/Date/Time	T-459	BB/ WB/ OER	2	1	0	6
UNIT – IV							
8.	Ranking	T-417	BB/ WB/ OER	2	0	0	2
9.	Symbols and Notations	T-420	BB/ WB/ OER	2	0	0	4
10.	Inequality	T-429	BB/ WB/ OER	2	2	0	6
UNIT – V							
11.	Analogy (nonverbal)	T-136	BB/ WB/ OER	1	0	0	1
12.	Odd Man Out	T-303	BB/ WB/ OER	1	1	0	3
13.	Mirror Images,	T-267	BB/ WB/ OER	1	0	0	4

14.	Grouping Images	T-270	BB/ WB/ OER	1	1	0	6
TOTAL							30

* L - Lecture T - Tutorial (Problems / Example Programs / Revision Classes) P - Practical

* LCD / PPT / Black Board (BB) / Worksheet(WS) / Video (V) / Group Discussion (GD) / Blended & Flipped (BF) / Open Educational Resources (OER) media that are freely accessible, Google tools like Drive (GRV) , Google Docs (GDO), and Google Slides(GS) , Google Forms (GOF) and Whiteboards(WB),Wikipedia (W) any other tools may also be included.

[Mark the abbreviation in the teaching aids column]

Text Book

T	1) Agarwal R.S, 'A modern approach to Logical reasoning' Chand Publishers.
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Reference Books

R1	1. B S SIJWALI, INDU SIJWAL, "A new approach to Reasoning Verbal & Nonverbal (English)"
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Web Resources

W1	https://www.indiabix.com/
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E – Books /Library INFLIBNET RESOURCES

E1	https://www.careerride.com/mcq-topics/logical-reasoning-mcq-questions-placement-tests-187.aspx
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COURSE PLAN FOR CONTENT BEYOND SYLLABUS (TO MEET THE INDUSTRIAL NEEDS)

Sl.NO	Module	Mode of Delivery	Teaching Aids	Planned Topics	Total No of Hours Allotted

PORTION FOR EXAMINATION

Sl. No	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage
1.	I INTERNAL	Unit - I, II, III (50%)	50%
2.	II INTERNAL	Unit – III (50%) , IV, V	50%
3.	End Semester Examination	Unit I to V	100%

Prepared by			
Designation	Name	Signature	Date

Course Coordinator / In-charge	Mr. Sivasubramanian		
Programme Coordinator			

Approved by			
	Name	Signature	Date
HoD	Mr. Sivasubramanian		
Dean Academics	Dr.S.Priya		
Principal	Dr.R.Sujatha		

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE
COURSE PLAN – 2020 – 21 (ODD/EVEN SEMESTER)

Name of the Programme :	B.Com Banking & Insurance, B.Com Honours, B.Com Hnonours – ACCA and BBA		
Course Name :	Campus Recruitment Training English II Practical	Course Code :	19CRT409
Year / Semester	II / IV	Section	
Total No. of Students		No. of Credits	2
Corresponding lab Paper		Total No. of Contact Hours	30
Course Teacher Name	Mr.S.Sivakumar		

Sl. No.	TOPIC	Reference / Text Book Page No	*Teaching Aids	Mode of Delivery No of Hours			Cumulative Hours
				L	T	P	
UNIT – I							
1	Communication an Overview	R3-45	GD			3	3
2	7 C's of Communication	R3-48	GD			3	3
UNIT – II							
3	Coffee Pot	R3-23	GD			3	3
4	Self Introduction	R3-25	GD			3	3
UNIT – III							
5	E-mail & Telephonic Etiquette	R1-142	LCD			3	3
6	Resume Etiquette	R1-112	LCD			3	3
UNIT – IV							
7	Presentation and its types	R5-89	GD			2	2
8	Do's & Don'ts of Presentations	R5-90	PPT			4	4
UNIT – V							
9	Importance of Body Language in a Professional atmosphere	R2-112	LCD			2	2
10	Do's & Don'ts of Body Language	R2-114	LCD			4	4
TOTAL HOURS							30

L – Lecture T – Tutorial (Problems / Example Programs / Revision Classes) P – Practical

* LCD / PPT / Black Board (BB) / Worksheet(WS) / Video (V) / Group Discussion (GD) / Blended & Flipped (BF) / Open Educational Resources (OER) media that are freely accessible, Google tools like Drive (GRV) , Google Docs (GDO), and Google Slides(GS) , Google Forms (GOF) and Whiteboards(WB),Wikipedia (W) any other tools may also be included. [Mark the abbreviation in the teaching aids column]

Reference Books

- Sanjay Kumar, Pushp Lata.**Communication Skills**. Oxford University Press.
- SrinivasanHema. **Communication Skills**. Bangalore: Frank Brothers & Co. Ltd, 2004. Print.
- Dr.P.Prasad, S.K.Kataria and Sons.**The Functional Aspects of Communication Skills**. New Delhi: Arif Printers.2001. Print.
- Michael Swan. **Practical English Usage**. New Delhi: Oxford University Press,2008.Print
- Randolph Quirck, Sidney Greenbaum, Geoffrey Leech, Jan Svartvik. **A Comprehensive Grammar of the English Language**. New Delhi: Dorling Kindersley (India) Pvt. Ltd, 2010. Print.
- John Adair. **The Effective Communicator**. Noida: Anubha Printers. 2005. Print.

E – Books /Library INFLIBNET RESOURCES

35. <https://nlist.inflibnet.ac.in/search/Record/EBC483375>
36. <https://nlist.inflibnet.ac.in/search/Record/EBC481114>
37. <https://nlist.inflibnet.ac.in/search/Record/EBC1864716>

Gaps in the Syllabus

SL. NO	Name of the Topic	PROPOSED ACTION	No of Hours Allotted	Hours with in the Time Table (HT) / Hours beyond the Time Table (HB)
1.	Speaking Skill – Group Discussion		3	HT
2.	Reading Skill – Reading Activity		2	HT
3.	Speaking Skill – Assignment		1	HB

* Proposed Actions can be Assignments, Seminars, Peer Teaching, Industrial Visit, Others (if any)

COURSE PLAN FOR CONTENT BEYOND SYLLABUS (TO MEET THE INDUSTRIAL NEEDS)

SL.NO	Module	Mode of Delivery	Teaching Aids	Planned Topics	Total No of Hours Allotted
1	1		Newspaper	Reading Skill – Newspaper	1
2	2		Magazine	Reading Skill – Article / Magazine	1
3	3		Oral	Speaking Skill – Debate	1

PORTION FOR EXAMINATION

Sl. No.	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage
1.	SLIP / CLASS TEST	Unit – I	20%
2.	I INTERNAL	Unit – I, II, III (Chapter 1)	50%
3.	II INTERNAL	Unit – III (Chapter 2) , IV, V	50%
4.	End Semester Examination	Unit I to V	100%

Designation	Prepared by		
	Name	Signature	Date
Course Coordinator / In-charge	Mr.S.Sivakumar		

Approved by

	Name	Signature	Date
HoD	R.Suganthi Hepzibha		
Dean Academics	Dr.S.Priya		
Principal	Dr.R.Sujatha		

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE
COURSE PLAN – 2020 – 21 (EVEN SEMESTER)

Name of the Programme :	ANI/VIS/CS/NET/MCHM/FSPM/F&IS/HONS&ACCA/ B.Com B&I/BBA	Programme Code :	
Course Name :	Basic Tamil II	Course Code :	19UBT410
Year / Semester	II / II	Section	
Total No. of Students	24	No. of Credits	2
Corresponding lab Paper	No	Total No. of Contact Hours	30
Course Teacher Name	Ms.R.Sailakshmi		

Sl. No.	TOPIC	Reference / Text Book Page No	*Teachi ng Aids	Mode of Delivery No of Hours			Cumulative Hours
				L	T	P	
UNIT – I							
1	பழங்கள்	CM/1	BB	1			1
2	காய்கறிகள்	CM/2	BB	1			1
3	மளிகைப்பொருட்கள்	CM/3	BB	1			1
	அறுசுவை	CM/4	BB	1			1
	சந்தையில் பயன்படுத்தும் சொற்கள்	CM/5	BB	1			1
	உரையாடல்	CM/6	BB	1			1
UNIT – II							
	மருத்துவத்துறை தொடர்பானவை	CM/7	BB	1			1
	கல்வித்துறை தொடர்பானவை	CM/8	BB	1			1
	விளையாட்டு தொடர்பானவை	CM/9	BB	1			1
	புவியியல்துறை தொடர்பானவை	CM/10	BB	1			1
	வானியல்துறை,வீடு தொடர்பானவை	CM/11	BB	1			1
	பொதுச் சொற்கள்	CM/12	BB	1			1
UNIT – III							
	எழுத்து வேறுபாடுகள்	CM/13	BB	2			2
	பிரித்து எழுதுதல்	CM/14	BB	2			2
	சேர்த்து எழுதுதல்	CM/15	BB	2			2
UNIT – IV							

Sl. No.	TOPIC	Reference / Text Book	*Teaching	Mode of Delivery No of Hours		Cumulative Hours
	சொல்லும் பொருளும்	CM/16	BB	1		2
	எதிர்ச்சொல்	CM/17	BB	1		2
	மரபும் வழுவும்	CM/18	BB	1		1
	மொழிபெயர்ப்பு - தமிழ்-ஆங்கிலம்	CM/19	BB	1		1
	மொழிபெயர்ப்பு - ஆங்கிலம் - தமிழ்	CM/20	BB	2		2
UNIT – V						
	தமிழ் நூல்களும் ஆசிரியர்களும்	CM/21	BB	1		1
	பொன்மொழிகள்	CM/22	BB	1		1
	சிறப்புத் தொடர்கள்	CM/23	BB	2		2
	உரையாடல்	-	BB	2		2
TOTAL HOURS						30

L – Lecture T – Tutorial (Problems / Example Programs / Revision Classes) P – Practical

* LCD / PPT / Black Board (BB) / Worksheet(WS) / Video (V) / Group Discussion (GD) / Blended & Flipped (BF) / Open Educational Resources (OER) media that are freely accessible, Google tools like Drive (GRV) , Google Docs (GDO), and Google Slides(GS) , Google Forms (GOF) and Whiteboards(WB),Wikipedia (W) any other tools may also be included. [Mark the abbreviation in the teaching aids column]

Course Material

1. அடிப்படைத் தமிழ்; - II – பாடநூல் தொகுப்பு வெளியீடு தமிழ்த்துறை கல்லூரித் -

Gaps in the Syllabus

SL. NO	Name of the Topic	PROPOSED ACTION	No of Hours Allotted	Hours with in the Time Table (HT) / Hours beyond the Time Table (HB)
1.	உரையாடல்		2	(HB)
2.	புத்தகம் வாசித்தல்		2	(HB)

* Proposed Actions can be Assignments, Seminars, Peer Teaching, Industrial Visit, Others (if any)

COURSE PLAN FOR CONTENT BEYOND SYLLABUS (TO MEET THE INDUSTRIAL NEEDS)

SL.NO	Module	Mode of Delivery	Teaching Aids	Planned Topics	Total No of Hours Allotted
1	1	Assignment	1	மொழிபெயர்ப்பு	1
2		Seminar	1	புத்தகம் விமர்சனம் செய்தல்	1

3	2	Peer teaching	1	நடைமுறை நிகழ்வுகளை கலந்தாலோசித்தல்	1
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PORTION FOR EXAMINATION

Sl. No.	Mode	Proposed Portions to be Covered	Proportion (Portion) in Percentage		
1.	I INTERNAL	Unit – I, II, III (up to -----)	50%		
2.	II INTERNAL	Unit – III (from -----) , IV, V	50%		
3.	End Semester Examination	Unit I to V	100%		
Designation		Prepared by			
		Name	Signature	Date	
Course Coordinator / In-charge		Ms . R . Sailakshmi			

Approved by			
	Name	Signature	Date
HoD	Mrs . N . SELVI		
Dean Academics	Dr.S.PRIYA		
Principal	Dr.R.SUJATHA		