

Lesson Plan for the Semester Starting 12th January 2026

Entrepreneurship Development – BBA(II) 6^h Sem

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Ms. Vandana Jain

Department: BBA (Industry Integrated)

Class Time: 1.5Hr.

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	Lecture and		

		Product	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. 17 jan 2026

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	Assignment	
	5		International Business	Lecture/ Presentation		
	6		Types of International	Lecture/		

			Business	Presentation		
	7		Market Selection	Lecture/ Presentation	Assignment	
	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 6th semester starting w.e.f 17th January 2026

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 (Dr.) Alka Narula, Assistant Professor

Lesson Plan for the Semester Starting: 17th Jan' 2026

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 Classification of companies and	Lecture		
		Lifting of the corporate veil Special Privileges	Lecture		
2		Formation of a company	Lecture		
3		Memorandum of Association,	Lecture	Assignment	
4		Articles of Association,	Lecture		
5		Prospectus	Lecture		
6		Revision	Lecture		
7		Indian Contract Act 1872 Meaning and Definitions : Essentials of a Valid Contract	Lecture		
8		offer and acceptance, capacity to contract	Lecture		

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

Lesson Plan for the Semester Starting: 17th Jan' 2026

Name of the subject: Service Marketing

Subject Code: BBA-II-N-604

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Dr. Dhrity Ahuja

Department: BBA(II)

Class Time: 1.5Hr. (1.5 Hrs/Week)

Month	Class	Date of Class taken	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation if any
Jan	1		Overview of Syllabus	Lecture		
	2		Definition & Concept	Lecture & ppt		
	3		Distinctive Characteristics	Lecture & ppt		
	4		Classification of services	Lecture & ppt		
	5		Growth in service sector	Lecture & ppt		
	6		Service Marketing Mix	Lecture & ppt		
	7		Emergence of Service economy	Lecture & ppt		
	8		Understanding customer needs & expectations	Lecture & ppt		
	9		Process of market segmentation	Lecture & ppt		
	10		Selecting customer portfolio & creating valued relation with customers	Lecture & ppt		
	11		Customer loyalty & service encounters	Lecture & ppt		
	12		Measuring customer satisfaction	Lecture & ppt		
	13		Handling complaints, Service failure& recovery	Lecture & ppt		
	14		Service positioning	Lecture & ppt		

	15		Value addition to service product	Lecture & ppt		
	16		Planning & branding service product	Lecture & ppt		
	17		New service development	Lecture & ppt		
	18		Pricing the service product	Lecture & ppt		
	19		Advertising of services	Lecture & ppt		
	20		Personal Selling and other communication in services	Lecture & ppt		
	21		Challenges in distribution	Lecture & ppt		
	22		Role of employees, customers & intermediaries	Lecture & ppt		
	23		e-services & online consumer behavior	Lecture & ppt		
	24		Self- service technologies	Lecture & ppt		
	25		Marketing of financial services	Lecture & ppt		
	26		Marketing of hospitality & tourism	Lecture & ppt		
	27		Marketing of educational services	Lecture & ppt		

Lesson Plan for the Semester Starting 17th January 2026

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)

Dr. (CA) Alka Narula (Assistant Professor) - 1.5 Hrs.

Department: BBA (Industry Integrated)

Class Time: 1 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,	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 st unit		Class test	
14		Process and Credit rating agencies in India	Lecture	Assignment on Credit agencies in India	
15		Revision			

16		Factoring: Concepts and Forms	Lecture		
17		Functions of a factor	Lecture		
18		Legal Aspects and Evaluation of Factoring	Lecture		
19		Factoring Vis-a Vis Forfeiting	Lecture		
20		Venture Capital: Nature, Scope	Lecture	Assignment on Venture Capital	
21		Regulatory framework	Lecture		
22		Investment Process	Lecture		
23		Evaluation Criteria, Limitations	Lecture		
24		Future of Venture Capital in India	Lecture		
25		Revision of Unit 3		Revision	
26		Mergers and Amalgamations: meaning, features and scheme	Lecture		
27		Techniques of valuation	Lecture	Assignment on Mergers & Amalgamation	
28		Acquisitions and Takeovers: Meaning and regulatory frameworks	Lecture		
29		SEBI Guidelines	Lecture		
30		Revision of Unit 4		Revision	

Lesson Plan for the Semester Starting 17th January 2026

Subject: Retail Marketing

Subject Code: BBA II N 607

Institution: DAV Institute of Management

Teacher: HARISH (TPO)

Department: CRC

Class Time: 1 Hour (Saturdays) and 1.30 Hour (Sundays)

Month	Class No.	Date	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation (if any)
			Retail Marketing: Introduction, Discipline & Unique Features	Lecture & Discussion	-	-
			Strategic Retail	Case Study	-	-

			Marketing & Market Positioning	Discussion		
			Retail Location Management Frameworks	Lecture & PPT	-	-
			Developing a Retail Strategy: Organization & Layout	Class Activity	-	-
			Merchandise Planning & Customer Service	Lecture & Examples	-	-
			Supply Chain Management in Retail	Group Discussion	Assignment-1	-
			Successful Supply Chain Factors & Logistics Infrastructure	Case Study Analysis	-	-
			Retail Buying Function & Supplier Relationships	Class Exercise	-	-
			Brand Management & Product Innovation	Lecture & Discussion	-	-
			Retail Mix & Logistic Strategies	Quiz	-	-
			Retail Development & Effective Location Management	Discussion & Examples	Assignment-2	-
			Internationalization of Retailing & Site Selection	Case Study	-	-
			Retail Store Network Management & Expansion	Lecture	-	-
			Marketing Plans for Consumer Products	PPT Presentation	-	-
			Situational Analysis & Implementation	Case Study	-	-

			Control			
			Retail Communications & Customer Targeting	Discussion	-	-
			Store & Non-Store Retailing Strategies	Lecture & Examples	Assignment-3	-
			Retail Image, Store Atmosphere & Layout	Class Activity	-	-
			Customer Service & Engagement Strategies	Discussion	-	-
			Retail Location Management Frameworks	Quiz & Review	-	-
			Retail Strategy: Organization & Pricing	Lecture & Examples	-	-
			Retail Supply Chain Initiatives	Class Discussion	Assignment-4	-
			Revision: Retail Planning & Execution	Case Study	-	-
			Final Revision & Doubt Clearing	Mock Test	-	-