



Dr. Bhawana Sharma
Department of Management
Lesson Plan Register



**SOPHIA GIRLS' COLLEGE, AJMER
(AUTONOMOUS)**



Lesson Plan

Submitted by : Dr. Bhawana Sharma (Lecturer)

Department of Management

(Batch)

2016-17

FOR
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Semester – I to VI



SOPHIA GIRLS' COLLEGE(AUTONOMOUS), AJMER

Department of Management SEMESTER I BBA 106 Business Ethics and Sustainability

Months	Topics	Duration
July 2016	Nature Of Business Ethics- Introduction, religion & ethics, moral and ethics, relation between ethics and business management, ethics in business. Value system:-values, moral standard, source of ethics, objectives of ethics, categories of values, universal standards. Values for Indian Managers, ethics in management- factors, vision, corporate culture.	1 Month
9 th Aug- 7 th Sept 2016	CIA I	
20 th Aug- 5 th Oct 2016	Ethical principle in business- Role of Board of directors, code of ethics, code of conduct, credo, ethics committee, concept of whistle Blower, role of leadership, ethics audit. Ethics with special reference to Commercial and operations management- marketing and Industrial Espionage, Finance, HRM, Operations and Technology. IT and ethics, E-Commerce and BPO, Accountancy, Investments. Social Responsibility and ethical values- Stakeholders expectations, CSR [Corporate Social Responsibility]- concept, implementation , advantages and examples.	1.5 Month
6 th Oct. – 22 nd Oct 2016	CIA II	
11 th Oct. – 10 th Nov. 2016	Ethical Decision Making- Attitudes and beliefs, Business ethics and society, Ethical values and Dilemmas. Corporate Sustainability- concept, sustainable development, KYOSEI Technique, Triple Bottom Line (TBL)	1 Month
21 st nov – 10 th Dec 2016	END SEMESTER EXAM	

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SOPHIA GIRLS' COLLEGE(AUTONOMOUS), AJMER

Department of Management SEMESTER III BBA 304 – Functional Management


Months	Topics	Duration
July 2016	<ul style="list-style-type: none"> • Introduction to marketing: Meaning, Nature, Objectives, Significance, Difference between sales and Marketing, Traditional and modern concept of marketing • Overview of product: Definition, Nature, Types, Importance, Product Life Cycle, New Product Development • Price: Definition, Nature, Importance, Objectives, Strategies and methods • Place: Definition of distribution channels, Objectives, Role and Types • Promotion: Advertising, Sales Promotion, Personal Selling and Public Relation 	1 Month
9 th Aug- 7 th Sept 2016	CIA I	
20 th Aug- 5 th Oct 2016	<ul style="list-style-type: none"> • Production and operations management: types of production, factory layout and location, materials handling. • Production and operations management: types of production, factory layout and location, materials handling. • Capacity planning. • Human resource management: Concept of HRM, HRP and HRD, Meaning of HRM, Nature, Objectives, Importance • Manpower planning: Meaning, Objectives and Importance, 	1.5 Month
6 th Oct. – 22 nd Oct 2016	CIA II	
11 th Oct. – 10 th Nov. 2016	<ul style="list-style-type: none"> • Recruitment : Definition, Nature, Objectives, Importance and Sources • Selection: Concept, Features, Objectives, Importance and process 	1 Month
<p><i>Sushma Sharma</i> Principal</p> <p><i>[Signature]</i> Head</p> <p>Department of Management Sophia Girls' College (Autonomous), Ajmer</p>		



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Department of Management
THIRD YEAR
BBA – 503 Business Environment

Months	Topics	Duration
July 2016	<ul style="list-style-type: none">• Business Environment Nature, Concept and Significance, Types of environment: economic and non economic environment and their interaction,• Environment scanning and its process, Interaction between internal and external environments• Critical evaluation of latest economic policies of India: fiscal policy, monetary policy, industrial policy, policy for small scale sector	1 Month
9 th Aug- 7 th Sept 2016	CIA I	
20 th Aug- 5 th Oct 2016	<ul style="list-style-type: none">• Export-Import policy ,• Overview of FDI Policy,• Industrial sickness.• Planning: Current five year plan	1.5 Month
6 th Oct. – 22 nd Oct 2016	CIA II	
11 th Oct. – 10 th Nov. 2016	<ul style="list-style-type: none">• FEMA,• Consumer Protection Act,• Role and function of SEBI,• Role of SIDBI	1 Month


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Department of Management
THIRD YEAR
BBA – 6032 Commercial Bank Management

Months	Topics	Duration
Dec, 2016	<ul style="list-style-type: none">Commercial banks: Introduction, Role of BanksThe Nationalization of Banks, reforms in the Banking Sector, Functions of Commercial banks, Credit Management: Introduction, Objectives, Importance, Credit Analysis and Appraisal, credit Problems.Banking Innovations: Introduction, Concept, Innovative financial services- PIN Generation, Credit cards, Debit Cards, ATMs, Mobile Banking, online fund transfer, ECS, pay utility Bills	1.5 Month
Jan, 2017	<ul style="list-style-type: none">Investment Management: nature and significance of Investment Management in commercial Banks- Fundamentals principle of security Investment by commercial banks- Management of security Investments- Reviewing Investment portfolio- organization if Investment functions.Asset liability Management: Concept, Objectives, Functions, Process, measurement and management of Risk.	1 Month
Feb, 2017	CIA I + II	
March, 2017	<ul style="list-style-type: none">NPA –Causes and Remedial Measures – Management of NPA's – Debt Recovery Tribunals – Asset Reconstruction Fund. Non-Banking Finance Companies: Introduction, Types of NBFC, Role of NBFC, Regulation of NBFC, NBFC and RBI.Merchant Banks: Introduction, role of Merchant Banks, Merchant Banking Services, Merchant Banking in India.	1 Month
April 2017	<ul style="list-style-type: none">EXAMS	

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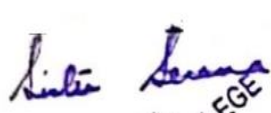
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Department of Management THIRD YEAR BBA – BBA – 6012 Indian Banking System		
Months	Topics	Duration
Dec, 2016	<ul style="list-style-type: none">Indian banking system: Structure and organization of Banks;Reserve bank of India;Apex banking institution; commercial banks; regional rural banks; co-operative banks, development banks,SBI: Brief history, objectives, functions, structure and organization, working and progress	1.5 Month
Jan, 2017	<ul style="list-style-type: none">Banking regulation Act 1949: history; social control; Banking Regulation Act as applicable to banking companies, Public sector banks and co-operative banksReserve Bank of India: Objectives; organization; function and working; monetary policy; credit control measures and their effectiveness.	1 Month
Feb, 2017	CIA I + II	
March, 2017	<ul style="list-style-type: none">Regional rural and co-operative Banks in India; functions; Role of regional rural and co-operative banks in rural India; progress and performance	1 Month


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Department of Management SEMESTER II BBA – (206) Sales and Advertising Management

Months	Topics	Duration
11 th Dec 2016- 20 th Jan 2017	<ul style="list-style-type: none"> Sales Management- An Introduction, Objectives, Nature and Characteristics, Functions, Importance, Sales Management Challenges in the 21st century and new skills required, Process of Sales Management Salesmanship- Meaning, Nature and kinds Qualities of Sales Personnel- General qualities and specific selling qualities Sales Organization- Meaning, characteristics, purposes, need, importance, factors determining the structure of sales organization, Steps in setting up the sales organization, types of sales organization. Theories Of Selling- AIDAS theory, Right set of circumstances Theory, Buying Formula Theory, Behavioural equation theory. 	1.5 Month
21 st Jan to 22 nd Feb 2017	<ul style="list-style-type: none"> Management of Sales Personnel- Recruitment, Selection, Motivation, Controlling 	1 Month
23 rd Feb to 9 th March 2017	CIA I + CIA II	
10 th March -5 th April 2017	<ul style="list-style-type: none"> Sales Quotas Meaning, Characteristics, Objectives, Importance, types, methods, Principles, Problems and Limitations. Sales To Territories- Meaning, Definition, Aspects, Objectives, Need and Importance, Reasons for not establishing sales territories, Factors affecting the size, Factors to be considered while establishing sales territories, Procedure and Methods Sales Policies- Meaning, Definition, Characteristics, Importance, Classification. Sales Forecasting- Meaning, Definition, Features, Importance and Objects, Sales Forecasting Periods, Factors influencing the Sales Forecasting, Methods and Techniques of Sales Forecasting, Guiding Principles for Sales Forecasting, Limitations of Sales Forecasting. 	1 Month
5 th April -6 th May	END SEMESTER EXAM	

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SOPHIA GIRLS' COLLEGE(AUTONOMOUS), AJMER

Department of Management SEMESTER IV BBA – 402 Business Research

Months	Topics	Duration
11 th Dec 2016- 20 th Jan 2017	<ul style="list-style-type: none">• Definition, types of Business research: Meaning, Nature, Objectives, Significance• Descriptive and Exploratory nature,• Scope of research methodology• Research process	1.5 Month
21 st Jan to 22 nd Feb 2017	<ul style="list-style-type: none">• Methods of Data collection-primary and secondary data collection,• Survey Method & Questionnaire Design,• Sampling type & sample size determination. Hypothesis: Meaning, formulation, types	1 Month
23 rd Feb to 9 th March 2017	CIA I + CIA II	
10 th March -5 th April 2017	<ul style="list-style-type: none">• Testing of Hypothesis, Large Sample test, small sample test : t test• Use of computers in research, report writing and presentation	1 Month
15 th April -6 th May 2017	END SEMESTER EXAM	


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