



ST.JOSEPH'S COLLEGE FOR WOMEN, TIRUPUR-641604

Affiliated to Bharathiar University, Accredited with B+ Grade by NAAC

Recognized under Section 2(f) & 12(B) of the UGC Act 1956

Tirupur-641604

The institution ensures effective curriculum delivery through a meticulously planned and well implemented process as documented below:

- Staff meetings, HOD's Meetings, Meetings within the department, IQAC meetings and Union members meetings are held to upsurge at optimal explications regarding the discussion on various action plans for new ventures at the commencement of every semester to arrive at successful culmination of various student enrichment programmes and other department activities.
- Academic Calendar is prepared as per the Bharathiar University academic schedule.
- In each semester, courses are allotted to faculty according to area of specialization and their skill matrix.
- A Lesson plan is prepared by the respective faculty members at the beginning of each semester for the courses to be handled by them.
- Well defined Program Outcomes (POs), Program Specific Outcomes (PSOs) and Course Outcomes (COs) aid in providing direction to teaching and other activities.
- Time table for the entire semester is prepared to indicate specific class and laboratory hours.
- Faculty members maintain a Work Diary which consists of the date, period of class taken and the topic handled.
- Feedback from Students, Faculty members and alumni is given due importance in defining graduate attributes.

Academic Calendar:

[https://www.stjosephcollegetup.edu.in/AcademicCalendar\(2020-21\).pdf](https://www.stjosephcollegetup.edu.in/AcademicCalendar(2020-21).pdf)

Program Outcomes, Program Specific Outcomes and Course Outcomes:

<https://www.stjosephcollegetup.edu.in/Learningoutcomes.pdf>

Time Table:

[4.1.3.-FINAL TIME TABLE 2020-2021.pdf - Google Drive](#)



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Lesson Plan Sample:

ST. JOSEPH'S COLLEGE FOR WOMEN, TIRUPUR

LESSON PLAN

Name of the Staff: ANITHA K

Department: BUSINESS ADMINISTRATION

Class: III BBA

Year and Semester: 2020-2021 [V SEM] ODD

Title of the Paper: ADVERTISING & SALES PROMOTION

Work load for Semester in hrs.

Workload per week in hrs: 5

Theory: 15 hrs. Practical: - hrs.

Unit	Topic	No. of Inst. Hours	Assignment/ Seminar	Date
I	→ Advertising - Introduction	4)	04.08.20
	→ Meaning, objectives, Forms of Media	4		TO
	→ Outdoor advertising, Posters	4		29.08.20
	→ Radio & Television advertising trade, fair, transportation advt.	3		
II	→ Advertising agencies	3)	01.09.20
	→ Advertising appeals	3		TO
	→ Effects of advertising	3		21.09.20
	→ Advertising copy	3		
	→ Phrases & Slogan	3		
III	→ Advertising layout	3	-	22.09.20
	→ Printing process	3		TO
	→ Size of Advertising	3		17.10.20
	→ Advertising Campaign	4		
IV	→ Sales force Management	3)	19.10.20
	→ Sales force size & recruitment	4		TO
	→ Training and motivating Salesman	4		
	→ Compensation activities	3		21.11.20
	→ Fixing sales Territories	2		
V	→ Sales Promotion	4)	23.11.20
	→ Promotional Instruments	2		TO
	→ Advertising techniques	2		
	→ Consumer & dealer Promotion	2		16.12.20
	→ Salesmanship	2		

Anitha K
 Signature of the Staff

S. Kulandainathan
 PRINCIPAL
 ST. JOSEPH'S COLLEGE FOR WOMEN
 TIRUPUR - 641 604

B.S. Jeyaraj
 Signature of the HOD
 HEAD OF THE DEPARTMENT
 Business Administration
 St. Joseph's College For Women
 Tirupur - 641 604