

LESSON PLAN (AUG 2024-DEC 2025)

Ruchi Phogat

Assistant Professor of BBA

Class: BBA 1st sem

Sub: Business Organization (BBAN101)

3 rd week of aug	Business – Concept, nature and scope
4 th week of aug	business as a system
1 st week of sep	business objectives
2 nd week of sep	business and environment interface
3 rd week of sep	Difference b/w Business & commerce,presentations
4 th week of sep	Difference b/w Business & trade
1 st week of oct	Forms of business organization – Sole proprietorship
2 nd week of oct	Partnership, multinational corporations
3 rd week of oct	Diwali vacations
4 th week of oct	joint stock company, types of company cooperative societies,revision,tests
1 st week of nov	process of setting up a business enterprise; choice of a suitable form of business organization, business plan
2 nd week of nov	Entrepreneurship – Concept and nature; entrepreneurial opportunities in contemporary business environment
3 rd week of nov	Government and business interface; stock exchange in India, business combination – concept and causes;
4 th week of nov	chambers of commerce and industries in India – FICCI, CII Association
1 st week of dec	Revision,tests, presentations
2 nd week of dec	Revision,tests, presentations

Class: BBA 3rd sem

Sub: Capital Market (BBAN303)

3 rd week of aug	Meaning, nature and role of capital market, features of developed capital market
4 th week of aug	reforms in the capital market
1st week of sep	regulatory framework of capital market
2nd week of sep	capital market instruments and innovation in financial instruments.
3 rd week of sep	Primary capital market scenario in India, primary market intermediaries, primary market activities
4 th week of sep	methods of raising resources from primary market; secondary market scenario in India
1st week of oct	reforms in secondary market, organization and management
2nd week of oct	trading and settlement, listing of securities, stock market index, steps taken by SEBI to increase liquidity in the stock market, tests
3 rd week of oct	Diwali vacations
4 th week of oct	Meaning, need and benefits of depository system in India, difference between demat and physical share
1st week of nov	Importance of Debt market in capital market, participant in the debt market, types of instrument treated in the Debt market, depository process, functioning of NSDL and SHCIL
2nd week of nov	primary and secondary segments of debt market, products and services offered by IFCI, IDBI, IIBI, SIDBI, IDFC, EXIM Bank, NABARD, revision
3 rd week of nov	Role and policy measures relating to development banks and financial institution in India
4 th week of nov	ICICI Meaning and benefits of mutual funds, types of mutual funds, SEBI guidelines relating to mutual funds
1st week of dec	Revision, tests, presentations
2nd week of dec	Revision, tests, presentations

Class: BBA 3rd sem

Sub: Disaster management (BBAN306)

3 rd week of aug	Depletion of natural capital; development as causes of disaster; rapid population growth, environmental pollution
4 th week of aug	epidemics; industrials accidents and chemical releases; multipurpose project and resettlement issues; humanitarian assistance in emergencies.
1st week of sep	Floods- flood plains, drainage, basins, nature and frequency of flooding, flood hazards, urbanization and flooding, Landslides- landslide analysis, determination of stability and safety factor
2nd week of sep	Coastal hazards- tropical cyclone, coastal erosion, sea level changes and its impact on coastal areas and coastal zone management. Climate change- Emissions
3 rd week of sep	global warming, impact on sea level in south Asian region environmental disruptions and their implications
4 th week of sep	Earth quakes- preliminary concepts, seismic waves, travel-time and location of epicenter, nature of destruction
1st week of oct	a seismic designing, quake resistant building and dams. Tsunamis- causes and location of tsunamis; disturbance in sea floor and release of energy
2nd week of oct	Revision
3 rd week of oct	Diwali vacations
4 th week of oct	impact on fragile coastal environment volcanoes-causes of volcanism, volcanism materials, geographic distribution of volcanoes, revision
1st week of nov	Structure of the atmosphere; Pressure, temperature, precipitation, cloud classification and formation
2nd week of nov	calories force; El Nino phenomenon; western disturbance; energy model and budget of the earth
3 rd week of nov	Primary differentiation and formation of core, mantle, crust, atmosphere and hydrosphere; magma generation and formation of igneous rock; weathering; erosion; transportation
4 th week of nov	deposition of earth's material by running water; river meandering and formation of ox-bow lake.
1st week of dec	Revision, tests, presentations
2nd week of dec	Revision, tests, presentations

Class: BBA 5th sem

Sub: PRODUCTION AND MATERIALS MANAGEMENT (BBAN501)

3 rd week of aug	Production economics: introduction, evaluation, major long term and short term decisions
4 th week of aug	differences between products and services. Meaning and types of production systems: production to order and production to stock
1st week of sep	importance and activities,
2nd week of sep	production to order and production to stock; plant location; factors affecting location and evaluating different locations
3 rd week of sep	Production planning and control, objectives, advantages and elements. PPC and production systems, sequencing and assignment problems
4 th week of sep	Inventory control: objectives, advantages and techniques (EOQ model and ABC analysis); quality control: meaning and importance, inspection, quality control charts for variables and attributes
1st week of oct	Materials Management: meaning, objectives, importance, functions and organization materials information system
2nd week of oct	standardization, simplification and variety reduction
3 rd week of oct	Diwali vacations
4 th week of oct	Revision, value analysis and engineering,tests
1st week of nov	Stores Management: meaning, objectives, importance and functions
2nd week of nov	stores layout; classification and codification; inventory control of spare parts
3 rd week of nov	materials logisticswarehousing management, materials handling, traffic and transportation
4 th week of nov	disposal of scrap, surplus and obsolete materials,tests
1st week of dec	Revision,tests, presentations
2nd week of dec	Revision,tests, presentations

LESSON PLAN
Session: 2024-25 (ODD SEM)

Name of Teacher – Dr Chetna Verma

Class- BBA 3rd Yr

Subject- MARKETING MANAGEMENT

WEEKS	SYLLABUS
Week1	Introduction to Marketing; difference between marketing and selling;
Week2	core concepts of marketing; marketing mix;
Week3	marketing process; marketing environment, Determinants of consumer behavior;
Week4	consumer's purchase decision process
Week5	(exclude industrial purchase decision process);
Week6	market segmentation; target marketing;
Week7	differentiation and positioning; marketing research; marketing information system
Week8	Product and product line decisions; branding decisions;
Week9	packaging and labeling decisions;
Week10	product life cycle concept; new product development; pricing decisions
Week11	product life cycle concept; new product development; pricing decisions
Week12	warehousing and physical distribution, conceptual introduction to supply chain management,
Week13	conceptual introduction to customer relationship marketing
Week14	Promotion mix - personal selling, advertising
Week15	sales promotion, publicity.
Week16	Revision

LESSON PLAN
Session: 2024-25 (ODD SEM)

Name of Teacher - Chetna

Class- BBA 5th Yr

Subject- INDIAN BUSINESS ENVIRONMENT

WEEKS	SYLLABUS
Week1	Nature, components and determinants of business environment
Week2	basic nature of Indian economic system; growth of public and private corporate sector
Week3	social responsibility of business; economic reforms since 1991 – an overview
Week4	Review of industrial policy developments and pattern of industrial growth since 1991;
Week5	industrial licensing policy; public sector reforms
Week6	privatization and liberalization trends; growth and problems of SMEs; industrial sickness
Week7	Development banking: an overview and current developments;
Week8	regulation of stock exchanges and the role of SEBI
Week9	banking sector reforms; challenges facing public sector banks;.
Week10	growth and changing structure of non-bank financial institutions
Week11	Trend and pattern of India's foreign trade and balance of payments
Week12	Latest foreign trade policy; India's overseas investments;
Week13	policy towards foreign direct investment; globalization trends in Indian economy
Week14	role of MNCs
Week15	impact of multilateral institutions (IMF, World Bank and WTO) on Indian business environment.
Week16	Revision

LESSON PLAN
Session: 2024-25 (ODD SEM)

Name of Teacher - Chetna

Class- BBA 1ST Yr

Subject- Financial Accounting

WEEKS	SYLLABUS
Week1	Meaning and scope of accounting, ,
Week2	nature of financial accounting principles
Week3	basis of accounting;
Week4	accounting process
Week5	from recording of business transaction to preparation of trial balance.
Week6	
Week7	
Week8	–
Week9	Rectification of errors; preparation of final accounts
Week10	(non-corporate entities) along with major adjustments
Week11	Bank Reconciliation Statement
Week12	accounts of non-profit organization
Week13	Single entry system
Week14	Joint venture accounts
Week15	consignment accounts.
Week16	Revision

LESSON PLAN
Session: 2024-25 (ODD SEM)

Name of Teacher - Chetna

Class- BBA 3RD Yr

Subject- PRESENTATION SKILLS & PERSONALITY DEVELOPMENT

WEEKS	SYLLABUS
Week1	Introduction – Meaning, types of presentation: presentation that deeply involves the audience, presentation that creates excitement
Week2	persuasive presentation, presentation evoking emotional appeal, presentation that sells a new idea, humorous presentation.
Week3	Planned and unplanned presentation, planning a presentation – analyzing the audience, location of presentations
Week4	objective of presentation, researching the topic; structuring the presentation, presentation notes and session plan.
Week5	Methods of presentation – Fish bowl, role plays, group discussion
Week6	conference, seminar, workshop, clinics, brainstorming, simulations, games, questionnaire
Week7	delivering presentation – presenter effectiveness, difficult situations and nerves
Week8	motivation and attention. Outcomes of presentation – inspiring presentation
Week9	presentation that builds trust, presentation that offers a solution, value added presentation, presentation that facilitates decision making
Week10	Concept of personality, personality consciousness
Week11	personality patterns, personality syndrome; symbols of self, clothing, names and nicknames,
Week12	speech, age, success, reputation, moulding the personality pattern, persistence and change
Week13	Personality determinants – physical intellectual, emotional and social determinants, aspirations and achievements, educational determinants and family determinants
Week14	Personality development – healthy personalities, developing self-awareness, managing personal stress, solving problems analytically and creatively;
Week15	grooming – appearance, dress sense, personal hygiene, etiquettes and body language; time management, public speaking

Week16	Revision
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