

Mehr Chand Mahajan DAV College for Women, Sector -36 A, Chandigarh
Monthly Teaching Plan (Even Semester)
Session (2022-23)

Name of the Teacher/s **Dr. Kiran Jindal**
Department **P G Department of Commerce**
Class **BBA III- Semester 6**
Subject **Advertising and Brand Management**

Sr. No.	Date (Month ly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1.	16 th Jan 2023	31 st Jan 2023	Advertising & Advertising Management: Introduction, scope, need & importance; types & classification of advertisement, advertising & the promotion mix, Role of advertising in Social & Economic development, Ethics in Indian advertising. Advertising Planning: Advertising Objectives- DAGMAR, determining advertising budgets: percentage of sales method, objective to task method, competitive parity & all you can afford.	Lectures, Power Point Presentations, Group Discussion
2.	1 st Feb 2023	28 th Feb 2023	Advertising planning and strategy, creative strategy development and implementation. Media planning & Scheduling: broadcast & non- broadcast media; Key factors influencing media planning; setting media objectives, media decisions; media class, media vehicle & media option. Scheduling: flighting, pulsing & continuous; developing media strategies.	Lectures, Power Point Presentations, Group Discussion
3.	1 st March 2023	31 st March 2023	Evaluation of different media and media selection, media buying, measuring advertising effectiveness. Brands and Brand Management: concept, nature, importance, brand evolution, brand life cycle, brand v/s generics, associating feelings with a brand; branding challenges and opportunities; Brand Identity: conceiving, planning and executing (Aaker model); Brand Loyalty: concept and measures of brand loyalty	Lectures, Power Point Presentations, Group Discussion
4.	1 st April 2023	29 th April 2023	Brand Equity: concept and measures of brand equity, cost, price and consumer-based methods, sustaining brand equity Brand Personality: concept, measures and formulation of brand personality; Brand Image Vs Brand Personality 66 Brand Positioning: Concept, repositioning, Celebrity Endorsement, Brand Extension, Differential Advantage, Strategies for Competitive Advantage, Brand Pyramid.	Lectures, Power Point Presentations, Group Discussion

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Name of the Teacher: Dr. Kanika Sofat

Department: Commerce

Class: BBA 3rd Year (6th Semester)

Subject: Business Ethics and Corporate Governance

Sr. No	Date From	Monthly To	Topics to be covered	Academic Activity undertaken
1	15 th January 2023	31 th January 2023	Business Ethics, Principles of Business Ethics, Characteristics of Ethical Organizations, Theories of business ethics and globalization & business ethics	Lectures, Power Point Presentations, Group Discussion
2	1 st Feb 2023	28 st Feb 2023	Stakeholders Protection, Corporate Governance & business ethics, ethical issues in Indian business Corporate Social Responsibility: Social Responsibility of business with respect to different stakeholders, Arguments for and against social responsibility of business	Lectures, Power Point Presentations, Group Discussion
3	1 st March 2023	31 st March 2023	Social Audit, Relations between CSR & Corporate Governance Corporate Governance: Introduction of corporate governance, the role and purpose, Theoretical aspects of corporate governance, Agency theory and separation of ownership and control,	Lectures, Power Point Presentations, Group Discussion
4	1 st April 2023	29 th April 2023	Global corporate governance models, OECD principles, Cadbury Committee Report, Role of SEBI, Corporate Governance Reforms and Initiatives in India, Corporate Governance rating	Lectures, Power Point Presentations, Group Discussion

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Name of the Teacher: Dr. Ritu Rani

Department: Commerce

Class: BBA III (Semester 6)

Subject: Business Policy & Strategy (BBA321)

Sr. No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1	16 th January	31 st January	Introduction to strategy and strategic management, Strategic decision-making, Process of strategic management, Defining strategic Intent, Environmental Appraisal— Concept, Components, Environmental Scanning Techniques.	Offline Lecture method, Case Studies Discussion
2	1 st February	28 th February	Internal Appraisal: The internal environment, organizational capabilities, Methods and techniques used for organizational appraisal, Corporate level strategies -Stability, Expansion, Retrenchment and Combination strategies, Corporate restructuring, Concept of Synergy, Mergers & Acquisitions Corporate Restructuring	Offline Lecture method, Assignments Allotted
3	1 st March	31 st March	Business level strategies- Porter's framework, Differentiation and Focus strategies. Concept, importance, Building and use of Core Competence. Strategic Analysis and choice-Corporate level analysis (BCG, GE Nine-cell, McKinsey's 7-S Framework). Industry level analysis, Porter's five forces model	Offline Lecture method, Group Discussion
4	1 st April	10 th April	Strategy implementation: Resource allocation, Projects, and Procedural issues. Organization structure and systems in strategy implementation. Strategic control and operational Control. Organizational systems and Techniques of strategic evaluation.	Offline Lecture method, Case Studies Method

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Name of the Teacher/s: Ms Sahiba Sharma

Department: PG Department of Commerce

Class: BBA 3 (6th Semester)

Subject: BBA 322: Production and Operations Management

Sr. No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken*
	From	To		
1.	16 th Jan, 2023	31 st Jan, 2023	Introduction to Production and Operations Management: Concepts, Functions, Scope, Types of Production System. Product Design and Development: Product Design and its Characteristics, Product Development Process, Product Development Techniques.	Lecture Method, Group discussion, Online Sources
2	1 st Feb, 2023	28 th Feb, 2023	Facility Location and Layout: Facility Location – Importance, Factors in Location Analysis, Location Analysis Techniques, Facility Layout – Objectives, Advantages, Basic Types of Layouts Production Planning & Control (PPC): Concepts, Objectives, Steps Work Study - Productivity; Method Study; Work Measurement.	Lecture Method, PPT, Group discussion, Online Sources, Case Studies
3	1 st March, 2023	31 st March, 2023	Production Techniques: Introduction to modern productivity techniques-Just in Time, Kanban system, Total Quality Management and Six-Sigma. Make or Buy decisions. Inventory Control and Management Purchase Management - Objectives; Functions; Methods; Procedure Stores Management - Types of Stores; Functions; Coding Methods Inventory Management - Concepts; Classification; Objectives; Factors Affecting Inventory Control Policy; Inventory Costs; Inventory Control tools and techniques	Lecture Method, PPT, Group discussion, Online Sources, Case Studies, Assignments
4	1 st April, 2023	29 th April, 2023	Maintenance Management - Concepts; Objectives; Functions; Types of Maintenance TQM, Quality Specification, Design Meaning and objectives of Statistical Quality Control. Revision for the Final exams.	Lecture Method, Class Presentations, Group discussion, Revision Test and Doubt Clearing Session

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Name of Teacher: Dr. Manpreet Kaur

Department: Commerce

Class: BBA III Semester 6

Subject: BBA 330 Compensation Management

Sr. No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1	16th Jan	31st Jan	Compensation management: concept, objectives, principles, importance of good compensation system, factors influencing compensation levels.	Lecture method, Group Discussion, Role Plays
2	1st Feb	28th Feb	Theoretical dimensions of Compensation: economic theories, behavioral theories: content theories, process theories.	Lecture method, Group Discussion, Management Games
3	1st March	31st March	Job Evaluation: meaning, features, importance and methods, job evaluation and performance appraisal.	Lecture method, Group Discussion, PPTs
4	1st April	29th April	Components of pay: basic pay, dearness allowance, Incentive plans: features, individual, group incentive plans, profit sharing schemes, Employee Stock Ownership.	Lecture method, Group Discussion, PPTs

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Name of the Teacher/: Ms Richa Gupta

Department: PG Department of Commerce

Class: BBA-3 (6th Semester)

Subject: BBA 329: Human Resource Planning & Performance Management

Sr. No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1.	16 th Jan, 2023	31 st Jan, 2023	Human Resource Planning: Meaning, Features, Factors affecting HRP, Objectives, importance, types. Human resource planning process: HRP Process, techniques of demand and supply forecasting, Problems in HRP and suggestions to effective HRP.	Lecture Method, Group discussion, Online Sources
2	1 st Feb, 2023	28 th Feb, 2023	Career Planning and Development: Meaning, objectives, individual career planning, elements of career management program, career stages, benefits, and limitations. Succession Planning: importance, challenges, components, and suggestions.	Lecture Method, Group discussion, Online Sources, Case Studies
3	1 st March, 2023	31 st March, 2023	Performance Management: Meaning, pre-requisites, principles, objectives, process, challenges, Performance appraisal and performance management. Performance Planning: Features, objectives, goal setting, expectancy theory, competency mapping.	Lecture Method, Group discussion, Online Sources, Case Studies, Assignments
4	1 st April, 2023	29 th April, 2023	Performance Appraisal: Objectives, methods, limitations, potential appraisal. Ethics in Performance Management: Ethical issues and dilemmas.	Lecture Method, Class Presentations, Group discussion. Revision Test and Doubt Clearing Session

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Name of the Teacher: Ms. Smriti Nayyar

Department: Commerce

Class: B.B.A (6th Semester)

Subject: Retail Management

Sr. No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1.	16 January	28 January	Introduction to Retailing: Definition, Characteristics, emerging trends in retailing, Evolution of retailing in India, Factors behind the change of Indian retail industry. Retail Formats: Retail institutions by ownership, Retail institutions by Store-Based Strategy Mix, Web, Non-store based, and other forms of Non-traditional Retailing.	Lectures, Power Point Presentations, Group Discussion
2.	30 January	21 February	Choosing a Store Location: Trading-Area analysis, characteristics of trading areas, Site selection, Types of locations, location, and site evaluation. Store Planning: Design & Layout, Retail Image Mix, effective retail space management, floor space management	Lectures, Power Point Presentations, Group Discussion
3.	22 February	24 March	Retail Marketing: Retail Marketing Mix, Advertising & Sales Promotion, Store Positioning, CRM. Retail Merchandising: Buying Organization Formats and Processes, Devising Merchandise Plans, Shrinkage in retail merchandise management, Markup & Markdown in merchandise management	Lectures, Power Point Presentations, Group Discussion
4.	25 March	29 April	Merchandise Pricing: Concept of Merchandise Pricing, Pricing Objectives, External factors affecting a retail price strategy, Pricing Strategies, Types of Pricing. Retail Operation: Elements/Components of Retail Store Operation, Store Administration, Store Manager – Responsibilities, Inventory Management, Customer Service, Management of Retail Outlet/Store, Store Maintenance, Store Security.	Lectures, Power Point Presentations, Group Discussion