

LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
1	I	Introduction to Business Analytics	L.N	
2		Historical emergence of Data Analytics		
3		Data Scientist vs. Data Engineer vs.		
4		Business Analyst.		
5		Career in Business Analytics		
6		What is data science		
7		Applications for data science		
8		data scientist's Role		
9		data scientist's Responsibility		
10	II	Introduction to Data Mgt	L.N	
11		Data Collection		
12		Data Management		
13		Big data management-		
14		Organizing, Sources of		
15		data and gathering		
16		Importance of data quality		
17		Dealing with missing @		
18		Example data		
19		Data visualization		
20		data classification		

*Black Board / LCD / OHP / Other Method



LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Rev
21	III	Introduction to PLC	LN	
22		Business environment		
23		Data Analytics		
24		Data preparation		
25		Hypothesis & Modeling		
26		evolutionary Input-output Deployment		
27		operational optimization		
28	IV	Introduction to data mining	LN	
29		The origin of data mining		
30		Data mining tasks		
31		CLAP & multi-dimensional Analysis		
32		Data Analysis & concept		
33		Basic concept of Association		
34		Association Analysis & Impact		
35		cluster Analysis & AS		
36		applications in data mining		
37	V	Introduction to ML	LN	
38		History & evaluation		
39		AI evaluation		
40		Statistical vs data mining		

*Black Board / LCD / OHP / Other Method



LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
41		Data Analytics in Data Science		
42		Learning and model types		
43		Framework for building ML system		
44	51	Application of Business Analytics	LN	
45		Retail Analytics - marketing analytics		
46		financial Analytics.		
47		Healthcare Analytics		
48		SC Analytics - Customer Reporting		
49		Balanced Score card, dashboard		
50		The buzz behind Analytics		
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LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
01	I	Introduction:		
02	"	Objective: Profit & PS wealth Maximization		
03	"	" wealth Maximization		
04	"	An overview of financial Management		
05	"	Functions of financial Manager		
06	"	Time Value of Money		
07	"	Present Value		
08	"	Future Value		
09	"	Rept valuation of Stocks and bonds		
10	II	Cost of Capital - Concept		
11	"	" measurement		
12	"	Debt VS Equity		
13	"	Types of Cost of Capital		
14	"	Importance of Cost of Capital		
15	"	Capital Structure or financial Structure		
16	"	Capitalisation		
17	"	Financial leverage, operating leverage & Composite leverage		
18	"	EBIT - EPS Analysis		
19	"	Indifference point		
20	"	Capital Structure Theories		

*Black Board / LCD / OHP / Other Method



LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching Methodology
		Investment Decision Nature	GB
21	II		
22	"	Techniques of Capital Budgeting	"
23	"	Pay back, ARR	"
24	"	ARR Accounting Rate of Return	"
25	"	Internal "	"
26	"	net present value	"
27	"	Profitability Index	"
28	"	Explicit Present Value Index	"
29	"	Advanced problems & Cases	"
30	"	" "	"
31	III	Dividend Decision	"
32	"	Dividends vs Value of firm	"
33	"	Relevance of dividends	"
34	"	MM Hypothesis	"
35	"	Factors of dividend policy	"
36	"	Dividends & Valuation of the firm	"
37	"	Beats Model	"
38	"	Declaration and payment of dividends	"
39	"	Bonus, rights, Share split, Employee Stock option, sweat equity	"
40	"	Walter Model and Gordon Model	"

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LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching Methodology
41	V	Working Capital Management - Components	BB
42	"	Gross vs net Working Capital	"
43	"	Determinants of "	"
44	"	needs Operating cycle	"
45	"	Planning of Working Capital	"
46	"	Financing of "	"
47	"	Bank finance.	"
48	"	Trade Credit	"
49	VI	Management of Current Assets.	"
50	"	Management of Cash - B	"
51	"	Debt strategies for Cash Management	"
52	"	Cash Budget	"
53	"	Cash Mgt. techniques	"
54	"	Marketable Securities	"
55	"	Characteristics, Selection criteria	"
56	"	Marketable Securities Alternatives	"
57	"	Mgt of Receivables	"
58	"	" Inventory	"
59	"	Credit policies	"
60	"	" "	BB

BBW

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LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
1	1.	Human Resource Management		
2,3	1.	Concept: Nature, Scope		
4	1.	Function perspectives		
5,6	1.	Strategic HR in changing environment.		
7,8	1.	Challenge of HR		
9		Case study		
10	2.	Employee planning		
11,12	2.	Need for HR Planning		
13,14	2.	Determining the demand for work force		
15	2.	Predicting the future supply		
16	2.	Replacement charts		
17	2.	HR planning in a globalized era		
18		Case study		
19,20	3.	Work Analysis and Design		
21,22	3.	Methods of Job Analysis		
23,24	3.	Job Description		
25	3.	Job Specifications		
26	3.	Job Evaluation		

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LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Rem
27	4	Recruitment and Selection		
28	4	Procedures		
29	4	Recruitment Sources		
30	4	e-recruitment		
31	4	Steps in Selection procedures		
32	4	Placement		
33	4	Induction, transfers		
34	4	Promotions		
35	4	Handling Separations		
36	4	downsizing.		
37	5	Training and Development		
38	5	Need and Importance of Training		
39	5	Methods and Evaluation of		
40	5	training		
41	5	Careers Management		
42	5	Careers Development & Planning		
43	6.	Understanding HR Analytics		
44	6.	Predictive HR Analytics		

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LESSON PLAN

FACULTY NAME: DR.CHINTAMANI PRASAD PATNAIK

MBA II YR

SUB: RM

LESSON PLAN				
Contact Hour (Cumulative)	Unit No.	Topic	Teaching Methodology	Rema
1.	I	Purpose of Business Research	CLASS ROOM	
2.		Managerial value of Business research	CLASS ROOM	
3.		Types of Business Research	CLASS ROOM	
4.		Criteria for a Good Research Study --.	CLASS ROOM	
5.		The Role of Business Research in Making Decisions	CLASS ROOM	
6.		Issues and Trends in Business Research – The role of computers business research	CLASS ROOM	
7.		Case Study	CLASS ROOM	
8.	II	Methods to eliminate Uncertainty – Challenges in applying the Scientific Research -.	CLASS ROOM	
9.		Business Research Process, Business Research Problem Concepts of Hypothesis.	CLASS ROOM	
10.		Business Research Design –Types of Research Designs –	CLASS ROOM	
11		Statistical/Formal Experimental Designs	CLASS ROOM	
12		Case Study Unit-2	CLASS ROOM	
13	III	Types of Data –Primary Data and Secondary Data Collection.	CLASS ROOM	
14		, Case Study Methods Sampling and Sampling Distribution- Sampling and Sampling Process-	CLASS ROOM	
15		Types of Sampling Methods,	CLASS ROOM	
16		Characteristics of a Good Sample Design	CLASS ROOM	
17	IV	Attitude Measurement, Scales and Questionnaire:.	CLASS ROOM	
18		Scale Classification-Basic Measurement Scales-	CLASS ROOM	
19		Scaling Techniques	CLASS ROOM	



LESSON PLAN

FACULTY NAME: DR.CHINTAMANI PRASAD PATNAIK

MBA II YR

SUB: RM

Contact Hour (Cumulative)	Unit No.	Topic	Teaching Methodology	Rem
20		Scaling Techniques	CLASS ROOM	
21		Comparative Scaling Techniques -	CLASS ROOM	
22		Non Comparative Scaling Techniques Some other Scales – Multi item Scale- Multi Dimensional Scaling	CLASS ROOM	
23		- Scale Evaluation- Questionnaire Design-	CLASS ROOM	
24		Data Editing, Data Coding, Tabulation,	CLASS ROOM	
25		Types of Analysis- Preliminary Analysis	CLASS ROOM	
26		CASE STUDY	CLASS ROOM	
27	V	Statistical Analysis Data Processing Analysis and Data Interpretation.	CLASS ROOM	
28		: Measures of central tendency	CLASS ROOM	
29		Measures of central tendency dispersion	CLASS ROOM	
30		Hypothesis Testing, Z-Test,	CLASS ROOM	
31		Hypothesis Testing, Z-Test,	CLASS ROOM	
32		T- Test Chi- Square Tests,	CLASS ROOM	
33		T- Test Chi- Square Tests,	CLASS ROOM	
34		Measures of Anova: One Way Anova-	CLASS ROOM	
35		Measures of Anova: One Way Anova-	CLASS ROOM	
36	N	Two Way Anova,	CLASS ROOM	
37		Two Way Anova,	CLASS ROOM	
38		Correlation, Regression	CLASS ROOM	
39		Correlation, Regression	CLASS ROOM	
40		CASE STUDY	CLASS ROOM	

LESSON PLAN

FACULTY NAME: DR. CHINTAKARU PRASAD PATNAIK

MBA II YR

Course Hours (Cumulative)	Unit No.	Topic	Teaching Methodology
41	VI	Business Research Report and Proposal Writing	CLASS ROOM
42		Business Research Report and Proposal Writing	CLASS ROOM
43		Research Proposal, an Insight into Research Report and	CLASS ROOM
44		Proposal-Research Report Writing Types of Research Reports-	CLASS ROOM
45		Guidelines for Report Writing-	CLASS ROOM
46		Process of Writing Report Writing	CLASS ROOM
47		Documentation and Bibliography	CLASS ROOM
48		Review of the Syllabus	CLASS ROOM
49		Review of old papers	CLASS ROOM
50		REVISION	CLASS ROOM

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LESSON PLAN

FD

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Rem
01	I	Introduction - ^{Meaning} Meaning ^{Need}	chalk & talk	
02	"	Growth of FD in India	"	
03	"	Derivative Markets	"	
04	"	Participants	"	
05	"	Functions	"	
06	"	Types	"	
07	"	Regulatory framework of Derivative trading in India	"	
08	"	" "	"	
09	II	Forward Contracts: Definition	"	
10	"	Features and pay off profile	"	
11	"	" "	"	
12	"	Valuation of forward contracts	"	
13	"	" "	"	
14	"	Forward contracts to manage Commodity price risk	"	
15	"	Interest rate risk	"	
16	"	Exchange rate risk	"	
17	"	Limitations of forward	"	
18	III	Futures: features	"	
19	"	Difference between forward and futures	"	
20	"	Financial futures	"	

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Contact Hour (Cumulative)	Unit No.	Topic	Teaching Methodology	Ref
21	<u>III</u>	Trading Currency future	Chart & Table	
22	"	Interest rate future	"	
23	"	Pricing of future contracts	"	
24	"	Value at Risk	"	
25	"	"	"	
26	"	Hedging strategies	"	
27	"	Hedging with stock index future	"	
28	"	Types of members and Margining System in India	"	
29	"	Future trading on BSE & NSE	"	
30	<u>IV</u>	Option Market: Meaning & need	"	
31	"	Option vs future	"	
32	"	Types of options contracts	"	
33	"	Call options	"	
34	"	Put options	"	
35	"	Trading strategies involving options	"	
36	"	Basic options positions	"	
37	"	Margins	"	
38	"	Options in stock indices	"	
39	"	Option Market in India	"	

LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology
41	V	Option Pricing: Intrinsic Value	Class & Talk
42	"	Time Value.	"
43	"	Pricing at expiration	"
44	"	Factors affecting options pricing	"
45	"	Put-Call Parity Pricing relationship	"
46	"	Pricing models	"
47	"	Introduction to Binomial Option Pricing model	"
48	"	" "	"
49	"	Black Scholes option Pricing model	"
50	"	" "	"
51	VI	Swaps : meaning	"
52	"	Structure of swaps	"
53	"	Interest rate swaps	"
54	"	Currency swaps	"
55	"	Commodity swaps	"
56	"	Swap variants	"
57	"	Swap dealer role	"
58	"	Equity swaps	"
59	"	Economic functions of swap transactions	"
60	"	FRA's and Swaps	"

LESSON PLAN

GHRM

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Re
1,2	1	Strategic role of HRM		
3,4	1	Planning and Implementing		
5,6		Strategic HR Policies		
7,8	1	HR Strategies to increase		
		firm performance		
9,10	2.	Investment perspectives of HR		
11,12	2.	Investment Consideration		
13,14	2.	Investment in T&D		
15	2.	Investment Practices for		
		improved Retention		
16	2.	Investments job secure		
		work courses		
17	2.	Non-traditional investment		
		approaches		
18,19	3.	Managing Strategic		
20,21	3.	Organizational renewal		
22,23	3.	Managing changing and on		
24	3	Instituting TQM Programmes.		

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Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology
25	3	Creating Team based orgs	
26		HR & BPR ; Flexible work arrangement	
27, 28	4.	Establishing strategic pay plan	
29, 30	4.	Determining periods	
31	4.	Establishing periods	
32	4	Pricing Managerial and professional jobs	
33	4.	Compensation trends	
34	4.	Objectives of international compensation	
35	4.	Approaches to international compensation	
36	4.	Issues related to double taxation cases	
37, 38	5.	Managing Global Human Resources	
39, 40	5.	HR and the internationalization of business	
41, 42	5.	Improving international	

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GHRM

Contact Hour (Cumulative)	Unit No	Topic	Teaching Methodology	Remarks
1	I	Introduction to globalization and its impact on HRM.	CR	
2	I	Perspective on globalization.	CR	
3	I	Globalization as transformative social force	CR	
4	I	Organizational drivers of globalization	CR	
5	I	Impact of technology on global HRM	CR	
6	I	Trends of Global HRM and its future challenges	CR	
7	I	Ethics in international business	CR	
8	I	GHRM Strategies	CR	Unit-1 will be completed
9	II	Meaning, Nature and importance of culture.,	CR	
10	II	Theories; Cultural Diversity at Work Place;	CR	
11	II	Motivation and Communication across Culture	CR	
12	II	Understanding human behaviour in global perspective	CR	
13	II	Issues in organization culture, Cross cultural leadershi	CR	
14	II	Issues in organization culture, Cross cultural leadershi	CR	
15	II	Multi cultural teams	CR	
16	II	Comparison of Indian HRM with UK,	CR	
17	II	Comparison of Indian HRM with USA	CR	
18	II	Comparison of Indian HRM with Japan and China	CR	Unit-2 will be completed
19	III	Recruiting and selecting staff for international assignment	CR	
20	III	Issues in staff selection; Factors moderating performance	CR	
21	III	Selection criteria; Dual – career couples	CR	
22	III	Re-entry and career issues- the repatriation process	CR	
23	III	multinational responses, designing a repatriation programme; Training and development- role of expatriate training;	CR	
24	III	Pre-departure training; Developing staff through international assignment.	CR	Unit-3 will be completed
25	IV	Global compensation- Approaches of global compensatio	CR	
26	IV	Global compensation- Approaches of global compensatio	CR	
27	IV	Key components of an International compensation programme	CR	
28	IV	Key components of an International compensation programme	CR	
29	IV	Performance management of	CR	

LESSON PLAN

		international assignee		
30	IV	Well-being of global workforce	CR	
31	IV	Executive compensation	CR	Unit-4 will be completed
32	V	Performance management and performance appraisal of global employee	CR	
33	V	Challenges	CR	
34	V	Appraisal of HCN employees	CR	
35	V	Appraisal of HCN employees	CR	
36	V	Industrial relations- issues	CR	
37	V	Industrial relations- issues	CR	
38	V	responses of trade unions to multinationa	CR	
39	V	responses of trade unions to multinationa	CR	
40	V	Regional Integration.	CR	Unit-5 will be completed
41	VI	Global HR issues in the host Context	CR	
42	VI	Standardization and adaption of work practices	CR	
43	VI	Retaining, developing and retrenching staff	CR	
44	VI	Language standardization	CR	
45	VI	Monitoring HR practices	CR	Unit-6 will be completed

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DVM

Contact Hour (Cumulative)	Unit No	Topic	Teaching Methodology	Remarks
1	I	Data Flood, Data Mining Application Examples, - -	CR	
2	I	Data Flood, Data Mining Application Examples	CR	
3	I	Data Mining and Knowledge Discovery	CR	
4	I	Data Mining Tasks-The data mining process	CR	
5	I	Data Mining Tasks-The data mining process	CR	
6	I	Data Preprocessing	CR	
7	I	Data Preprocessing	CR	
8	I	Best practices in data analytics and business intelligence	CR	Unit-1 will be completed
9	II	Market based Analysis	CR	
10	II	Frequent Item sets	CR	
11	II	Methods-closed Item sets	CR	
12	II	Association Rules	CR	
13	II	and Introduction to constraint	CR	
14	II	Based Association Mining.	CR	
15	II	Methods-closed Item sets	CR	
16	II	Frequent Item sets	CR	
17	II	Frequent Pattern Mining	CR	
18	II	Frequent Pattern Mining	CR	Unit-2 will be completed
19	III	Concept of BI, The role of Mathematical Models,	CR	
20	III	Concept of BI, The role of Mathematical Models,	CR	
21	III	Business Intelligence Architecture	CR	
22	III	Factors and development of a business Intelligence System,	CR	
23	III	Ethics and business Intelligence	CR	
24	III	Data mining for business applications	CR	Unit-3 will be completed
25	IV	Learning – Types of Machine Learning	CR	
26	IV	Supervised Learning	CR	
27	IV	The Brain and the Neuron – Design a Learning System	CR	
28	IV	The Brain and the Neuron – Design a Learning System	CR	
29	IV	Perspectives and Issues in Machine Learning –Concept Learning Task	CR	
30	IV	Concept Learning as Search – Learning with Trees – Decision Trees	CR	
31	IV	Constructing Decision Trees –	CR	Unit-4 will be

LESSON PLAN

		Classification and Regression Trees - Random		completed
32	V	Probability and Learning	CR	
33	V	Data into Probabilities	CR	
34	V	Basic Statistics	CR	
35	V	Gaussian Mixture Models	CR	
36	V	Nearest Neighbour Methods - Unsupervised Learning	CR	
37	V	Nearest Neighbour Methods - Unsupervised Learning	CR	
38	V	K means Algorithms - Vector Quantization	CR	
39	V	Self Organizing Feature Map	CR	
40	V	K means Algorithms - Vector Quantization	CR	
41	VI	Concept of BI, The role of Mathematical Models, , ,	CR	Unit-5 will be completed
42	VI	Multi-layer Perceptron - Going Forwards - Going Backward	CR	
43	VI	Back Propagation Error - Multi-layer Perceptron in Practice - Examples of using the MLP	CR	
44	VI	Deriving Back-Propagation - Radial Basis Functions and Splines - Concepts - RBF Network	CR	
45	VI	Curse of Dimensionality - Interpolations and Basis Functions - Support Vector Machines	CR	Unit-6 will be completed

LESSON PLAN BI

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
1	I	Introduction To Business Analytics	Lecture	
2	I	B.A - Benefits & challenges	Lecture	
3	"	Business Intelligence Systems	"	
4	"	Concept of Data Warehouse	"	
5	"	characteristics of Data warehouse	"	
6	"	D.W. Architecture	"	
7	"	Data Pre-processing	PPT	
8	"	Tools for Extraction	"	
9	"	Clean up the Data	"	
10	"	Data Transformation	Lecture	
11	"	Case studies	Case	
12	<u>II</u>	Online Analytical Processing	Lecture	
13	"	Concepts of OLTP	Lecture	
14	"	OLAP	"	
15	"	MOLAP	"	
16	"	ROLAP	PPT	
17	"	Case studies	Case	
18	"	Case studies	case	
19	<u>III</u>	Data warehouse Development	Lecture	
20	"	Data Cubes	"	

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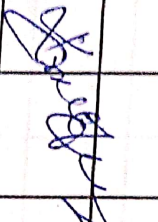
LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Ref
21	III	Fact Tables	Lecture	
22	"	Dimension Tables	"	
23	"	Dimension Schemas	"	
24	"	Star Schema	"	
25	"	Snowflake Schema	"	
26	"	Case Study	Case	
27	"	Case Study	Case	
28	IV	Data Mining - Introduction	Lecture	
29	"	Concepts - Key Issues	"	
30	"	KDD process	"	
31	"	Benefits of Data Mining	"	
32	"	Steps in Data Mining	"	
33	"	Data Mining for Business Problems	PPT	
34	"	Case Study	Case	
35	"	Case studies	Case	
36	V	Data Mining Tasks	PPT	
37	"	Market Basket Analysis	PPT	
38	"	Predictive Models	Lecture	
39	"	Cluster Analysis	"	
40	"	Text Mining	"	

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Contact Hour (Cumulative)	Unit No.	Topic	Teaching(°) Methodology	Remarks
41		Web-Mining	Lecture	
42		Selecting and using the right Technique	"	
43		Case Study	Case	
44		Case Study	Case	
45	VI	Big-Data - Concept	Lecture	
46	"	Significance of Big-data	Lecture	
47	"	Business Applications of Big Data	Group	
48	"	Introduction to Apache Hadoop	PPT	
49	"	Hadoop -2	"	
50	"	Business Performance Management	"	
51	"	Performance Measurement	"	
52	"	Metrics	Lecture	
53	"	KPIs	"	
54	"	Business Activity Monitoring	"	
55	"	Case Study	Case	
56	"	Case Study	"	
				
				

LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
1	I	Introduction TO SEO	Lecture	
2		SEO - Benefits	Lecture	
3		Challenges of SEO	Lecture	
4		Black hat SEO Vs white hat SEO	Lecture	
5		On page and Off page SEO	Lecture	
6		Evolution of SE	Lecture	
7		SE process and Components	Lecture	
8		Web crawling	PPT	
9		Indexing Search Query	PPT	
10		How SE work	PPT	
11		web directories ranking in SEO	PPT	
12		On page SEO Title tag optimisation	Lecture	
13		Meta Keywords.	Lecture	
14		Meta description heading Tags	Lecture	
15		Case studies	Case	
16	II	Image optimisation	PPT	
17		Interactive Media	PPT	
18		Outbound & Inbound Links	Lecture	
19		On site SEO	Lecture	
20		URL Optimisation	Lecture	

*Black Board / LCD / OHP / Other Method



LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Rem
21	I	Site map & Domain Trust	Lecture	
22		Local Domains	Lecture	
23		Mobile Site optimisation	PPT	
24		opt Responsive website	PPT	
25		Site loadby	PPT	
26		Speed opt page SEO	PPT	
27		Social Media Blogger	PPT	
28		Localisation and Citations	PPT	
29		Inbound links	Lecture	
30	A	Case studies	Case	
31	III	Google tools - Introduction	Class hab	
32		Suite google	Class hab	
33		My business google	Class hab	
34		Ad words	Class case	
35		Keyword planner	Case	
36		Google Trends Pages	Activity Base	
37		Page insights Speed insights	Game	
38		Google Analytics	Activity	
39		Google Search Console	Activity	
40		Search appearance	Activity	

*Black Board / LCD / OHP / Other Method



LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Rev
41	IV	Search Traffic	Lecture	
42		Google Index crawl	Lecture	
43		URL Parameters	Lecture	
44		Security issues	Lecture	
45		Site Settings	Lecture	
46		Obstacles in SEO	Lecture	
47		Keyword Research & Strategy	Lecture	
48		Types of Keywords	Lecture	
49		Head body	Lecture	
50		Long tail	Lecture	
51		Sources of Keywords	Lecture	
52		Sizing up the Competition	PPT	
53		Spy Fu	PPT	
54		SEMrush	PPT	
55		Moz Bar SEO SEOquake	PPT	
56		Boosting on page SEO/Keywords	Activity	
57		Long tail Terms	PPT	
58		Case study	Case	
59	IV	Link Building - Imp factors	Activity	
60		Relevance, Trustworthiness & Popularity	Lecture	

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LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(¹) Methodology
61	6	Social Media Link	Lecture
62	6	Interactive Content Space	Lecture
63		Spelling Power Author	Lecture
64		User Engaging Content Link	Lecture
65		Content creation, tools	Lecture
66		Link building resources & strategy	Lecture
67	7	Content Based Strategy	PPT
68		Email outreach Campaigns	PPT
69		Guest posting authority-forming	Lecture
70		ASR feeds	Lecture
71		Blogging Social Media	Lecture
72		Social Bookmarking	Lecture
73		web design, interacting with influencing	PPT
74		Subject matter Experts	PPT
75		Competitor based research	PPT
76		Link building tools	PPT
77		open link profile	Lecture
78		All top Flicker	Case
79		Case Study	Case
80		Case Study	Case

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LESSON PLAN

SMM

Contact Hour	Unit. No	Topic	Teaching Methodology	Remarks
1	I	Introduction to Social Media Marketing, Definition, Importance, .	CR	
2	I	Role of SMM	CR	
3	I	Social Media Advertising	CR	
4	I	Impact of Social Media.	CR	
5	I	CASE STUDY	CR	
6	II	Platforms for Social Ads	LCD	
7	II	Different Social Media Platforms	LCD	
8	II	Different Social Media Platforms	LCD	
9	II	Developing Social Media strategy	LCD	
10	II	Developing Social Media strategy	LCD	
11	II	Developing Social Media strategy,	LCD	
12	II	Augmentation of other promotional methods	LCD	
13	II	Augmentation of other promotional methods	LCD	
14	II	CASE STUDY	LCD	
15	III	Social Media Marketing Strategy,-..	LCD	
16	III	Transition to digital marketing to increase reach	LCD	
17	III	Transition to digital marketing to increase reach	LCD	
18	III	engagement and growth on Social Media	LCD	
19	III	engagement and growth on Social Media	LCD	
20	III	engagement and growth on Social Media	LCD	

LESSON PLAN

Contact Hour	Unit. No	Topic	Teaching Methodology	Remarks
			LCD	
41	VI	Social media Technology	LCD	
42	VI	Social media Technology	LCD	
43	VI	Social media Technology	CR	
44	VI	Social media Technology	CR	
45	VI	Measurement of Social Return on Investment	CR	
46	VI	Measurement of Social Return on Investment	CR	
47	VI	Measurement of Social Return on Investment	CR	
48	VI	CASE ANALYSIS	CR	
49	VI	PROJECT PRESENTATION	CR	
50	VI	PREVIOUS YEAR QUESTION PAPERS	CR	


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LESSON PLAN

II

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Rem
1	I	IFM - overview,	CRM	
2		Importance, Nature, Scope	"	
3		Theories of Trade	"	
4		International Business models	"	
5		Recent changes & challenges in IFM	"	
6		International Flow of Funds	"	
7		Balance of Payments	"	
8		Fundamentals of BOP	"	
9		Accounting comparison of BOP	"	
10	II	International monetary system	"	
11, 12		Evolution, Gold STD	"	
13		Bretton Woods system	"	
14		The Flexible exchange regime	"	
15, 16		The current Exchange rate Arrangements	"	
17, 18		The Economic of Monetary Union	"	
			"	
19	III	Foreign Exchange market - Function	"	
20		Structure of Forex market	"	
21		Major Participants	"	
22		Types of Transactions & Settlements	"	

*Black Board / LCD / OHP / Other Method



LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Ref
23		Foreign Exchange Quotations	CRM	
24		Role of Arbitrage	"	
25		Speculation in the forward market	"	
26		Currency future & option markets	"	
		Overview of other markets	"	
27		Euro Currency Market	"	
		" Credit "	"	
		" Bad market	"	
		Swiss Stock "	"	
28	<u>IV</u>	Exchange Rate -	"	
29		measures exchange rate movement	"	
30		Factors influencing Exchange Rate	"	
31		Govt influence on Exchange Rate	"	
32		Exchange rate systems	"	
33		International arbitrage & Interest Parity	"	
34		Relationship between Interest, Int rate, & Exchange rate	"	
35		Purchasing Power Parity	"	
36		International Fisher Effect	"	

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LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology
37	V	Long term Asset Liability mgmt	CRM
38		Foreign Direct Investment	"
39		International Capital Budgeting	"
40,41		" Capital Structure & Cost of Capital	"
42		International Financing	"
43,44		Equity, Bond Financing,	"
45		Parallel Loans	"
46	VI	Short term Asset Liability mgmt	"
47		International Cash Management	"
48		Accounts Receivable "	"
49		Inventory "	"
50		Payment Methods of Int'l Trade	"
51		Trade Finance Methods	"
52		EXIM Bank of India	"
53		Recent amendments In EXIM Policy	"
54		Regulations & Guidelines	"
			Balcells