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GIRIDEEPAM
INSTITUTE OF ADVANCED LEARNING
Approved by AICTE & Affiliated to Mahatma Gandhi University, Kottayam

Programme	:	BBA
(Course)	:	BA60CT28 Advertising & Salesmanship
Semester	:	6
Name of the Faculty	:	Treasa Fyna
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Significance of the Course

Advertising and Salesmanship is an elective course. The course gives an overview regarding the advertisement, the process associated with creating an advertisement and the various types of advertisements. The course will create an awareness among the students and help them to equip with the skills needed to draft an advertising copy.

Course Objectives

To orient students in Advertising & Salesmanship.

To encourage entrepreneurial skills..

Expected Course Outcomes

On completion of the Course, it is expected that the student will be able to:

ECO 1: - Describe the concept of advertising and the types of advertisements.

ECO 2 :-Identify the product placement strategies of different firms.

ECO 3:- Exemplify the types, functions of ad agencies and the ethical, financial parameters to be followed in the preparation of advertisement.

ECO 4:- Design an advertisement copy by incorporating its elements like slogans, catch words etc.

ECO 5:- Explain the relevance of salesmanship in marketing.

ECO 6:-List out the different types of salesmen employed in firms.

ECO 7:-Find out the Knowledge, skills and qualities required for a salesman.

ECO 8 :-Outline the training and motivational strategies needed for a salesman.

Allocation of Sessions

Module	1	2	3	4	5	Total
Sessions Allotted	15	15	15	25	20	90

Session Plan

Module	Topics	CO Linkage
Module 1	Advertising, definition, objectives. Types of advertising – Newspaper, magazines, Journals, Outdoor ads, Theatre ads, Radio, TV Advertisement. Product placement.	ECO1 & ECO 2
Learning Outcomes		Assessment
1.Retrieve the definition of advertising. 2. Identify the different types of advertisement. 3. Recognize the product placement strategies.		Test Quiz Videos
Module	Topics	CO Linkage
2	Ad agencies- Types and functions. Ethics in advertisement. Advertisement Budget.	ECO 3
Learning Outcomes		Assessment
1. Classify the various types of ad agencies 2. List the functions performed by ad agency. 3. Outline the concept of advertisement budget.		Examples Quiz Test
Module	Topics	CO Linkage

3	<p>Element of advertisement-Copy writing, advertisement lay out.</p> <p>Proof reading</p> <p>Typography, Lithography.</p> <p>Use of symbols, slogans, captions, catch phrase.</p>	ECO 4
Learning Outcomes		Assessment
<ol style="list-style-type: none"> 1. Understand the various elements of advertisement. 2. Explain the concept of copy writing. 3. Demonstrate proof reading 4. Making the ad copy 		<p>Test</p> <p>PPT</p> <p>Presentation</p> <p>Quiz</p>
Module	Topics	CO Linkage
4	<p>Salesmanship</p> <p>Importance of sales man, steps in selling.</p> <p>Direct Marketing, different salesman, retailer, wholesaler etc.</p> <p>Negotiation</p>	<p>ECO 5</p> <p>ECO 6</p>
Learning Outcomes		Assessment
<ol style="list-style-type: none"> 1. Summarize the relevance of salesmanship. 2. List out the steps in selling. 3. Comparing the different types of sales man 4. Demonstrate negotiation exercises. 		<p>Presentation</p> <p>Quiz</p> <p>Case study</p> <p>Role Play</p>
Module	Topics	CO LINKAGE
5	<p>Knowledge, skills and qualities required in salesmanship,</p> <p>Training and supervising the salesman.</p> <p>Motivating the salesman, perks, commission, incentives, remuneration, awards and rewards.</p>	<p>ECO 7</p> <p>ECO 8</p>
Learning Outcomes		Assessment
<ol style="list-style-type: none"> 1. Outline the skills and qualities for a salesman. 2. Describing the training methods adopted for a salesman. 3. Listing the motivational tools for a salesman. 		<p>Test</p> <p>Quiz</p> <p>Presentation.</p>

References Books

1. Rajeev Batra, John G Myers, David A Aaker, Advertising Management, Pearson 5th Edition
2. Dawar S.R, Salesmanship and Advertisement.
3. Cummins J, Sales promotion, Kogan
4. Birth and Boyd, New Patterns in Sales management.
5. Debbie Gilliland, Marketing Management.



GIRIDEEPAM
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Programme : BBA
Course : Communication Skills & Personality Development
Semester : 6
Name of the Faculty : Arya S Babu
Email Id : aryasbb@gmail.com
Mobile No : 9809159300

Expected Course Outcomes:

On completion of the Course, it is expected that the student will be able to:

ECO 1: - Understand Speeches & Presentation.

ECO 2: - Prepare brief business messages.

ECO 3:- Create employment messages .

ECO 4:- Prepare for job interviews.

ECO 5 :- Understand the GD protocol

ECO 6:- Explain Audio video recording and Dialogue session on different topics .

Allocation of hours

Module	1	2	3	4	5	Total
Sessions Allotted	10	16	10	18	12	66

Session Plan

Module	Topics	CO Linkage
Module I	<p>MODULE I: Speeches & Presentation</p> <p>Speeches - Characteristics of a good speech, how to make speech effective .</p> <p>Presentation - Planning, preparation, organizing, rehearsing & Delivery. How to make Presentation, The various presentation tools along with guidelines of effective presentation, Boredom factors of presentation and How to overcome them, Interactive Presentation and Presentation as a part of job Interview.</p>	ECO 1
Learning Outcomes		Assessment
<p>1.1 Discuss the relevance of Speeches & Presentation</p> <p>1.2. Apply various presentation tools along with guidelines of effective presentation</p> <p>1.3. Organize a Presentation as a part of job Interview.</p>		<p>1.Classroom discussion</p> <p>2.Presentation</p> <p>3.Demonstration</p>
Module	Topics	CO Linkage
MODULE II	<p>MODULE II: Brief business messages</p> <p>Crafting messages for electronic media, choosing media for brief messages- email, instant messaging, text messaging, blogs, and wikis. Creating effective email messages, instant messages, text messages, business blogs.</p>	ECO 2
Learning Outcomes		Assessment
<p>2.1 Define brief business messages - email, instant messaging, text messaging, blogs, and wikis.</p> <p>2.2. Design messages for electronic media.</p> <p>2.3 Creating effective email messages, instant messages, text messages, business blogs.</p>		<p>1. Discussion,</p> <p>2. Presentation,</p> <p>3.Demonstration</p> <p>4.Test Paper</p>

Module	Topics	CO Linkage
MODULE III	MODULE III: Employment messages and Job interviews Resume Writing skills, Guide lines for good Resume, Writing application letters and other employment messages, application follow-ups, understanding the interviewing process, common types of interviews, preparing for a job interview, stages of every interview-warm-up, question answer session and close. Follow-up after an interview.	ECO 3
Learning Outcomes		Assessment
3.1 Define employment messages and job interviews 3.1 Create resume. 3.2 Understanding the interviewing process, common types of interviews. 3.3 Preparing for a job interview.		1.Discussion 2.Presentation, 3.Demonstration 4.Test Paper
Module	Topics	CO Linkage
MODULE IV	MODULE IV: Group Discussion GD Leadership, GD protocol, Guidelines for GD participants, debate and extempore.	ECO 4
Learning Outcomes		Assessment
4.1. Plan for a group discussion. 4.2 . Discuss the concepts debate and extempore.		1.Demonstration 2.Group discussion
Module	Topics	CO Linkage
MODULE V	MODULE V Audio video recording and Dialogue session on current topics- economy-education system- environment-politics.	ECO 5

Learning Outcomes	Assessment
5.1 Explain audio video recording 5. Understanding dialogue session on current topics.	1.Classroom discussion, 2.Demonstration

Reference Books

1. Business communication essentials Courtland Bovée And John Thill Pearson, 2015
2. Fundamentals of business communication P D Chaturvedi, Mukesh Chaturvedi Pearson, 2012
3. Basic Managerial Skills for All McGrath E.H. S.J. PHI; 9 edition (2011)
4. Essentials of Business Communication Rajendra Pal , J. S. Korlahalli Sultan Chand And Sons



GIRIDEEPAM
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Programme : BBA

Course : Strategic Management

Semester : 6

Name of the Faculty : Sarun Jacob

Email Id : sarunpalathra@gmail.com

Mobile No : 9809077502

Significance of the Course

Course Objectives

Expected Course Outcomes:

On completion of the Course, it is expected that the student will be able to:

ECO 1 : Explain the concept of corporate strategy and the importance of strategy in business.

ECO 2 : Analyse the various tools adopted by the organisations for environment scanning.

ECO 3 : Infer how a strategy has been formulated in an organisation.

ECO 4 : Differentiate the corporate strategy, business strategy and the functional strategy.

ECO 5 : Identify how the strategy is being implemented in an organisation.

ECO 6 : Compare mergers and acquisition, diversification and turnaround strategies.

ECO 7 : Explain the process of evaluating the strategic management.

Allocation of Sessions

Module	1	2	3	4	5	Total
Sessions Allotted	18	18	15	20	19	90

Session Plan

Module	Topics	CO Linkage
Module 1	Introduction to Strategic Management, Concept of Corporate Strategy, Strategic Management Process, The 7-S Framework, Corporate Policy and Planning in India.	ECO 1
Learning Outcomes		Assessment
1. Explain the relevance of strategic management for the achievement of the organizational objectives. 2. Describe the strategic management process. 3. Outline the McKinsey's 7 S framework. 4. Identify the relevance of having a corporate policy.		1. Definition 2. Quiz 3. Examples 4. Outline
Module	Topics	CO Linkage
Module 2	Environmental Scanning, Industry Analysis, The synthesis of External Factors, External Factors Analysis Summary (EFAS), Internal Scanning, Value Chain Analysis, Synthesis of Internal Factors, Internal Factors Analysis Summary (IFAS)	ECO 2
Learning Outcomes		Assessment
1. Interpret the relevance of internal environment of the organization. 2. Explain the factors affecting the external environment of the organization.		1. Summary 2. Examples

3. Apply the techniques of environmental scanning.		3. Quiz
4. Identify the relevance of industry analysis.		4. Illustration
Module	Topics	CO Linkage
Module 3	Strategy Formulation, Strategic Factors Analysis Summary (SFAS), Business Strategy, Corporate Strategy, Functional Strategy, Strategic Choice.	ECO 3 & 4
Learning Outcomes		Assessment
1. List out the various steps in the strategy formulation.		1. Test
2. Classify the various levels of strategy.		2. Examples
3. Explain the relevance of contingency strategy.		3. Simulation
Module	Topics	CO Linkage
Module 4	Strategy Implementation, Organization Structure, Corporate Culture, Diversification, Mergers and Acquisitions, Turnaround strategies, Portfolio strategy.	ECO 5 & 6
Learning Outcomes		Assessment
1. Explain the steps in strategy implementation.		1. List
2. Differentiate strategy implementation and strategy formulation.		2. Test
3. Classify different organizational structures.		3. Assignment
4. Compare the diversification, merger and acquisition strategy.		4. Examples

Module	Topics	CO Linkage
Module 5	Evaluation and control of strategies-strategic control-standard-benchmarking-cost benefit analysis-performance gap analysis-responsibility centres. Other Strategic Issues, Small and Medium Enterprises, Non- Profit Organizations.	ECO 7
Learning Outcomes		Assessment
1. Interpret the relevance of strategy evaluation.		1. Test
2. Explain the various strategic evaluation and control techniques.		2. Explanation
3. Outline the idea of benchmarks and standards.		3. List
4. Describe how strategic management is implemented in small and non – profit organisations.		4. Examples

References Books

1. Francis Chrunilam, Strategic Management, Himalaya publications, Mumbai.
2. Robert A Pitts and David Lei, Strategic Management, 4th Edition Cengage Learning, 2006.
3. K.Govindabhat, Strategic Management, Himalaya Publications, Mumbai.



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Programme : BBA

(Course) : Healthcare Management

Semester : 6

Name of the Faculty : Mrs. Meera M Nair

Email Id : meerakrishna87@gmail.com

Mobile No : 9778131271

Significance of the Course

The aim of this subject is to create awareness among the students and equip them with the necessary skills for employment in the middle-level cadre.

Course Objectives

1. To orient students in health care.
2. To enhance knowledge in the health care industry.
3. To familiarize the students with the various services.
4. To familiarize the students with office management

Expected Course Outcomes:

On completion of the Course, it is expected that the student will be able to:

ECO1: Understand health administration principles in delivering medical care in the hospital as well as through its outreaches in the community.

ECO2: understand the scientific approach to management in general and the hospital administration in particular.

ECO3: Remember the role of Human Resource Management in the hospital.

ECO4: Analyse the total financial need of the hospital

ECO5: Understand the role of finance in healthcare Management.

ECO6: Analyse the peculiarities of healthcare institutions, factors influencing hospital care, and the role of hospital administration in providing good inpatient and outpatient care.

ECO7: Understand premier healthcare providers in India.

ECO8: Analyse the role of Govt. in the development of the health system.

ECO9: Understand the need and importance of medical records in the hospital.

ECO10: Understand the role of Govt. and private sector in the promotion of medical tourism in India.

Allocation of Sessions

Module	1	2	3	4	5	Total
Sessions Allotted	15	15	15	25	20	90

Session Plan

Module	Topics	CO Linkage
Module 1	Role of Hospitals in Health Care, Role of Hospitals in the development of society, Types of Hospital Ownership (Private, Government), Specialization (Nursing Homes, Diabetic clinic, General Hospital) and, Service (Homeopathy, Ayurveda)	ECO1
Learning Outcomes		Assessment
1. Explain the different types of hospitals on the basis of ownership, objectives, length of stay of patients and system of medicines.		Test paper GD

2. Compare the role of hospitals in health care and development of the society.		
Module	Topics	CO Linkage
Module II	Management of Hospitals Importance of HRM and Staffing Financial Management Budget Allocation	ECO2 ECO3 ECO4 ECO5
Learning Outcomes		Assessment
1. Describe general and scientific principles of Management related to hospital administration. 2. List out the different functions and importance of HRM in the healthcare industry. 3. Explain the types and approaches to budgeting.		Quiz Test paper Seminar
Module	Topics	CO Linkage
Module III	In-patient and out-patient A study on Private and Government health care units. Role of Government in health care sectors	ECO6 ECO7
Learning Outcomes		Assessment
1. Explain the in-patient and out-patient services provided by the hospitals. 2. Explain the various healthcare providers in India. 3. Explain the organization of the national, state, and district health systems.		Quiz Test paper Group discussion

Module	Topics	CO Linkage
Module IV	Hospital Services, Clinical Services, X-ray department, Lab Services. Department in Hospitals Paediatric, Orthopaedic, Pathology, etc.	ECO8
Learning Outcomes		Assessment
1. Outline the different hospital services such as in-patient, out-patient, diagnostic imaging, and laboratory services. 2. Compare the hospital and healthcare services. 3. Outline the different departments and their functions in hospitals.		Quiz Seminar Presentation Test paper
Module	Topics	CO Linkage
Module V	Maintenance of different types of records. New avenues of Health Care management - tourism	ECO9
Learning Outcomes		Assessment
1. Explain the different types of Medical records. 2. Explain the mechanism of records management. 3. Explain the common problems associated with medical records. 4. Summarise the reason for medical tourism in India. 5. Explain the different tourism destinations in India.		Seminar Quiz Test paper

References Books

1. Sumedha Gupta "Healthcare Management", Kalyani publishers.