

2<sup>ND</sup> SEMESTER

### Lesson Plan for the Semester Starting :

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.

Month	Classes	Date of Class taken	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation if any
	1.		<b>Introduction to Marketing &amp; Marketing Environment &amp; Analyzing needs and trends, types of environment</b>	Lecture and Discussion		NA
	2.		<b>Basic Terms, Definitions &amp; Marketing Research and its Process</b>	Lecture and Discussion		NA
	3.		<b>Scope, Importance of Marketing</b>	Lecture and Discussion		NA
	4.		<b>Objectives and Difference between Marketing and selling</b>	Lecture and Discussion		NA
	5.		<b>Functions of Marketing &amp; Core Concepts/ Philosophies</b>	Lecture and Discussion		NA
	6.		<b>Market Segmentation Functions, Bases of market segmentation</b>	Lecture and Discussion		NA
	7.		<b>Segmentation of consumer goods, industrial goods and services</b>	Lecture and Discussion		NA
	8.		<b>Market targeting and positioning strategies</b>	Lecture and Discussion		NA
	9.		<b>Marketing Mix: its significance in the competitive environment &amp;</b>	Lecture and Discussion		NA

	10	<b>Product Life Cycle</b>	Lecture and Discussion		NA
	11	<b>Managing the product in Product Life Cycle</b>	Lecture and Discussion		NA
	12	<b>New Product Development: Meaning and Intro, Development Process- Stages</b>	Lecture and Discussion		NA
	13	<b>Branding- Concept, Types&amp;Market Segmentation</b>	Lecture and Discussion		NA
	14	<b>Product Launching Strategies</b>	Lecture and Discussion		NA
	15	<b>Packaging: purpose, types and new trends in packaging</b>	Lecture and Discussion		NA
	16	<b>Pricing Decision and Strategies: Introduction</b>	Lecture and Discussion		NA
	17	<b>Pricing Methods/ Techniques- I</b>	Lecture and Discussion		NA
	18	<b>Channels types and functions, Channel Dynamics&amp;Pricing Methods/ Techniques- II</b>	Lecture and Discussion	<b>TEST AND ASSIGNMENT</b>	NA
	19	<b>Evaluating Channel Alternatives; Developing Channel Members</b>	Lecture and Discussion		NA
	20	<b>Retailing, Wholesaling and Market Logistics</b>	Lecture and Discussion		NA
	21	<b>Web Marketing&amp;</b>	Lecture and Discussion		NA
	22	<b>Sales Promotion</b>	Lecture and Discussion	<b>TEST AND ASSIGNMENT</b>	NA
	23	<b>Advertising</b>	Lecture and Discussion		NA
	24	<b>Public Relations</b>	Lecture and Discussion		NA
	25	<b>Personal Selling</b>	Lecture and Discussion		NA
	26	<b>Market Research: process</b>	Lecture and Discussion		NA
	27	<b>Market evaluation and controls</b>	Lecture and Discussion		NA
	28	<b>Control: types, processes, obstacles to</b>	Lecture and Discussion	<b>TEST AND ASSIGNMENT</b>	NA

	29	<b>Demand forecasting and</b>	Lecture and Discussion		NA
	30	<b>Marketing Audit</b>	Lecture and Discussion		NA
	31	<b>Marketing Ethics</b>	Lecture and Discussion	<b>TEST AND ASSIGNMENT</b>	NA
	32	<b>marketing control</b>	Lecture and Discussion		NA
	33	<b>Sales Force Decisions</b>	Lecture and Discussion		NA
	34	<b>trends in packaging</b>	Lecture and Discussion		NA
	35	<b>Product and Product Line; Product Mix</b>	Lecture and Discussion		NA
	36	<b>demand measurement</b>	Lecture and Discussion	<b>TEST AND ASSIGNMENT</b>	NA
	37	<b>REVISION</b>	Lecture and Discussion		NA

\*Above are the minimum number of classes to be scheduled for the subjects having classes 5 days per week. For subjects having classes 4 days per week and 3 days per week, the number of lectures are to be reduced i.e. 30 minimum number of classes for 3 days per week subject and 36 minimum number of classes for 4 days per week subject.

## Lecture Plan

### **Subject: Human Resource Management (HRM)**

(BBA (II) IInd Semester)

Paper code-BBA-II-N-202

**Faculty Name: Dr. Ritu Gandhi Arora**

**Text Book: Human Resource Management, Authored by C. B. Memoria, Publisher- Himalaya Publishing House, Twenty Seventh Edition**

Lecture No.	Session Detail	Reference Books
1.	Ice Breaking session	
2.	<b>Why should future managers study HRM :</b> importance of HR factor, Meaning and evolution of HRM	Human Resource Management by Seema Sanghi (Macmillan Publishers, 1 <sup>st</sup> Edition-2011)
3.	Role, competencies and functions of HR Manager/ Department	Human Resource Management by Seema Sanghi (Macmillan Publishers, 1 <sup>st</sup> Edition-2011)
4.	Major HR Influencing Factors- Challenges and Opportunities	Human Resource Management by David Lepak/Mary Gowan (Pearson Education, 1 <sup>st</sup> Edition-2009)
5.	HR Environment	Human Resource Management by Vishwajeet Pattnayak
6.	HR Policies	Human Resource Management by Vishwajeet Pattnayak (PHI)
7.	HRD: Meaning, Importance	Strategic Human Resource Management by Dreger (Mc Graw Hill)
8.	Job Analysis- Meaning, Types, Importance and process	HRM by VSP Rao, Excel Books, 2 <sup>nd</sup> Edition-2009

9.	Job Analysis- Practical Implications	HRM by VSP Rao, Excel Books, 2 <sup>nd</sup> Edition-2009
10.	Human Resource Planning- Responsibility for HRP, Factors for HRP	Human Resource Management by David Lepak/Mary Gowan (Pearson Education, 1 <sup>st</sup> Edition-2009)
11.	Role and Competence Analysis	Personnel Management- Text and Cases by C.B.Memoria and V.S.P.Rao, 13 <sup>th</sup> Edition-2012, Himalaya Publications.
12.	Evaluating HR Functions	HRM by Rao- Excel Books
13.	Talent Acquisition: Recruitment: Meaning, factors	Human Resource Management by Vishwajeet Pattnayak (PHI)
14.	Recruitment: Sources: Traditional and Modern, Importance	Human Resource Management by Vishwajeet Pattnayak (PHI)
15.	Talent Acquisition: Selection: Meaning, Importance of putting right people at the right place at right time.	Human Resource Management by R.S.Diwedi (Galgotia Publishing House)
16.	Selection Process: In detail (Stages in selection process)	Human Resource Management by R.S.Diwedi (Galgotia Publishing House)
17.	Redundancy, Outplacement and Dismissal	Human Resource Management by R.S.Diwedi (Galgotia Publishing House)
18.	Induction and Orientation: Meaning, Purpose and Importance	Managing Human Resources, David and Cardy, PHI
19.	Employee Welfare and Fatigue: Meaning and Facilities	Talent Retention: Concepts and cases by Sushma Marathe, ICFAI Books
20.	Employees Safety and Health	Talent Retention: Concepts and cases by Sushma Marathe, ICFAI Books
21.	Career Planning, Succession Planning and Management	Human Resource Management by Seema Sanghi (Macmillan Publishers, 1 <sup>st</sup> Edition-2011) pp. 123-133
22.	Employee Training: Meaning, Need Assessment Methods of Training	Human Resource Management by Seema Sanghi (Macmillan Publishers, 1 <sup>st</sup> Edition)
23.	Methods of Training: On the Job and Off the Job Training methods	Human Resource Management by Seema Sanghi (Macmillan Publishers, 1 <sup>st</sup> Edition)

24.	Evaluation of Training Programmes	Human Resource Management by Seema Sanghi (Macmillan Publishers, 1 <sup>st</sup> Edition)
25.	Management Development: Meaning, Methods	Human Resource Management by Seema Sanghi (Macmillan Publishers, 1 <sup>st</sup> Edition)
26.	Difference between Training and Management Development, Evaluation of Development programmes	Human Resource Management by Seema Sanghi (Macmillan Publishers, 1 <sup>st</sup> Edition)
27.	Learning and Development: Meaning and Importance	Human Resource Management by S.P.Robbins (PHI)
28.	Personal Development: Meaning, Importance, Steps in Personal Development	Human Resource Management by S.P.Robbins (PHI)
29.	Performance Management: Development of Performance Management System, Methods.	Business by R.W.Griffin and Ebert (Prentice Hall), 6 <sup>th</sup> Edition, (2002),
30.	Performance Management: Development of Performance Management System, Methods (Cont...)	Transforming the Performance Management Concept by Hartle, F., 1 <sup>st</sup> Edition, 1995, Kogan Page, London
31.	Job Evaluation: Meaning and Importance	Compensation Management by Dr. Ritu Gandhi Arora, Mahavir Publications
32.	Compensation Management: Meaning and Structure, Importance of Good compensation package	Compensation Management by Dr. Ritu Gandhi Arora, Mahavir Publications
33.	Compensation Management: Cont...	Compensation Management by Dr. Ritu Gandhi Arora, Mahavir Publications
34.	Incentives : Meaning, Importance	Compensation Management by Dr. Ritu Gandhi Arora, Mahavir Publications
35.	Types of Incentive Plans/Pay for performance	Compensation Management by Dr. Ritu Gandhi Arora, Mahavir Publications
36.	Fringe Benefits: Meaning, Benefits and Types	Compensation Management by Dr. Ritu Gandhi Arora, Mahavir Publications
37.	Balance Scorecard: Meaning and Implications	Compensation Management by Dr. Ritu Gandhi Arora, Mahavir Publications

38.	Internal and External Equity	Human Resource Management by Biswajeet Pattanayak (Prentice Hall of India), 3 <sup>rd</sup> Edition, 2008
39.	Employee Benefits and Services	Compensation Management by Dr. Ritu Gandhi Arora, Mahavir Publications
40.	Balance Score Card: Meaning and Applications	Compensation Management by Dr. Ritu Gandhi Arora, Mahavir Publications
<b>Doubt Session: Important questions discussion etc.</b>		

- ☐ Internals, Presentations and other evaluations for the Internal Assessment purpose will organize / arrange as per department schedule;
- ☐ Case Studies and Presentations will be taken as required.
- ☐ No. of hrs. may reduce or exceed according to class participation or understanding of the topic.

**Dr. Ritu Gandhi Arora**

(Associate Professor)

Department of Management Studies



Lesson Plan for the Semester: Jan- June 2024

Name of the subject: Business Statistics

Subject Code: BBA-II-N-203

Name of the Institution: DAV Institute of Management

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

Department: BBA-II

Class Time: 1Hr.

Classes	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation if any
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			
11	Range			
12	Quartile deviation			
13	mean deviation			
14	standard deviation			
15	Skewness, Kurtosis			
16	UNIT 2 Introduction of Correlation, Rank Correlation			
17	Karl Pearson's Coefficient of correlation			
18	Karl Pearson's Coefficient of correlation			
19	Karl Pearson's Coefficient of correlation			
20	Regression, regression lines			
21	regression lines			
22	regression lines			
23	regression lines			
24	Difference between Correlation and regression			

25	Association of attributes (up to three attributes)			
26	UNIT 3 Introduction and meaning of Index No.			
27	uses and types of index numbers			
28	types of index numbers			
29	Problems in constructing Index Numbers			
30	Time series analysis: - meaning and significance,			
31	concept and components of time series			
32	concept and components of time series			
33	trend measurement			
34	moving average methods			
35	least square method			
36	UNIT 4 Probability theory – concept and approaches			
37	Probability rules – addition and multiplication theorem			
38	Probability rules – addition and multiplication theorem			
39	Binomial, Poisson and Normal Distribution and their applications			
40	Binomial, Poisson and Normal Distribution and their applications			
41	Binomial, Poisson and Normal Distribution and their applications			
42	Binomial, Poisson and Normal Distribution and their applications			
43	Sampling – Purpose and Methods of Sampling			
44	Paper Discussion			
45	Paper Discussion			
46	Revision			
47	Revision			
48	Revision			
49	Revision			
50	Revision			

**Lesson Plan for the Semester Starting: 1/1/2024**

Name of the subject: Internet & Intranet

Subject Code: BBA-II-N-204

Name of the teacher with designation: Dr. Geetika Khurana

Department: BBAII 2<sup>nd</sup> Sem (Sec B)

Class Time: 1Hr.

<b>Sr. No</b>	<b>Class</b>	<b>Date of Class taken</b>	<b>Topic/Chapter Covered</b>	<b>Academic Activity</b>	<b>Test/Assignment</b>	<b>Deviation if any</b>
1	1		Introduction to Internet, Working of Internet	Lecture & Discussion		
2	2		Internet & Extranets	Lecture & Discussion		
3	3		Client Server Environment	Lecture & Discussion		
4	4		Inter organizational Networks	Lecture & Discussion	Assignment No:1	
5	5		Basic Functions, Services of Internet	Lecture & Discussion		
6	6		WWW, FTP, Telnet, Gopher	Lecture & Discussion		
7	7		<b>IP Addresses, URL &amp; Domain Name</b>	Lecture & Discussion		
8	8		Web Browsers, Internet Protocols	Lecture & Discussion	Assignment No:2	
9	9		Web browsing, Searching	Lecture & Discussion		

10	10		Downloading & Uploading from Internet	Lecture & Discussion		
11	1		Applications of Information Technology	Lecture & Discussion		
12	2		Concept of Internet, Business use of Internet	Lecture & Discussion	Assignment No:3	
13	3		ISP, Setting windows environment for dial up networks	Lecture & Discussion		
14	4		Dialing of Networks, Search Engine concepts, Audio on Internet	Lecture & Discussion		
15	5		Electronic Communication Tools-E-Mail, Internet Phone and Fax	Lecture & Discussion		
16	6		Web Publishing, E-Commerce,	Lecture & Discussion		
17	7		Interactive Marketing	Lecture & Discussion		
18	8		Web designing using HTML	Lecture & Discussion		
19	9		Introduction to Intranet	Lecture & Discussion		
20	10		applications of Intranet	Lecture & Discussion		
21	11		Business values of Intranet	Lecture & Discussion		
22	12		Office automation System	Lecture & Discussion		

23	13		Intra business applications: Online force automation	Lecture & Discussion		
24	14		Online customer service and support	Lecture & Discussion	Assignment No:4	
25	15		Virtual Organization	Lecture & Discussion		
26	16		Logistics Management	Lecture & Discussion		
27	17		Distribution and Payment Channel	Lecture & Discussion		
28	18		Corporate digital library network centric computing	Lecture & Discussion		
29	19		EDI implementation and standards	Lecture & Discussion		
30	20		logistics Management	Lecture & Discussion	Assignment No:5	
31	1		Business applications, Role of Extranet & Examples	Lecture & Discussion		
32	2		Enterprise collaboration System -teams, workgroups & Collaboration	Lecture & Discussion		
33	3		Groupware for enterprise collaboration	Lecture & Discussion		
34	4		Management Information System	Lecture & Discussion		
35	5		Decision Support System	Lecture & Discussion		

36	6		PRACTICAL WORK OF HTML	Lecture & Discussion		
37	7		PRACTICAL WORK OF HTML	Lecture & Discussion	Assignment No:6	
38	8		PRACTICAL WORK OF HTML	Lecture & Discussion		
39	9		PRACTICAL WORK OF HTML	Lecture & Discussion		
40	10		PRACTICAL WORK OF HTML	Lecture & Discussion		
41	11		PRACTICAL WORK OF HTML	Lecture & Discussion		
42	12		PRACTICAL WORK OF HTML	Lecture & Discussion		
43	13		REVISION	Lecture & Discussion		
44	14		REVISION	Lecture & Discussion		
45	15		REVISION	Lecture & Discussion		

**Lesson Plan for 2ndsemester starting w.e.f 1st January,2024**

**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)**

<b>Class</b>	<b>Date of class taken</b>	<b>Topic/ Chapter covered</b>	<b>Academic activity</b>	<b>Test/ Assignment</b>	<b>Deviation if any</b>
1		<b>Nature Of Financial Management: Introduction</b>		<b>Assignment-meaning,objective&amp; Scope</b>	
2		<b>Finance Functions, Goals of Financial Management</b>		<b>Assignment-Time Value of Money</b>	
3		<b>Risk and Return Trade Off</b>			
4		<b>Time Value of Money, Reasons For Time Value of Money</b>			
5		<b>Future Value of Single Amount</b>			
6		<b>Future Value of An Annuity, Present Value of a Single Amount</b>			
7		<b>Present Value of an Annuity, Multi Period Compounding.</b>			
8		<b>Unit-1 Revision</b>			
9		<b>Basics of Capital Budgeting</b>			
10		<b>Nature of Investment</b>			

		<b>Decisions; Importance of Investment Decisions</b>			
<b>11</b>		<b>Capital Budgeting Techniques – NPV</b>			
<b>12</b>		<b>IRR,</b>			
<b>13</b>		<b>Payback</b>		<b>Assignment –Capital Budgeting: Meaning, Importance &amp; Techniques</b>	
<b>14</b>		<b>Accounting Rate of Return</b>			
<b>15</b>		<b>Cost of Capital: Meaning and Significance of the Cost Capital</b>			
<b>16</b>		<b>the concept of explicit cost and opportunity cost</b>			
<b>17</b>		<b>Component Cost of Capital</b>			
<b>18</b>		<b>Debt,</b>			
<b>19</b>		<b>Preference Capital</b>			
<b>20</b>		<b>Equity</b>			
<b>21</b>		<b>Retained Earnings</b>		<b>Assignment- Cost of Capital: Meaning, Determinants &amp; components</b>	
<b>22</b>		<b>Weighted Average Cost of Capital</b>			
<b>23</b>		<b>marginal cost of capital</b>			
<b>24</b>		<b>Unit-2 Revision</b>			
<b>25</b>		<b>Unit-2 Revision</b>			
<b>26</b>		<b>Capital Structure: Meaning of Capital Structure</b>			
<b>27</b>		<b>Factors Influencing Capital Structure</b>			
<b>28</b>		<b>Theories of Capital Structure: - NI</b>			
<b>29</b>		<b>NOI</b>			



30		<b>Traditional Approaches</b>			
31		<b>Leverages - Meaning and Types</b>		<b>Assignment – Capital Structure: Meaning, Factors &amp; Theories</b>	
32		<b>Operating Leverage</b>			
33		<b>Financial Leverages</b>			
34		<b>Combined Leverage</b>		<b>Assignment – Leverage: Meaning &amp; Types</b>	
35		<b>EBIT – EPS Analysis Concept of Combined Leverage</b>			
36		<b>Unit-3 Revision</b>			
37		<b>Unit-3 Revision</b>			
38		<b>Concepts of Working Capital</b>			
39		<b>Need for Working Capital, Determinants of Working Capital</b>			
40		<b>Computation of Working Capital</b>			
41		<b>Component of Working Capital Management: Cash Management</b>			
42		<b>Cash Management</b>		<b>Assignment – Inventory Mgt.</b>	
43		<b>Receivables Management</b>			
44		<b>Inventory Management</b>			
45		<b>Dividend Policy Decisions - Introduction</b>		<b>Assignment- Dividend Policy</b>	
46		<b>Aspects of Individual Policy, Forms of Dividends</b>			
47		<b>Dividend models: Walter's</b>			

<b>48</b>		<b>Gordon's</b>			
<b>49</b>		<b>M-M models</b>			
<b>50</b>		<b>Unit- 4 Revision</b>			

**Lesson Plan for Semester Starting w.e.f 1<sup>st</sup> Jan, 2024**

**Name of the Subject- Business Communication, 2<sup>nd</sup>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.**

<b>S. No</b>	<b>Date of class taken</b>	<b>Topic / Chapter covered</b>	<b>Academic activity</b>	<b>Test/Assignment</b>
1		<b>Objective and scope of business communication</b>	<b>Lecture/ppt</b>	
2		<b>Classification of Communication, Purpose of Communication</b>	<b>Lecture/ppt</b>	
3		<b>Basic communication process, Principles of communication</b>	<b>Lecture/ppt</b>	
4		<b>Importance of effective communication in Management</b>	<b>Lecture/ppt</b>	
5		<b>Types of communication, Communication Structure in Organization</b>	<b>Lecture/ppt</b>	
6		<b>Barriers and Gateway of Communication</b>	<b>Lecture/ppt</b>	
7		<b>7 C's of Communication</b>	<b>Lecture/ppt</b>	
8		<b>Impact of Cross Cultural Communication</b>	<b>Lecture/ppt</b>	<b>Revision</b>
9		<b>Revision of Unit 1</b>	<b>Test</b>	
10		<b>Employment Communication, Types of business letter</b>	<b>Discussion</b>	<b>Test</b>

11		<b>Writing CVs and Application letter</b>	<b>Lecture/ppt</b>	
12		<b>Group Discussion, Interview, Types of Interview</b>	<b>Lecture/ppt</b>	
13		<b>Interviewers Prepration, Candidates Prepration</b>	<b>Lecture/ppt</b>	
14		<b>Impact of Technological Advancement on business Communication</b>	<b>Lecture/ppt</b>	
15		<b>Communication Network, Internet, Intranet, Teleconferencing, Videoconferencing</b>	<b>Lecture/ppt</b>	
16		<b>Oral Communication: Principles of Successful Oral Communication</b>	<b>Lecture/ppt</b>	
17		<b>Two sides of effective Communication, Effective listening,</b>	<b>Lecture/ppt</b>	
18		<b>Non Verbal Communication, Body language, Paralanguage</b>	<b>Lecture/ppt</b>	
19		<b>Unit 2 Revision</b>	<b>Test</b>	
20		<b>Written Communication: Purpose, Pros and Cons of Written Communication</b>	<b>Lecture/ppt</b>	
21		<b>Clarity in writing, Principles of Effective Writing, Writing Technique</b>	<b>Lecture/ppt</b>	<b>Ass</b>
22		<b>Business Letter and Types of Business Letter</b>	<b>Lecture Group Discussion</b>	
23		<b>Layout of Business Letter</b>	<b>Lecture/ppt</b>	
24		<b>Reports: Definition and Purpose, Types of Business Report</b>	<b>Lecture/ppt</b>	
25		<b>Reports Writing</b>	<b>Lecture/ppt</b>	
26		<b>Revision of Unit 3</b>	<b>Lecture/ppt</b>	
27		<b>Group Communication: Meetings, Planning of Meetings</b>	<b>Lecture/ppt</b>	
28		<b>Notice drafting, Agenda, Minutes of Meeting</b>	<b>Lecture/ppt</b>	
29		<b>Writing Memorandum, Press Release, Press Conference</b>	<b>Lecture/ppt</b>	

30		<b>Business Etiquettes-Netiquettes, Telephonic/Table Etiquettes</b>	<b>Lecture/ppt</b>	
31		<b>Presentation Skills</b>	<b>Lecture/ppt</b>	
32		<b>Elements of Presentation, Designing a Presentation</b>	<b>Lecture/ppt</b>	
33		<b>Advanced visual Support for Business Presentation</b>	<b>Lecture/ppt</b>	
34		<b>Types of Visual Aid, Appearance and Posture</b>	<b>Lecture/ppt</b>	
35		<b>Practicing Delivery of Presentation</b>	<b>Lecture/ppt</b>	
36		<b>Corporate Communication: Definition, Scope, Importance/ Components</b>	<b>Lecture/ppt</b>	
37		<b>Professional Communicator Responsibilities</b>	<b>Lecture/ppt</b>	
38		<b>Corporate Communication and Public Relations</b>	<b>Lecture/ppt</b>	
39		<b>Role of Social Media in Communication</b>	<b>Lecture/ppt</b>	
40		<b>Revision of Unit 3</b>	<b>Test</b>	
41		<b>Revision of Unit 4</b>	<b>Test</b>	
42		<b>Complete Revision</b>	<b>Test</b>	

**4th SEMESTER**

## **Lesson Plan for semester starting w.e.f. 1st January 2024**

**Organizational Behavior - BBA (II) 4th Semester**

**Paper Code: BBA-II-N-401**

**Name of Institute: DAV Institute Of Management, Faridabad**

**Name of Teacher with designation: Ms. Vriti Bhatia, Assistant Professor**

**Department: BBA(II)**

**Class time: 1.5 Hr.**

<b>Month</b>	<b>Class</b>	<b>Date Of Class Taken</b>	<b>Topic/ Chapter covered</b>	<b>Academic activity</b>	<b>Test/ Assignment</b>	<b>Deviation/if any</b>
Jan	1		Concept of OB	Verbal Discussion		
	2		Foundation of OB, Theoretical Framework for OB	Lecture/ Presentation		
	3		Challenges of OB	Lecture/ Presentation		
	4		Group Dynamics	Lecture/ Presentation		
	5		Types of groups- Individual	Lecture/ Presentation		
	6		Types of groups- Individual	Lecture/ Presentation		
	7		Concept of Individual differences			

	8		Reason for formation of group	Lecture/ Presentation		
	9		Group Cohesiveness	Lecture/ Presentation		
	10		Group Conflicts	Lecture/ Presentation		
	11		Team Building	Lecture/ Presentation		
	12		Individual differences causes	Lecture/ Presentation		
	13		Conflicts - Types	Lecture/ Presentation		
	14		Perception-Overview Perceptual Selectivity	Lecture/ Presentation		
	15		Managerial Implication	Lecture/ Presentation		
	16		Stress- Causes, Effects, strategies	Lecture/ Presentation		
	17		Stress- Effects, strategies	Lecture/ Presentation		
	18		Stress- strategies	Lecture/ Presentation		
	19		Resistance to change	Lecture/ Presentation		
	20		Leadership Theories	Lecture/ Presentation		
	21		Organisation Culture	Lecture/ Presentation		
	22		Leadership skills, Leadership styles	Lecture		
	23		Activities of Leadership	Lecture		



**Lesson Plan for 4thsemester starting w.e.f6th January 2024**

**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**

<b>Class</b>	<b>Date of class taken</b>	<b>Topic/ Chapter covered</b>	<b>Academic activity</b>	<b>Test/ Assignment</b>	<b>Deviation if any</b>
<b>1</b>		<b>Cost Accounting Concepts: Cost Accountancy - Cost Accounting, Cost Accounting and Financial Accounting, Cost Accounting and Management Accounting,</b>			
<b>2</b>		<b>Cost - Different types of Cost. Costing, Historical Costing, Standard Costing, Marginal Costing, Direct Costing, Absorption Costing, Direct Cost, Indirect Cost, Cost Classification</b>			
<b>3</b>		<b>Method of Calculating Unit Cost of Production.</b>			
<b>4</b>		<b>Standard costing: Standard Cost, Standard Costing, Variance, Standard hour, Standard Cost and Estimated Cost, Limitation of Historical Costing</b>			
<b>5</b>		<b>Variance Analysis : Classification and</b>			

		<b>Computation of Variance, Cost Variance, Material Variance, Labor Variance, Sales Variance</b>			
<b>6</b>		<b>Management Accounting: Meaning, Nature and Scope, Significance and Limitations, Distinction with Financial Accounting, Distinction with Cost Accounting</b>			
<b>7</b>		<b>Analysis of Financial Statements - Ratio Analysis, Meaning, Types and their uses.</b>			
<b>8</b>		<b>Practical Ques</b>			
<b>9</b>		<b>Marginal Costing - Marginal Cost, Marginal Costing, Variable Cost, Fixed Cost, Break Even Point, Contribution, Key factor, Basic Marginal Cost Equation</b>			
<b>10</b>		<b>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</b>			
<b>11</b>		<b>Break Even Point, Make or Buy Decision, Optimizing Product Mix, Alternative Use of Production Activities,</b>			
<b>12</b>		<b>Evaluation of Performance, Cost-Volume-Profit (C-V-P) Relationship, Graphical Representation of C-V-P Relationship, Assumption of C-V-P Analysis</b>			
<b>13</b>		<b>Budgetary Control - Budget and Forecast, Budgeting, Types of Budgets including Zero Base Budgeting, Flexible Budgeting</b>			
<b>14</b>		<b>Budgetary Control, Requirement of Good Budgeting Control,</b>			

		<b>Advantage and Limitation of Budgetary Control</b>			
<b>15</b>		<b>Funds Flow Statement: Meaning of Funds, Flow of Funds, Fund and Non-Fund Items</b>			
<b>16</b>		<b>Schedule of Working Capital, Funds from Operation, Statement of Sources and Applications.</b>			
<b>17</b>		<b>Cash Flow Statement: Meaning, Non-Cash Transaction, Format,</b>			
<b>18</b>		<b>Cash provided (used) by Operating Activities, Direct Method, Advantages, Limitations, Distinction between Cash Flow and Funds Flow Statements.</b>			
<b>19</b>		<b>Revision</b>			
<b>20</b>		<b>Revision</b>			

**Lesson Plan for semester starting w.e.f 1<sup>st</sup> January, 2024**

**Name of the Subject- Quantitative Techniques**

**Subject code-BBA-II-N-403**

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

**Name of teacher with designation: Shweta Nagpal, Assistant Professor (Mgmt.)**

**Department: BBA (G),**

**Class time: 1 hr.**

<b>Month</b>	<b>S.No.</b>	<b>Date of class taken on</b>	<b>Topic/ Chapter covered</b>	<b>Academic activity</b>	<b>Test/ Assignment</b>	<b>Deviation, if any</b>
<b>January</b>	<b>1</b>		<b>Overview of the Subject</b>	<b>Group Discussion</b>		
	<b>2</b>		<b>Assignment Problem- Concept &amp; Mathematical Formulation using Hungarian Method</b>	<b>Lecture</b>		
	<b>3</b>		<b>Minimization method</b>	<b>Lecture</b>		
	<b>4</b>		<b>Maximization method</b>	<b>Lecture</b>		
<b>February</b>	<b>5</b>		<b>Unbalanced Problem &amp; Restricted Problem</b>	<b>Lecture</b>		
	<b>6</b>		<b>Travelling Salesman Problem</b>	<b>Lecture</b>		
	<b>7</b>		<b>Alternate Solutions</b>	<b>Lecture</b>		

	8		<b>Practice Questions</b>	<b>Lecture</b>		
<b>March</b>	9		<b>Transportation Problem-NWCC,LCC &amp; VAM</b>	<b>Lecture</b>		
	10		<b>Optimal Solution using MODI method</b>	<b>Lecture</b>		
	11		<b>Replacement Models- Introduction ,Types of Failures</b>	<b>Lecture</b>		
	12		<b>Replacement of items whose efficiency deteriorates with time</b>	<b>Lecture</b>		
<b>April</b>	13		<b>Replacement of items that completely fail</b>	<b>Lecture</b>		
	14		<b>Queuing Theory , Characteristics of a queuing System</b>	<b>Lecture</b>		
	15		<b>Kendall's Model and its Characteristics</b>	<b>Lecture</b>		
	16		<b>Games Theory- Pure &amp; Mixed Strategies , Optimal Strategy</b>	<b>Lecture</b>		
	17		<b>Payoff Matrix</b>	<b>Lecture</b>		
	18		<b>Minimax &amp; Maximin Principle</b>	<b>Lecture</b>		
	19		<b>Saddle Point,Value of Game</b>	<b>Discussion</b>	<b>Assignment</b>	
	20		<b>Rule of Dominance</b>	<b>Lecture</b>		
	21		<b>Rectangular game</b>	<b>Lecture</b>		
	22		<b>Pert/CPM –Introduction, terminology&amp; applications</b>	<b>Lecture</b>		
	23		<b>Network Constructions</b>	<b>Lecture</b>		
	24		<b>Determining EST,EFT,LST,LFT &amp; Floats</b>	<b>Lecture</b>		
	25		<b>Time Cost Trade Off</b>	<b>Lecture</b>		
	26		<b>Probability Considerations in PERT</b>	<b>Lecture</b>		
	27		<b>Discussion of Previous years University Papers</b>	<b>Discussion</b>	<b>Assignment</b>	
	28		<b>Discussion of Previous years University Papers</b>	<b>Discussion</b>	<b>Assignment</b>	

**Note- 1 Lecture per week**

**Regular Classes from 15<sup>th</sup> April'24**

**Lesson Plan for the Semester Starting:1<sup>st</sup> Jan 2023**

**Name of the Subject: DBMS & RDBMS**

**Subject Code: BBA-II-N-404**

**Name of the institution: DAV Institute of Management**

**Name of the teacher with designation: Ms. Deepika Kamboj (Assistant Professor)**

**Department: BBA**

**Class Time: 1.5 Hr**

<b>Month</b>	<b>Class</b>	<b>Date of Class Taken</b>	<b>Topic /Chapter Covered</b>	<b>Academic Activity</b>	<b>Test/ Assignment</b>	<b>Deviation (if any)</b>
	1		<b>Database, Advantages &amp; Disadvantages, Characteristics</b>	Lecture		
	2		<b>Instances, Schema, Database Architecture &amp; Classification</b>	Lecture		
	3		<b>Data Models</b>	Lecture		
	4		<b>Database System Environment &amp; Utilities</b>	Lecture		
	5		<b>Unit-23 Introduction</b>	Lecture		
	6		<b>Entity set, Entity Type</b>	Lecture		
	7		<b>Attribute, Types of attribute</b>	Lecture		
	8		<b>Relationship, Relationship types, Role &amp; Structural Constraint</b>	Lecture		
	9		<b>Practical example of Management System to build Er model, relationship between entities</b>	Lecture		
	10		<b>Unit-3 Relational Model Domain, Attribute, Tuple &amp; Relations Domain</b>	Lecture		
	11		<b>Entity &amp; Referential Entity Integrity, Relational Algebra</b>	Lecture		
	12		<b>ER and EER to relational mapping, Tuple relational calculus</b>	Test		
	13		<b>Domain Relational calculus, Codd's Rules to convert DBMS to RDBMS</b>	Lecture		

	<b>14</b>		<b>Introduction to RDMS Packages</b>	<b>Lecture</b>		
	<b>15</b>		<b>Unit-4 Introduction to Normalization, Anomalies</b>	<b>Lecture</b>		
	<b>16</b>		<b>First normal Form &amp; Second Normal Form</b>	<b>Lecture</b>		
	<b>17</b>		<b>BCNF, Functional Dependencies</b>	<b>Lecture</b>		
	<b>18</b>		<b>Algorithm for relational database schema design, Forth Normal Form</b>	<b>Lecture</b>		
	<b>19</b>		<b>Doubt Class</b>	<b>Lecture</b>		
	<b>20</b>		<b>SQL Commands</b>	<b>Lecture</b>		
	<b>21</b>		<b>Lab Work</b>	<b>Lab</b>		
	<b>22</b>		<b>Lab Work</b>	<b>Lab</b>		
	<b>23</b>		<b>Lab Work</b>	<b>Lab</b>		
	<b>24</b>		<b>Lab Work</b>	<b>Lab</b>		
	<b>25</b>		<b>Lab Work</b>	<b>Lab</b>		



**Lesson Plan for the Semester Starting w.e.f. 6<sup>th</sup> January 2024**

**Human Rights And Values- BBA (II) 4<sup>th</sup> 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 (II)**

**Class time: 1.5 Hr.**

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

February	5		Human Rights, Evolution, Types	Lecture & ppts		
	6		Costitutional Provisions	Lecture & ppts	Assignment	
	7		Costitutional Provisions	Lecture & ppts		
March	8		Costitutional Provisions	Lecture & ppts		
	9		Deprivation of human rights	Lecture & ppts		
	10		Disadvantaged groups	Lecture & ppts		
April	11		Disadvantaged groups	Lecture & ppts		
	12		Government System for redressal	Lecture & ppts,		
	13		Media Advocacy, Human rights and awareness	Lecture & ppts, Discussion	Previous Year University Exam questions discussion	
	14		Nuclear weapons, Violation of Human rights	Lecture & ppts, Discussion	Previous Year University Exam questions discussion	

**Lesson Plan for the Semester Starting 6<sup>th</sup> January 2024**

**Investment Banking – BBA(II) 4<sup>th</sup> Sem**

**Name of the Institution: DAV Institute of Management**

**Name of the teacher with designation: CA Alka Narula (Assistant Professor)**

**Department: BBA (Industry Integrated)**

**Paper Code : BBA-II-N-406**

**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 4<sup>th</sup> Jan, 2024**

**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.)**

<b>Month</b>	<b>class</b>	<b>Date of class taken</b>	<b>Topic/ Chapter covered</b>	<b>Academic activity</b>	<b>Test/ Assignment</b>	<b>Deviation if any</b>
	<b>1</b>		Nature of Industrial Marketing: Industrial Marketing vs. Consumer Marketing;			
	<b>2</b>		Relational approach to Industrial Marketing- the Nature of Industrial Demand and Industrial Customer.			

	<b>3</b>		Accessory Equipment; Raw and Processed Materials; Component Parts and Sub- Assemblies; Operating Supplies; Standardized and Non-standardized parts, Industrial services.			
	<b>4</b>		Introduction to different types of Industrial Products: Major Equipment;			
	<b>5</b>		Organizational Buying:			
	<b>6</b>		BUYGRID MODEL,			
	<b>7</b>		phases in purchasing decision process and their marketing implications,			
	<b>8</b>		Buying centers, value analysis and vendor analysis.			
	<b>9</b>		Factors influencing Organizational Buying: Organizational Buying Decision Process; Environmental and organizational Influences.			
	<b>10</b>		Industrial market segmentation: bases for segmenting industrial market-macro and micro variables.			
	<b>11</b>		Targeting the industrial product, positioning the industrial product. Industrial product life cycle,			
	<b>12</b>		product mix, service component; Industrial Product Decisions,			
	<b>13</b>		Industrial Product Mix determinants viz. technology, competition, operating capacity, shift in location of customers, and government controls			

	<b>14</b>		The distribution channels: component, industrial distributors; formulation of channel strategy, conditions influencing channel structure. Brief introduction to marketing logistics.			
	<b>15</b>		<b>REVISION</b>			
	<b>16</b>		Channel structure for industrial products based on geographical, size,			
	<b>17</b>		operating characteristics – manufacturers’ and sales agents, and brokers.  Promotion for industrial products: supporting salesman,			
	<b>18</b>		motivating distributors, stimulating primary demand; Sales appeal; Publicity and sponsorships: trade shows, exhibits, catalogs, samples, promotional letters and promotional novelties			

**6<sup>TH</sup> SEMESTER**



**Lesson Plan for the Semester Starting 21<sup>st</sup> January 2024**

**Entrepreneurship Development – BBA(II) 6<sup>h</sup> Sem**

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Ms. Vandana Jain

Department: BBA (Industry Integrated)

Class Time : 2 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 Competition			
13		Revision and Discussion of Important Questions			

## **Lesson Plan for semester starting w.e.f. 1st January 2024**

**INTERNATIONAL BUSINESS- BBA (II) 6th Semester**

**Paper Code: BBA-II-N-602**

**Name of Institute: DAV Institute Of Management, Faridabad**

**Name of Teacher with designation: Ms. Vriti Bhatia, Assistant Professor**

**Department: BBA(II)**

**Class time: 1.5 Hr.**

<b>Month</b>	<b>Class</b>	<b>Date Of Class Taken</b>	<b>Topic/ Chapter covered</b>	<b>Academic activity</b>	<b>Test/ Assignment</b>	<b>Deviation/if any</b>
Jan	1		Globalization and its relevance	<b>Lecture/ Presentation</b>		
	2		stages of Internationalization	<b>Lecture/ Presentation</b>		
	3		International Marketing	<b>Lecture/ Presentation</b>		

	4		Need for International Marketing	<b>Lecture/ Presentation</b>		
	5		International Business	<b>Lecture/ Presentation</b>		
	6		Types of International Business	<b>Lecture/ Presentation</b>		
	7		Market Selection	<b>Lecture/ Presentation</b>		
	8		Market Entry Strategies	<b>Lecture/ Presentation</b>		
	9		Revision of unit -1			
	10		Market coverage Strategies	<b>Lecture/ Presentation</b>		
	11		International Business Intelligence	<b>Lecture/ Presentation</b>		
	12		Global Sourcing Countertrade Global Trade	<b>Lecture/ Presentation</b>		
	13		International Investments	<b>Lecture/ Presentation</b>		
	14		Types of Foreign Investments	<b>Lecture/ Presentation</b>		
	15		Theories of International Investment	<b>Lecture/ Presentation</b>		
	16		Trade and Investment Factors Affecting International Investment	<b>Lecture/ Presentation</b>		
	17		Growth of Foreign Investment, Foreign Investment in India,	<b>Lecture/ Presentation</b>		
	18		International Organization and HRM	<b>Lecture/ Presentation</b>		
	19		Export Promotion India in Global Market	<b>Lecture/ Presentation</b>		
	20		Corporate Governance & Social Responsibility in	<b>Lecture/ Presentation</b>		

			International Business			
	21		MNCs and Global organizations	<b>Lecture/ Presentation</b>		
	22		Foreign Investment by Indian Companies	<b>Lecture/ Presentation</b>		

**Lesson Plan for 6thsemester starting w.e.f 6th January 2024**

**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**

<b>Class</b>	<b>Date of class taken</b>	<b>Topic/ Chapter covered</b>	<b>Academic activity</b>	<b>Test/ Assignment</b>	<b>Deviation if any</b>
<b>1</b>		<b>The Companies Act 1956 : Meaning and Nature of Company : Lifting of the corporate veil : Classification of companies and Special Privileges</b>			

2		<b>: Formation of a company</b>			
3		<b>Memorandum of Association, Articles of Association, Prospectus.</b>			
4		<b>Indian Contract Act 1872 Meaning and Definitions : Essentials of a Valid Contract</b>			
5		<b>offer and acceptance, capacity to contract</b>			
6		<b>consent and free consent</b>			
7		<b>consideration, void agreements</b>			
8		<b>quasi contracts, different modes of discharge of contract</b>			
9		<b>remedies for breach of contract</b>			
10		<b>Sales of Goods Act 1930 : Formation of Contract of Sale</b>			
11		<b>Conditions and Warranties, Transfer of Property</b>			
12		<b>Rule of Caveat emptor : Rights of Unpaid Seller</b>			
13		<b>Information Technology Act : Digital signatures, electronic governance, regulation of certifying authority</b>			
14		<b>digital signature certificate, duties of subscribers.</b>			
15		<b>Consumer Protection Act 1986 : Definitions : Rights of Consumers</b>			
16		<b>: Remedies available to consumers through Redressal Machinery</b>			

17		<b>Negotiable Instrument Act: Meaning and essentials of negotiable instrument</b>			
18		<b>types of negotiable instruments, holder and holder in due course, dishonor instruments of negotiation</b>			
19		<b>Revision</b>			
20		<b>Revision</b>			

## Lesson Plan for the Semester Starting 1<sup>st</sup> January 2024

### DAV Institute of Management

Service Marketing-BBA-II-N-604

Faculty: Dr. Meera Wadhwa

CLASS (1.5 hours)	TOPIC COVERED	ACADEMIC ACTIVITY	ASSIGNMENT/TEST
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	Case Study: Singapore Airlines	Objective type Test
4	Understanding customer needs and expectations	lecture and discussion	
5	Process of Market Segmentation Positioning a service in the market	lecture and discussion	
6	Selecting customer portfolio, creating relations with customer, customer loyalty	lecture and discussion	Objective type Test
	Service encounters		
	Measuring customer satisfaction, Handling complaints,		
	Service failure and Recovery		
7	Designing Service product :value addition to service product,	lecture and discussion	Assignment
	Branding service product		

	New service development		
8	Pricing the service product	lecture and discussion, Case Study : Kerela Tourism	Objective type Test
9	Communication-mix in services industry	lecture and discussion	
10	Challenges in distribution of services,	lecture and discussion	Objective type Test
11	Role of employees and customers in Service industry	lecture and discussion	
	e-services, self-service technologies		
12	Marketing of hospitality services	lecture and discussion	
	Marketing of financial Services		
13	Marketing of Educational Services	lecture and discussion	
	Marketing of Tourism services		
14	Revision	lecture and discussion	
15	Revision	lecture and discussion	

**Lesson Plan for the Semester Starting 6th January 2024**

**Management of Financial Services – BBA(II)6<sup>h</sup>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 :1Hr.

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,	Lecture		
4		Regulatory Framework	Lecture		
5		Housing Finance	Lecture		
6		Regulatory Framework for Housing Finance	Lecture	Assignment on merchant Banking and Housing Finance	
7		Introduction, Concept of Leasing	Lecture		
8		Classification, Legal, Tax Aspect of lease	Lecture		
9		, Financial Evaluation of leasing, Lease Vs. Hire Purchase	Lecture		
10		Process and Functions of Securitization	Lecture		
11		Merits and Limitations of securitisation	Lecture	Assignment on Leasing and Securitization	
12		Credit Rating: Evaluation Criteria	Lecture		
13		Class test of 1 <sup>st</sup> unit		Class test	
14		Process and Credit rating agencies in India		Assignment on Credit agencies in India	
15		Revision			

**Lesson Plan for 6th semester starting w.e.f 1<sup>st</sup> Jan, 2024**

**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.)**

<b>Month</b>	<b>class</b>	<b>Date of class taken</b>	<b>Topic/ Chapter covered</b>	<b>Academic activity</b>	<b>Test/ Assignment</b>	<b>Deviation if any</b>
	<b>1</b>		Retail Marketing : retail marketing as a discipline; as a business activity, unique features of the retail sector; concepts in retail marketing;	<b>Lecture</b>		
	<b>2</b>		strategic retail marketing; the market position at strategy of existing retailers;	<b>Lecture</b>		
	<b>3</b>		specialist frameworks retailing to retail location management	<b>Lecture</b>		
	<b>4</b>		Developing a retail strategy: Organization, layout, merchandise planning and management, customer service and pricing	<b>Lecture</b>		
	<b>5</b>		Supply Chain Management: supply chain management initiatives of large-scale retail businesses;	<b>Lecture</b>		
	<b>6</b>		factor for a successful supply chain management at an operational level and strategic level; logistics infrastructure; The retail buying function; managing of supplier relationships, category	<b>Lecture</b>		
	<b>7</b>		<b>REVISION</b>	<b>Lecture</b>		
	<b>8</b>		and brand management issues, product innovation and demands of specific customer groups; the	<b>Lecture</b>		

			role and nature of logistic and buying strategies; retail mix.			
	<b>9</b>		Retail Development: the importance of effective location management and significance of the internationalization of retailing	<b>Lecture</b>		
	<b>10</b>		specialist frameworks relating to retail location management	<b>Lecture</b>		
	<b>11</b>		retail internationalization; key issues including site selection, store network management and the retail internationalization process.	<b>Lecture</b>		
	<b>12</b>		Development of complete and formal marketing plans for existing or new consumer products.	<b>Lecture</b>		
	<b>13</b>		Structure encompasses all aspects of a contemporary marketing plan from situational analysis through implementation and control	<b>Lecture</b>		
	<b>14</b>		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);	<b>Lecture</b>		
	<b>15</b>		<b>REVISION</b>	<b>Lecture</b>		
	<b>16</b>		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);	<b>Lecture</b>		
	<b>17</b>		retail image, store atmosphere, store lay-out, customer services	<b>Lecture</b>		
	<b>18</b>		retail image, store atmosphere, store lay-out, customer services	<b>Lecture</b>		