



SANSKRITHI SCHOOL OF BUSINESS

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Beedupalli Road, Prasanthigram, Puttaparthi, Sri Sathya Sai District – 515 134.

ACADEMIC LESSON PLAN – 2017-18

LESSON PLAN

Subject Name : Financial Institutions, Markets And Services Year & Branch: 2017-2018
Subject Code : 14E00106 Semester : I
Name of the Faculty : RAMA KRISHNA. A Designation : Asst Prof

Definition / Description:

Financial Institutions, Markets And Services

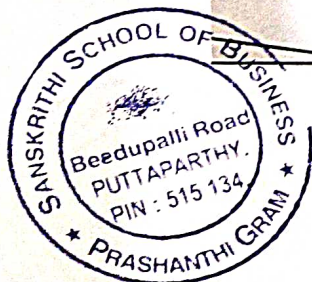
Objectives:

The objective of the course is to provide to students an understanding of Financial Markets, the major institutions involved and the services offered within this framework.

References:

Management of Financial Services, C. Rama Gopal, Vikas.

- Financial Services and markets, Dr. Punithavathy Pandian, Vikas
- Financial Markets and services, Appannaiah, Reddy and Sharma, HPH
- Indian Financial System, Ramachandra and others, HPH
- Financial Institutions and Markets, L. M. Bhole, 4/e Tata McGraw Hill.
- Financial services, Gordon & Natarajan, Himalaya publishers.
- Investment Institutions and Markets, Jeff Madura, Cengage, 1st Edition.
- Financial services, Thirupati, PHI.
- Financial Markets & Services, Vasanth desai, Himalaya.
- Financial Institutions and Markets, Gupta Agarwal, Kalyani publishers.



Dr. Balakrishnan

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Program Name:

- Tutorials
- Assignments
- Unit Tests - Internal Tests I, II and III
- Model Exam

At the end of the lesson plan the following attached academic programs should also be addressed as per the format given below: Fill this table if the programme is applicable otherwise write 'Not applicable'.

Program Name	No of Programs Planned	Tentative Dates
• Industrial Visits	—	—
• Seminars	3	—


Faculty in charge





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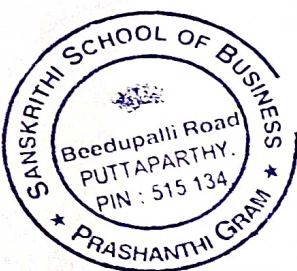
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SYLLABUS COVERED -2017-18

SYLLABUS COVERED			
Name of the Lecturer: Dr. Prashanthi		Subject: Finance	
Class: BBA		Semester: I	
Branch: BBA		Total Periods Allotted: 60	
Date	Period (s)	Brief notes of the Topic (s) covered	Initials of H.O.D.
24-07	1	Introduction to Finance	AS
25-07	1	"	AS
26-07	1	Introduction to Finance	AS
27-07	1	Introduction to Financial System	AS
28-07	1	Financial Markets	AS
29-07	1	Financial Institutions	AS
30-07	1	Financial Instruments	AS
31-07	1	Financial Services	AS
01-08	1	Overview on financial system	AS
02-08	1	Financial development	AS
03-08	1	FDI in financial system	AS
04-08	1	Role of RBI	AS
05-08	1	Functions of RBI	AS
06-08	1	RBI Act	AS
07-08	1	Introduction to Banking system	AS
08-08	1	Public Sector vs Private Banks	AS
09-08	2	Banking Structure in India	AS
10-08	3	Commercial & Corporate Banks	AS
11-08	1	NBFC	AS
12-08	1	Structure of NBFC in India	AS
13-08	3	Services on Mini Projects	AS
14-08	1	Mutual funds	AS
15-08	1	Types of Mutual fund	AS
16-08	1	Mini Project Submission	AS
17-08	2	Introduction to Insurance Sector	AS
18-08	2	Role of IRDA	AS
19-08	2	Introduction to F.Market	AS
20-08	1	Types of financial markets	AS
21-08	1	Capital Market	AS
22-08	1	Primary Market	AS
23-08	1	Secondary Market	AS
24-08	1	Money Market	AS

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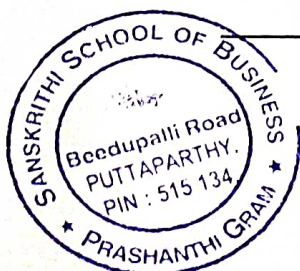
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		Pandian, Vikas		
	Case Study On Different Money Market	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	3.11.12	.
	Structure And Functions Of Money Market	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	11/11/12	Dei
	Call Money Market	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	11	Dei
	Government Securities Market – T-Bills Market, Commercial Bills Market, Commercial Paper And Certificate Of Deposits	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	11	Dei
	Case Study On SEBI	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	2/11/12	Dei
	Securities Markets:- Organization And Structure, Listing Trading And Settlement Of Securities Market	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	3/11/12	Dei
	The Role And Functions Of Sebi	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	11	Dei
	Lease And Hire Purchase Consumer Credit And Factoring	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	11	Dei
	Fund based services			
	Case Study Stock Broking	Financial Services and markets,	4/11	Dei



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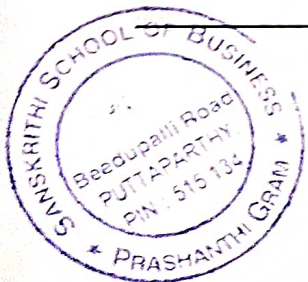


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Private Sectors – Structure And Comparative Performance	Dr.Punithavathy Pandian, Vikas	9/10/12	
Bank Capital And Banking Innovations	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	17/10/12	
Case Study On Online Banking Services	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	18/11/12	
Commercial And Co-Operative Banks	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	21/11/12	
The Non-Banking Financial Institutions	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	23/11/12	
Mutual Funds, Growth Of Indian Mutual Funds And Its Regulation	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	24/10/12	
Case Study On Mutual Funds	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	26/12	
The Role Of AMFI	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	27/11/12	
Insurance Companies- Role Of IRDA	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	27/11/12	
Financial And Securities Markets		28/10/12	
Primary And Secondary Markets	Financial Services and markets, Dr.Punithavathy		

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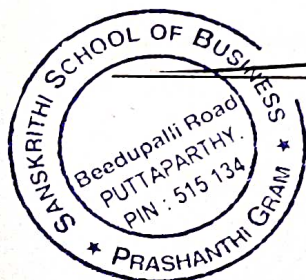
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Sl. No.	Topics to be Covered	Text / Reference Book Page No	Actual Date	Teaching Aids
	Introduction to Financial system		2	
	Introduction To Financial System	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	26/7/12	
	Elements Of Financial System And Economic Development	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	9/8/12	
	Case Study On Regulatory Authorities	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	18/8/12	
	Regulatory And Promotional Institutions	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	23/8/12	
	Function And Role Of RBI	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	24/8/12	
	Monetary Policy And Techniques Of RBI	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	31/8/12	
	Case Study On RBI Recent Policy DEMONITISATION	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	22/9	
	The Banking And Non-Banking Institutions		3/10/12	
	The Public And The	Financial Services and markets,		



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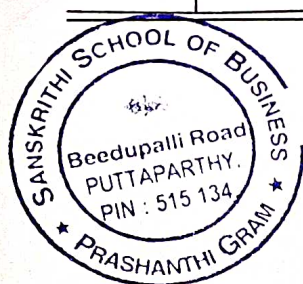
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		Dr.Punithavathy Pandian, Vikas		
	Definition, Functions, Advantages, Evaluation, Venture Capital Financing	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	4/11/12	Devi
	Housing Finance	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	4/11/12	Devi
	Case Study On Credit Rating Companies	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	6/11/12	Devi
	Fee-based services			
	Stock Broking	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	6/11/12	Devi
	Credit Rating Merchant Banking	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	7/11/12	Devi
	Portfolio Services	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	7/11/12	Devi
	Underwriting, Depository Services, Challenges Faced By Investment Bankers	Financial Services and markets, Dr.Punithavathy Pandian, Vikas	7/11/12	Devi



Dr. Balakoteshwari
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Even Semester Action Plan

LESSON PLAN	
Subject Name: Business Research methods	Year & Branch: 2019-2021 (MBA)
Subject Code : 17E00203	Semester : II
Name of the Faculty: Dr T Venkatesan	Designation : Associate Professor

Definition / Description:

Business Research Methods

Objectives:

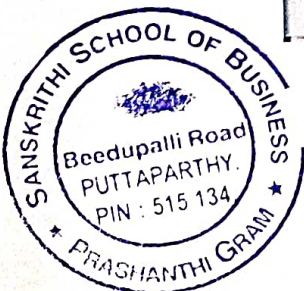
Objective of the course is to have a general understanding of statistics as applicable to business and its use in areas of management research. The Course addresses the methods of research with an emphasis on various stages that are

Textbooks:

- Research Methodology – methods & Techniques, C.R. Kothari, Vishwa prakashan.
- Research Methods for Business–A Skill Building Approach, Uma Sekaran, John Wiley & Sons (Asia) Pte.Ltd, Singapore.
- Research Methodology (Concepts and cases) Deepak Chawla Neena Sondhi-Vikas publishing
- Business Research Methods 8e, Zikmund- Babin-Carr- Adhikari-Griffin-Cengage learning.

References:

- Business Research Methods, Donald R Cooper and Pamela S Schindler, 9/e, Tata McGraw-Hill Publishing Company Limited.
- Methodology and Techniques of Social Science Research, Wilkinson & Bhandarkar, Himalaya Publishing House. An Introduction to Management for Business Analysis, Speegal, M.R., McGraw Hill.
- Research Methodology in Management, Michael, V.P., Himalaya Publishing House.
- Research Methodology, Dipak Kumar, Bhattacharya, Excel Books.
- Research Methodology (Concepts and cases) Deepak Chawla Neena Sondhi-Vikas publishing.
- Business Research Methods- Alan Broman, Emma Bell 3e, Oxford university Research Methodology, Dr. Vijay Upagade and Dr. Aravind Shende



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ACADEMIC LESSON PLAN – 2018-19

LESSON PLAN

Subject Name : INVESTMENT & PORTFOLIO MANAGEMENT Year & Branch : II/ MBA

Subject Code : 17E00312

Semester : III

Name of the Faculty : Dr.Soma. Hari Prasad

Designation : Associate Professor

Definition / Description:

- (i) Investment strategy has several requests.
- (ii) First: how an investor should distribute his/her investment assets on the different investment channels such as shares, precious stones or real estate.
- (iii) Second: the strategy should include the standards to buy the investments and another for the periods where the investor wants to keep those investments. Last: the investor should specify, in his/her strategy, the appropriate level of risk in every investment of those investments.

Objectives:

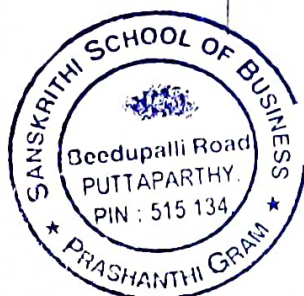
- (I) Investment portfolio management aims at capital growth and seeks for the appreciation of the investment value or net present value. It strategies the gradual return on investments to create maximum value. Diversification of funds leads to stability and security against market uncertainties.
- (II) Portfolio management is the key skill that one requires for managing investment effectively. Then whether he is an individual or HNI or a big MNC. Where HNI stands for High Net Worth Individual and MNC stands for Multinational Company.

Text Books:

- Investment Management, V.K.Balla, S.Chand Company Ltd
- Security Analysis and Portfolio Management, Punithavathy Pandian, Vikas

References:

- Investment Analysis and portfolio management, Chandra, Tata McGraw Hill.
- Security Analysis Portfolio Management, Ranganatham & Madhumathi, Pearson Education.
- Security Analysis and Portfolio Management, Sudhinda Bhat, excel.
- Security analysis and portfolio management, Avadani, Himalaya publishers.



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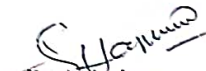


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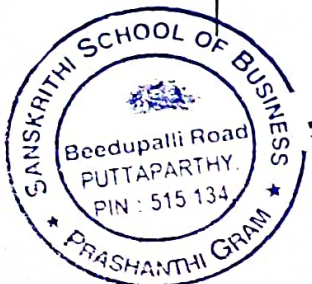
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At the end of the lesson plan the following attached academic programs should also be addressed as per the format given below: Fill this table if the programme is applicable otherwise write 'Not applicable'.

Program Name	No of Programs Planned	Tentative Dates
• Industrial Visits	ZEN SECURITIES LTD	4/10/19
• Seminars	External Seminar: Financial Risks: Financial Institutions And Services.	12/11/2018
	Internal Seminar: INTRINSIC VS MARKET VALUATION OF EQUITY	23/10/2019


Faculty in charge


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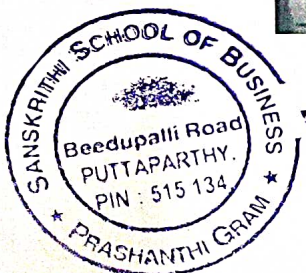


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SYLLABUS COVERED -2018-19

SYLLABUS COVERED			
Name of the Lecturer : <u>Rama Kumari Mandala</u>		Subject : <u>B.R.M</u>	
Class : <u>5th year</u>	Semester : <u>II</u>	A/S Branch : <u>MBA</u>	Total Periods Allotted : <u>63</u>
Date	Period (s)	Brief notes of the Topic (s) covered	Initials of H.O.D.
21/1/19	P1	Speaker Club Activity	
22/1/19	P2	Marketing Club Activity	
23/1/19	P3	2nd yr Definition of Business Research	
24/1/19	P5	Types of Business Research	
25/1/19	P6	Scientific Investigation	
27/1/19	P7	Information needs of a Business	
30/1/19	P7	Revision on previous topics	
4/2/19	P7	Technologies Used in Business Research	
5/2/19	P7	Internet	
8/2/19	P1	web sites	
8/2/19	P3	Email	
8/2/19	P4	Browsers	
18/2/19	P5	Role of Business Research in ^{decision} making	
18/2/19	P6	UNIT II Research Process	
18/2/19	P7	Hierarchy involved in Research Process	
19/2/19	P7	Steps involved in Research Process	
22/2/19	P3	Procedures involved in hypothesis testing	
23/2/19	P5	Identification of Problems	
23/2/19	P6	Preliminary Data Gathering	
23/2/19	P7	Broad area of Research Problem	
1/3/19	P3	Literature Survey	
2/3/19	P7	Hypothesis Development / Statement	
9/3/19	P1	Research Design	
10/3/19	P2	Exploratory Research	
11/3/19	P7	Case Study	
12/3/19	P3	Case method	
18/3/19	P7	Descriptive Research Design	
19/3/19	P2	Experimental Research Design	
20/3/19	P5	Nominal Scales	
20/3/19	P3	Ordinal Scales	
20/3/19	P4	Ratio Scales	
20/3/19	P7	Interval Scales	
20/3/19	P7	Scale of Scales	



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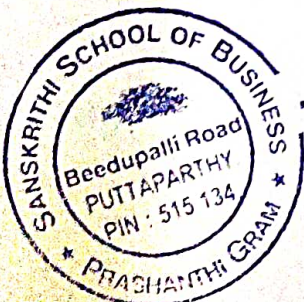


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SYLLABUS COVERED -2019-20

SYLLABUS COVERED			
Name of the Lecturer : DR. SOMA HARI PRASAD		Subject : MANAGERIAL ECONOMICS	
Class : M.B.A. Semester : I		Branch : M.B.A. Total Periods Allotted :	
Date	Period (s)	Brief notes of the Topic (s) covered	Initials of H.O.D.
5/9/19	II	INTRODUCTION TO Managerial Economics	Ru
10/9/19	III	Overview of The Managerial Cycle	
11/9/19	II	M.E. & Its Relationship with other Subjects Production, Mkt, Finance	
14/9	IV	Difference b/w M.E. & Micro	
15/9	II	Role of Managerial Economist	
17/9	I	Objective of The firm	Ru
18/9	III	Managerial & Behavioural Theories	
21/9	VI	Optimization Techniques & Tools.	
22/9	II	DEMAND - Its importance	Ru
23/9	I	LAW OF DEMAND	
25/9	III	ELASTICITY OF DEMAND (Cppl)	
28/9	III	FACTORS OF DEMAND & Interrelationships	
29/9	I	INCOME ELASTICITY OF DEMAND, Cross Elasticity	
30/9	I	DEMAND ESTIMATION - Problems	Ru
31/9	II	Marketing Research & Approaches for Demand Estimation	
11/10	II	Forecasting Demand Techniques	
21/10	III	Need for forecasting	Ru
4/10	I	PRODUCTION & Its Importance	
10/10	III	PROD - FUNCTION - ONE VARIABLE	
11/10	II	IT IS DIMINUTING	
14/10	VI	ISOCOSTS D. ISOREVENUE	Ru
14/10	VII	TWO VARIABLE PRODUCTION FUNCTION	
17/10	I	Cobb-Douglas Production Function	
18/10	IV	Return to Scale & Returns to Factor	
22/10	IV	ECONOMIES OF SCALE	Ru



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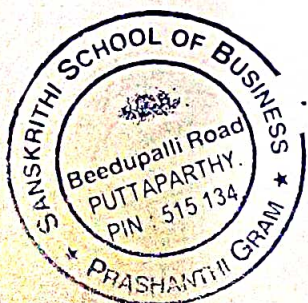


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SYLLABUS COVERED -2019-20

SYLLABUS COVERED			
Name of the Lecturer : <i>Dr. Soma Thang Prasad</i>		Subject : <i>Managerial Economics</i>	
Class : <i>MBA</i>	Semester : <i>I</i>	Branch : <i>MBA</i>	Total Periods Allotted :
Date	Period (s)	Brief notes of the Topic (s) Covered	Initials of H.O.D.
30/10	III	Cost Curves - FC, VC & TC CURVES	R
30/10	IV	Graphical way of representation	
6/11	III	BREAK EVEN ANALYSIS - Introduction	R
6/11	I	Importance & Limitations of BEP	
14/11	I	MARKET & Its STRUCTURES	
11/11	III	Type of Categories & classification of markets	
13/11	III	Equilibrium between PERFECT MARKETS	R
14/11	I	Price output determination in perfect markets	
15/11	IV	Short run Equilibrium in perfect markets	
18/11	VI	Super Normal profits / normal / loss	
19/11	I	Derivation of Short run TR, MR, AR	/
22/11	IV	Price output determination in monopolistic	
26/11	I	Price output determination in monopolistic	R
27/11	III	Business cycle	
28/11	I		
2/12	I	INFLATION - Types	
5/12	II	Proximate causes of INFLATION in Indian Economy	
10/12	IV	Cause of Stagflation	
12/12	II	Remedial measures	
12/12	I	Stagflation -	
17/12	IV	Anti-inflationary measures	
18/12	VII	DEFLATION	
19/12	IV	Cause of Deflation	
20/12	II	Business & INFLATION	
21/12	III	GLOBAL MARKETS & INFLATION	
23/12	I	Group discussion	
26/12	II	Indian Economic - Measures to grow	
31/12	I	Assignment & Project	



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ACADEMIC LESSON PLAN – 2019-20

LESSON PLAN

Subject Name Human Resource Management

Year & Branch: 2019-20(MBA)

Subject Code : 17F00201

Semester II

Name of the Faculty: Dr. A Srinivasan

Designation : Professor

Definition / Description:

HUMAN RESOURCE MANAGEMENT

Objectives:

The objective of the course is to provide basic knowledge of functional area of Human Resource Management. This will be the prerequisite for enabling students to take any HRM stream electives offered in third and fourth semesters.

Textbooks:

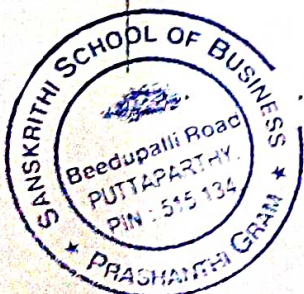
- Personnel and Human Resource Management – Text and cases, P. Subbarao, Himalaya.
- Human Resource Management, Noe A. Raymond, John Hollenbeck, Barry Gerhart and Patrick Wright, Tata McGraw Hill.

References:

- Human Resource Management, Aswathappa, 4th Edition, TMH 2006
- Human Resource Management, Ian Beardwell & Len Holden-Macmillan India Ltd.
- Managing Human Resources: Productivity, quality of work life, profits- Wayne L. Cascio TMH.
- Strategies HRM by Rajeev Lochan Dhar, Excel Books.
- Human Resource Management, Text and Cases, VSP Rao, Excel Books 2006.

Faculty Signature

HOD



DR Bala Kameswari
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ACADEMIC LESSON PLAN – 2020-21

LESSON PLAN

Subject Name Marketing Management
Subject Code : 17E00202
Name of the Faculty: G. Raja Sekhar

Year & Branch: 2019 20(MBA)
Semester II
Designation : Associate Professor

Definition / Description:

Marketing Management

Objectives:

The objective of the course is to have the basic concepts of marketing which is one of the important areas of functional management. This is a pre-requisite for taking up any elective paper in 3rd and 4th semester in the stream of Marketing

Textbooks:

- Marketing Management, Phillip Kotler, Kevin Lane Keller, 15th edition, Pearson.

References:

- Marketing, A South Asian Perspective, Lamb, Hair, Sharma, McDaniel, Cengage.
- Marketing Asian Edition Paul Baines Chris Fill Kelly page, Oxford.
- Marketing Management 22e, Arun Kuar, Menakshi, Vikas publishing.
- Marketing in India, Text and Cases, S. Neelamegham, Vikas.
- Marketing Management, Rajan Saxena, TMH.
- Marketing – The Core, Kerin, Hartley and Rudelius, McGraw Hill, Irwin.
- Case Studies in Marketing, The Indian Context, Srinivasan, PHI.
- Marketing Management, V.S. Ramaswamy and S. Namakumari, McMillan.
- Marketing – concepts and Cases, Etzel, Walker, Stanton, Pandit, TMH.
- Introduction to Marketing theory and practice, Adrian Palmer, Oxford University Press

G. Raja Sekhar
Faculty SSB

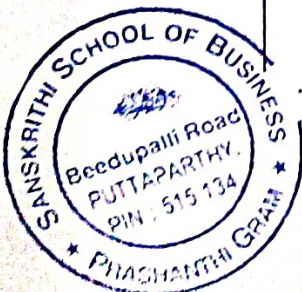
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Dr. Balakrishna

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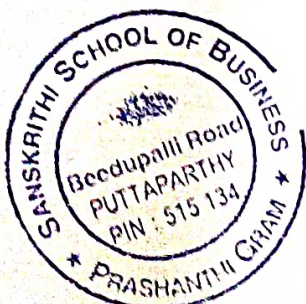


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SYLLABUS COVERED - 2020-21			
Name of the Lecturer : <u>Dr. T. Venkatesan</u>		Subject : <u>Financial Accounting</u>	
Class : <u>BBA</u> Semester : <u>I</u>		Branch : <u>B Section</u> Total Periods Allotted : <u>60 hrs</u>	
Date	Period (s)	Brief notes of the Topic (s) covered	Initials of H.O.D.
12/02/21	1	Introduction to Accounting	
13/02/21	2	Definition, Importance, Objective	
14/02/21	1	Uses of Accounting	
15/02/21	2	Books Keeping	
16/02/21	3	Accounting	
17/02/21	1	Single Entry System	
18/02/21	1	Double Entry System	
19/02/21	2	Classification of Accounts	
20/02/21	1	Rules of Debit & Credit	
21/02/21	2	The Accounting Process Overview	
22/02/21	1	Books of Original Entry	
23/02/21	2	Journal and Subsidiary books	
24/02/21	1	Jedger Trial Balance	
25/02/21	2	Final Balance	
26/02/21	3	Final Accounts	
27/02/21	1	Trading Account	
28/02/21	1,2	Profit & Loss & Counter Balance Sheet	
29/02/21	1	Adjustments & Accounting Principles	
30/02/21	2	Valuation of Assets Introduction	
31/02/21	3	to Depreciation Methods (Simple	
01/03/21	3	Problem from Straight Line Method)	
02/03/21	2	Diminishing Balance Method	
03/03/21	2	Annuity Method	
04/03/21	2	Inventory Valuation	
05/03/21	2	Methods of Inventory Valuation	
06/03/21	1	Methods of Inventory Valuation	
07/03/21	2	Problem - Revision	
08/03/21	2	Simple Problem from LIFO	
09/03/21	2	FIFO Valuation of goodwill	
10/03/21	2	Methods of Valuation goodwill	
11/03/21	2	Analysis and Interpretation	
12/03/21	2	of Financial Statements	

Dr. Balakrishnan



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ACADEMIC LESSON PLAN – 2020-21

LESSON PLAN

Subject Name	: Financial Accounting For Managers	Year & Branch:	I year
Subject Code	: 17E00104	Semester	: I Sem
Name of the Faculty	: Dr.K.Rajendra Prasad	Designation	: Asso. Prof

Definition / Description:

FINANCIAL ACCOUNTING FOR MANAGERS

Objectives:

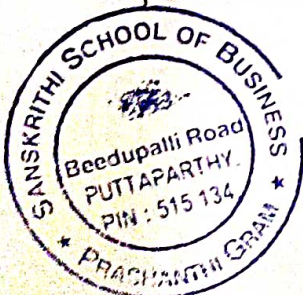
The Objective of the course is to provide the basic knowledge of book keeping and accounting and enable the students to understand the Financial Statements and make analysis financial accounts of a company

References:

- Business communication, Shalini Varma, Vikas.
- Business Communication, Meenakshi Raman, Oxford University Press.
- Business Communication, Raymond V.Lesikar, Neeraja Pandit et al.TMH
- English for Business Communication, Dr.T.M Farhatulla, Prism books Pvt. Ltd.
- Business Communications, Hudson, Jaico Publications
- Business communication for managers, Penrose, Rasberry, Myers, Cengage
- The Skills of Communication, Bills Scot, Gower publishing company Limited, London.
- Effective Communication, Harvard Business School, Harvard Business Review No.1214.
- Business Communication, C.S.Rayudu, HPH.
- Essentials of Business Communication, Rajendra Pal, JS.Korlahhi, S.Chand

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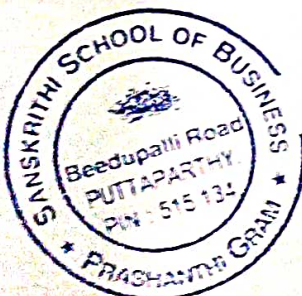
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SYLLABUS COVERED - 2021-22

SYLLABUS COVERED - 2021-22			
Name of the Lecturer: Dr. D. Hemanath		Subject: MBS - 21E00101	
Class: SEC - A	Semester: I	Branch: MBA	Total Periods Allotted: 60
Date	Period (s)	Brief notes of the Topic (s) covered	Initials of H.O.D.
		UNIT - I	
		ROLE OF MANAGEMENT	
03/01	02	- Concept & Significance of Management	
05/01	01	- Functions of Management	
10/01	02	- Principles of Management	
12/01	02	- Patterns of Management	
13/01	01	- Scientific - Behavioural	
14/01	01	- Systems - Contingency	
		UNIT - II	
		DECISION MAKING & CONTROLLING	
24/01	02	- Decision Making Process	
26/01	01	- Types of Decisions	
31/01	02	- Techniques of Decision Making	
02/02	01	- Process of Planning	
02/02	01	- Problems of Planning	
09/02	01	- Controlling	
14/02	01	- System of Controlling	
21/02	02	- Controlling Techniques	
23/02	01	- Making Controlling Effective	
		UNIT - III	
		INDIVIDUAL BEHAVIOUR & MOTIVATION	
03/03	01	- Understanding Individual behaviour	
09/03	01	- Perception	
10/03	01	- Learning	
14/03	02	- Personality Types	
15/03	01	- Johari Window	
12/03	01	- Transactional Analysis	
21/03	01	- Motivation Concept	
22/03	01	- Motivational Theories of	
23/03	01	- Maslow, Herzberg, David	
24/03	01	- McClelland, Behavioural	

Dr. Balu Koteswara



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ACADEMIC LESSON PLAN – 2021-22

LESSON PLAN

Subject Name : Management and Organizational Behavior Year & Branch: 2020-21

Subject Code : 21E00101

Semester : II

Name of the Faculty : Dr. D Hemanath

Designation : Assistant Professor

Definition / Description:

Management is getting things done through others.

Objectives:

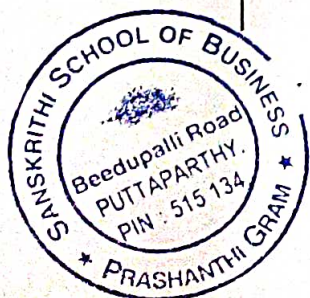
- Date wise what topics covered by faculty it shows as record.
- Bench mark to complete Mid syllabus.
- Lesson plan only express evidence to JNTUA.
- It covers how many case study we discussed with students
- Lesson plan will assist for FFC.

Text book :

1. Principles of Management, Koontz, Weihrich and Aryasri, Tata McGraw Hill.
2. Organizational Behaviour: Design, Structure and Culture, Gupta, Willey
3. Management and Organisational Behaviour, Subbarao P, Himalaya Publishing House

Handwritten signature of Dr. D Hemanath
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