

Dr. B. B. HEGDE FIRST GRADE COLLEGE, KUNDAPURA
Department of Business Administration
Lesson Plan/Curriculum Plan (I Term)
2023 – 24

COURSE	TEACHER	CLASS	DATE
Digital fluency BBABMCN104	Mrs. Avitha M. Correa	I BBA I Semester	31/08/2023

CHAPTER	OBJECTIVES	METHODOLOGY/ INSTRUCTIONAL TECHNIQUE	STUDENTS LEARNING POINTS	NO. OF HOURS
1. Emerging Technologies	<ul style="list-style-type: none"> *To know the overview of artificial intelligence, machine learning, deep learning *To know the introduction about database management for data science and Big data analytics *To know the basic knowledge of internet of things industrial internet of things *To know the overview of cloud computing and its service model *To know the concepts of cyber security and types of cyber-attack. 	<ul style="list-style-type: none"> *Lecturing. *Chalk and talk. *Discussion of possible questions. * Creative class room teaching (videos and PPT) 	<ul style="list-style-type: none"> *Meaning definition features of artificial intelligence and machine learning and the learning *Meaning definition and features and types of database management and database and analytics *Meaning definitions and important characteristics of internet of things and industrial internet of things services *Meaning characteristics and cloud computing, types of cloud and types of service models *Meaning introduction and importance of cyber security and types of cyber attacks (Have an intelligent conversation on the key concepts) 	5 hours
2. Applications of emerging technology	<ul style="list-style-type: none"> *To understand applications of emerging technology 1. Artificial intelligence 2. Big data analytics 3. internet of things 4. cloud computing 5. Cyber security 	<ul style="list-style-type: none"> *Lecturing. *Chalk and talk. *Discussion of possible questions. *Creative classroom teaching using ppt and videos. 	<ul style="list-style-type: none"> *Importance and demerits of artificial intelligence, applications in artificial intelligence *Significance of Big data analytics and usages *Importance of internet of things and its applications in technology *Significance of cloud computing *Importance of cyber security in a recent days 	5 hours

3. Building essential skill beyond technology.	<ul style="list-style-type: none"> * To know the importance of effective communication skills * To know the importance of creative problem solving and critical thinking *To know the significance effective collaboration and teamwork skills *To know the importance of innovative and design thinking *To know the significant effect of use of tools in enhancing skills. 	<ul style="list-style-type: none"> *Lecturing. *Chalk and talk. *Discussion of possible questions. *Seminars and presentations 	<ul style="list-style-type: none"> * Meaning and definition, merits and demerits of communication and its components *Meaning and definition, merits and demerits of creative problem solving and critical thinking *Meaning and definition and importance of collaboration and teamwork skills *Meaning and definitions of innovation and design thinking and its importance *Meaning and definitions of use of tools in ancient skills and its effects. 	5hours
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REQUIREMENTS:

Black board, LCD

Reference to learning resources:

The learning resource made available for the court titled 'digital 101' on future skills prime platform of NASSCOM

Note:

Student should be able to:

- *Have an intelligent conversation on the key concept and applications of artificial intelligence, big data analytics, internet of things, cloud computing and cyber security
- *Develop holistically by learning essential skills such as effective communication, problem solving, design thinking and teamwork

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Dr. B. B. HEGDE FIRST GRADE COLLEGE, KUNDAPURA.
Department of Business Administration
Curriculum/Lesson Plan: 2023-24: II Term

Subject and Subject Code	Teachers	Class and Semester	Date
Environmental Studies BCMESF281	Mrs. Avitha M. Correa	I B.B.A II Semester	01-03-2024

Chapter	Objectives	Methodology/ Instructional techniques	Students learning points	No. of Hours
Unit.1 Introduction to Environmental Studies	To familiarize the Basic concepts of Environmental Studies and to understanding the concept relating to Environmental Studies	Lecturing. Chalk and Talk method. PPT. Seminar Assignment Discussion of possible questions. Google classroom(meet)	Basic Concepts Meaning Definitions and Importance of Environmental Studies, Eco Systems Biogeographical classifications of India and Biodiversity	07 hrs
UNIT 2: Environment Pollution and Its Management	To know about the various Environmental Pollutions, Causes and Their Effects	Lecturing method. Chalk and talk method. PPT. Google classroom(meet) Seminar Assignment Discussion of possible questions	Types and Sources of Environmental Pollution and Control measures	07 hrs
UNIT 3: Natural Resources and Management	To know about the concept of Sustainable Environmental Management, Water conservation, Soil Protection and Disaster Management	Lecturing Google classroom(meet)m method Chalk and talk method. PPT. Student interaction. Seminar. Assignment. Discussion of possible questions.	Types of Natural Resources and Energy resources, Water Conservation Protection of soil, Afforestation & Disaster Management	07 hrs
UNIT 4. Environmental Awareness and Legislations	To know Environment Movements – Individual and Community Efforts, Legal and Administrative measures for the Protection of Environment in India and Environmental ethics	Lecturing method. Google classroom (meet) Chalk and talk method. PPT. Student interaction Seminar. Assignment. Discussion of possible questions	The Concept of Environment Movements, Individual & Community Initiatives, National environment Policy, Environment Ethics	07 hrs

REQUIREMENTS:

Laptop, Blackboard

E-RESOURCES:

- 1.Libguides.humboldt.edu
- 2.https://www.ugc.ac.in

BOOKS FOR REFERENCE:

- 1.Environmental studies- ErachBharucha
2. Objectives of Environmental Science- B.B Singh
- 3.Ecology and Environment – P.D Sharma
- 4.Environment and Ecology - Majid Hussain

NOTE: The Concept of Environmental Studies deals with the Environment and Issues relating to environment. Today, The Environment related issues have gained visibility not only at the national and international level, and also in the academic circles of the Universities. Environment is mismanaged by the Human Beings in the name of development. Students at the Undergraduate level need to be aware of Environmental issues. Sustainable Environmental Development and Environment positive changes can be brought in the society with understanding burning environmental issues.


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Department of Business Administration

Lesson Plan/ Curriculum Plan: 2023-24 (II Term)

Subject & Subject Code:	Faculties	Class & Semester	Date
Enterprise Resource Planning BBA6.6	Mr. Suhas J G	III BBA VI Semester	09/03/2024

Chapter	Objectives	Methodology	Students learning Points	Hours
Unit - I : Introduction to ERP	<ul style="list-style-type: none"> To know the concept of ERP To have an idea of Origin of ERP To study the different benefits of ERP To know the Reason for Growth of ERP Market 	Lecturing Chalk and talk Discussion of possible questions Assignments Online teaching, PDF, PPT, WhatsApp etc.	Meaning of ERP, Need of ERP, Different Reasons for Growth of ERP, Risk Area of ERP	08
Unit - II : ERP related Technologies & Modules	<ul style="list-style-type: none"> To understand the meaning of Business Process Re-engineering To know the process of Project Life Cycle To understand the meaning of Customer Relation Management To know the meaning Function Modules 	Lecturing Chalk and talk Discussion of possible questions Online teaching, PDF, PPT, WhatsApp etc.	Meaning of BPR, Process of Project Life Cycle, Meaning and features of CRM Functional Modules.	10
Unit- III : ERP Implementat ion	<ul style="list-style-type: none"> To know the ERP Implementation Life Cycle To understand the concept of 	Lecturing Chalk and talk Discussion of possible questions Online teaching, PDF, PPT, WhatsApp etc.	ERP Implementation Life Cycle Types of Transition Strategies, ERP Implementation Process	08

	<p>Transition Strategies.</p> <ul style="list-style-type: none"> To know about Implementation Process To understand the role of Consultant. 			
<p>Unit-IV : ERP Post Implementation</p>	<ul style="list-style-type: none"> To know the concept of Success & failure of ERP Implementation To know the various ERP Operations & Maintenance 	<p>Lecturing Chalk and talk Discussion of possible questions Online teaching, PDF, PPT, WhatsApp etc.</p>	<p>Success & failure of ERP Implementation ERP Operations & Maintenance Steps to maximize ERP System</p>	10
<p>Unit – V : Future Directions in ERP</p>	<ul style="list-style-type: none"> To know the New trends in ERP To understand the Development of new markets & Channels To get insight about Latest Methodologies in ERP Implementation 	<p>Lecturing Discussion of possible questions Chalk and talk Online teaching, PDF, PPT, WhatsApp etc.</p>	<p>New trends in ERP Development of new markets & Channels Latest Methodologies in ERP</p>	09

Requirements: Black board, LCD

E-resources

<https://www.openai.com/>

<https://www.tallyprime.com/>

Notes:

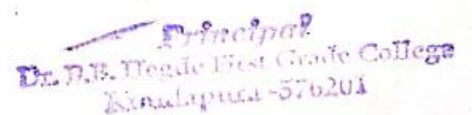
Enterprise Resource Planning is Software which enables the centralization of data in order to make a brief report based the feed given to that software. It is very essential element for today's Corporate Companies.


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DEPARTMENT OF COMMERCE

Lesson Plan /Curriculum Plan: 2023-24 (I Term)

SUBJECT & CODE	TEACHERS	CLASS AND SEMESTER	DATE
Principles of Marketing	Mr. Rakshith Rao Mrs. Preeti Hegde Mr. Akshay Kumar Mr. Sharath Kumar Mrs. Josline Almeida	I B.com & I Semester	06/09/2023

CHAPTER	OBJECTIVES	METHODOLOGY/ INSTRUCTIONAL TECHNIQUES	STUDENTS LEARNING POINTS	No.Of Hours
Introduction to Marketing	*To know the concept of marketing. *To understand kinds of evolution took place in the marketing. *To study the marketing concepts and contemporary issue in marketing *To understand the Importance of Micro-Macro Environment.	<ul style="list-style-type: none"> • Lecturing. • Chalk and talk. • Illustrations. • Discussion of possible questions. • Online teaching – PDF,PPT, WhatsApp etc. • Case Study 	*Meaning and definition of marketing, traditional and modern marketing. *Product concept, production concept, marketing concept, selling concept and societal concept.	12
Consumer Behaviour and Market Segmentation	*To understand consumer buying behaviour *To understand marketing mix elements *To Study the Market Segmentation	<ul style="list-style-type: none"> • Lecturing. • Chalk and talk. • Illustrations. • Discussion of possible questions. • Online teaching – PDF,PPT, WhatsApp etc. • Case study 	*Meaning of consumer behaviour, Factors influencing Buying behaviour. *Marketing Mix – Product, Price, Place, Promotion. *Bases for Market segmentation – Consumer product.	12
Product and Pricing	*To know the concept of product life cycle, production mix dimensions and strategies. *To know product	<ul style="list-style-type: none"> • Lecturing. • Chalk and talk. • Illustrations. • Discussion of possible questions. 	*Stages of new product development, failure of new product and product life cycle. *Product line, product item, positioning of	12

	related strategies *To understand the concept of Branding, Packing and labelling.	<ul style="list-style-type: none"> • Online teaching – PDF,PPT, WhatsApp etc. • Case Study 	product, branding, packing, labelling, guarantee and warrantee.	
Promotion and Distribution	<ul style="list-style-type: none"> * To know the promotional mix and factors affecting the same * To understand about advertising and other sale promotion activities. * To understand the concept of Retail management. * To know the concept of types of retailers. 	<ul style="list-style-type: none"> • Lecturing. • Chalk and talk. • Illustrations. • Discussion of possible questions. • Online teaching – PDF,PPT, WhatsApp etc. • Case Study 	<ul style="list-style-type: none"> * Meaning and definition of marketing mix. * Meaning of advertising, personal selling and other sales promotion activities. * Meaning of retail management, functions and importance. Types of retail market. 	12
Recent Developments in Marketing	<ul style="list-style-type: none"> *To know about recent trends in the Marketing. * To understand the importance of Social Marketing. * To understand other recent developments in Marketing. 	<ul style="list-style-type: none"> • Lecturing. • Chalk and talk. • Illustrations. • Discussion of possible questions. • Online teaching – PDF,PPT, WhatsApp etc. • Case Study 	<ul style="list-style-type: none"> *Social marketing, Online Marketing, Direct Marketing, Service Marketing, Green Marketing, Rural marketing. * Social Marketing, E-mail Marketing, Live video streaming Marketing and Network Marketing 	10

REQUIREMENTS:

Blackboard
LCD

E-Resources:

<http://www.investopedia.com>

www.managementstudyguide.com

<https://en.m.wikipedia.org/wiki/marketing-management>



Books for reference:

Marketing Management – Philip Kotler and Kevin Lane Keller
Principles of Marketing – Dr. K. Ramachandra, Dr. S. AllaBakash, Dr. B. Chandrashekar, Dr. S. Nagabhushan.

Note:

The present competitive world, marketing of product and service becoming more challenging. The I semester B.Com Principles Marketing syllabus is helpful in making the students understand about various basic concept of marketing and assess the marketing environment. They can also understand consumer behaviour in the present scenario and marketing segmentation.

The topic to be learnt being, Evolution of marketing, promotion and distribution of product, rural marketing, service marketing and outline the recent developments in the field of marketing.



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Department of Commerce
Lesson plan/Curriculum plan: 2023-24 (I Term)

Subject & Subject Code:	Teachers	Class & Semester	Date
Digital fluency B.Com 1.4	Ms. Pooja Ms. Shwetha Ms. Vinaya v Shetty	I B.Com 1 st Semester	1-09-2023

Chapter	Objectives	Methodology	Student learning points
1. Emerging technologies	<ul style="list-style-type: none"> ▪ To know the overview of artificial intelligence, machine learning, deep learning. ▪ To know the introduction about data base management for data science and big data analytics. ▪ To know the basic knowledge of internet of things, industrial internet of things. ▪ To know the overview of cloud computing and its service model. ▪ To know the concepts of cyber attack. 	<ul style="list-style-type: none"> ▪ Lecturing. ▪ Chalk and talk. ▪ Discussion of possible questions. ▪ Creative class room teaching (video and PPT) 	<ul style="list-style-type: none"> ▪ Meaning definition features of artificial intelligence and machine learning and the learning. ▪ Meaning definition, features and types of database management and database analytics. ▪ Meaning definition and important characteristics of internet of things service. ▪ Meaning characteristics and cloud computing, types of cloud and type of service models. ▪ Meaning introduction and impotence of cyber security and types of cyber attack. (have an intelligent conversation on the key concepts)
2. Applications of emerging technology.	<ul style="list-style-type: none"> ▪ To understand applications of emerging technology. 1. Artificial intelligence. 2. Big data analytic. 3. Internet of things. 4. Cloud computing. Cyber security. 	<ul style="list-style-type: none"> ▪ Learning. ▪ Chalk an talk ▪ Discussion of possible questions. ▪ Creative classroom teaching using PPT and video. 	<ul style="list-style-type: none"> ▪ Importance and demerits of artificial intelligence, applications in artificial intelligence. ▪ Significance of big data analytics and usage. ▪ Importance of internet of things and its applications in

			<ul style="list-style-type: none"> ▪ technology. ▪ Significance of cloud computing. ▪ Importance of Cyber security in recent days.
<p>3. Building essential skill beyond technology.</p>	<ul style="list-style-type: none"> ▪ To know the importance of effective communication skill. ▪ To know the importance of creative problems solving and critical thinking. ▪ To know the significance effective collaboration and teamwork skills. ▪ To know the importance of innovative and design thinking. ▪ To know the significant effect of use of tools in enhancing skills. 	<ul style="list-style-type: none"> ▪ Lecturing ▪ Chalk and talk. ▪ Discussion of possible questions. ▪ Creative classroom teaching using PPT and video. 	<ul style="list-style-type: none"> ▪ Meaning and definition, merits and demerits of communication. And its components. ▪ Meaning and definition, merits and demerits of creative problem solving and critical thinking. ▪ Meaning, definitions and importance of collaboration and teamwork skills. ▪ Meaning and definition of innovation and design thinking and its importance. ▪ Meaning and definitions of use of tools in ancient skills and its effects.

Requirements:

Laptop/Mobile, black board, LCD.

E-Resources:

<https://youtu.be/oV74Najm6Nc?si=k56f3TNcmuz-RW-e>

https://www.youtube.com/watch?v=Oth_jnB5lOA&pp=ygUkYXBwbGljYXRpb24gb2YgYXJ0aWZpY2lhbCBpbmRlbGxlbmNl

https://www.youtube.com/watch?v=Oth_jnB5IOA&pp=ygUkYXBwbGljYXRpb24gb2YgYXJ0aWZpY2lhbCBpbmRlbGxlbmNl

<https://www.studocu.com/in/u/25351304?sid=01695290628>

<https://youtu.be/dv9q7Ema40k?si=uTWtB6S5HYfCmgWL>

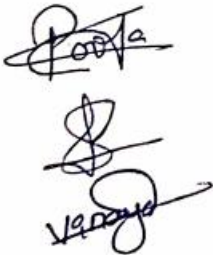
Books for Reference:

The learning resource made available for the court titled 'digital 101' on future skills prime platform of NASSCOM.

Note:

Student should be able to:

- Have an intelligent conversation on the key concept and applications of artificial intelligence, big data analytics, internet of things, cloud computing and cyber security.
- Develop holistically by learning essential skills such as effective communication, problem solving, design thinking and teamwork.



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DEPARTMENT OF COMMERCE

Lesson Plan: 2023-24 (II Term)

Subject & Code	Faculty	Class & Semester	Date	Total No. Of teaching hours
Business Mathematic BCMCMCN202	Ms. Vinaya V Shetty Ms. Malathi Mr. Sudhir Kumar Ms. Pooja Mr. Suhas J.G	I B.com II Semester	09/03/2024	56 Hours

Chapter	Objectives	Methodology	Student learning point	Total Hours
Unit 1 Number System and Indices	<ul style="list-style-type: none"> To understand the concept of meaning of natural numbers To know the concept of Even & odd numbers, Prime, Rational number and its features & Irrational Numbers To understand Laws of indices, application of laws for simplification 	<p>Make student to understand the concept</p> <p>Discussion of possible questions</p>	<ul style="list-style-type: none"> Make student to understand the concept of natural numbers, even & odd numbers Make student to understand the concept of Prime, Rational numbers To provide ideas in the preparation of HCF and LCM 	12
Unit 2 Commercial Mathematics	<ul style="list-style-type: none"> To know the concept of Simple and Compound interest 	<p>Lecturing method, Chalk and Talk,</p> <p>Discussion of possible questions</p> <p>PPT, PD</p>	<ul style="list-style-type: none"> To understand the concept of Simple and Compound interest and problems thereon To provide ideas in the preparation of Annuities types 	10

<p>Unit 3 Theory of Equation</p>	<ul style="list-style-type: none"> • To understand the concept of Linear equations • To study the Pure and adfected quadratic equations 	<p>Lecturing method, Chalk and Talk,</p> <p>Discussion of possible questions</p> <p>Seminar, Illustrations</p>	<ul style="list-style-type: none"> • Make student to understand the concept of Linear equations • Make student to understand the concept of Pure and adfected quadratic equations 	<p>12</p>
<p>Unit 4 Set Theory, Permutations & Combinations and Matrices</p>	<ul style="list-style-type: none"> • To understand the concept of meaning & types of Sets, Laws of Sets, Venn diagram • To know the concept of Permutations, Combinations and Matrices 	<p>Lecturing method, Chalk and Talk,</p> <p>Discussion of possible questions</p> <p>Seminar, Illustrations</p>	<ul style="list-style-type: none"> • Meaning of set theory and types • Illustrations on Permutations & Combination and Matrices 	<p>12</p>
<p>Unit 5 Measurements of Solids</p>	<ul style="list-style-type: none"> • To know the concept of meaning of Area and Perimeter • To study the circumference of Triangle Square, Circle, Cone. 	<p>Lecturing method, Chalk and Talk,</p> <p>Discussion of possible questions</p> <p>Seminar, Illustrations</p>	<ul style="list-style-type: none"> • To understand the concept of meaning of Area and Perimeter • To provide ideas in the preparation of circumference of Triangle, Square, Circle, Cone. 	<p>10</p>

Requirements: Black board, LCD

E-resources:

<https://businessjargons.com>

<https://www.ducksters.com>

<https://www.shopify.in>

Books for Reference:

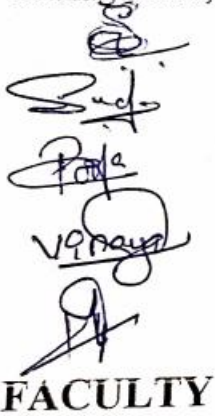
R.Gupta, Mathematics for Cost Accountants

S.P. Gupta, Business Mathematics

Madappa and Sridhara Rao, Business Mathematics

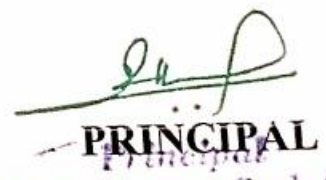
Notes:

Business mathematics is mathematics used by commercial enterprises to record and manage business operations. Commercial organizations use mathematics in accounting, inventory management, marketing and financial analysis.


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DEPARTMENT OF COMMERCE
Lesson Plan /Curriculum Plan: 2023-24 (II Term)

SUBJECT & CODE	TEACHERS	CLASS AND SEMESTER	DATE
Environmental studies	Ms. Shwetha Mrs. Avitha Korea Mrs. Vinaya V Shetty Ms. Pooja	I B.Com II Semester	13/03/2024

CHAPTER	OBJECTIVES	METHODOLOGY/ INSTRUCTIONAL TECHNIQUES	STUDENTS LEARNING POINTS
Unit -1 Introduction	<p>*To familiarize the concept of Environmental studies and Sustainable development.</p> <p>* To understand the Concept ecosystem, Food chain, Food web.</p> <p>*To study the Bio-geographical zones of India.</p> <p>* To understand the Various ways to conserve Bio-diversity.</p>	<ul style="list-style-type: none"> • Lecturing. • Chalk and talk. • Discussion of possible questions. • Online teaching – PDF,PPT, WhatsApp etc. • Case Study • Assignment and seminar 	<p>*Basic concept of environment and importance of environment</p> <p>*concept of sustainable development goals.</p> <p>* Bio-geographical zones of India.</p>
Unit-2 Environmental Pollution and Its Management	<p>*To Study different Types of Environmental pollution, causes , effects and its controlling measures.</p> <p>*To understand the concept of Climate change.</p> <p>*To Know the various ways to manage solid waste.</p> <p>*To understand the Impact of Plastic on human health.</p>	<ul style="list-style-type: none"> • Lecturing. • Chalk and talk. • Discussion of current problems of environment and possible solutions for that. • Case study 	<p>*Types of pollutions its causes, effects and controlling measures.</p> <p>*concept of climate change</p>

Unit-3 Natural Resources and Management	<ul style="list-style-type: none"> *To know the different types of natural resources and its Importance. *To understand the use and conservation of water. *To know the concept of disaster management. 	<ul style="list-style-type: none"> • Lecturing. • Chalk and talk. • Discussion of possible questions. • Online teaching – PDF, PPT, WhatsApp etc. • Case Study 	<ul style="list-style-type: none"> *Study about Natural resources and its types. * Water conservation *concept of disaster management
Unit-4 Environmental Policies and Practices	<ul style="list-style-type: none"> *To understand the Human population Growth impact on Environment. *To study various environmental movements to protect the nature. *To study Individual and communities initiatives to protect environment. *to study various Environment protection Act. 	<ul style="list-style-type: none"> • Lecturing. • Chalk and talk. • Discussion of possible questions. • Online teaching – PDF, PPT, WhatsApp etc. • Case Study 	<ul style="list-style-type: none"> *Environment Movements. * Individual and Community initiatives *National Environment policy and Environment Ethics.

REQUIREMENTS:

Blackboard
LCD

E-Resources:

<https://www.ugc.gov.in/oldpdf/modelcurriculum/env.pdf>

<https://byjus.com/commerce/meaning-and-functions-of-environment/>

Books for reference

1. Environment studies-Erach Bharucha
2. Objectives Of environment Science-B.B Singh
3. Ecology and Environment-P. D Sharma
4. Enviromental studies –Jayanthi P shanoy


Objectives

The concept of environmental studies deals with the environment and issues relating to environmental. Today environmental problems have increased in the national and International level Environment is mismanaged by the human beings in the name of

development. So there is the necessity of environmental subject for the undergraduate level students. Sustainable environmental development and Environment positive changes can be brought in the society with understanding burning issues of environment.



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