



St.Thomas College of Arts and Science



Koyambedu, Chennai-107

Lesson Plan

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Department : BBA

Lesson Plan - 18 Weeks (November 2019 –March 2020)

Week	Date	Day	Class: II C (IV Sem) - MAM4P Management Information	Class : III C (VI Sem) - MAM6Y Service Marketing	Class : I B (II Sem) -MAM2C Business Communication	Class : II (A & C)(IV Sem) -ENV4B Environment Science	Class : III A & B (VI Sem) - MAM6Q Project
1	28-Nov-19	THURSDAY	Introduction to Management Information System		Introduction to Communication		
	29-Nov-19	FRIDAY	Characteristics of MIS			Introduction - Multidisciplinary nature, scope, advantages, importance	
	30-Nov-19	SATURDAY	Nature and Scope of MIS		Objectives & Principles of Effective Communication		
	1-Dec-19	SUNDAY	HOLIDAY		HOLIDAY		HOLIDAY
2	2-Dec-19	MONDAY	Functions, merits and demerits of MIS		Elements of communication		
	3-Dec-19	TUESDAY	Application and structure of MIS				
	4-Dec-19	WEDNESDAY	Process of management and MIS				
	5-Dec-19	THURSDAY	MIS support for planning and organising		Types of Communication (based on direction) with its merits and limitations		
	6-Dec-19	FRIDAY	Tools for management process			Need for public awareness, natural resources, associated problems - different resources	
	7-Dec-19	SATURDAY	Decision making - introduction		Methods of communication - verbal - Written & Oral		
	8-Dec-19	SUNDAY	HOLIDAY		HOLIDAY		HOLIDAY
	9-Dec-19	MONDAY	Types of decisions, Herbert Simon's Model		Non verbal communication		
	10-Dec-19	TUESDAY	Importance of information in decision making				

3	11-Dec-19	WEDNESDAY	System concepts - elements and subsystem				
	12-Dec-19	THURSDAY	Information system - meaning, features		Classification of business letter		
	13-Dec-19	FRIDAY	Components and roles, categories of MIS			Forest, water, mineral, food, energy resources	
	14-Dec-19	SATURDAY	TPS - Types, features and importance	Introduction, Characteristics of service sector	Types of letters		
	15-Dec-19	SUNDAY	HOLIDAY		HOLIDAY		HOLIDAY
4	16-Dec-19	MONDAY	EIS - Types, feature and expert system	Importance of service sector	Enquiry letter		
	17-Dec-19	TUESDAY	SIS - Meaning, objectives and benefit	Growth of service sector			Project - Discussion on Objectives
	18-Dec-19	WEDNESDAY	Introduction to computers	Components of service - Design of Service			
	19-Dec-19	THURSDAY	Meaning, definition and block diagram	Blue printing using technology	Circular letter		
	20-Dec-19	FRIDAY				Ecosystem, concept, structure, functions, ecological scenario	Objectives framing
	21-Dec-19	SATURDAY	Merits and demerits and criticisms	Human Resource on service marketing	Interview letter		
		22-Dec-19	SUNDAY	CHRISTMAS HOLIDAYS		CHRISTMAS HOLIDAYS	
	23-Dec-19	MONDAY					
	24-Dec-19	TUESDAY					
	25-Dec-19	WEDNESDAY					
	26-Dec-19	THURSDAY					
	27-Dec-19	FRIDAY					
	28-Dec-19	SATURDAY					
	29-Dec-19	SUNDAY					
	30-Dec-19	MONDAY					
	31-Dec-19	TUESDAY					
	1-Jan-20	WEDNESDAY					
	2-Jan-20	THURSDAY					
6	3-Jan-20	FRIDAY	Information processing - introduction	Building service aspirations	Appointment letter		
	4-Jan-20	SATURDAY	Methods, steps of IP	Marketing mix in service marketing			Questionnaire framing
	5-Jan-20	SUNDAY	HOLIDAY		HOLIDAY		HOLIDAY
7	6-Jan-20	MONDAY	INTERNAL ASSESSMENT-1		INTERNAL ASSESSMENT-1		INTERNAL ASSESSMENT-1
	7-Jan-20	TUESDAY					
	8-Jan-20	WEDNESDAY					
	9-Jan-20	THURSDAY					
	10-Jan-20	FRIDAY					
	11-Jan-20	SATURDAY	Stages of IP	The seven P's	Result Analysis of Test 1		
	12-Jan-20	SUNDAY	HOLIDAY		HOLIDAY		HOLIDAY
	13-Jan-20	MONDAY					

8	14-Jan-20	TUESDAY	PONGAL HOLIDAYS	PONGAL HOLIDAYS	PONGAL HOLIDAYS		
	15-Jan-20	WEDNESDAY					
	16-Jan-20	THURSDAY					
	17-Jan-20	FRIDAY					
	18-Jan-20	SATURDAY					
	19-Jan-20	SUNDAY					
9	20-Jan-20	MONDAY	Batch processing, online processing	Product mix			
	21-Jan-20	TUESDAY	OP - hardware, software, input devices	Price mix	Correspondence with customers	Foodchains, food webs, ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystem	Data analysis
	22-Jan-20	WEDNESDAY	Memory	Place mix			
	23-Jan-20	THURSDAY	Classification	Promotion mix	Correspondence with other banks		
	24-Jan-20	FRIDAY		Internal memory	People in service - process - service mix	Life insurance correspondence	
	25-Jan-20	SATURDAY	External memory	Customer - service mix			
	26-Jan-20	SUNDAY	HOLIDAY		HOLIDAY		HOLIDAY
10	27-Jan-20	MONDAY	Software, types, system and applications	Physical evidence of a service			
	28-Jan-20	TUESDAY	Database, characteristics, organisation types	Process of service marketing	Company secretary correspondence	Bio diversity and its conservation, classification, bio diversity of wild life	Data analysis
	29-Jan-20	WEDNESDAY	DBMS - Introduction	Effective management of service marketing			
	30-Jan-20	THURSDAY		Objectives of DBMS	Market segmentation - Characteristics	Report writing	
	31-Jan-20	FRIDAY	Characteristics of DBMS	Capacity planning and segmentation	Agenda		Data analysis
	1-Feb-20	SATURDAY	Components of DBMS	Internal and external marketing of services			
	2-Feb-20	SUNDAY		HOLIDAY		HOLIDAY	
11	3-Feb-20	MONDAY	Applications of DBMS	External versus internal orientation			
	4-Feb-20	TUESDAY	Merits and demerits of DBMS	Service strategy	Memo writing	Environment pollution, air, marine pollution, social issues and public awareness	Data Interpretation
	5-Feb-20	WEDNESDAY	System analysis and design	Marketing Demand and Supply			
	6-Feb-20	THURSDAY	SDLC	The base for segmentation	Circular letter		
	7-Feb-20	FRIDAY	System analyst	Marketing orientation	Drafting Notes		Data Interpretation
	8-Feb-20	SATURDAY	Personal information system	Customer service - meaning			
	9-Feb-20	SUNDAY	HOLIDAY		HOLIDAY		HOLIDAY
	10-Feb-20	MONDAY					

12	11-Feb-20	TUESDAY	INTERNAL ASSESSMENT-2		INTERNAL ASSESSMENT-2		INTERNAL ASSESSMENT-2
	12-Feb-20	WEDNESDAY					
	13-Feb-20	THURSDAY					
	14-Feb-20	FRIDAY					
	15-Feb-20	SATURDAY	Materials information system	Causes of service and quality gaps	Result analysis of Test 2		
	16-Feb-20	SUNDAY	HOLIDAY		HOLIDAY		HOLIDAY
13	17-Feb-20	MONDAY	Financial and marketing system	Factor and techniques to resolve this gap		Human population and environment	Findings
	18-Feb-20	TUESDAY	Decision support system	Customer Relationship Management	Intranet - meaning & characteristics		
	19-Feb-20	WEDNESDAY	DSS - meaning, characteristics	Gaps in service and quality standards			
	20-Feb-20	THURSDAY	Functions of DSS	Factors and solution	Internet - meaning & characteristics		Findings
	21-Feb-20	FRIDAY	Components of Decision support system	Service performance gap	Advantages & Disadvantages		
	22-Feb-20	SATURDAY	GDSS	Key factor			
	23-Feb-20	SUNDAY	HOLIDAY		HOLIDAY		HOLIDAY
14	24-Feb-20	MONDAY	Information, factors, benefits	Strategy for closing gap		Case studies	
	25-Feb-20	TUESDAY	Outsourcing, reason, classification	External communication to customers	Websites - Meaning & Importance		
	26-Feb-20	WEDNESDAY	BPO, meaning	Developing appropriate and effective communication			
	27-Feb-20	THURSDAY	Working of BPO	Promise versus delivery gap	Essential elements of websites		Suggestions
	28-Feb-20	FRIDAY	Functions of Business Process Outsourcing	Financial service	Uses of websites in business		
	29-Feb-20	SATURDAY	Service Indian BPO industry	Health service			
	1-Mar-20	SUNDAY	HOLIDAY		HOLIDAY		HOLIDAY
15	2-Mar-20	MONDAY	University Questions Review	Hospitality service		Revision of syllabus	
	3-Mar-20	TUESDAY	University Questions Review	Hotel service	Faxes		
	4-Mar-20	WEDNESDAY	University Questions Review	Tourism service			
	5-Mar-20	THURSDAY	University Questions Review	Professional service	Video conferencing		Conclusion
	6-Mar-20	FRIDAY	University Questions Review	Public utility service	University questions discussions - Unit 1 , 2 & 3		
	7-Mar-20	SATURDAY	University Questions Review	Educational service			
	8-Mar-20	SUNDAY	HOLIDAY		HOLIDAY		HOLIDAY
16	9-Mar-20	MONDAY	INTERNAL ASSESSMENT- 3		INTERNAL ASSESSMENT- 3		INTERNAL ASSESSMENT- 3
	10-Mar-20	TUESDAY					
	11-Mar-20	WEDNESDAY					
	12-Mar-20	THURSDAY					
	13-Mar-20	FRIDAY					
	14-Mar-20	SATURDAY	Revision	Revision	Result analysis of Test 3	Revision of syllabus	

	15-Mar-20	SUNDAY	HOLIDAY		HOLIDAY		HOLIDAY
17	16-Mar-20	MONDAY	Revision	Revision			
	17-Mar-20	TUESDAY	Revision	Revision	Revision		Rough draft
	18-Mar-20	WEDNESDAY	Revision	Revision			
	19-Mar-20	THURSDAY	Revision	Revision	Revision		
	20-Mar-20	FRIDAY	Revision	Revision	Revision		
	21-Mar-20	SATURDAY	Revision	Revision		Revision of syllabus	
	22-Mar-20	SUNDAY	HOLIDAY		HOLIDAY		HOLIDAY
18	23-Mar-20	MONDAY	Revision	Revision			
	24-Mar-20	TUESDAY	Revision	Revision	Revision		
	25-Mar-20	WEDNESDAY	UGADHI -HOLIDAY		UGADHI -HOLIDAY		HOLIDAY
	26-Mar-20	THURSDAY	Revision	Revision			Final project
	27-Mar-20	FRIDAY	Revision	Revision	Revision		