

LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching Methodology	Remarks
1.	I	Basics of Marketing: Needs, Wants, Demands, Products, Exchange, Transactions	CLASS ROOM	
2.		Relationships, Markets, Marketing		
3.		Marketer, Marketing Management		
4.		Marketing Concept- Exchange, Production, Product and Selling, Societal Marketing Concept		
5.		Marketing Concept- Exchange, Production, Product and Selling, Societal Marketing Concept		
6.		Marketing Mix		
7.		Creating and Delivering Customer Value		
8.		Creating and Delivering Customer Value		
9		CASE STUDY		
10	II	Segmentation, Targeting	CLASS ROOM	
11		Positioning		
12		Concept of a product, Classification of products		
13		Concept of a product, Classification of products		
14		product decisions; Product line and product mix		

*Black Board / LCD / OHP / Other Method

LESSON PLAN

FACULTY NAME : Gopalakrishna V

MBA II SEM "

SUB MM

LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching Methodology	Remark
15		product decisions; Product line and product mix		
16		Branding, Packaging and labelling,		
17		Branding, Packaging and labelling,		
18		Product life-cycle		
19		New product development and consumer adoption process		
20		CASE STUDY		
21	III	Nature and types of distribution channels	CLASS ROOM	
22		Nature and types of distribution channels		
23		distribution channel intermediaries		
24		Channel management decisions		
25		Retailing and wholesaling		
26		Sales Force Management		
27		Methods of pricing		
28		Factors influencing the pricing		
29		CASE STUDY		
30	IV	Communication Process		
31		Promotion mix advertising, personal selling		
32		sales promotion, publicity and public relations		
33		Determining advertising budget		
34		Copy designing and testing		
35		Media selection		



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Contact Hour (Cumulative)	Unit No.	Topic	Teaching Methodology
37		Sales promotion: tools and techniques	
38		CASE STUDY	
39	V	Demand Forecasting and Measurement	
40		Marketing Information system and Marketing Research	
41		Market Environment; Indian Marketing Environment	
42		Market Environment; Indian Marketing Environment	
43		Consumer behaviour	
44		CASE STUDY	
45	VI	Digital marketing: Traditional vs. Digital Marketing	
46		Social Media Marketing Meaning, Characteristics, Tools	
47		Social Media Marketing Meaning, Characteristics, Tools	
48		E-mail Marketing; Search Engine Optimization.	
		CASE STUDY	

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FACULTY NAME : Gopalakrishna V

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4.		Marketing Concept- Exchange, Production, Product and Selling, Societal Marketing Concept		
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6.		Marketing Mix		
7.		Creating and Delivering Customer Value		
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11		Positioning		
12		Concept of a product, Classification of products		
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16		Branding, Packaging and labelling,		
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44		CASE STUDY		
45	VI	Digital marketing: Traditional vs. Digital Marketing		
46		Social Media Marketing Meaning, Characteristics, Tools		
47		Social Media Marketing Meaning, Characteristics, Tools		
48		E-mail Marketing; Search Engine Optimization.		
		CASE STUDY		

LESSON PLAN

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		Case Study		
10	II	Market based Analysis	CR	
11	II	Frequent Item sets	CR	
12	II	Methods-closed Item sets	CR	
13	II	Association Rules	CR	
14	II	and Introduction to constraint	CR	
15	II	Based Association Mining.	CR	
16	II	Methods-closed Item sets	CR	
17	II	Frequent Item sets	CR	
18	II	Frequent Pattern Mining	CR	
19	II	Frequent Pattern Mining	CR	Unit-2 will be

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				completed
20		Case Study		
21	III	Concept of BI, The role of Mathematical Models,	CR	
22	III	Concept of BI, The role of Mathematical Models,	CR	
23	III	Business Intelligence Architecture	CR	
24	III	Factors and development of a business Intelligence System,	CR	
25	III	Ethics and business Intelligence	CR	
26	III	Data mining for business applications	CR	Unit-3 will be completed
27		Case Study		
28	IV	Learning – Types of Machine Learning	CR	
29	IV	Supervised Learning	CR	
30	IV	The Brain and the Neuron – Design a Learning System	CR	
31	IV	The Brain and the Neuron – Design a Learning System	CR	
32	IV	Perspectives and Issues in Machine Learning –Concept Learning Task	CR	
33	IV	Concept Learning as Search – Learning with Trees – Decision Trees	CR	
34	IV	Constructing Decision Trees – Classification and Regression Trees – Random	CR	Unit-4will be completed
35		Case Study		
36	V	Probability and Learning	CR	

LESSON PLAN

37	V	Data into Probabilities	CR	
38	V	Basic Statistics	CR	
39	V	Gaussian Mixture Models	CR	
40	V	Nearest Neighbour Methods – Unsupervised Learning	CR	
41	V	Nearest Neighbour Methods – Unsupervised Learning	CR	
42	V	K means Algorithms – Vector Quantization	CR	
43	V	Self Organizing Feature Map	CR	
44	V	K means Algorithms – Vector Quantization	CR	Unit-5 will be completed
45		Case Study		
46	VI	Concept of BI, The role of Mathematical Models, . .	CR	
47	VI	Multi-layer Perceptron – Going Forwards – Going Backward	CR	
48	VI	Back Propagation Error – Multi-layer Perceptron in Practice – Examples of using the MLP	CR	
49	VI	Deriving Back-Propagation – Radial Basis Functions and Splines – Concepts – RBF Network	CR	
50	VI	Curse of Dimensionality – Interpolations and Basis Functions – Support Vector Machines	CR	Unit-6 will be completed
51		Case Study		

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LESSON PLAN

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		Case Study		
10	II	Meaning, Nature and importance of culture.,	CR	
11	II	Theories; Cultural Diversity at Work Place;	CR	
12	II	Motivation and Communication across Culture	CR	
13	II	Understanding human behaviour in global perspective	CR	
14	II	Issues in organization culture, Cross cultural leadershi	CR	
15	II	Issues in organization culture, Cross cultural leadershi	CR	
16	II	Multi cultural teams	CR	
17	II	Comparison of Indian HRM with UK,	CR	

LESSON PLAN

18	II	Comparison of Indian HRM with USA	CR	
19	II	Comparison of Indian HRM with Japan and China	CR	Unit-2 will be completed
20		Case Study		
21	III	Recruiting and selecting staff for international assignment	CR	
22	III	Issues in staff selection; Factors moderating performance	CR	
23	III	Selection criteria; Dual – career couples	CR	
24	III	Re-entry and career issues- the repatriation process	CR	
25	III	multinational responses, designing a repatriation programme; Training and development- role of expatriate training;	CR	
26	III	Pre-departure training; Developing staff through international assignment.	CR	Unit-3 will be completed
27		Case Study		
28	IV	Global compensation- Approaches of global compensatio	CR	
29	IV	Global compensation- Approaches of global compensatio	CR	
30	IV	Key components of an International compensation programme	CR	
31	IV	Key components of an International compensation programme	CR	
32	IV	Performance management of international assignee	CR	

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

LESSON PLAN - EBA

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
1	I	What is Business Analytics-Intro	Lecture	
2		Historical overview of Data Analytics	Lecture	
3		Data Scientist Vs Data Engineer Vs Business Analyst	PPT	
4		Career in Business Analytics Data Science - Introduction	Lecture	
5		Applications for Data Science	PPT	
6		Data Scientist Role and Responsibilities	PPT	
7		Case Studies	Case	
8	II	Data Management - Introduction	Lecture	
9		Data Collection	Gaming	
10		Data Management - Big data	Lecture	
11		Organisation / Sources of Data	PPT	
12		Importance of Data Quality	Lecture	
13		Dealing with Missing/Incomplete Data	Lecture	
14		Data Visualisation	Gaming	
15		Data classification	PPT	
16		Case Studies	Case	
17	III	Data Science Project Life Cycle	PPT	
18		Business Requirement	Case	
19		Data Acquisition	Gamification	
20		Data Preparation	Lecture	

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LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
21	III	Hypothesis and Modelling	Lecture	
22		Evaluation and Interpretation	Gaming	
23		Deployment, Operations	Lecture	
24		Optimisation	Lecture	
25		Case studies	Case	
26	IV	Introduction to Data Mining	Lecture	
27		Origin of Data Mining	PPT	
28		Data Mining Tasks	Gamification	
29		OLAP	PPT	
30		Multidimensional Data Analysis	PPT	
31		Association Analysis	Problem Solving	
32		Cluster Analysis	Problem Solving	
33	V	Introduction to Machine Learning	Lecture	
34		History and Evolution	Lecture	
35		AI Evolution	Lecture	
36		Statistics Vs Data Mining	Lecture	
37		Data Analytics Vs Data Science	PPT	
38		Supervised Learning	Lecture	
39		Unsupervised Learning	Lecture	
40		Reinforcement Learning	Lecture	

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LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
41	V	Frameworks for Building ML Systems	Lecture	
42	"	Case studies	Case	
43	VI	Application of Business Analytics	PPT	
44	"	Retail Analytics	Case	
45	"	Marketing Analytics	Lectures Case	
46	"	Financial Analytics	Case	
47	"	Healthcare Analytics	Lecture	
48	"	Supply chain Analytics	Lecture	
49	"	Enterprise Reporting	PPT	
50	"	Balanced Scorecard	PPT	
51	"	Dashboard	PPT	
52	"	The Buzz behind Analysis	Case	
53	"	Case studies	Case	
54	"	Case studies	Case	
	Rew			

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LESSON PLAN - FM

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
01	I	Finance Function: Introduction	BB	
02	"	Profit or wealth and EPS Maximization	"	
03	"	Overview of Managerial finance function	"	
04	"	Time value of money, present value	"	
05	"	Future value of money,	"	
06	"	valuation of Stocks.	"	
07	"	" "	"	
08	"	valuation of bonds	"	
09	"	" "	"	
10	II	Cost of Capital: Concept	"	
11	"	Measurement COE. Debt vs Equity	"	
12	"	Types of Cost of Capital	"	
13	"	" "	"	
14	"	Importance of Cost of Capital	"	
15	"	Capital Structure decisions Capital v. financial structure	"	
16	"	- Capitalisation - financial leverage	"	
17	"	" " ← operating financial composite	"	
18	"	EBIT - EPS Analysis	"	
19	"	Indifference point of financial leverage	"	
20	"	Capital Structure theories	"	

LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
21	III	Investment Decisions: Nature of Capital Budgeting	BA	
22	"	Techniques of Capital Budgeting - Pay back method	"	
23	"	- Average rate of return.	"	
24	"	- Time Adjusted Methods: IRR	"	
25	"	- NPV	"	
26	"	- Profitability Index	"	
27	"	- Excess Present Value Index	"	
28	"	Advanced problems in Capital Budgeting.	"	
29	"	" "	"	
30	"	" "	"	
31	IV	Dividend Decisions: Dividends and Value of the firm	"	
32	"	Relevance of dividends: - MM hypothesis	"	
33	"	Factor determining dividend Policy.	"	
34	"	dividends and valuation of the firm	"	
35	"	Basic Models	"	
36	"	Declaration and payment of dividends	"	
37	"	Bonus Share, Rights Share Issue, Share-Split	"	
38	"	Employee Stock option and Sweat Equity	"	
39	"	Walter model	"	
40	"	Gordon model.	"	

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LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
41	V	Working Capital Management Components.	BB	
42	"	Gross & Net Working Capital	"	
43	"	Determinants of W.C. needs	"	
44	"	Operating Cycle approach	"	
45	"	Planning of Working Capital	"	
46	"	" "	"	
47	"	Financing of Working Capital through bank finance.	"	
48	"	" through Trade Credit	"	
49	VI	Management of Current Assets: - Mgt. of Cash.	"	
50	"	Basic Strategies for Cash management	"	
51	"	Cash Budget	"	
52	"	Cash Management techniques processes	"	
53	"	Marketable Securities - Characteristics	"	
54	"	Selection Criterion	"	
55	"	Marketable Security Alternatives	"	
56	"	Management of Receivables	"	
57	"	Management of Inventory	"	
58	"	Credit Policies	"	
59		Review		
60				

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LESSON PLAN - HRM

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
1,2	1	HRM-Concept	CRT	
3,4	1	Nature, Scope, function perspective	LCD	
5,6	1	Strategic HR in changing environment	BB Interaction	
7	1	Challenges of HR	Interaction Case study	
8,9	2.	Employee Planning	CRT	
10	2.	Need for HR Planning	LCD	
11,12	2.	Determining the demand for workforce	CRT Interaction	
13,14	2.	Predicting the future supply	CRT	
15	2.	Replacement Chart	LCD	
16	2.	HR Planning in a globalized era.	LCD	
17	3	Work Analysis and Design	CRT	
18	3	Methods of Job Analysis	LCD	
19	3	Job Description	CRT Interactive	
20	3.	Job Specifications	CRT Interactive	
21,22	3.	Job Evaluation	LCD	

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LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
23	4	Recruitment and Selection	CRT	
		procedures	LCD	
24	4	Recruitment Sources	LCD	
	4	Recruitment		
25	4	Steps in selection procedures	CRT Case study	
	4	Placement	CRT	
26	4	Induction	CRT	
	4	Transfers	CRT	
27	4	Promotions	CRT	
28	4	Handling separations	Case study	
29	4	Downsizing	Interactive	
30	5	Training and Development	CRT	
31, 32	5	Need and Importance of Training	CRT	
33, 34	5	Methods and Evaluation of Training	LCD	
35, 36	5	Career Management	LCD	
37, 38	5	Career Development and planning	LCD	

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LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
39, 40	6	Understanding HR Analytics	CRT	
41, 42	6	Predictive HR Analytics	LCD	
43, 44	6	Predictive HR Analytic techniques	LCD	
45	6	Human Capital data storage and big manipulation	LCD	
46	6	Predictive	LCD	
47, 48	6	Prediction and predictive modeling	LCD	
49, 50	6	HR Analytics and HR people strategy	LCD	
51, 52	6	Becoming a persuasive HR Function	LCD	
53	1	Case study - 1	Interactive	
54	2	Case study - 2	Interactive	
55	3	Case study - 3, 6	Interactive	
56	4	Case study 4, 5	Interactive	
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LESSON PLAN - RM

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MBA I-II RM Lesson Plan

Contact Hour (Cumulative)	Unit No	Topic	Teaching Methodology	Remarks
1	I	Introduction to Business Research	LM	
2	I	Managerial Value of Business Research	LM	
3	I	Research Process Flow Chart	LM	
4	I	Types of Business Research	LM	
5	I	Types of Business Research	LM	
6	I	Criteria for good Research	LM	
7	I	Criteria for good Research	LM	
8	I	Challenges of Research in India	LM	
9	I	Role of BR in making decisions	LM	
10	I	Issues and Trends in BR	LM	
11	I	The Role of Computer science in BR	LM	
12	II	Methods to eliminate Uncertainty	LM	
13	II	Difference between Scientific and Social Science Research	LM	
14	II	Challenges in applying Scientific research	LM	
15	II	Business Research process	LM	
16	II	Business Research process	LM	
17	II	Concept of Hypothesis	LM	
18	II	Research designs & it types	LM	
19	II	Statistical/formal Experimental designs	LM	
20	III	Data collection types-Primary	LM	

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Contact Hour (Cumulative)	Unit No	Topic	Teaching Methodology	Remarks
21	III	Data collection types-Secondary	LM	
22	III	Casestudy methods	LM	
23	III	Sampling design & distribution	LM	
24	III	Sampling process	LM	
25	III	Types of sampling methods	LM	
26	III	Types of sampling methods	LM	
27	III	Characteristics of a good sample design	LM	
28	IV	Comparative scaling technique	LM	
29	IV	Non-Comparative scaling technique	LM	
30	IV	Other and Multi dimension scales	LM	
31	IV	Scale Evaluation	LM	
32	IV	Questionnaire design	LM	
33	IV	Data editing, coding	LM	
34	IV	Tabulation	LM	
35	IV	Preliminary analysis	LM	
36	V	Mean, Median, Mode	LM & PSM	
37	V	Range, Percentile, Standard deviation, Variance	LM & PSM	
38	V	Z-test	PSM	
39	V	T-test	PSM	
40	V	Chi-square	PSM	

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Contact Hour (Cumulative)	Unit No	Topic	Teaching Methodology	Remarks
41	V	Correlation	PSM	
42	V	Regression	PSM	
43	V	Anova one way	PSM	
44	V	Anova two way	PSM	
45	VI	Research Proposal	LM	
46	VI	Research report writing	LM	
47	VI	Types of research Reports	LM	
48	VI	Guidelines for Report writing	LM	
49	VI	Process of report writing	LM	
50	VI	Documentation	LM	
51	VI	Bibliography	LM	

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MBA I-II RM Lesson Plan

Contact Hour (Cumulative)	Unit No	Topic	Teaching Methodology	Remarks
1	I	Introduction to Business Research	LM	
2	I	Managerial Value of Business Research	LM	
3	I	Research Process Flow Chart	LM	
4	I	Types of Business Research	LM	
5	I	Types of Business Research	LM	
6	I	Criteria for good Research	LM	
7	I	Criteria for good Research	LM	
8	I	Challenges of Research in India	LM	
9	I	Role of BR in making decisions	LM	
10	I	Issues and Trends in BR	LM	
11	I	The Role of Computer science in BR	LM	
12	II	Methods to eliminate Uncertainty	LM	
13	II	Difference between Scientific and Social Science Research	LM	
14	II	Challenges in applying Scientific research	LM	
15	II	Business Research process	LM	
16	II	Business Research process	LM	
17	II	Concept of Hypothesis	LM	
18	II	Research designs & it types	LM	
19	II	Statistical/formal Experimental designs	LM	
20	III	Data collection types-Primary	LM	

Contact Hour (Cumulative)	Unit No	Topic	Teaching Methodology	Remarks
21	III	Data collection types-Secondary	LM	
22	III	Casestudy methods	LM	
23	III	Sampling design & distribution	LM	
24	III	Sampling process	LM	
25	III	Types of sampling methods	LM	
26	III	Types of sampling methods	LM	
27	III	Characteristics of a good sample design	LM	
28	IV	Comparative scaling technique	LM	
29	IV	Non-Comparative scaling technique	LM	
30	IV	Other and Multi dimension scales	LM	
31	IV	Scale Evaluation	LM	
32	IV	Questionnaire design	LM	
33	IV	Data editing, coding	LM	
34	IV	Tabulation	LM	
35	IV	Preliminary analysis	LM	
36	V	Mean, Median, Mode	LM & PSM	
37	V	Range, Percentile, Standard deviation, Variance	LM & PSM	
38	V	Z-test	PSM	
39	V	T-test	PSM	
40	V	Chi-square	PSM	

Contact Hour (Cumulative)	Unit No	Topic	Teaching Methodology	Remarks
41	V	Correlation	PSM	
42	V	Regression	PSM	
43	V	Anova one way	PSM	
44	V	Anova two way	PSM	
45	VI	Research Proposal	LM	
46	VI	Research report writing	LM	
47	VI	Types of research Reports	LM	
48	VI	Guidelines for Report writing	LM	
49	VI	Process of report writing	LM	
50	VI	Documentation	LM	
51	VI	Bibliography	LM	

LESSON PLAN - ED

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remark
1	I	concept of Entrepreneur characteristics of Entrepreneur	Lecture Method	
2	I	Difference between Entpr and manager, functions of Entpr.	"	
3	I	Types of Entrepreneurs	"	
4	I	Role of Entrepreneurship in Economic Development	"	
5	I	Ethics of Entrepreneur Social Responsibility of Entpr	"	
6	I	Twenty first century trends in Entrepreneurship	"	
7	I	Case Study	GD	
8	I	Case study of successful Entpr.	"	
9	II	Emergence of Entpr class in India	Lecture with LCD	
10	II	Environmental factors affecting Entrepreneurship	"	
11	II	Local Markets & Entprs.	"	
12	II	Need and objectives of EDP	"	
13	II	Designing Programme to Existing & new Entrepreneurs	"	
14	II	NIESBUD, EDII	"	
15	II	NAYE, APITCO, MSMEI	"	
16	II	DIC commercial Banks Universities & Engg colleges	"	
17	II	Case Study	GD	
18	III	Source of New Ideas Methods of Generating Ideas	Lecture with LCD	
19	III	Project Appraisal Financial Analysis	"	
20	III	Market Analysis		

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Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remark
21	<u>III</u>	Business Plan	Lecture with LCD	
22	<u>III</u>	Business Plan	"	
23	<u>III</u>	Steps to start an MSME	"	
24	<u>III</u>	Case study	GD	
25	<u>IV</u>	MSME Development Act-2006 Lecture		
26	<u>IV</u>	AP Industrial Policy 2024-25,		
27	<u>IV</u>	Technology Incubation Centre Business Incubation Centre	"	
28	<u>IV</u>	NSDC & APSSDC	"	
29	<u>IV</u>	Sources of Finance Venture Capital	"	
30	<u>IV</u>	Initiatives by GOI & GOAP	"	
31	<u>IV</u>	Social & Women Entrepreneurship	"	
32	<u>IV</u>	Case Study	GD	
33	<u>V</u>	e-entrepreneurship Difference between entrepreneurship & e-entrepreneurship	Lecture	
34	<u>V</u>	Purpose & Essence of e-entrepreneurship	"	
35	<u>V</u>	e-business ventures in different sectors	"	
36	<u>V</u>	Role of IT in MSMEs	"	
37	<u>V</u>	Problems of e-entrepreneurship in India	"	
38	<u>V</u>	Prospects of e-entrepreneurship in India	"	
39	<u>V</u>	Case Study	GD	
40	<u>V</u>	Case Study Profile of Entrepreneur	GD	

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LESSON PLAN - I F

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remar
1	I	An overview, Importance - IFM	Black Board	
2		Nature & Scope	"	
3		Theories of International Business	"	
4		Int'l Business models	"	
5		Recent changes & challenges in IFM	"	
6		Int'l. Flow of Funds	"	
7		Balance of Payments	"	
8		Fundamentals of BOP	"	
9		Accounting components of BOP	"	
10	II	International monetary system	"	
11		Evolution	"	
12		Gold Standard	"	
13, 14		Bretton Woods system	"	
15		The Flexible Exchange Rate regime	"	
16, 17		The current Exchange Rate arrangements	"	
18		The Economic & monetary union.	"	
19	III	Foreign Exchange market	"	
20		Function & structure of Foreign market	"	
21		Major Participants	"	
22		Types of Transaction problems done	"	

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LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
23		Foreign exchange quotation	Black Board	
24		Process of Arbitrage	"	
25		Speculation in the Forward market	"	
		Currency futures & options market	"	
26		Overview of Euro Currency market	"	
		Euro Credit market	"	
27		" Bond "	"	
		Intl. Stock market	"	
28	IV	Measuring Exchange Rate movements	"	
29		Factors influencing Exchange Rate	"	
30		Govt. Influence on Exchange Rate	"	
31		Exchange Rate Systems	"	
32		International Arbitrage & Interest Rate Parity	"	
33		Relationship between Inflation, Interest Rate, Exchange Rate	"	
34,35		Purchasing Power Parity	"	
36		International Fisher effect	"	
37	V	Long term Asset Liability Mgt	"	
38		Foreign Direct Investment	"	
39,40		International Capital Budgeting	"	
41,42		" Capital Structure & Cost of Capital	"	

*Black Board / LCD / OHP / Other Method



LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remark
43.44		International Financing - Equity, Bond Financing	Black Board	
45		Parallel Locus	"	
46	VI	Short term Asset Liability mgt-	"	
47		International Cash mgt-	"	
48		Accounts Receivable mgt-	"	
49		Inventory mgt-	"	
50		Payment methods of Int'l Trade	"	
51		Trade Finance methods	"	
52		Exim Bank of India	"	
53		Recent Amendments in Exim Policy	"	
54		Regulation & Guidelines	"	
Total 54 Hours				
			Blank	

LESSON PLAN - BI

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
1	I	Introduction TO BA and ware housing	Lecture	
2	"	Concept of BA and B I S	Lecture	
3	"	Concept of Data Warehouse	Lecture	
4	"	characteristics of DW	Lecture	
5	"	DW architecture	PPT	
6	"	Data pre-processing	PPT	
7	"	Tools for Extraction	PPT	
8	"	Data cleaning	Case	
9	"	Data Transformation	Case	
10	II	Concepts of OLAP	PPT	
11	"	OTAP	PPT	
12	"	Multi Dimensional Analysis	Lecture	
13	"	MOLAP 1	Lecture	
14	"	MOLAP 2	Lecture	
15	"	ROLAP	Lecture	
16	"	ROLAP	PPT	
17	"	Case study	Case	
18	III	Data ware house Development	PPT	
19	"	Data Cubes	PPT	
20	"	Fact Tables	PPT	

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LESSON PLAN				
Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
21	<u>III</u>	Dimension Tables	Case	
22	"	Dimension Schema	Case	
23	"	Star Schema	Case	
24	"	Snow Flake Schema	Case	
25	<u>IV</u>	Introduction to Data Mining	Lecture	
26	"	KDD Process	Lecture	
27	"	Benefits of Data Mining	Lecture	
28	"	Steps in Data Mining	PPT	
29	"	Data Mining for Business Problems	Lecture/Case	
30	<u>V</u>	Data Mining Tasks	Lecture/Case	
31	"	Market Basket Analysis	Lecture/Case	
32	"	MBA - Problems	Black Board	
33	"	Predictive Models	Lecture/Case	
34	"	Cluster Analysis	Lecture	
35	"	CA - Problems	Black Board	
36	"	Text-Mining	PPT	
37	"	Web-Mining	PPT	
38	"	Selection of techniques	Lecture	
39	"	Case Studies	Case	
40	"	Case Studies	Case	

*Black Board / LCD / OHP / Other Method



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LESSON PLAN - SEM

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
1	I	SEO - Introduction - Benefits & challenges	Lecture	
2	"	Black-hat SEO Vs white hat SEO	Lecture	
3	"	Onpage & Off Page SEO optimisation	Lecture	
4	"	Evolution of SE	PPT	
5	"	SE Process & Components	PPT	
6	"	Web-Crawling Search Queries	Gaming	
7	"	Web Directories Ranking in SEO	PPT	
8	"	Title tag Optimisation	PPT	
9	"	Keywords & Meta Description header tags	Gaming	
10	II	Engaging Content: Image optimisation	Case	
11	"	Interactive Media	Case	
12	"	Out bound & Internal links	PPT	
13	"	Onsite SEO URL Optimisation	Lecture	
14	"	Site maps / Domain Trust & Local Domain	Lecture	
15	"	Mobile Site optimisation	Lecture	
16	"	Responsive website, Site loady	Gaming	
17	"	Speed off page SEO	Lecture	
18	"	Social Media blogging	Lecture	
19	"	Localisation & citation inbound links	Lecture	
20	"	Case Studies	Case	

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LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
21	III	Google tools: Suite Google My business Google	'Case	
22	"	Adwords - Keyword planner	Case	
23	"	Google Trends page - Speed insights Google Analytics	Lecture	
24	"	Google Search Console Search appearance	Lecture	
25	"	Search traffic, Google index Crawl	Lecture	
26	"	URL Parameters, Security issues Site Setup	Lecture	
27	"	Obstacles in SEO. Keyword research and strategy	Lecture	
28	"	Types of keywords head, Body, Long tail sources of keywords	PPT	
29	"	Size up the Competition SpyFu, SEM Rush	PPT	
30	"	Moz bar, SEOquake	Lecture	
31	"	Boost your on page SEO using keywords & long tail	PPT	
32	IV	Factors for link building Relevance, Trustworthiness, popularity	Lecture	
33	"	Interactive Content Spammy Domain Authority	Lecture	
34	"	User Engaging Content, Content link & freshness	case	
35	"	Link building Resources & Utility Content Based Strategy	Case	
36	"	Email - Outreach Campaigns Guest posting	PPT	
37	"	RSS feeds ; Blogs Social Media	Lecture	
38	"	Social Book marking web directories	Lecture	
39	"	Networking with Influencers Subject matter Experts	Case	
		Compet Based research		

LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
41	<u>V</u>	Content Considerations - Factors Implementation	Lecture	
42	"	Relevance - Keyword Positioning Headly & Sub headly	Lecture	
43	"	Out bound link list and fonts proof ready & plagiarism	Lecture	
44	"	Tools used for content Content & Curation	Game	
45	"	Digg Quora Linkding Pulse Copy Scape	PPT	
46	"	Case studies	Case	
47	<u>VI</u>	SEO Hub: Utilities and Toolsets Keyword Research & Analysis	Lecture	
48	"	Solve world stream, Uber suggest Deep site, Crawlers screaming	Lecture	
49	"	Frog Spider Deep crawl. SEO SEO Crawler	Lecture	
50	"	Link Building, link removal Link Analysis	PPT	
51	"	Majestic - SEO open Site Explorer Amoor Site Speed	PPT	
52	"	GT Metrix, Dare boost Content Builder optimisation	PPT	
53	"	Grammarly, SEO , Site liner Hoot Suite; Buzz Sumo	Lecture	
54	"	Site Audits; SEO Site checkup Woo rank	Lecture	
55	<u>I</u>	Case studies	Case	
56	<u>II</u>	Case studies	Case	
57	<u>III</u>	Case studies	Case	
58	<u>IV</u>	Case studies	Case	

LESSON PLAN - FD

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
01	I	Introduction	LCD	
02	u	Meaning, Need	u	
03	y	Growth of FD in India	u	
04	y	Derivative Markets - participant function	u	
05	y	Type of Derivatives Forward Future	y	
06	y	Options & Swap	u	
07	u	The Regulatory Framework of Derivative trading in India	u	
08	II	Forward Contract Definition Feature	u	
09	II	Pay off profile of forward	y	
10	y	Valuation of forward	y	
11	y	Managing Commodity Price risk	y	
12	y	Managing Exchange rate risk	y	
13	y	Managing Interest rate risk	y	
14	u	Limitations of forward	y	
15	III	Managing Exchange rate risk Futures: Features	u	
16	u	Difference between Forwards & Futures	u	
17	y	Financial futures - Trading	y	
18	u	Currency futures	y	
19	y	Interest rate futures	y	
20	u	Pricing of Future Contracts	u	

*Black Board / LCD / OHP / Other Method



LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
21	III	Value at Risk, Hedging Strategy	BB	
22	"	Types of Members & Margining System, Future Trading	"	
23	IV	Options Market - meaning, need	"	
24	"	Options vs Futures	"	
25	"	Types of Option Contracts Call Put	"	
26	"	Trading strategies involving options.	"	
27	"	Basic Option Positions, Margin	"	
28	"	Options on Stock Indices	"	
29	"	Option markets in India on NSE and BSE	"	
30	V	Option Pricing: intrinsic value & time value	BB	
31	"	Pricing at Expiration Factors affecting Pricing	"	
32	"	Put-Call parity Pricing relationship	"	
33	"	Pricing Models.	"	
34	"	Binomial Pricing Model	"	
35	"	Black Scholes Pricing Model	"	
36	"	Problems.	"	
37	VI	Swaps - meaning, overview	"	
38	"	Structure of swaps	"	
39	"	Interest rate swap	"	
40	"	Currency swap	"	

LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
41	VI	Commodity swap	BB	
42	"	swap variant - swap dealer role	"	
43	"	Equity swap - Economic functions	"	
44	"	FRAs and Swaps	"	
45	I	Problems	BBdo	
46	II	"	"	
47	III	"	"	
48	IV	"	"	
49	V	"	"	
50	VI	"	"	
			BBdo	

LESSON PLAN - SMM

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
1	1	Definition	LCD	
2		Importance	LCD	
3		Role of SMM	LCD	
4		Social media advertising	LCD	
5		Impact of Social media	LCD	
6		Case Study	Other method	
7	2	Different Social media platforms	LCD	
8		Developing Social media strategy	LCD	
9		Augmentation of other promotional methods.	LCD	
10		Case Study	other method	
11	3	Transition to digital	LCD	
12		marketing to increase reach	LCD	
13		Engagement and growth on social media	LCD	
14		Social media Branding	LCD	
15		Brand positioning	LCD	
16		Brand positioning	LCD	
17		Online Branding solutions	LCD	
18		Case Study	Other method	
19	4	Types of Social media	LCD	
20		content	LCD	

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LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
21	4	Extending research on social	LCD	
22		media.	LCD	
23		Advantage of influencer marketing	LCD	
24		content that highlights brands	LCD	
25		products	LCD	
26		Services	LCD	
27		Case Study	other method	
28	5	Facebook	LCD	
29		Instagram	LCD	
30		Twitter	LCD	
31		Youtube - creating ads	LCD	
32		media strategies	LCD	
33		Social media Advertising	LCD	
34		using social media to build Relationships	LCD	
35		Social media to	LCD	
36		build Relationships.	LCD	
37		Social media to	LCD	
38		build Relationships.	LCD	
39		Case Study	Other method	
40		Case Study	Other Method	

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LESSON PLAN

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LESSON PLAN - SHRM

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
1,2	1.	Strategic role of HRM	CRT	
3,4	1.	Planning and Implementing	Interaction	
		Strategic HR policies	LCD	
5,6	1.	HR Strategies to increase	BB	
		firm performance.	Interaction	
7,8	2.	Investment perspectives of HR	CRT	
9	2.	Investments in T&D	LCD	
10	2.	Investment practices for	LCD	
11		improved Retention.	Interaction	
12	2.	Investments job secure	LCD	
13		work Courses	CRT	
14	2.	Non-traditional investment	BB, LCD	
		approaches.		
15, 16	3.	Managing strategies	LCD	
17, 18	3.	Organizational Renewal	LCD	
19, 20	3.	Managing change and OD	LCD	
21	3.	Instituting Tqm Programmes.	Interaction	
22	3.	Creating Team based Orgs	Case study	

*Black Board / LCD / OHP / Other Method



LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
23	3	HR and BPR	LCD	
24	3.	Flexible work arrangement	Interaction	
25, 26	4	Establishing strategic pay plane	LCD	
27, 28	4	Determining periods	LCD	
29	4	Establishing periods	LCD	
30, 31	4.	Pricing Managerial and Professional jobs	Interaction LCD	
32, 33	4.	Compensation trends.	LCD	
34	4.	Objectives of international Compensation	Interaction LCD	
35	4.	Approaches to international Compensation	LCD	
36	4.	Issues related to double taxation cases.	BB, LCD Case study	
37	5.	Managing Global HR.	LCD	
38	5.	HR and the internationalization of business.	LCD	

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LESSON PLAN

Contact Hour (Cumulative)	Unit No.	Topic	Teaching(*) Methodology	Remarks
39,40	5	Improving international assignment through selection	Interaction	
41,42	5	Training & maintaining international employees	LCD	
43,44	5	Developing international staff and Multinational Teams.	LCD	
45,46	6	Multinational, Global and	LCD	
47	6	Transactional strategies	LCD	
48,49	6	Strategic Alliances	Case study	
50	6	Sustainable Global Competitive advantage	LCD Interaction	
51	6	Globally competent managers	LCD	
52	6	Location of production facilities	LCD	
53,54	6	Repatriation Process	Interaction Case study	
			Pharaph.	