Mehr Chand Mahajan DAV College for Women, Sector – 36A, Chandigarh
Monthly Teaching Plan (Odd Semester)
Session – (2026-2027)

Name of the Teacher: Ms.Pahuljot Kaur Sidhu/Ms. Amanjot Kaur
Department: Post Graduate Department of Commerce
Class: B. Voc. (Sem-3)
Subject: BRM 301, Core Discipline- Customer Relationship Management

S.No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken*
	From	To		
1.	18th July, 2026	31st July, 2026	Customer Relationship Management, Overview and evolution of the concept, CRM strategy, importance of customer divisibility in CRM; CRM in India.	Lecture Method, Group Discussion, Notes
2.	1st Aug, 2026	31st Aug, 2026	CRM and Relationship marketing. Overview of Relationship marketing, Types of relationship marketing, customer life cycle; Changing Nature of Marketing and Customer Service, Changing Social Trends, Lesser Government Controls Rising Income Levels, Threats from New Forms, Empowered Customer, Increased Demand, Easy Access to Information.	Lecture Method, Group Discussion, Notes
3.	1st Sep, 2026	30th Sep, 2026	Emerging Trends in Marketing, Shorter Product Life Cycles, Enhancing Value of Products and Services, Customer Satisfaction, CRM and Customer Satisfaction, Delighting the Customer, Measuring Relationship at Risk Effects on Customer Loyalty; The Customer Lifecycle.	Lecture Method, Group Discussion, PPTs
4.	1st Oct, 2026	31st Oct, 2026	Role of CRM in Pre-purchase Stage, Role of CRM in Purchase Stage, Role of CRM in Usage Stage - Role of CRM In Re-purchase Stage, Role of CRM in Winning Back Lost Customers; Establishing Customer Relationship on the Internet, Technology Issues in CRM Implementation.	Lecture Method, Group Discussion, PPTs
5.	1st Nov, 2026	13th Nov, 2026	Revision	Discussion

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Monthly Teaching Plan (Odd Semester)
Session – (2026-2027)

Name of the Teachers: Ms. Vinayaka Sharma
Department: Commerce
Class: B.Voc II Semester: III
Subject: Human Resource Management (BRM 302)

S. No	DATE (Monthly)		Topics to be Covered	Academic Activity Undertaken
	FROM	TO		
1	18th Jul 2026	31st Jul 2026	Human Resource Management: Introduction, Meaning and Definitions, Brief History, Nature, Functions, Importance and Limitations of HRM. Challenges faced by Modern HR Managers.	Lecture method, discussion method.
2	1st Aug 2026	31st Aug 2026	Human Resource Planning: Introduction, Definitions, Features, Need for HR Planning, Objectives, Process, Factors affecting HR Planning, Types, Benefits, Problems in HR planning and Suggestions for Making HR Planning Effective, Succession Planning. Job Analysis and Job Design: Introduction, Objectives, Benefits, Process, Techniques and Problems in Job Analysis. Job Design-Meaning, Objectives and Techniques of Job Design.	Lecture method, discussion method, assignments, case studies, quiz.
3	1st Sep 2026	30th Sep 2026	Recruitment and Selection: Meaning and Definitions, Importance and Purpose, Process, Factors Affecting Recruitment, Sources of Recruitment, Methods, Constraints and Challenges of Recruitment. Recent Trends in Recruitment. Selection: Meaning and Definition, Selection Process and Methods. Placement and Induction: Meaning and Problems in Placement. Induction: Meaning, Objectives, Contents, Elements, Procedure and Problems in Induction.	Lecture method, discussion method, case studies. Quiz, Revision assignments.
4	1st Oct 2026	31st Oct 2026	Training and Development: Concepts, Importance, Identification of Training Needs. Types of Training: On the Job and Off the Job Methods of Training. Designing and Evaluation of Training Programmes. Meaning of Development, Difference between Training and Development.	Lecture method, discussion method, assignments, case studies, Mid Semester Tests.
5	1st Nov 2026	17th Nov 2026	Performance Appraisal: Concept, Objectives, Methods of Performance Appraisal; How to Make it Effective. HR Information System – Meaning, Need, Objectives, Process, Designing of HRIS, Computerized HRIS.	Lecture method, discussion method, revision.

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Session – (2026-2027)

Name of the Teacher :Ms. Pahuljot Kaur Sidhu
Department: Post Graduate Department of Commerce
Class: B. Voc. (Sem-3)
Subject: Management Information System
Course Code BRM 303, Core Discipline

S.No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken*
	From	To		
1.	18th July, 2026	31st July, 2026	Concept of Management Information System: Concepts of Information System and Management information systems Information System design and development- Implementation testing and conversion. Evolution and element of MIS – Definition – Characteristics and basic requirements of MIS – Structure of MIS- Approaches to MIS development.	Lecture Method,Group Discussion, Notes
2.	1st Aug, 2026	31st Aug, 2026	Computerized MIS- Pre- requisites of an effective MIS- Limitations MIS and Decision support System (DSS): MIS Vs data processing – MIS and decision support system – MIS and information resource management – MIS and Operations Research- Executive information and decision support systems – Artificial intelligence and expert system – MIS in Indian organizations – Recent developments in information technology	Lecture Method, Group Discussion, Notes
3.	1st Sep, 2026	30th Sep, 2026	Computers and Communication: Information technology and Global integration –On-line information services – Electronic bulletin board systems – The internet, electronic mail, interactive video – Communication Channels – Communication networks – Local area networks – Wide area networks – Video conferencing- Relevance to MIS Enterprise resource planning systems (ERP Systems) – Interorganizational information systems – Value added networks – Networking.	Lecture Method, Group Discussion, PPTs
4.	1st Oct, 2065	31st Oct, 2026	Functional Information systems: MIS for Research Production - MIS for Marketing - MIS for Personnel - MIS for Finance - MIS for Inventory- MIS for Logistics- MIS for Product Development- MIS for Market Development.	Lecture Method, Group Discussion, PPTs
5.	1st Nov, 2026	13th Nov, 2026	Revision	Discussion

Mehr Chand Mahajan DAV College for Women, Sector – 36A, Chandigarh
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Name of the Teacher: Dr. Ritu Rani & Dr.Amandeep Kaur

Department: Post Graduate Department of Commerce

Class: B.VOC II (Retail Management)

Subject: Project Management (B.Voc. SEC 309)

S.No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken*
	From	To		
1.	18.07.2026	31.07.2026	Concept of Project: Meaning, Characteristics, Classification of Projects, Project Life Cycle and its Phases. Project Manager: Roles and Responsibilities, Project Management as a Profession.	Lecture Method, Online sources, Case studies
2	01.08.2026	31.08.2026	Generating and Screening Ideas – Steps, Monitoring the Environment, Scouting for Project Ideas, Preliminary Screening, Project Rating Index. Feasibility Studies – Technical, Financial, Economic, Social, Legal and Managerial.	Lecture Method, Online sources
3	01.09.2026	30.09.2026	Project Appraisal Techniques: Objectives, Types and Methods. Project Risks: Meaning, Types, Measurement of Risk, Decision Tree Analysis (Basic Concepts only).	Lecture Method, Online sources
4	01.10.2026	31.10.2026	Project Evaluation – Meaning, Evaluation v/s Appraisal, Objectives, Types of Evaluation, Techniques. Project Organization and Control – Project Network Analysis (Basic concepts of PERT, CPM, Cost and Time Over Run).	Lecture Method, Online Sources
5	1.11.2026	17.11.2026	Project Reporting: Meaning, Purpose, Process, Requirements of a Good Report, Methods, Principles of Good Reporting System.	Lecture Method, Online Sources

Mehr Chand Mahajan DAV College for Women, Sector – 36A, Chandigarh
Monthly Teaching Plan (Odd Semester)
Session – 2026 -2027

Name of the Teachers: Ms. Meenu Dua

Department: Commerce

Class: BVoC II Semester: III

Subject: Entrepreneurship Development (MDSC 301)

S. No	DATE (Monthly)		Topics to be Covered	Academic Activity Undertaken
	FROM	TO		
1	18th July 2026	31st July 2026	Meaning, Features and Significance of Entrepreneurship Identifying, Developing and Evaluating an Idea or an Opportunity for Feasibility, Risks and Rewards Assessment of required people, other resources, and support required; Understanding Regulatory Framework	Lecture method, discussion method.
2	1st Aug 2026	31st Aug 2026	Creation of a sound Project Proposal / Business Plan. Choice of the Business/ Ownership Structure: Sole Proprietorship, Partnership, Company Start Ups – Meaning, Choice of the Strategy for contemporary Start ups: Intellectual Property, Architectural, Value chain, Disruption; Start Up India Initiative – Features, Department for Promotion of Industry and Trade (DPIIT) Pitching the Proposal/ Plan to potential investors and other stakeholders	Lecture method, discussion method, assignments, case studies, quiz.
3	1st Sep 2026	30th Sep 2026	Registration of Business, including Environmental Clearances Creation of Teams Building of Brand and Marketing	Lecture method, discussion method, case studies. Quiz, Revision assignments.
4	1st Oct 2026	31st Oct 2026	GST and other Relevant Business Taxes Export related regulations E Commerce – Rules and Procedures Insurance of Business Cyber Security of Business Social Entrepreneurship: Meaning and Relevance	Lecture method, discussion method, assignments, case studies, Mid Semester Tests.
5	1st Nov 2026	17th Nov 2026	Business Model for Social Entrepreneurship Measuring Social Impact of Social Entrepreneurial Venture Problems and Challenges of Social Entrepreneurship	Lecture method, discussion method, revision.

Mehr Chand Mahajan DAV College for Women, Sector – 36A, Chandigarh
Monthly Teaching Plan (Odd Semester)
Session – 2026 -2027

Name of the Teachers: Ms. Meenu Dua

Department: Commerce

Class: B.Voc II Semester: III

Subject: Business Ethics (VAC 301)

S. No	DATE (Monthly)		Topics to be Covered	Academic Activity Undertaken
	FROM	TO		
1	18th July 2026	31st Jul 2026	Business Ethics: Meaning and Concept, Principles of Business Ethics, Characteristics of Ethical Organisations,	Lecture method, discussion method.
2	1st Aug 2026	31st Aug 2026	Theories of Business Ethics. Globalization and Business Ethics, Stakeholder's Protection, Corporate Governance and Business Ethics. Ethical Issues in Indian Business.	Lecture method, discussion method, assignments, case studies, quiz.
3	1st Sep 2026	30th Sep 2026	Professional Values: Objectives, Morals, Values, Ethics, Integrity, Work ethics, Service learning, Virtues, Respect for others, living peacefully, Caring, Sharing, Honesty, Courage, Valuing time, Cooperation, Commitment, Empathy, Self-confidence, Challenges in the work place, Spirituality.	Lecture method, discussion method, case studies. Quiz, Revision assignments.
4	1st Oct 2026	31st Oct 2026	Corporate Social Responsibility: Social Responsibility of business with respect to different stakeholders,	Lecture method, discussion method, assignments, case studies, Mid Semester Tests.
5	1st Nov 2026	17th Nov 2026	Arguments for and against social responsibility of business, Social Audit, Corporate Social Responsibility and Corporate Governance.	Lecture method, discussion method, revision.