

Mehr Chand Mahajan DAV College for Women
Monthly Teaching Plans
BBA IIIrd year (Odd Semester)
Session (2023-24)

Name of the Teacher: Ms. Pahuljot Kaur Sidhu

Department: Commerce

Class: BBA III Semester 5

Subject: **BBA 301: PRINCIPLES OF INSURANCE AND RISK MANAGEMENT**

S. No	DATE (Monthly)		Topics to be Covered	Academic Activity Undertaken
	FROM	TO		
1	24 th Aug 2023	31 st Aug 2023	Insurance: Concept, Nature of Insurance, Functions of Insurance, Importance of Insurance,	Lecture method, discussion method.
2	1 st Sep 2023	30 th Sept 2023	Principles of Insurance Contract-Features of Life and Non-life Insurance. Insurance and IRDA: IRDA Act 1999, Provisions, Duties, Powers and Functions of IRDA.	Lecture method, discussion method, class tests, assignments, Online Sources
3	1 st Oct 2023	31 st Oct 2023	Risk and risk management process - Concept of risk, risk vs. Uncertainty, types of risks, risk Identification evaluation. Risk management objectives-selecting and implementing risk management techniques.	Lecture method, discussion, Mid Semester Tests, Presentations
4	1 st Nov 2023	18 th Nov 2023	Commercial risk management applications– property–liability– commercial property insurance different policies and contracts–business liability and risk management insurance–workers' compensation and risk financing	Lecture method, discussion method, assignments, revision, Class tests

*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 the Teacher: Dr. Manpreet Kaur

Department: Commerce

Class: BBA III Semester 5

Subject: BBA 302 FINANCIAL MARKETS AND FINANCIAL SERVICES

Sr. No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1	24 th July 2023	31 st August 2023	Indian Financial System – Meaning, Importance, Functions and Structure (Overview of Financial Markets, Financial Institutions, Financial Instruments and Financial Services) Money Market– Structure of Indian Money Market (Organized, Co-operative and Unorganized Sectors); Instruments of Money Market – Call/Notice/term Money, Repurchase Agreements, TBills, Commercial Bills, Commercial Papers, Certificate of Deposits and Money Market Mutual Funds; and Discount and Finance House of India.	Lecture method, Group Discussion, Presentations
2	1 st September 2023	30 th September 2023	Capital Market– Indian Capital Market; Capital Market Instruments; Primary Market (New Issue Market and Listing of Securities); Secondary Market with special reference to Stock Exchanges and their functioning; Indian Clearing Corporation Ltd. and Role of Securities and Exchange Board of India. Introduction to Commodity Markets Overview of Euromarkets with special reference to Euro currency and Eurobonds	Lecture method, Group Discussion, Management Games
3	1 st October 2023	31 st October 2023	Financial Services – Meaning and Importance Merchant Banking and Investment Banking – A brief overview of Issue Management, Underwriting Services, Corporate Debt Restructuring, Project Counselling, Portfolio	Lecture method, Group Discussion, PPTs

			Management and Loan Syndication	
4	1 st November 2023	18 th November 2023	Mutual Funds – concept, advantages, mutual funds schemes (growth, income, balanced, gilt – edged, equity – linked and money market mutual funds) Factoring Services – concept, functions of a factor, and types of factoring Recent Trends in Credit Rating Services in India- Role of ICRA and CRISIL	Lecture method, Group Discussion, PPTs

Name of the Teacher: Ms. Ritu Rani

Department: Commerce

Class: BBA III Semester 5

Subject: **BBA 303 BUSINESS ENVIRONMENT**

Sr. No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1	24 th July	31 st July	Theoretical Framework of Business Environment: Concept, Significance and Nature of Business Environment; Elements of Environment- Internal, External, Micro and Macro. Interaction Matrix between various Environmental Factors.	Lecture method and case study, Practical Examples
2	1 st August	31 st August	Environmental Analysis: Need, Process, Techniques & Limitations of Environmental Analysis. Economic Environment: Key Elements of Economic Environment – Economic factors, Economic Systems, Economic Planning – Objectives & Strategies of Current Five Year Plan, Formation and Functions of NITI Aayog, Economic Policies – Industrial, Monetary & Fiscal (Tools & Latest Policies).	Lecture Method and online sources, Group Discussion and PPT
3	1 st September	30 th September	Socio-Cultural Environment: Nature and Impact of Culture on Business, Social Responsibilities of Business, Social audit, Emergence of Middle Class and its influence on Business, Natural Environment: Ecological Issues and Indian Business.	Lecture Method and Practical Examples, Lecture Method and Practical Examples
4	1 st October	31 st October	Political & Legal Environment: Key Elements of Political Environment, Relationship between Business and Government, Economic Role of Government. FEMA, Competition Act, SEBI & Consumer Protection Act, 1986 with latest amendments	Lecture Method, Group Discussion and PPT
5	1 st November	18 th November	Technological Environment: Innovation, The Technological Policy, Features & Impact of Technology on Business, Role of Research & Development in Business, import of technology and Problems relating to it, Current Status of technology in India.	Lecture Method, Group Discussion and PPT

Name of the Teacher – Dr. Kanika Sofat

Department - Commerce

Class- BBA III Semester 5

Subject- BBA304 ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

S.No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken*
	From	To		
1.	24 th July 2023	31 st July 2023	Entrepreneurship- Entrepreneur, Definition, Characteristics, Need, Theories, Difference between entrepreneur and self-employed person, entrepreneur and manager, Intrapreneur, Socio Economic role of Entrepreneurship	Online Lecture Method, Online Sources, Group Discussion
2.	1st August 2023	31 st August 2023	Entrepreneurial Motivation: Internal and External factors affecting motivation, relation to entrepreneurial motivation & behaviour. Entrepreneurial Competencies, EDP's	Online Sources, Group Discussion, PPT s
3.	1st September 2023	30 th September 2023	Project Planning and Project Plan, Considerations in Product/Project Selection, Market Survey, Project Classification, writing a Project plan, Project Appraisal and Documentation: Project Appraisal and Clearance for availing financial support	Discussion Method, Online Sources, Case Studies, PPT, Assignments
4.	1st October 2023	31 st October 2023	Small Business: 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	Discussion Method, Online Sources, Case Studies, PPT, Revision Test
5.	1st November 2023	18 th November 2023	The Start Up Process: Procedure for setting up a small-scale unit; Planning, Implementation, Initial Strategic Planning. Management Process in Small Business: Product and marketing scope, legal and tax consideration, risk analysis and financial consideration. National Policies for small business development:	Discussion Method, Online Sources, Case Studies, PPT, Revision Test

			Governmental and non-governmental policies and assistance in setting up SSI, Institutional support to small entrepreneurs from NSIC, SIDO, TCO	
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Name of Teacher: Ms. Amanjot Kaur Hira

Department: Commerce

Class: BBA III Semester 5

Subject: **BBA 305** CONSUMER BEHAVIOUR

Sr. No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1	24 th July 2023	31 st July 2023	Consumer Behavior: Nature, characteristics, Scope, Relevance & Application; Importance of consumer behavior in marketing decisions; Consumer Vs Industrial Buying Behavior	Lecture Method, Class Discussion, Online sources
2	01 st August 2023	31 st August 2023	Determinants of Consumer Behavior: Role of Motivation; Personality and Self Concept; Attention and Perception; Consumer Learning; Consumer Attitudes- Formation and Change; Consumer Values and Lifestyles	Lecture Method, Discussion. Online sources Assignments
3	1 st September 2023	30 th September 2023	External Determinants of Consumer Behavior: Influence of Culture and Sub Culture; Social Class; Reference Groups and Family Influences; Basic models of consumer behavior – Nicosia, Howard & Seth, Blackwell.	Lecture Method, Discussion. Practical examples Assignments
4	1 st October 2023	31 st October 2023	Consumer Decision Making Process: Problem Recognition-methods of problem solving; pre-purchase 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 Behavior; Situational Influences; Cognitive Dissonance	Lecture Method, Discussion, Assignments

5	1 st November 2023	18 th November 2023	<p>Diffusion of Innovation: Definition of innovation, product characteristics influencing diffusion, resistance to innovation, adoption process</p> <p>Consumer Involvement: Role of Consumer Involvement; Customer Satisfaction; Consumer behavior-interdisciplinary approach</p> <p>Researching Consumer Behavior: Online Customer Behavior; Diversity of Consumer Behavior; Role of Consumer Behavior in Marketing Strategy</p>	
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Name of Teacher: Dr. Manpreet Kaur

Department: Commerce

Class: BBA III Semester 5

Subject: BBA 306: SALES AND LOGISTICS MANAGEMENT

Sr. No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1	24 th July 2023	31 st August 2023	Introduction to Sales Management & Importance of Sales Force, Functions of sales manager, Nature and importance of Personal Selling and Salesmanship, objectives and theories of personal selling. Sales forecasting Methods, Sales Budget - Importance, Process of Sales Budget, Uses of sales budget.	Lecture method, Group Discussion, Presentations
2	1 st September 2023	30 th September 2023	Sales territory considerations in allocation of sales territory, Sales Quota, Objectives, Principles of Ceiling Sales Quota, Administration of Sales Quota, Uses of Sales Quota.	Lecture method, Group Discussion, Management Games
3	1 st October 2023	31 st October 2023	Introduction to Logistic Management- concept, Transportations, Inventory, Warehousing, Managing logistics. Concepts and importance of a Supply Chain (SC), Key issues of Supply Chain Management, Competitive and SC strategies, achieving strategic fit, Strategic Alliances	Lecture method, Group Discussion, PPTs
4	1 st November 2023	18 th November 2023	Third party and fourth party logistics, Reverse Logistics, Retailer- Supplier partnerships (RSP), Contract Sharing, Supplier evaluation and selection, Use of best practices and Information Technology (IT) in Supply Chain Management	Lecture method, Group Discussion, PPTs

Names of the Teachers: Dr. Rupinder Kaur & Dr. Amandeep Kaur,

Department: Commerce

Class: BBA (Finance Specialization) 3rd Year (Semester-5th)

Subject: BBA-307 FINANCIAL STATEMENT ANALYSIS

Sr. No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1	23rd July, 2023	31st July, 2023	Financial statement analysis: Comparative statements- Meaning and Preparation of Income Statement and Balance Sheet	Lecture Method, Discussion
2	1 st August, 2023	31st August, 2023	Common Size statements – Meaning; Trend Analysis; Value Added statement – Meaning and Preparation of Value-Added Statement; Introduction to concept of Extensible Business Reporting Language (XBRL).	Lecture Method, Discussion
3	1 st September, 2023	30 th September, 2023	Ratio analysis: Meaning and Functional Classification of ratios; (Profitability, Liquidity, Leverage, Turnover, Market Strength Analysis and Coverage), Calculation and Interpretation of Ratios from Balance Sheet and Income Statement.	Lecture Method,
4	1 st October, 2023	31st October, 2023	Contents of corporate annual reports: Understanding the Contents of Corporate Annual Reports; Directors Report; Management Discussion Analysis; Balance Sheet; Cash flow Statement; Significant Accounting Policies; Notes to Accounts; Auditors Report and Global Reporting Initiatives	Lecture Method, Discussion, Assignments Allotted.
5.	1 st November, 2023	18 th November, 2023	Corporate governance: Understanding the contents of annual report on corporate governance with reference to Board of directors, Audit committee, Disclosure and Compliance for corporate Governance and Corporate Social Responsibility.	Lecture Method, Revision

Names of the Teachers: Dr. Kiran Jindal and Dr. Rupinder Kaur

Department: Commerce

Class: BBA III (Semester 5th)

Subject: BBA 308 INVESTMENT MANAGEMENT

S.No.	Date (Monthly)		Topics to be covered	Academic Activity Undertaken
	From	To		
1	24 th July 2023	31 st July 2023	Investment: Meaning, Nature, Objectives and Process, Investment Avenues, Investment vs. Gambling, Investment vs. Speculation	Lecture Method & Discussion Method
2	1 st Aug. 2023	31 st Aug. 2023	Security Analysis: Meaning of Security Analysis, Fundamental Analysis: Economic Analysis, Industry Analysis and Company Analysis.	Lecture Method, Discussion Method & Assignments allotted
3	1 st Sept. 2023	30 th Sept. 2023	Technical Analysis: Theoretical Framework; Charts-Candlestick Chart Line Chart and Open High and Low Close Chart: Overlays - Support, Resistance and Trend Line, Market Indicators-Advanced decline index, Absolute breadth index and traders index, Price indicators- Relative Strength index, Average directional index and Momentum and volume indicators - On Balance	Lecture Method, Discussion Method & Presentations
4	1 st Oct. 2023	31 st Oct. 2023	Portfolio Management: Concept and Markowitz Model. Portfolio Selection: Overview of Capital Market line, Security market line, Capital asset pricing model and Arbitrage pricing theory.	Lecture Method, Discussion Method & Mid Semester Tests
5	1 st Nov. 2023	18 th Nov. 2023	Performance Portfolio Evaluation: Sharpe, Treynor and Jensen models. Value vs. Growth investing	Lecture Method, Discussion Method & Revision

Name of the Teacher: Dr. Ritu Rani

Department: Commerce

Class: BBA III Semester 5

Subject: BBA 309 ORGANIZATIONAL DEVELOPMENT

Sr. No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1	24 th July	31 st July	Introduction and Evolution of Organizational Development	Offline Lecture method, Case Studies Discussion
2	1 st August	31 st August	OD Process, Benefits and Limitations, Values, Assumptions and Beliefs in OD, OD Models, Total Quality Management, Self-Design 59 Systems, High Performance work systems	Offline Lecture method, Case Studies Discussion
3	1 st September	30 th September	OD PROCESS: The Six Box Model, third wave consulting, Phases of OD Programs, Change Management Models, The Generic Parallel Learning Structure Intervention Process, Steps to Transforming an organization	Offline Lecture method, Assignments Alloted
4	1 st October	31 st October	OD Interventions: Factors to Plan and Implement OD, Results of OD Interventions, Classification of OD Interventions. OD Consultation: Process Consultation, Coaching and Counseling Interventions. Team Building: Gestalt Approach to Team Building, Techniques in Team Building	Offline Lecture Method,
5	1 st November	18 th November	Applications of OD: Socio-Technical Systems, Self-Managed Teams, MBO and Appraisal, Quality Circles, Quality of Work Life.	Offline Lecture Method

Name of the Teacher: Dr. Vandita Kapoor

Department: Commerce

Class: BBA III Semester 5

Subject: **BBA 310** INDUSTRIAL RELATIONS AND LABOR LEGISLATION

S. No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken*
	From	To		
1.	24 th July	10 th August	Industrial Relations: Concepts, Objectives, Scope, Importance. Participants, Essentials of effective Industrial Relations, Factors affecting Industrial Relations, Constraints of IR.	Lecture method Case Studies
2	11 th August	10 th Sept	Approaches of IR: Systems Oxford. Industrial Sociology, Action Theory, Marxist, Pluralist, Human Relations, Gandhian etc. Industrial Conflicts: Nature, Form, Causes, Effects.	Lecture method, Case Studies
3	11 th Sept	5 th Oct	Collective Bargaining: Nature and functions; Types of bargaining. Collective bargaining in the India context; Negotiating a collective bargaining agreement. Industrial Disputes Act, 1947: Introduction, Scope, Objectives, Definitions, Modes of settlement of Industrial Disputes (Conciliation, Adjudication Arbitration), Provisions regarding Strikes, Lock-outs, Layoff and Retrenchment.	Lecture method, case studies and revision for MSTs
,4	6 th Oct	31 st Oct	Trade Unions Act, 1926: Introduction, Objectives, Provisions regarding Registration of Trade Union, Cancellation of Trade Union, Duties, Liabilities, Rights and Privileges of a Registered Trade Union.	Lecture method, Students' Presentations, Videos, case studies

			Payment of Wages Act, 1936: Introduction, Scope, Objectives, Definitions, Rules of Payment of wages and deductions from wages.	
5.	1 st Nov	10 th Nov	Grievance Administration: Concept, Procedure, Guidelines, Discipline. Minimum Wages Act, 1948: Meaning of 'wages' under the Act, Procedure for fixing Minimum Wage, Obligation of Employer to pay Minimum Wage, Authorities and Remedies under the Act.	Lecture method, discussions, Students' Presentations
6.	11 th Nov	18 th Nov	Discussion of previous year question papers, REVISION	Lecture method, discussions, Students' Presentations

***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