

**MCM DAV College for Women, Sector – 36A, Chandigarh**  
**Monthly Teaching Plans (Odd Semester)**  
**Session – (2021-22)**  
**BBA- IIIrd Semester**

**Name of the Teachers: Ms. Raman Ghuman**

**Department: Commerce**

**Class: BBA- I Semester: III**

**Subject: Operations Research (BBA-202)**

<b>S. No</b>	<b>DATE (Monthly)</b>		<b>Topics to be Covered</b>	<b>Academic Activity Undertaken</b>
	<b>FROM</b>	<b>TO</b>		
<b>1</b>	16 <sup>th</sup> Aug 2021	31 <sup>st</sup> Aug 2021	Operations Research: Meaning, Significance and Scope. Game Theory: Two Persons Zero Sum Games, Pure Strategies, Mixed Strategies, Dominance etc.	Lecture method, discussion, Online Sources, Numerical.
<b>2</b>	1 <sup>st</sup> Sep 2021	30 <sup>th</sup> Sept 2021	Transportation Problem, Assignment Problem, Introduction to Frequency Problems, Classification of Sequencing Problems, Processing in Job through Two Machines.	Lecture method, Online Sources, Numerical Assignments
<b>3</b>	1 <sup>st</sup> Oct 2021	31 <sup>st</sup> Oct 2021	Introduction to Linear Programming, Formulation of Linear Programming— Problems, Simplex Method, LPP-Graphical Method.	Lecture method, discussion, Online Sources. online tests
<b>4</b>	1 <sup>st</sup> Nov 2021	30 <sup>th</sup> Nov 2021	Queuing Theory: Introduction, Arrival System, Queue Discipline, M/M/I Single Channel, M/M/I and M/M/S Model, Revision.	Lecture method, Discussion method, Mid Semester Tests, online tests, revision assignments.

Name of teacher: Dr. Kanika Sofat

Department: Commerce

Class: B.B.A. 2 , Semester 2

Subject: Marketing Management (BBA-203)

S.no	From	To	Topics to be covered	Academic Activity undertaken
1.	18 <sup>th</sup> august, 2021	31 <sup>st</sup> August,2021	Introduction to Marketing	Online Lecture Method, Online Sources, Group Discussion, PPT s
2	1 <sup>st</sup> September, 2021	15 <sup>st</sup> September, 2021	Marketing Research, Consumer Behavior	Online Lecture Method, Online Sources, Group Discussion, PPT s
3	15 <sup>st</sup> September, 2021	30 <sup>th</sup> September, 2021	Marketing Segmentation, Product Planning & marketing Strategies	Online Lecture Method, Online Sources, Group Discussion, PPT s
4	1 <sup>st</sup> October, 2021	30 <sup>th</sup> October, 2021	Product Classification, Concept of Branding, Packaging and Labeling, Pricing Decision	Online Lecture Method, Online Sources, Group Discussion, PPT s
5	1 <sup>st</sup> November, 2021	30 <sup>th</sup> November, 2021	Distribution Decisions, Promotion Decisions, Emerging Trends & issues in marketing, Revision of Syllabus	Lecture Method, Group discussion, Case studies

**Name of the Teacher: Ms. RICHA GUPTA**  
**Department of Commerce**  
**Class: BBA-Second Year (3<sup>rd</sup>sem)**  
**Subject: Economics of Money and Banking (BBA-204)**

S.No.	Date (Monthly)			Academic Activity Undertaken*
	From	To		
1.	17 <sup>th</sup> August, 2021	31 <sup>st</sup> August, 2021	<b>Money: Introduction, Functions &amp; Types of Money. Theoretical and Empirical Methods to Distinguish Money from Near Money Assets. Types of Monetary System and Qualities of Good Monetary System.</b>	Lecture Method
2.	1 <sup>st</sup> September, 2021	30 <sup>th</sup> September, 2021	<b>Demand for Money: Classical and Keynesian Approach, Baumol and Tobin Inventory Theoretic Approach, Freedman's Theory. Supply of Money: Measures of Money Supply and Money Multiplier. Monetary Policy: Targets, Goals and Trade off among Alternate Goals. Transmission Mechanism – Classical Model, Keynesian Model and Monetarist Model.</b>	Lecture Method
3.	1 <sup>st</sup> October, 2021	31 <sup>st</sup> October, 2021	<b>Supply of Money, Theories of Money Supply.</b>  <b>Banking: Meaning, Types and Functions of Banks, Management and Organisational Set Up of Commercial Banks. Central Banking: Origin</b>	Lecture Method and Online Sources

			<b>&amp; Evolution; Main Functions, Monetary Management. Risk Management: Types of Risk, Management, Asset/Liabilities Management</b>	
4.	1 <sup>st</sup> November, 2021	30 <sup>th</sup> November, 2021	<b>Major Developments in Commercial Banking in India since Independence, Banking Sector Reforms, International Monetary Fund (IMF) and International Liquidity. WTO and GATT: Implications for India. Introduction to E-Banking and Electronic Fund Transfer (RTGS &amp; NEFT), Cheque Truncation System (CTS).</b>	Lecture Method and Group discussion

**\*Any of these** – (i) Lecture Method; (ii) PPT; (iii) Online Sources; (iv) Group Discussion

**Name of Teacher:** Dr. Manika Kohli

**Department:** Commerce

**Class:** BBA II-Semester 3

**Subject:** Legal Framework for Companies (BBA 205)

Sr. No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1	18 <sup>th</sup> August, 2021	31 <sup>st</sup> August, 2021	Introduction, Types of Companies, Formation of a Company	Online and Offline Lecture method, Cases, Class Discussion
2	1 <sup>st</sup> September, 2021	30 <sup>th</sup> September, 2021	Memorandum of Association, Articles of Association, Prospectus	Online and Offline Lecture method, Cases
3	1 <sup>st</sup> October, 2021	31 <sup>st</sup> October, 2021	Board Meetings, Directors	Online and Offline Lecture method, Cases, Class Discussion
4	1 <sup>st</sup> November, 2021	30 <sup>th</sup> November, 2021	Share Capital, Transfer and Transmission of Shares	Class Discussion, Assignments

**Name of the Teacher – Dr. Pallvi Rani**

**Department - Commerce**

**Class-BBA IIIrd Semester**

**Subject- BBA 206: TAX LAWS I**

S.No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1.	17 <sup>th</sup> August, 2021	31 <sup>th</sup> August, 2021	Introduction, Definitions: Assessee, Concept of Income, Types of Income, Assessment Year & Previous Year, Agricultural Income & its Assessment.	Online Lecture Method, Online Sources, Group Discussion
2.	1 <sup>st</sup> September, 2021	30 <sup>th</sup> September, 2021	Residential Status Tax Liability (Basis of Charge), Exempted Incomes.	Online Lecture Method, Online Sources, Group Discussion
3.	1 <sup>st</sup> October, 2021	31 <sup>th</sup> October, 2021	Income from Salaries and House Property.	Online Lecture Method, Discussion Method, Online Sources
4.	1 <sup>st</sup> November, 2021	30 <sup>th</sup> November, 2021	Income from Profits and Gains of Business and Profession including Depreciation, Capital Gains, Income from other Sources	Online Lecture Method