

MCM DAV College for Women, Sector – 36A, Chandigarh
Monthly Teaching Plans
Session: 2019-2020

Name of the Teacher/s: Dr. Amandeep Kaur

Department: Commerce

Class: BBA- III Semester: 6

Subject: Marketing of Services

S.No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1.	January 9 2020	January 31 2020	Introduction to Services Marketing: Meaning and Nature of Services, Growing Importance of Services Sector; Classification of Services; Differentiating goods from services; Introduction to services marketing: Growth and importance of services marketing.	Lecture Method and Practical Examples
2.	February 1 2020	February 28 2020	A Understanding Consumer Behavior and markets: Consumer purchase process; consumer behaviour in service encounters; Customer Expectations and Perceptions; Market Segmentation and positioning of services. Services Design and Development: Creating new service, Identifying and classifying supplementary services, Service blue printing.	Lecture Method and Class Discussion Online Sources
3.	March 1 2020	March 31 2020	Pricing of services: Objectives and foundations for setting prices, Value based pricing.	Lecture Method and Class Discussion

			Services Distribution Management: Distributing services; Options for service delivery, place and time decisions.	
4.	April 1 2020	April 30 2020	Implementing Services Marketing: Defining and Measuring Service Quality; The GAP Model; Customer Feedback and Service Recovery; Managing relationships and building loyalty.	Lecture Method.

Name of the Teacher/s: Dr. Namita Bhandari
Department: Commerce
Class: BBA- III Semester: 6
Subject: Advertising and Brand Management

S.No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken*
	From	To		
1.	January 9 2020	January 31 2020	Advertising, Importance, Scope, Impact of Advertising, Ethics in Adv, Promotion Mix	Lectures, Power Point Presentations, Group Discussion, You Tube Videos
2.	February 1 2020	February 28 2020	Advertising Objectives, DAGMAR, Budget, Budget Methods, Advertising Planning & Strategy	Lectures, Power Point Presentations, Group Discussion
3.	March 1 2020	March 31 2020	Media Planning & Scheduling, Brands and their Management	Lectures, Power Point Presentations, Group Discussion, Discussion on Ads esp. Brand Equity
4.	April 1 2020	April 30 2020	Brand, Equity, Brand Personality and Brand Positioning	Lectures, Power Point Presentations, Group Discussion, You Tube Videos

Name of the Teacher: Dr.Nidhi Tanwar
Department: Commerce
Class: BBA- III Semester: 6
Subject: Business Policy and Strategy

S.No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken*
	From	To		
1.	9 th January	31 st January	Definition, nature scope and importance of strategy and strategic management.Strategic decisionmaking. Process of strategic management and levels at which strategy operates. Defining strategic intent: Vision, Mission, Business definition, Goals and Objectives.	Lecture Method ,Discussion Method, Case Studies
2.	1st February	29 th February	Environmental Appraisal—Concept of environment, components of environment (Economic, legal, social, political and technological).Environmental scanning techniques- ETOP, QUEST and SWOT (TOWS).	Lecture Method & Presentation Method
3.	1st March	31 st March	Internal Appraisal: The internal environment, organizational capabilities in various functional areas. Methods and techniques used for organizational appraisal (A brief overview of: Value chain analysis, Financial and non financial analysis, historical analysis, Industry standards and benchmarking, Balanced scorecard and key factor rating).	Lecture Method, Case Studies
4.	1st April	30 th April	Corporate level strategies -Stability, Expansion, Retrenchment and Combination strategies.Corporaterestructuring. Concept of Synergy.Mergers&Acquisitions.Corporate Restructuring.	Lecture Method, Discussion Method

Name of the Teacher: Ms. Garima Khanna
Department: Commerce
Class: BBA-III Semester: 6
Subject: Production and Operations Management

S. No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1.	9 th Jan	31 st Jan	Introduction to Production and Operations Management: Concept, Functions, Scope, Types of Production System, Product Design and Development	Lecture Method, Group Discussion
2.	1 st Feb	29 th Feb	Facility Location and Layout, Production Planning and Control	Lecture Method, Group Discussion
3.	1 st March	31 th March	Production Techniques, Inventory Control and Management: Purchase Management, Stores Management	Lecture Method, Numericals, PPT, Quiz
4.	1 st April	30 th April	Inventory Management, Inventory Control Policy, Quality Management and Statistical Quality Control	Lecture Method, Numericals, Quiz

Name of the Teacher/s: Dr. Kanika Sofat
Department: Commerce
Class: BBA- III Semester: 6
Subject: Consumer Behavior

S.No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1.	January 9 2020	January 31 2020	Consumer Behaviour: Nature, characteristics, Scope, Relevance & Application; Importance of consumer behaviour in marketing decisions;	Lecture Method and Practical Examples

			<p>Consumer Vs Industrial Buying Behaviour</p> <p>Determinants of Consumer Behaviour: Role of Motivation; Personality and Self Concept; Attention and Perception</p>	
2.	February 1 2020	February 28 2020	<p>Consumer Learning; Consumer Attitudes-Formation and Change; Consumer Values and Lifestyles External Determinants of Consumer Behaviour: Influence of Culture and Sub Culture; Social Class; Reference Groups and Family Influences; Basic models of consumer behaviour.</p>	Lecture Method and Class Discussion Online Sources
3.	March 1 2020	March 31 2020	<p>Consumer Decision Making Process: Problem Recognition- methods of problem solving; prepurchase search influences- information search; 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</p> <p>Diffusion of Innovation: Definition of innovation, product characteristics influencing diffusion, resistance to innovation, adoption process</p>	Lecture Method and Class Discussion

4.	April 1 2020	April 30 2020	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.	Lecture Method.
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