

## **Lesson Plan for semester starting w.e.f. 25th January 2025**

**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.**

Month	Class	Date Of Class Taken	Topic/ Chapter covered	Academic activity	Test/ Assignment	Deviati on/if any
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		ASSIGNMENT	
	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	CLASS 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	ASSIGNMENT	
	23		Activities of Leadership	Lecture		

## **Lesson Plan for 4th semester starting w.e.f 25th January 2025**

**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 (Dr.) 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 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</b>			

		<b>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, 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 25 Jan 025**

**QUANTITATIVE TECHNIQUES**

**NAME OF INSTITUTION: DAV INSTITUTE OF MANAGEMENT,FARIDABAD**

**NAME OF TEACHER WITH DESIGNATION: Ms. PREETI GOSWAMI ASST. PROFESSOR**

**DEPARTMENT:BCA**

**CLASS TIME:-1.5 HRS**

MONT	CLASS	DATE OF CLASS	TOPIC /CHAPTER COVERED	ACADEMIC	TEST/ASSIGNMEN
Jan	1		INTRODUCTION TO QUANTITATIVE TECH		
	2		EVOLUTION AND FEATURES DIFFERENT METHODOLOGY		
	3		MODEL MODELING		
	4		LINEAR PROGRAMMING		TEST
	5		SIMPLEX METHOD		
	6		GRAPHICAL METHOD		
	7		FORMULATION METHOD		ASSIGNMENT
	8		DEGENRACY IN LPP		
FEB	1		FEASIBLE AND INFEASIBLE SOL OF LPP	NUMERICALS	
	2		MULTIPLE OPTIMAL LPP		
	3		TRANSPORATION PROBLEM		
	4		NORTH WEST CORNER		
	5		LEAST COST CELL METHOD		
	6		VAM AND CHRACTERTICS		
	7		BASICS FEASIBLE SOLUTION		
	8		ASSIGNMENT PROBLEM		
	9		CONCEPT OF ASSIGNMENT PRO		
	10		HUNGARIAN METHOD		
	11		BALANCED AND UNBALACED PROBLEM	NUMERICALS	
	12		ALTERNATE SOLUTIONS TRAVELING SALESMAN PROBLEM		
	13		PERT/CPM		
	14		TERMINOLOGY OF PERT		
	15		PROBABILITY		TEST
	16		TIME COST TRADE OFF		
	17		REPLACEMENT MODELS		
	18		TYPES OF		
	19		QUEUEING THEORY		
	20		VARIOUS QUEUE SYSTEM		

			GAME THEORY		
	5		DIFFERENT STRATEGIES		
	6		PAYOFF MATRIX		ASSIGNMENT
	7		SADDLE POINT		
8			VALUE OF GAME		

### Lesson Plan for the Semester Starting: Jan 2025

Name of the subject: DBMS & RDBMS

Subject Code: BBA-II-N-404

Name of the teacher with designation: Dr. Geetika Khurana

Department: BBAII 4<sup>th</sup> Sem      Class Time: 1Hr.

Sr. No	Class	Date of Class taken	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation if any
1	1		UNIT 1-Define the term Data, Data base & DBMS, Introduction to Database	Lecture & Discussion		
2	2		Characteristics of Database, Advantages & Disadvantages	Lecture & Discussion		
3	3		Database System Concept, Data Models Schema and Instances	Lecture & Discussion		
4	4		Database Architecture, Data Independence, Database Systems Environment	Lecture & Discussion	Assignment No:1	
5	5		Classification of DBMS System, Database System Utilities	Lecture & Discussion		
6	6		UNIT-2 Entity Type, Entity Set, Attribute, Key Relationships	Lecture & Discussion		
7	7		Relation Types, Roles and Structural Constraints	Lecture & Discussion		
8	8		Enhanced E-R Concepts, Sub Class, Super Class, Inheritance	Lecture & Discussion	Assignment No:2	

9	9		Specialization & Generalization	Lecture & Discussion		
10	10		UNIT-3 Relational Model, Concept, Domain, Attribute, Tuple and Relations Domain	Lecture & Discussion		
11	1		Entity & Referential Integrity Constraints	Lecture & Discussion		
12	2		Relational Algebra & Practical	Lecture & Discussion	Assignment No:3	
13	3		ER & EER to Relational Mapping	Lecture & Discussion		
14	4		Tuple & Domain Relational Calculus	Lecture & Discussion		
15	5		Codd's Rule to Convert DBMS to RDBMS, Introduction to RDBMS	Lecture & Discussion		
16	6		Normalization- First, Third	Lecture & Discussion		
17	7		Normalization-BCNF & Functional Dependencies	Lecture & Discussion		
18	8		Algorithm for Relational Database Schema Design	Lecture & Discussion		
19	9		Fourth Normal Form & Practical of SQL	Lecture & Discussion		
20	10		Doubt Session, Practical of SQL	Lecture & Discussion		



**Lesson Plan for the Semester Starting w.e.f. 25<sup>th</sup> January 2025**

**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 Hr.**

Month	Class	Date of Class taken	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation (If any)
January	1		Concept of Value & Human Value	Lecture & ppts		
February	2		Value Education and its components	Lecture & ppts		
	3		Evolution of Value Oriented Education	Lecture & ppts		
	4		Character Formation and its positive traits	Lecture & ppts		
	5		National Integration & International Understanding	Lecture & ppts	Assignment	
March	6		Human Rights and its Types	Lecture & ppts		
	7		Evolution of Human Rights	Lecture & ppts		

	8		Constitutional Provisions	Lecture & ppts	Assignment	
	9		Constitutional Provisions	Lecture & ppts		
April	10		Constitutional Provisions	Lecture & ppts		
	11		Constitutional Provisions	Lecture & ppts		
	12		Deprivation of human rights	Lecture & ppts		
	13		Disadvantaged groups	Lecture & ppts		
	14		Disadvantaged groups	Lecture & ppts		
	15		Disadvantaged groups	Lecture & ppts		
	16		Government System for redressal	Lecture & ppts,	Assignment	
	17		Media Advocacy	Lecture & ppts, Discussion		
	18		Human rights and awareness	Lecture & ppts, Discussion		
	19		Nuclear weapons, Violation of Human rights	Lecture & ppts, Discussion		
	20		Revision & Previous Year University Exam Questions discussion	Discussion		

**Lesson Plan for the Semester Starting 25<sup>th</sup> January 2025**

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

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

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

**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 25<sup>th</sup> Jan, 2025**

**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
Feb	1		Nature of Industrial Marketing: Industrial Marketing vs. Consumer Marketing;			
	2		Relational approach to Industrial Marketing- the Nature of Industrial Demand and Industrial Customer.			
	3		Accessory Equipment; Raw and Processed Materials; Component Parts and Sub- Assemblies; Operating Supplies; Standardized and Non-standardized parts, Industrial services.			
	4		Introduction to different types of Industrial Products: Major Equipment;			
	5		Organizational Buying:			
	6		BUYGRID MODEL,			
	7		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:			
	<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			
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**6<sup>TH</sup> SEMESTER**



**Lesson Plan for the Semester Starting February 2025**

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

**Paper 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 : 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. 25th January 2025**

**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.**

Month	Class	Date Of Class Taken	Topic/ Chapter covered	Academic activity	Test/ Assignment	Deviation/if any
Jan	1		Globalization and its relevance	Lecture/ Presentation		
	2		Stages of Internationalization	Lecture/ Presentation	Presentation	
	3		International Marketing	Lecture/ Presentation		
	4		need for International Marketing	Lecture/ Presentation		

	5		International Business	Lecture/ Presentation		
	6		Types of International Business	Lecture/ Presentation		
	7		Market Selection	Lecture/ Presentation	Presentation	
	8		Market Entry Strategies	Lecture/ Presentation	Presentation	
	9		Market Entry Strategies -2	Lecture/ Presentation		
	10		Market coverage Strategies	Lecture/ Presentation		
	11		Market coverage Strategies-2	Lecture/ Presentation		
	12		International Business Intelligence	Lecture/ Presentation		
	13		Global Sourcing	Lecture/ Presentation		
	14		Countertrade	Lecture/ Presentation		
	15		Global Trade	Lecture/ Presentation		
	16		International Investments	Lecture/ Presentation		
	17		Types of Foreign Investments	Lecture/ Presentation		
	18		Theories of International Investment	Lecture/ Presentation		
	19		Trade and Investment	Lecture/ Presentation		
	20		Factors Affecting International Investment	Lecture/ Presentation		
	21		Growth of Foreign Investment	Lecture/ Presentation		

	22		Foreign Investment in India, and Foreign Investment by Indian Companies	Lecture/ Presentation		
	23		International Organization and HRM	Lecture/ Presentation		
	24		Export Promotion India in Global Market	Lecture/ Presentation		
	25		Corporate Governance	Lecture/ Presentation		
	26		Social Responsibility in International Business	Lecture/ Presentation		
	27		MNCs and Global organizations	Lecture/ Presentation		
	28		Revision and doubts.	Lecture/ Presentation		

**Lesson Plan for semester starting w.e.f. 25th January 2025**

**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>			
<b>2</b>		<b>: Formation of a company</b>			
<b>3</b>		<b>Memorandum of Association, Articles of Association, Prospectus.</b>			
<b>4</b>		<b>Indian Contract Act 1872 Meaning and Definitions : Essentials of a Valid Contract</b>			
<b>5</b>		<b>offer and acceptance, capacity to contract</b>			
<b>6</b>		<b>consent and free consent</b>			
<b>7</b>		<b>consideration, void agreements</b>			
<b>8</b>		<b>quasi contracts, different modes of discharge of contract</b>			
<b>9</b>		<b>remedies for breach of contract</b>			
<b>10</b>		<b>Sales of Goods Act 1930 : Formation of Contract of Sale</b>			

<b>11</b>		<b>Conditions and Warranties, Transfer of Property</b>			
<b>12</b>		<b>Rule of Caveat emptor : Rights of Unpaid Seller</b>			
<b>13</b>		<b>Information Technology Act : Digital signatures, electronic governance, regulation of certifying authority</b>			
<b>14</b>		<b>digital signature certificate, duties of subscribers.</b>			
<b>15</b>		<b>Consumer Protection Act 1986 : Definitions : Rights of Consumers</b>			
<b>16</b>		<b>: Remedies available to consumers through Redressal Machinery</b>			
<b>17</b>		<b>Negotiable Instrument Act: Meaning and essentials of negotiable instrument</b>			
<b>18</b>		<b>types of negotiable instruments, holder and holder in due course, dishonor instruments of negotiation</b>			
<b>19</b>		<b>Revision</b>			
<b>20</b>		<b>Revision</b>			

**Lesson Plan for semester starting w.e.f. 25th January 2025**

**DAV Institute of Management  
Service Marketing-BBA-II-N-604  
Faculty: Dr. Meera Wadhwa**

<b>CLASS (1.5 hours)</b>	<b>TOPIC COVERED</b>	<b>ACADEMIC ACTIVITY</b>	<b>ASSIGNMENT/TEST</b>
1	Concept of Service Marketing: Goods Vs. Services, Types Of services	<b>lecture and discussion</b>	<b>Assignment</b>
2	Emergence of Service Economy : Reasons for Growth and Current status		
3	Distinctive characteristics and classification of services	<b>Case Study: Singapore Airlines</b>	<b>Objective type Test</b>
4	Understanding customer needs and expectations	<b>lecture and discussion</b>	
5	Process of Market Segmentation Positioning a service in the market	<b>lecture and discussion</b>	



6	Selecting customer portfolio, creating relations with customer, customer loyalty	<b>lecture and discussion</b>	<b>Objective type Test</b>
	Service encounters		
	Measuring customer satisfaction, Handling complaints,		
	Service failure and Recovery		
7	Designing Service product :value addition to service product,	<b>lecture and discussion</b>	<b>Assignment</b>
	Branding service product		
	New service development		
8	Pricing the service product	<b>lecture and discussion, Case Study : Kerela Tourism</b>	<b>Objective type Test</b>
9	Communication-mix in services industry	<b>lecture and discussion</b>	
10	Challenges in distribution of services,	<b>lecture and discussion</b>	<b>Objective type Test</b>
11	Role of employees and customers in Service industry	<b>lecture and discussion</b>	
	e-services, self-service technologies		
12	Marketing of hospitality services	<b>lecture and discussion</b>	
	Marketing of financial Services		
13	Marketing of Educational Services	<b>lecture and discussion</b>	
	Marketing of Tourism services		
14	Revision	<b>lecture and discussion</b>	
15	Revision	<b>lecture and discussion</b>	

**Lesson Plan for semester starting w.e.f. 25th January 2025**

**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 semester starting w.e.f. 25th January 2025**

**Subject: Retail Marketing – BBA(II)6<sup>h</sup>Sem**

**Subject Code: BBA-II-N-607**

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: MR. HARISH

Department: BBA (Industry Integrated)

Class Time :1Hr.

Month	Class No.	Date	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation (if any)
	1		Retail Marketing: Introduction, Discipline & Unique Features	Lecture & Discussion	-	-
	2		Strategic Retail Marketing & Market Positioning	Case Study Discussion	-	-
	3		Retail Location Management Frameworks	Lecture & PPT	-	-

	4		<b>Developing a Retail Strategy: Organization &amp; Layout</b>	<b>Class Activity</b>	-	-
	5		<b>Merchandise Planning &amp; Customer Service</b>	<b>Lecture &amp; Examples</b>	-	-
	6		<b>Supply Chain Management in Retail</b>	<b>Group Discussion</b>	<b>Assignment-1</b>	-
	7		<b>Successful Supply Chain Factors &amp; Logistics Infrastructure</b>	<b>Case Study Analysis</b>	-	-
	8		<b>Retail Buying Function &amp; Supplier Relationships</b>	<b>Class Exercise</b>	-	-
	9		<b>Brand Management &amp; Product Innovation</b>	<b>Lecture &amp; Discussion</b>	-	-
	10		<b>Retail Mix &amp; Logistic Strategies</b>	<b>Quiz</b>	-	-
	11		<b>Retail Development &amp; Effective</b>	<b>Discussion &amp; Examples</b>	<b>Assignment-2</b>	-

			<b>Location Management</b>			
	<b>12</b>		<b>Internationalization of Retailing &amp; Site Selection</b>	<b>Case Study</b>	-	-
	<b>13</b>		<b>Retail Store Network Management &amp; Expansion</b>	<b>Lecture</b>	-	-
	<b>14</b>		<b>Marketing Plans for Consumer Products</b>	<b>PPT Presentation</b>	-	-
	<b>15</b>		<b>Situational Analysis &amp; Implementation Control</b>	<b>Case Study</b>	-	-
	<b>16</b>		<b>Retail Communications &amp; Customer Targeting</b>	<b>Discussion</b>	-	-
	<b>17</b>		<b>Store &amp; Non-Store Retailing Strategies</b>	<b>Lecture &amp; Examples</b>	<b>Assignment-3</b>	-
	<b>18</b>		<b>Retail Image, Store Atmosphere &amp; Layout</b>	<b>Class Activity</b>	-	-

	<b>19</b>		<b>Customer Service &amp; Engagement Strategies</b>	<b>Discussion</b>	-	-
	<b>20</b>		<b>Retail Location Management Frameworks</b>	<b>Quiz &amp; Review</b>	-	-
	<b>21</b>		<b>Retail Strategy: Organization &amp; Pricing</b>	<b>Lecture &amp; Examples</b>	-	-
	<b>22</b>		<b>Retail Supply Chain Initiatives</b>	<b>Class Discussion</b>	<b>Assignment-4</b>	-
	<b>23</b>		<b>Revision: Retail Planning &amp; Execution</b>	<b>Case Study</b>	-	-
	<b>24</b>		<b>Final Revision &amp; Doubt Clearing</b>	<b>Mock Test</b>	-	-