DON BOSCO ARTS & SCIENCE COLLEGE ANGADIKADAVU (Affiliated to Kannur University Approved by Government of Kerala) ANGADIKADAVU P.O., IRITTY, KANNUR – 670706



## **COURSE PLAN**

# **B.Com Computer** Applications

(2021-24)

## **SEMESTER - II**

## ACADEMIC YEAR 2021 - 22

	<b>II Semester B.Com Computer Applications (2021-24)</b>						
Sl. No.	Name of Subjects with Code         Name of the Teacher						
1.	2A04 ENG - Readings on Gender	Soniya Sherin Sebastian	4				
2.	2A03 ENG - Readings on Life and Nature	Anu P. Thomas	5				
3.	2A08 1 MAL - Gadhyaroopangal	Linet Mariya	5				
4.	2A08 1 HIN - Vyavaharik Hindi	Jainy N. George	5				
5.	2C01 COM - Quantitative Technique For Business Decisions	Sanva P./Shilpa Vichithran	3 + 3				
6.	2B02 COM - Functional Applications of Management	Centil Abraham K.	5				
	Name of Class In-charge	Centil Abraham K.					

-	Day	09.50 Am -	10.45 Am -11.40	11.55 Am -12.50	01.40 Pm -	02.35 Pm -
_	Day	10.45 Am	Am	Pm	02.35 Pm	03.30 Pm
	1	2C01 COM - Quantitative Technique For Business Decisions	2B02 COM - Functional Applications of Management	2A08 1 MAL – Gadhyaroopang al/2A08 1 HIN - Vyavaharik Hindi	2A03 ENG - Readings on Life and Nature	2C01 COM - Quantitative Technique For Business Decisions
	2	2C01 COM - Quantitative Technique For Business Decisions	2A08 1 MAL – Gadhyaroopangal /2A08 1 HIN - Vyavaharik Hindi	2A04 ENG - Readings on Gender	2B02 COM - Functional Applications of Management	2A03 ENG - Readings on Life and Nature
	3	2A03 ENG - Readings on Life and Nature	2A08 1 MAL – Gadhyaroopangal /2A08 1 HIN - Vyavaharik Hindi	2A04 ENG - Readings on Gender	2B02 COM - Functional Applications of Management	2C01 COM - Quantitative Technique For Business Decisions
	4	2C01 COM - Quantitative Technique For Business Decisions	2A04 ENG: Readings on Gender	2A08 1 MAL – Gadhyaroopang al/2A08 1 HIN - Vyavaharik Hindi	2A03 ENG - Readings on Life and Nature	2B02 COM - Functional Applications of Management
	5	2C01 COM - Quantitative Technique For Business Decisions	2A03 ENG - Readings on Life and Nature	2B02 COM - Functional Applications of Management	2A04 ENG: Readings on Gender	2A08 1 MAL – Gadhyaroopang al/2A08 1 HIN - Vyavaharik Hindi
	6	2A04 ENG: Readings on Gender	2A03 ENG: Readings on Life and Nature	2A08 1 MAL – Gadhyaroopang al/2A08 1 HIN - Vyavaharik Hindi	2C01 COM: Quantitative Technique For Business Decisions	2B02 COM: Functional Applications of Management

Subject Code:	2A04 ENG
Subject Name:	Readings on Gender
No. of Credits:	3
No. of Contact Hours:	72
Hours per Week:	4
Name of the Teacher:	Soniya Sherin Sebastian

Module - I (2 hours/week)

- 1. "An Introduction"- Kamala Das (Poem)
- 2. "Kitchen Rags"- Vijila Chirappadu (Poem)
- 3. "Dakshayani Velayudhan: A Life Sketch"- Meera Velayudhan (Biography)
- 4. "Learning to be a Mother: Shashi Deshpande (Essay)
- 5. "Is this Desirable"- Lalithambika Antharjanam (Story)

Module - II (2 hours/week)

- 1. "Still I rise"- Maya Angelou (Poem)
- 2. "I am not that Woman"- Kishwar Naheed (Poem)
- 3. "Structural Violence and the Trans Struggle for Dignity"- Gee Imaan Semmalar (Essay)
- 4. "Gender Justice and Media"- Ammu Joseph
- 5. "Clothing Matters: Visiting the Melmundusamaram in Keralam"- K M Sheeba

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No of Weeks	Dates	Session	Торіс
		1	Introduction to Gender studies
	07-02-2022	2	Importance of gender studies
1	To	3	Discussion on gender equality
1		4	Discussion on challenges of gender equalities
	12-02-2022	5	Discussion
		12-02-2022	Second Saturday
		6	Introducing the poetess Kamala Das
	14-02-2022 To 19-02-2022	7	An Introduction
2			College Arts Fest
			College Arts Fest
		8	Vijila Chirappadu
	21-02-2022	9	Kitchen Rags"-
3	To 26-02-2022	10	Kitchen Rags"-
3		11	Discussion on Questions and answers
		12	Class Test

		13	Meera Velayudhan
		13	-
		01-03-2022	Dakshayani Velayudhan: A Life Sketch Shivarathri
	28-02-2022	15	Dakshayani Velayudhan: A Life Sketch
4	То	15	
	05-03-2022	10	Dakshayani Velayudhan: A Life Sketch Dakshayani Velayudhan: A Life Sketch
		17	
		18	Discussion on Questions and answers Class Test
		20	Sasi Deshpande
	07-03-2022	20	Sasi Deshpande
5	То	21	Learning to be a Mother
	12-03-2022	22	Learning to be a Mother
		12-03-2022	Second Saturday
		24	Learning to be a Mother
	14-03-2022	25	Learning to be a Mother
6	То	26	Learning to be a Mother
v	19-03-2022	27	Discussion on Questions and answers
	19 05 2022	28	Class Test
		29	Lalithambika Antharjanam
	21-03-2022	30	Is this Desirable?
7	То	31	Is this Desirable?
	26-03-2022	32	Is this Desirable?
	20 03 2022	33	Maya Angeloue
		34	Still I Rise
		35	Still I Rise
		36	Discussion on Questions and answers
		37	Class Test
	28-03-2022	38	Kishwar Naheed
8	To 02-04-2022	39	Gee Imaan Semmalar
o		40	Structural Violence and the Trans struggle for Dignity
	02-04-2022	41	Structural Violence and the Trans struggle for Dignity
		13-04-2022	Easter Holidays
		14-04-2022	Easter Holidays
		15-04-2022	Easter Holidays
		16-04-2022	Easter Holidays
		18-04-2022	Easter Holidays
		42	I Internal Examination
		43	I Internal Examination
	18-04-2022	44	I Internal Examination
11	То	45	I Internal Examination
	23-04-2022	46	I Internal Examination
		47	Structural Violence and the Trans struggle for Dignity
		48	Structural Violence and the Trans struggle for Dignity
		49	Ammu Joseph
		50	Gender Justice and the Media

		51	Gender Justice and the Media
		02-05-2022	RAMZAN
		52	Gender Justice and the Media
	02-05-2022	53	Sheeba KM
13	To 07-05-2022	54	Clothing Matters: Visiting the Melmundusamaram in Keralam
	07-05-2022	55	Clothing Matters: Visiting the Melmundusamaram in Keralam
		56	Clothing Matters: Visiting the Melmundusamaram in Keralam
		57	Clothing Matters: Visiting the Melmundusamaram in Keralam
		58	Revision
	09-05-2022 To 14-05-2022	59	Class Test
		60	Discussion
1.4		61	Assignment
14		14-05-2022	Second Saturday
		62	Discussion
		63	Assignment
		64	Class Test
		65	Revision
		66	Revision
		67	II Internal Examination
	23-05-2022	68	II Internal Examination
16	To 28-05-2022	69	II Internal Examination
10		70	II Internal Examination
		71	II Internal Examination
		72	II Internal Examination

Subject Code:	2A03 ENG	
Subject Name:	Readings on Life and Nature	
No. of Credits:	04	
No. of Contact Hours:	90	
Hours per Week:	05	
Name of the Teacher:	Anu P. Thomas	

#### **Course Outcomes**

- □ 1. Understand the basic themes and issues related to ecology through articles, poems, stories, life writings and historical narratives.
- $\Box$  2. Assume ecologically friendly attitudes in events related to everyday life.
- $\Box$  3. Identify the specific ecological problems related to Kerala.
- $\Box$  4. Identify the major ecological movements around the world and within the country.
- $\Box$  5. Ability to express specific opinions when confronted with ecology/developmentbinary.
- $\Box$  6. Identify the major or minor ecological issues happening around the student's nativeplace.

#### Contents

#### Module - I (2 hours/week)

- 1. Environmental Studies: Definition, Scope and Importance
- 2. Concept of an Ecosystem
- 3. The Fish Elizabeth Bishop
- 4. Trophic Cascade Camille T. Dungy
- 5. The Rightful Inheritors of the Earth Vaikom Muhammad Basheer

#### Module - II (2 hours/week)

- 1. Biodiversity
- 2. Disaster Management: Floods, Earthquakes, Cyclones, Landslides
- 3. Real Estate Sebastian
- 4. The Truth about the Floods Nissim Ezekiel
- 5. Matsyagandhi Sajitha Madathil

#### Module - III (1 hour/week)

- 1. Role of an Individual in Prevention of Pollution
- 2. Environmental Values
- 3. The End of Living The Beginning of Survival Chief of Seattle
- 4. Going Local Helena Norberg-Hodg

## **TEACHING SCHEDULE**

No of Weeks	Dates	Session	Торіс
		1	MODULE I:
		2	Environmental studies
	07-02-2022	3	Environmental studies Environmental studies
1	То	4	Environmental studies
	12-02-2022	5	Environmental studies
		12-02-2022	Second Saturday
		6	The Fish
		7	The Fish
	14-02-2022	8	The Fish
2	То	0	College Arts Fest
	19-02-2022		College Arts Fest
		9	The Fish
		10	The concept of an Ecosystem
	21.02.2022	11	The concept of an Ecosystem
	21-02-2022	12	The concept of an Ecosystem
3	То	13	The concept of Ecosystem
	26-02-2022	14	The Tropic Cascade
		15	The Tropic Cascade
	28-02-2022 To 05-03-2022	16	The Tropic Cascade
		01-03-2022	Shivarathri
4		17	Class Test
4		18	The rightful inheritors of Earth
		19	The rightful inheritors of Earth
		20	The rightful inheritors of Earth
		21	The rightful inheritors of Earth
	07.00.0000	22	The rightful inheritors of Earth
_	07-03-2022	23	The rightful inheritors of Earth
5	To 12-03-2022	24	MODULE II:
		25	Biodiversity Biodiversity
		12-03-2022	Second Saturday
		26	Biodiversity
		20	Biodiversity
	14-03-2022	28	Disaster Management
6	То	28	Disaster Management
	19-03-2022	30	Disaster Management
		30	Disaster Management
		32	Disaster Management
7	21-03-2022	33	Real Estate
	′ То	34	Real Estate

	26-03-2022	35	Real Estate
	20-03-2022	35	Real Estate
		30	Real Estate
		38	Class Test
		39	The Truth about Floods
	28-03-2022	40	The Truth about Floods
8	То		
	02-04-2022	41 42	The Truth about Floods The Truth about Floods
		42	The Truth about Floods
		43	The Truth about Floods
		44	
	04-04-2022	43	Matsyagandhi Matsyagandhi
9	То	40	
	09-04-2022	47	Matsyagandhi Matsyagandhi
		48	Matsyagandhi Matsyagandhi
		49 50	Matsyagandhi
		50	Matsyagandhi Class Test
	11-04-2022	13-04-2022	
10	То		Easter Holidays
	16-04-2022	14-04-2022	Easter Holidays
		15-04-2022	Easter Holidays
		16-04-2022	Easter Holidays
		18-04-2022	Easter Holidays
	18-04-2022	52	I Internal Examination
11	То	53 54	I Internal Examination
	23-04-2022	55	I Internal Examination
		55	I Internal Examination
		50	I Internal Examination MODULE III:
		57	Role of an Individual in Prevention of Pollution
		58	Role of an Individual in Prevention of Pollution
	25-04-2022	59	Role of an Individual in Prevention of Pollution
12	То	60	Role of an Individual in Prevention of Pollution
	30-04-2022	61	Role of an Individual in Prevention of Pollution
		62	Role of an Individual in Prevention of Pollution
		63	Environmental Values
		02-05-2022	RAMZAN
	02.05.2022	64	Environmental Values
10	02-05-2022	65	Environmental Values
13	То	66	Environmental Values
	07-05-2022	67	Environmental Values
		68	The End of Living The Beginning of Survival
	00.05.0000	69	The End of Living The Beginning of Survival
	09-05-2022	70	The End of Living The Beginning of Survival
14	То	71	The End of Living The Beginning of Survival
	14-05-2022	72	The End of Living The Beginning of Survival

		73	The End of Living The Beginning of Survival
		14-05-2022	Second Saturday
		74	Going Local
	16-05-2022	75	Going Local
15	To	76	Going Local
15	21-05-2022	77	Going Local
	21-05-2022	78	Going Local
		79	Class Test
	23-05-2022 To 28-05-2022	80	II Internal Examination
		81	II Internal Examination
16		82	II Internal Examination
10		83	II Internal Examination
		84	II Internal Examination
		85	II Internal Examination
	20.05.2022	86	Seminar
. –	30-05-2022	87	Seminar
17	То 04-06-2022	88	Seminar
		89	Seminar
		90	Revision

Subject Code:	2C01 COM
Subject Name:	QUANTITATIVE TECHNIQUE FOR BUSINESS DECISIONS
No. of Credits:	4
No. of Contact Hours:	108
Hours per Week:	6
Name of the Teacher:	SANVA P./SHILPA VICHITHRAN

#### After studying the course, students should be able to,

CO 1:- Acquaint with the basic statistical tools, which can be applied in business and economic situations.

CO 2:- Develop knowledge in quantitative techniques, which help in tackling various problems for modern business.

CO 3:- Understand and solve problems in probability, correlation and regression.

CO 4:- Understand the effect of trend and seasonal variations on business.

CO 5:- Familiarize with the testing of hypothesis.

#### Unit I

Correlation- Meaning-Classification- Methods- Scatter Diagram- Karl Pearson's Coefficient of Correlation-Spearman's Rank Correlation. [15]

#### Hours]

#### Unit II

**Regression Analysis**: Meaning and Definition- Types of Regressions-Regression Lines-Regression Equations.

#### [20 Hours]

#### Unit III

**Time Series Analysis**: Meaning-Components of Time Series-Methods of Measures of Trend- Moving Average Methods, Methods of Least Squares.

#### [23 Hours]

#### Unit IV

**Statistical Inference**: Testing Of Hypothesis-Meaning-Characteristics- Null Hypothesis and Alternative Hypothesis-Type I and Type II Errors –Procedure For Hypothesis Testing- Level Of Significance-Two Tailed and One Tailed Test- Non Parametric Test- Chi Square Only (Simple Problems) –Parametric Test- Z Test- Meaning and Assumptions only- T test- Meaning-Assumptions- One Sample T test only.

#### [25 Hours]

#### Unit V

**Probability**- Meaning and Definition- Important Terms- Theorems of Probability- Addition and Multiplication Theorem-Conditional Probability- Bayes Theorems- Permutation and Combination. Probability Distributions- Binomial Distribution-Poisson Distribution and Normal Distribution. (Simple

#### **References:**

1. C .R.Kothari: Quantitative Techniques

2. S.P.Gupta: Statistical Methods, Sulthan Chand And Sons, New Delhi 2

3. C B Gupta & Vijay Gupta: An Introduction To Statistical Methods, Ane Books Pvt Ltd

4. P. N. Arora& Mrs.S.Arora: Quantitative Aptitude vol I & II, S Chand & Co Ltd, New Delhi

5. S.L.Aggarwal & S L Bhardwaj: Fundamentals of Business Statistics, Kalyani Publishers

6. P K Gupta & D S Hira: Operations Research, S Chand & Co Ltd, New Delhi

7. L R Potti: Operations Research, Yamuna Publications, Tvm

#### No of Dates Session Topic Weeks 1 Quantitative techniques introduction and meaning 2 Correlation meaning and examples 07-02-2022 3 Types, uses and importance of correlation 1 4 To Methods of calculating correlation 5 12-02-2022 Scatter diagram 6 Problems 12-02-2022 Second Saturday 7 Karl Pearson's coefficient of correlation 8 Problems 14-02-2022 9 **Problems** 2 То **College Arts Fest** 19-02-2022 **College Arts Fest** 10 Degree of correlation 11 Change of origin 12 Properties of correlation coefficient 13 Probable error 21-02-2022 14 Problems 3 To 15 Problems 16 26-02-2022 Spearman's rank correlation problems 17 Repeated rank 18 Merits and demerits of rank correlation Concurrent deviation method and coefficient of 28-02-2022 19 determination 4 To 01-03-2022 Shivarathri 05-03-2022 20 **Class Test**

### **TEACHING SCHEDULE**

		21	Regression analysis introduction
		21	Types of regression
		22	Line of best fit
		23	Methods of drawing regression lines
		25	Regression equations
		26	Problems using regression equation
	07-03-2022	20	Regression coefficient
5	То	28	Properties of regression coefficient
٠.	12-03-2022	20	Problems using regression coefficient
	12-03-2022	30	Distinction between correlation and regression
		12-03-2022	Second Saturday
		31	Identification of regression equation
		32	Problems
	14-03-2022	33	Regression lines
6	То	34	Problems
Ŭ	19-03-2022	35	Usefulness of study of regression
	17 05 2022	36	Limitations of regression
		37	Seminar and assignments
		38	Class Test
		39	Meaning of time series
	21-03-2022	40	Components of Time Series
7	То	41	Methods of Measures of Trend
	26-03-2022	42	Free hand curve method
		43	Semi average method
		44	Problems
		45	Moving Average Methods
		46	Problems
	28-03-2022	47	Problems
8	То	48	Methods of Least Squares
	02-04-2022	49	Problems
		50	Problems
		51	Shifting the origin
		52	Problems
		53	Problems
	04-04-2022	54	Uses of studying secular trend
9	То	55	Class Test
	09-04-2022	56	Statistical Inference Meaning and Characteristics
		57	Testing Of Hypothesis
		58	Null Hypothesis and Alternative Hypothesis
		59	Type I and Type II Errors
	11-04-2022	60	Procedure For Hypothesis Testing
10	То	13-04-2022	Easter Holidays
10	16-04-2022	14-04-2022	Easter Holidays
	10-0+-2022	15-04-2022	Easter Holidays
		16-04-2022	Easter Holidays

		18-04-2022	Easter Holidays
	18-04-2022	61	I Internal Examination
		62	I Internal Examination
11	То	63	I Internal Examination
	23-04-2022	64	I Internal Examination
		65	I Internal Examination
		66	Level Of Significance
		67	Two Tailed and One Tailed Test
		68	Non Parametric Test
	25-04-2022	69	Chi Square test
12	То	70	Problems
	30-04-2022	71	Problems
		72	Problems
		73	Parametric Test
		02-05-2022	RAMZAN
		74	Z Test Meaning and Assumptions
	02.05.2022	75	Problems
10	02-05-2022	76	Problems
13	То	77	T test Meaning and Assumptions
	07-05-2022	78	Problems
		79	Problems
		80	Class Test
		81	Probability- Meaning and Definition
	09-05-2022 To 14-05-2022	82	Important Terms
		83	Calculation of probability
14		84	Problems
		85	Permutation
		86	Problems
		14-05-2022	Second Saturday
		87	Combination
		88	Problems
	16-05-2022	89	Theorems- Addition and Multiplication Theorem
15	То	90 91	Problems Conditional Probability
	21-05-2022	91	Conditional Probability Problems
		92	Bayes Theorems
		94	II Internal Examination
		95	II Internal Examination
16	23-05-2022	96	II Internal Examination
	То	97	II Internal Examination
	28-05-2022	98	II Internal Examination
	20-03-2022	99	II Internal Examination
		100	Probability Distributions
17	30-05-2022	101	Binomial Distribution - problem
1/	50-05-2022	103	Poisson Distribution - problem

	То	104	Normal Distribution
	04-06-2022	105	Problem
		106	Class Test
		107	Revision
		108	Previous year question paper discussion

Subject Code:	2B02 COM	
Subject Name:	FUNCTIONAL APPLICATIONS OF MANAGEMENT	
No. of Credits:	4	
No. of Contact Hours:	90	
Hours per Week:	5	
Name of the Teacher:	CENTIL ABRAHAM K.	

#### COURSE OUTCOME

After studying this course, the students shall be able to;

CO 1: Describe nature and scope of financial management and the elements in themanagement of finance

CO 2: Enumerate marketing management and its different aspects

CO 3: Explain Human Resources Management and the activities involved in it

CO 4: Understand the modern global marketing trends and its challenges

#### Unit 1 Financial Management

Concept of finance- Functions of finance - Meaning, scope and objectives of financial management – financial planning- sound financial plan capitalisation- overcapitalization – under capitalisation- (meaning only) capital structure, factors determining capital structure- fixed capital – working ,capital – factors determining fixed and working capital- Source of finance-short term and long term

#### Unit II Marketing Management

# Marketing-Meaning- nature and importance of marketing -functions of marketing - concept of modern marketing - marketing mix –elements – importance - product life cycle – stages of PLC and marketing strategies - Concept of branding and brand equity - market segmentation – concept – bases – patterns and significance –Target marketing-product positioning.

Unit III

Marketing in the globalised scenario – Digital marketing/ on line marketing / E Commerce – features – scope and challenges – Social media marketing – Relationship marketing — Social marketing - Direct marketing – Net work marketing / MLM– service marketing-scope – service marketing mix.

#### Unit IV : Human Resource Management

Meaning definition, evolution, personnel management, functions and importance of HRM, duties and qualities of HR Manager .HR Planning, job analysis, description andjob specification job evaluation, recruitment, sources of recruitment, selection process, interview, tests, placement and induction.

#### Unit V

Performance appraisal system: Meaning, objectives, methods and problems of performance appraisal. Training, need and importance, methods. Benefits of training. HRM in the post globalization era. HRM and competitive advantage

(20Hrs)

(20 hrs)

(15 hrs)

(20 hrs)

#### **References:**

- 1. Tripathy Reddy, Principles of Management, Tata Mc Graw Hill Publishers, NewDelhi.
- 2. L.M. Prasad, Principles of Management, sultan Chand & sons, New Delhi.
- 3. M.Y. Khan and P.K. Jain, Financial management, Tata Mc Grawhill Publishers, NewDelhi.
- 4. R.S. Goel, Operations management, Kalyani Publications, Ludhiana.
- 5. R. C. Agarwal, Marketing Management, Educational publishers, Agra.
- 6. Philip Kotler and Gary Armstrong, Principles of Marketing, PHI, New Delhi.
- 7. William. J .Stanton, Fundamentals of Marketing, McGraw-Hill, New York
- 8. Rajan Nair, Marketing Management, Sultan Chand & Sons, New Delhi.
- 9. C. B. Mamoria, Personnel Management, Sultan Chand&Sons, New Delhi.
- 10. I M. Pandey, Financial Management, Vikas Publishing House, New Delhi

No of Weeks	Dates	Session	Торіс
1		1	Module I : Concept of finance- Functions of finance
	07-02-2022	2	Meaning and definition of financial management
	To 12-02-2022	3	Scope of financial management
		4	Objectives of financial management
		5	Financial planning- Meaning
		12-02-2022	Second Saturday
		6	Sound financial plan
	14-02-2022	7	Sound financial plan
2	14-02-2022 To	8	Capitalisation – Meaning
4	19-02-2022		College Arts Fest
	17 02 2022		College Arts Fest
		9	Overcapitalisation
	21-02-2022 To 26-02-2022	10	Under capitalisation
		11	Capital structure: Meaning
3		12	Factors determining capital structure- fixed capital
5		13	Factors determining capital structure- fixed capital
		14	Working capital: Meaning
		15	Factors determining fixed and working capital
	28-02-2022 To 05-03-2022	16	Factors determining fixed and working capital
		01-03-2022	Shivarathri
4		17	Source of finance- Meaning
4		18	Short term and long term source of finance
		19	Short term and long term source of finance
		20	Class Test
	07-03-2022 To 12-03-2022	21	Module II : Marketing-Meaning
5		22	Nature and importance of marketing
		23	Functions of marketing

#### **TEACHING SCHEDULE**

		24	Concept of modern marketing
		25	Marketing mix :elements
		12-03-2022	Second Saturday
		26	Marketing mix :elements
		27	Importance of marketing mix
	14-03-2022	28	Product life cycle
6	To	29	Stages of PLC & marketing strategies
	19-03-2022	30	Stages of PLC & marketing strategies
		31	Concept of branding and brand equity
		32	Concept of branding and brand equity
		33	Market segmentation – concept – bases
_	21-03-2022	34	Market segmentation – concept – bases
7	To 26-03-2022	35	Market segmentation : patterns and significance
	20-03-2022	36	Market segmentation :patterns and significance
		37	Target marketing
		38	Product positioning
		39	Product positioning
	28-03-2022	40	Class Test
8	То	41	Module III
	02-04-2022		Marketing in the globalised scenario
		42	Digital marketing/ on line marketing
		43	Digital marketing/ on line marketing
		44	E Commerce – features
	04-04-2022	45	E Commerce : scope and challenges
9	То	46	E Commerce : scope and challenges
	09-04-2022	47	Social media marketing
		48	Relationship marketing
		49	Social marketing
	11-04-2022 To 16-04-2022	50 51	Direct marketing
		13-04-2022	Net work marketing Easter Holidays
10		13-04-2022	Easter Holidays
		14-04-2022	Easter Holidays
		16-04-2022	Easter Holidays
		18-04-2022	Easter Holidays
		52	I Internal Examination
	18-04-2022	53	I Internal Examination
11	То	53	I Internal Examination
	23-04-2022	55	I Internal Examination
		56	I Internal Examination
		57	MLM– service marketing-scope – service marketing mix
	25-04-2022	58	Module IV
12	То		Meaning definition, evolution, personnel management
	30-04-2022	59	Functions and importance of HRM
		60	Duties and qualities of HR Manager

		61	
		62	HR Planning, job analysis
		63	Job description and job specification, job evaluation
	02-05-2022 To 07-05-2022	02-05-2022	RAMZAN
		64	Recruitment
12		65	Sources of recruitment
13		66	Selection process
	07-03-2022	67	Interview
		68	Tests
		69	Placement and induction
	00.05.2022	70	Class Test
14	09-05-2022 To	71	Performance appraisal system: Meaning, objectives,
14	14-05-2022	72	Performance appraisal system: Meaning, objectives,
		73	Methods and problems of performance appraisal
		14-05-2022	Second Saturday
	16-05-2022 To 21-05-2022	74	Methods and problems of performance appraisal
		75	Training : need and importance
15		76	Training: need and importance
15		77	Methods of training
		78	Methods of training
		79	Benefits of training
	23-05-2022 To 28-05-2022	80	II Internal Examination
		81	II Internal Examination
16		82	II Internal Examination
10		83	II Internal Examination
		84	II Internal Examination
		85	II Internal Examination
	30-05-2022 To 04-06-2022	86	HRM in the post globalization era
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17		88	HRM and competitive advantage
		89	Question paper discussion
		90	Class Test