

Session wise – Course Plan

SEMESTER : I	NAME OF THE FACULTY : Dr. Girish. C
BRANCH : MBA	DATE OF COMMENCEMENT : 11.09.2016
SUBJECT : MARKETING MANAGEMENT	DATE OF CLOSING : 02.01.2016
SUBJECT CODE: 16MBA16	CLASS STRENGTH : 92
NO OF HRS/WK: 05	TOTAL HRS : 56

Session No	Chapter no (No of hrs planed for the chapter)	DATE	Topics planned for the session	Teaching Aids	Assignments/ Tests planned for the chapter	Topics covered As per plan
1	1/1	16/9/2016	Introduction to Marketing: Introduction,	Board, chalk, duster		
2	2/1	17/9/2016	The Exchange Process,			
3	3/1	19/9/2016	Definitions of market and marketing,	„		
4	4/1	20/9/2016	Elements of Marketing Concept,	„		
5	5/1	21/9/2016	Functions of Marketing,	„		
6	6/1	22/9/2016	Old Concept or Product- oriented Concept	„		
7	7/1	23/9/2016	New or Modern or Customer-oriented Concept,	„		
8	8/1	24/9/2016	Marketing Environment,			
9	9/1	26/9/2016	Techniques used in environment analysis, Characteristics (Micro and Macro),			
10	10/1	27/9/2016	Marketing to the 21st century customer			
11	2/1	28/9/2016	Consumer Behaviour Analysis: , Meaning and Characteristics, Importance			
12	2/2	29/9/2016	Factors Influencing Consumer Behaviour,	„		
13	2/3	3/10/2016	Factors Influencing Consumer Behaviour,	Board, chalk, duster		

14	2/4	04.10.16	Consumer Purchase Decision Process	„		
16	2/5	07.10.16	Buying Roles,			
16	2/6	08.10.16	Buying Motives,	„		
17	2/7	10.10.16	Buyer Behaviour Models			
18	2/8	11.10.16	Buyer Behaviour Models			
19	3/1	12.10.16	Market Segmentation, Targeting & Positioning: Concept of Market Segmentation,	„		
20	3/2	18.10.16	Benefits, Requisites of Effective Segmentation,	„		
21	3/3	21.10.16	Bases for Segmenting Consumer Markets,			
22	3/4	23.10.16	Market Segmentation Strategies.	„		
23	3/5	25.10.16	Targeting - Bases for identifying target Customer target Marketing strategies,	„		
24	3/6	26.10.16	Positioning - Meaning,			
25	3/7	28.10.16	Product Differentiation Strategies,			
26	3/8	29.10.16	Tasks involved in Positioning.			
27	3/9	01.11.16	Branding - Concept of Branding, Types,	„		
28	3/10	05.11.16	Brand Equity, Branding strategies.	Board, chalk, duster		
29	4/1	06.11.16	Managing the Product:	„		
30	4/2	07.11.16	Concept, product hierarchy,			
31	4/3	08.11.16	product line, product mix,			
32	4/4	10.11.16	product mix strategies,			
33	4/5	13.11.16	Product life cycle and its strategies,			
34	4/6	14.11.16	New Product Development, packing as a marketing tool,			
35	4/7	16.11.16	Role of labeling in packing			
36	4/8	16.11.16	Case-study			
37	5/1	19.11.16	Pricing decisions: Significance of pricing, objectives,	„		
38	5/2	20.11.16	factor influencing pricing (Internal factor)			

39	5/3	21.11.16	factor influencing pricing (External factor)	Board, chalk, duster		
40	5/4	31.11.16	Pricing Strategies-Value based, Cost based, Market based, Competitor based,			
41	5/5	02.11.16	Pricing Procedure	„		
42	5/6	04.11.16	Marketing Channels: Meaning, Purpose,	„		
43	5/7	05.11.16	Factors Affecting Channel Choice,	„		
44	5/8	06.11.16	Channel Design, Channel Management Decision,			
45	5/9	07.11.16	Channel Conflict, Designing a physical Distribution System,	„		
46	5/10	16.11.16	Network Marketing,	„		
47	6/1	18.11.16	Unit 6: (10 hours) Marketing Planning: Meaning,	„		
48	6/2	19.11.16	Concepts, Steps involved in Marketing planning,	„		
49	6/3	20.11.16	Marketing Audit- Meaning, Feature,	„		
50	6/4	01.12.16	Various components of Marketing Audit	Board, chalk, duster		
51	6/5	01.12.16	Various components of Marketing Audit	„		
52	6/6	01.12.16	Marketing Strategy-Analysis of Industry,	„		
53	6/7	01.12.16	Marketing Strategy-Analysis of Competition	„		
54	6/8	01.12.16	Strategic Planning Process	„		
55	6/9	01.12.16	Case Studies in Indian Context			
56	6/10	01.12.16	Case Studies in Indian Context			
		01.12.16				
		01.12.16				

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Department of MBA

SEMESTER : I	NAME OF THE FACULTY : A. Sarada
BRANCH : MBA	DATE OF COMMENCEMENT : 12 Sept 2016
SUBJECT : Quantitative Methods	DATE OF CLOSING : 17 Dec 2016
SUBJECT CODE : 16MBA14	CLASS STRENGTH : 92
NO OF HRS/WK : 5	TOTAL HRS : 56

Sessi on No	Chapter no (No of hrs planed for the chapter)	DATE	Topics planned for the session	Teaching Aids	Assignm ents/ Tests planned for the chapter	Topics covered As per plan
1.	1/1	12-9-2016	Different types of frequency distributions	Board		Same as planned.
2.	1/2	14-9-2016	Cumulative frequency distribution and conversion to ordinary frequency distribution	„		„
3.	1/3	15-9-2016	Measures of Central Tendency, combined AM	„		„
4	1/4	16-9-2016	Arithmetic Mean when total hours of working and mean hours of working are given	„		„
5.	1/5	17-9-2016	Median for raw data and frequency distribution.	„		„
6	1/6	19-9-2016	Missing Frequencies, Median for Diff types of distribution.	„		
7	1/7	20-9-2016	Mode for Diff types of distribution.	„		„
8	1/8	20-9-2016	Finding missing frequencies when Mode is given.	„		„
9	1/9	21-9-2016	Measures of Dispersion, SD for raw data.	„		„
10	1/10	21-9-2016	SD using different formulae.	„		Extra Class

11	1/11	22-9-2016	Coefficient of Variation	„		Same as planned.
12	1/12	23-9-2016	Problems on SD and CV	„		Same as planned.
13	1/13	24-9-2016	Question Bank for 1 st Unit.	„	Assignment 1	Extra Class
14	2/1	26-9-2016	Introduction to correlation. Correlation, meaning, types of correlation.			Same as planned.
15	2/2	27-09-2016	Measuring Correlation, Scatter Diagram, Karl Pearson's coefficient of correlation			
16	2/3	28-09-2016	Rank correlation, Problem of tied ranks.			
17	2/4	29-9-2016	Regression Analysis, Fitting regression lines			
18	2/5	3-10-2016	Relation between regression coefficient and correlation coefficient.			
19	2/6	04-10-2016	Problem Solving when SD , Correlation and Mean are given.	„		„
20	2/7	05-10-2016	Finding Mean, Correlation when regression lines are given.	„		„
21	2/8	06-10-2016	Question Bank for 2 nd Unit.	„		Extra Class
22	3/1	08/10	Probability Theory Intro, Addition Theorem, Conditional Probability.	„		Same as planned.
23	3/2	17/10	Bayes Theorem, BD, Definition and problems.	„		„
24	3/3	18/10	Practice Problems on BD	„		„
25	3/4	20/10	PD, Definition, Problems	„		„
26	3/5	16/10	Practice Problems on PD. Fitting PD.	„		„
27	3/6	17/10	Normal Distribution	„		„
28	3/7	19/10	Practice Problems on Normal Distribution.	„		„
29	3/8	20/10	Question Bank for Unit 3..	„		Extra Class
30		02/11	Discussion on I Internal Question Paper	„	Assignment –II	Same as planned.
31	4/1	03/11	Decision Theory, Different Types and Decision under uncertainty.	„		„

32	4/2	04/11	Decision Under Risk	„		„
33	4/3	05/11	Calculation of EPPI and EVPI	„		„
34	4/4	07/11	Practice Problems - EPPI and EVPI	„		„
35	4/5	08/11	Maximum Likelihood principle Maximin, MiniMax Principles			„
36	4/6	9/11	Decision Tree, Bayesian Posterior Probabilities.	„		„
37	4/7	10/11	Question Bank for Unit 4.	„		„
38	4/8	12/11	Continuation : Question Bank for Unit 4.	„		Same as planned.
39	5/1	14/11	Intro to LPP, Formulating LPP - Investment Problems.			„
40	5/2	15/11	LPP - Investment Problems.			„
41	5/3	16/11	Formulating LPP - Diet Problems.	„		„
42	5/4	19/11	Solving LPP Graphically.	„		„
43	5/5	21/11	Infeasible solution in LPP, Un-bounded Solutions and Multiple Solutions.	„		„
44	5/6	22/11	Intro to TPP, Mathematical formulation	„		„
45	5/7	28/11	Finding IBFS by NWCR and LCEM	„		„
46	5/8	29/11	Finding IBFS by VAM	„		„
47	5/9	30/11	Optimizing IBFS by Modi method	„		„
48	5/10	1/12	Un balanced TPP	„		„
49	5/11	3/12	Degeneracy in TPP, Maximization problems and prohibited roots	„	Assignment –III	„
50	5/12	4/12	Question Bank for Unit 5.	„		Extra Class
51	6/1	6/12	Network Analysis, Rules and construction.	„		Extra Class
52	6/2	7/12	Construction Problems	„		Same as planned.
53	6/3	8/12	Practice Problems.	„		Extra Class

54	6/4	10/12	Floats and Critical Path	„		Same as planned.
55	6/5	13/12	Practice Problems.			
56	6/6	14/12	PERT, Time Estimates, Project Variance.	„		„
57	6/7	15/12	Practice Problems – PERT and CPM	„		„
58	6/8	17/12	Project Crashing, Leveling and Scheduling.	„		Extra Class

8 Extra Classes will taken to cover the syllabus.

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Department of MBA

SEMESTER : I **NAME OF THE FACULTY : Mrs. Miriam George**
BRANCH : MBA
DATE OF COMMENCEMENT : 20.09.2016
SUBJECT : Managerial Communication **DATE OF CLOSING : 26.12.2016**
SUBJECT CODE : 14MBA16 **CLASS STRENGTH : 90**
NO OF HRS/WK : 5 **TOTAL HRS : 56**

Session No:	Chapter no (No of hrs planed for the chapter)	DATE	Topics planned for the session	Teaching Aids	Assignments/ Tests planned for the chapter	Topics covered As per plan
1	1/1	16/09	Meaning & Definition, Role, Classification	Lecture+PPT		
2	1/2	21/09	Purpose of communication Communication Process	Newspaper Reading Activity		
3	1/3	22/09	Characteristics of successful communication	Newspaper Reading Activity		
4	1/4	23/09	Importance of communication in management	Newspaper Reading Activity		
5	1/5	24/09	Communication structure in organization	Newspaper Reading Activity		
6	1/6	26/09	Communication in conflict resolution	Newspaper Reading Activity		
7	1/7	27/09	Communication in crisis	Newspaper Reading Activity		

8	1/9	28/09	Communication and negotiation.	Newspaper Reading Activity		
	1/10	29/09	Communication in a cross-cultural setting /Grapevine Demonstration	Grape-Vine Demo		
9	2/1	03/10	Oral Communication: Meaning –			
10	2/2	04/10	Principles of successful oral communication			
11	2/3	05/10	Barriers to communication	Role Play		
12	2/4	06/10	Conversation control			
13	2/5	7/10	Reflection and Empathy: two sides of effective oral communication			
14	2/6	8/10	Modes of Oral Communication			
	2/7	19/10	Listening as a Communication Skill			
	2/8	17/10	Nonverbal communication			
15	3/1	18/10	Written Communication			
16	3/2	19/10	Purpose of writing – Clarity in writing			
17	3/4	20/10	Principles of effective writing/Practical Components	Practical Component -Written Assignment		
18	3/5	21/10	Approaching the writing process systematically: The 3X3 writing process for business communication			
19	3/6	22/10	Pre writing ,Writing			
20	3/7	24/10	Revising , Specific writing features			
21	3/8	25/10	Coherence , Electronic writing process.			
22	4/1	02/11	Business Letters and Reports: Introduction to business letters	Letter Writing in Class		
23	4/2	03/11	– Types of Business Letters			

24	4/3	04/11	Writing routine and persuasive letters			
25	4/4	05/11	Positive and Negative messages Writing Reports			
26	4/5	07/11	Purpose, Kinds and Objectives of reports			
27	4/6	08/11	Organization & Preparing reports, short and long reports Writing Proposals			
28	4/7	09/11	Structure & preparation. Writing memos Media management			
29	4/8	10/11	The press release – Press conference			
30	4/9	11/11	Media interviews Group Communication:			
31	4/10	12/11	Meetings – Planning meetings – objectives			
32	4/11	14/11	Participants – timing – venue of meetings Meeting Documentation: Notice, Agenda	Preparing a Notice		
33	4/12	15/11	Resolution & Minutes			
34		16/11	What is a presentation Elements of presentation			
35	5/1	17/11	Designing & Delivering Business Presentations	Practical Presentations		
36	5/2	18/11	Advanced Visual Support for Managers Negotiation skills			
37	5/3	19/11	Case Method of Learning/ Understanding the case method of learning – Different types of cases			
38	5/4	21/11	Difficulties and overcoming the difficulties of the case method –			
39	5/5	22/11	Reading a case properly (previewing, skimming, reading, scanning)	Case Study Examples		

40	5/7	23/11	Dos and don'ts for case preparation			
41	5/8	28/11	Discussing and Presenting a Case Study			
42	5/9	29/11	What is negotiation – Nature and need for negotiation – Factors affecting negotiation			
43	5/10	30/11	Stages of negotiation process – Negotiation strategies			
44	6/1	01/12	Employment communication: Introduction			
45	6/2	02/12	Composing Application Messages - Writing CVs	Writing a CV		
46	6/3	03/12	Group discussions	Practical with Topics		
47	6/4	05/12	Interview skills Impact of Technological Advancement on Business Communication			
48	6/5	06/12	Technology-enabled Communication			
49	6/6	07/12	Communication networks – Intranet – Internet – e mails			
50	6/7	08/12	SMS – Teleconferencing – videoconferencing			
51	6/8	09/12	Practical Components			
52		10/12	Revision/Test Paper			
53		19/12	Revision/Test Paper			
54						
55						
56						

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Department of MBA

SEMESTER : I	NAME OF THE FACULTY : Dr.Priyameet Kaur Keer
BRANCH : MBA	DATE OF COMMENCEMENT : 16/9/2016
SUBJECT : MOB	DATE OF CLOSING : 07/12/2016
SUBJECT CODE : 16MBA11	CLASS STRENGTH : 92
NO OF HRS/WK : 5	TOTAL HRS : 56

Sessi on No	Chapter no (No of hrs planed for the chapter)	DATE	Topics planned for the session	Teaching Aids	Assignm ents/ Tests planned for the chapter	Topics covere d As per plan
1.	1/1	16/9/2016	PART A- Module-1 Introduction to Management , definition , nature of mgt	Board Teaching		
2.	1/2	17/9/2016	Purpose and functions of mgt,	„		
3.	1/3	19/9/2016	Types of managers, levels of mgt	ppt,		
4.	1/4	20/9/2016	managerial roles ,skills for managers	Ppt/ Board Teaching		
5.	1/5	21/9/2016	Evolution of mgt thought			
6.	1/6	22/9/2016	Fayol’s fourteen principles of mgt	ppt		
7.	1/7	23/9/2016	Recent trends in mgt			
8.	1/8	24/9/2016	Case Study: Anxiety of newly appointed supervisors.		case study	
9.	2/1	26/9/2016	Module-2 Planning, Nature of planning, planning process, objectives of planning	Board, chalk, duster		
10	2/2	27/9/2016	MBO, strategies, level of strategies	„		
11	2/3	28/9/2016	Policies , methods and programs , planning premises	„		

12	2/4	29/9/2016	Decision making , decision making process,	PPT		
13	2/5	3/10/2016	types of decisions, techniques of decision making	„		
14	2/6	4/10/2016	Organizing , organization structure, formal and informal organizations	„	Assignment -I	
15	2/7	5/10/2016	Principles of organization –chain of command ,	„		
16	2/8	6/10/2016	span of control,Delegation,			
17	2/9	7/10/2016	decentralization, and empowerment.	Quiz		
18	2/10	8/10/2016	Functional , divisional, geographical , customer based organization			
19	2/11	13/10/2016	Matrix organizations, team based structures	PPT		
20	2/12	14/10/2016	Virtual organizations, boundary less organizations.	„	Assignment –II	
21	3/1	17/10/2016	Module-3: Controlling, importance of controlling	„		
22	3/2	18/10/2016	Controlling process	Board, chalk, duster,,		
23	3/3	19/10/2016	Types of control	„		
24	3/4	20/10/2016	Monitoring control			
25	3/5	21/10/2016	Factors influencing control effectiveness			
26	4/1	22/10/2016	Part B- Organizational Behaviour- Module-4 Introduction, definition of OB	Board, chalk, duster		
27	4/2	24/10/2016	Historical development, fundamentals principles of OB	„		
28	4/3	25/10/2016	Contributing discipline of OB	„		

29	4/4	2/11/2016	Challenges of organizational Behaviour	„	Assignment –III	
30	4/5	3/11/2016	Opportunities of organizational Behaviour	„		
31	4/6	4/11/2016	Case study: organizational behavior in Practice	Case Study		
32	5/1	5/11/2016	Module-5 : Individual Behaviour, Foundations of Individual Behaviour	„		
33	5/2	7/11/2016	Ability : Intellectual abilities, physical abilities, role of disabilities	„		
34	5/3	8/11/2016	Personality: Meaning , formation of personality, determinants of personality	„		
35	5/4	9/11/2016	Traits of personality, Big five model of personality, personality attributes influencing OB	„		
36	5/5	10/11/2016	Attitude : Formation, components of attitudes	Board, chalk, duster		
37	5/6	11/11/2016	Relation between attitude and behavior	„		
38	5/7	12/11/2016	Perception: Process of perception	„		
39	5/8	14/11/2016	Factors influencing perception	„		
40	5/9	15/11/2016	Link between perception and individual decision making	„		
41	5/10	16/11/2016	Emotions: Affect, mood and emotions	„		
42	5/11	17/11/2016	significance of Emotions	„		
43	5/12	18/11/2016	Basics of emotions , importance	„		
44	5/13	19/11/2016	Emotional Intelligence	„		
45	5/14	21/11/2016	Self awareness, self management	„		

46	5/15	22/11/2016	Social awareness, relationship management			
47	6/1	23/11/2016	Module-6: Motivation and Leadership: Meaning of motivation	Mind Mapping,,		
48	6/2	28/11/2016	Theories of motivation –needs theory , two factor theory	„		
49	6/3	29/11/2016	Theory X and Theory Y	„		
50	6/4	30/11/2016	Application of motivational theories	„		
51	6/5	1/12/2016	Leadership: Meaning, styles of leadership	„		
52	6/6	2/12/2016	Leadership theories, trait theory	„	Assignment -IV	
53	6/7	3/12/2016	Behavioural theories, managerial grid	Board, chalk, duster		
54	6/8	5/12/2016	Situational theory	„		
55	6/9	6/12/2016	SLT ,Fiedler’s model	„		
56	6/10	7/12/2016	Transformational and transactional leadership	„,PPT		

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CMR INSTITUTE OF TECHNOLOGY



Session Wise – Course Plan

Department of MBA

SEMESTER : I NAME OF THE FACULTY: Dr.C.S.Hema Vidhya
 BRANCH : Finance.
 DATE OF COMMENCEMENT : 10.08.2016
 SUBJECT : AFM DATE OF CLOSING : 19.11.2016
 SUBJECT CODE: 14MBAFM303 CLASS STRENGTH : 54
 NO OF HRS/WK: 5 TOTAL HRS : 56

no rs. for the)	DATE	Topics planned for the session	Assignments/ Tests planned for the chapter	Teaching Aids
1/1	16/9	Module 1: Need and Types of Accounting		chalk & board
2/1	17/9	Users of Accounting, concepts and conventions of Accounting	PPT in concepts	Power point, chalk & board.
3/1	19/9	Accounting equations.	Assignment in accounting equation.	Chalk & board
4/1	20/9	Sums in acc. Equations		Chalk & board.
5/1	21/9	Sums in accounting equations.		Power point, chalk
1/2	22/9	Revision in accounting equations.		Chalk & board
2/2	23/9	Module 2: preparations of books of accounts		Power point, chalk & board.
3/2	24/9	Rule of accounts, terms of accounts. Sums in terms of accounts	Accounting rules and concepts quize	Power point, chalk and board
4/2	26/9	Sums in journal entry, introduction to journal entry.		Chalk and board
5/2	27/9	Sums in journal entry		Chalk and board
6/2	28/9	Introductions to three column cash book, sums in TC	Assignment in journal, ledger, TB	Power point, chalk and board.
7/2	29/9	Sums in ledger		Chalk and board
/2	3/10	Sums in ledger and trail balance.		Power point, chalk and board
9/2	4/10	Sums in trail balance	Sums in tb	
10/2	5/10	Depreciations introductions: straight line value method, written down value method.	Sums in dep	

