

Lesson Plan for the Semester Starting from 16th January 2023

Name of the subject: Marketing Management

Subject Code: BBA (II) N 201

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Harish Verma T.P.O

Department: TDCC

Class Time: 1Hr.

Class	Date of Class taken	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation if any
1		Introduction to Marketing&Marketing Environment&Analyzing needs and trends, types of environment	Lecture and Discussion		NA
2		Basic Terms, Definitions&Marketing Research and its Process	Lecture and Discussion		NA
3		Scope, Importance of Marketing	Lecture and Discussion		NA
4		Objectives and Difference between Marketing and selling	Lecture and Discussion		NA
5		Functions of Marketing&Core Concepts/ Philosophies	Lecture and Discussion		NA
6		Market Segmentation Functions, Bases of market segmentation	Lecture and Discussion		NA
7		Segmentation of consumer goods, industrial goods and services	Lecture and Discussion		NA
8		Market targeting and positioning strategies	Lecture and Discussion		NA
9		Marketing Mix: its significance in the competitive environment&	Lecture and Discussion		NA
10		Product Life Cycle	Lecture and Discussion		NA
11		Managing the product in Product Life Cycle	Lecture and Discussion		NA
12		New Product Development: Meaning	Lecture and Discussion		NA

		and Intro, Development Process- Stages			
13		Branding- Concept, Types&Market Segmentation	Lecture and Discussion		NA
14		Product Launching Strategies	Lecture and Discussion		NA
15		Packaging: purpose, types and new trends in packaging	Lecture and Discussion		NA
16		Pricing Decision and Strategies: Introduction	Lecture and Discussion		NA
17		Pricing Methods/ Techniques- I	Lecture and Discussion		NA
18		Channels types and functions, Channel Dynamics&Pricing Methods/ Techniques- II	Lecture and Discussion	TEST AND ASSIGNMENT	NA
19		Evaluating Channel Alternatives; Developing Channel Members	Lecture and Discussion		NA
20		Retailing, Wholesaling and Market Logistics	Lecture and Discussion		NA
21		Web Marketing&	Lecture and Discussion		NA
22		Sales Promotion	Lecture and Discussion	TEST AND ASSIGNMENT	NA
23		Advertising	Lecture and Discussion		NA
24		Public Relations	Lecture and Discussion		NA
25		Personal Selling	Lecture and Discussion		NA
26		Market Research: process	Lecture and Discussion		NA
27		Market evaluation and controls	Lecture and Discussion		NA
28		Control: types, processes, obstacles to	Lecture and Discussion	TEST AND ASSIGNMENT	NA
29		Demand forecasting and	Lecture and Discussion		NA
30		Marketing Audit	Lecture and Discussion		NA
31		Marketing Ethics	Lecture and Discussion	TEST AND ASSIGNMENT	NA
32		marketing control	Lecture and Discussion		NA
33		Sales Force Decisions	Lecture and Discussion		NA

34		trends in packaging	Lecture and Discussion		NA
35		Product and Product Line; Product Mix	Lecture and Discussion		NA
36		demand measurement	Lecture and Discussion	TEST AND ASSIGNMENT	NA
37		REVISION	Lecture and Discussion		NA

Lesson Plan for the Semester Starting w.e.f. 16TH JANUARY 2023

Research Methodology - BBA (II) 2nd sem (Sec A)

Paper Code : BBA-II-N-202

Name of the Institute: DAV INSTITUTE OF MANAGEMENT, FARIDABAD

Name of the teacher with designation: Ms. Meenakshi

Class time: 1 Hr.

Month	Class	Date of class taken	Topic	Academic Activity	Test / Assignment	Deviation (If any)
JANUARY 2023	1		UNIT-1: Introduction of HRM	Class Teaching & E- content		
	2		Foundation of HRM, Concept of HRM and HRD;	Class Teaching & E- content		
	3		Managing The HR Function;	Class Teaching & E- content		
	4		Role of HR Practitioner;	Class Teaching & E- content		
	5		Contribution of HR	Class Teaching & E- content		
	6		Function to Organizational Success;	Videos /Case Study		
	7		Evaluating HR Functions	Class Teaching & E- content	Assignment of Unit I	
	8		UNIT-2 HR Policies	Class Teaching & E- content		
	9		Role and Competence Analysis	Class Teaching & E- content		

	10		Competence Analysis	Class Teaching & E- content		
	11		Redundancy	Class Teaching & E- content		
FEBURARY 2023	12		Recruitment	Class Teaching & E- content		
	13		Selection	Class Teaching & E- content		
	14		Human Resource Planning	Class Teaching & E- content		
	15		Job Introduction	Class Teaching & E- content		
	16		Outplacement and Dismissal	Class Teaching & E- content		
	17		Welfare Activities	Class Teaching & E- content		
	18		Employee Health and Safety			
	19		Fatigue and Welfare Activities	Class Teaching & E- content		
	20		HR Policies Maintenance	Class Teaching & E- content		
	21		UNIT-3 Human Resource Development	Class Teaching & E- content		
MARCH 2023	22		Learning and Development	Class Teaching & E- content		
	23		Personal Development	Class Teaching & E- content		
	24		Planning	Class Teaching & E- content	Assignment of Unit II	
	25		Training	Class Teaching & E- content		
	26		Management Development	Class Teaching & E- content		
	27		Career Management	Class Teaching & E- content		
	28		HR Approaches to Improving Competencies	Class Teaching & E- content		
	29		Pay Structure; Incentive Payments	Class Teaching & E- content		
	30		Employee Compensation-	Class Teaching & E- content		

	31		Aims, Components,	Class Teaching & E- content		
	32		Factor Influencing Employee Compensation	Class Teaching & E- content		
APRIL 2023	33		Employee Benefits and Services	Class Teaching & E- content	Assignment of Unit III	
	34		Performance Appraisal	Class Teaching & E- content		
	38		Internal Equity, External Equity and Individual Worth	Class Teaching & E- content	Assignment of Unit IV	
	39		Balance Score Card	Class Teaching & E- content		
	40		360 Degree Feedback	Class Teaching & E- content		
	41		REVISION OF ALL UNITS	Class Teaching & E- content		

Lesson Plan for the Semester Starting w.e.f. 16TH JANUARY 2023

Research Methodology - BBA (II) 2nd sem (Sec B)

Paper Code : BBA-II-N-202

Name of the Institute: DAV INSTITUTE OF MANAGEMENT, FARIDABAD

Name of the teacher with designation: Ms. Sneha Tanwar

Class time: 1 Hr.

Month	Classes	Date of class taken	Topic	Academic Activity	Test / Assignment	Deviation (If any)
JANUARY 2023	1		UNIT-1: Introduction of HRM	Class Teaching & E- content		
	2		Foundation of HRM, Concept of HRM and HRD;	Class Teaching & E- content		
	3		Role of HR Practitioner;	Class Teaching & E- content		
	4		Managing The HR Function;	Class Teaching & E- content		
	5		Contribution of HR	Class Teaching & E- content		

	6		Function to Organizational Success;	Videos /Case Study		
	7		Evaluating HR Functions	Class Teaching & E- content	Assignment of Unit I	
	8			Class Teaching & E- content		
	9			Class Teaching & E- content		
	10			Class Teaching & E- content		
	11			Class Teaching & E- content		
FEBURARY 2023	12		UNIT-2 HR Policies	Class Teaching & E- content		
	13		Role and Competence Analysis	Class Teaching & E- content		
	14		Competence Analysis	Class Teaching & E- content		
	15		Redundancy	Class Teaching & E- content		
	16		Recruitment	Class Teaching & E- content		
	17		Selection	Class Teaching & E- content		
	18		Human Resource Planning			
	19		Job Introduction	Class Teaching & E- content		
	20		Outplacement and Dismissal	Class Teaching & E- content		
	21		Welfare Activities	Class Teaching & E- content		
MARCH 2023	22		Employee Health and Safety	Class Teaching & E- content		
	23		Fatigue and Welfare Activities	Class Teaching & E- content		
	24		HR Policies Maintenance	Class Teaching & E- content	Assignment of Unit II	
	25		UNIT-3 Human Resource Development	Class Teaching & E- content		

	26		Learning and Development	Class Teaching & E- content		
	27		Personal Development	Class Teaching & E- content		
	28		Planning	Class Teaching & E- content		
	29		Training	Class Teaching & E- content		
	30		Management Development	Class Teaching & E- content		
	31		Career Management	Class Teaching & E- content		
	32		HR Approaches to Improving Competencies	Class Teaching & E- content		
APRIL 2023	33		Pay Structure; Incentive Payments	Class Teaching & E- content	Assignment of Unit III	
	34		Employee Compensation- Aims, Components,	Class Teaching & E- content		
	38		Factor Influencing Employee Compensation	Class Teaching & E- content	Assignment of Unit IV	
	39		Employee Benefits and Services	Class Teaching & E- content		
	40		Performance Appraisal	Class Teaching & E- content		
	41		Internal Equity, External Equity and Individual Worth	Class Teaching & E- content		
	42		360 Degree Feedback	Class Teaching & E- content		
	43		Balance Score Card	Class Teaching & E- content		
	44		REVISION OF ALL UNITS	DOUBT SESSION		

Lesson Plan for the Semester Starting: 16th Jan 2023

Name of the subject: Business Statistics

Subject Code: BBA II 203

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Archana Mittal, Assistant Professor

Department: BBA-BE

Class Time: 1Hr.

Month	Class	Date of Class taken	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation if any
Jan	1		Unit-1 Definition; functions of statistics			
	2		Advantages, misuses and limitations of Statistics			
	3		Arithmetic Mean			
	4		Arithmetic Mean			
	5		Median			
	6		Median			
	7		Mode			
	8		Mode			
	9		Geometric Mean and Harmonic Mean			
	10		Geometric Mean and Harmonic Mean			
Feb	1		Range			
	2		Quartile deviation			
	3		mean deviation			
	4		standard deviation			
	5		Skewness, Kurtosis			
	6		UNIT 2 Introduction of Correlation, Rank Correlation			
	7		Karl Pearson's Coefficient of correlation			
	8		Karl Pearson's Coefficient of correlation			
	9		Karl Pearson's Coefficient of correlation			
	10		Regression, regression lines			
	11		regression lines			
	12		regression lines			
	13		regression lines			

	14		Difference between Correlation and regression			
	15		Association of attributes (up to three attributes)			
	16		UNIT 3 Introduction and meaning of Index No.			
	17		uses and types of index numbers			
	18		types of index numbers			
March	1		Problems in constructing Index Numbers			
	2		Time series analysis: - meaning and significance,			
	3		concept and components of time series			
	4		concept and components of time series			
	5		trend measurement			
	6		moving average methods			
	7		least square method			
	8		UNIT 4 Probability theory – concept and approaches			
	9		Probability rules – addition and multiplication theorem			
	10		Probability rules – addition and multiplication theorem			
April	1		Binomial, Poisson and Normal Distribution and their applications			
	2		Binomial, Poisson and Normal Distribution and their applications			
	3		Binomial, Poisson and Normal			

			Distribution and their applications			
	4		Binomial, Poisson and Normal Distribution and their applications			
	5		Sampling – Purpose and Methods of Sampling			
	6		Paper Discussion			
	7		Paper Discussion			
	8		Revision			
	9		Revision			
	10		Revision			
	11		Revision			
	12		Revision			

Lesson Plan for the Semester Starting: 16/01/2023

Name of the subject: Internet & Intranet

Subject Code: BBA-II-N-204

Name of the teacher with designation: Dr. Geetika Khurana

Department: BBAII 2nd Sem

Class Time: 1Hr.

Class	Date of Class taken	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation if any
1		Introduction to Internet, Working of Internet	Lecture & Discussion		
2		Internet & Extranets	Lecture & Discussion		
3		Client Server Environment	Lecture & Discussion		
4		Inter organizational Networks	Lecture & Discussion	Assignment No:1	
5		Basic Functions, Services of Internet	Lecture & Discussion		
6		WWW, FTP, Telnet, Gopher	Lecture & Discussion		

7		IP Addresses, URL & Domain Name	Lecture & Discussion		
8		Web Browsers, Internet Protocols	Lecture & Discussion	Assignment No:2	
9		Web browsing, Searching	Lecture & Discussion		
10		Downloading & Uploading from Internet	Lecture & Discussion		
11		Applications of Information Technology	Lecture & Discussion		
12		Concept of Internet, Business use of Internet	Lecture & Discussion	Assignment No:3	
13		ISP, Setting windows environment for dial up networks	Lecture & Discussion		
14		Dialing of Networks, Search Engine concepts, Audio on Internet	Lecture & Discussion		
15		Electronic Communication Tools-E-Mail, Internet Phone and Fax	Lecture & Discussion		
16		Web Publishing, E-Commerce,	Lecture & Discussion		
17		Interactive Marketing	Lecture & Discussion		
18		Web designing using HTML	Lecture & Discussion		
19		Introduction to Intranet	Lecture & Discussion		
20		applications of Intranet	Lecture & Discussion		
21		Business values of Intranet	Lecture & Discussion		
22		Office automation System	Lecture & Discussion		

23		Intra business applications: Online force automation	Lecture & Discussion		
24		Online customer service and support	Lecture & Discussion	Assignment No:4	
25		Virtual Organization	Lecture & Discussion		
26		Logistics Management	Lecture & Discussion		
27		Distribution and Payment Channel	Lecture & Discussion		
28		Corporate digital library network centric computing	Lecture & Discussion		
29		EDI implementation and standards	Lecture & Discussion		
30		logistics Management	Lecture & Discussion	Assignment No:5	
31		Business applications, Role of Extranet & Examples	Lecture & Discussion		
32		Enterprise collaboration System -teams, workgroups & Collaboration	Lecture & Discussion		
33		Groupware for enterprise collaboration	Lecture & Discussion		
34		Management Information System	Lecture & Discussion		
35		Decision Support System	Lecture & Discussion		
36		PRACTICAL WORK OF HTML	Lecture & Discussion		
37		PRACTICAL WORK OF HTML	Lecture & Discussion	Assignment No:6	
38		PRACTICAL WORK OF HTML	Lecture & Discussion		

39		PRACTICAL WORK OF HTML	Lecture & Discussion		
40		PRACTICAL WORK OF HTML	Lecture & Discussion		
41		PRACTICAL WORK OF HTML	Lecture & Discussion		
42		PRACTICAL WORK OF HTML	Lecture & Discussion		
43		REVISION	Lecture & Discussion		
44		REVISION	Lecture & Discussion		
45		REVISION	Lecture & Discussion		

Lesson Plan for 2nd semester starting w.e.f 16th January,2023

Subject Name: Financial Management

Subject Code: BBA-II-N-205

Name of Institute: D. A. V Institute of Management

Name of teacher with designation: Ca Alka Narula, Assistant Professor

Department: BBA (Industry Integrated)

Class	Date of class taken	Topic/ Chapter covered	Academic activity	Test/ Assignment	Deviation if any
1		Nature Of Financial Management: Introduction		Assignment-meaning, objective & Scope	
2		Finance Functions, Goals of Financial Management		Assignment-Time Value of Money	
3		Risk and Return Trade Off			
4		Time Value of Money, Reasons For Time Value of Money			

5		Future Value of Single Amount			
6		Future Value of An Annuity, Present Value of a Single Amount			
7		Present Value of an Annuity, Multi Period Compounding.			
8		Unit-1 Revision			
9		Basics of Capital Budgeting			
10		Nature of Investment Decisions; Importance of Investment Decisions			
11		Capital Budgeting Techniques – NPV			
12		IRR,			
13		Payback		Assignment – Capital Budgeting: Meaning, Importance & Techniques	
14		Accounting Rate of Return			
15		Cost of Capital: Meaning and Significance of the Cost Capital			
16		the concept of explicit cost and opportunity cost			
17		Component Cost of Capital			
18		Debt,			
19		Preference Capital			
20		Equity			
21		Retained Earnings		Assignment- Cost of Capital: Meaning, Determinants	

				& components	
22		Weighted Average Cost of Capital			
23		marginal cost of capital			
24		Unit-2 Revision			
25		Unit-2 Revision			
26		Capital Structure: Meaning of Capital Structure			
27		Factors Influencing Capital Structure			
28		Theories of Capital Structure: - NI			
29		NOI			
30		Traditional Approaches			
31		Leverages - Meaning and Types		Assignment – Capital Structure: Meaning, Factors & Theories	
32		Operating Leverage			
33		Financial Leverages			
34		Combined Leverage		Assignment – Leverage: Meaning & Types	
35		EBIT – EPS Analysis Concept of Combined Leverage			
36		Unit-3 Revision			
37		Unit-3 Revision			
38		Concepts of Working Capital			
39		Need for Working Capital, Determinants of Working Capital			
40		Computation of Working Capital			
41		Component of Working Capital			

		Management: Cash Management			
42		Cash Management		Assignment – Inventory Mgt.	
43		Receivables Management			
44		Inventory Management			
45		Dividend Policy Decisions - Introduction		Assignment- Dividend Policy	
46		Aspects of Individual Policy, Forms of Dividends			
47		Dividend models: Walter's			
48		Gordon's			
49		M-M models			
50		Unit- 4 Revision			

Lesson Plan for Semester Starting w.e.f 16th Jan, 2023

Name of the Subject- Business Communication, 2nd Sem

Subject Code-BBA-II-N-206

Name of Institute: D. A. V Institute of Management

Name of Teacher: CMA Bhawna Thakur, Assistant Professor

Department: BBA II

Class time: 1 hr.

S. No.	Date of class taken	Topic / Chapter covered	Academic activity	Test/ Assignment	Deviation, if any
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1	Objective and scope of business communication	Lecture		
2	Classification of Communication, Purpose of Communication	Lecture		
3	Basic communication process, Principles of communication	Lecture		
4	Importance of effective communication in Management	Lecture		
5	Types of communication, Communication Structure in Organization	Lecture		
6	Barriers and Gateway of Communication	Lecture		
7	7 C's of Communication	Lecture		
8	Impact of Cross Cultural Communication	Lecture	Revision	
9	Revision of Unit 1	Test		
10	Employment Communication, Types of business letter	Discussion	Test	
11	Writing CVs and Application letter	Lecture		
12	Group Discussion, Interview, Types of Interview	Lecture		
13	Interviewers Prepration, Candidates Prepration	Lecture		
14	Impact of Technological Advancement on business Communication	Lecture		
15	Communication Network, Internet, Intranet, Teleconferencing, Videoconferencing	Lecture		
16	Oral Communication: Principles of Successful Oral Communication	Lecture		
17	Two sides of effective Communication, Effective listening,	Lecture		
18	Non Verbal Communication, Body language, Paralanguage	Lecture		
19	Unit 2 Revision	Test		
20	Written Communication: Purpose, Pros and Cons of Written Communication	Lecture		

21		Clarity in writing, Principles of Effective Writing, Writing Technique	Lecture	Assignment	
22		Business Letter and Types of Business Letter	Lecture Group Discussion		
23		Layout of Business Letter	Lecture		
24		Reports: Definition and Purpose, Types of Business Report	Lecture		
25		Reports Writing	Lecture		
26		Revision of Unit 3	Lecture		
27		Group Communication: Meetings, Planning of Meetings	Lecture		
28		Notice drafting, Agenda, Minutes of Meeting	Lecture		
29		Writing Memorandum, Press Release, Press Conference	Lecture		
30		Business Etiquettes-Netiquettes, Telephonic/Table Etiquettes	Lecture		
31		Presentation Skills	Lecture		
32		Elements of Presentation, Designing a Presentation	Lecture		
33		Advanced visual Support for Business Presentation	Lecture		
34		Types of Visual Aid, Appearance and Posture	Lecture		
35		Practicing Delivery of Presentation	Lecture		
36		Corporate Communication: Definition, Scope, Importance/Components	Lecture		
37		Professional Communicator Responsibilities	Lecture		
38		Corporate Communication and Public Relations	Lecture		
39		Role of Social Media in Communication	Lecture		
40		Revision of Unit 3	Test		
41		Revision of Unit 4	Test		

42	Complete Revision	Test	
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Lesson Plan for the Semester Starting:21st Jan 2022

Name of the subject: Organisational Behaviour

Subject Code: BBA II N 401

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Dr.Nidhi Turan, Assistant Prof.

Department: BBA (BE)

Class Time: 1Hr.

Month	Class	Date of Class taken	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation if any
Jan	1		Organization Behavior: Concept			
	2		Foundations of Organization Behavior			
Feb	3		Theoretical frameworks for OB			
	4		Nature, Functions & Objectives of OB			
	5		Contemporary Challenges to OB in 21st Century			
	5		Group Dynamics: Types of Groups, Reason for the Formation of Group			
March	5		Group Cohesiveness, Group Conflicts, Team Building			
	6		Individual Differences: Causes of Individual Differences			
	7		Perception: Concept, Nature, Importance, Perceptual selectivity, Managerial implications of Perception			
April	8		Conflict: Meaning, Process of Conflict, Types of Conflicts: - Individual, Group and Organizational Level			

	9		Change: Concept, Resistance to Change, Management of Change, Role of Change Agent			
	10		Stress – Causes, Effects and Coping Strategies			
	11		Power and Politics			
	12		Leadership – Concept, Functions, Features, Importance, Transformational Leadership, Charismatic Leadership			
May	13		Theories : Trait (IOWA), OHIO State Leadership Studies, Path Goal Leadership Theory , McGregor’s Theory X and Theory Y			
	14		Leadership Styles; Roles and Activities of Leadership, Leadership Skills			
	15		Organizational Culture Definition, Characteristics of an organization’s culture, types of culture			
	16		Role of culture, Positive & Negative effects of culture			

Lesson Plan for 4thsemester starting w.e.f21st January 2023

Subject Name: Management & Cost Accounting

Subject Code:BBA-II-N-402

Class Duration: 1.5 hrs

Name of Institute: DAV Institute of Management

Name of teacher with designation: Ca Alka Narula, Assistant Professor

Class	Date of class taken	Topic/ Chapter covered	Academic activity	Test/ Assignment	Deviation if any
1		Cost Accounting Concepts: Cost Accountancy - Cost Accounting, Cost Accounting and Financial			

		Accounting, Cost Accounting and Management Accounting,			
2		Cost - Different types of Cost. Costing, Historical Costing, Standard Costing, Marginal Costing, Direct Costing, Absorption Costing, Direct Cost, Indirect Cost, Cost Classification			
3		Method of Calculating Unit Cost of Production.			
4		Standard costing: Standard Cost, Standard Costing, Variance, Standard hour, Standard Cost and Estimated Cost, Limitation of Historical Costing			
5		Variance Analysis : Classification and Computation of Variance, Cost Variance, Material Variance, Labor Variance, Sales Variance			
6		Management Accounting: Meaning, Nature and Scope, Significance and Limitations, Distinction with Financial Accounting, Distinction with Cost Accounting			
7		Analysis of Financial Statements - Ratio Analysis, Meaning, Types and their uses.			
8		Practical Ques			
9		Marginal Costing - Marginal Cost, Marginal Costing, Variable Cost, Fixed Cost, Break Even Point,			

		Contribution, Key factor, Basic Marginal Cost Equation			
10		Profit-Volume Ratio; Improvement of P/V ratio, Margin of Safety, Angle of Incidence, Main features of Marginal Costing, Absorption vs. Marginal Costing, Limitation of Marginal Costing, Determination of Marginal Cost			
11		Break Even Point, Make or Buy Decision, Optimizing Product Mix, Alternative Use of Production Activities, .			
12		Evaluation of Performance, Cost-Volume-Profit (C-V-P) Relationship, Graphical Representation of C-V-P Relationship, Assumption of C-V-P Analysis			
13		Budgetary Control - Budget and Forecast, Budgeting, Types of Budgets including Zero Base Budgeting, Flexible Budgeting			
14		Budgetary Control, Requirement of Good Budgeting Control, Advantage and Limitation of Budgetary Control			
15		Funds Flow Statement: Meaning of Funds, Flow of Funds, Fund and Non-Fund Items			
16		Schedule of Working Capital, Funds from Operation, Statement of Sources and Applications.			

17		Cash Flow Statement: Meaning, Non-Cash Transaction, Format,			
18		Cash provided (used) by Operating Activities, Direct Method, Advantages, Limitations, Distinction between Cash Flow and Funds Flow Statements.			
19		Revision			
20		Revision			

Lesson Plan for the Semester Starting : 16/01/2023

Name of the subject: Quatitative Techniques

Subject Code:

Name of the teacher with designation: Dr.Gurjeet Kaur

Department: BBA(II) 4th Sem

Class Time: 1.5 Hrs.

L. No.	Month	Class	Date	Topic	Academic Activity	Test/ Assignment
1	Jan	1		Introduction to Operation Research: evolution, features, methodology, model building and limitations, Linear programming Problem: Introduction, terminology, mathematical model, advantages, assumptions and limitations	Lecture/Discussion	
2		2		Applications of LPP: Product Mix Problem, Diet Problem & Media Selection Problem	Lecture/Discussion	
3		3		Solution of LPP by Graphical Method	Lecture/Discussion	
		4		Assignment Problem: Mathematical Model and Hungarian Method to find Optimum Solution; and Special Cases of Maximisation & Unbalanced problems	Lecture/Discussion	

		5	Assignment Problem: Multiple Optimum Solution; and Travelling Salesman Problem	Lecture/Discussion	
		6		Lecture/Discussion	
		7	Game Theory: pure and mixed strategy games, principle of dominance and two person zero sum game; Algebraic Method	Lecture/Discussion	
		8	Game Theory: Graphical method	Lecture/Discussion	
		9	Practice of Graphical Method	Lecture/Discussion	
		10	Queuing Theory: Concept, Assumptions and Applications and Analysis of Queuing System; M/M/1 Model	Lecture/Discussion	
		11	Simulation	Lecture/Discussion	
		12	Simulation	Lecture/Discussion	
4		13	Transportation Problem: Mathematical Model and finding feasible solution by NWCR, LCM and VAM	Lecture/Discussion	Assignment
5		14	Transportation Problem: Stepping Stone Method to find Optimum solution and Special cases (Unbalanced, Infeasible solution and Maximisation)	Lecture/Discussion	
6		15	Transportation Problem: MODI Method to find Optimum Solution and special cases of Degeneracy and preferred and restricted allocations	Lecture/Discussion	
9		16	Introduction to CPM & PERT, Network Diagram & Types of Errors; and Network Diagram Construction	Lecture/Discussion	
10		17	Practice of Network Diagram and CPM: Calculations of EST, EFT, LST, LFT and Floats	Lecture/Discussion	
11		18	CPM: Time Cost Trade- off	Lecture/Discussion	
12		19	PERT and Probability Considerations in PERT	Lecture/Discussion	
13		20	PERT and Probability Considerations in PERT	Lecture/Discussion	Assignment
14		21	Replacement models: Introduction, types of failures. Replacement for items whose	Lecture/Discussion	

				efficiency deteriorates with time and that fail completely; and Examples of Replacement Problem		
19		22		Simplex Method to solve LPP	Lecture/Discussion	
20		23		Simplex Method to solve LPP : Minimisation and mixed constraint	Lecture/Discussion	
21	Feb	24		Simplex Method: Infeasible Solution, Multiple Optimum Solution, Degeneracy and Unboundedness	Lecture/Discussion	
22		25		Revision Unit 1	Lecture/Discussion	
23		26		Revision Unit 2	Lecture/Discussion	
24		27		Revision Unit 3	Lecture/Discussion	
25		28		Revision Unit 4	Lecture/Discussion	

Lesson Plan for the Semester Starting w.e.f. 21st January 2023

DBMS AND RDBMS- BBA (II) 4th Sem

Paper Code : BBA-II-N-404

Name of the Institute: DAV INSTITUTE OF MANAGEMENT, FARIDABAD

Name of the teacher with designation: Ms. Jyoti Nagpal (Assistant Professor)

Department: BBA

Class time: 1 Hr.

Month	Date of Class taken	Classes	Topic/Chapter Covered	Academic activity	Test/Assignment	Deviation If any
			Unit-1			
		1	Database, Advantages & Disadvantages, Characteristics	Lecture/Discussion		
		2	Instances, Schema, Database Architecture & Classification	Lecture/Discussion		
		3	Data Models	Lecture/Discussion		
		4	Database System Environment & utilities			
		5	Unit-2			

		6	Entity set ,Entity Types			
		7	Attributes,Types Of Attributes			
		8	Relationship,Relationship Types,Roles And Structural Constraints			
		9	Practical example of Management system to bulid an er model,relationship between entitites			
			UNIT 3			
		10	(Unit 3) Relational Model Domain, Attribute, Tuple and Relations domain			
		11	Entity & Referential Entity Integrity, Relational Algebra			
		12	ER and EER to relational mapping, Tuple relational calculus			
		13	Domain Relational calculus, Codd's Rules to convert DBMS to RDBMS			

		14	Introduction to RDBMS Packages			
			Unit 4			
		15	Unit 4 Introduction to Normalization, Anomalies			
		16	First normal Form and Second Normal Form			
		17	BCNF, Functional Dependencies			
		18	Algorithm for relational database schema design Fourth Normal Form			
		20	SQL Commands			
		21	Lab work			
		22	Lab work			
		23	Lab work			
		24	Lab work			
		25	Lab work			

Lesson Plan for the Semester Starting w.e.f. 21st January 2023

Human Rights And Values- BBA (II) 4th Sem

Paper Code : BBA-II-N-405

Name of the Institute: DAV INSTITUTE OF MANAGEMENT, FARIDABAD

Name of the teacher with designation: Ms. NEETU JUNEJA (Assistant Professor)

Department: BBA

Class time: 1 Hr.

Month	Classes	Date of Class taken	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation (If any)
January	1		Concept of Value & Human Value	Lecture & ppts		
	2		Value Education	Lecture & ppts		
February	3		Evolution of Value Oriented Education	Lecture & ppts, Quiz		
	4		Character Formation	Lecture & ppts	Assignment	
	5		National Integration &	Lecture & ppts		

			International Understanding			
March	6		Human Rights, Evolution, Types	Lecture & ppts	Assignment	
	7		Costitutional Provisions	Lecture & ppts		
	8		Costitutional Provisions	Lecture & ppts		
April	9		Costitutional Provisions	Lecture & ppts		
	10		Costitutional Provisions	Lecture & ppts		
	11		Deprivation of human rights	Lecture & ppts		
	12		Disadvantaged groups	Lecture & ppts, Group Discussion	Assignment	
	13		Disadvantaged groups	Lecture & ppts, Group Discussion		
	14		Disadvantaged groups	Lecture & ppts, Group Discussion		
	15		Disadvantaged groups	Discussion	Previous Year University Exam questions discussion	
	16		Nuclear weapons	Lecture & ppts,		
	17		Government System for redressal	Lecture & ppts,		
	18		Government System for redressal	Lecture & ppts,		
	19		Media Advocacy, Human rights and awareness	Lecture & ppts, Discussion	Previous Year University Exam questions discussion	
	20		Violation of Human rights	Lecture & ppts, Discussion	Previous Year University Exam questions discussion	

Lesson Plan for the Semester Starting 21st January 2023

Investment Banking – BBA(II)- 4th Sem

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Dr. Bhawna Sharma (Assistant Professor)

Subject Code: BBA-II-N-406

Department: BBA (Industry Integrated)

Class Time : 1 Hr.

Class	Date of Class taken	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation if any
1		Meaning, Functions and Regulatory Framework of investment Banking			
2		Project Management, Steps in investment decisions			
3		Market and demand Analysis			
4		Technical and financial Analysis			
5		Concept of risk finance –Stages of venture Finance-Investment objectives –Investment Process			
6		Exiting the investment ,Economics of venture capital – private equity investment			
7		Players in Market-Mutual Funds –Types ,study on their holdings: R&D study on Various sectors			

8		Understanding client's requirement –Evaluating different instruments –Impact on capital Structure Recent Innovations-Designing customized instruments-pricing			
9		ADRs, GDRs			
10		Role of mangers and other intermediaries –Mechanism and procedure –Regulation and continuing disclosures			
11		Eligibility Norms of an IPO- Appointment of Intermediaries- offer documents-timing of issue			
12		Book building and listing of Securities			
13		Introduction to the Bond market –Innovative bond structure Bond issue procedures			
14		Listing and clearing ,Credit rating of bonds			

Lesson Plan for 4th semester starting w.e.f 4th Jan, 2023

Subject Name: Industrial Marketing Management

Subject Code: BBA-II-N-408

Name of Institute: D. A. V Institute of Management

Name of teacher with designation: HARISH VERMA, Training and Placement Associates

Department: BBA (Ind. Int.)

Month	class	Date of class taken	Topic/ Chapter covered	Academic activity	Test/ Assignment	Deviation if any
21-Jan-2023	1		Nature of Industrial Marketing: Industrial Marketing vs. Consumer Marketing;			
22-Jan	2		Relational approach to Industrial Marketing- the			

			Nature of Industrial Demand and Industrial Customer.			
28-Jan	3		Accessory Equipment; Raw and Processed Materials; Component Parts and Sub-Assemblies; Operating Supplies; Standardized and Non-standardized parts, Industrial services.			
29-Jan	4		Introduction to different types of Industrial Products: Major Equipment;			
4-Feb	5		Organizational Buying:			
5- Feb	6		BUYGRID MODEL,			
11- Feb	7		phases in purchasing decision process and their marketing implications,			
12-Feb	8		Buying centers, value analysis and vendor analysis.			
18- Feb	9		Factors influencing Organizational Buying: Organizational Buying Decision Process; Environmental and organizational Influences.			
19-Feb	10		Industrial market segmentation: bases for segmenting industrial market-macro and micro variables.			
25-Feb	11		Targeting the industrial product, positioning the industrial product. Industrial product life cycle,			
26-Feb	12		product mix, service component; Industrial Product Decisions,			
18-March	13		Industrial Product Mix determinants viz. technology, competition, operating capacity, shift in location of customers, and government controls			
25- March	14		The distribution channels: component, industrial distributors; formulation of channel strategy, conditions influencing channel structure. Brief introduction to marketing logistics.			

26-Mar	15		REVISION			
1-April	16		Channel structure for industrial products based on geographical, size,			
2-April	17		operating characteristics – manufacturers’ and sales agents, and brokers. Promotion for industrial products: supporting salesman,			
8-April	18		motivating distributors, stimulating primary demand; Sales appeal; Publicity and sponsorships: trade shows, exhibits, catalogs, samples, promotional letters and promotional novelties			

Lesson Plan for the Semester Starting 21st January 2023

Entrepreneurship Development – BBA(II) 6^h Sem

Subject Code: BBA-II-N-601

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Ms. Vandana Jain

Department: BBA (Industry Integrated)

Class Time : 1.5 Hr.

Class	Date of Class taken	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation if any
1		Introduction to Entrepreneurship- Concept, Process and Strategies	Lecture and Discussion		
2		Need and Significance of EDP in Global Context , Factors affecting Entrepreneurial growth	Lecture and Discussion		
3		Theories of EDP	Lecture and Discussion		
4		EDP- Myths and Misconceptions	Lecture and Discussion		
5		Qualities and role demanded of an entrepreneur , Entrepreneur vs. Professional Manager	Lecture and Discussion		
6		Govt. Programmes and Policies , Incentives and Institutional Networking	Lecture and Discussion		
7		Steps of Setting New Enterprise	Lecture and Discussion		
8		Scanning Business Environment	Lecture and Discussion		
9		Sensing Business Opportunity & Identifying Product	Lecture and Discussion		
10		Business Plan Preparation- Procedure & Steps	Lecture and Discussion		
11		Market Survey & Demand Analysis , Modernization & Expansion of Enterprise	Lecture and Discussion		
12		Business Plan Competiton			
13		Revision and Discussion of Important Questions			

Lesson Plan for the Semester Starting 21st January 2023

INTERNATIONAL BUSINESS ENVIRONMENT – BBA (II) 6th Sem

Subject Code: BBA-II-N-602

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Ms Monika Ahlawat (research scholar)

Department: BBA (Industry Integrated)

Class Time : 1:30 Hr.

Class	Date of Class taken	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation if any
1	22 nd January	Globalization and its relevance	Lecture		
2	29 January	Stages of internationalization	Lecture		
3	4 th February	Need for international marketing and types of international business	Lecture		
4	11 th February	Revision of 1 st unit	Lecture		
5	12 th February	Market selection and market entry strategy	Lecture	Presentation	
6	19 th February	Market coverage strategy global sourcing and global trade	presentation		
7	25 th February	International investment, factors affecting international investment, and growth of foreign investment	Lecture		
8	26 th February	Theories of foreign investment, trade and investment	Lecture		
9	4 th March	Foreign investment in India, and foreign investment by India	Lecture		
10	18 th March	International organization and HRM and export promotion	Lecture		
11	19 th March	Corporate governance and social responsibility	Lecture		

12	25 th March	Presentation on global trade, countertrade, and global sourcing	Lecture	Assignment on global trade and global outsourcing	
13	26 th March	India in global trade and MNCs	Lecture		
14	1 st April	Global organizations	Lecture	Presentation	
15			Lecture		

Lesson Plan for 6th semester starting w.e.f 21st January 2023

Subject Name: Mercantile Law

Subject Code: BBA-II-N-603

Class Duration: 1.5 hrs

Name of Institute: DAV Institute of Management

Name of teacher with designation: CA Alka Narula, Assistant Professor

Class	Date of class taken	Topic/ Chapter covered	Academic activity	Test/ Assignment	Deviation if any
1		The Companies Act 1956 : Meaning and Nature of Company : Lifting of the corporate veil : Classification of companies and Special Privileges			
2		: Formation of a company			
3		Memorandum of Association, Articles of Association, Prospectus.			
4		Indian Contract Act 1872 Meaning and Definitions : Essentials of a Valid Contract			

5		offer and acceptance, capacity to contract			
6		consent and free consent			
7		consideration, void agreements			
8		quasi contracts, different modes of discharge of contract			
9		remedies for breach of contract			
10		Sales of Goods Act 1930 : Formation of Contract of Sale			
11		Conditions and Warranties, Transfer of Property			
12		Rule of Caveat emptor : Rights of Unpaid Seller			
13		Information Technology Act : Digital signatures, electronic governance, regulation of certifying authority			
14		digital signature certificate, duties of subscribers.			
15		Consumer Protection Act 1986 : Definitions : Rights of Consumers			
16		: Remedies available to consumers through Redressal Machinery			
17		Negotiable Instrument Act: Meaning and essentials of negotiable instrument			
18		types of negotiable instruments, holder and holder in due course, dishonor instruments of negotiation			
19		Revision			
20		Revision			

DAV Institute of Management

Lesson Plan for the Semester Starting 21st January 2023

Service Marketing – BBA(II) 6^h Sem

Subject Code: BBA-II-N-604

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Dr. Meera Arora (Assistant Professor)

Department: BBA (Industry Integrated)

Class Time : 1.5 Hr.

MONTH	CLASS (1.5 hours)	TOPIC COVERED	ACADEMIC ACTIVITY	ASSIGNMENT/TEST
Jan/Feb	1	Concept of Service Marketing: Goods Vs. Services, Types Of services	lecture and discussion	Assignment
	2	Emergence of Service Economy : Reasons for Growth and Current status		
	3	Distinctive characteristics and classification of services Understanding customer needs and expectations	lecture and discussion, Case Study: Singapore Airlines	Objective type Test
March	4	Process of Market Segmentation Positioning a service in the market		
	5	selecting customer portfolio, creating relations with customer, customer loyalty	lecture and discussion	Assignment
		Service encounters		
		Measuring customer satisfaction, handling complaints, Service failure and Recovery		
6	Designing Service product :value addition to service product,	lecture and discussion	Assignment	
	Branding service product			
	New service development			
7	Pricing the service product, advertising	lecture and discussion, Case Study : Kerela Tourism	Objective type Test	
	Communication-mix in services industry			
April	8	Challenges in distribution of services,	lecture and discussion	Objective type Test
		Role of employees and customers in Service industry		
	9	e-services, self-service technologies	lecture and discussion, Group Presentation	
		Marketing of financial Services		
10	Marketing of hospitality services	Group Presentation		
	Marketing of Educational Services			

	11	Marketing of Tourism services revision session	Group Presentation	
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Lesson Plan for the Semester Starting 21st January 2023

Management of Financial Services – BBA(II) 6^h Sem

Subject Code: BBA-II-N-605

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Dr. Rashmi Bhargava (Assistant Professor)

Department: BBA (Industry Integrated)

Class Time : 2 Hr.

Class	Date of Class taken	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation if any
1		Overview of Financial Service Industry	Lecture		
2		Merchant Banking	Lecture		
3		Role of Merchant Banking, Regulatory Framework	Lecture		
4		Housing Finance	Lecture		
5		Regulatory Framework for Housing Finance	Lecture	Assignment on merchant Banking and Housing Finance	
6		Introduction, Concept and classification of lease	Lecture		
7		Legal, Tax Aspect, Financial Evaluation of leasing, Lease Vs. Hire Purchase	Lecture		
8		Process and Functions of Securitization	Lecture	Assignment on Leasing and Securitization	
9		Credit Rating: Evaluation Criteria, Process and agencies in India	Lecture		
10		Factoring: Concept, Form, Functions, Factoring vs. Forfeiting	Lecture		
11		Venture capital: Nature, Scope, Regulatory Framework	Lecture		
12		Venture Capital: Evaluation Criteria, Limitations, Future in India	Lecture	Assignment on Factoring and Venture Capital	

13		Financial Engineering: Mergers and amalgamation, meaning and essential schemes of amalgamation.	Lecture		
14		Financial framework of amalgamation, Techniques of evaluation.	Lecture		
15		Acquisition and takeover, meaning and regulatory framework (SEBI)	Lecture	Assignment on Mergers and Acquisition	

Lesson Plan for 4th semester starting w.e.f 21st Jan, 2023

**Subject Name: RETAIL MARKETING
MANAGEMENT**

Subject Code: BBA-II-N-607

Name of Institute: D. A. V Institute of Management

Name of teacher with designation: HARISH VERMA, Training and Placement Associates

Department: BBA (Ind. Int.)

class	Date of class taken	Topic/ Chapter covered	Academic activity	Test/ Assignment	Deviation if any
1		Retail Marketing : retail marketing as a discipline; as a business activity, unique features of the retail sector; concepts in retail marketing;	Lecture		
2		strategic retail marketing; the market position at strategy of existing retailers;	Lecture		
3		specialist frameworks retiling to retail location management	Lecture		
4		Developing a retail strategy: Organization, layout, merchandise planning and management, customer service and pricing	Lecture		
5		Supply Chain Management: supply chain management initiatives of large-scale retail businesses;	Lecture		
6		factor for a successful supply chain management at an operational level	Lecture		

		and strategic level; logistics infrastructure; The retail buying function; managing of supplier relationships, category			
7		REVISION	Lecture		
8		and brand management issues, product innovation and demands of specific customer groups; the role and nature of logistic and buying strategies; retail mix.	Lecture		
9		Retail Development: the importance of effective location management and significance of the internationalization of retailing	Lecture		
10		specialist frameworks relating to retail location management	Lecture		
11		retail internationalization; key issues including site selection, store network management and the retail internationalization process.	Lecture		
12		Development of complete and formal marketing plans for existing or new consumer products.	Lecture		
13		Structure encompasses all aspects of a contemporary marketing plan from situational analysis through implementation and control	Lecture		
14		Retail Communications: ways of the retail offer to existing and potential new customers in store and non-store retail formats (the latter including the internet);	Lecture		
15		REVISION	Lecture		
16		Retail Communications: ways of the retail offer to existing and potential new customers in store and non-store retail formats (the latter including the internet);	Lecture		
17		retail image, store atmosphere, store lay-out, customer services	Lecture		
18		retail image, store atmosphere, store lay-out, customer services	Lecture		