



Punjab Association's
ANNA ADARSH COLLEGE FOR WOMEN
(Affiliated to University of Madras)
ANNA NAGAR, CHENNAI 600040

CRITERION 1

***1.1.1 Curriculum Planning
and Implementation***

LESSON PLAN

COMMERCE - MARKETING MANAGEMENT

B.COM MARKETING MANAGEMENT
SHIFT II
LESSON PLAN
ACADEMIC YEAR: 2021-2022

R. Shanthi

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PRINCIPAL
ANNA ADARSH COLLEGE FOR WOMEN
ANNA NAGAR, CHENNAI-600 040



ANNA ADARSH COLLEGE FOR WOMEN
DEPARTMENT OF B.COM – MARKETING MANAGEMENT
LESSON PLAN – ACADEMIC YEAR 2021-2022
ODD SEMESTER

NAME OF THE STAFF: DR.N. CHITHRA
TOTAL HRS: 45
NAME OF THE SUBJECT: FINANCIAL ACCOUNTING
YEAR/SEMESTER: I YR BMM/ I SEM
SUBJECT CODE: CZ21A

UNIT	CHAPTER	HOURS	METHODOLOGY	ICT TOOLS ADOPTED
I	Preparation of Financial Statement Final accounts of sole trading concern-Adjustments-	10	Lecture & questioning, Discussion	GCR, PowerPoint presentation
II	Depreciation and Insurance Claims Depreciation Accounting: Depreciation- Meaning –Causes- Types-Straight Line Method- Written down value method- Concept of useful life under Companies Act 2015 Insurance Accounting: Insurance claims – Calculation of Claim Amount- Average clause (Loss of stock only)	20	Problem based learning	GCR, SPREADSHEETS
V	Hire Purchase and Instalment System Hire Purchase System- Default and repossession-Hire purchase trading account Instalment System-Calculation of Profit.	15	Lecture & Problem based learning	GCR, SPREADSHEETS

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NAME OF THE STAFF: DR.N. CHITHRA

TOTAL HRS: 45

NAME OF THE SUBJECT: BUSINESS COMMUNICATION

YEAR/SEMESTER: I YR BMM/ I SEM

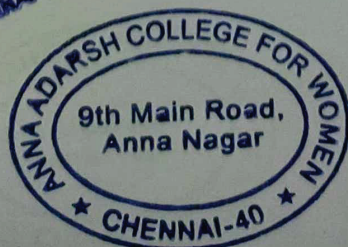
SUBJECT CODE: CZ21B

UNIT	CHAPTER	HOURS	METHODOLOGY	ICT TOOLS ADOPTED
I	Communication Definition - Methods - Types - Principles of Effective Communication - Barriers to Communication - Business letters - lay out.	15	Lecture, Questioning and Discussion	GCR, Electronic messages
IV	Reports and Meetings Reports - Meaning - Writing of Reports - Meetings - Agenda - Minutes - Memorandum - Office order - Circular Notes	16	Lecture and Discussion	GCR, Power point presentation
V	Forms of Communication Modern forms of communication - Fax - email - video conference - Internet - Websites - uses of the various forms of communication.	14	Lecture and Discussion	You Tube Link

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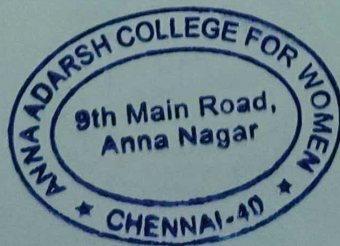
NAME OF THE STAFF: DR.N. CHITHRA
 TOTAL HRS: 90
 NAME OF THE SUBJECT: FINANCIAL MANAGEMENT
 YEAR/SEMESTER: III YR A & B/ V SEM
 SUBJECT CODE: CPZ5D

UNIT	CHAPTER	HOURS	METHODOLOGY	ICT TOOLS ADOPTED
I	Introduction Meaning and Objectives of Financial Management - Functions of Financial Management. Finance - Importance of Finance - Sources of Finance - Role of Financial Manager in Financial management	10+10=20	Lecture & questioning. Discussion	Mind Mapping, PowerPoint presentation, Google forms
II	Capital Structure Meaning - Factors affecting Capital Structure - Planning - Theories of Capital Structure - Determining Debt Equity Proportion - Leverage concept	15+15=30	Lecture & Problem based learning	Kahoot quiz, PowerPoint presentation
III	Cost of Capital Definition - Cost of Equity Capital - Cost of Preference Capital - Cost of Debt - Cost of Retained Earnings - Weighted average (or) Composite cost of capital (WACC)	20+20=40	Lecture & Problem based learning	PowerPoint presentation, you tube videos

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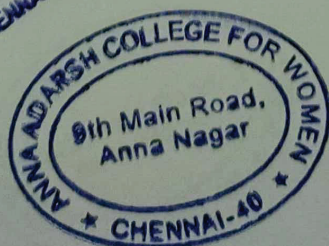
NAME OF THE STAFF: DR.K.INDUMATHI
 TOTAL HRS: 45
 NAME OF THE SUBJECT: FINANCIAL ACCOUNTING
 YEAR/SEMESTER: I YR BMM/ I SEM
 SUBJECT CODE: CZ21A

UNIT	CHAPTER	HOURS	METHODOLOGY	ICT TOOLS ADOPTED
I	Receipts and Payments-Income and expenditure-Balance sheet of non-trading organisation	10	Lecture & questioning, Discussion	GCR, SPREADSHEET
III	Single entry system Meaning and Features of Single Entry- Defects-Difference between single entry and double entry system-Methods of calculation of Profit-Statement of Affairs Method-Conversion Method	20	Lecture & Problem based learning	GCR, Electronic messages
IV	Rectification of Errors and Bank Reconciliation Statement Classification of Errors – Rectification of Errors – Preparation of Suspense a/c. Bank Reconciliation Statement – Need and preparation.	15	Lecture & team work	GCR, SPREADSHEET

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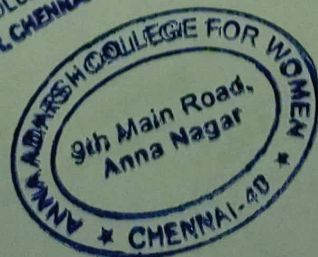
NAME OF THE STAFF: DR.K.INDUMATHI
TOTAL HRS: 30
NAME OF THE SUBJECT: BUSINESS COMMUNICATION
YEAR/SEMESTER: I YR BMM/ I SEM
SUBJECT CODE: CZ21B

UNIT	CHAPTER	HOURS	METHODOLOGY	ICT TOOLS ADOPTED
II	Business Letters Meaning - Kinds of Business Letters - Application for a situation - Interview - Appointment letter - Acknowledgement - Promotion - Enquiries - Reply Letter to Enquiries - Orders -Sales Letter - Circular Letter - Complaints Letter.	15	Lecture and Discussion	GCR
III	Correspondence Bank Correspondence - Insurance Correspondence - Agency Correspondence - Correspondence with Share Holders, Directors.	15	Lecture and Discussion	GCR

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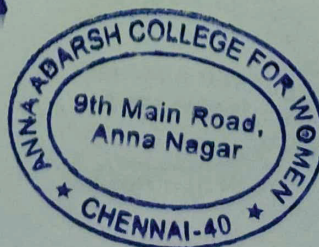


NAME OF THE STAFF: Dr.K.INDUMATHI
TOTAL HRS: 105
NAME OF THE SUBJECT: ENTREPRENEURIAL DEVELOPEMNT
YEAR/SEMESTER: III YR B.COM GEN A&B/V SEM
SUBJECT CODE: CPZ5C

UNIT	CHAPTER	HOURS	METHODOLOGY	ICT TOOLS ADOPTED
I	Concept of Entrepreneurship Entrepreneurship - Meaning - Types - Qualities of an Entrepreneur - Classification of Entrepreneurs- Factors influencing Entrepreneurship - Functions of Entrepreneurs.	15+15=30	Lecture and Discussion	GCR
II	Entrepreneurial Development Agencies Commercial Banks - District Industries Centre - National Small Industries Corporation - Small Industries Development Organization - Small Industries Service Institute. All India Financial Institutions. SIPCOT and its objectives. MSME Sector and its overage- Objectives of Ministry of MSME. Role and Functions of MICRO Small and Medium Enterprises - Development Organization (MSME - DO) - Objectives of SIDCO - Functions of Tamil Nadu SIDCO - IRBI and its Role. NABARD and its role in the Rural Development of India - Introduction to Micro Units Development Refinance Agency (MUDRA).	25+25=50	Lecture and Discussion	GCR, Electronic messages
III	Project Management Business Idea generation techniques - Identification of Business opportunities- Feasibility study - Marketing, Finance, Technology & Legal Formalities- Preparation of Project Report - Tools of Appraisal.	15+10=25	Lecture and Discussion	GCR

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NAME OF THE STAFF: DR.K.INDUMATHI
TOTAL HRS: 30
NAME OF THE SUBJECT: BUSINESS COMMUNICATION
YEAR/SEMESTER: I YR B.COM GEM 'B'/ I SEM
SUBJECT CODE: CZ21B

UNIT	CHAPTER	HOURS	METHODOLOGY	ICT TOOLS ADOPTED
IV	Reports and Meetings Reports - Meaning - Writing of Reports - Meetings - Agenda - Minutes - Memorandum - Office order - Circular Notes	15	Lecture and Discussion	GCR
V	Forms of Communication Modern forms of communication - Fax - email - video conference - Internet - Websites - uses of the various forms of communication.	15	Lecture and Discussion	GCR, Electronic Messages

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NAME OF THE STAFF: Dr.K.INDUMATHI

TOTAL HRS: 30

NAME OF THE SUBJECT: PROFESSIONAL ENGLISH

YEAR/SEMESTER: I YR BMM & B.COM GEN 'A'/I SEM

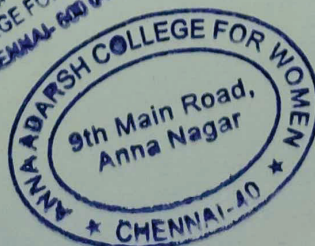
SUBJECT CODE: PZ1CA

UNIT	CHAPTER	HOURS	METHODOLOGY	ICT TOOLS ADOPTED
III	Negotiation Strategies - Listening: Listening to interviews of specialists / Inventors in fields (Subject specific) Speaking: Brainstorming. (Mind mapping). Small group discussions (Subject- Specific) Reading: Longer Reading text. Writing: Essay Writing (250 words) Vocabulary: Register specific - Incorporated into the LSRW tasks	8+8=16	Lecture, Discussion and Activity	GCR
V	Critical Thinking Skills Listening: Listening Comprehension – Listening for Information Speaking: Making Presentations Reading: Comprehension Passages-note making. Comprehension: Motivational article on professional Competence, professional ethics and life skills. Writing: problem and solution essay-creative writing-summary writing Vocabulary: Register specific – Incorporated into the LSRW task.	7+7=14	Lecture, Discussion and Activity	GCR

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EVEN SEMESTER

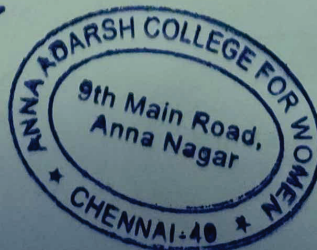
NAME OF THE STAFF: DR.N. CHITHRA
TOTAL HRS :45
NAME OF THE SUBJECT: PRINCIPLES OF MARKETING
YEAR/SEMESTER: I YR BMM/II SEM
SUBJECT CODE – CM22B

UNIT	CHAPTER	HOURS	METHODOLOGY	ICT TOOLS ADOPTED
I	Introduction Marketing - Meaning - Definition and Functions of Marketing - Marketing Orientation - Role and Importance of Marketing - Classification of Markets.	15	Lecture & questioning, Discussion	Power Point presentation, GCR
II	Market Segmentation and Consumer Behaviour Market Segmentation - Concept - Benefits - Basis and Levels. Introduction to Consumer Behavior - Need for study - Consumer Buying Decision Process - Buying Motives. Marketing Research - MIS - Meaning and Differences.	20	Explanation with examples & Assignments	Kahoot quiz
III	Marketing Mix and Product Policy Marketing Mix - Meaning - Product - Introduction - Product policy - Product Planning - Stages of New Product Development - Introduction to PLC - Packaging	10	Explanation with examples	Power Point presentation, you tube videos

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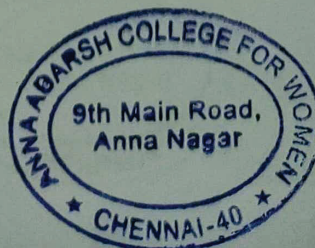
NAME OF THE STAFF- DR.N. CHITHRA
TOTAL HRS - 45
NAME OF THE SUBJECT- FINANCIAL SERVICES
YEAR/SEMESTER – I YR BMM/ II SEM
SUBJECT CODE – CM22A

UNIT	CHAPTER	HOURS	METHODOLOGY	ICT TOOLS ADOPTED
I	INTRODUCTION- Financial Services - Concept - Objectives - Functions - Characteristics - Financial Services Market - Concept - Constituents- Growth of Financial Services in India - Financial Services Sector Problems - Financial Services Environment - The Forces - Players in Financial Markets - Interest Rate Determination - Macro Economic Aggregates in India.	10	Lecture & questioning, Discussion	Power Point presentation, GCR
III	Money Market and Stock Exchange Characteristics - Functions - Indian Capital Market - Constituents of Indian Capital Market - New Financial Institutions and Instruments - Investor Protection - Stock Exchange - Functions - Services - Features - Role -	20	Explanation with examples	Google forms
IV	LEASING- Characteristics - Types - Participants - Myths about Leasing - Hire Purchase - Lease Financing Vs Hire Purchase Financing - Factoring - Mechanism - Functions of a Factor - Factoring - Players - Types - Operational Profile of Indian Factoring - Operational Problems in Indian Factoring - Factoring Vs bills Discounting - Consumer Finance - Mechanics - Sources - Modes - Demand for Consumer Finance - Factors - Consumer Finance Insurance.	15	Lecture & questioning, discussion	Power Point presentations, you tube videos

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NAME OF THE STAFF: DR.N. CHITHRA

TOTAL HRS - 90

NAME OF THE SUBJECT: MANAGEMENT ACCOUNTING

YEAR/SEMESTER: III YR B.COM GEN (A & B) / VI SEM

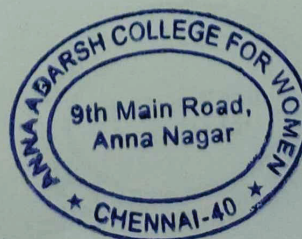
SUBJECT CODE: CPZ6A

UNIT	CHAPTER	HOURS	METHODOLOGY	ICT TOOLS ADOPTED
I	Introduction Management Accounting - Meaning - Scope - Importance - Limitations - Management Accounting Vs Cost Accounting - Management Accounting Vs Financial Accounting.	25	Lecture & questioning, Discussion	Power Point presentation, GCR
II	Financial Statement Analysis and Interpretation of Financial Statements - Nature and Significance - Types of Financial Analysis - Tools of Analysis - Comparative Statements - Common size Statement - Trend Analysis.	20	Lecture & Problem based learning, Assignments	You tube videos
III	Ratio Analysis Meaning - Advantages - Limitations - Types of Ratios - Liquidity Ratios - Profitability Ratios - Turnover Ratios - Capital Structure Ratios - Leverage Ratios - Calculation of ratios	25	Lecture & Problem based learning	GCR, Mind mapping
V	Budgetary Control & Capital Budgeting Control. Budgetary Control - Meaning - Preparation of various Budgets - Cash Budget - Flexible Budget - Production Budget - Sales Budget. Capital Expenditure Control - Meaning of Capital Budgeting - Assessment of Capital Expenditure through Pay Back Method, Net Present Value Method and Accounting Rate of Return Method.	20	Problem based learning	Google forms

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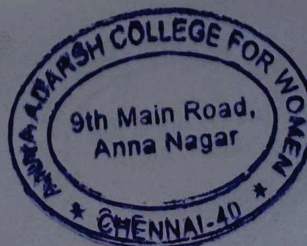
NAME OF THE STAF: DR.K. INDUMATHI
 TOTAL HRS: 45
 NAME OF THE SUBJECT: PRINCIPLES OF MARKETING
 YEAR/SEMESTER: I YR BMM/II SEM
 SUBJECT CODE: CM22B

UNIT	CHAPTER	HOURS	METHODOLOGY	ICT TOOLS ADOPTED
IV	Channels of Distribution Channels of Distribution - Levels - Channel Members - Promotion - Communication Mix - Basics of Advertising, Sales Promotion and Personal Selling	15	Lecture & questioning, Discussion	Power Point presentation, GCR
V	Recent Trends in Marketing E - Marketing - Online Retailing - shopping malls - Consumer Protection Act - Salient Features - Consumerisation - Consumer Rights, Consumer Grievance Redressal Fo- rums- Role of social media in Marketing.	20	Explanation with examples & Assignments	You tube videos
III	Branding - Labelling - Product Mix - Price - Pricing Policies and Methods.	10	Explanation with examples	GCR

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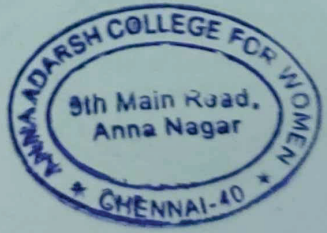


NAME OF THE STAFF: DR.K. INDUMATHI
 TOTAL HRS: 45
 NAME OF THE SUBJECT: FINANCIAL SERVICES
 YEAR/SEMESTER - I YR BMM/II SEM
 SUBJECT CODE - CM22A

UNIT	CHAPTER	HOURS	METHODOLOGY	ICT TOOLS ADOPTED
II	Merchant Banking and Public Issue Management Definition - Functions- Merchant Bankers Code of Conduct - Public Issue Management - Concept - Functions - Categories of Securities Issue - Mechanics of Public Issue Management - Issue Manager - Role of issue Manager - Marketing of Issue - New Issues Market Vs Secondary Market - Underwriting - Types- Benefits Functions.	15	Lecture & questioning, Discussion	Power Point presentation, GCR
III	Stock Exchange Traders - Regulations of Stock Exchanges - Depository - SEBI - Functions and Working	10	Explanation with examples	GCR
V	Venture Capital Origin and Growth of Venture Capital - Investment Nurturing Methods - Mutual Funds - Portfolio Management Process in Mutual Funds- Credit Rating System- Growth Factors - Credit Rating Process - Global and Domestic Credit Rating agencies - Principles of Insurance - Life and Non - Life Insurance - IRDA - Powers- Pension Fund - Objectives- Functions - Features - Types - Chilean Model - Pension Investment Policy - Pension Financing.	20	Explanation with examples & Assignments	You tube videos

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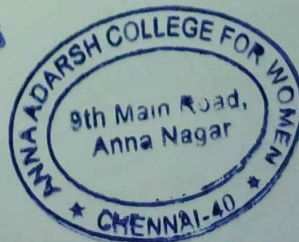
NAME OF THE STAFF: DR.K. INDUMATHI
 TOTAL HRS: 60
 NAME OF THE SUBJECT: FINANCIAL SERVICES
 YEAR/SEMESTER : II YR B.COM A & B/IV SEM
 SUBJECT CODE : CPZ4C

UNIT	CHAPTER	HOURS	METHODOLOGY	ICT TOOLS ADOPTED
II	Merchant Banking and Public Issue Management Definition - Functions- Merchant Bankers Code of Conduct - Public Issue Management - Concept - Functions - Categories of Securities Issue - Mechanics of Public Issue Management - Issue Manager - Role of issue Manager - Marketing of Issue - New Issues Market Vs Secondary Market - Underwriting - Types- Benefits Functions.	15+15=30	Lecture & questioning, Discussion	GCR, Electronic messages
V	Venture Capital Origin and Growth of Venture Capital - Investment Nurturing Methods - Mutual Funds - Portfolio Management Process in Mutual Funds- Credit Rating System- Growth Factors - Credit Rating Process - Global and Domestic Credit Rating agencies - Principles of Insurance - Life and Non - Life Insurance - IRDA - Powers- Pension Fund - Objectives- Functions - Features - Types - Chilean Model - Pension Investment Policy - Pension Financing.	15+15=30	Explanation with examples & Assignments	You tube videos

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R. Shanmugam

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 ANNA NAGAR, CHENNAI-600 040



NAME OF THE STAFF: DR.K. INDUMATHI

TOTAL HRS: 90

NAME OF THE SUBJECT: BUSINESS ENVIRONMENT

YEAR/SEMESTER : III YR B.COM A & B/VI SEM

SUBJECT CODE : CPZ6C -

UNIT	CHAPTER	HOURS	METHODOLOGY	ICT TOOLS ADOPTED
III	Social Environment: Meaning - Cultural heritage - Social attitudes - impact of foreign culture - Castes and Communities - Joint family systems - Linguistic and Religious groups - Types of Social Organization - Social Responsibilities of Business	15+15=30	Lecture & questioning, Discussion	Power Point presentation, GCR
IV	Economic Environment: Economic Systems and their impact on Business - Macro Economic parameters like GDP, Growth Rate Population - Urbanisation. Fiscal Deficit - Plan investment - Per Capita income and their impact on Business decisions - Five Year Planning	15+15=30	Explanation with examples	GCR
V	Global Environment: Factors Determining Global Environment - Forex Environment - Financial Environment. Financial System - Commercial Banks - Financial Institutions - RBI - Monetary Policy Stock Exchange - IDBI - Non-Banking Financial Companies (NBFCs).	15+15=30	Explanation with examples & Assignments	You tube videos

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