

**Session wise – Course Plan**

SEMESTER : III	NAME OF THE FACULTY : Dr. Girish.C
BRANCH : MBA	DATE OF COMMENCEMENT : 01.08.2016
SUBJECT : CONSUMER BEHAVIOUR	DATE OF CLOSING : 19.11.2016
SUBJECT CODE: 14MBAMM301	CLASS STRENGTH : 58
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	04.08.16	<b>Introduction:</b> Meaning & Definition of CB, Difference between consumer & Customer	Board, chalk, duster		
2	2/1	05.08.16	Nature & Characteristics of Indian Consumers,	„		
3	3/1	08.08.16	Consumer Movement in India,	„		
4	4/1	09.08.16	Rights & Responsibilities of consumers in India, Benefits of consumerism.	„		
5	2/1	11.08.16	<b>Role of Research in CB:</b> Consumer Research Paradigms (Qualitative & Quantitative Research Methods)	„		
6	2/2	12.08.16	Developing research objectives, collecting secondary data, designing primary research, data analysis and reporting research findings	„		
7	2/3	16.08.16	<b>Models of Consumer Behaviour:</b> Input-Process-Output Model, <i>Nicosia Model, Howard Sheth Model, Engel-Kollat-Blackwell Models</i> of Consumer Behavior,	„		
8	2/4	17.08.16	<b>Internal Influences:</b> Motivation, Personality, Perception, Learning, Attitude, Communications, <b>External Influences:</b> Social Class, Culture, Reference Groups, Family members.	Board, chalk, duster		
9	2/5	18.08.16	<b>Levels of Consumer Decision Making</b> – Consumer Buying Decision Process, Complex Decision	„		

			Making or Extensive Problem Solving Model, Low Involvement Decision Making or Limited Problem Solving Model, Routinised Response Behaviour, Four views of consumer decision making decision making.			
10	2/6	19.08.16	Online decision making: Meaning & process/Stages.			
11	2/7	20.08.16	<b>Situational Influences-</b> Nature of Situational Influence (The communication Situation, The Purchase Situation, The usage situation, The disposition situation)	„		
12	2/8	22.08.16	Situational Characteristics and consumption Behavior (Physical features, Social Surroundings, Temporal Perspectives, Task Definition, Antecedent States.)			
13	3/1	23.08.16	<b>A) Motivation:</b> Basics of Motivation, Needs, Goals, Positive & Negative Motivation, Rational Vs Emotional motives, Motivation Process, Arousal of motives, and Selection of goals.	„		
14	3/2	24.08.16	<b>Motivation Theories and Marketing Strategy</b> – Maslow’s Hierarchy of Needs, McGuire’s Psychological Motives (Cognitive Preservation Motives, Cognitive Growth Motives, Affective Preservation Motives, Affective Growth Motives).	„		
15	3/3	25.08.16	<b>B) Personality:</b> Basics of Personality, Theories of Personality and Marketing Strategy(Freudian Theory, Neo-Freudian Theory, Trait Theory), Applications of Personality concepts in Marketing,	„		
16	3/4	26.08.16	Personality and understanding consumer diversity(Consumer Innovativeness and related personality traits, Cognitive personality factors, Consumer Materialism, Consumer Ethnocentrism), Brand Personality (Brand Personification, Gender, Geography, Color).	„		
17	3/5	27.08.16	Self and Self-Image (One or Multiple selves, The extended self, Altering the self).			
18	3/6	29.08.16	<b>C) Perception:</b> Basics of Perception & Marketing implications, Elements of Perception(Sensation, Absolute Threshold, Differential Threshold, Subliminal Perception),			

19	3/7	30.08.16	Dynamics of Perception (Perceptual Selection, Perceptual Interpretation, Perceptual Organization, Perceived price, perceived quality, price/quality relationship, Perceived Risk, Types of risk, How consumers' handle risk.			
20	3/8	31.08.16	<b>Customer Relationship Management</b> Meaning & Significance of CRM, Types of CRM (Operational, Collaborative, Analytical),	„		
21	3/9	01.09.16	Strategies for building relationship marketing, e-CRM, Meaning, Importance of e-CRM,	Board, chalk, duster		
22	3/10	02.09.16	Difference Between CRM & e-CRM.	„		
23	4/1	09.09.16	<b>Learning:</b> Elements of Consumer Learning, Motivation, Cues, Response, Reinforcement,	„		
24	4/2	10.09.16	Marketing Applications of Behavioural Learning Theories,	„		
25	4/3	15.09.16	Classical Conditioning (Pavlovian Model, Neo-Pavlovian Model)	„		
26	4/4	16.09.16	Instrumental Conditioning, Elaboration Likelihood Model	„		
27	4/5	17.09.16	<b>Attitude:</b> Basics of attitude, The nature of attitude, Models of attitude and Marketing Implication,	„		
28	4/6	19.09.16	(Tri-component Model of attitude & Multi attribute attitude models)			
29	4/7	20.09.16	<b>C) Persuasive Communication:</b> Communications strategy, Target Audience, Media Strategy, Message strategies.	Board, chalk, duster		
30	4/8	21.09.16	Message structure and presentation			
31	5/1	22.09.16	<b>External Influences on CB-I Social Class:</b> Basics, What is Social Class? (Social class & Social status)	„		
32	5/2	23.09.16	The dynamics of status consumption, Features of Social Class, Five Social-Class Categories in India.	„		
33	5/3	24.09.16	<b>Culture and Sub-culture:</b> Major Focus on Indian Perspective Culture: Basics, Meaning, Characteristics Factors affecting culture, Role of customs, values and beliefs in Consumer Behaviour.	„		
34	5/4	26.09.16	<b>Subculture:</b> Meaning, Subculture division and consumption pattern in India, Types of subcultures (Nationality subcultures, Religious			

			subcultures, geographic and regional subcultures, racial subcultures, age subcultures, sex as a subculture)			
34	5/5	27.09.16	<b>Cross-cultural consumer analysis:</b> Similarities and differences among people, the growing global middle class; Acculturation is a needed marketing viewpoint, applying research Techniques.	„		
35	5/6	28.09.16	<b>Cross-cultural marketing strategy:</b> Cross-cultural marketing problems in India,	„		
36	5/7	29.09.16	Strategies to overcome cross-cultural problems.	„		
37	6/1	03.10.16	<b>External Influences on consumer Behaviour-II</b> <b>Groups:</b> Meaning and Nature of Groups, Types	„		
38	6/2	04.10.16	<b>Family:</b> The changing structure of family, Family decision making and consumption related roles,	„		
39	6/3	05.10.16	Key family consumption roles, Dynamics of husband-wife decision making, The expanding role of children in family decision making	Board, chalk, duster		
40	6/4	06.10.16	The family life cycle & marketing strategy,	„		
41	6/5	07.10.16	Traditional family life cycle & marketing implications	„		
42	6/6	08.10.16	<b>Reference Groups:</b> Understanding the power & benefits of reference groups, A broadened perspective on reference groups	„		
43	6/7	13.10.16	Factors that affect reference group influence, Types of reference groups, Friendship groups, Shopping groups, Work groups, Virtual groups,	„		
44	7/1	14.10.16	Consumer-action groups, Reference group appeals, Celebrities	„		
45	7/2	17.10.16	<b>Consumer Influence and Diffusion of Innovation.</b> <b>Opinion Leadership:</b> Dynamics of opinion leadership process	„		
46	7/3	18.10.16	Measurement of opinion leadership, Market Mavens, Opinion Leadership & Marketing Strategy	„		
47	7/4	19.10.16	Creation of Opinion Leaders	„		
48	7/5	20.10.16	<b>Diffusion of Innovations:</b> Diffusion Process (Innovation, Communication channels, Social System, Time) <b>Adoption Process:</b> Stages,	„		

			categories of adopters			
49	<b>7/6</b>	21.10.16	<b>Post Purchase Processes:</b> Post Purchase Processes, Customer Satisfaction, and customer commitment,	„		
50	<b>7/7</b>	22.10.16	Post purchase dissonance, Product use and non use,	„		
51	<b>7/8</b>	27.10.16	Disposition, Product disposition.	„		
52		28.10.16	Case studies in Indian context only	„		
53		02.11.16	Case studies in Indian context only	„		
54		03.11.16	Case studies in Indian context only			
55		04.11.16	Case studies in Indian context only			
56		05.11.16	Revision			
57		07.11.16	Revision	„		

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**Department of MBA**

SEMESTER : III  
BRANCH : MBA  
SUBJECT : RM  
SUBJECT CODE : 14MBAMM302  
NO OF HRS/WK : 5

NAME OF THE FACULTY : Dr. Vineeta Rupani  
DATE OF COMMENCEMENT : 1<sup>st</sup> Aug. 2016  
DATE OF CLOSING :  
CLASS STRENGTH :  
TOTAL HRS : 56

Session No	Chapter no (No of hrs planned 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	1/8/2016	Unit-1-INTRODUCTION TO RETAIL MANAGEMENT: Meaning, Nature, Classification	Board, chalk, duster Projector	General quiz	
2	2/1	2/8/2016	Factors Influencing Retailing	Retail Quiz		
3	3/1	3/8/2016	Growing Importance of Retailing. Challenges in Retailing, trends in retailing	Board, chalk, duster Projector	Presentation: Group 1	
4	4/1	4/8/2016	Retail Formats, retailing as a career	Case Analysis	Concept/ spot tests	
5	5/1	5/8/2016	Retailing Customer Behavior	Board, chalk, duster Projector	Group 2 Assignment- I	
6	6/1	8/8/2016	Role of Retailing, FDI	„		
7	7/1	9/8/2016	Current scenario and trends in retailing	„	Component 1	
8	1/2	10/8/2016	Changing structure of Retailing	Board, chalk, duster, Projector		

9	<b>2/2</b>	11/8/2016	Theories of Retailing- Accordion Theory	Quiz on last module	Article review	
10	<b>3/2</b>	16/8/2016	Wheel of Retailing	Board, chalk, duster, Projector	Presentation: Group 3	
11	<b>4/2</b>	17/8/2016	Melting Pot theory	„	Group 4	
12	<b>5/2</b>	18/8/2016	Polarization Theory	Videos		
13	<b>1/3</b>	19/8/2016	Retailing Strategy for Retail Organization and Planning	Concept test		
14	<b>2/3</b>	22/8/2016	Retail Marketing Strategy	„		
15	<b>3/3</b>	23/8/2016	Retail Financial Strategy	Concept test, spot test	Presentation: Group 5	
16	<b>4/3</b>	24/8/2016	Site and Location Decisions- size and space allocation		Group 6	
17	<b>5/3</b>	25/8/2016	Location Selection		Group 7	
18	<b>6/3</b>	26/8/2016	Research and techniques	„		
19	<b>7/3</b>	29/8/2016	Store Design	„		
20	<b>8/3</b>	30/8/2016	HRM	„		
21	<b>9/3</b>	31/8/2016	Information systems	„		
22	<b>10/3</b>	1/9/2016	Supply Chain Management and Logistics	Quiz on last module	Component 2	
23	<b>1/4</b>	2/9/2016	Store Management and Visual Merchandising- an overview	Board, chalk, duster, Projector		
24	<b>2/4</b>	9/9/2016	Retail Communication Mix	Board, chalk, duster Projector	Presentation: Group 8	
25	<b>3/4</b>	13/9/2016	Responsibility of a Manager	„		
26	<b>4/4</b>	14/9/2016	Store Security	„	Group 9	
27	<b>5/4</b>	15/9/2016	Store Record and Accounting System	„		

28	<b>6/4</b>	19/9/2016	Material Handling	„	Assignment-II	
29	<b>7/4</b>	20/9/2016	Store Layout- Types, Role of Visual Merchandiser	Concept test		
30	<b>8/4</b>	21/9/2016	Visual merchandise Techniques	„		
31	<b>9/4</b>	22/9/2016	Customer Service	„		
32	<b>10/4</b>	23/9/2016	Planning Merchandise Assortment	„		
33	<b>1/5</b>	26/9/2016	Retail pricing- overview	Board, chalk, duster, Quiz		
34	<b>2/5</b>	27/9/2016	Factors influencing Retail Pricing	Board, chalk, duster, Projector	Presentation: Group 10	
35	<b>3/5</b>	28/9/2016	Retail pricing strategies	„		
36	<b>4/5</b>	29/9/2016	Retail Communication Mix	Gallery walk		
37	<b>5/5</b>	3/10/2016	Retail Promotion Strategies	„	Component 3	
38	<b>1/6</b>	4/10/2016	Relationship Marketing	Quiz on last module	Project details to be provided	
39	<b>2/6</b>	13/10/2016	International Retailing	Board, chalk, duster, Projector		
40	<b>3/6</b>	14/10/2016	Evaluation of Relationships in Retailing	„		
41	<b>4/6</b>	17/10/2016	Retail Research	„		
42	<b>5/6</b>	18/10/2016	Trends in Retail sector, Customer Audit	„		
43	<b>6/6</b>	19/10/2016	Brand Management in Retailing	„	Assignment-III	
44	<b>7/6</b>	20/10/2016	Internationalization of Retailing	„		



45	<b>8/6</b>	21/10/2016	International retail Environment	„		
46	<b>9/6</b>	27/10/2016	Issues/ challenges in International Retailing	„		
47	<b>1/7</b>	28/10/2016	Ethics in retailing	„		
48	<b>2/7</b>	2/11/2016	Retail Audit	„		
49	<b>3/7</b>	3/11/2016	Challenges in Retail Audit	Board, chalk, duster		
50	<b>4/7</b>	4/11/2016	Social Responsibility	„		
51	<b>5/7</b>	7/11/2016	Consumerism	„		
52	<b>6/7</b>	8/11/2016	Laws Governing Retail Sector	„	Component 5	
53		9/11/2016	Revision of Unit -1 Case 1: The Walmart Effect	„		
54		14/11/2016	Revision of Unit – 2 Case 2: Amazon v/s Flipkart v/s Snapdeal	„		
55		15/11/2016	Revision of Unit –3 Case 3: Lifestyle v/s Pantaloons v/s Shoppers Stop	„		
56		16/11/2016	Revision of Unit –4 Case 4: Private Labels and their importance	„		

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**Department of MBA**

SEMESTER : III  
BRANCH : MBA  
SUBJECT : IRL  
SUBJECT CODE : 14MBAHR301  
NO OF HRS/WK : 5

NAME OF THE FACULTY : Dr.Priyameet Kaur Keer Anand  
DATE OF COMMENCEMENT : 01.08.2016  
DATE OF CLOSING : 19.11.2016  
CLASS STRENGTH : 58  
TOTAL HRS : 60

Sessi on No	Chapter no (No of hrs planned 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	02.08.2016	<b>MODULE 1: Introduction:</b> Background of Industrial Relations, Definition, Scope, objectives, Importance of IR.	Board Teaching+ Ppt		
2.	2/1	03.08.2016	Factors affecting IR	PPT		
3.	3/1	04.08.2016	Participants of IR on Legal enactments in India	Ppt+Quiz		
4.	4/1	05.08.2016	Approaches to Industrial relations, system of IR in India	Board, chalk, duster	Students were divided into 6 groups Discusse d on Industria IRelatio ns - Various Sectors like manufac turing, Textiles, Automo biles,	

					Tourism , Hotel etc.	
5.	5/1	06.08.2016	Historical perspective & post independence period	Discussion +Mind Mapping		
6.	6/1	09.08.2016	Code of Discipline	Board, chalk, duster		
7.	7/1	10.08.2016	Historical initiatives for harmonious IR Government policies relating to labour	PPT		
8.	8/1	11.08.2016	ILO and its influence on Legal enactments in India.	Board Teaching+ Ppt		
9.	2/1	12.08.2016	<b>Module-2 Collective Bargaining:</b> Definition, Meaning, Nature	Discussion +Blackboa rd		
10	2/2	16.08.2016	Essential conditions for the success of collective bargaining, functions of collective bargaining	PPT		
11	3/2	17.08.2016	Importance of Collective Bargaining	Board Teaching+ Ppt		
12	4/2	18.08.2016	Collective bargaining process, prerequisites for collective bargaining, implementation and administration of agreements.	„	Assignm ent -II	
13	5/2	19.08.2016	<b>Negotiations-</b> Types of Negotiations-Problem solving attitude	„, Board Teaching+ Ppt		
14	6/2	20.08.2016	Techniques of negotiation,	PPT		
15	7/2	23.08.2016	Negotiation process, essential skills for negotiation	PPT+ one to one Quiz		
16	8/2	24.08.2016	Workers Participation in Management	Through Mind mapping		
17	3/1	25.08.2016	<b>Module 3: Trade Union</b> Meaning, trade union movement in India,	„		
18	3/2	26.08.2016	Objective of Trade Union, Role of the Trade Unions in Modern Industrial Society of India	„	Assignm ent –III	

19	3/3	27.08.2016	Functions of the Trade Unions in Modern Industrial Society of India	„		
20	3/4	30.08.2016	Procedure for registration of Trade Unions	„		
21	3/5	31.08.2016	Grounds for the withdrawal and cancellation of registration	„		
22	3/6	01.09.2016	Union Structure			
23	3/7	02.09.2016	Rights and responsibilities of TUs Problems of trade unions,	Board, chalk, duster		
24	3/8	09.09.2016	Employee relations in IT sector	„		
25	4/1	10.09.2016	<b>Module 4: Grievance procedure and Discipline management:</b> <b>Grievance –</b> Meaning and forms	„		
26	4/2	13.09.2016	sources of grievance	„	Assignm nt –IV	
27	4/3	14.09.2016	approaches to grievance machinery	„		
28	4/4	15.09.2016	Grievance procedures	„		
29	4/5	16.09.2016	<b>Discipline</b> - Causes of Indiscipline - Maintenance of discipline.	„		
30	4/6	17.09.2016	Principles of Natural Justice, Judicial approach to discipline	„		
31	4/7	20.09.2016	Domestic enquiries, Disciplinary procedures,	„		
32	4/8	21.09.2016	Approaches to manage discipline in Industry, Principles of Hot stove rule	Board, chalk, duster	Assignm ent -V	
33	1/5	22.09.2016	<b>Module 5: Industrial Conflicts:</b> Industrial conflict – perspectives,	„		
34	2/5	23.09.2016	Nature of conflicts and its manifestations causes	„		

35	3/5	24.09.2016	Types of Industrial conflicts, prevention of Industrial conflicts	„		
36	4/5	27.09.2016	Industrial disputes act of 1947,	„		
37	5/5	28.09.2016	Settlement Machinery of Industrial disputes.	„		
38	5/6	29.10.2016	Paradigm shift from industrial relations to employee relations – shift in focus difference	„		
39	5/7	04.10.2016	Employee relations management at work	„		
40	5/8	05.10.2016	Culture and Employee Relations, future of employee Relations.	„		
41	6/1	06.10.2016	<b>Module 6: INDUSTRIAL LEGISLATIONS</b> Factories Act 1948	„		
42	6/2	07.10.2016	Employees' State Insurance (ESI) Act, 1948,			
43	6/3	08.10.2016	Industrial Employment (Standing orders) Act, 1946	„		
44	6/4	13.10.2016	Maternity Benefit Act, 1961	„		
45	6/5	14.10.2016	Contract Labour Act,	„		
46	6/6	16.10.2016	Shops and Establishments Act	„		
47	6/7	18.10.2016	Child Labour (Prohibition & Regulation) Act, 1986	„		
48	6/8	19.10.2016	Revision of all Laws in Module-6	„		
49	7/1	20.10.2016	<b>Module 7:</b> Minimum Wages Act, 1948	Board, chalk, duster		
50	7/2	21.10.2016	Payment of Wages Act, 1936	„		
51	7/3	22.10.2016	Payment of Gratuity Act 1972,	„		

52	7/4	27.10.2016	Employees' Provident Fund	„		
53	7/5	28.10.2016	Miscellaneous Provisions Act 1952	„		
54	7/6	02.11.2016	Payment of Bonus Act, 1965.	„		
55	7/7	03.11.2016	Employees Compensation Act in 2013 Revision of laws of module-7	„		
56	7/8	04.11.2016	Case study:	„		
57		05.11.2016	Case Study:	„		

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**Department of MBA**

SEMESTER : III  
BRANCH : MBA  
SUBJECT : C&B  
SUBJECT CODE : 14MBAHR301  
NO OF HRS/WK : 5

NAME OF THE FACULTY : Dr.Priyameet Kaur Keer Anand  
DATE OF COMMENCEMENT : 03.08.2015  
DATE OF CLOSING : 20.11.2015  
CLASS STRENGTH : 58  
TOTAL HRS : 60

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.	<b>1/1</b>	01.08.2016	<b>Introduction To Compensation:</b> Definition of Compensation,	Board Teaching		
2.	<b>1/2</b>	04.08.2016	The Pay Model	„		
3.	<b>1/3</b>	05.08.2016	Strategic Pay Policies	ppt,		
4.	<b>1/4</b>	06.08.2016	Strategic Perspectives of Pay	Ppt/ Board Teaching		
5.	<b>1/5</b>	08.08.2016	Strategic Pay Decisions	Mind mapping,		
6.	<b>1/6</b>	11.08.2016	Best Practices vs. Best Fit Options	„ppt		
7.	<b>2/1</b>	12.08.2016	<b>Defining Internal Alignment:</b> Definition of Internal Alignment,	Board, chalk, duster		
8.	<b>2/2</b>	13.08.2016	Internal Pay Structures	„		
9.	<b>2/3</b>	17.08.2016	Strategic Choices In Internal Alignment Design	„		
10	<b>2/4</b>	18.08.2016	Which Internal Structure Fits Best	PPT		
11	<b>2/5</b>	19.08.2016	Organization Study	„		

12	<b>2/6</b>	20.08.2016	Case Study	„	Assignment -I	
13	<b>3/1</b>	22.08.2016	<b>Job Analysis and Evaluation:</b> Why Perform Job Analysis Job Analysis Procedures	„		
14	<b>3/2</b>	25.08.2016	Importance & Need for Job Analysis			
15	<b>3/3</b>	26.08.2016	Job Analysis Data Collection Process	Quiz		
16	<b>3/4</b>	27.08.2016	Advantages & Disadvantages of Job Analysis			
17	<b>3/5</b>	29.08.2016	Job Descriptions	PPT		
18	<b>3/6</b>	01.09.2016	Job Description Template	„	Assignment –II	
19	<b>3/7</b>	02.09.2016	Job Evaluation,	„		
20	<b>3/8</b>	09.09.2016	Major Decisions In Job Evaluation	Board, chalk, duster,,		
21	<b>3/9</b>	10.09.2016	Job Evaluation Methods	„		
22	<b>3/10</b>	13.09.2016	Final Result – Pay Structure			
23	<b>4/1</b>	14.09.2016	<b>Determining External Competitiveness and Benefits Management:Competitiveness:</b> Definition of Competitiveness,	Board, chalk, duster		
24	<b>4/2</b>	15.09.2016	Pay Policy Alternatives, Wage Surveys,	„		
25	<b>4/3</b>	16.09.2016	Interpreting Survey Results	„		
26	<b>4/4</b>	17.09.2016	Pay Policy Line	„	Assignment –III	



27	<b>4/5</b>	19.09.2016	Pay Grades Benefits Determination Process	„		
28	<b>4/6</b>	22.09.2016	Value of Benefits	„		
29	<b>4/7</b>	23.09.2016	Legally Required Benefits,	„		
30	<b>4/8</b>	24.09.2016	Retirement, Medical, & Other Benefits	„		
31	<b>5/1</b>	26.09.2016	<b>Performance Based Compensation System: Employee Contributions: Pay For Performance (PFP):</b>	„		
32	<b>5/2</b>	29.09.2016	Rewarding Desired Behaviors,	Board, chalk, duster		
33	<b>5/3</b>	03.10.2016	Does Compensation Motivate Performance	„		
34	<b>5/4</b>	06.10.2016	Designing PFP Plans,	„		
35	<b>5/5</b>	07.10.2016	Merit Pay/Variable Pay,	„		
36	<b>5/6</b>	08.10.2016	Individual vs. Group Incentives,	„		
37	<b>5/7</b>	13.10.2016	Long Term Incentives.	„		
38	<b>5/8</b>	14.10.2016	Compensation of Special Groups: Who are Special Groups?	„		
39	<b>5/9</b>	17.10.2016	Factors influencing compensation levels	„		
40	<b>5/10</b>	18.10.2016	Compensation Strategies For Special Groups	„		
41	<b>6/1</b>	19.10.2016	<b>Legal &amp; Administrative Issues in Compensation:</b> Legal Issues,	„		
42	<b>6/2</b>	21.10.2016	Pay Discrimination			
43	<b>6/3</b>	22.10.2016	Comparable Worth	Mind		

				Mapping,,		
44	<b>6/4</b>	27.10.2016	Budgets and Administration	„		
45	<b>6/5</b>	28.10.2016	Planning in Compensation	„		
46	<b>6/6</b>	02.11.2016	Merit pay	„		
47	<b>6/7</b>	03.11.2016	Variable pay	„		
48	<b>6/8</b>	04.11.2016	Benefits of Compensation.	„	Assignm ent -IV	
49	<b>7/1</b>	05.11.2016	<b>Mod 7:Global Compensation: Recognizing Variations</b>	Board, chalk, duster		
50	<b>7/2</b>	07.11.2016	Social Contract	„		
51	<b>7/3</b>	08.11.2016	Culture & Pay	„		
52	<b>7/4</b>	09.11.2016	Strategic Choices In Global Compensation	„PPT		
53	<b>7/5</b>	14.11.2016	Comparing Systems,	„		
54	<b>7/6</b>	15.11.2016	Expatriate Pay	Quiz,,		
55	<b>7/7</b>	16.11.2016	Factors for global Compensation	„		
56	<b>7/8</b>	17.11.2016	Case study:	„		
57		18.11.2016	Organization study , considering global compensation.	„		
58		19.11.2016	Revision of Modules	„		

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**Department of MBA**

**SEMESTER : III**  
**BRANCH : Marketing**  
**DATE OF COMMENCEMENT : 01.08.2016**  
**SUBJECT : Services Marketing**  
**SUBJECT CODE : 14MBAMM303**  
**NO OF HRS/WK : 5**

**NAME OF THE FACULTY : Mrs. Miriam George**  
**DATE OF CLOSING : 19.11.2016**  
**CLASS STRENGTH : 57**  
**TOTAL HRS : 56**

<b>Sessi on No</b>	<b>Chapter no (No of hrs planed for the chapter)</b>	<b>DATE</b>	<b>Topics planned for the session</b>	<b>Teaching Aids</b>	<b>Assignm ents/ Tests planned for the chapter</b>	<b>Topics covere d As per plan</b>
1	1/1	4/8	<b>Module 1:Introduction To Services/</b> Concepts, Contribution & reasons for the growth of services sector	Power Point/Chalk & Board	Identifying Groups and service Industries	
2	2/1	5/8	Difference in goods and service in marketing, Myths about services	”	Identifying Companies in the relevant service sector	
3	3/1	6/8	Service marketing Mix Concept of service marketing triangle.	”	Check Your Mettle	
4	4/1	8/8	GAP models of service quality.	”	Presentation of Group 1 and Group 2 Assignment -1 Announced	
5	5/1	9/8	Marketing challenges in service industry. Presentation /Discussion/Survey	”	Practical Application of Services Marketing Triangle	
6	6/1	10/8	Test Paper/MCQ-Peer Learning	”	Terminology Test Planned	
7	1/2	11/8	<b>Module 2: Consumer Behaviour in Services:</b> Search, Experience and Credence property, Customer expectation of services,	”	Assignment- I	

8	2/2	12/8	Two levels of expectation, Zone of tolerance,	Power Point/Chalk & Board	Situational Analysis of different levels of expectation	
9	3/2	16/8	Factors influencing customer expectation of services	”	Role Play on Customer Expectation	
10	4/2	17/8	Factors that influence customer perception of service,	”		
11	5/2	18/8	Service encounters, Customer satisfaction	”		
12	6/2	19/8	, Strategies for influencing customer perception.	”	Mini Project announcement	
13	7/2	20/8	Test Paper/Evaluation	”	Practical Analysis of Companies w.r.t concepts learned.	
14	1/3	22/8	<b>Module 3: Understanding customer expectation through market research</b> Key reasons for GAP 1	”		
15	2/3	23/8	Using marketing research to understand customer expectation			
16	4/3	24/8	Types of service research		Flier of Varamanalakshmi discussed	
17	5/3	25/8	Building customer relationship through retention strategies		Case Study page 273, Christopher Lovelock	
18	6/3	26/8	Relationship marketing, Evaluation of customer relationships,	”		
19	7/3	27/8	Benefits of customer relationship, levels of retention strategies	”		
20	8/3	29/8	Market segmentation-Basis & targeting in services.	”	Submission of Assignment 1	
21	1/4	30/8	<b>Module 4: Customer defined service standards:</b> Hard” & “Soft” standards, Process for developing customer defined standards	”		
22	2/4	31/8	Leadership & Measurement system for market driven service performance	”		
23	3/4	1/9	Key reasons for GAP 2- service leadership			
24	4/4	2/9	Creation of service vision and implementation	Power Point/Chalk & Board		

25	5/4	9/9	Service quality as profit strategy	Power Point/Chalk & Board		
26	6/4	10/09	Role of service quality in offensive and defensive marketing/ Challenges of service design	”		
27	7/4	13/09	New service development – types, stages	”		
28	8/4	14/09	Service blue printing/ Using & reading blue prints	”	Assignment-2 Discussion of a luxury Hotel Blue Print	
29	9/4	15/9	Service positioning- positioning on the five dimensions of service quality	”		
30	10/4	16/9	Service Recovery	”		
31	11/4	17/9	Test Paper	”		
32	1/5	19/9	<b>Module 5:</b> Employee role in service designing Importance of service employee	”		
33	2/5	20/9	Boundary spanning roles, Emotional labour	Power Point/Chalk & Board		
34	3/5	21/9	Source of conflict, Quality – productivity trade off, Strategies for closing GAP 3	”		
35	4/5	22/9	Customer’s role in service delivery - Importance of customer & customers role in service delivery, Strategies for enhancing- Customer participation	”	Practical Application	
36	6/5	23/9	Delivery through intermediaries- Key intermediaries for service delivery, Intermediary control strategies	”		
37	7/5	24/9	Lack of inventory capability	”		
38	8/5	26/9	Understanding demand patterns	”		
39	9/5	27/9	Strategies & Tools for matching capacity and demand,	”		
40	10/5	28/9	Coping with fluctuating demand/ Waiting line strategies	”		
41	11/5	29/9	Test Paper	”		

42	1/6	3/10	<b>Module 6: Role of marketing communication</b> Key reasons for GAP 4 involving 2communication,	''		
43	2/6	4/10	Four categories of strategies to match service promises with delivery	''		
44	3/6	5/10	Methodology to exceed customer expectation	''		
45	4/6	6/10	Role of price and value in provider GAP 4, Role of non monetary cost	''		
46	5/6	7/10	Price as an indicator of service quality	''	Submission of Assignment 2	
47	7/6	8/10	Approaches to pricing services.	''		
48	8/6	13/10	Pricing strategies./	''	Test Paper	
49	1/7	14/10	<b>Module 7; Physical evidence in Services</b> Types of service scapes	Power Point/Chalk & Board		
50	2/7	17/10	Role of service scapes	''		
51	3/7	18/10	Frame work for understand service scapes & its effect on behaviour	''		
52	4/7	19/10	Guidance for physical evidence strategies	''		
53	5/7	20/10	Quiz on Services Marketing.	''	Quiz	
54	6/7	21/10	Final Presentation of the industry related to concepts-Mini Project	''		
55	7/7	22/10	Revision	''		
56	8/7	27/10	Revision	''	Submission of Assignment 3	

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**CMR INSTITUTE OF TECHNOLOGY**



Session Wise – Course Plan

**Department of MBA**

**SEMESTER : III**

**NAME OF THE FACULTY: Dr.C.S.Hema Vidhya**

**BRANCH : Finance.**

**DATE OF COMMENCEMENT : 10.08.2016**

**SUBJECT : Investment Management.**

**DATE OF CLOSING : 19.11.2016**

**SUBJECT CODE: 14MBAFM303**

**CLASS STRENGTH : 54**

**NO OF HRS/WK: 5**

**TOTAL HRS : 56**

Sessi on No	Chapter no (No of hrs. planned for the chapter)	DATE	Topics planned for the session	Assignments/ Tests planned for the chapter	Teaching Aids	Topics covered As per plan
1	1/1	10/8	<b>Module 1:</b> Attributes, economic and financial investment	Assignment in financial investment	chalk & board	
2	2/1	11/8	Investment and speculation , features of good investment	Identifying shares in blue chip , growth share, income share, speculative share.	Power point, chalk & board.	
3	3/1	12/8	Investment process.	Identify some banks process.	Chalk & board	
4	4/1	16/8	Financial instrument and money market instrument	Identifying the interest rate, RBI rate and sec.	Chalk &board.	
5	5/1	17/8	Capital market, Derivatives	Article in capital market	Power point, chalk	
6	1/2	18/8	<b>Module 2:</b> Securities market: primary market: factors to be considered to enter into the market, modes of raising fund.	Collect application form to enter into the market	Chalk & board	
7	2/2	19/8	Secondary market: major players in stock exchange, functions of stock exchange	Identify the functions f NSC	Power point, chalk & board.	
8	3/2	20/8	Trading and settlement procedure, leading stock exchange in India	Seminar in stock exchange in India	Power point, chalk and board	
9	4/2	22/8	Stock market indicators	Identify how the indicators rate	Chalk and board	
10	5/2	23/8	Types of stock market indices		Chalk and board	

11	6/2	24/8	Indices in stock market exchange	List out the top indices in stock exchange	Power point, chalk and board.	
12	1/3	25/8	<b>Module 3:</b> Risk and concept of risk :types of risk	Assignment in risk	Chalk and board	
13	2/3	26/8	Systematic risk and unsystematic risk	Identify the risk in various types of stocks.	Power point, chalk and board	
14	3/3	27/8	Calculations of risk and return	Problems in risk and return	Chalk &board	
15	4/3	29/8	Calculation of risk and return	Problems in risk and return	Chalk and board.	
16	5/3	30/8	Expected return of portfolio	Identify the best portfolio	Chalk &board	
17	6/3	31/8	Calculation of portfolio risk and return	Problems in portfolio and returns	Chalk and board	
18	7/3	1/9	Portfolio with 2 assets	Problems in 2 assets	Chalk and board	
19	8/3	2/9	Problems in portfolio in more than 2 assets	Assignment in problems	Chalk and board	
20	1/4	9/9	<b>Module 4:</b> valuation of securities : bond and features , types of bonds	Identify the bonds with examples	Power point, chalk a	
21	2/4	10/9	Determinates of interest rate, bond management strategies.	Identify the interest rate of bonds.	Chalk &board	
22	3/4	13/9	Bond valuation and duration	Summaries the bond valuation in class	Chalk & board	
23	4/4	14/9	Preference shares concept, features and yield	Present value of preference share	Power point	
24	5/4	15/9	Equity share concept, valuations	Identify the present value of equity share.	Power point, chalk & board	
25	6/4	16/9	Dividend valuation models	Article on dividend valuation model	Chalk & board	
26	1/5	17/9	<b>Model 5:</b> Macro analysis, industry analysis	Identify the industry analysis growth	Chalk & board	
27	2/5	19/9	Fundamental analysis, EIC frame work	Identify EIC in certain company	Chalk & board	
28	3/5	20/9	Global economy, domestic economy, business cycle.	Assignment in business cycle.	Chalk & board.	
29	4/5	21/9	Company analysis, financial analysis, ratio analysis	Identify the present company balance sheet and find out ratios	Chalk & board	
28	5/5	22/9	Technical theory , concept , theory , dow theory	Identify the company using dow theory	Power point	
29	6/5	23/9	Eliot theory, charts, types, trends and trends reversal patterns	Assignment in trend analysis	Chalk 7 board	
30	7/5	24/9	Mathematical indicators: ROC, RSI,	Problems relating to it	Chalk & board	
31	8/5	26/9	Market indicators	Identify market indicators	Chalk & board	



33	10/5	28/9	Problems in technical analysis	Assignment in technical	Chalk & board	
34	1/6	29/9	<b>Module 6:</b> Modern portfolio theory, : Markowitz model- portfolio selection	Problems in Markowitz model	Chalk and & board	
36	2/6	3/10	Beta measurement, Sharpe single index model	Identify the beta	Chalk & board	
37	3/6	4/10	Sharpe single index model	Assignment in problems	Chalk and board	
38	4/6	5/10	CAPM assumption and equation,	Assignment in capm	Chalk & board	
39	5/6	6/10	Security market line	Problems in security market line	Chalk & board	
40	6/6	7/10	Extension of CAPM model	Identifying the model in company	Chalk & board	
41	7/6	8/10	Capital market line, sml vs cml	Problems in CAPM	Chalk& board	
42	8/6	13/10	Arbitrage model theory: equation, assumption	Identifying the model in the company	Chalk & board	
43	9/6	14/10	Equilibrium. APT, CAPM	Problems in APT	Chalk & board	
45	10/6	17/10	Problems in APT, CAPM	Assignment	Chalk & board	
46	1/7	18/10	<b>Module:7</b> Portfolio management: diversification, objective	Assignment in portfolio	Power point	
47	2/7	19/10	Risk assessment, selection of assets mix	Identify the assets mix	Chalk & board	
48	3/7	20/10	Risk and return benefits	Assignment in risk	Chalk & board	
49	4/7	21/10	Mutual fund: types , benefits –NAV	Identify the mutual benefit	Power point	
50	5/7	22/10	Performance evaluation of portfolio	Assignment in portfolio	Chalk & board	
51	6/7	27/10	Treynor, Sharpe and jenses measures	Assignment in model	Chalk& board	
52	7/7	28/10	Strategies: active strategies	Identify the active model	Chalk & board	
53	8/7	2/11	Passive portfolio management	Problems in passive portfolio	Chalk & board	
54	9/7	3/11	Portfolio revision	Problems in portfolio	Chalk& board	
55	10/7	4/11	Portfolio formula plan	Problems	Chalk & board	
56	11/7	5/11	Rupee cost average	Problems in rupee cost	Chalk & board	

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**Department of MBA**

SEMESTER : III NAME OF THE FACULTY : Mrs. Sangeetha.T  
BRANCH : Finance  
DATE OF COMMENCEMENT : 08.08.2016  
SUBJECT : Principles and Practices of Banking DATE OF CLOSING : 19.11.2016  
SUBJECT CODE : 14MBAFM301 CLASS STRENGTH : 54  
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	8/8	<b>Module 1:Introduction to Banking</b>	Chalk & Board	Identifying the banks	
2	2/1	9/8	Evolution of Indian Banks/ types of banks	''	Identifyngn the banks in India and their types	
3	3/1	10/8	Public sector / Regional Banks, Performance of public sector banks,Private sector banks	''	Discussion on the Public sector and Private sector banks	
4	4/1	12/8	Commercial banking-structure and functions	''	Structure and Functions of Commercial banks	
5	5/1	16/8	Role of RBI and GOI as regulator of Banking system	''	Identifying the role of RBI	
6	6/1	17/8	Provisions of Banking Regulation Act & RBI Act.	''	Banking concepts covering the Module	
7	7/8	18/8	Role of Banking in Socio Economic Development .	''	Assignment- I to be done in Blue book	
8	8/8	19/8	Complete revision of the Module I	Chalk & Board	Full module test in the following week	

9	1/2	22/8	<b>Module II - Banker and customer-Types</b> of relationship between banker and customer	''	Practical	
10	2/2	23/8	Bankers obligations to customers	''	Assignment given relating to bank deposits	
11	3/2	24/8	Right of Lien, setoff, appropriation	''		
12	4/2	25/8	Bankers legal duty of disclosure and related matters	''		
13	5/2	26/8	Customers accounts with banks- opening -operation	''	Practical Analysis of bank accounts.	
14	6/2	29/8	KYC norms and operation	''		
15	7/2	30/8	Types of accounts and customers		Assignment given related to customer relations and ac.	
16	8/2	31/8	Nomination – settlement of death claim			
17	9/2	1/9	Revision of the full module II		Submission of assignment	
18	1/3	2/9	<b>Module III-The Negotiable Instruments Act 1881- Features of Negotiable instruments</b>	''	Identifying the case studies related to Negotiable Instruments	
19	2/3	9/9	Important concepts and explanations under the Negotiable Act	''		
20	3/3	13/9	The paying Banker, Dishonour of cheques	''		
21	4/3	14/9	Negotiation-Endorsement- The Collecting Banker	''	Assignment given on Negotiable Instruments	
22	5/3	15/9	Negligence-Bills of exchange and promissory note	''		
23	6/3	16/9	Discharge of Negotiable instruments -Hundis			
24	7/3	19/9	Revision of the full Module III	Power Point/Chalk & Board		
25	1/4	20/9	Banking Technology - Concept of Universal Banking	Power Point/Chalk & Board	Submission of assignment III	
26	2/4	21/9	Home banking- ATMs – Internet banking- Mobile banking	''	Identifying the various internet banking facilities	

27	3/4	22/9	Core banking solutions	”		
28	4/4	23/9	Debit credit and smart cards`	”	Practical viewing of different types of cards	
29	5/4	26/9	Electronic Payment systems	PPT		
30	6/4	27/9	MICR-Cheque transactions-ECS-EFT-NEFT-RTGS	”	Revision of Modules III IV	
31	7/4	28/9	Test Paper	”		
32	8/4	29/9	Discussion about all the modules done so far for exam.	”		
33	1/5	3/10	Module IV International Banking	Power Point/Chalk & Board		
34	2/5	4/10	Exchange rate and Forex business	”	Identifying the banks roles in Forex	
35	3/5	5/10	Correspondent banking and NRI accounts	”		
36	4/5	6/10	Letters of credit, Foreign currency loans	”	Assignment given for Module 5	
37	5/5	7/10	Facilities for Exporters and Importers	”		
38	6/5	13/10	Role of ECGC	”		
39	7/5	14/10	Practical analysis of Forex	”		
40	8/5	17/10	Revision of the entire Module V	”	Submission of the Assignment V	
41	1/6	18/10	Revision for Test	”		
42	1/6	19/10	Module VI - Banker as lender	”	Assignment on Types of loans	
43	2/6	20/10	Types of loans	”		
44	3/6	21/10	Overdraft facilities – Discounting of bills	”	Practical understanding of OD	
45	4/6	27/10	Financing the book debts and supply bills	”		
46	5/6	28/10	Charging of Security bills	”	Submission of Assignment 6	

47	6/6	22/11	Pledge , Mortgage	”		
48	7/6	3/11	Banker as Lender – Test paper	”		
49	1/7	4/11	Asset liability management	Power Point/Chalk & Board		
50	2/7	7/11	Asset liability Management in banks – Components of liabilities and Components of Assets	”		
51	3/7	8/11	Significance of Asset liability Management	”	Assignment given for module 7	
52	4/7	9/11	Purposes and objectives of ALM	”		
53	5/7	15/11	Assets and liabilities Committee-Activities of ALCO	”	Submission of Assignment 7.	
54	6/7	16/11	General revision of the Modules	”		
55	7/7	17/11	Revision	”		
56	8/7	18/11	Revision	”	Submission of Assignment 3	

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**Department of MBA**

**SEMESTER : III** **NAME OF THE FACULTY : Mrs. Sangeetha T**  
**BRANCH : Finance**  
**DATE OF COMMENCEMENT : 09.08.2016**  
**SUBJECT : Investment Banking & Financial Services** **DATE OF CLOSING ::18.11.2016**  
**SUBJECT CODE : 14MBAFM302** **CLASS STRENGTH : 54**  
**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	9/8	<b>Module 1: Introduction – Functions of Investment Banks</b>	Power Point/Chalk & Board	Identifying a Investment Bank	
2	2/1	10/8	Types of Investment Banks- Investment Banking Services	”	Identifying different functions of Investment Banks	
3	3/1	11/8	Merchant Banking – Issue Management – Pre issue obligations & Post issue Obligations	”		
4	4/1	12/8	Changing Landscape of Investment Banking Regulation of the Capital Market	”		
5	5/1	16/8	SEBI regulations for Merchant Bankers, brokers , sub brokers, intermediaries and Portfolio managers	”	Discussion about SEBI guidelines	
6	6/1	18/8	SEBI issues	”		
7	7/1	19/8	,Listing of Debt and Securities Regulation 2008	”	Assignment- I given	
8	8/1	22/8	Revision of Module 1	Power Point/Chalk & Board		
9	1/2	23/8	Depository system- Objectives, activities, interacting systems	”	Submission of Assignment 1	

10	2/2	24/8	Role of Depositories and their services, Advantages of Depository system	”		
11	3/2	25/8	NSDL-CDSL – The process of clearing and settlement through Depositories	”	Identifying different types of deposits	
12	4/2	26/8	Depository Participants,	”	Assessment of assignments	
13	5/2	29/8	Regulations relating to Depositories – SEBI Regulations 1996	”		
14	6/2	30/8	Registration of depository and participants– Rights and obligations of depositories and participants	”		
15	7/2	31/8	Recent amendments in deposits and Custodial services. The stock Holding Corporation of India		Assignment given for Module 2	
16	8/2	1/9	Consolidation of Module 2			
17	1/3	2/9	Module 3 Housing Finance			
18	2/3	3/9	Role of housing loans, Institutions and banks offering Housing Finance	”		
19	3/3	9/9	Housing loan Procedure and Interest rates	”		
20	4/3	13/9	Income tax implications on Housing Loans	”	Submission of Assignment 2	
21	5/3	14/9	Reverse Mortgage Loans, Non Banking Finance Companies	”		
22	6/3	15/9	Types ,growth and functions of Nonbanking finance institutions	”		
23	7/3	16/9	Revision of Module 3		Assignment regarding housing finance in India	
24	1/4	19/9	Factoring: Origin, Types, Factoring Mechanism	Power Point/Chalk & Board		
25	2/4	20/9	Factoring charges, International Factoring,	Power Point/Chalk & Board		
26	3/4	21/9	Factoring in India. Forfeiting : Origin	”		
27	4/4	22/9	Forfeiting characteristics, benefits.	”	Submission of assignment relating to housing finance.	
28	5/4	23/9	Difference between Factoring and Forfeiting	”	Assignment-4	
29	6/4	26/9	Growth of Forfeiting in India	”		

30	7/4	27/9	Complete analysis of Factoring and Forfeiting in Module 4	”		
31	1/5	28/9	<b>Module 5 : underwriting : Concept , development.</b>	”		
32	2/5	29/9	Underwriting as Business model, underwriting in fixed price offers and book built offers	”	Assessment of assignment 4	
33	3/5	3/10	Venture Capital concept, features , origin and the current Indian Scenario	Power Point/Chalk & Board		
34	4/5	4/10	Private equity- Investment banking perspectives in private equity	”	Identifying the scope of underwriting in India	
35	5/5	5/10	Microfinance: The paradigm-NGOs and SHGs	”		
36	6/5	6/10	Microfinance delivery mechanisms- Future of micro finance	”		
37	7/5	7/10	Comparison of all the three concepts of underwriting , venture capital and Micro finance	”	Assessment for module 5	
38	8/5	13/10	Full view of the Module 5	”		
39	1/6	14/10	Module 6 Leasing - concept	”		
40	2/6	17/10	Steps in Leasing Transactions, Types of lease	”	Submission of assessment 5	
41	3/6	18/10	Legal frameworks, Advantages and disadvantages of leasing .	”		
42	4/6	19/10	Matters on Depreciation and Tax in leasing	”		
43	5/6	20/10	Problems in leasing , Factoring influencing buy or borrow or lease Decision.	”	Discussion about the types of HP and lease.	
44	6/6	21/10	Full analysis of Leasing	”		
45	7/6	22/10	Hire Purchasing :Concepts and features	”		
46	8/6	27/10	Hire Purchase Agreement, Comparison of Hire Purchase with credit sale	”	Assessment for leasing	
47	9/6	28/10	Difference between HP and Instalment sale and leasing	”		
48	10/6	2/11	Banks and hire purchase	”		



49	11/6	3/11	Problems related to outright purchase, Hire purchase and leasing	Power Point/Chalk & Board		
50	12/6	4/11	Full revision of leasing and hire purchase	''	Submission of assessment of module 6	
51	1/7	7/11	Credit rating Definition of credit rating, Process of credit rating of financial institutions.	''		
52	2/7	8/11	Rating methodology, Rating agencies, Rating symbols of different companies. Rating agencies for SMEs	''		
53	3/7	9/11	Securitization of debt: Meaning , Features, Special purpose Vehicle,	''	Revision	
54	4/7	15/11	Types of Securitisable assets, Benefits of Securitization.	''		
55	5/7	16/11	Revision	''		
56	6/7	17/11s	Revision	''		

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