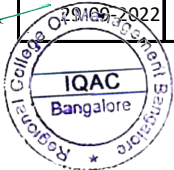




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**Dept. of PG**  
**Academic year ( 2022-24)**

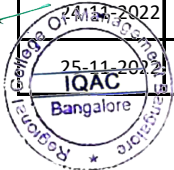
**Faculty Name: Prof. SOURISH**  
**Subject: Accounting for Managers**

Date	Stream	Class	Activity	Pedagogy	Time IN	Time OUT	Module No	Topic Covered
05-09-2022	MBA	1ST SEM	Academic activity	lecture	11:00 AM	12:00 PM	1- conceptual basis of accounts	meaning & definition of business
06-09-2022	MBA	1ST SEM	Academic activity	lecture	10:00 AM	11:00 AM	1- conceptual basis of accounts	objectives of a/cing
07-09-2022	MBA	1ST SEM	Academic activity	lecture	2:00 PM	3:00 PM	1- conceptual basis of accounts	users of accounting information
08-09-2022	MBA	1ST SEM	Academic activity	lecture	11:00 AM	12:00 PM	1- conceptual basis of accounts	branches & basic terminology of accounting
09-09-2022	MBA	1ST SEM	Academic activity	lecture	10:00 AM	11:00 AM	1- conceptual basis of accounts	fraud & ethical issues
12-09-2022	MBA	1ST SEM	Academic activity	lecture	2:00 PM	3:00 PM	2- orientation to financial statement	income statement
13-09-2022	MBA	1ST SEM	Academic activity	lecture	11:00 AM	12:00 PM	2- orientation to financial statement	income statement
14-09-2022	MBA	1ST SEM	Academic activity	lecture	10:00 AM	11:00 AM	2- orientation to financial statement	income statement
15-09-2022	MBA	1ST SEM	Academic activity	lecture	2:00 PM	3:00 PM	2- orientation to financial statement	balance sheet
16-09-2022	MBA	1ST SEM	Academic activity	lecture	11:00 AM	12:00 PM	2- orientation to financial statement	balance sheet
20-09-2022	MBA	1ST SEM	Academic activity	lecture	10:00 AM	11:00 AM	2- orientation to financial statement	balance sheet
21-09-2022	MBA	1ST SEM	Academic activity	lecture	2:00 PM	3:00 PM	2- orientation to financial statement	balance sheet
22-09-2022	MBA	1ST SEM	Academic activity	lecture	11:00 AM	12:00 PM	2- orientation to financial statement	balance sheet
26-09-2022	MBA	1ST SEM	Academic activity	lecture	10:00 AM	11:00 AM	2- orientation to financial statement	balance sheet
27-09-2022	MBA	1ST SEM	Academic activity	lecture	2:00 PM	3:00 PM	2- orientation to financial statement	notes to accounts
28-09-2022	MBA	1ST SEM	Academic activity	lecture	11:00 AM	12:00 PM	2- orientation to financial statement	notes to accounts
29-09-2022	MBA	1ST SEM	Academic activity	lecture	10:00 AM	11:00 AM	2- orientation to financial statement	terms & jargons in financial statements



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30-09-2022	MBA	1ST SEM	Academic activity	lecture	2:00 PM	3:00 PM	2- orientation to financial statement	Accounting concepts & conventions & gaap
03-10-2022	MBA	1ST SEM	Academic activity	lecture	11:00 AM	12:00 AM	3- Measuring & reporting assets, liabilities & equity	Current Assets & inventory valuation
04-10-2022	MBA	1ST SEM	Academic activity	lecture	10:00 AM	11:00 AM	3- Measuring & reporting assets, liabilities & equity	cost formulas (AS-2)
05-10-2022	MBA	1ST SEM	Academic activity	lecture	2:00 PM	3:00 PM	3- Measuring & reporting assets, liabilities & equity	Fixed assets cost of acquisition(AS10)
06-10-2022	MBA	1ST SEM	Academic activity	lecture	11:00 AM	12:00 PM	3- Measuring & reporting assets, liabilities & equity	Depreciation methods( AS6)
07-10-2022	MBA	1ST SEM	Academic activity	lecture	10:00 AM	11:00 AM	3- Measuring & reporting assets, liabilities & equity	Liabilities & its classification
12-10-2022	MBA	1ST SEM	Academic activity	lecture	2:00 PM	3:00 PM	4- Analyzing & interpreting financial statements	objectives of financial statements analysis
13-10-2022	MBA	1ST SEM	Academic activity	lecture	11:00 AM	12:00 PM	4- Analyzing & interpreting financial statements	sources of information
14-10-2022	MBA	1ST SEM	Academic activity	lecture	10:00 AM	11:00 AM	4- Analyzing & interpreting financial statements	standard of comparision
18-10-2022	MBA	1ST SEM	Academic activity	lecture	2:00 PM	3:00 PM	4- Analyzing & interpreting financial statements	quality of earnings
19-10-2022	MBA	1ST SEM	Academic activity	lecture	11:00 AM	12:00 PM	4- Analyzing & interpreting financial statements	window dressing
20-10-2022	MBA	1ST SEM	Academic activity	lecture	10:00 AM	11:00 AM	4- Analyzing & interpreting financial statements	bating window dressing
21-10-2022	MBA	1ST SEM	Academic activity	lecture	2:00 PM	3:00 PM	4- Analyzing & interpreting financial statements	techniques of financial statement analysis
26-10-2022	MBA	1ST SEM	Academic activity	lecture	11:00 AM	12:00 PM	4- Analyzing & interpreting financial statements	Analyzing financial statements using ratio analysis
27-10-2022	MBA	1ST SEM	Academic activity	lecture	10:00 AM	11:00 AM	4- Analyzing & interpreting financial statements	Du-point model
02-11-2022	MBA	1ST SEM	Academic activity	lecture	2:00 PM	3:00 PM	4- Analyzing & interpreting financial statements	cash flow statement
08-11-2022	MBA	1ST SEM	Academic activity	lecture	11:00 AM	12:00 PM	4- Analyzing & interpreting financial statements00	problems on cash flow statement
09-11-2022	MBA	1ST SEM	Academic activity	lecture	10:00 AM	11:00 AM	5- Orientation to cost accounting	cost, costing, cost management concepts
10-11-2022	MBA	1ST SEM	Academic activity	lecture	2:00 PM	3:00 PM	5- Orientation to cost accounting	classification of costs
21-11-2022	MBA	1ST SEM	Academic activity	lecture	11:00 AM	12:00 PM	5- Orientation to cost accounting	techniques for controlling &reducing cost
22-11-2022	MBA	1ST SEM	Academic activity	lecture	10:00 AM	11:00 AM	5- Orientation to cost accounting	marginal costing
23-11-2022	MBA	1ST SEM	Academic activity	lecture	2:00 PM	3:00 PM	5- Orientation to cost accounting	cost volume profit analysis
24-11-2022	MBA	1ST SEM	Academic activity	lecture	11:00 AM	12:00 PM	5- Orientation to cost accounting	budgetary control
25-11-2022	MBA	1ST SEM	Academic activity	lecture	10:00 AM	11:00 AM	5- Orientation to cost accounting	problems on budgetary control



28-11-2022	MBA	1ST SEM	Academic activity	lecture	2:00 PM	3:00 PM	5- Orientation to cost accounting	problems on budgetary control
05-12-2022	MBA	1ST SEM	Academic activity	lecture	11:00 AM	12:00 PM	5- Orientation to cost accounting	problems on budgetary control
06-12-2022	MBA	1ST SEM	Academic activity	lecture	10:00 AM	11:00 AM	5- Orientation to cost accounting	problems on budgetary control
07-12-2022	MBA	1ST SEM	Academic activity	lecture	2:00 PM	3:00 PM	5- Orientation to cost accounting	problems on marginal costing
08-12-2022	MBA	1ST SEM	Academic activity	lecture	11:00 AM	12:00 PM	5- Orientation to cost accounting	problems on marginal costing
12-12-2022	MBA	1ST SEM	Academic activity	lecture	10:00 AM	11:00 AM	5- Orientation to cost accounting	problems on marginal costing
13-12-2022	MBA	1ST SEM	Academic activity	lecture	2:00 PM	3:00 PM	5- Orientation to cost accounting	problems on marginal costing
14-12-2022	MBA	1ST SEM	Academic activity	lecture	11:00 AM	12:00 PM	5- Orientation to cost accounting	problems on marginal costing
15-12-2022	MBA	1ST SEM	Academic activity	lecture	10:00 AM	11:00 AM	5- Orientation to cost accounting	problems on marginal costing
20-12-2022	MBA	1ST SEM	Academic activity	lecture	2:00 PM	3:00 PM	5- Orientation to cost accounting	case study problems
05-01-2023	MBA	1ST SEM	Academic activity	lecture	11:00 AM	12:00 PM	5- contemporary issues in accounting	IFRS, Human resources accounting
06-01-2023	MBA	1ST SEM	Academic activity	lecture	10:00 AM	11:00 AM	5- contemporary issues in accounting	Forensic accounting, environmental reporting
10-01-2023	MBA	1ST SEM	Academic activity	lecture	2:00 PM	3:00 PM	5- contemporary issues in accounting	corporate social reporting
11-01-2023	MBA	1ST SEM	Academic activity	lecture	11:00 AM	12:00 PM	5- contemporary issues in accounting	target costing
16-01-2023	MBA	1ST SEM	Academic activity	lecture	10:00 AM	11:00 AM	5- contemporary issues in accounting	life cycle costing
17-01-2023	MBA	1ST SEM	Academic activity	lecture	2:00 PM	3:00 PM	5- contemporary issues in accounting	previous year question paper solved
18-01-2023	MBA	1ST SEM	Academic activity	lecture	11:00 AM	12:00 PM	5- contemporary issues in accounting	previous year question paper solved



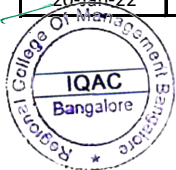
  
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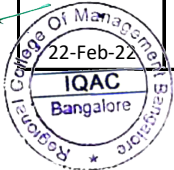
**Regional College of Management Bangalore**  
**Dept. of PG**  
**Academic year ( 2022-24)**

**Faculty Name: Prof. SUDIP**  
**Subject: HUMAN RESOURCE MANAGEMENT ( 2ND SEM)**

Date	Stream	Class	Activity	Pedagogy	Time IN	Time OUT	Module No	Topic Covered
03-Jan-22	MBA	2nd SEM	Academic activity	lecture	10:00 AM	11:00 AM	1- Essentials of HCM	Nature of HCM
04-Jan-22	MBA	2nd SEM	Academic activity	lecture	11:00 AM	12:00 PM		Scope, functions
05-Jan-22	MBA	2nd SEM	Academic activity	lecture	3:00 PM	4:00 PM		importance of HCM
06-Jan-22	MBA	2nd SEM	Academic activity	lecture	10:00 AM	11:00 AM		Evolution of HCM
10-Jan-22	MBA	2nd SEM	Academic activity	lecture	11:00 AM	12:00 PM		difference with HRD
11-Jan-22	MBA	2nd SEM	Academic activity	lecture	3:00 PM	4:00 PM		Contemporary issues & Practices in HRM
12-Jan-22	MBA	2nd SEM	Academic activity	lecture	10:00 AM	11:00 AM		Changing concept of hrm in india
17-Jan-22	MBA	2nd SEM	Academic activity	lecture	11:00 AM	12:00 PM	2- Human capital planning & employee hiring	Nature of job analysis
18-Jan-22	MBA	2nd SEM	Academic activity	lecture	3:00 PM	4:00 PM		job design , job evaluation
19-Jan-22	MBA	2nd SEM	Academic activity	lecture	10:00 AM	11:00 AM		human resource planning
20-Jan-22	MBA	2nd SEM	Academic activity	lecture	11:00 AM	12:00 PM		Demand forecasting



24-Jan-22	MBA	2nd SEM	Academic activity	lecture	3:00 PM	4:00 PM		HR supply forecasting
25-Jan-22	MBA	2nd SEM	Academic activity	lecture	10:00 AM	11:00 AM		need for & factors influencing HRP
27-Jan-22	MBA	2nd SEM	Academic activity	lecture	11:00 AM	12:00 PM		Career planning , promotion
28-Jan-22	MBA	2nd SEM	Academic activity	lecture	3:00 PM	4:00 PM		Transfer , demotion & seperation
01-Feb-22	MBA	2nd SEM	Academic activity	lecture	10:00 AM	11:00 AM		employee selection
02-Feb-22	MBA	2nd SEM	Academic activity	lecture	11:00 AM	12:00 PM		process of employee selection
03-Feb-22	MBA	2nd SEM	Academic activity	lecture	3:00 PM	4:00 PM		new recuritment practices job portals.
04-Feb-22	MBA	2nd SEM	Academic activity	lecture	10:00 AM	11:00 AM		employee selection
07-Feb-22	MBA	2nd SEM	Academic activity	lecture	11:00 AM	12:00 PM		campus recuritment
08-Feb-22	MBA	2nd SEM	Academic activity	lecture	3:00 PM	4:00 PM	3- HR development	Nature & importance of training
09-Feb-22	MBA	2nd SEM	Academic activity	lecture	10:00 AM	11:00 AM		methods of training
10-Feb-22	MBA	2nd SEM	Academic activity	lecture	11:00 AM	12:00 PM		TNA
14-Feb-22	MBA	2nd SEM	Academic activity	lecture	3:00 PM	4:00 PM		Nature of HRD Program
17-Feb-22	MBA	2nd SEM	Academic activity	lecture	10:00 AM	11:00 AM		methods of management
21-Feb-22	MBA	2nd SEM	Academic activity	lecture	11:00 AM	12:00 PM		executive development programs
22-Feb-22	MBA	2nd SEM	Academic activity	lecture	3:00 PM	4:00 PM		development beyond training



23-Feb-22	MBA	2nd SEM	Academic activity	lecture	10:00 AM	11:00 AM		contemporary HRD practices
24-Feb-22	MBA	2nd SEM	Academic activity	lecture	11:00 AM	12:00 PM	4- Performance management system	nature & importance of performance
25-Feb-22	MBA	2nd SEM	Academic activity	lecture	3:00 PM	4:00 PM		PMS
02-Mar-22	MBA	2nd SEM	Academic activity	lecture	10:00 AM	11:00 AM		methods & models
03-Mar-22	MBA	2nd SEM	Academic activity	lecture	11:00 AM	12:00 PM		difference with performance
04-Mar-22	MBA	2nd SEM	Academic activity	lecture	3:00 PM	4:00 PM		future of performace mgt system
07-Mar-22	MBA	2nd SEM	Academic activity	lecture	10:00 AM	11:00 AM	5- compensation mgt & employee relations	future of performace mgt system
08-Mar-22	MBA	2nd SEM	Academic activity	lecture	11:00 AM	12:00 PM		componnents of employee & executive
09-Mar-22	MBA	2nd SEM	Academic activity	lecture	3:00 PM	4:00 PM		factors affecting
14-Mar-22	MBA	2nd SEM	Academic activity	lecture	10:00 AM	11:00 AM		employee incentives scheme
15-Mar-22	MBA	2nd SEM	Academic activity	lecture	11:00 AM	12:00 PM		recent trends in compensation mgt
22-Mar-22	MBA	2nd SEM	Academic activity	lecture	3:00 PM	4:00 PM		nature of employee relation
23-Mar-22	MBA	2nd SEM	Academic activity	lecture	10:00 AM	11:00 AM		industrial relation
24-Mar-22	MBA	2nd SEM	Academic activity	lecture	11:00 AM	12:00 PM		resolution of induastrial disputes
28-Mar-22	MBA	2nd SEM	Academic activity	lecture	3:00 PM	4:00 PM		employee grievance
29-Mar-22	MBA	2nd SEM	Academic activity	lecture	10:00 AM	11:00 AM		trade union & their relevance



03-Apr-22	MBA	2nd SEM	Academic activity	lecture	11:00 AM	12:00 PM	6- strategic HRM	introduction
04-Apr-22	MBA	2nd SEM	Academic activity	lecture	3:00 PM	4:00 PM		characteristics & scope
11-Apr-22	MBA	2nd SEM	Academic activity	lecture	10:00 AM	11:00 AM		barriers to strategic HRM
12-Apr-22	MBA	2nd SEM	Academic activity	lecture	11:00 AM	12:00 PM		Linking HR Strategy with business
25-Apr-22	MBA	2nd SEM	Academic activity	lecture	3:00 PM	4:00 PM		SHRM & business performance
14-12-2022	MBA	1ST SEM	Academic activity	lecture	11:00 AM	12:00 PM	5- Orientation to cost accounting	problems on marginal costing
15-12-2022	MBA	1ST SEM	Academic activity	lecture	10:00 AM	11:00 AM	5- Orientation to cost accounting	problems on marginal costing
20-12-2022	MBA	1ST SEM	Academic activity	lecture	2:00 PM	3:00 PM	5- Orientation to cost accounting	case study problems
05-01-2023	MBA	1ST SEM	Academic activity	lecture	11:00 AM	12:00 PM	5- contemporary issues in accounting	IFRS, Human resources accounting
06-01-2023	MBA	1ST SEM	Academic activity	lecture	10:00 AM	11:00 AM	5- contemporary issues in accounting	Forensic accounting, environmental reporting
10-01-2023	MBA	1ST SEM	Academic activity	lecture	2:00 PM	3:00 PM	5- contemporary issues in accounting	corporate social reporting
11-01-2023	MBA	1ST SEM	Academic activity	lecture	11:00 AM	12:00 PM	5- contemporary issues in accounting	target costing
16-01-2023	MBA	1ST SEM	Academic activity	lecture	10:00 AM	11:00 AM	5- contemporary issues in accounting	life cycle costing
17-01-2023	MBA	1ST SEM	Academic activity	lecture	2:00 PM	3:00 PM	5- contemporary issues in accounting	previous year question paper solved
18-01-2023	MBA	1ST SEM	Academic activity	lecture	11:00 AM	12:00 PM	5- contemporary issues in accounting	previous year question paper solved



  
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# Regional College of Management Bangalore

Dept. of PG

Academic year ( 2022-24)

Faculty Name: Prof. MANJULA

Subject: INDIAN FINANCIAL SYSTEM ( 3RD SEM)

Date	Stream	Class	Activity	Pedagogy	Time IN	Time OUT	Module No	Topic Covered
01-Aug-22	MBA	3rd sem	Academic activity	lecture	10:00 AM	11:00 PM	1 overview of financial system	features constituents f financial system
02-Aug-22	MBA	3rd sem	Academic activity	lecture	12:00 PM	1:00 PM		financial institutions
03-Aug-22	MBA	3rd sem	Academic activity	lecture	3:00 PM	4:00PM		financial services, markets, instruments.
04-Aug-22	MBA	3rd sem	Academic activity	lecture	10:00 AM	11:00 PM		overview of global financial system
08-Aug-22	MBA	3rd sem	Academic activity	lecture	12:00 PM	1:00 PM	2- financial institutions	special and broad categories
09-Aug-22	MBA	3rd sem	Academic activity	lecture	3:00 PM	4:00PM		money maket institutions
10-Aug-22	MBA	3rd sem	Academic activity	lecture	10:00 AM	11:00 PM		capital market institutions
11-Aug-22	MBA	3rd sem	Academic activity	lecture	12:00 PM	1:00 PM		IFCI, IDBI , SFC's, ICICI, EXIM bank of india,
22-Aug-22	MBA	3rd sem	Academic activity	lecture	3:00 PM	4:00PM		NSDC, NIDC,
23-Aug-22	MBA	3rd sem	Academic activity	lecture	10:00 AM	11:00 PM		LIC and UTI
24-Aug-22	MBA	3rd sem	Academic activity	lecture	12:00 PM	1:00 PM	3- Non banking financial institutions	meaning , registration,



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25-Aug-22	MBA	3rd sem	Academic activity	lecture	3:00 PM	4:00PM		principal business of NBFC's
29-Aug-22	MBA	3rd sem	Academic activity	lecture	10:00 AM	11:00 PM		structure, supervision,
30-Aug-22	MBA	3rd sem	Academic activity	lecture	12:00 PM	1:00 PM		RBlmeasures for NBFCs, other measures
01-Sep-22	MBA	3rd sem	Academic activity	lecture	3:00 PM	4:00PM		seminars
05-Sep-22	MBA	3rd sem	Academic activity	lecture	10:00 AM	11:00 PM		tests
06-Sep-22	MBA	3rd sem	Academic activity	lecture	12:00 PM	1:00 PM	4- financial services	concept and objectives
07-Sep-22	MBA	3rd sem	Academic activity	lecture	3:00 PM	4:00PM		functions , characteristics,
08-Sep-22	MBA	3rd sem	Academic activity	lecture	10:00 AM	11:00 PM		financial services-concept
12-Sep-22	MBA	3rd sem	Academic activity	lecture	12:00 PM	1:00 PM		classifications
13-Sep-22	MBA	3rd sem	Academic activity	lecture	3:00 PM	4:00PM		regulatory framework
14-Sep-22	MBA	3rd sem	Academic activity	lecture	10:00 AM	11:00 PM		merchant banking
15-Sep-22	MBA	3rd sem	Academic activity	lecture	12:00 PM	1:00 PM		tests
19-Sep-22	MBA	3rd sem	Academic activity	lecture	3:00 PM	4:00PM		case study
20-Sep-22	MBA	3rd sem	Academic activity	lecture	10:00 AM	11:00 PM		seminars
21-Sep-22	MBA	3rd sem	Academic activity	lecture	12:00 PM	1:00 PM		mutual funds
22-Sep-22	MBA	3rd sem	Academic activity	lecture	3:00 PM	4:00PM		leasing



27-Sep-22	MBA	3rd sem	Academic activity	lecture	10:00 AM	11:00 PM		credit rating.
28-Sep-22	MBA	3rd sem	Academic activity	lecture	12:00 PM	1:00 PM	5- financial markrts	meaning ,definition, intro.
03-Oct-22	MBA	3rd sem	Academic activity	lecture	3:00 PM	4:00PM		role and functions
04-Oct-22	MBA	3rd sem	Academic activity	lecture	10:00 AM	11:00 PM		constituents
10-Oct-22	MBA	3rd sem	Academic activity	lecture	12:00 PM	1:00 PM		constituents
11-Oct-22	MBA	3rd sem	Academic activity	lecture	3:00 PM	4:00PM		constituents
12-Oct-22	MBA	3rd sem	Academic activity	lecture	10:00 AM	11:00 PM		money market
17-Oct-22	MBA	3rd sem	Academic activity	lecture	12:00 PM	1:00 PM		money market institutions
18-Oct-22	MBA	3rd sem	Academic activity	lecture	3:00 PM	4:00PM		capital market institutions
19-Oct-22	MBA	3rd sem	Academic activity	lecture	10:00 AM	11:00 PM		capital market institutions
20-Oct-22	MBA	3rd sem	Academic activity	lecture	12:00 PM	1:00 PM		case study
27-Oct-22	MBA	3rd sem	Academic activity	lecture	3:00 PM	4:00PM		case study
28-Oct-22	MBA	3rd sem	Academic activity	lecture	10:00 AM	11:00 PM		case study
01-Nov-22	MBA	3rd sem	Academic activity	lecture	12:00 PM	1:00 PM		seminars
02-Nov-22	MBA	3rd sem	Academic activity	lecture	3:00 PM	4:00PM		seminars
03-Nov-22	MBA	3rd sem	Academic activity	lecture	10:00 AM	11:00 PM		seminars



07-Nov-22	MBA	3rd sem	Academic activity	lecture	12:00 PM	1:00 PM	6- stock exchange	meaning and definition , intro.
08-Nov-22	MBA	3rd sem	Academic activity	lecture	3:00 PM	4:00PM		role and functions
09-Nov-22	MBA	3rd sem	Academic activity	lecture	10:00 AM	11:00 PM		role and functions
10-Nov-22	MBA	3rd sem	Academic activity	lecture	12:00 PM	1:00 PM		regulatory framework of stock exchange
14-Nov-22	MBA	3rd sem	Academic activity	lecture	3:00 PM	4:00PM		regulatory framework of stock exchange
15-Nov-22	MBA	3rd sem	Academic activity	lecture	10:00 AM	11:00 PM		regulatory framework of stock exchange
16-Nov-22	MBA	3rd sem	Academic activity	lecture	12:00 PM	1:00 PM		profile of indian stock exchange
17-Nov-22	MBA	3rd sem	Academic activity	lecture	3:00 PM	4:00PM		profile of indian stock exchange
21-Nov-22	MBA	3rd sem	Academic activity	lecture	10:00 AM	11:00 PM		profile of indian stock exchange
22-Nov-22	MBA	3rd sem	Academic activity	lecture	12:00 PM	1:00 PM		listing
23-Nov-22	MBA	3rd sem	Academic activity	lecture	3:00 PM	4:00PM		trading
24-Nov-22	MBA	3rd sem	Academic activity	lecture	10:00 AM	11:00 PM		case study
28-Nov-22	MBA	3rd sem	Academic activity	lecture	12:00 PM	1:00 PM		case study
29-Nov-22	MBA	3rd sem	Academic activity	lecture	3:00 PM	4:00PM		case study
30-Nov-22	MBA	3rd sem	Academic activity	lecture	10:00 AM	11:00 PM		case study



  
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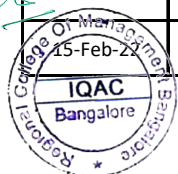
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Academic year ( 2022-24)

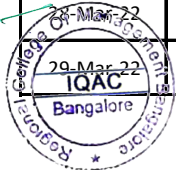
Faculty Name: Prof. BALA

Subject: DIGITAL MARKETING ( 4TH SEM)

Date	Stream	Class	Activity	Pedagogy	Time IN	Time OUT	Module No	Topic Covered
01-Feb-22	MBA	4TH SEM	Academic activity	lecture	11:00 AM	12:00 PM	1-Introduction	Introduction to marketing in digital marketing
02-Feb-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM		Types of web presence
03-Feb-22	MBA	4TH SEM	Academic activity	lecture	3:00 PM	4:00 PM		Common commerce business models
04-Feb-22	MBA	4TH SEM	Academic activity	lecture	11:00 AM	12:00 PM		Pure play ,hybrid and multichannel options
05-Feb-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM		Media options online fulfillment options and strategies
06-Feb-22	MBA	4TH SEM	Academic activity	lecture	3:00 PM	4:00 PM		Introduction to payment gateway and paypal
07-Feb-22	MBA	4TH SEM	Academic activity	lecture	11:00 AM	12:00 PM	2-Digital marketing research	Audience profiling and segmentation ,
08-Feb-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM		Internet usage patterns post ,post internet consumerbehavior
09-Feb-22	MBA	4TH SEM	Academic activity	lecture	3:00 PM	4:00 PM		Understanding buyer behavior online,pillar of direct marketing
10-Feb-22	MBA	4TH SEM	Academic activity	lecture	11:00 AM	12:00 PM		Online research and behavior tracking methods
11-Feb-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM		Introduction to behavioural targeting
12-Feb-22	MBA	4TH SEM	Academic activity	lecture	3:00 PM	4:00 PM		Online surveys ,blog mining ,data mining
13-Feb-22	MBA	4TH SEM	Academic activity	lecture	11:00 AM	12:00 PM		building customer profiles using navigation and sales data
14-Feb-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM		Competitor analysis online integrating online and offline strategies
15-Feb-22	MBA	4TH SEM	Academic activity	lecture	3:00 PM	4:00 PM		case study



03-Mar-22	MBA	4TH SEM	Academic activity	lecture	11:00 AM	12:00 PM	3-Search engine marketing	Email campaign creation and management
04-Mar-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM		google awards ,search and displays on search engines
05-Mar-22	MBA	4TH SEM	Academic activity	lecture	3:00 PM	4:00 PM		Pricing models online,Introduction to page rankings
06-Mar-22	MBA	4TH SEM	Academic activity	lecture	11:00 AM	12:00 PM		Google awards analysis, search engine optimization
07-Mar-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM		Process of methodology ,long tail in SEO,link building,key word
08-Mar-22	MBA	4TH SEM	Academic activity	lecture	3:00 PM	4:00 PM		Land scape,landing pages and their importance in coversion
09-Mar-22	MBA	4TH SEM	Academic activity	lecture	11:00 AM	12:00 PM		Google vs bing vs yahoo. Search methodology.
10-Mar-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM		case study
11-Mar-22	MBA	4TH SEM	Academic activity	lecture	3:00 PM	4:00 PM	4- Social Media and E-PR	Using Face book ,linked-in,twitter,you tube including creating
12-Mar-22	MBA	4TH SEM	Academic activity	lecture	11:00 AM	12:00 PM		Channel on you tube content guidelines for online
13-Mar-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM		Social Media measuring, monitoring and reporting
14-Mar-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM		Tracking and Monitoring plantforms. Content seeding
15-Mar-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM		How to use blogs, forums and discussion boards ,blogs
16-Mar-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM		Forums and communities, viral campaigns and the social graph
17-Mar-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM		Building relationships with different stakeholders online
18-Mar-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM		case study
19-Mar-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM	5-Online Reputation	Introduction to online reputation management
21-Mar-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM	Management	Importance of managing online reputation for a business
23-Mar-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM		Strategies and tools of online reputation management
25-Mar-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM		Handling negative comments
28-Mar-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM		case study
29-Mar-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM	6-Recent Trends	Localization of content and advertising



01-Apr-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM		Marketing using mobile networks,
05-Apr-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM		Evolution of Indian banking industry
07-Apr-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM		Journey from brick mortar to mobile banking
12-Apr-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM		consumer engagement meaning
15-Apr-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM		methods
20-Apr-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM		casestudy
25-Apr-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM		case study
28-Apr-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM		case study
02-May-22	MBA	4TH SEM	Academic activity	lecture	10:00 AM	11:00 AM		case study



  
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