

Mehr Chand Mahajan DAV College for Women, Sector – 36A, Chandigarh

MONTHLY TEACHING PLANS (Odd Semester)

Session (2025-26)

Name of the Teacher/s: Ms. Richa Gupta

Department: Commerce

Class: BBA III (Semester 5)

Subject: Insurance and Risk Management (BBA 301)

S.No.	Month		Topics to be Covered	Academic Activity Undertaken
	From	To		
1	14 th July, 2025	31 st July, 2025	Insurance, Functions of Insurance	lecture method,
2	1 st August, 2025	31 st August, 2025	Principles of Insurance Contract. Life Insurance Corporation Life Insurance Policies Non- Life Insurance Polices	lecture method, discussion,
3	1 st September, 2025	30 th September, 2025	Insurance Regulatory and Development Authority Risk Management Process Risk Identification and Evaluation	lecture
4	1 st October, 2025	31 st October, 2025	Commercial Risk Management Applications - Property Liability, Commercial Property Insurance Property Insurance Policies and Contracts	lecture method
5	1 st November, 2025	13 th November, 2025	Business Liability Insurance, Workers' Compensation and Risk Financing	lecture method, discussion,

Name of the Teacher/s: Dr. Manpreet Kaur

Department: Commerce

Class: BBA III (Semester 5)

Subject: Financial Markets and Financial Services (BBA 302)

S. No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken*
	From	To		
1.	14th July,2025	31st July,2025	Meaning, Importance, Functions and Structure (Overview of Financial Markets, Financial Institutions, Financial Instruments and Financial Services)	Lecture Method
2.	1st August,2025	31st August,2025	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, Online sources and analysis of published financial reports.
3.	1st September,2025	30th September,2025	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
4.	1st October,2025	31st October,2025	Financial Services – Meaning and Importance Merchant Banking and Investment Banking – A brief overview of Issue Management, Underwriting Services, Corporate Debt Restructuring, Project Counselling, Portfolio Management and Loan Syndication Mutual Funds – concept, advantages, mutual funds schemes (growth, income, balanced, gilt – edged, equity – linked and money market mutual funds)	Lecture Method
5.	1st November,2025	13th November,2025	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

Name of the Teacher/s: Dr. Ritu Rani

Department: Commerce

Class: BBA III (Semester 5)

Subject: Business Environment (BBA 303)

Sr. No .	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1	14 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	13 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/s: Dr. Kanika Sofat

Department: Commerce

Class: BBA III (Semester 5)

Subject: Entrepreneurship and Small Business Management (BBA 304)

S.No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken*
	From	To		
1.	14 th July 2025	31 st July 2025	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.	1 st August 2025	31 st August 2025	Entrepreneurial Motivation: Internal and External factors affecting motivation, relation to entrepreneurial motivation & behavior. Entrepreneurial Competencies, EDP's	Online Sources, Group Discussion, PPT s
3.	1 st September 2025	30 th September 2025	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.	1 st October 2025	31 th October 2025	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	1 st November 2025	13 th November 2025	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: Governmental and non-governmental policies and assistance in setting up SSI, Institutional support to small entrepreneurs from NSIC, SIDO, TCO	Discussion Method, Online Sources, Case Studies, PPT, Revision Test

Name of the Teacher/s: Dr. Meenu Singla and Dr Smriti Nayar

Department: Commerce

Class: BBA III (Semester 5)

Subject: Consumer Behavior (BBA 305)

S.No.	Date (Monthly)		Topics to be covered	Academic Activity Undertaken
	From	To		
1	14 th July 2025	31 st July 2025	Consumer Behavior: Nature, characteristics, Scope, Relevance & Application; Importance of consumer behavior in marketing decisions; Consumer Vs Industrial Buying Behavior	Videos, Lecture Method & Discussion
2	1 st Aug. 2025	31 st Aug. 2025	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 Method & Video Assignments
3	1 st Sept. 2025	30 th Sept. 2025	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. 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, Assignment Presentations
4	1 st Oct. 2025	31 st Oct. 2025	Diffusion of Innovation: Definition of innovation, product characteristics influencing diffusion, resistance to innovation, adoption process Consumer Involvement: Role of Consumer Involvement; Customer Satisfaction; Consumer behavior- interdisciplinary approach	Lecture Method, Discussion Method & Mid Semester Tests
5	1 st Nov. 2025	13 th Nov. 2025	Researching Consumer Behavior: Online Customer Behavior; Diversity of Consumer Behavior; Role of Consumer Behavior in Marketing Strategy;	Lecture Method, Discussion Method & Revision

Name of the Teacher/s: Dr. Amandeep Kaur

Department: Commerce

Class: BBA III (Semester 5)

Subject: Sales and Logistic Management (BBA 306)

S.N o.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken*
	From	To		
1.	14 th July'25	31 st July'25	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.	Lecture Method
2.	1 st Aug'25	31 st Aug'25	Sales forecasting Methods, Sales Budget - Importance, Process of Sales Budget, Uses of sales budget, 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
3.	1 st Sept'25	30 th Sept'25	Introduction to Logistic Management- concept, Transportations, Inventory, Warehousing, Managing logistics. Concepts and importance of a Supply Chain (SC), Key issues of Supply Chain Management.	Lecture Method
4.	1 st Oct'25	31 st Oct'25	Competitive and SC strategies, achieving strategic fit, Strategic Alliances, 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
5.	1 st Nov'25	13 th Nov'25	Use of best practices and Information Technology (IT) in Supply Chain Management	Lecture Method

Name of the Teacher/s: Dr. Manpreet Kaur

Department: Commerce

Class: BBA III (Semester 5)

Subject: Financial Statement Analysis (BBA 307)

S. No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken*
	From	To		
1.	14th July,2025	31st July,2025	Comparative statements- Meaning and Preparation of Income Statement and Balance Sheet; Common Size statements – Meaning; Trend Analysis;	Lecture Method
2.	1st August,2025	31st August,2025	Value Added statement – Meaning and Preparation of Value-Added Statement; Introduction to concept of Extensible Business Reporting Language (XBRL). 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, Online sources and analysis of published financial reports.
3.	1st September,2025	30th September,2025	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
4.	1st October,2025	31st October,2025	Understanding the contents of annual report on corporate governance with reference to Board of directors, Audit committee,	Lecture Method
5.	1st November,2025	13th November,2025	Disclosure and Compliance for corporate Governance and Corporate Social Responsibility.	Lecture Method

Name of Teacher: Ms. Kavya Khera

Department: Commerce

Class: BBA-3rd Year (Semester-5)

Subject: Investment Management (BBA 308)

Sr. No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1	14th July, 2025	15th Aug, 2025	Investment- Meaning, nature, objectives and process. Avenues of investment, Difference between Investment and gambling, Difference between Investment and speculation. Meaning of security analysis	Lectures, Power Point Presentations, Group Discussion
2	16 th Aug, 2025	11 th September 2025	Fundamental analysis- Economy, Industry and Company analysis, Technical analysis- Meaning, tools, Market indicators, Price Indicators	Lectures, Power Point Presentations, Group Discussion
3	12 th September, 2025	6 th October, 2025	Concept of portfolios management and Markowitz model. Overview of Capital market line and Security market line	Lectures, Power Point Presentations, Group Discussion
4	7 th October, 2025	13th November 2025	Capital asset pricing model Arbitrage pricing theory, Models for portfolio performance evaluation- Sharpe, Treynor and Jenson models	Lectures, Power Point Presentations, Group Discussion

