

**MCM DAV College for Women, Sector – 36A, Chandigarh**  
**Monthly Teaching Plans**  
**Session 2019-20**

**Name of the teacher: Ms. Garima Khanna**

**Department: Commerce**

**Class: BBA-III Semester: 5**

**Subject: International Business**

S.No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1.	26 <sup>th</sup> July	31 <sup>st</sup> July	Globalization and Its impact.	Lecture method and Group discussion
2.	1st August	31 <sup>st</sup> August	International Business, Modes of Entry, International Business Environment, Theories of International Trade, Barriers to Trade.	Lecture method, Group Discussion, Class Debates and Practical Examples
3.	1st September	30 <sup>th</sup> September	International Organizations, Regional Economic Cooperation.	Lecture Method, Recent Articles and News
4.	1st October	31 <sup>st</sup> October	Development and Issues in International Business, Trends in India's Foreign Trade, BOP.	Lecture Method, Presentation, Class Participation and Online Sources
5.	1st November	30 <sup>th</sup> November	Foreign Trade Promotion Measures in India: Latest EXIM Policy	Lecture method, Presentation, Group Discussion and Online Sources

**Name of the teacher: Ms. Amandeep Kaur**

**Department: Commerce**

**Class: BBA-III Semester: 5**

**Subject: Insurance and Risk Management**

S.No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1.	26 <sup>th</sup> July	31 <sup>st</sup> July	Insurance Functions of Insurance	Lecture method and Group discussion
2.	1st August	31 <sup>st</sup> August	Principles of Insurance Contract Life Insurance Corporation Life Insurance Policies Non Life Insurance Policies .	Lecture method, Group Discussion, Class Debates and Practical Examples
3.	1st September	30 <sup>th</sup> September	Insurance Regulatory and Development Authority Risk Risk Management Process Risk Identification and Evaluation	Lecture Method, Recent Articles and News
4.	1st October	31 <sup>st</sup> October	Commercial Risk Management Applications - Property Liability Commercial Property Insurance Property Insurance Policies and Contracts	Lecture Method, Presentation, Class Participation and Online Sources
5.	1st November	30 <sup>th</sup> November	Business Liability Insurance Workers' Compensation an Risk Financing	Lecture method, Presentation, Group Discussion and Online Sources

**Name of the Teacher/s: Dr. Namita Bhandari**

**Department: Commerce**

**Class: BBA- III Semester: 5**

**Subject: Business Environment**

S.No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1.	July 26 2019	July 31 2019	Introduction to Business Environment, Business environment Scanning, Interaction matrix between environmental factors	Lectures, Power Point Presentations, Group Discussion
2.	August 1 2019	August 31 2019	Elements of Economic environment, planning, NITI Aayog, Monetary Policy	Lectures, Power Point Presentations, Group Discussion
3.	September 1 2019	September 30 2019	Fiscal Policy, Role of Govt., Importance of Political Environment, FEMA, CCI, SEBI	Lectures, Power Point Presentations, Group Discussion
4.	October 1 2019	October 31 2019	Socio Cultural Environment and Natural Environment	Lectures, Power Point Presentations, Group Discussion
5.	November 1 2019	November 30 2019	Technological Environment and Revision	Lectures, Power Point Presentations, Group Discussion

**Name of the Teacher- Dr. Nidhi Tanwar**

**Department- Commerce**

**Class – BBA- III Semester: 5**

**Subject –Sales and Distribution Management**

S.No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken*
	From	To		
1.	26 <sup>th</sup> July	30 <sup>th</sup> July	Introduction to sales management, Sales force management, Functions of sales managers	Lecture Method, Group Discussion , Online Sources
2.	1 <sup>st</sup> August	31 <sup>st</sup> August	Personal selling, Salesmanship, Sales forecasting and its methods	Lecture Method, Group Discussion
3.	1 <sup>st</sup> September	30 <sup>th</sup> September	Sales budget, Sales territories, Sales quota	Lecture Method, Group Discussion

4.	1 <sup>st</sup> October	31 <sup>st</sup> October	Physical distribution, Channels of distribution, Market logistics, Inventory and transport management	Lecture Method, Group Discussion, Online Sources
5.	1 <sup>st</sup> November	30 <sup>th</sup> November	Warehousing, International sales and distribution management	Lecture Method, Group Discussion

**Name of the Teacher- Dr. Manika Kohli**

**Department- Commerce**

**Class – BBA- III Semester: 5**

**Subject – Entrepreneurship and Small Business Management**

S.No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1.	26 <sup>th</sup> July	30 <sup>th</sup> July	<b>Entrepreneurship-</b> Entrepreneur, Entrepreneurship, Definition, Characteristics, Need, Theories, Difference between entrepreneur and self-employed person-entrepreneur and manager, Intrapreneur, Intrapreneurship, Socio-Economic role of Entrepreneurship; Role of Entrepreneurship in Economic Development	Lecture method and Group Discussion
2.	1 <sup>st</sup> August	31 <sup>st</sup> August	<b>Entrepreneurial Motivation:</b> Entrepreneurial Motivation, Internal and External factors affecting motivation, Relation of Entrepreneurial Motivation and Entrepreneurial Behaviour <b>Entrepreneurial Competencies:</b> Essential competencies of entrepreneur; <b>Entrepreneurial Development</b>	Lecture Method and online sources Project Work

			<p><b>Programmes:</b> EDP's, relevance and achievements; Role of Government in organizing EDP's, Critical Evaluation.</p> <p><b>Project Identification and Project Plan:</b> Considerations in Product/Project Selection, Market Survey, Project Classification, Writing a Project Plan/Proposal;</p>	
3.	1 <sup>st</sup> September	30 <sup>th</sup> September	<p><b>Project Appraisal and Documentation:</b> Project Appraisal Criteria, Various formalities for Project Appraisal and clearance for availing financial support;</p> <p><b>Small Business:</b> Small Business as a Seed Bed of Entrepreneurship: Evolution and development of Small Business, SSI, concept, definition, characteristics, classification, advantages and problems; Role of Small Business in the national economy;</p>	Lecture Method and online sources Lecture Method
4.	1 <sup>st</sup> October	31 <sup>st</sup> October	<p><b>The Start-Up Process:</b> Procedure for setting up a small scale unit; Planning, Implementation, Initial Strategic Planning,</p> <p><b>Management Process in Small Business:</b> Product and Marketing Scope, Legal and Tax consideration, Risk analysis and financial considerations. Profit Planning;</p> <p><b>National Policies for small business development:</b></p>	Lecture Method and Reference Books Lecture Method and Online Sources

			Governmental and Non-Governmental policies and assistance in setting up SSI, Institutional support to small entrepreneurs from NSIC, SIDO and TCOs for entrepreneurship development in India	
5.	1 <sup>st</sup> November	30 <sup>th</sup> November	Practical Work: Project report for financial assistance from bank/Business Plan	Project Work

**Name of the Teacher: Dr. Kanika Sofat**

**Department: Commerce**

**Class: BBA- III Semester: 5**

**Subject: Consumer Behavior**

S.No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1.	July 26 2019	July 31 2019	Consumer Behaviour: Nature, characteristics, Scope, Relevance & Application; Importance of consumer behaviour in marketing decisions;	Lectures
2.	August 1 2019	August 31 2019	Consumer Vs Industrial Buying Behaviour Determinants of Consumer Behaviour: Role of Motivation; Personality and Self Concept; Attention and Perception; Consumer Learning; Consumer Attitudes- Formation and Change; Consumer Values and Lifestyles	Lectures, Group Discussion
3.	September 1 2019	September 30 2019	External Determinants of Consumer Behaviour: Influence of Culture and Sub Culture; Social Class; Reference Groups and Family Influences; Basic models of consumer behaviour Consumer	Lectures

			Decision Making Process: Problem Recognition- methods of problem solving; prepurchase search influences- information search;	
4.	October 1 2019	October 31 2019	Alternative evaluation and selection; outlet selection and purchase decision (compensatory decision rule, conjunctive decision, rule, Lexicographic rule, affect referral, disjunctive rule); Post Purchase Behaviour; Situational Influences; Cognitive Dissonance Diffusion of Innovation: Definition of innovation, product characteristics influencing diffusion, resistance to innovation, adoption process	Lectures, Group Discussions
5.	November 1 2019	November 30 2019	Consumer Involvement: Role of Consumer Involvement; Customer Satisfaction; Consumer behaviour- interdisciplinary approach Researching Consumer Behaviour: Online Customer Behaviour; Diversity of Consumer Behaviour; Role of Consumer Behaviour in Marketing Strategy;	Lectures