



**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)  
2017-18**

**FOR  
BACHELOR OF BUSINESS ADMINISTRATION (BBA)  
&  
BACHELOR OF COMMERCE (B.Com)**

**Semester – I to VI**



# SOPHIA GIRLS' COLLEGE(AUTONOMOUS), AJMER

## Department of Management SEMESTER I BBA 106 Business Ethics and Sustainability

Months	Topics	Duration
July, 2017	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
August, 2017	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.	1 Month
Sept, 2017	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 Month
2 <sup>nd</sup> Oct. – 14 <sup>th</sup> Oct 2017	CIA	
14 <sup>th</sup> Oct. – 2 <sup>nd</sup> Nov. 2017	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
18 <sup>th</sup> Nov – 14 <sup>th</sup> Dec 2017	END SEMESTER EXAM	

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# SOPHIA GIRLS' COLLEGE(AUTONOMOUS), AJMER

<b>Department of Management</b> <b>SEMESTER III</b> <b>BBA 304 – Functional Management</b>		
Months	Topics	Duration
July, 2017	<ul style="list-style-type: none"> <li>• Introduction to marketing: Meaning, Nature, Objectives, Significance, Difference between sales and Marketing, Traditional and modern concept of marketing</li> <li>• Overview of product: Definition, Nature, Types, Importance, Product Life Cycle, New Product Development</li> <li>• Price: Definition, Nature, Importance, Objectives, Strategies and methods</li> <li>• Place: Definition of distribution channels, Objectives, Role and Types</li> </ul>	1 Month
August, 2017	<ul style="list-style-type: none"> <li>• Promotion: Advertising, Sales Promotion, Personal Selling and Public Relation</li> <li>• Production and operations management: types of production, factory layout and location, materials handling.</li> <li>• Production and operations management: types of production, factory layout and location, materials handling</li> </ul>	1 Month
Sept, 2017	<ul style="list-style-type: none"> <li>• Capacity planning.</li> <li>• Human resource management: Concept of HRM, HRP and HRD, Meaning of HRM, Nature, Objectives, Importance</li> <li>• Manpower planning: Meaning, Objectives and Importance,</li> </ul>	1 Month
2 <sup>nd</sup> Oct. – 14 <sup>th</sup> Oct 2017	<b>CIA</b>	
14 <sup>th</sup> Oct. – 2 <sup>nd</sup> Nov. 2017	<ul style="list-style-type: none"> <li>• Recruitment : Definition, Nature, Objectives, Importance and Sources</li> <li>• Selection: Concept, Features, Objectives, Importance and process</li> <li>• Induction: Definition, Nature, Objectives, Role</li> <li>• Training: Meaning, Nature, Objectives, Significance</li> </ul>	1 Month
18 <sup>th</sup> Nov – 14 <sup>th</sup> Dec 2017	<b>END SEMESTER EXAM</b>	

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## SOPHIA GIRLS' COLLEGE(AUTONOMOUS), AJMER

### Department of Management SEMESTER V BBA 503 Business Environment

Months	Topics	Duration
July, 2017	<ul style="list-style-type: none"><li>• Business Environment Nature, Concept and Significance, Types of environment: economic and non economic environment and their interaction,</li></ul>	1 Month
August, 2017	<ul style="list-style-type: none"><li>• Environment scanning and its process, Interaction between internal and external environments</li><li>• Critical evaluation of latest economic policies of India: fiscal policy, monetary policy, industrial policy, policy for small scale sector</li></ul>	1 Month
Sept, 2017	<ul style="list-style-type: none"><li>• Export-Import policy ,</li><li>• Overview of FDI Policy,</li><li>• Industrial sickness.</li><li>• Planning: Current five year plan</li></ul>	1 Month
2 <sup>nd</sup> Oct. – 14 <sup>th</sup> Oct 2017	<b>Continuous Internal Assessment (CIA)</b>	
14 <sup>th</sup> Oct. – 2 <sup>nd</sup> Nov. 2017	<ul style="list-style-type: none"><li>• FEMA,</li><li>• Consumer Protection Act,</li><li>• Role and function of SEBI,</li><li>• Role of SIDBI</li></ul>	1 Month
18 <sup>th</sup> Nov – 14 <sup>th</sup> Dec 2017	<b>END SEMESTER EXAM</b>	

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## SOPHIA GIRLS' COLLEGE(AUTONOMOUS), AJMER

### SEMESTER V BBA – 504 FUNDAMENTALS OF INSURANCE- I

Months	Topics	Duration
July, 2017	<ul style="list-style-type: none"><li>• Introduction of Insurance: purpose, need, significance and principles,</li><li>• Insurance &amp; Assurance, Insurance as a social security tool,</li><li>• Insurance and economic development</li><li>• Challenges in Insurance Sector.</li></ul>	1 Month
August, 2017	<ul style="list-style-type: none"><li>• Life Insurance/Marine/Fire: meaning, types, importance, Principles</li></ul>	1 Month
Sept, 2017	<ul style="list-style-type: none"><li>• Types of insurance contracts.</li><li>• IRDA: IRDA Act 1999, Mission, objective, functions and composition</li></ul>	1 Month
2 <sup>nd</sup> Oct. – 14 <sup>th</sup> Oct 2017	<b>CIA</b>	
14 <sup>th</sup> Oct. – 2 <sup>nd</sup> Nov. 2017	<ul style="list-style-type: none"><li>• LIC: organizational set up of the company, objectives, functions and distribution channels,</li><li>• GIC: objectives, role and functions.</li></ul>	1 Month
18 <sup>th</sup> Nov – 14 <sup>th</sup> Dec 2017	<b>END SEMESTER EXAM</b>	

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## SOPHIA GIRLS' COLLEGE(AUTONOMOUS), AJMER

### Department of Commerce SEMESTER V COMM 503: Principles of Marketing- I

Months	Topics	Duration
July, 2017	<ul style="list-style-type: none"><li>• Introduction: Nature and scope of marketing, importance as a business function and in the economy,</li><li>• Marketing concepts – traditional and modern, selling Vs marketing, marketing mix,</li></ul>	1 Month
August, 2017	<ul style="list-style-type: none"><li>• Marketing environment.</li><li>• Product: Concept of product, consumer and industrial goods, product planning and development.</li></ul>	1 Month
Sept, 2017	<ul style="list-style-type: none"><li>• Packaging – role and functions, brand name ,patent and trade mark, product life cycle concept.</li><li>• Price : Importance of pricing in the marketing mix, pricing policies and strategies, factors affecting price of a product/service, discounts and rebates.</li></ul>	1 Month
2 <sup>nd</sup> Oct. – 14 <sup>th</sup> Oct 2017	<b>CIA</b>	
14 <sup>th</sup> Oct. – 2 <sup>nd</sup> Nov. 2017	<ul style="list-style-type: none"><li>• Channels of Distribution – meaning, importance, modes(types): wholesaling and retailing, factors affecting channel of distribution, problems.</li></ul>	1 Month
18 <sup>th</sup> Nov – 14 <sup>th</sup> Dec 2017	<b>END SEMESTER EXAM</b>	

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# SOPHIA GIRLS' COLLEGE(AUTONOMOUS), AJMER

Department of Management <b>SEMESTER II</b> <b>BBA – (206) Sales and Advertising Management</b>		
Months	Topics	Duration
15 <sup>th</sup> Dec 2017-20 <sup>th</sup> Jan 2018	<ul style="list-style-type: none"> <li>Sales Management- An Introduction, Objectives, Nature and Characteristics, Functions, Importance, Sales Management Challenges in the 21<sup>st</sup> century and new skills required, Process of Sales Management</li> <li>Salesmanship- Meaning, Nature and kinds</li> <li>Qualities of Sales Personnel- General qualities and specific selling qualities</li> <li>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.</li> </ul>	1.5 Month
21 <sup>st</sup> Jan to 22 <sup>nd</sup> Feb 2018	<ul style="list-style-type: none"> <li>Theories Of Selling- AIDAS theory, Right set of circumstances Theory, Buying Formula Theory, Behavioural equation theory.</li> <li>Management of Sales Personnel- Recruitment, Selection, Motivation, Controlling</li> </ul>	1 Month
23 <sup>rd</sup> Feb to 9 <sup>th</sup> March 2018	<b>CIA I + CIA II</b>	
10 <sup>th</sup> March - 5 <sup>th</sup> April 2018	<ul style="list-style-type: none"> <li>Sales Quotas- Meaning, Characteristics, Objectives, Importance, types, methods, Principles, Problems and Limitations.</li> <li>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</li> <li>Sales Policies- Meaning, Definition, Characteristics, Importance, Classification.</li> <li>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.</li> </ul>	1 Month
15 <sup>th</sup> April - 6 <sup>th</sup> May 2018	<b>END SEMESTER EXAM</b>	
<div style="display: flex; justify-content: space-between;"> <div> <p><i>[Signature]</i> <b>PRINCIPAL</b> <b>SOPHIA GIRLS' COLLEGE</b> <b>(AUTONOMOUS)</b> <b>Ajmer</b></p> </div> <div> <p><i>[Signature]</i> <b>Head</b> <b>Department of Management</b> <b>Sophia Girls' College</b> <b>(Autonomous), Ajmer</b></p> </div> </div>		





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### Department of Management SEMESTER IV BBA –402 Business Research

Months	Topics	Duration
15 <sup>th</sup> Dec 2017- 20 <sup>th</sup> Jan 2018	<ul style="list-style-type: none"><li>• Definition, types of Business research: Meaning, Nature, Objectives, Significance</li><li>• Descriptive and Exploratory nature,</li><li>• Scope of research methodology</li><li>• Research process</li></ul>	1.5 Month
21 <sup>st</sup> Jan to 22 <sup>nd</sup> Feb 2018	<ul style="list-style-type: none"><li>• Methods of Data collection-primary and secondary data collection,</li><li>• Survey Method &amp; Questionnaire Design,</li><li>• Sampling type &amp; sample size determination.</li></ul> Hypothesis: Meaning, formulation, types	1 Month
23 <sup>rd</sup> Feb to 9 <sup>th</sup> March 2018	CIA I + CIA II	
10 <sup>th</sup> March -5 <sup>th</sup> April 2018	<ul style="list-style-type: none"><li>• Testing of Hypothesis, Large Sample test, small sample test : t test</li><li>• Use of computers in research, report writing and presentation</li></ul>	1 Month
15 <sup>th</sup> April -6 <sup>th</sup> May 2018	END SEMESTER EXAM	

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## SOPHIA GIRLS' COLLEGE(AUTONOMOUS), AJMER

### Department of Management SEMESTER VI BBA – 6012 Indian Banking System

Months	Topics	Duration
15 <sup>th</sup> Dec 2017- 20 <sup>th</sup> Jan 2018	<ul style="list-style-type: none"><li>Indian banking system: Structure and organization of Banks;</li><li>Reserve bank of India;</li><li>Apex banking institution; commercial banks; regional rural banks; co-operative banks, development banks,</li><li>SBI: Brief history, objectives, functions, structure and organization, working and progress</li></ul>	1.5 Month
21 <sup>st</sup> Jan to 22 <sup>nd</sup> Feb 2018	<ul style="list-style-type: none"><li>Banking regulation Act 1949: history; social control; Banking Regulation Act as applicable to banking companies , Public sector banks and co-operative banks</li><li>Reserve Bank Of India: Objectives; organization; function and working; monetary policy; credit control measures and their effectiveness.</li><li></li></ul>	1 Month
23 <sup>rd</sup> Feb to 9 <sup>th</sup> March 2018	CIA I + CIA II	
10 <sup>th</sup> March -5 <sup>th</sup> April 2018	<ul style="list-style-type: none"><li>Regional rural and co-operative Banks in India; functions; Role of regional rural and co-operative banks in rural India; progress and performance</li></ul>	1 Month
15 <sup>th</sup> April -6 <sup>th</sup> May 2018	END SEMESTER EXAM	

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# SOPHIA GIRLS' COLLEGE(AUTONOMOUS), AJMER

SEMESTER VI		
COMM – 6032 Banks & Institutional Management		
Months	Topics	Duration
15 <sup>th</sup> Dec 2017- 20 <sup>th</sup> Jan 2018	<ul style="list-style-type: none"> <li>Commercial banks: Introduction, Role of Banks</li> <li>The Nationalization of Banks, reforms in the Banking Sector, Functions of Commercial banks, Credit Management: Introduction, Objectives, Importance, Credit Analysis and Appraisal, credit Problems.</li> <li>Banking Innovations: Introduction, Concept, Innovative financial services- PIN Generation, Credit cards, Debit Cards, ATMs, Mobile Banking, online fund transfer, ECS, pay utility Bills</li> </ul>	1.5 Month
21 <sup>st</sup> Jan to 22 <sup>nd</sup> Feb 2018	<ul style="list-style-type: none"> <li>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.</li> <li>Asset liability Management: Concept, Objectives, Functions, Process, measurement and management of Risk.</li> </ul>	1 Month
23 <sup>rd</sup> Feb to 9 <sup>th</sup> March 2018	<b>CIA I + CIA II</b>	
10 <sup>th</sup> March -5 <sup>th</sup> April 2018	<ul style="list-style-type: none"> <li>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.</li> <li>Merchant Banks: Introduction, role of Merchant Banks, Merchant Banking Services, Merchant Banking in India.</li> </ul>	1 Month
15 <sup>th</sup> April -6 <sup>th</sup> May 2018	<b>END SEMESTER EXAM</b>	

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