

MEHR CHAND MAHAJAN DAV COLLEGE FOR WOMEN

SECTOR 36, CHANDIGARH

TENTATIVE MONTHLY TEACHING PLAN SEMESTER III (SESSION 2023-24)

Name of the Teachers: Ms. Raman Ghuman

Department: Commerce

Class: BBA- II Semester: III

Subject: Operations Research (BBA-202)

S. No	DATE (Monthly)		Topics to be Covered	Academic Activity Undertaken
	FROM	TO		
1	24 th Jul 2023	31 st Jul 2023	Operations Research: Meaning, Significance and Scope.	Lecture method
2	1 st Aug 2023	31 st Aug 2023	Game Theory: Two Persons Zero Sum Games, Pure Strategies, Mixed Strategies, Dominance etc. Transportation Problem, Assignment Problem. Revision exercises.	Lecture method, Numerical Assignments, revision assignments.
3	1 st Sep 2023	30 th Sep 2023	Introduction to Linear Programming, Formulation of Linear Programming— Problems, Simplex Method, LPP- Graphical Method. Revision exercises.	Lecture method, Numerical Assignments, revision assignments.
4	1 st Oct 2023	31 st Oct 2023	Network Analysis- PERT/CPM analysis. (including crashing). Revision exercises.	Lecture method, Numerical Assignments, Mid Semester Tests.
5	1 st Nov 2023	18 th Nov 2023	Introduction to Frequency Problems, Classification of Sequencing Problems, Processing in Job through Two Machines. Revision exercises.	Lecture method, Numerical Assignments, revision assignments.

Name of Teacher: Ms. Amanjot Kaur Hira

Department: Commerce

Class: BBA- II Year (Semester- 3rd)

Subject: Marketing Management (BBA 203)

Sr. No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1	24 th July 2023	31 st July 2023	Introduction to Marketing: Meaning, Nature and Scope of Marketing, Marketing Philosophies, Marketing Process, Marketing Mix.	Lecture Method, Class Discussion, Online sources
2	01 st August 2023	30 th August 2023	Marketing Research: Meaning, Importance and Marketing Research Process Consumer Buying Behaviour: Factors influencing Buying Behaviour, Buying Decision Process. Market Segmentation: Levels and Patterns of Market Segmentation, Major Segmentation Variables for Consumer Markets, Concepts of Market Targeting and Positioning.	Lecture Method, Discussion. Online sources Assignments
3	1 st September 2023	31 st September 2023	Product Planning and Market Strategies: Product Life Cycle, New Product Development Process, Product Classification, Concept of Branding, Packaging and Labeling.	Lecture Method, Discussion. Practical examples Assignments
4	1 st October 2023	30 th October 2023	Pricing Decision: Pricing Policies and Strategies Distribution Decisions: Channel Design Decisions, Major Channel Alternatives, Channels Management Decision, Causes and Managing Channel Conflict, Physical Distribution.	Lecture Method, Discussion, Assignments
5	1 st November 2023	30 th November 2023	Promotion Decisions: Communication Process. Promotion Tools: Advertising, Sales Promotions, Public Relations, Personal Selling. Emerging Trends and Issues in Marketing: Concepts of Direct Marketing, Digital Marketing, Green Marketing, Retail Marketing and Customer Relationship Marketing.	Lecture Method, Discussion, Assignments

Name of the Teacher : Ms. RICHA GUPTA
PG: PG Department of Commerce
Class: BBA-Second Year (3rdsem)
Subject : Economics of Money and Banking (BBA-204)

S.No	Date (Monthly)		Topics	Academic Activity Undertake n*
	From	To		
1.	24 th July,2023	31 st August,2023	Money: Introduction, Functions & Types of Money. Theoretical and Empirical Methods to Distinguish Money from Near Money Assets. Types of Monetary System and Qualities of Good Monetary System. Demand for Money: Classical and Keynesian Approach, Baumol and Tobin Inventory Theoretic Approach,	Lecture Method
2.	1 st September, 2023	30 th September, 2023	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.	Lecture Method
3.	Ist October,2023	31 st October,2023	Supply of Money, Theories of Money Supply. Banking: Meaning, Types and Functions of Banks, Central Banking: Origin & Evolution; Main Functions, Latest Reforms in Banking Sector, Risk Management in Banks- Types of Risk, Management, Asset/Liabilities Management.	Lecture Method, Assignments
4.	1 st November,2023	18 th November,2023	Major Developments in Commercial Banking in India since Independence, Banking Sector Reforms, International Monetary Fund (IMF) and International Liquidity. Introduction to E-Banking and Electronic Fund Transfer (RTGS & NEFT), Cheque Truncation System (CTS).	Lecture Method and Group discussion

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

Name of Teacher: Ms. Pahuljot Kaur Sidhu
Department: Commerce
Class: BBA II (Sem III)
Subject: BBA 205: LEGAL FRAMEWORK FOR COMPANIES

S.No.	Date (Monthly)		Topics	Academic Activity Undertaken
	From	To		
1.	24 th July,2023	31 st August,2023	Company: Meaning and Definition, Characteristics. Concept of Lifting of Corporate Veil, Kinds of Companies- Private, Public, One Person Company, LLP, Government Companies, Statutory Companies, Registered, Limited and Unlimited.	Lecture method, discussion method.
2.	1 st September,2023	30 th September,2023	Formation of Company: Promotion, Incorporation, Capital Subscription, Pre-Incorporation Contract and Provisional Contracts. Memorandum of Association- Definition, Clauses and Procedure for Alteration, Doctrine of Ultra -Vires. Articles of Association – Definition, Contents, Procedure for Alteration. Doctrine of Indoor Management, Constructive Notice, Distinction between Memorandum and Articles of Association	Lecture method, discussion method, assignment
3.	1 st October,2023	31 st October,2023	Prospectus – Contents, Statement in Lieu of Prospectus, Types of Share Capital: Kinds of Shares, Book Building Process, Information Memorandum, Dematerialization of Shares, ASBA System, Transfer & Transmission of Shares.	Lecture method, discussion, class test, quiz, Mid Semester Tests
4.	1 st November,2023	18 th November,2023	Company Management: Directors, Managing Director, Appointment, Qualification, Rights, Responsibilities and Liabilities, Disqualification of Directors. Meetings: Requisites, Statutory, Annual, Extra ordinary and Board Meetings, Resolutions, Types	Lecture method, discussion method, assignments, revision, Exercises for revision.

***Any of these – (i) Lecture Method; (ii) PPT; (iii) Online Sources; (iv) Group Discussion; (v) Case Studies etc. Other Methods adopted by the teacher – Please write the specific teaching method**

Name of Teacher/s: CA Jyoti Soi, Dr. Ritu Rani

Department: Commerce

Class: BBA II (Semester 3rd)

Subject: Tax Laws - I (BBA 206)

Sr. No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1	24 th July	31 th July	History & Basic Concepts & Important Definitions of Income Tax Act 1961	Offline Lecture method
2	1 st August	31 th August	Residence & Tax Liability (Basis of Charge), Capital & Revenue, Exempted Incomes,	Offline Lecture method, Test Assessment
3	1 st September	30 th September	Income from Salaries, Income from House Property, Capital Gains	Offline Lecture method, Numerical assessment Assignments Allotted
4	1 st October	31 th October	Profits and Gains of Business and Profession including Depreciation	Offline Lecture method, Numerical Tests
5	1 st November	18 th November	Income from Other Sources, Agriculture Income & Its assessment	Offline Lecture method, Numerical Tests