



Hallmark
Business School

Enabling Leadership

Academic Handbook

Academic Year 2019-20

XI - Batch 2018-20

III Semester

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Hallmark Business School, Tiruchirappali - 620 102

Academic Calender

AY: 2019-20, Batch : 2018-20 :: II Year - III Semester

Date	Day	Working Days	Particulars	Remarks
01-07-2019	Monday			
02-07-2019	Tuesday			
03-07-2019	Wednesday			
04-07-2019	Thursday	1	Orientation	
05-07-2019	Friday	2		
06-07-2019	Saturday	Holiday	Weekend	
07-07-2019	Sunday	Holiday	Weekend	
08-07-2019	Monday	3		
09-07-2019	Tuesday	4		
10-07-2019	Wednesday	5	IBM - I IAT MP	News Review - Dr AL
11-07-2019	Thursday	6	StM - I IAT MP	
12-07-2019	Friday	7		News Review - Prof SKN
13-07-2019	Saturday	Holiday	Weekend	
14-07-2019	Sunday	Holiday	Weekend	
15-07-2019	Monday	8	BM - I IAT MP	
16-07-2019	Tuesday	9		
17-07-2019	Wednesday	10	BFSM / IRLW - I IAT MP	News Review - Prof GK
18-07-2019	Thursday	11	RM - I IAT MP	
19-07-2019	Friday	12		News Review - Prof EP
20-07-2019	Saturday	13	Internship Presentation	
21-07-2019	Sunday	Holiday	Weekend	
22-07-2019	Monday	14	MBFS / MBE - I IAT MP	
23-07-2019	Tuesday	15		
24-07-2019	Wednesday	16	SM - I IAT MP	News Review - Prof BD
25-07-2019	Thursday	17	SAPM / SHRM - I IAT MP	
26-07-2019	Friday	18		News Review - DR SRR
27-07-2019	Saturday	19	Management in Practice	
28-07-2019	Sunday	Holiday	Weekend	
29-07-2019	Monday	20	I IAT	
30-07-2019	Tuesday	21	I IAT	
31-07-2019	Wednesday	22	I IAT	
01-08-2019	Thursday	23	I IAT	
02-08-2019	Friday	24	I IAT	
03-08-2019	Saturday	Holiday	Weekend	
04-08-2019	Sunday	Holiday	Weekend	
05-08-2019	Monday	25	I IAT	
06-08-2019	Tuesday	26	I IAT	
07-08-2019	Wednesday	27	I IAT	
08-08-2019	Thursday	28	I IAT - Comprehensive MCQ	
09-08-2019	Friday	29	I IAT - Business Awareness Test	News Review - Dr KM
10-08-2019	Saturday	Holiday	Weekend	

Hallmark Business School, Tiruchirappali - 620 102

Academic Calender

AY: 2019-20, Batch : 2018-20 :: II Year - III Semester

Date	Day	Working Days	Particulars	Remarks
11-08-2019	Sunday	Holiday	Weekend	
12-08-2019	Monday	30	IBM - II IAT MP	
13-08-2019	Tuesday	31		
14-08-2019	Wednesday	32	StM - II IAT MP	News Review - Dr AL
15-08-2019	Thursday	Holiday	Independence Day	
16-08-2019	Friday	33	Internship Report Submission	News Review - Prof SKN
17-08-2019	Saturday	Holiday	Weekend	
18-08-2019	Sunday	Holiday	Weekend	
19-08-2019	Monday	34	BM - II IAT MP	
20-08-2019	Tuesday	35		
21-08-2019	Wednesday	36	BFSM / IRLW - II IAT MP	News Review - Prof GK
22-08-2019	Thursday	37	RM - II IAT MP	
23-08-2019	Friday	38		News Review - Prof EP
24-08-2019	Saturday	39	Blossom - "What's New in You?"	
25-08-2019	Sunday	Holiday	Weekend	
26-08-2019	Monday	40	MBFS / MBE - II IAT MP	
27-08-2019	Tuesday	41		
28-08-2019	Wednesday	42	SM - II IAT MP	News Review - Prof BD
29-08-2019	Thursday	43	SAPM / SHRM - II IAT MP	
30-08-2019	Friday	44		News Review - Dr SRR
31-08-2019	Saturday	45	Management in Practice	
01-09-2019	Sunday	Holiday	Weekend	
02-09-2019	Monday	Holiday	Vinayagar Chaturthi	
03-09-2019	Tuesday	46	II IAT	
04-09-2019	Wednesday	47	II IAT	
05-09-2019	Thursday	48	II IAT	
06-09-2019	Friday	49	II IAT	
07-09-2019	Saturday	Holiday	Weekend	
08-09-2019	Sunday	Holiday	Weekend	
09-09-2019	Monday	50	II IAT	
10-09-2019	Tuesday	51	II IAT	
11-09-2019	Wednesday	52	II IAT	
12-09-2019	Thursday	53	II IAT	
13-09-2019	Friday	54	II IAT - Comprehensive MCQ	
14-09-2019	Saturday	Holiday	Weekend	
15-09-2019	Sunday	Holiday	Weekend	
16-09-2019	Monday	55	I IAT - Business Awareness Test	
17-09-2019	Tuesday	56		
18-09-2019	Wednesday	57		News Review - Dr KM
19-09-2019	Thursday	58		
20-09-2019	Friday	59		News Review - Dr AL
21-09-2019	Saturday	Holiday	Weekend	

Hallmark Business School, Tiruchirappali - 620 102

Academic Calender

AY: 2019-20, Batch : 2018-20 :: II Year - III Semester

Date	Day	Working Days	Particulars	Remarks
22-09-2019	Sunday	Holiday	Weekend	
23-09-2019	Monday	60		
24-09-2019	Tuesday	61		
25-09-2019	Wednesday	62		News Review - Prof SKN
26-09-2019	Thursday	63		
27-09-2019	Friday	64		News Review - Prof GK
28-09-2019	Saturday	Holiday	Weekend	
29-09-2019	Sunday	Holiday	Weekend	
30-09-2019	Monday	65		
01-10-2019	Tuesday	66		
02-10-2019	Wednesday	67		
03-10-2019	Thursday	68		
04-10-2019	Friday	69		
05-10-2019	Saturday	70	Management in Practice	
06-10-2019	Sunday	Holiday	Weekend	
07-10-2019	Monday	Holiday	Ayutha Pooja	
08-10-2019	Tuesday	Holiday	Vijaya Dhasami	
09-10-2019	Wednesday	71		
10-10-2019	Thursday	72	Model Exam	
11-10-2019	Friday	73	Model Exam	
12-10-2019	Saturday	74	Model Exam	
13-10-2019	Sunday	75	Model Exam	
14-10-2019	Monday	76	Model Exam	
15-10-2019	Tuesday	77	Model Exam	
16-10-2019	Wednesday	78	Model Exam	
17-10-2019	Thursday	79	Model Exam	
18-10-2019	Friday	80		
19-10-2019	Saturday	81	Comprehensive Viva-Voce	
20-10-2019	Sunday	Holiday	Weekend	
21-10-2019	Monday	82	Remedial Class	
22-10-2019	Tuesday	83	Remedial Class	
23-10-2019	Wednesday	84	Remedial Class	
24-10-2019	Thursday	85	Remedial Class	
25-10-2019	Friday	86	Remedial Class	
26-10-2019	Saturday	87	Remedial Class	
27-10-2019	Sunday	Holiday	Study Holiday	
28-10-2019	Monday	Holiday	Study Holiday	
29-10-2019	Tuesday	Holiday	Study Holiday	
30-10-2019	Wednesday	Holiday	Study Holiday	
31-10-2019	Thursday	Holiday	Study Holiday	
01-11-2019	Friday	Holiday	Study Holiday	
02-11-2019	Saturday	Holiday	Study Holiday	
03-11-2019	Sunday	Holiday	Study Holiday	
04-11-2019	Monday	Holiday	Study Holiday	
05-11-2019	Tuesday	Holiday	Study Holiday	
06-11-2019	Wednesday		Commencement of AU Exams	

Hallmark Business School, Tiruchirappali - 620 102

Time Table - Residential Mode

AY: 2019-20, Batch : 2018-20 :: II Year - III Semester

Session	1	Break fast 8.01 a.m. - 9.00 a.m.	2	Tea Break 10.31 a.m. - 10.45 a.m.	3	4	Lunch 1.01 p.m. - 2.00 p.m.	5	Tea Break 3.31 p.m. - 3.45 p.m.	6	7
Day	7.00 a.m. 8.00 a.m.		9.01 a.m. 10.30 a.m.		10.46 a.m. 12.15 p.m.	12.16 p.m. 1.00 p.m.		2.01 p.m. 3.30 p.m.		3.46 p.m. 5.15 p.m.	6.00 pm onwards
Monday			BM		STM	Start-up Café		IBM		MBFS / MBE	MP
Tuesday	Fitness		BFSM / IRLW		RM	IRP		SAPM / SHRM		SM	VAP - F
Wednesday	NR		Mentoring		MBFS / MBE	Start-up Café		BM		Meditation	MP
Thursday			Blossom		SM	BFSM / IRLW		RM		Club	MP
Friday	NR		SAPM / SHRM		IBM	BFSM / IRLW		STM		IRP	
Saturday	Management in Practice on 27.07.2019, 31.08.2019 & 05.10.2019										

Legend	Sub Code	Subject	Faculty
IBM -	BA5301	International Business Management	Prof. G Karthikeyan
StM -	BA5302	Strategic Management	Dr. SR Rameshkumar
BM -	BA5001	Brand Management	Prof. B Dinesh Kumar
RM -	BA5005	Retail Marketing	Ms. N Vaseema
SM -	BA5006	Services Marketing	Prof. G Karthikeyan & Prof. B. Dinesh Kumar
BFSM -	BA5008	Banking Financial Services Management	Dr. K Muthukumar & Prof. E Prasanna
MBFS -	BA5011	Merchant Banking and Financial Services	Prof. E. Prasanna
SAPM -	BA5012	Security Analysis and Portfolio Management	Dr. K Muthukumar
IRLW -	BA5015	Industrial Relations and Labour Welfare	Prof. Senthil K Nathan
MBE -	BA5017	Managerial Behaviour and Effectiveness	Dr. AL Alagappan & Prof. Senthil K Nathan
SHRM -	BA5019	Strategic Human Resource Management	Dr. AL Alagappan
MP -		Micropresentation	Concerned Faculty Members
NR -		News Review	All Faculty Members
VAP - F -		Value Added Program - Finance	Dr. K Muthukumar
IRP -		Industry Readiness Program	Prof. Senthil K Nathan
		Start up Café	Prof. G Karthikeyan
		Fitness	Prof. Senthil K Nathan
		Mentoring	All Mentors
		Meditation	Mr. G Krishnamoorthy
		Blossom	Dr. AL Alagappan
		Club	Concerned Club Coordinators

Academic Coordinator

Director

Hallmark Business School
Trichy 620102
XI Batch - 2018-20
Name List - Core / Marketing

S.No	Reg. No	Name	
1	810818631001	Abirami M	
2	810818631003	Alby Benny	
3	810818631004	Anusuya Begam A	
4	810818631005	Aparna C S	
5	810818631006	Arundathi G	
6	810818631007	Arunkumar P	
7	810818631008	Belin Jero Nickson S	
8	810818631009	Bharathy Vasudevan K	
9	810818631010	Elsin Ronald A	
10	810818631011	Emric Brillius Raj A	
11	810818631012	Farhana Begam N A	
12	810818631013	Gayathri C	
13	810818631014	Harishwar B	
14	810818631015	Jinu Anand K	
15	810818631016	Joshua Solomon J	
16	810818631017	Kamalapriya D	
17	810818631018	Kiruthika R	
18	810818631019	Lokesh S	
19	810818631021	Manju A	
20	810818631022	Manoj Kumar P	
21	810818631023	Mikepraveen J	
22	810818631024	Mohamed Harun G	
23	810818631026	Omprakash S	
24	810818631027	Pradeepa R	
25	810818631028	Praveen Kumar M	
26	810818631029	Premkumar A	
27	810818631030	Puhazhenthii K	
28	810818631031	Rajesh R	
29	810818631032	Ramesh Kumar M	
30	810818631033	Rashmi A	
31	810818631034	Saranyadevi K	
32	810818631035	Shanmathi R	
33	810818631036	Shanmugam M	
34	810818631037	Sivakumar K	
35	810818631038	Sudharshan P	
36	810818631039	Susmitha A	
37	810818631040	Swetha S	
38	810818631041	Vijay S	

Hallmark Business School
Trichy 620102
XI Batch - 2018-20
Name List - Finance Elective

S.No	Reg. No	Name	
1	810818631003	Alby Benny	
2	810818631006	Arundathi G	
3	810818631007	Arunkumar P	
4	810818631010	Elsin Ronald A	
5	810818631012	Farhana Begam N A	
6	810818631014	Harishwar B	
7	810818631015	Jinu Anand K	
8	810818631017	Kamalapriya D	
9	810818631018	Kiruthika R	
10	810818631019	Lokesh S	
11	810818631022	Manoj Kumar P	
12	810818631024	Mohamed Harun G	
13	810818631026	Omprakash S	
14	810818631027	Pradeepa R	
15	810818631029	Premkumar A	
16	810818631030	Puhazhenthai K	
17	810818631032	Ramesh Kumar M	
18	810818631033	Rashmi A	
19	810818631034	Saranyadevi K	
20	810818631036	Shanmugam M	
21	810818631038	Sudharshan P	
22	810818631039	Susmitha A	
23	810818631040	Swetha S	
24	810818631041	Vijay S	

Batch Coordinator

Academic Coordinator

Director

Hallmark Business School
Trichy 620102
XI Batch - 2018-20
Name List - HR Elective

S.No	Reg. No	Name	
1	810818631001	Abirami M	
2	810818631004	Anusuya Begam A	
3	810818631005	Aparna C S	
4	810818631008	Belin Jero Nickson S	
5	810818631009	Bharathy Vasudevan K	
6	810818631011	Emric Brillius Raj A	
7	810818631013	Gayathri C	
8	810818631016	Joshua Solomon J	
9	810818631021	Manju A	
10	810818631023	Mikepraveen J	
11	810818631028	Praveen Kumar M	
12	810818631031	Rajesh R	
13	810818631035	Shanmathi R	
14	810818631037	Sivakumar K	

Batch Coordinator

Academic Coordinator

Directo



Hallmark Business School

Tiruchirapalli – 620 102

XI Batch – 2018-20

Student Coordinators List

- 1. Class Representatives – Dr. AL AL**
Farhana Begam N A
Rajesh R
- 2. Class Committee – Dr. RR, Dr. KM, Dr. AL AL**
Bharathy Vasudevan K
Joshua Solomon J
Kiruthika R
Omprakash S
Puhazhenthik K
Saranyadevi K
- 3. Cafeteria – Dr. RR, Dr. KM**
Arundathi G
Mohamed Harun G
Premkumar A
Puhazhenthik K
Susmitha A
- 4. Finance Club – Prof. EP**
Kamalapriya D
Ramesh Kumar M
- 5. Marketing Club – Prof. BD**
Jinu Anand K
Vijay S
- 6. HR Club Dr. AL AL**
Aparna C S
Manju A
- 7. Centre for Career Development – Prof. SKN**
Bharathy Vasudevan K
Praveen Kumar M
Swetha S
- 8. Learning Resource Centre Mr. PG**
Praveen Kumar M
Rashmi A
- 9. Information Technology Centre – Prof. CK**
Pradeepa R
Ramesh Kumar M
- 10. Start-up Cafe – Dr. RR**
Gayathri C
Sudharshan P
- 11. Nature Club – Dr. KM**
Arunkumar P
Manoj Kumar P
Omprakash S
- 12. Social Outreach Club – Prof. SKN**
Anusuya Begam A
Belin Jero Nickson S
Harishwar B
Shanmugam M
- 13. Heart fullness Club – Dr. KM**
Abirami M
Lokesh S
- 14. Sinthanayil Maatram – Dr. RR**
Kiruthika R
Pradeepa R
- 15. YI – Yuva Chapter – Prof. SKN**
Emric Brillius Raj A
Shanmathi R
- 16. Industrial Visits – Prof. BD**
Joshua Solomon J
Saranyadevi K
- 17. Saturday Darbar – Prof. BD**
Mikepraveen J
Rashmi A
Sivakumar K
- 18. Celebrations @ HBS – Ms. NV**
Alby Benny
Elsin Ronald A

Hallmark Business School
XI Batch - 2018-2020
Mentor wise Name List - w.e.f 16.11.2018
Chief Mentor: Dr. R.Ramesh

Hallmark Business School		
XI Batch - 2018-2020		
Mentor: Prof. K. Muthukumar		
1	18001	Abirami M
2	18010	Elsin Ronald A
3	18018	Kiruthika R
4	18026	Omprakash S
5	18034	Saranyadevi K
6	18040	Swetha S

Hallmark Business School		
XI Batch - 2018-2020		
Mentor: Dr. AL. Alagappan		
1	18003	Alby Benny
2	18011	Emric Brillius Raj A
3	18019	Lokesh S
4	18027	Praveen Kumar M
5	18032	Ramesh Kumar M
6	18035	Shanmathi R
7	18041	Vijay S

Hallmark Business School		
XI Batch - 2018-2020		
Mentor: Prof. Senthil K Nathan		
1	18004	Anusuya Begam A
2	18009	Bharathy Vasudevan K
3	18012	Farhana Begam N A
4	18024	Mohamed Harun G
5	18028	Pradeepa R
6	18036	Shanmugam M

Hallmark Business School		
XI Batch - 2018-2020		
Mentor: Prof. G. Karthikeyan		
1	18005	Aparna C S
2	18013	Gayathri C
3	18016	Joshua Solomon J
4	18021	Manju A
5	18029	Premkumar A
6	18037	Sivakumar K

Hallmark Business School		
XI Batch - 2018-2020		
Mentor: Prof. E. Prasanna		
1	18006	Arundathi G
2	18014	Harishwar B
3	18017	Kamalapriya D
4	18022	Manoj Kumar P
5	18030	Puhazhenthii K
6	18038	Sudharshan P

Hallmark Business School		
XI Batch - 2018-2020		
Mentor: Prof. B. Dinesh Kumar		
1	18007	Arunkumar P
2	18008	Belin Jero Nickson S
3	18015	Jinu Anand K
4	18023	Mikepraveen J
5	18031	Rajesh R
6	18033	Rashmi A
7	18039	Susmitha A

Batch Coordinator

Academic Cordinator

Director

Hallmark Business School
Trichy 620102
XI Batch - 2018-20
Study Group - Core / Marketing

Team No	Reg. No	Name	
1	810818631006	Arundathi G	
	810818631010	Elsin Ronald A	
	810818631023	Mikepraveen J	
	810818631029	Premkumar A	
	810818631040	Swetha S	
2	810818631003	Alby Benny	
	810818631011	Emric Brillius Raj A	
	810818631026	Omprakash S	
	810818631033	Rashmi A	
	810818631038	Sudharshan P	
3	810818631009	Bharathy Vasudevan K	
	810818631016	Joshua Solomon J	
	810818631024	Mohamed Harun G	
	810818631028	Praveen Kumar M	
	810818631037	Sivakumar K	
4	810818631007	Arunkumar P	
	810818631012	Farhana Begam N A	
	810818631021	Manju A	
	810818631030	Puhazhenthii K	
	810818631036	Shanmugam M	
5	810818631001	Abirami M	
	810818631015	Jinu Anand K	
	810818631019	Lokesh S	
	810818631034	Saranyadevi K	
	810818631041	Vijay S	
6	810818631008	Belin Jero Nickson S	
	810818631017	Kamalapriya D	
	810818631027	Pradeepa R	
	810818631032	Ramesh Kumar M	
	810818631039	Susmitha A	
7	810818631005	Aparna C S	
	810818631013	Gayathri C	
	810818631022	Manoj Kumar P	
	810818631031	Rajesh R	
8	810818631004	Anusuya Begam A	
	810818631014	Harishwar B	
	810818631018	Kiruthika R	
	810818631035	Shanmathi R	

Hallmark Business School

Trichy 620102

XI Batch - 2018-20

Study Group - Finance

Team No	Reg. No	Name	
1	810818631003	Alby Benny	
	810818631015	Jinu Anand K	
	810818631026	Omprakash S	
	810818631034	Saranyadevi K	
2	810818631006	Arundathi G	
	810818631017	Kamalapriya D	
	810818631027	Pradeepa R	
	810818631036	Shanmugam M	
3	810818631007	Arunkumar P	
	810818631018	Kiruthika R	
	810818631029	Premkumar A	
	810818631038	Sudharshan P	
4	810818631010	Elsin Ronald A	
	810818631019	Lokesh S	
	810818631030	Puhazhenthhi K	
	810818631039	Susmitha A	
5	810818631012	Farhana Begam N A	
	810818631022	Manoj Kumar P	
	810818631032	Ramesh Kumar M	
	810818631040	Swetha S	
6	810818631014	Harishwar B	
	810818631024	Mohamed Harun G	
	810818631033	Rashmi A	
	810818631041	Vijay S	

Batch Coordinator

Academic Coordinator

Director

Hallmark Business School

Trichy 620102

XI Batch - 2018-20

Study Group - HR

Team No	Reg No	Name	
1	810818631001	Abirami M	
	810818631009	Bharathy Vasudevan K	
	810818631021	Manju A	
	810818631035	Shanmathi R	
2	810818631004	Anusuya Begam A	
	810818631011	Emric Brillius Raj A	
	810818631023	Mikepraveen J	
	810818631037	Sivakumar K	
3	810818631005	Aparna C S	
	810818631013	Gayathri C	
	810818631028	Praveen Kumar M	
4	810818631008	Belin Jero Nickson S	
	810818631016	Joshua Solomon J	
	810818631031	Rajesh R	

Batch Coordinator

Academic Coordinator

Director

Hallmark Business School

Tiruchirappalli – 620102

Course Plan

Academic Year : 2019-20
Year & Semester : II year / III Semester
Batch : 2018-20
Course Code & name : BA 5001 & Brand Management
Faculty Name : B.Dinesh Kumar

Course Objectives :

- To understand the basic Principles of branding.
- To understand the key issues in crafting and evaluating brand strategies
- To evaluate brand extension and its contribution to parent brand
- To develop an understanding of brand equity and a range of performance related outcomes

OUTCOME:

Students will have a better understanding of Branding products, strategies & evaluation of its performance.

	Session	Topics	Pedagogy	Reference	Date
I	UNIT I	Introduction			
	1	Basics Understanding of Brands	L	R1, Ch 1, pg: 1-21	
		Definitions & Branding Concepts		R5, Ch:2, pg: 43-81	
	2	Functions of Brand	L	R6, Ch:1 pg: 10	
		Significance of Brands		R6, Ch:1 pg: 12-13	
	3	Different Types of Brands	L	Faculty prepared material	
	4	Co branding	L	R1, Ch :7 pg: 254 - 257	
5	Store brands	L	Faculty prepared material		
II	UNIT II	Branding Strategies			

	6	Strategic Brand Management process	L	R1, Ch :1, pg: 32-34	
	7	Building a strong brand	L & CS	R1 Ch :3 pg: 83-96	
	8	Brand positioning	L & S	R1 Ch :2, pg: 53-69	
	9	Establishing Brand values	L	R1, Ch :3, pg: 104-108	
		Brand vision	L	Faculty prepared material	
	10	Brand Elements	L & A	R1, Ch :4, pg: 118-135	
	11	Branding for Global Markets	L & CS	R1, Ch:14, pg: 507-517	
		Competing with foreign brands		R1, Ch:14, pg: 533-537	
	UNIT III	Brand Communications			
III	12	Brand image Building	L	R4,Ch:4, pg: 122-133 R5,Ch: 6, pg:199-208	
	13	Brand Loyalty programmes	L	Faculty prepared material	
		Brand Promotion Methods	L	R1, Ch: 6, pg: 201-234	
	14	Role of Brand ambassadors, celebrities	L	Faculty prepared material	
		On line Brand Promotions	L	R1, Ch:6, pg: 217-219	
	UNIT IV	Brand Extensions			
IV	15	Brand Adoption Practices	L	Faculty prepared material	
	16	Different type of brand extension	L & CS	R4, Ch: 3, pg: 79-83, R5, Ch:2, Pg: 301-324	
	17	Factors influencing Decision for	L	R4, Ch: 3, pg: 84-	

		extension		106, R5, Ch:8, pg: 318-320	
	18	Re-branding and re-launching	L	Faculty prepared material	
	UNIT V	UNIT 5 – Brand Performance			
	19	Measuring Brand Performance	L	Faculty prepared material	
	20	Brand Equity Management	L	R1, Ch 8, pg: 292 - 297	
	21	Global Branding strategies	L	R1, Ch:14, pg: 517- 532	
V	22	Brand Audit	L	R1, Ch 8, pg: 279 - 284	
		Brand Equity Measurement	L	R1, Ch 8, pg: 277 - 284	
	23	Brand Leverage	L	R1, Ch:13, pg: 480- 481	
	24	Role of Brand Managers	L	Faculty prepared material	
	25	Branding challenges & opportunities	L	R1, Ch:1, pg: 26-30	

L- Lecture, S- Seminar, CS- Case study, A – Activity

REFERENCES:

- R1. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing Brand Equity, Pearson, 4th Edition, 2013.
- R2. Aker, David, Building Strong Brands, Simon and Schuster, 1995.
- R3. Kapferer J.N, Strategic Brand Management, 4th edition, Kogan Press, 2008
- R4. Moorthi YLR, Brand Management – I edition, Vikas Publishing House 2001.
- R5. Harsh.V.Verma, Brand Management, II edition, 2006, excel books.
- R6. U.C.Mathur, Brand Management, McMillan Publications, II edition, 2006

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Micro presentation topics – BA5001/ Brand management

S.No	Study group	IAT 1 – Topic	IAT 2 - Topic
1	SG1	Brand Elements	Brand personality
2	SG2	Co branding	Brand Audit
3	SG3	Store brands	Role of Brand Managers
4	SG4	Brand loyalty programmes	Rebranding & Relaunching
5	SG5	Brand Image Building	Brand promotion methods
6	SG6	Brand extension & its types	Online brand promotions
7	SG7	Brand positioning	Global Branding Strategies
8	SG8	Brand Equity measurement	Branding Challenges & opportunities

SG – Study group

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Tiruchirappalli – 620102

Course Plan

Academic Year : 2019-20
Year & Semester : II year / III Semester
Batch : 2018-20
Course Code & name : BA 5005 & Retail Management
Faculty Name : Ms.Vaseema

COURSE OBJECTIVE:

To understand the concepts of effective retailing

OUTCOME:

To manage the retail chains and understand the retail customer's behavior

Unit	Session	Topics	Pedagogy	Remarks	Date
I		UNIT I - INTRODUCTION			
	1	An overview of Global	L	R1, Ch:1, pg:10-12	
	2	Retailing – Challenges and opportunities	L	R6, Ch:1, pg: 8-11	
	3	Retail trends in India	L	R6, Ch:2, Pg: 23-30	
	4	Socio economic and technological Influences on retail management	L	R1, Ch:1, pg: 8, R6, Ch:2, pg: 30	
	5	Government of India policy implications on retails.	L	Faculty prepared material	
II		UNIT II - RETAIL FORMATS			
	6	Organized and unorganized formats	L	R6, Ch:2, pg: 22-51	
	7	Different organized retail formats	L		
	8	Characteristics of each format	L		
	9	Emerging trends in retail formats	L	Faculty prepared material	
	10	MNC's role in organized retail formats	L	Faculty prepared material	

		UNIT III - RETAILING DECISIONS			
III	11	Choice of retail locations	L	R1, Ch:2, pg: 221-242	
		Internal and external atmospherics	L	R1, Ch:4, pg: 588-590	
	12	Positioning of retail shops	L	R1, Ch:2, pg: 222	
	13	Building retail store Image	L	R6, Ch:19, pg: 424-425	
		Retail service quality management	L	R1, Ch:19, pg: 604-609	
	14	Retail Supply Chain Management	L	R1, Ch:14, pg:315	
		Retail Pricing Decisions	L	R1, Ch:15, pg: 461-488	
	15	Mercandising and category management – buying	L	R1, Ch:12, pg: 368-395	
		UNIT IV - RETAIL SHOP MANAGEMENT			
IV	16	Visual Merchandise Management	L	R1, Ch:18, pg: 587-590	
		Space Management	L	R1, Ch:18, pg: 580-584	
	17	Retail Inventory Management	L	R1, Ch:13, pg: 400-403	
		Retail accounting and audits	L	Faculty prepared material	
	18	Retail store brands	L	R6, Ch:13, pg: 287-296	
		Retail advertising and promotions	L	R6, Ch:19, pg: 425-437	
	19	Retail Management Information Systems	L	R6, Ch:19, pg: 447-457	
	20	Online retail – Emerging trends	L	Faculty prepared material	
		UNIT V - RETAIL SHOPPER BEHAVIOUR			
V	21	Understanding of Retail shopper behavior	L	R6, Ch: 5, pg: 118-121	
		Shopper Profile Analysis	L	Faculty prepared material	
	22	Shopping Decision Process	L	R6, Ch: 5, pg: 122-123	

		Factors influencing retail shopper behavior	L	R6, Ch: 5, pg: 119-121	
	23	Complaints Management	L	Faculty prepared material	
	24	Retail sales force Management	L	Faculty prepared material	
	25	Challenges in Retailing in India	L	R6, Ch: 2, pg: 55-58	

REFERENCES :

- R1. Michael Havy ,Baston, Aweitz and Ajay Pandit, Retail Management, Tata Mcgraw Hill, Sixth Edition, 2007
- R2. J K Nayak, Prakash C.Dash, Retail Management, Cengage, 2017
- R3. Dr.Harjit Singh, Retail Management A Global Perspective, S.Chand Publishing, 3rd Edition,2014
- R4. Patrick M. Dunne and Robert F Lusch, Retailing, Cengage, 8th edition, 2013.
- R5. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 3rd Edition 2016.
- R6. Swapna Pradhan, Retail Management -Text and Cases, Tata McGraw Hill, 4th Edition, 2012.
- R7. Ramkrishnan and Y.R.Srinivasan, Indian Retailing Text and Cases, Oxford University Press, 2008

Faculty In-charge

Academic Coordinator

Director

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TIRUCHIRAPPALI – 620102

Micropresentation Titles

Team No	Micropresentation 1	Micropresentation 2
Team 1	Introduction to Retailing & its importance.	With reference to recent retail stores in India
Team 2	Opportunities in retailing & importance of retailing.	With real time examples
Team 3	Retail management process and retail strategies.	Mention the real time examples and challenges faced by the retail stores
Team 4	In Detail about Retail environment.	With exact current examples
Team 5	Introduction of Retail marketing, Retail decisions and marketing mix.	Real time examples must
Team 6	Retailing in India.	Real time examples
Team 7	Government of India policy implications on retails.	With real time examples
Team 8	An overview of global retailing.	With real time examples

- Creative presentations are appreciated
- Videos are allowed to play
- A presentation must not exceed 15 minutes
- Hand outs must
- Should not use mobile phones for preparation during presentation

COURSE PLAN

w.e.f : 4/7/2019

Academic Year	:	2019-20
Year & Semester	:	II year / III Semester
Batch	:	2018-20
Course Code & Name:	:	BA 5006 & Services Marketing
Faculty Name	:	Prof. G.Karthikeyan & Prof. B.Dinesh Kumar
No. of Students	:	38
No. of hours allocated:	:	25 (Each 90 minutes)

Course Objectives :

- To understand the meaning of services and the significance of marketing the services.

OUTCOME:

- Will be able to apply the concepts of services marketing in promoting service.

Unit	Session	Topics	Pedagogy	Reference books & Page No.	Date
	UNIT I	INTRODUCTION			
I	1	Definition – Service Marketing	Lecture &	R3, Ch:1, 4 - 6	
		Service Economy	Discussion	R4: 32 – 41	
	2	Evolution of Service sector	Lecture	R3:Ch:1, 8 – 9	
		Growth of service sector		R5:Ch:1, 12 - 13	
	3	Nature & Scope of Services	Lecture &	R5:Ch: 1, 8 - 12	
		Characteristics of Services	Discussion	R5:Ch:1 , 8 - 12	
	4	Challenges of Services	Lecture &	R3:Ch:1, 2	
		Issues in Service Marketing	Discussion		
	UNIT II	SERVICE MARKETING OPPORTUNITIES			
II	5	Assessing Service Market Potential	Lecture	<i>Refer Faculty Material</i>	
	6	Classification of Services	Lecture	R4: Ch:9, 281 - 286	
	7	Expanded marketing mix	Lecture	R3:Ch:1, 25 - 28 R6:Ch:1, 2 - 18	
	8	Service Marketing	Lecture	R6:Ch: 1, 15-21	

		Environment & Trends			
	9	Service Marketing – Segmentation, Targeting, Positioning	Lecture	R5:Ch:5, 92-100	
	UNIT III	SERVICE DESIGN AND DEVELOPMENT			
	10	Service Life Cycle	Lecture	R5, Ch: 7, 140	
III	11	New Service Development	Lecture	R5, Ch: 7, 130	
		Service Blue print	Lecture	R3, Ch:19, 281-289	
	12	Service GAP Model for Quality	Lecture	R3, Ch:2, 33-48	
	13	Measuring Service Quality	Lecture	R5, Ch: 8, 155	
	14	SERVQUAL	Lecture	R5, Ch: 8, 159	
Service Quality function deployment		Lecture	<i>Faculty prepared material</i>		
	UNIT IV	SERVICE DELIVERY AND PROMOTION			
IV	15	Positioning of Service	Lecture	R5, Ch:5, 100	
	16	Designing service delivery system	Lecture	R3, 231	
	17	Designing service Channel	Lecture	R3, Ch: 14, 431-457	
	18	Pricing of Services-methods	Lecture	R5, Ch: 9, 170-177	
	19	Pricing strategies	Lecture	R3, Ch:17, 527-555	
	20	Service Marketing Triangle	Lecture	R3, Ch:1, 544	
	21	Integrated Service Marketing communication	Lecture	R3(5 th edition), Ch: 15, 447 – 473	
	UNIT V	SERVICES STRATEGIES			
V	22	SM Strategies for Health Sector	Lecture	<i>Refer Faculty Material</i>	
		SM Strategies for Hospitality Sector	Lecture	R5, Ch: 17, 335	
	23	SM Strategies for Financial Sector	Lecture	R5, Ch: 17, 291	
		SM Strategies for Tourism Sector	Lecture	R5, Ch: 17, 346	

		SM for Logistics Sector	Lecture	<i>Refer Faculty Material</i>	
24		SM Strategies for Educational Sector	Lecture	R5, Ch: 17, 340	
		SM Strategies for Entertainment sector	Lecture	<i>Refer Faculty Material</i>	
25		SM Strategies for Public Utilities	Lecture	<i>Refer Faculty Material</i>	
		SM Strategies for Information services	Lecture	<i>Refer Faculty Material</i>	

Note : SM stands for Services Marketing

BOOK REFERENCES:

- R1.** Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, 2nd Edition, New Delhi, 2004.
- R2.** Halen Woodroffe, Services Marketing, McMillan, 2003.
- R3.** Valarie Zeithaml et al, Services Marketing, 4th & 5th International Edition, Tata McGraw Hill, 2007.
- R4.** Hoffman, Marketing of Services, Cengage, 4th Edition, 2010.
- R5.** K.Rama Mohana Rao, Pearson publications, 3rd edition, 2009.
- R6.** C.Bhattacharjee, Services Marketing, Excel books, 2010
- R7.** Christian Gronroos, Services Management and Marketing a CRM Approach, John Wiley, 2001.
- R8.** Gronroos, Service Management and Marketing – Wiley India.

MICRO-PRESENTATION TITLES

Note : Micro-Presentation schedule will informed well in advance.

Series	Study Group	Micro-Presentation Title
1	1	What factors that have made Indian good at Service sectors?
	2	Virtual firms today increases professionalism and cost cutting in their services?
	3	How we can improve the service quality of BSNL with reference to Vodafone, Idea, Airtel and R-Jio
	4	Discuss how emergence of service modularization helped to provide excellent service quality. Explain with examples.
	5	Discuss the significance role of Service Triangle & Service Marketing Strategies of TELSA in automotive industry.
	6	Draw & discuss the Service Blue print of a Car Sales and Service
	7	Discuss about the significance, merits and demerits of E-learning model in higher education and professional certification.
	8	Analyze the Marketing strategies of two leading political parties for the Indian general elections 2019.
2	1	Service Gap model approach of a Multi-speciality Hospital
	2	How modernization of back-end service increases ROI?
	3	E-service & E-servicescape role for an effective Services marketing
	4	How IKEA achieve centre for service leadership through effective seven marketing mix? Explain in detail
	5	Compare and analysis brand marketing strategies of three leading Health insurance companies for enhanced customer engagement
	6	What are the different channels used for effective Services marketing and explain each channel importance and benefits
	7	“Real-time Personalization” – A way to excellence
	8	Discuss the factors that are influence Seven Ps of services marketing practiced at ISRO.

1.

2.

Faculty In-charge

Academic Coordinator

Director

Hallmark Business School
Trichy 620102

Course Plan

Academic Year : 2019-2020

Year & Semester : II & 3

Course Code & Title : BA 5008 & Banking Financial Service Management

Faculty Name : Prof.E.Prasanna

OBJECTIVE:

- To understand the structure and functions of central and Commercial banking in India
- Handle how banks raise their sources and how they send it and deal with the associated risks
- Comprehend e- banking and the threats that run with it

OUTCOME:

The Student will be acquainted to various Banking and Non-Banking financial services in India.

Session	Content	Pedagogy	Resources	
UNIT 1 OVERVIEW OF INDIAN BANKING SYSTEM				
1	Overview of Indian Banking System	L	BOOK 1 Ch: 01 Pg No: 11to 21	
	Functions of banks	Discussion	BOOK 1 Ch: 13 Pg No: 506	
2	key Acts governing the functioning of Indian banking system – RBI Act 1934	L	BOOK 1 Ch: 13 Pg No: 511to 512	
	Negotiable Instruments Act 1881	L		
3	Banking Regulations Act 1948	L		
4	Rights of a banker	L	BOOK 1 Ch: 13 Pg No: 513to514	
	Obligations of a banker	L	BOOK 1 Ch: 13 Pg No: 514to515	
5	Overview of Financial statement of banks – Balance sheet	Activity	BOOK 1 Ch: 09 Pg No: 59 to 70	
UNIT 2 SOURCES AND APPLICATION OF BANK FUNDS				
6	Capital adequacy, Deposits and non-deposit sources	L	BOOK 1 Ch: 04 Pg No: 93 to 99 Pg No: 107 to 112	
7	Designing of deposit schemes and pricing of deposit services	L	BOOK 1 Ch: 04 Pg No: 116 to 119 , Pg No: 99 to 103	

Session	Content	Pedagogy	Resources	
7	application of bank funds – Investments and Lending functions, Types of lending – Fund based, non-fund based, asset based	L	BOOK 1 Ch: 05 Pg No: 138 to 139	
8	Different types of loans and their features	Discussion	BOOK 1 Ch: 05 Pg No: 148 to 153	
	Major components of a typical loan policy document	L	BOOK 1 Ch: 05 Pg No: 140 to 141	
9	Steps involved in Credit analysis	L	BOOK 1 Ch: 05 Pg No: 142 to 143	
	Credit delivery and administration,	L	BOOK 1 Ch: 05 Pg No: 144 to 147	
10	Pricing of loans	L	BOOK 1 Ch: 05 Pg No: 153 to 159	
	Customer profitability analysis.	L	BOOK 1 Ch: 05 Pg No: 160	
UNIT 3 CREDIT MONITORING AND RISK MANAGEMENT				
11	Need for credit monitoring	L	BOOK 1 Ch: 07 Pg No: 205 to 213	
	Signals of borrowers' financial sickness	L		
12	Financial distress prediction Models - Rehabilitation process	L		
13	Risk management – Interest rate, liquidity	L	BOOK 1 Ch: 11 Pg No: 369 to 371	
	forex, credit, market	L		
	operational and solvency risks	L		
	risk measurement process and mitigation	L		
14	Basic understanding of NPAs.	Discussion	BOOK 1 Ch: 08 Pg No: 252 to 256	
15	Basic understanding of ALM.	L	BOOK 1 Ch: 12 Pg No: 426 to 427	
UNIT 4 MERGERS, DIVERSIFICATION AND PERFORMANCE EVALUATION				
16	Mergers and Diversification of banks into securities market	L	BOOK 1 Ch: 19 Pg No: 605 to 607	
17	underwriting	L		
18	Mutual funds	Debate		
19	Insurance business	L	BOOK 1 Ch: 18	

19	Risks associated therewith.	L	Pg No: 591to 600		
20	Performance analysis of banks – background factors	L	BOOK 1 Ch: 03 Pg No: 70 to72		
	ratio analysis ,CAMELS	L	Pg No: 75 to 77		
Session	Content	Pedagogy	Resources		
UNIT 5 HIGH TECH E-BANKING					
21	Payment system in India	L	BOOK 1 Ch: 16 Pg No: 547 to 568		
	Paper based	L			
22	e-payments	Activity			
23	Electronic banking – advantages	L			
	Plastic money,	L			
	E-money	L			
24	Security threats in e-banking	Discussion			
	RBI's initiatives	L			
25	Forecasting of cash demand at ATMs	Discussion		BOOK 1 Ch: 20 Pg No: 618	

L- Lecturer

Case Study

S.No	Unit	Case Study	Topic	Date
1	II	Innovations in Products and Services in Banking – Corporation Bank(Public Sector)	Designing of Products & Pricing	

References Book

1. Padmalatha Suresh and Justin Paul, “Management of Banking and Financial Services, Pearson, Delhi, 2012.
2. Meera Sharma, “Management of Financial Institutions – with emphasis on Bank and Risk Management”, PHI Learning Pvt. Ltd., New Delhi 2010.
3. Peter S. Rose and Sylvia C. and Hudgins, “Bank Management and Financial Services”, Tata McGraw Hill, New Delhi, 2012.

Micro presentation - 1

Presentation about the details of entire bank.

Team 1	Axis Bank
Team 2	ICICI Bank
Team 3	Bandhan Bank
Team 4	HDFC Bank
Team 5	City Union Bank
Team 6	Kotak Mahindra Bank

Team: Study Group

Micro presentation - 2

Team 1	Introduction to Banking 1. Fundamental role and evolution 2. Banking structure in India 3. Licensing of banks in India
Team 2	Banking and the Economy 1. Cash Reserve Ratio (CRR) 2. Statutory Liquidity Ratio (SLR) 3. Repo and Reverse Repo 4. Open Market Operations
Team 3	Bank Deposits, Nomination and Deposit Insurance 1. Kinds of deposits 2. Joint accounts 3. Nomination 4. Closure of deposit accounts 5. Deposit insurance.
Team 4	Other Banking services 1. Fund-based services. 2. Non-Fund based services. 3. Money Remittance Services 4. Banking Channels.
Team 5	Understanding a Bank's Financials. 1. Balance Sheet 2. Profit & Loss Account 3. Camels Framework.
Team 6	Basel Framework. 1. Bank for International Settlements (BIS) 2. Basel Accords

Team: Study Group

Faculty Incharge

Academic Coordinator

Director

**Hallmark Business School
Trichy 620102**

Course Plan

Academic Year : 2019-2020
Year & Semester : II & 3
Batch : 2018-20
Course Code & Title : BA 5011 & Merchant Banking Financial Service
Faculty Name : Dr. S. Murugadass

Course Objective:

To know about the methods of issuing securities and acquire financial evaluation technique of leasing and hire purchase

Outcome:

Students will have better understanding the concepts of merchant banking activities.

	Session	Topics	Pedagogy	Reference	Date
UNIT I	MERCHANT BANKING				
	1	Introduction An Over view of Indian Financial System Merchant Banking in India Recent Developments and Challenges ahead	L	Faculty Material	
	2	Merchant banking services offered by banks NBFC'S offering merchant banking Banking system types of banks – payment banking	L	Faculty Material	
	3,4	Legal and Regulatory Framework Relevant Provisions of Companies Act- SERA- SEBI guidelines- FEMA, etc.	L	Faculty Material	
	5	Relation with Stock Exchanges and OTCEI.	L	Book 2 Ch No: 11 Pg No:127 to 155 Ch No: 13 Pg No:169 to 189	
UNIT II	ISSUE MANAGEMENT				
	6	Role of Merchant Banker in Appraisal of Projects, Designing Capital Structure and Instruments	L	Faculty Material	
	7	Issue Pricing, Book Building	L	Faculty Material	
	8	Preparation of Prospectus Selection of Bankers, Advertising Consultants, etc. Role of Registrars, Bankers to the Issue, Underwriters, and Brokers.	L	Faculty Material	
	9	Offer for Sale, Private Placement Bought out Deals, Green Shoe Option, EIPO	L	Faculty Material	
	10	Placement with FIs, MFs, FIIs, etc. Off - Shore Issues.	L	Faculty Material	
	11	Issue Marketing Advertising Strategies NRI Marketing Post Issue Activities.	L	Faculty Material	
UNIT III	OTHER FEE BASED SERVICES				
	12	Mergers and Acquisitions	L	BOOK 2 Ch No: 14	

				Pg No:191 to 210		
	13	Portfolio Management Services	L	BOOK 2 Ch No: 15 Pg No:213 to 230		
	14	Credit Syndication	L	BOOK 2 Ch No: 16 Pg No:233 to 245		
	15	Credit Rating	L	BOOK 2 Ch No: 25 Pg No:359 to 378		
	16	Mutual Funds - Business Valuation.	L	BOOK 2 Ch No: 26 Pg No:381 to 395		
	FUND BASED FINANCIAL SERVICES					
UNIT IV	17& 18	Leasing and Hire Purchasing	L	Faculty Material		
	19	Basics of Leasing and Hire purchasing	L	Faculty Material		
	20	Financial Evaluation.	L	Faculty Material		
	OTHER FUND BASED FINANCIAL SERVICES					
UNIT V	21	Consumer Credit , Credit Cards, Real Estate Financing	L	BOOK 2 Ch No: 22 Pg No:313 to 325		
	22	Bills Discounting	L	BOOK 2 Ch No: 20 Pg No:287 to 294		
	23	Factoring and Forfeiting	L	BOOK 2 Ch No: 21 Pg No:297 to 310		
	24	Venture Capital	L	BOOK 2 Ch No: 27		
	25	Venture debt funds , start up financing	L	Pg No:397 to 410		

L - Lecture

Case Study

S.No	Unit	Case Study	Topic	Date
1	V	Leasing vs Hire Purchasing	Financial Evaluation	

References Books

1. M.Y.Khan, Financial Services, Tata McGraw-Hill, 12th Edition, 2012
2. Dr.S.Gurusamy, Merchant Banking and Financial Services, Tata McGraw-Hill, 3rd Edition, 2014
3. Nalini Prava Tripathy, Financial Services, PHI Learning, 2011.
4. Machiraju, Indian Financial System, Vikas Publishing House, 2nd Edition, 2010

Faculty In -charge

Academic Coordinator

Director

Hallmark Business School
Tiruchirappalli – 620102

AY: 2018-19, Batch 2018-20
III Semester

MBFS Micro Presentation Topics

Micro Presentation 1

Teams	IPO's Presentation Name of the Company
1	Cian Healthcare Ltd
2	Artemis Electricals Ltd
3	White Organic Retail Ltd
4	GKP Printing & Packaging Ltd
5	V R Films & Studios Ltd
6	Polycab India Ltd

Micro Presentation 2

Teams	Topic
1	Offer for sale
2	Book Building
3	Sovereign Gold Bond Scheme
4	Clearing & Settlement - Equities
5	Buy back of Debentures
6	Fact Sheet of companies trading below par value

Faculty In-charge

Academic Coordinator

Director

Hallmark Business School

Tiruchirappalli – 620102

Course Plan

Academic Year : 2019-20
 Year & Semester : II year / III Semester
 Batch : 2018-20
 Course Code & name : BA 5012 Security Analysis and Portfolio Management
 Faculty Name : Dr K Muthukumar

Course Objectives :

To understand the nuances of stock market operations

To understand the techniques involved in deciding upon purchase or sale of securities

Learning Outcomes :

- Students will be a good investment analyst
- Students will be able to do financial planning for individuals
- Students will be able to take NCFM or NISM Capital Market Module Certifications

Unit	Session	Topics	Pedagogy	Reference	Date
I	INVESTMENT SETTING				
	1	Financial and economic meaning of Investment Characteristics and objectives of Investment	L	Book 1, Chapter 1 Page No 1 to 17	
	2 & 3	Types of Investment – Investment alternatives	Group Presentation	Book 1, Chapter 2 Page No. 22 to 33	
	4	Choice and Evaluation	L	Book 1, Chapter 1 Page No 1 to 17 + PPT	
	5	Risk and return concepts.		Book 1, Chapter 9 Page No. 139 to 153	
II	SECURITIES MARKETS				
	6	Financial Market - Segments – Types - - Participants in financial Market – Regulatory Environment	L	PPT	
	7	Primary Market – Methods of floating new issues, Book building – Role of primary market – Regulation of primary market	L	Book1, Chapter 3 Page No 37 to 53	
	8	Stock exchanges in India, Regulations of stock exchanges	L	Book 1, Chapter 4 Page No. 57 to 70	
	9 & 10	NSE, BSE ,OTCEI, ISE and SEBI	L	Book 1, Chapter 6 Page No.85 to 97	
	11	Trading system in stock exchanges	L / Visit to Stock Broker	www. nseindia.com www.bseindia.com	
	12	SEBI	L	Book 1, Chapter 8 Page No: 121 to 135	
III	FUNDAMENTAL ANALYSIS				
	13	Economic Analysis – Economic forecasting and stock Investment Decisions	L	Book 1, Chapter 12 Page No: 215 to 218	
	14	Forecasting techniques. Industry Analysis : Industry classification,	L	Book 1, Chapter 12 Page No: 219 to 224	

		Industry life cycle			
	15	Company Analysis Measuring Earnings – Forecasting Earnings	L / Case Study 1	Book 1, Chapter 12 Page No: 225 to 242	
	16	Applied Valuation Techniques – Graham and Dodds investor ratios.	L	PPT	
	TECHNICAL ANALYSIS				
	17	Fundamental Analysis Vs Technical Analysis	L	PPT	
IV	18 & 19	Charting methods – Trend – Trend reversals – Patterns	Practical	Book 1, Chapter 13 Page No: 269 to 276	
	20	Market Indicators - Moving Average – Exponential moving Average – Oscillators	L	Book 1, Chapter 13 Page No: 262 to 269	
	21	Efficient Market theory.	L	Book 1, Chapter 14 Page No: 283 to 292	
	PORTFOLIO MANAGEMENT				
	22	Portfolio analysis	L	Book 5, Chapter 13, Page No: 158 to 173	
V	23	Portfolio Selection	L / Case Study 2	Book 5, Chapter 14, Page No: 177 to 190	
	24	Capital Asset Pricing model, Mutual Funds.	L	PPT	
	25	Portfolio Revision – Portfolio Evaluation	L	Book 1, Chapter 20 & 21 Page No: 411 to 422	
S.No	Unit	Case Study	Topic	Date	
1	III	Factors affecting the growth of a company (Case Study 1)	Fundamental Analysis		
2	V	Portfolio Construction using Sharpe Single Index Method (Case Study 2)	Portfolio Construction		

L- Lecture
T – Tutorial
P - Practical

REFERENCES :

1. Punithavathy Pandian, Security Analysis and Portfolio Management, Vikas Publishing House
2. Donald E. Fischer & Ronald J. Jordan, Security Analysis & Portfolio Management, PHI Learning., New Delhi, 8th edition, 2011.
3. Prasannachandra, Investment analysis and Portfolio Management, Tata McGraw Hill, 2011.
4. Reilly & Brown, Investment Analysis and Portfolio Management, Cengage, 10th edition, 2016.
5. S. Kevin , Securities Analysis and Portfolio Management , PHI Learning , 2012.

Websites:

www.nseindia.com
www.moneycontrol.com
www.bseindia.com

Faculty In-charge

Academic Coordinator

Director

Hallmark Business School
Tiruchirappalli – 620102

AY: 2018-19, Batch 2018-20
III Semester

SAPM Micro Presentation Topics

Team No	I MP (as in 2018-19) Annual reports)
1	Financial Performance of Maruti Suzuki
2	Financial Performance of Ultra Tech Cements
3	Financial Performance of HUL
4	Financial Performance of TCS
5	Financial Performance of HDFC Bank
6	Financial Performance of Bharthi Airtel Ltd
Team No	II MP – Industry Analysis
1	Automobile Sector
2	Cement Sector
3	Consumer Goods Sector
4	IT Sector
5	Banking Sector
6	Telecom Sector

Hallmark Business School

Tiruchirappalli – 620 102

Course Plan

Academic Year : 2019-20
Year & Semester : II year / III Semester
Batch : 2018-20
Course Code & name : BA5015&INDUSTRIAL RELATIONS AND
LABOUR WELFARE
Faculty Name : Senthil K Nathan

Course Objectives :

To explore contemporary knowledge and gain a conceptual understanding of industrial relations and labour welfare

Outcome :

- Students will know how to resolve industrial relations problems
- Students will know how to resolve human relations problems
- Students will know how to promote welfare of industrial labour

Unit	Session	Topics	Pedagogy	Reference	Date
I	1	Industrial Relations: An overview	L	T1 182-184 T2 12-18 R4 5	
	2	Industrial Relations - Importance	L	T1 184-187	
	3	Industrial Relations problems in the Public Sector – Growth of Trade Unions	L	T1 212-216 T1 8-111 T2 5	
	4	Types of Trade Unions / Case Study / Assignment	L	T2 30-33	
	5	IR - Codes of conduct	L	T1 333-338	
II	6	Industrial Conflicts: Background study of Industrial conflicts	L	T1 165-167	
	7	Disputes – Impact – Causes – Strikes – Prevention	L	T1 220-236	
	8	Industrial Peace – Government Machinery – Conciliation	P / L	T1 227-228	
	9	Arbitration – Adjudication / Case Study / Assignment	L	T1 383-437 T2 178-183	
	10	Mock on Industrial Conflicts & Peace	L	T2 179 R3 287	
III	11	Labour Welfare: Concept – Objectives – Scope – Need	L	T1 530-535 T2 217-223	
	12	Voluntary Welfare Measures	L	T1 530-535 T2 217-223	
	13	Statutory Welfare Measures – Labour	L	T1 548-551 T2 218-237	
	14	Welfare Funds – Education and Training Schemes	L	T1 553-559 T1 556-599 T2 237-238 T2 267	
	15	Case Study on Labour Welfare measures	L	T1 548-551	

Unit	Session	Topics	Pedagogy	Remarks
IV	16	Industrial Safety: Causes of Accidents – Prevention	L	T1 725-726
	17	Safety Provisions	L	T1 707-710
	18	Industrial Health and Hygiene	L	T1 725-728 T1 731-734
	19	Importance – Problems / Case Study / Assignment	L	T1 731-734
	20	Occupational Hazards – Diseases – Psychological problems – Counseling – Statutory Provisions	P / L	T1 697-722
V	21	Welfare: Child Labour – Female Labour	L	T1 741-743 T2 232-234 T1 20-24
	22	Contract Labour – Construction Labour	L	T1 737-741 T2 33-35
	23	Agricultural Labour – Differently abled Labour	L	T1 737-741 T2 33-35
	24	BPO & KPO Labour - Social Assistance - Social Security – Implications	L	T2 228-232
	25	Case Study / Assignment	P	-

L – Learning T – Teaching P - Practical

NOTE:

1. Subject expert will be engaged for this paper as guest lecture for additional inputs
2. Internal marks as per the standard norms

TEXT BOOKS:

1. Mamoria C.B. and SathishMamoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2007.
2. ArunMonappa, RanjeetNambudiri, Patturaja Selvaraj. Industrial relations & Labour Laws. Tata McGraw Hill. 2012

REFERENCES:

1. Ratna Sen, Industrial Relations in India, Shifting Paradigms, Macmillan India Ltd., New Delhi, 2007.
2. C.S.VenkataRatnam, Globalisation and Labour Management Relations, Response Books, 2007.
3. Srivastava, Industrial Relations and Labour laws, Vikas, 2007.
4. P.N.Singh, Neeraj Kumar. Employee relations Management. Pearson. 2011.
5. P.R.N Sinha, InduBala Sinha, SeemaPriyadarshiniShekhar. Industrial Relations, Trade Unions and Labour Legislation. Pearson. 2004

WEBSITES:

1. <http://labour.gov.in/industrial-relations>
2. <http://labour.gov.in/child-women-labour>
3. <http://www.naukrihub.com/industrialrelations>

Faculty In-charge

Academic Coordinator

Director

Hallmark Business School
Trichy 620102
XI Batch - 2018-20
MicroPresentation Titles

S.No	Reg. No	Name	Micropresentation 1
1	810818631001	Abirami M	Differences between HR & IR
2	810818631004	Anusuya Begam A	Growth of Trade Unions
3	810818631005	Aparna C S	Public sector Units
4	810818631008	Belin Jero Nickson S	Present scenario of Trade Unions
5	810818631009	Bharathy Vasudevan K	Historical Background of Trade Unions
6	810818631011	Emric Brillius Raj A	Importance of Trade Unions
7	810818631013	Gayathri C	Problems in Industrial Relations
8	810818631016	Joshua Solomon J	Code of Conducts
9	810818631021	Manju A	Trade Unions in Trichy
10	810818631023	Mikepraveen J	Importance of Industrial Relations
11	810818631028	Praveen Kumar M	Lay off
12	810818631031	Rajesh R	Ways to prevent Industrial conflicts
13	810818631035	Shanmathi R	Lock out
14	810818631037	Sivakumar K	Industrial Disputes

S.No	Reg. No	Name	Micropresentation 2
1	810818631001	Abirami M	Conciliation
2	810818631004	Anusuya Begam A	Prevention of Industrial disputes
3	810818631005	Aparna C S	Adjudication
4	810818631008	Belin Jero Nickson S	Industrial Peace
5	810818631009	Bharathy Vasudevan K	Arbitration
6	810818631011	Emric Brillius Raj A	Strikes
7	810818631013	Gayathri C	Welfare measure
8	810818631016	Joshua Solomon J	Statutory welfare measures
9	810818631021	Manju A	Non-statutory welfare measures
10	810818631023	Mikepraveen J	Industrial safety
11	810818631028	Praveen Kumar M	Counseling
12	810818631031	Rajesh R	Labour Contract
13	810818631035	Shanmathi R	Construction Contract
14	810818631037	Sivakumar K	Social Security

Faculty In-charge

Academic Coordinator

Director

Hallmark Business School

Tiruchirappalli – 620102

Course Plan

Academic Year : 2019-20
 Year & Semester : II year / III Semester
 Batch : 2018-20
 Course Code & name : BA 5017 & Managerial Behaviour and Effectiveness
 Faculty Name : Prof. Senthil K Nathan & Dr. AL. Alagappan

Course Objectives:

- To examine managerial styles in terms of concern for production and concern for people.
- To access different systems of management and relate these systems to organisational characteristics.

Course Outcome:

- Students will gain knowledge about appropriate style of managerial behaviour.

Unit	Session	Topics	Pedagogy	Reference	Date
DEFINING THE MANAGERIAL JOB					
I	1	Descriptive Dimensions of Managerial Jobs	L	B1 – pg 39	
	2	Methods & Models of Managerial Jobs	L	W1	
	3	Time Dimensions in Managerial Jobs	L	B1 – pg 43	
	4	Effective and Ineffective Job Behaviour	GD	Discussion	
	5	Functional & Level Differences in managerial Job Behaviour	L	W2	
DESIGNING THE MANAGERIAL JOB					
II	6	Identifying Managerial Talent	L + P	B 9 – pg 110	
	7	Selection & Recruitment	L	B 9 – pg 130	
	8	Managerial Skills Development	L	B 9 – pg 225	
	9	Pay and Rewards & Managerial Motivation	L	B 9 – pg 308	
	10	Effective Management Criteria	L		
	11	Performance Appraisal Measures	L + P	B 9 – pg 168	
	12	Balanced Score Card & Feed Back	L	B 9 – pg 588	
	13	Career Management & Current Practices	L & GD	B 9 – pg 247	
THE CONCEPT OF MANAGERIAL EFFECTIVENESS					
III	14	Concept of Managerial Effectiveness overview	L	Class Notes	
	15	Bridging the Gap & measuring managerial effectiveness	Case	Class Notes	
	16	Current Practices (Government & Industries)	GD	Discussion	
	17	Effective Manager as an Optimizer	L	Class Notes	
ENVIRONMENTAL ISSUES IN MANAGERIAL EFFECTIVENESS					
IV	18	Organisational Processes & Climate	L	Class Notes	
	19	Leadership & Group Influence	L + P	Class Notes	
	20	Job Challenges and Competition	L	Class Notes	
	21	Managerial Styles	L	W3	

DEVELOPING THE WINNING EDGE				
V	22	Organisational and Managerial Efforts	L	Class Notes
	23	Self Development and Negotiation Skills	L	Class Notes
	24	Development of competitive spirit	L	Class Notes
	25	Knowledge Management, Fostering Creativity and Innovation	L	B 9 – pg 593
L = Lecture, P = Practical, GD = Group Discussion B = Book, Pg = Page No, W = Website				

References:

1. Peter Drucker, Management, Harper Row, 2005.
2. Milkovich and Newman, Compensation, McGraw-Hill International, 2005.
3. Blanchard and Thacker, Effective Training Systems, Strategies and Practices Pearson 2006.
4. Dubrin, Leadership, Research Findings, Practices & Skills, Biztantra, 2008.
5. Joe Tidd , John Bessant, Keith Pavitt , Managing Innovation ,Wiley 3rd edition,2006.
6. T.V.Rao,Appraising and Developing Managerial Performance, Excel Books,2000.
7. R.M.Omkar, Personality Development and Career Management, S.Chand 1st edition,2008.
8. Richard L.Daft., Managing Indian Brands, Vikas Publication, India, 2002.
9. Subba Rao P, Essentials of Human Resource Management And Industrial Relations, Himalaya Publishing House, 2009

Websites:

1. https://www.brainkart.com/article/Methods-of-Managerial-job-dimensions_7022/
2. https://www.brainkart.com/article/Functional-and-level-differences-in-Managerial-Job-behaviour_7027/
3. <https://www.cleverism.com/management-styles/>

Faculty In-charge

Academic Coordinator

Director

Micro Presentation Titles:

Study Group No	Micro Presentation 1	Micro Presentation 2
1	Indicators of Effective and Ineffective Job Behaviour	Presentation on the section 'Persona' from various editions of magazine 'Human Capital'
2	Balanced Score Card	Presentation on the section 'Persona' from various editions of magazine 'Human Capital'
3	Organisational Climate	Presentation on the section 'Persona' from various editions of magazine 'Human Capital'
4	Managerial Styles and Effectiveness	Presentation on the section 'Persona' from various editions of magazine 'Human Capital'

- *The students must submit a hard + soft copy of the presentation prior to the presentation*
- *The students must get prior approval from the faculty on the 'Persona' to be presented*
- *The students must submit a hard + soft copy of the presentation and a photocopy of the article with the cover page of the respective magazine*

Faculty In-charge

Academic Coordinator

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Hallmark Business School

Tiruchirappalli – 620102

Course Plan

Academic Year : 2019-20
 Year & Semester : II year / III Semester
 Batch : 2018-20
 Course Code & name : BA 5018 Strategic Human Resource Management
 Faculty Name : Dr. AL. Alagappan

Course Objectives :

To help students understand the transformation in the role of HR functions from being support function to strategic function.

Learning Outcomes:

Students will have a better understanding of the tools and techniques used by organizations to meet current challenges.

Unit	Session	Topics	Pedagogy	Reference	Date
HUMAN RESOURCE DEVELOPMENT					
I	1	Meaning, Strategic framework for HRM	L	B3, Ch 3, Pg - 159	
		Strategic framework for HRD	L	B 1, Ch 1, Pg- 33	
	2	Vision, Mission and Values, Importance	L	B3, Ch 3, Pg – 105	
		Challenges to Organisations	L	B 1, Ch 1, Pg- 30	
	3	HRD Functions	L	B 1, Ch 1, Pg- 20	
		Roles of HRD Professionals	L	B 1, Ch 1, Pg- 25	
		HRD Needs Assessment	L	B 1, Ch 4, Pg- 104	
		HRD practice, Measures of HRD performance	L	B 1, Ch 7, Pg- 186	
	4	HRD Program Implementation	L	B 1, Ch 6, Pg- 154	
		HRD Program Evaluation	L	B 1, Ch 7, Pg- 182	
		Links to HR, Strategy and Business Goals	L	Web 1	
	5	Recent trends, Strategic Capability, Bench Marking and HRD Audit	L + GD	B8, Ch 29, Pg – 580	
	E_HRM				
II	6	e- Employee profile,	L	B8, Ch 27, Pg - 561	
		e- selection and recruitment	L	B8, Ch 27, Pg - 557	
	7	Virtual learning and Orientation	L	B8, Ch 29, Pg - 596	
		e - training and development	L	B8, Ch 27, Pg – 559	
		e- Performance management	L	B8, Ch 27, Pg – 558	
		Compensation design	L	B8, Ch 15, Pg - 317	
	8	Development and Implementation of HRIS,	L	Web 2	
		Designing HR portals, Designing HRIS	P	Web 3	
	9	Issues in employee privacy	GD	Web 4	
		Employee surveys online	L	Web 5	

CROSS CULTURAL HRM				
III	10	Domestic Vs International HRM - Cultural Dynamics	L	B3, Ch 14, Pg - 611
	11	Culture Assessment	L	B3, Ch 14, Pg – 612
		Cross Cultural Education and Training Programs,	L	B1, Ch 11, Pg – 356, Web 6
		Building Multicultural Organisation	Case	
	12	Leadership and Strategic HR Issues in International Assignments	L	B3, Ch 14, Pg – 615
	13	Current challenges in Outsourcing,	GD	B8, Ch 29, Pg – 585
		Cross border Mergers and Acquisitions	L	Web 7
Repatriation		L	B3, Ch 14, Pg – 619	
14	International Compensation	L	B8, Ch 28, Pg – 576	
CAREER & COMPETENCY DEVELOPMENT				
IV	15	Career Concepts	L	B1, Ch 8, Pg – 229
		Roles in Career Management	L	B1, Ch 8, Pg – 244
		Career stages	L	B1, Ch 8, Pg – 232
		Career planning and Process	L	B1, Ch 8, Pg – 240
		Career development Model	L	B1, Ch 8, Pg – 236
	16	Career Motivation and Enrichment,	L	B1, Ch 8, Pg – 255
		Managing Career plateaus	L	B1, Ch 8, Pg – 256
	17	Designing Effective Career Development Systems,	L	B1, Ch 8, Pg – 260
		Career Management		B1, Ch 8, Pg – 240
	18	Competencies, Competency Mapping Models	L + P	B1, Ch 13, Pg – 397
19	Equity and Competency based Compensation	L	B8, Ch 15, Pg - 317	
EMPLOYEE COACHING & COUNSELING				
V	20	Need for Coaching – Role of HR in coaching	L	B1, Ch 14, Pg – 427
	21	Coaching and Performance	L	B1, Ch 14, Pg – 429
		Skills for Effective Coaching	L	B1, Ch 14, Pg – 442
		Coaching Effectiveness	L	B1, Ch 14, Pg – 444
	22	Need for Counseling, Role of HR in Counseling	L + P	B1, Ch 15, Pg – 453
		Components of Counseling Programs	L	B1, Ch 15, Pg – 455
		Counseling Effectiveness	L	B1, Ch 15, Pg – 457
	23	Employee Health and Welfare Programs	L	B1, Ch 15, Pg – 470
	24	Work Stress – Sources and Consequences,	L + P	B1, Ch 15, Pg – 468
		Stress Management Techniques – Eastern and Western Practices	L	B1, Ch 15, Pg – 469
25	Self Management, Emotional Intelligence	L + P	B8, Ch 29, Pg - 600	
L = Lecture, P = Practical, GD = Group Discussion, B = Book, Ch = Chapter, Pg = Page, Web = Web Resources				

REFERENCES

1. Randy L. Desimone, Jon M. Werner – David M. Mathis, Human Resource Development, Cengage Learning, 2007.
2. Paul Boselie. Strategic Human Resource Management. Tata McGraw Hill. 2011
3. Jeffrey A Mello, Strategic Human Resource Management, Cengage Learning, Southwestern 2007.
4. Robert L. Mathis and John H. Jackson, Human Resource Management, Cengage Learning, 2007.
5. Monir Tayeb. International Human Resource Management. Oxford. 2007
6. Randall S Schuler and Susan E Jackson. Strategic Human Resource Management. Wiley India. 2nd edition
7. McLeod. The Counsellor's workbook. Tata McGraw Hill. 2011
8. Subba Rao P, Essentials of Human Resource Management And Industrial Relations, Himalaya Publishing House, 2009

Web Resources

1. <https://irc.queensu.ca/articles/linking-hr-strategy-business-strategy-optimizing-impact-hr-practices-business-results>
2. <https://www.analyticsinhr.com/blog/implement-hris-human-resources-information-system/>
3. <http://www.yourarticlelibrary.com/human-resources/designing-of-human-resource-information-system-hris/35518>
4. <https://www.allbusiness.com/basic-privacy-issues-in-the-workplace-7869527-1.html>
5. <https://www.snapsurveys.com/blog/11-types-employee-surveys/>
6. <https://relivingmbadays.wordpress.com/2012/11/10/multicultural-organization/>
7. <https://www.civilserviceindia.com/subject/Management/notes/cross-border-mergers-and-acquisitions.html>

Internal Assessment Components

1. Micro Presentation - 20 marks each

Presentation of HR articles from magazines like 'People Matters', 'Human Capital' and 'The Smart Manager' - 1 article per student each for IAT 1 and IAT 2.

- *The students must get prior approval from the faculty on the article to be presented*
- *The students must submit a hard + soft copy of the presentation and a photocopy of the article with the cover page of the respective magazine*

2. Multiple Choice Question Test - 20 marks each

1 MCQ test each for IAT 1 and IAT 2.

Faculty In-charge

Academic Coordinator

Director

Hallmark Business School

Tiruchirappalli

Course Plan

Academic Year : 2019 -20
 Year & Semester : II year / III Semester
 Batch : 2019 -21
 Subject Code : BA5302 Strategic Management
 Faculty name : Prof Abirami

OBJECTIVES:

To learn the major initiatives taken by a company's top management on behalf of corporate, involving resources and performance in external environments. It entails specifying the organization's mission, vision and objectives, developing policies and plan to understand the analysis and implementation of strategic management in strategic business units.

OUTCOMES:

On completion of this course, students will be able to:

1. Understand the strategic decisions that organizations make and have an ability to engage in strategic planning.
2. Explain the basic concepts, principles and practices associated with strategy formulation and implementation.
3. Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives.
4. Analyze and evaluate critically real life company situations and develop creative solutions, using a strategic management perspective.

S.No	Topic	Pedagogy	Reference	Date
Unit 1 - STRATEGY AND PROCESS				
1	Conceptual framework for strategic management	L	Book -3,Ch- 1, PP 19-21	
2	Strategy and Strategy Formation Process - Stakeholders in business	L	Book -1,Ch- 1, PP 8-10	
3	Vision, Mission, Purpose, Business definition, Objectives & Goals	L/Activity Chart	Book -3,Ch- 1, PP 10-14	
4	Corporate Governance and Corporate Social responsibility	MC	Discussion Material	
Unit 2 – COMPETITIVE ADVANTAGE				
5	External Environment - Porter's Five Forces Model	L/Group exercise	Book - 1,Ch- 2, PP 40-48	

6	Strategic Groups- Competitive Changes during Industry Evolution - Globalization and Industry Structure	L	Book -1,Ch-2 , PP 50-64	
7	Resources -Capabilities - competencies– core competencies - Distinctive Competencies	L	Book -1,Ch-3 , PP 76- 85	
8	CA-Generic Building Blocks of Competitive Advantage- durability of competitive Advantage - Avoiding failures and sustaining competitive advantage	L	Book -1,Ch-4 , PP 86-102	
Unit 3 – STRATEGIES				
9	The generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies	L	Book -1,Ch-5 , PP 151	
10	Business level strategy	L	Book -1,Ch- 5, PP 152-170	
11	Strategy in the Global Environment	L	Book -1,Ch-8 , PP 268	
12	Corporate Strategy - Vertical Integration- Diversification and Strategic Alliances	L	Book -1,Ch- 9, PP 276-303	
13	Building and Restructuring the corporation - Strategic analysis and choice	PD	Book -3,Ch-9 , PP 276-303	
14	Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile –Strategic Advantage profile	ETOP/OCP/SAP Analysis exercise	Book-3 ch-3 PP 98, Book-3 Ch-4 PP 137-139,	
15	Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis	Team Teaching	Book-3 Ch-4 PP 277-284,281	
16	Mc Kinsey's 7s Framework - GE 9 Cell Model - Balance Score Card	Team Teaching	Book-3 Ch-4 PP 282,136-137	
STRATEGY IMPLEMENTATION &EVALUATION				
17	The implementation process, Resource allocation, Designing organizational structure	L	Book-2 Ch-15 PP 198-210	
18	Designing Strategic Control Systems	L	Book-2 Ch-16 PP 212-220	

19	Matching structure and control to strategy	L	Book-2 Ch-17 PP 222-231	
20	Implementing Strategic change - Politics- Power and Conflict - Techniques of evaluation & control	L	Book-2 Ch-18 PP 233-242	
Unit 5 – OTHER STRATEGIC ISSUES				
21	Managing Technology and Innovation	L/P	Book-2 Ch-19 PP 198-210	
22	Strategic issues for Non Profit organizations	L/P	Book-2 Ch-20 PP 250-259	
23	New Business Models and strategies for Internet Economy	L/P	Book-2 Ch-22 PP 269-275	
24	Course review and Mind map presentation – (I-V units)	MMP	-	
25	Concept Test - (I-V units)	CT	-	

L: Lecture

MC: Micro case study

PD: Panel Discussion

TT: Team teaching

MMP-Mind map presentation

P: Poster presentation

CT: Concept Test

S.NO	Unit	Title of the Case study Topic	Date
1	I	Governance and Code of Best Practice – A case study of ITC LTD	
2	II	The Unquenchable Thirst –Kent RO has managed to create a niche in the water purifier market, but can it get to the next level of growth?	
3	III	Opening a New Account –Vijay shekhar Sharma is looking beyond financial inclusion with Paytm Payments Bank. Will he succeed?	

REFERENCES :

1. Charles W. L. Hill and Gareth R. Jones, Strategic Management: An Integrated approach, 2009 Edition Wiley (2012).
2. M. Jeyarathnam ,Strategic Management,6th Edition, Himalaya Publishing House, New Delhi , 2019.
3. Azhar Kazmi, Strategic Management and Business Policy, 3rd Edition, Tata McGraw Hill, 2008.
4. Gupta, Gollakota and Srinivasan, Business Policy and Strategic Management – Concepts and Application, Prentice Hall of India, 2005.

Faculty In charge

Academic Coordinator

Director

BA 5302 Strategic Management

Micro Presentation Titles:

Study Group No	Micro Presentation 1 Insights on Management – Strategy: collector’s Issue-Business standard	Micro Presentation 2 Insights on Management – Strategy: collector’s Issue-Business standard
1	<ol style="list-style-type: none"> 1. Branding Under The Arc Lights 2. 6 E Framework To Build Brands 3. The New Indian Woman In Advertising 4. Smart Plunge 5. Best Foot Forward 	<ol style="list-style-type: none"> 1. How FOGG Stays Ahead In Deos 2. TVS Hits The Road For Loyalty 3. No Speed Limit For Hyundai
2	<ol style="list-style-type: none"> 1. Parle's Premium Pitch 2. Chevy Loses India On The Map 3. Top Trends In Global Sports 4. Why Design Is Important For VCS 5. KFC In Reinvention Mode 	<ol style="list-style-type: none"> 1. Cadbury Tickles The Palate 2. Croma Plays It Smart 3. Cargill's Tech Drive In Retail
3	<ol style="list-style-type: none"> 1. Brands On The Firing Line 2. Act Now, Plan Later, Document Never 3. Changing Viewership 4. Need To Define Marketing Analytics 5. Ott Players Fight For Eyeballs 	<ol style="list-style-type: none"> 1. How M & M Turned Ssangyong into an Asset 2. No Time to Wait & Watch 3. Utterly, Butterly Plus More
4	<ol style="list-style-type: none"> 1. Luring Buyers Across Devices 2. Sustainable, Safe And Secure 3. Unlike Multinationals, We've Built Brandsâ 4. MTR Revamps Its Supply Chain 5. ABOF'S Return On Innovation 	<ol style="list-style-type: none"> 1. Spot the Winner 2. Google Brands its Service in Pixels 3. Top 5 Consumer Trends for 2017
5	<ol style="list-style-type: none"> 1. Marketing To Kids Is No Child's Play 2. Build Trust In Face Of Lay-Offs 3. Ashok Leyland's Quality Climb 4. Virtual Fashion 5. Xiaomi Wants Fans To Follow It Offline 	<ol style="list-style-type: none"> 1. Radio Brands Look to Break Through the Din 2. Sampling isnt' Dead. Its Evolving 3. Himalaya's Big Gamble
6	<ol style="list-style-type: none"> 1. Move From Insights To Action 2. VIP'S Real-Time Conveyor Belt 3. Future Of Android 4. Future Consumers 5. Ai Ming To Attract Talent 	<ol style="list-style-type: none"> 1. Warming To Cashless Delivery 2. Skoda Hits The Middle Ground 3. Pepsi Soaks In The Sun
7	<ol style="list-style-type: none"> 1. Emami Bets On Direct Retail 2. Stretch And Win 3. Emotional Persuasion 4. Making In And For India 5. The Ambassador's French Rally 	<ol style="list-style-type: none"> 1. A Bigger Basket For Godrej 2. Lifestyle Riders 3. BPL Takes Online Only Route
8	<ol style="list-style-type: none"> 1. Keeping Consumers Posted 2. Start Ups Growing Up Pangs 3. Bring On The Sparkle 4. Future Ready Partnerships 5. Adding Fresh Fizz To Frooti 	<ol style="list-style-type: none"> 1. A Snapshot Of Competition 2. New , Improved Online Sale 3. Off The Beaten Track

LESSON PLAN

Academic Year : 2019 - 2020
 Year & Semester : II year / III Semester
 Batch : 2018-20 (11th Batch)
 Course Code & name : BA5301 – International Business Management
 Faculty Name : Karthikeyan Ganapathy

Course Objective

To familiarize the students to the basic concepts of International Business Management.

Course Expected Outcome

Students must be familiar with global business environment, global strategic management practices and get acquainted with functional domain practices. They would be familiar with conflicts situations and ethical issues in global business.

Lesson Teaching Plan

Unit	Session	Topics Description	Pedagogy	Book(s) Reference	
Unit I – Introduction (5)					
I	1	International Business – Definition	Discussion	R1 : 4 – 8 R3 : 4 – 6	
		Internationalizing Business	Lecture	R1 : 8 – 21 R4 : 21 – 22	
		Advantages of International Business	Lecture	R2 : 8 - 13	
		Factors causing globalization of business	Lecture	R4 : 378- 401	
	2	International Business Environment – Country attractiveness – Political, economic and cultural environment	Lecture & Discussion	R2 : 22-26, 100-105, 145-154, 456- 469, 566	
	3	Protection Vs Liberalization of global Environment.	Lecture	R1 : 29 – 32	
UNIT II – International Trade and Investment (11)					
II	4,5	Promotion of global business	Lecture	R2 : 639 - 642	
		The role of GATT/ WTO	Lecture	R2 : 298 – 303	
	7	Multilateral trade negotiation & Agreement – VIII & IX AND Round discussions and agreements	Lecture	Refer to Tutor's Notes	
	8	Challenges for global business – Global trade and investment	Lecture	R4 : 289 – 299	
	9,10	Theories of International trade	Lecture	R1 : 114 - 135 R2 : 225 – 240 &	

				247- 253 R4 : 148 – 173	
	11	Theories of International investment	Lecture	R4 : 147 – 178	
	12	Need for global competitiveness, Introduction to RTBs	Lecture & Presentation	R2 : 279- 286	
	13	Global trade block Types, Advantages and Disadvantages of RTBs across the globe	Lecture	R2 : 303-321, 325 R4 : 249- 273	
Unit III – International Strategic Management (10)					
III	14	Strategic Compulsions – Standardization Vs Differentiation, Strategic options	Lecture	R1 : 308 – 326 R3 : 327 – 346	
		Global portfolio management	Lecture	Refer to Tutor’s Notes	
		Global Entry Strategies	Lecture	R1 : 379 – 397 R2 : 430 – 435 R4 : 364 – 375	
	15	Different forms of international business	Lecture & Discussion	Refer to Tutor’s Notes	
		Advantages – Organizational issues of IB		Refer to Tutor’s Notes	
	16	Organizational structures		R1 : 329 - 346 R2 : 588 - 598 R3 : 349 - 379 R4 : 404 – 434	
		Controlling of IB & Approaches to control	Lecture	Refer to Tutor’s Notes	
	17,18	Performance of global business	Lecture	Refer to Tutor’s Notes	
		Performance evaluation system	Lecture	Refer to Tutor’s Notes	
Unit IV – Production, Marketing, Financial and HR Mgt. of Global Business (9)					
IV	19, 20	Global Production – Location, Scale of Operations, Cost of Production, Make or Buy decisions	Lecture & Discussion	R1 : 421 – 435 & 436 - 445 R2 : 670–674,684 R3 : 473 – 494	
		Global Supply Chain issues, Quality considerations	Lecture	R1 : 446 – 451 R2 : 681 - 684 R4 : 528 – 557	
	21	Globalization of markets, Market strategy, challenges in product development	Lecture	R3 : 500 - 534	
		Pricing	Lecture & Discussion	R1 : 472 – 479 R2 : 634- 639	
		Pricing, Production and Channel Management	Lecture & Discussion	R4 : 644 – 650	
	22	Investment decisions (Economic)	Lecture	Refer to Tutor ‘s Notes	

IV	23	Political Risk	Lecture	R4 : 122 – 144 & 399 – 409
		Sources of fund	Lecture	R1 : 258 – 278 R2 : 566 - 588 R3 : 587 - 607 R4 : 626 – 642
		Exchange – rate risk and management	Lecture	R1 : 559 – 560 & 580 R2 : 226 – 231 R4 : 334 – 352, 368 – 377, 766 – 770.
		Strategic orientation, selection of Expatriate managers	Lecture & Discussion	R1 : 118 - 120 R2 : 672 – 681, 794 – 813
		Training & Development - Compensation	Lecture	Refer to Tutor's Notes
Unit V – Conflict Management & Ethics in IBM (5)				
V	24	Disadvantages of International Business	Lecture	R2 : 14 - 16
		Conflict in International Business	Lecture	Refer to Tutor's Notes
		Sources & types of Conflict	Lecture & Discussion	R2 : 269 – 272
	25	Conflict resolutions	Lecture	Refer to Tutor's Notes
		Negotiation – the role of international agencies	Lecture & Discussion	R3 : 240 - 251 R4 : 687 – 697
	26	Ethical issues in International business	Lecture & Discussion	R2 : 193 – 200, & 205 - 212 R3 : 677 - 727
		Ethical decision-making		

Note : RTN stands for Refer Tutor Notes.

Book References

R1) Charles W.I. Hill and Arun Kumar Jain, International Business, 5th edition, Tata McGraw Hill, New Delhi, 2010.

R2) John D. Daniels and Lee H. Radebaugh, International Business, Pearson Education Asia, 12th Edition, New Delhi.

R3) K. Aswathappa, International Business, 5th Edition, Tata Mc Graw Hill, New Delhi.

R4) Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, International Business, 7th Edition, Cengage Learning, New Delhi, 2010.

MICRO-PRESENTATION TITLES

Study Group	Micro-presentation Title	Date & Time of Presentation
Assignment No. 1		
1	Why India fails to become a Good International Business on ground of Political, Cultural, Socio, Financial, Economic, & Legal Issues	10.7.2019, Wednesday 6 pm to 8. pm
2	SAGARMALLA - a Boon or a Bane for India	
3	Only Export and Internal Business Development leads India to become a Super power by 2030.	
4	In India, does GST improves Business Development and improves foreign Exchange – Justify	
5	330 Airports is need for India by 2030 – Justify	
6	How infrastructure alone will make India a favourite destination for business	
7	Justify how defence corridor in Salem, Trichy, Coimbatore, & Chennai leads to self-sufficiency	
8	As of January 2019, Our present Prime Minister, Shri. Narendra Dhamodardas Modi, has made 52 foreign trips to six continents (Rs. 1,484 Crores of expenditure), visiting 84 countries in 94 man days. Does his visit benefits India , Justify.	
Assignment Number : 2		
1	“OPEC countries has agreed to produce more crude on the request of India, Russia and China”	Refer from Master Time Table of third semester – 2018 - 2020 batch
2	Why USA is not interested to promote Huawei’s 5G technology in World market? Justify	
3	Distinguish between Make in India & Made in India. How Rafael deal is going to be benefit Make in India. Discuss the G2G deal on defence between India & France on Arms & Ammunitions.	
4	Discuss in detail about the “Belt Road Initiative” of China and explain the significance of China – Pakistan Economic Corridor.	
5	India is buying S-400 rocket launcher from Russia and rejects the offer of USA’s Patriot – Discuss.	
6	SAARC – An association to keep our neighbours happy and empowerment – Discuss the role of India as a Big Brother	
7	Who are expatriate? Discuss in detail the merits and demerits of issuance of US H1 B visa by USA for India citizens?	
8	China is going to lay a Silk route road to the world for trade – comment in detail.	

Faculty In-charge

Academic Coordinator

Director

**Hallmark Business School
Tiruchirappalli – 620102**

**Management in Practice – III
Core Subjects**

XI Batch – 2018-20: II Year / III Semester

S.No	Subject	Activity	Schedule
1	BA 5301 IBM	<p>BRICS</p> <p>Objective BRICS</p> <p>Task To understand the need for a BRICS Bank for economic development</p> <p>Outcome</p> <ol style="list-style-type: none"> 1. Why these five countries are interested to start BRICS as EU? 2. How financial assistance can be performed effectively to BRICS and other less developed countries? 3. How India role in becoming the third super economic power in the year 2025? 4. How BRICS supports a country for an effective and efficient trade practices? 	Before I IAT
2	BA 5301 IBM	<p>Role and responsibilities of WTO</p> <p>Objective Role and responsibilities of WTO</p> <p>Task To understand the significance of World Trade Organization and its deliverables in the international trade</p> <p>Outcome</p> <ol style="list-style-type: none"> 1. How many countries are members of the WTO? 2. How arbitration are performed by WTO? 3. What are the benefits a country can enjoy by being a member of WTO? 4. How WTO assist and directs best international trade practices for economic growth of the country? 5. How WTO defines the rules of international trade with congruence with member countries? 6. How WTO ensures trade flows smoothly, predictably and freely as possible? 	Before II IAT

3	BA 5302 STM	<p>Strategic Planning at a Local Company</p> <p>Objective This activity is aimed at giving a practical knowledge about how organizations are doing strategic planning. This exercise also will give an experience interacting on a professional basis with local business leaders.</p> <p>Task</p> <p>Step 1 Use the telephone to contact business owners or top managers. Find an organization that does strategic planning. Make an appointment to visit with the strategist (president, chief executive officer, or owner) of that business.</p> <p>Step 2 Seek answers to the following questions during the interview:</p> <ol style="list-style-type: none"> i. How does your firm formally conduct strategic planning? ii. Who is involved in the process? iii. Does the firm hold planning retreats? If yes, how often and where? iv. Does your firm have a written mission statement? v. How was the statement developed? vi. When the statement was last changed? vii. What are the benefits of engaging in strategic planning? viii. What are the major costs or problems in doing strategic planning in your business? ix. Do you anticipate making any changes in the strategic-planning process at your company? If yes, please explain. <p>Step 3 Report your findings to the class and submit the same.</p> <p>Outcome: This project will create knowledge and understanding of Strategic Management principles and concepts with organisational perspectives.</p>	Before I IAT
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4	BA 5302 STM	<p>Strategic Management at Multinational Company</p> <p>Objective: To give a insight into the working of Strategic Management theory & practice of the real organisations</p> <p>Task: Students are asked to choose a company to study throughout the semester and to obtain enough information about it to carry out the following instructions and answer the questions:</p> <ol style="list-style-type: none"> 1. Give a short account of the history of the company, and trace the evolution of its strategy. 2. Prepare a Strategic intent of your company 3. Do a preliminary analysis of the internal strengths and weaknesses of the company and the opportunities and threats that it faces in its environment. On the basis of this analysis, identify the strategies that you think the company should pursue. 4. What distinctive competencies do your company have? 5. What generic Business Model is your company pursuing? 6. In what kind of industry environment does your company operate? 7. Explain the governance mechanisms that operate in your company is aligning the interest of top managers with those of stockholders. 8. List and discuss the different types of corporate level and Business level strategies. <p>Outcome: This project will create knowledge and understanding of Strategic Management principles and concepts with organisational perspectives.</p>	Before II IAT
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S.No	Subject	Activity	Schedule
1	BA5008 BFSM	<p>Meet the Banker</p> <p>Objective: To understand branch banking and banking operations</p> <p>Task: Each team has to meet 5 branch managers and to discuss on branch banking and banking operations. End of the Task, teams have to submit reports on the same.</p> <p>Outcome: Students will be knowledgeable on branch banking and banking operations</p>	Before I IAT
2	BA5011 MBFS	<p>Meet the Insurer</p> <p>Objective: To understand the health, life and general insurance products.</p> <p>Task: Teams have to meet selected insurance companies and to prepare a report need for insurance cover and types of policies</p> <p>Outcome: Understanding on need for insurance and types of insurance schemes available to cover the risks</p>	Before I IAT
3	BA5011 MBFS	<p>Report on Mergers and Acquisitions</p> <p>Objective: To understand the recent merger and acquisition activities in India.</p> <p>Task: Teams has to prepare a report on merger and acquisition activities selected sectors in India with the objectives and post merger performance analysis.</p> <p>Outcome: Students shall have understanding about reasons for merger and acquisitions and the role of intermediaries.</p>	Before II IAT

4	BA 5008 BFSM	<p>Study on Bank assurance</p> <p>Objective: To understand the concept of bank assurance</p> <p>Task: Students should visit banks and prepare a report on insurance and other financial products distributed by banks</p> <p>Outcome: Understanding of bank assurance</p>	Before II IAT
5	BA5011 MBFS	<p>Report on Mutual Fund Schemes (Group Activity)</p> <p>Objective: To make the students to understand the types of MF schemes and scheme evaluation.</p> <p>Task: Students has to make a report on MF schemes offered by selected AMCs, top performing scheme under each category of schemes and peer comparison.</p> <p>Outcome: Students shall have knowledge on mutual fund investment, schemes available and evaluation of schemes</p>	Before II IAT
6	BA5011 MBFS	<p>Report on consumer loan procedure</p> <p>Objective: To understand the consumer loan process</p> <p>Task: Students have to meet the managers of consumer finance companies and to prepare a report on consumer loan process.</p> <p>Outcome: Understanding of consumer loan process</p>	Before Model Exam
7	BA5012 SAPM	<p>Participation in Nanayam Vikatan MF Investors meeting</p> <p>Objective: To understand the concept of mutual fund investment, advantages and risk.</p> <p>Task: Students to participate in MF Investor meet by Nanayam Vikatan and submit a report on the same.</p> <p>Outcome: Students shall become knowledgeable on MF investments</p>	Any time during the semester, but before the Model Exam
8	BA5008 BFSM	<p>Comparison of performance of banks under CAMELS framework</p> <p>Objective: To understand CAMELS framework and to analyse the performance of banks.</p> <p>Task: Teams have to submit a report on performance of selected banks under CAMELS framework.</p>	Before Model Exam

		Outcome: Students shall be able to analyse the performance of banks under CAMELS framework	
9	BA5012 SAPM	<p>Individual Financial Planning (Individual Activity)</p> <p>Objective: To enable students to have an individual financial planning for themselves.</p> <p>Activity: Students have to prepare an individual financial plan for themselves based on their financial goals in life</p> <p>Outcome: Students shall be able to fix financial goals and plan to achieve it.</p>	To be completed before Model Exam
10	BA5012 SAPM	<p>Stock Trading (Group Activity)</p> <p>Objective: To familiarise students with trading and settlement process, investment strategies, stock picking and portfolio construction.</p> <p>Task: Students as a team has to open demat and trading account and invest pooled fund in equity in the beginning of III Semester. Students are required to submit a weekly report on their trading activity and have to make a presentation on learning at the end of semester</p> <p>Outcome: Students shall have knowledge on trading and settlement process, portfolio management and understanding on stock price movements.</p>	To be commenced from 1 st week of July 2019 and completed before Model Exam.

Academic Co-ordinator

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XI Batch – 2019-21:: II year / III Semester

Management in Practice – HR Domain

S.No	Subject	Activity	Schedule
1	BA5019 SHRM	<p>Designing HRIS</p> <p>Objective: To design a HRIS Portal</p> <p>Task: The students must assume a company and design a model of full cycle of HR activities for implementing HRIS of that company</p> <p>Outcome: The students will learn every module of designing and implementing HRIS</p>	Before I IAT
2	BA5017 MBE	<p>Successful Traits</p> <p>Objective: To learn the rewarding traits and qualities of a successful HR manager</p> <p>Task: The students must interview a successful HR manager for traits and qualities and report the same</p> <p>Outcome: The students will have a hand on experience on the traits and qualities of a manager</p>	Before I IAT
3	BA5017 MBE	<p>Leadership Style</p> <p>Objective: To understand the leadership styles in action</p> <p>Task: The students must identify 3 personalities (living or dead) and compare their leadership styles and report the same</p> <p>Outcome: The students will learn the various leadership styles and the traits with which the leaders were successful.</p>	Before I IAT
4	BA5015 IRLW	<p>Statutory Compliances</p> <p>Objective: To learn the statutory compliances for Human Resource Management</p> <p>Task: The students must meet HR / IR experts and study the statutory compliances being followed in the factory and report the same</p> <p>Outcome: The students will learn the statutory compliances maintained by Human Resource Management and the complications in maintaining it.</p>	Before II IAT

5	BA5015 IRLW	<p>Contract Labour Management</p> <p>Objective: To learn about Contract Labour (Regulations and Abolition) Act 1970</p> <p>Task: The students must identify companies with contract labour and study the practices being followed in the company pertaining to CLRA Act and report the same</p> <p>Outcome: The students will learn about the nuances of CLRA Act and its importance in the present gig economy context</p>	Before II IAT
6	BA5017 MBE	<p>Performance Appraisal</p> <p>Objective: To learn about real time Performance appraisal</p> <p>Task: The HR students must prepare a performance appraisal format for non HR students on academics and report the same with follow up activities</p> <p>Outcome: The students will learn the components, factors and method of performance appraisal and its practical administration</p>	Before II IAT
7	BA5019 SHRM	<p>Stress Management Practices</p> <p>Objective: To study the techniques adopted for Stress management</p> <p>Task: The students must meet an employee and study the techniques adopted to manage the stress and report the same</p> <p>Outcome: The students will get real time information and the feasibility of existing stress management practices</p>	Before Model Exam
8	BA5019 SHRM	<p>Emotional Intelligence (EI)</p> <p>Objective: To learn to evaluate EI of a person and to know their Emotional Quotient as well</p> <p>Task: The student must assess the EI Score among HR students mutually with the help of any existing EI inventory and suggest for improvements and report the same</p> <p>Outcome: The students will learn how the components of EI work on a person and how to improve the Emotional Quotient of oneself</p>	Before Model Exam

9	BA5019 SHRM	<p>Student Counselling</p> <p>Objective: To gain practical knowledge on counselling</p> <p>Task: HR students must counsel non HR students of HBS on career aspects</p> <p>Outcome: The students will get exposure on components and methods of counselling</p>	Before Model Exam
10	HR Domain	<p>Best HR Practices of Top Companies</p> <p>Objective: To study the Best HR Practices of top companies</p> <p>Task: The students must collect information on best HR practices being practiced in FIVE top companies and report the same</p> <p>Outcome: The students will learn the most useful and successful HR practice in action</p>	Before Model Exam

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XI Batch – 2018-20: II Year / III Semester

S.No	Subject	Activity	Schedule
1	BA 5005 RM	<p>Retail Layout: Objective: To understand the schema of Retail outlet Task: Students have to visit the hyper markets /super markets / departmental stores and should analyze the shelf arrangements. Outcome: Students will learn the functioning of Retail outlets and the retail layout is made.</p>	Before I IAT
2	BA 5001 BM	<p>Brand Booklet: Objective: To understand the brand portfolio of a company Task: Students have to create brand booklet on their own for the company(preferably FMCG) given to them Outcome: Students will understand the brand portfolio & brand elements.</p>	Before I IAT
3	BA 5005 RM	<p>Sunrise sales: Objectives: 1. Understanding the functioning of various markets (retail) in Trichy 2. To understand the concept of retailing Task: Students have to visit Gandhi market, Uzhavar santhai and other markets and have to interact with the sellers and understand about the distribution channel, how vegetables are priced and the total functioning of the market. Outcome: Students will understand the functioning & distribution channel of vegetable markets in Trichy.</p>	Before II IAT
4	BA 5006 SM	<p>Marketing research in Service sector: Objective: To study the market and the views of the general public. Task: Students have to do a research on the topic given. Outcome: Students will understand how a marketing research is done.</p>	Before II IAT
5	BA 5001 BM	<p>TVC for a brand: Objective: To understand about Ad theme and how a TVC is made Task: Students as a team has to make a TVC for the product given Outcome: Students will understand about Ad theme and how a TVC is made</p>	Before II IAT

6	BA 5005 RM	<p>Sales gig: Objective: To understand process of sales and the difficulties faced in selling Task: Students have sell the product given to them at a good profit Outcome: Students will understand how a sales is happening and the problems faced in selling.</p>	Before Model Exam
7	BA 5001 BM	<p>FB Branding Challenge: Objective: To make the students to explore how content's reach can be increased in FB. Task: Students have to make the maximum reach for their post in FB Outcome: Students will know how to make maximum reach in FB</p>	Any time during the semester, but before the Model Exam
8	BA 5006 SM	<p>Market dialogues: Objective: To understand about the current market scenario by interviewing the marketing experts. Task: Students have to interview the marketing personnel from a reputed company, preferably in service sector Outcome: Students will understand the art of questioning and also will know about the current market scenario.</p>	Before Model Exam
9	BA 5005 RM	<p>Pursuit of Marketing: (Individual task) Objective: To understand the real time marketing by shadowing the marketing personnel Task: Students have to be with the marketing personnel in the field for a day Outcome: Students will understand the real time marketing/ sales.</p>	To be completed before Model Exam
10	BA 5001 BM	<p>Trending Memes creation: Objective: To know how memes can be created in relevance to the trending memes. Task: Students have to create memes for the theme which is tending. Outcome: Students will start understanding how to develop memes related to trending topics.</p>	To be commenced from 1 st week of July 2019 and completed before Model Exam.

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Hallmark Business School
Tiruchirappalli – 620102

Value Added Program – Self Management Skills

BLOSSOM 3.0

Academic Year	: 2019-20
Year & Semester	: II year / III Semester
Batch	: 2018-20
Faculty Name	: Dr. AL. Alagappan
Course Objectives	: <ul style="list-style-type: none">• To create self awareness• To induce creative thinking• To help the students to know their ambition and set real time goals / objectives• To inculcate problem solving skills• To develop decision making skills• To improve self confidence
Outcome	: <ul style="list-style-type: none">• The students will know more about themselves• The students gains knowledge in problem solving and decision making skills• Creativity of the students will be enhanced and exhibited• The confidence level of the students will be increased• The students will learn self management skills to sustain in the competitive world

Sem	Session	Ways to Blossom	Date
III	1	Boosting self-confidence and building self-esteem	11.07.2019
	2	Identifying limiting beliefs and breaking them	18.07.2019 25.07.2019
	3	“What’s new in you?” – A creative self introduction	17.08.2019
	4	“Milestones” - Picture collage	22.08.2019
	5	“Nu Pixels” – Photography contest	29.08.2019
	6	Problem Solving and Decision making	19.09.2019 26.09.2019
	7	“Most Cherished Moments” – Memory book	03.10.2019

1. Boosting self-confidence and building self-esteem

- a. Interaction
- b. Activities / Exercise

2. Identifying limiting beliefs

- a. Interaction
- b. Activities / Exercise

3. “What’s New in You?”

A creative presentation on self introduction with the help of any presentation tools containing:

- a. Basic information
- b. Strengths and weaknesses
- c. Roles and responsibilities held
- d. Achievements
- e. Extracurricular activities / Additional Skills / Hobbies – with demo
- f. What’s new in you? – Changes made by HBS

4. Milestones

Make a picture collage on a chart either from printed pictures or drawn pictures to:

- a. Illustrate your dreams and vision
- b. Highlight the life journey from past to the future that you dream of
- c. Mark the milestones of your life

7. Nu Pixels

One photo from each theme mentioned below has to be shot on any imaging device. The photos are to be submitted as soft copy and print copy of size 8” x 6”. Post processing of the photos can be done for print copy.

Themes:

- a. Portrait Photography
- b. Natural Landscape / Buildings Photography
- c. Documentary Photography
- d. Monochrome Photography
- e. Macro Photography

8. Problem Solving and Decision making

- a. Interaction
- b. Activities / Exercise

9. “Most Cherished Moments” – Memory book

Make a memory book in the form of an album or a scrapbook with photos and description to illustrate your life’s most cherished moments.

Faculty In-charge

Academic Coordinator

Director