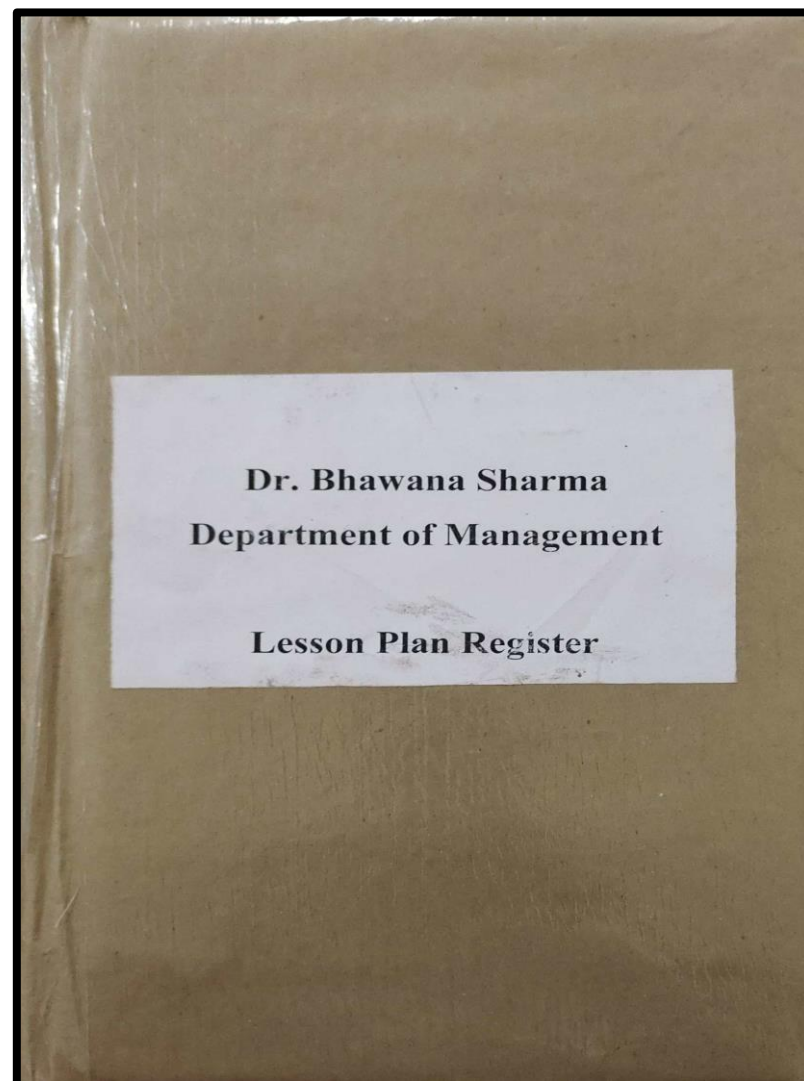




SOPHIA GIRLS' COLLEGE(AUTONOMOUS), AJMER





COURSE PLAN-2019-20 (U.G. Programs)

(Semester I, III & V)

SOPHIA GIRLS' COLLEGE (AUTONOMOUS)

BBA I (SEMESTER I)

BUSINESS ETHICS AND SUSTAINABILITY (PAPER-106)

Max. Marks : 100 (70Ext; 30 Int)

Min. Marks: 40(28 Ext;12 Int)

Credit: 04

COURSE PLAN

SEM I Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
SEM I JULY	UNIT I Nature Of Business Ethics- Introduction, religion & ethics, moral and ethics, relation between ethics and business management, ethics in	Business Ethics	PPT & Chart	Identify the concepts of ethics and relationship with business as well.	<u>Knowledge Based</u> Q1. Define business ethics?	Knowledge--60 Understanding-30 Higher Order-10
	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.	Values and Ethics	Quiz and Group Discussions		Q2. What is the relation between ethics and business?	
	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	Code of conduct and Code of ethics	Flow Chart and PPT		<u>Understanding Based</u> "Religion plays a significant role in business ethics" Comment. Explain the concept of corporate sustanailibity.	
AUGUST	UNIT II Ethics with special reference to Commercial and operations management- marketing and Industrial Espionage,	Implementation of ethics in marketing	PPT and Case studies	Identify the		



	Finance, HRM, Operations and Technology, IT and ethics, E-Commerce and BPO, Accountancy, Investments.	Implementation of ethics in HRM, Finance and IT	PPT and Cases	relationship between ethics and different fields of management	<u>Higher Order Thinking Skills Based</u> What is TBL? Conclude the different aspects of TBL in detail? What is whistle blower? Explain the reasons to blow the whistle in detail?
	Social Responsibility and ethical values- Stakeholders expectations, CSR [Corporate Social Responsibility]- concept, implementation , advantages and examples.	Conceptual knowledge of CSR	Case studies, PPT and flow chart		
SEPTEMBER- OCTOBER	UNIT III	Relation between ethics and society	PPT	Illustrate and analyse the concept of corporate sustainability, KYOSIE technique and TBL	
	Ethical Decision Making- Attitudes and beliefs, Business ethics and society,				
	Ethical values and Dilemmas. Corporate Sustainability- concept, sustainable development.	Concept of Corporate Sustainability	Case studies, PPT and flow chart		
	KYOSEI Technique, Triple Bottom Line (TBL)	Concept of KYOSIE and TBL	PPT and Case study		

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SOPHIA GIRLS' COLLEGE (AUTONOMOUS)

BBA I (SEMESTER III)

FUNCTIONAL MANAGEMENT (PAPER 304)

Max. Marks : 100 (70Ext; 30 Int)

Min. Marks: 40(28 Ext;12 Int)

Credit: 04

COURSE PLAN

SEM III Month	UNIT/TOPIC	Concepts/facts	Teaching	Learning Outcomes	Questions	Marks Weightage
SEM I JULY	UNIT I Marketing management- Concept, importance, functions and scope, traditional and modern marketing concept. Product planning and development- Meaning, Importance, Product life cycle and new product development.	Conceptual knowledge of Marketing and product	PPT and Case Study	1. Interpret the concepts of product, price, place and promotion in marketing.	<u>Knowledge Based</u> 1. Extend 4 Ps of marketing? 2. Extend the components of promotion mix.	Knowledge-- 50 Understanding -35 Higher Order-15
	Conceptual knowledge of brand, trademark, packaging and after sale services. Price- Meaning, objectives, factors and methods. Place- Meaning, types of channels of distribution and factors.	Conceptual knowledge of product identification	Group activity & PPT		<u>Understanding Based</u> 1. Analyze any 3 significance of marketing management. 2. Distinguish between recruitment and selection?	
	Promotion- concept, Advertising: Meaning, importance and media, Personal selling- Meaning and process, Sales promotion- Meaning and methods, Public relation- Meaning and tools.	Conceptual knowledge of promotion mix	Case Study & PPT			



AUGUST UNIT II

Production and operations management-
Meaning, production v/s operation, features
objectives, components, functions, scope and
types of production system

Conceptual
framework of
production and
operation
management

PPT

2. Analyse the
system of
production
management in
an organisation.

Higher Order Thinking Skills Based

1. What is product
life cycle?
Elaborate each
stage of PLC
with suitable
examples.
2. Discuss the
factors affecting
factory location
in detail.

Factory layout-Meaning, objectives and
principles.
Factory Location- Meaning, objectives and
factors affecting.

Fundamentals of
factory layout and
factory location

PPT and
Group
Activity

Material handling- Meaning, objectives,
importance and equipments.
Capacity planning- Concept and importance.

Basics of material
handling

Case Study
and PPT

SEPTEMBER- OCTOBER UNIT III

Human resource management: Meaning,
features, objectives, functions and importance.
Manpower planning – concept, objectives and
process.

Concepts of HRM
and manpower
planning

PPT and case
study

3. Access various
concepts of
human resource
management.

Recruitment – Concept, significance and
sources.
Selection- Concept, importance and process.

Basics of
recruitment and
selection along
with differences

Group
Activity

Induction- Meaning, objectives, significance,
major contents and problems.
Training- Concept, objectives, benefits and
methods.

Induction
programme and
training and of
employee.

Case Study
and PPT

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B.Com II (SEMESTER III)

FUNDAMENTALS OF ENTREPRENEURSHIP (PAPER-304)

Max. Marks : 100 (70Ext; 30 Int)

Min. Marks: 40(28 Ext;12 Int)

Credit :04

COURSE PLAN

SEM III Month	UNIT/TOPIC	Concept s/facts	T ea	Lear ning	Questions	Marks Weightage (%)
SEM I JULY	UNIT I Entrepreneurship - meaning and definition, features, types, importance and benefits of entrepreneurship. Entrepreneur – meaning and definition, characteristics, types, significance of entrepreneur. Specific traits/ qualities of entrepreneur – Leadership – leadership roles, leadership behavior.	Conceptual knowledge of Entrepreneurship	PPT and Case Study	1.Unders tand entrepreneurial behaviour & his social responsibilities.	<u>Knowledge Based</u> List any 2 significance of entrepreneurship “Entrepreneur is an innovator” Explain? <u>Understandin g Based</u> Organise the essentials of a good business plan.	Knowledge--50 Understanding-35 Higher Order-15



AUGUST

UNIT II

Theories of entrepreneurship – (a) psychological theories with reference to: innovation theory, theory of need of achievement, theory of recover the withdrawal of status, behavioural theory

(b) sociological theory: entrepreneurial group theory, social change theory, cultural theory.

Conceptual framework of theories of entrepreneurship

PPT

2.
Analyse the theories of entrepreneurship

Development of entrepreneurship in India (pre and post independence), recent trends for development of entrepreneurship in India.

Recent trends for development of entrepreneurship

PPT

Innovation and entrepreneur – definition of creativity and innovation, difference between creativity and innovation, creative process, innovation process, skills required for innovation, need and role of innovation today, sources and opportunities for innovation.

Innovation and Creativity

Case Study, Group Activity and PPT



SEPTEMBER-
OCTOBER

UNIT III

Social responsibility of entrepreneurs – definition of social responsibility, scope of social responsibility of entrepreneurs.

Concepts of social responsibility and entrepreneur

PPT and case study

3. Access the significance of entrepreneur in socio-economic growth

Role of entrepreneur in socio-economic growth : as an innovator, in generation of employment opportunities, bringing about social stability,

Role of entrepreneur in socio-economic growth

Group Activity

Balanced regional development of industries, export promotion and import substitution, forex earnings.

Role of entrepreneur in export and import

Case Study and PPT

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SOPHIA GIRLS' COLLEGE (AUTONOMOUS)

B.B.A III (SEMESTER V) BUSINESS ENVIRONMENT (PAPER-503)

Max. Marks : 100 (70Ext; 30 Int)


Min. Marks: 40(28 Ext;12 Int)

Credit: 04

COURSE PLAN

SEM III Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
SEM I JULY	UNIT I Business Environment Nature, Concept and Significance, Types of environment:	Conceptual knowledge of business environment	PPT and Case Study	Describe the concept of business environment and scanning.	<u>Knowledge Based</u> 1. What is the relation between business and environment?	Knowledge--40 Understanding--40 Higher Order-20
	Economic and non economic environment and their interaction.	Analysis of different factors affecting business environment	Group activity & PPT		2. Define Monetary Policy?	
	Environment scanning and its process. Interaction between internal and external environments .	Identification of methods of environmental scanning	Case Study & PPT		<u>Understan ding Based</u> 1.Explain any 3 significance of	
AUGUST	UNIT II Critical evaluation of latest economic policies of India: fiscal policy, monetary policy	Implementation of monetary and fiscal policy	PPT & material of current affair	Analyse various economic policies, applicable in business	industrial policy. 2.Analyze any 3 problems of small scale	



	Industrial policy, policy for small scale sector,	Conceptual knowledge of industrial policy and SSI	PPT and case study	environment.	industry.
	Export-Import policy Overview of FDI Policy Industrial sickness.	Basics of Exim policy, FDI and Industrial Sickness	Case Study and PPT & Group Activity		<u>Higher Order Thinking Skills Based</u> 1. Define business environment. Elaborate external environment with suitable examples.
SEPTEMBER- OCTOBER	UNIT III Planning: Current five year plan, FEMA	Concepts of HRM and manpower planning	PPT and case study	Evaluate significant statutory bodies, established to support Indian business.	2. What are the reasons of industrial sickness? Discuss.
	Consumer Protection Act, Role and function of SEBI,	Basics of recruitment and selection along with differences	Group Activity		
PRINCIPAL SOPHIA GIRLS' COLLEGE (AUTONOMOUS) AJMER	Role of SIDBI , Competition Act.	Induction programme and training of employee.	Case Study and PPT		Head Department of Management Sophia Girls' College (Autonomous), Ajmer



B.Com III (SEMESTER V)

FUNDAMENTALS OF INSURANCE (PAPER-504)

Max. Marks : 100 (70Ext; 30 Int)

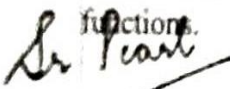


Min. Marks: 40(28 Ext;12 Int)

Credit : 04

COURSE PLAN

SEM III Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
SEM I JULY	UNIT I	Conceptual knowledge of insurance	PPT and Case Study	Study the basic concepts of insurance	<u>Knowledge Based</u> What do you mean by social security?	Knowledge--40 Understanding-40 Higher Order-20
	Introduction of Insurance: purpose, need, significance and principles.				Define marine insurance?	
	Insurance & Assurance, Insurance as a social security tool	Difference between insurance and assurance	Group activity & PPT		<u>Understanding Based</u>	
	Insurance and economic development, Challenges in Insurance Sector.	Challenges in insurance sector	Case Study & PPT		Distinguish any 3 differences between over- insurance and under- insurance.	
AUGUST	UNIT II	Conceptual framework of life insurance	PPT & case discussion	Classify insurance into different categories	Compare any 3 differences between life	
	Life Insurance: meaning, types, importance, principles, Types of insurance contracts.					
	Marine: meaning, types, importance, principles	Conceptual knowledge of marine insurance and types	PPT and case discussion			



	Fire: meaning, types, importance, principles	Fire insurance and its types	PPT and case discussion	and fire insurance.
SEPTEMBER- OCTOBER	UNIT III	Concepts of IRDA	PPT and case study	Evaluate the structure & functions of IRDA, LICI & GICI.
	IRDA: IRDA Act 1999, Mission, objective, functions and composition.			
	LICI: organizational set up of the company, objectives, functions and distribution channels,	Basic knowledge of LICI	PPT	Discuss the cases of life insurance.
	GICI: objectives, role and functions.	Conceptual knowledge of GICI	Case Study and PPT	
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B.Com III (SEMESTER V)
PRINCIPLES OF MARKETING(PAPER-503)

Max. Marks : 100 (70Ext; 30 Int)

Min. Marks: 40(28 Ext;12 Int)

Credit : 04

COURSE PLAN

SEM III Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
SEM I JULY	UNIT I Introduction: Nature and scope of marketing, importance as a business function and in the economy.	Conceptual knowledge of marketing	PPT and group activity	Study the basic concepts of marketing	<u>Knowledge Based</u> What do you mean by traditional concept of marketing?	Knowledge--40 Understanding--40 Higher Order--20
	Marketing concepts – traditional and modern, selling Vs marketing, marketing mix.	Difference between traditional and modern concept of marketing	Group activity & PPT		What is marketing mix?	
	Marketing environment.	Factors affecting marketing environment	Case Study & PPT		<u>Understanding Based</u>	
AUGUST	UNIT II Product: Concept of product, consumer and industrial goods, product planning and development,	Conceptual knowledge of product	PPT & group activity	Classify product identification into different parts	<u>Based</u> Distinguish any 3 differences between marketing and sales	
	packaging – role and functions, brand name ,patent and trade mark,	Conceptual knowledge of product identification	PPT and group activity		Compare any 3 differences	



SEPTEMBER-
OCTOBER

Product life cycle concept.

UNIT III

Concept of product life cycle

PPT and case discussion

Basics of pricing

PPT and group activity

Evaluate the methods of pricing and channels of distribution

between brand and trademark

Price : Importance of pricing in the marketing mix, pricing policies and strategies,

Higher Order Thinking Skills Based

Adopt a suitable pricing strategies for a company.

Factors affecting price of a product/service, discounts and rebates.

Concept of factors affecting pricing and its methods

PPT

Discuss the stages of product life cycle with suitable examples.

Channels of Distribution – Conceptual knowledge, importance, of channels of modes(types): wholesaling and distribution retailing, factors affecting channel of distribution, problems

Group activity and PPT

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SOPHIA GIRLS' COLLEGE (AUTONOMOUS)

BBA I (SEMESTER II)

SALES AND ADVERTISING MANAGEMENT (PAPER-206)

Max. Marks : 100 (70Ext; 30 Int)

Min. Marks: 40(28 Ext;12 Int)

Credit: 04

COURSE PLAN

SEM II Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcome s	Questions	Marks Weight age (%)
SEM I Dec.	UNIT I Sales Management- An Introduction, Objectives, Nature and Characteristics, Functions, Importance, Sales Management Challenges in the 21 st century and new skills required, Process of Sales Management	Sales Management	PPT & Chart	Identify the concepts of Sales management along with its challenges.	<u>Knowledge Based</u> Q1. Define Sales Management Q2. What are the qualities of Salesman ?	Knowledge-- 60 Understanding -30 Higher Order-10
	Salesmanship- Meaning, Nature and kinds Qualities of Sales Personnel- General qualities and specific selling qualities	Qualities of Salesmanship	Quiz and Group Discussions		<u>Understanding Based</u> Explain the concept of AIDAS theory.	



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.

Sales Organization and Theories of Selling

Flow Chart, Case Studies and PPT

Explain the techniques to select a salesman.

Higher Order Thinking Skills Based

What are the Selling theories? Conclude the different theories of sales with suitable example.?

What is sales forecasting? Explain the different techniques to forecast the sales in an organisation?

Jan.

UNIT II

Management of Sales Personnel- Recruitment

Selection,

Motivation, Controlling

Management of Sales Personnel

Recruitment and Selection of Sales Personnel

Motivation and Controlling techniques

PPT

PPT and Cases

Case studies, PPT and flow chart

Identify the techniques to manage sales personnel

Feb.- Mar.

UNIT III

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

Conceptual framework of sales quota and sales territories.

PPT

Illustrate and analyse the concept of sales quota, policies, territories and forecasting.



Sales Policies- Meaning, Definition, Characteristics, Importance, Classification.	Types of sales policies	Case studies, PPT and flow chart
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	Techniques of sales forecasting	PPT

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B.Com II (SEMESTER IV)
FUNDAMENTALS OF ENTREPRENEURSHIP- II (PAPER-404)

Max. Marks : 100 (70Ext; 30 Int)

Min. Marks: 40(28 Ext;12 Int)

Credit :04

COURSE PLAN

SEM IV Month	UNIT/TOPIC	Concepts/facts	Teaching	Learning Outcome	Questions	Marks Weightage (%)
SEM IV Dec.	UNIT I Promotion of a new venture – stages/steps for promoting a new venture.	Conceptual knowledge of Entrepreneurship	PPT and Case Study	1.Understand Environmental analysis in Entrepreneurship	<u>Knowledge Based</u> List the steps to promote a new venture. “what is SWOT analysis” Explain?	Knowledge--50 Understanding-35 Higher Order-15
	SWOT analysis External environment analysis – meaning, need and importance of environmental analysis	Relation between SWOT analysis and Entrepreneurship	Group activity & PPT		<u>Understanding Based</u> Organise the essentials to establish a new venture.	
	Brief description of : economic environment, socio-cultural environment, technological environment, competitive factors.	Environmental factors	Case Study & PPT		“External environmental analysis plays a significant role in entrepreneurship” Explain.	

	<p>UNIT II</p> <p>Legal requirements for establishment of a new unit – legal forms of organization, SSI registration, objectives and benefits of registration, provisional and permanent registration, procedure of registration.</p>	<p>Conceptual framework of Legal requirements for establishing a new unit in entrepreneurship</p>	PPT	<p>2. Analyse the formalities to establish a new venture</p>	<p><u>Higher Order Thinking Skills Based</u> Explain the role of Entrepreneurial Development Programmes</p>
	<p>Financing the new enterprise : raising of funds – critical issues, short-term and long finance, sources of short-term and long term finance.</p>	<p>Requirement of Financing for the new enterprise</p>	PPT		
	<p>Venture capital financing and documentation – definition of venture capital, seed capital and start-up capital, features of venture capital, difference between venture capital financing and traditional financing, venture capital financing stages, venture capital process, roles and fields of venture capital, sources of supply of venture capital in India, regulation and guidelines for venture capital, venture capital investment process and documentation.</p>	<p>Basics of Venture capital financing and documentation</p>	<p>Case Study, Group Activity and PPT</p>		



Feb.-Mar.

UNIT III

Entrepreneurial Development Programmes – meaning and definition of EDPs, nature or characteristics of EDPs, need or importance of EDPs,

Concepts of Entrepreneurial Development Programmes

PPT and case study

3. Access the significance of Entrepreneurial Development Programmes

Objectives of EDPs, phases or stages of EDPs, critical evaluation of EDPs in India, suggestions to make EDPs more effective.

Basics to improve EDPs in india
Group Activity

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Role of government in Entrepreneurial Development – government role in the form of assistance and incentives.

Role of government in Entrepreneurial Development

Case Study and PPT

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SOPHIA GIRLS' COLLEGE (AUTONOMOUS)

BBA II (SEMESTER IV)

BUSINESS RESEARCH (PAPER 402)

Max. Marks : 100 (70Ext; 30 Int)

Min. Marks: 40(28 Ext;12 Int)

Credit: 04

COURSE PLAN

SEM IV Month	UNIT/TOPIC	Concepts/facts	Teaching	Learning Outcomes	Questions	Marks Weightage
SEM I DEC.	UNIT I Definition and concept of business research	Conceptual knowledge of business research	PPT and Case Study	1. Interpret the concepts of business research.	<u>Knowledge Based</u> 1. Extend the concepts of business research.	Knowledge--50 Understanding-35 Higher Order-15
	Types of Business research: descriptive and Exploratory	Conceptual knowledge of types of research	PPT		2. Extend the types of research	
	Scope of research methodology; research process	Conceptual knowledge research process	PPT			
JAN.	UNIT II Methods of Data collection-primary and secondary data	Concept of data collection	PPT	2. Analyse the concept of data collection and sampling.	<u>Understanding Based</u> 1. Analyze any 3 methods of data collection. 2.Distinguish between descriptive and exploratory research?	
	Collection, survey Method & Questionnaire Design, sampling type & sample size determination.	Fundamentals of sampling	PPT and survey			
	Hypothesis : Meaning, formulation, types	Basics of hypothesis	PPT		<u>Higher Order Thinking Skills Based</u> 1.What is	



FEB.-MAR.

UNIT III

Testing of Hypothesis,

Concepts of testing of hypothesis PPT

3. Access various hypothesis?

tests in hypothesis

Elaborate each stage of research.

Large Sample test, small sample test : t test, Use of computers in research,

Basics of different tests PPT

2. Discuss the tests applying in hypothesis

Report writing and presentation

Steps of report writing PPT

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SOPHIA GIRLS' COLLEGE (AUTONOMOUS)

B.B.A III (SEMESTER VI)

Indian Banking System (PAPER-6012)

Max. Marks : 100 (70Ext; 30 Int)

Min. Marks: 40(28 Ext;12 Int)

Credit: 04

COURSE PLAN

SEM VI Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
SEM I Dec.	UNIT I Indian banking system; Structure and organization of Banks; Reserve bank of India; Apex banking institution; commercial banks; regional rural banks; co-operative banks.	Conceptual knowledge of Indian banking system Analysis of apex banking institutions in India.	PPT Group activity & PPT	Describe the concept of Indian banking system.	<u>Knowledge Based</u> 1. What is the structure of Indian banking system? 2. Define Bank?	Knowledge--40 Understanding-40 Higher Order-20
	Development banks, SBI; Brief history, objectives, functions, structure and organization, working and progress	Analysis of development banks	PPT		<u>Understand ing Based</u> 1.Explain the working of any 3 significant banks? 2.Analyze Banking Regulation Act.	
Jan.	UNIT II Banking regulation Act 1949; history; social control;	Conceptual knowledge Banking regulation Act 1949	PPT	Analyse BRA applicable in banks in India.		
	Banking Regulation Act as applicable to banking companies ,	Implementation of Banking Regulation Act	PPT		<u>Higher Order Thinking Skills</u>	



	Public sector banks and co-operative banks	Implementation of Banking Regulation Act on Public sector banks and co-operative banks	Case Study and PPT & Group Activity		<i>Based</i> 1. Define Development banks with their functions. 2. What are the measurement/tools to analyse the monetary policy.
Feb.- Mar.	UNIT III Reserve Bank of India: Objectives; organization; function and working	Concepts of Reserve Bank of India	PPT	Evaluate significant statutory bodies, established to support Indian banking industry.	
	Monetary policy; credit control measures and their effectiveness. Regional rural and co-operative Banks in India; functions.	Basics of Monetary policy	PPT & Group Activity		
	Role of regional rural and co-operative banks in rural India; progress and performance	Role of RRB and co-operative banks.	Case Study and PPT		

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B.Com III (SEMESTER VI)

FUNDAMENTALS OF INSURANCE-II (PAPER-604)

Max. Marks : 100 (70Ext; 30 Int)

Min. Marks: 40(28 Ext;12 Int)

Credit : 04

COURSE PLAN

SEM VI Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
SEM VI Dec.	UNIT I Insurance agent: definition, nature, duties, and rights,	Conceptual knowledge of insurance agent.	PPT and Case Study	Study the basic steps to become an insurance agent.	<u>Knowledge</u> <u>Based</u> What do you mean by Insurance agent? Define nomination?	Knowledge-40 Understanding-40 Higher Order-20
	Agent Remunerations, Procedure for becoming an agent, Pre- requisites for obtaining license,	Procedure for becoming an agent	Group activity & PPT		<u>Understanding</u> <u>Based</u> Distinguish any 3 differences between Nomination and Assignment	
	Cancellation of License, Revocation or suspension/ Termination of agent's appointment, Code of Conduct.	Conditions to Cancel the License of insurance agent.	Case Study & PPT		Explain the Functions of the agent	
Jan.	UNIT II Functions of the agent,	Functions of the agent	PPT & case discussion	Classify the functions of an insurance agent		
	Nomination and Assignment- Meaning & Importance,	Conceptual knowledge Nomination and Assignment	PPT and case discussion			



	Life insurance selling & Underwriting the life insurance policy and insurance documents.	Underwriting the life insurance	PPT		
Feb.-Mar.	UNIT III Types of Insurance Plans	Types of Insurance Plans	PPT and case study	Evaluate the types of insurance plans.	<u>Higher Order Thinking Skills Based</u> Elaborate all the insurance plans in detail.
	Issue of policy - Cover note, Receipt, Risk Coverage, Product pricing, Actuarial aspect: basis and types of premium,	Conditions to issue a policy	PPT		Discuss the Procedure regarding settlement of policy claims.
	Rebate and premium plans. Procedure regarding settlement of policy claims (Maturity claims & Death claims).	Conceptual knowledge of rebate and premium plans	Case Study and PPT		

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B.Com III (SEMESTER VI)
PRINCIPLES OF MARKETING(PAPER-603)

Max. Marks : 100 (70Ext; 30 Int)




Min. Marks: 40(28 Ext;12 Int)

Credit : 04

COURSE PLAN

SEM VI Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
SEM VI Dec.	UNIT I Consumer Behavior : Nature and scope	Conceptual knowledge of Consumer Behavior	PPT and group activity	Study the basic concepts of Consumer Behavior	<u>Knowledge Based</u> What do you mean by consumer behaviour ?	Knowledge--40 Understanding-40 Higher Order-20
	significance of consumer behavior, Market segmentation – concept and importance	Conceptual knowledge of Market segmentation	Group activity & PPT			
	Basis of market segmentation, STP Strategy.	Factors affecting Market segmentation	Case Study & PPT		What is STP strategy?	
Jan.	UNIT II Promotion : Meaning, Objectives, Need of promotion, Promotion mix-Meaning, components, factors affecting promotion mix	Conceptual knowledge of promotion mix	PPT & group activity	Classify promotion mix in different parts	<u>Understanding Based</u> Distinguish any 3 differences advertising and sales promotion	
	Advertising media : Meaning ,types, their relative merits and demerits, points to be considered for selecting advertising media, characteristics of an effective advertisement,	Conceptual knowledge of advertising.	PPT and group activity		Explain the steps of personal selling.	



	Personal selling: Meaning, Process, Types, Importance, Limitations, Publicity, Publicity	Concept of personal selling	PPT and case discussion		
Feb.-Mar	UNIT III International Marketing : Definition, Nature, Need and Importance, Scope, Domestic marketing Vs International marketing, Identifying and selecting foreign markets,	Basics of International Marketing	PPT and group activity	Evaluate the Recent developing in marketing	<u>Higher Order Thinking Skills Based</u> Design a suitable STP strategy for a company Discuss the Emerging trends of marketing with suitable examples.
	Recent Developments: Marketing, Sustainable Marketing, Green Marketing, Social Marketing, Relationship Marketing	E-Recent developing in marketing	PPT		
	Retail Marketing, Emotional Marketing with their relative meaning, nature, advantages and disadvantages.	Emerging trends of marketing	Group activity and PPT		
<div style="display: flex; justify-content: space-between; align-items: flex-end;"> <div style="text-align: center;">  PRINCIPAL SOPHIA GIRLS' COLLEGE (AUTONOMOUS) AJMER </div> <div style="text-align: center;">  PRINCIPAL SOPHIA GIRLS' COLLEGE (AUTONOMOUS) AJMER </div> <div style="text-align: center;">  Head Department of Management Sophia Girls' College (Autonomous), Ajmer </div> </div>					