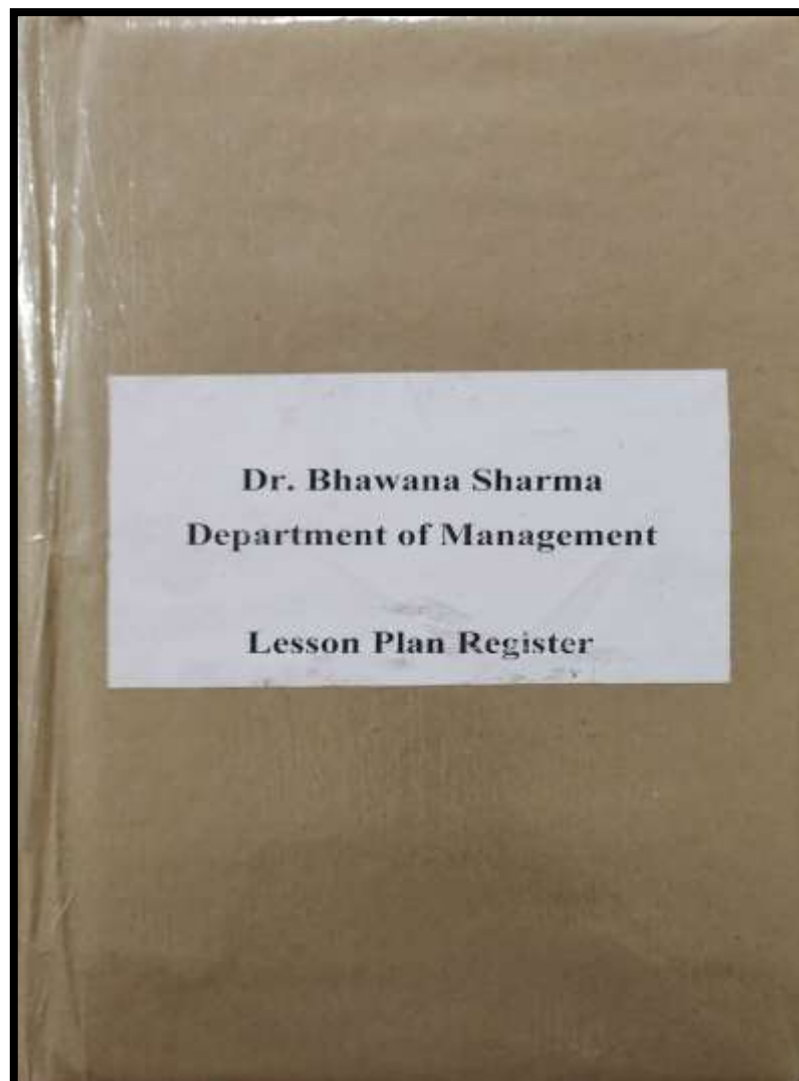




SOPHIA GIRLS' COLLEGE (AUTONOMOUS), AJMER



COURSE_PLAN_2020-21_DR_BHAWANA_SHARMA



COURSE PLAN

U.G Programs

2020-21

(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

SEMESTER Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage(%)
Aug.	UNIT I Nature Of Business Ethics- Introduction, religion & ethics, moral and ethics, relation between ethics and business management, ethics in	Business Ethics	Group Discussion, PPT & Chart	Identify the concepts of ethics and relationship with business as well.	<u>Knowledge Based</u> Q1. Define business ethics? Q2. What is the relation between ethics and business?	Knowledge--60 Understanding-30 Higher Order-10
Aug-Sep.	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	Brainstorming, Quiz and Group Discussions		<u>Understanding Based</u> "Religion plays a significant role in business ethics" Comment. Explain the concept of corporate sustainability.	
Sep-oct.	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	Quiz, storytelling, Flow Chart and PPT			
October	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	<u>Higher Order Thinking Skills Based</u>	



Oct.	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	What is TBL? Conclude the different aspects of TBL in detail?
Nov.	Social Responsibility and ethical values- Stakeholder's expectations, CSR [Corporate Social Responsibility]-concept, implementation, advantages and examples.	Conceptual knowledge of CSR	Storytelling, PPT and flow chart		What is whistle blower? Explain the reasons to blow the whistle in detail?
Dec.	UNIT III Ethical Decision Making- Attitudes and beliefs, Business ethics and society,	Relation between ethics and society	PPT, Problem Solving Activity	Illustrate and analyse the concept of corporate sustainability, KYOSIE technique and TBL	
"	Ethical values and Dilemmas. Corporate Sustainability- concept, sustainable development.	Concept of Corporate Sustainability	Case studies, PPT and flow chart		
Jan.	KYOSIE 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 (PAPER304)

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

Min. Marks: 40(28 Ext;12 Int) Credit: 04

COURSE PLAN

SEMESTER Month	UNIT/TOPIC	Concepts/facts	TeachingPed agogy	LearningO utcomes	Questions	MarksWeightag e(%)
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	Team Exercise, 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
Aug.	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	Quiz, Group activity & PPT		<u>Understanding Based</u> 1. Analyze any 3 significance of marketing management. 2. Distinguish between recruitment and selection?	
Aug.	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	Group Discussion, Quiz, Case Study & PPT		<u>Higher Order Thinking Skills Based</u>	

	Aug.	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 & Quiz		1. What is product life cycle? Elaborate each stage of PLC with suitable examples.
	Sep.	Factory layout-Meaning, objectives and principles. Factory Location- Meaning, objectives and factors affecting.	Fundamentals of factory layout and factory location	PPT and Group Activity	2. Analyse the system of production management in an organisation.	2. Discuss the factors affecting factory location in detail.
	Oct.	Material handling- Meaning, objectives, importance and equipments. Capacity planning- Concept and importance.	Basics of material handling	Problem Solving Activity, Quiz & PPT		
	Nov.	UNIT III Human resource management: Meaning, features, objectives, functions and importance. Manpower planning – concept, objectives and process.	Concepts of HRM and manpower planning	Quiz, PPT and case study	3. Access various concepts of human resource management.	
	Dec.	Recruitment – Concept, significance and sources. Selection- Concept, importance and process.	Basics of recruitment and selection along with differences	Group Activity, Brainstormin g & PPT		
	Jan.	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- I (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 Pedagogy	Learning Outcomes	Questions	Marks/Weightage (%)
July	UNIT I Entrepreneurship – meaning, features, types, importance. Entrepreneur – meaning, characteristics, types, significance, traits/qualities, risk tendencies and behaviour.	Conceptual knowledge of Entrepreneurship	PPT, Group Activity & Quiz	1. Identify the opportunities for business and develop a business plan.	<u>Knowledge Based</u> List any 2 significances of entrepreneurship “Entrepreneur is an innovator” Explain?	Knowledge-50 Understanding-35 Higher Order-15
Aug.	Identifying and evaluating Business Opportunities. Quick start methods. Business planning – meaning, characteristics, need, importance and process of business plan	Conceptual knowledge of entrepreneurial opportunities & business planning.	Brainstorming, Group activity & PPT		<u>Understanding Based</u> Organise the essentials of a good business plan. “Business Environment plays a significant role in entrepreneurship” Explain	
Sep.	UNIT II Business Environment- meaning, types & Impact External Environment Analysis- Concept, need & importance.	Environmental factors	Case Study & PPT		<u>Higher Order Thinking Skills</u>	



Oct.

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.

Conceptual framework of theories of entrepreneurship

PPT & Quiz

2. Organise the essentials to establish a new venture.
Explain.

Based
Explain the different sources of financing to new enterprises?

Nov.

UNIT III

Financing the new enterprise: sources of short-term and long-term finance.

Concepts of social responsibility and entrepreneur

PPT, Assignment and case study

3. Develop a marketing plan for new product in an organisation.

Dec.

Venture capital financing- meaning, features, process, sources of supply of venture capital in India.

Role of entrepreneur in socio-economic growth

PPT & Quiz

Jan.

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Developing a Marketing Plan.

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Role of entrepreneur in export and import

PPT, Group Discussion & Quiz

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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 (%)
July	UNIT I Business Environment- Nature, Concept and Significance, Types of environment	Conceptual knowledge of business environment	PPT & Quiz	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
July	Economic and non-economic environment and their interaction,	Analysis of different factors affecting business environment	Brainstorming, Group Discussion & PPT		2. Define Monetary Policy?	
Aug.	Environment scanning and its process, Interaction between internal and external environments,	Identification of methods of environmental scanning	Case Study & PPT		<u>Understanding Based</u> 1. Explain any 3	
Sep.	UNIT II Critical evaluation of latest economic policies of India: fiscal policy, monetary policy	Implementation of monetary and fiscal policy	PPT, Group Discussion & Quiz	Analyse various economic policies, applicable in business environment.	significance of industrial policy. 2. Analyze any 3 problems of small scale industry.	
Oct.	Industrial policy, policy for small scale sector,	Conceptual knowledge of industrial policy and SSI	Brainstorming, PPT and case study		<u>Higher Order Thinking Skills</u>	



Oct.	Export-Import policy, Overview of FDI Policy, Industrial sickness.	Basics of Exim policy, FDI and Industrial Sickness.	Case Study and PPT & Group Activity.		<u>Based</u> 1. Define business environment. Elaborate external environment with suitable examples. 2. What are the reasons of industrial sickness? Discuss.
Nov.	UNIT III Planning: Current five year plan, FEMA	Concepts of HRM and manpower planning	PPT, Assignment and case study	Evaluate significant statutory bodies, established to support Indian business.	
Dec.	Consumer Protection Act, Role and function of SEBI,	Basics of recruitment and selection along with differences	Group Activity & Quiz		
Jan.	Role of SIDBI, Competition Act.	Induction programme and training and of employee.	Case Study and PPT & Quiz		

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B.Com III (SEMESTER V)
FUNDAMENTALS OF INSURANCE – I (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 (%)
July	UNIT I Introduction of Insurance: purpose, need, significance and principles.	Conceptual knowledge of insurance	PPT, Group Discussion and Quiz	Study the basic concepts of insurance	<u>Knowledge Based</u> What do you mean by social security?	Knowledge--40 Understanding--40 Higher Order--20
Aug.	Insurance & Assurance, Insurance as a social security tool	Difference between insurance and assurance	PPT & Quiz		Define marine insurance?	
"	Insurance and economic development, Challenges in Insurance Sector.	Challenges in insurance sector	Group Discussion, PPT & Quiz		<u>Understanding Based</u> Distinguish any 3 differences between over-insurance and under-insurance.	
Sep.	UNIT II Life Insurance: meaning, types, importance, principles, Types of insurance contracts.	Conceptual framework of life insurance	PPT & case discussion	Classify insurance into different categories	Compare any 3 differences between life and fire insurance.	
Oct.	Marine: meaning, types, importance, principles	Conceptual knowledge of marine insurance and types	PPT, Quiz			



N.D.V.	Fire: meaning, types, importance, principles	Fire insurance and its types	PPT and case discussion	<u>Higher Order Thinking Skills Based</u> Elaborate all the principles of insurance in detail. Discuss the cases of life insurance.
Dec.	UNIT III IRDA: IRDA Act 1999, Mission, objective, functions and composition.	Concepts of IRDA	PPT & Quiz	
Dec.	LICI: organizational set up of the company, objectives, functions and distribution channels.	Basic knowledge of LICI	PPT & Quiz	
Jan.	GICI: objectives, role and functions.	Conceptual knowledge of GICI	PPT & Quiz	

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COURSEPLAN

U.G Programs

2020-21
(Semester I, IV & VI)



SOPHIA GIRLS' COLLEGE (AUTONOMOUS)

BBA I (SEMESTER II)

SALES AND ADVERTISING MANAGEMENT (PAPER-206)

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

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

Credit: 04

COURSE PLAN

SEM II Month	UNIT/TOPIC	Concepts/Facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weight age(%)
April	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-- (4) Understanding -30 Higher Order-19
May	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. Explain the techniques to select a salesman.	
May	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		<u>Higher Order Thinking Skills Based</u>	



May	UNIT II Management of Sales Personnel- Recruitment	Management of Sales Personnel	PPT		What are the Selling theories? Conclude the different theories of sales with suitable example?
June	Selection,	Recruitment and Selection of Sales Personnel	PPT and Cases	Identify the techniques to manage sales personnel	
June	Motivation, Controlling	Motivation and Controlling techniques	Case studies, PPT and flow chart		What is sales forecasting? Explain the different techniques to forecast the sales in an organisation?
June	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.	
July	Sales Policies- Meaning, Definition, Characteristics, Importance, Classification,	Types of sales policies	Case studies, PPT and flow chart		
July	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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SOPHIA GIRLS' COLLEGE (AUTONOMOUS)

BBA II (SEMESTER IV) BUSINESS RESEARCH (PAPER402)

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

Min. Marks: 40(28 Ext;12 Int) Credit: 04

COURSE PLAN

SEMIV Month	UNIT/TOPIC	Concepts/facts	Teach ingPe	Learning Outcomes	Questions	MarksWeighta ge(%)
March	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
March-April	Types of Business research: descriptive and Exploratory	Conceptual knowledge of types of research	PPT		2. Extend the types of research	
April	Scope of research methodology; research process	Conceptual knowledge research process	PPT		<u>Understanding Based</u> 1. Analyze any 3 methods of data collection. 2. Distinguish between descriptive and exploratory research?	
May	UNIT II Methods of Data collection-primary and secondary data	Concept of data collection	PPT	2. Analyse the concept of data collection and sampling.		
May	Collection, survey Method & Questionnaire Design, sampling type & sample size determination.	Fundamentals of sampling	PPT and survey			
June	Hypothesis : Meaning, formulation, types	Basics of hypothesis	PPT		<u>Higher Order Thinking Skills Based</u> 1. What	



	UNIT III Testing of Hypothesis.	Concepts of testing of hypothesis	PPT	3. Access various tests in hypothesis	ishypothesis? Elaborate each stage of research. 2.Discuss the tests applying in hypothesis
July	Large Sample test, small sample test : t test, Use of computers in research,	Basics of different tests	PPT		
July	Report writing and presentation	Steps of report writing	PPT		

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SOPHIA GIRLS' COLLEGE (AUTONOMOUS)

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 P	Learning Outcome	Questions	MarksWeightage (%)
March	UNIT I 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 knowledge of theories of Entrepreneurship	PPT and Case Study	1. Understand entrepreneurial behaviour & his social responsibilities.	<u>Knowledge Based</u> List the theories of entrepreneurship "What is entrepreneurial behaviour" Explain?	Knowledge--50 Understanding-35 Higher Order-15
April	Entrepreneurial behaviour – meaning and types. Creativity and Innovation – definition, need and role, process, skills required for innovation, sources and opportunities for innovation.	Relation between creativity and innovation.	Group activity & PPT		<u>Understanding Based</u> Explain Creativity & Innovation. Analyse role of an entrepreneur in socio-economic development.	
May	Social responsibility of entrepreneurs – definition, scope.	Conceptual knowledge of social responsibilities.	Case Study & PPT		<u>Higher Order Thinking Skills Based</u> Explain the role of Entrepreneurial Development Programmes	



	UNIT II	Conceptual framework of role of an entrepreneur in socio-economic development.	PPT	2. Analyse the Role of Entrepreneur in socio economic growth.
June	Role of entrepreneur in socio-economic growth : as an innovator, in generation of employment opportunities, bringing about social stability,	Export promotion and import substitution	PPT	
	UNIT III	Concepts of Entrepreneurial Development Programmes	PPT and case study	3. Access the significance of Entrepreneurial Development Programmes
July	Entrepreneurial Development Programmes – meaning, characteristics, importance, objectives, stages, critical evaluation of EDPs in India, suggestions to make EDPs more effective.	Role of government in EDPs in India	Group Activity	
July	Role of government in Entrepreneurial Development.	Conceptual framework of Indian Start-ups.	Case Study and PPT	
	Indian Startups: Disruptive Innovations (Conceptual Framework), Women Entrepreneurship.			


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SOPHIA GIRLS' COLLEGE (AUTONOMOUS)

B.B.A III (SEMESTER VI) Indian Banking System (PAPER-6012)

Max. Marks : 100 (70 Est. 30 Int) Min. Marks: 40 (28 Est. 12 Int)

Credit: 04

COURSE PLAN

SEMESTER Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks/Weightage (%)
March	UNIT I Indian banking system: Structure and organization of Banks	Conceptual knowledge of Indian banking system	PPT	Describe the concept of Indian banking system.	<u>Knowledge Based</u> 1. What is the structure of Indian banking system?	Knowledge-40 Understanding-40 Higher Order-20
"	Reserve bank of India; Apex banking institution; commercial banks; regional rural banks; co-operative banks.	Analysis of apex banking institutions in India.	Group activity & PPT		2. Define Bank?	
April	Development banks, SBI: Brief history, objectives, functions, structure and organization, working and progress	Analysis of development banks	PPT		<u>Understanding Based</u> 1.Explain the working of any 3 significant banks?	
"	UNIT II Banking regulation Act 1949: history; social control;	Conceptual knowledge Banking regulation Act 1949	PPT	Analyse BRA applicable in banks in India.	2.Analyze Banking Regulation Act.	
May	Banking Regulation Act as applicable to banking companies.	Implementation of Banking Regulation Act	PPT		<u>Higher Order Thinking Skills Based</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		1. Define Development banks with their functions. 2. What are the measurement tools to analyse the monetary policy.
June	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.	
July	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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SOPHIA GIRLS' COLLEGE (AUTONOMOUS)

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 (%)
March	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 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 Based</u> Distinguish any 3 differences between Nomination and Assignment	
April	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	
"	UNIT II Functions of the agent,	Functions of the agent	PPT & case discussion	Classify the functions of an insurance agent		
May	Nomination and Assignment- Meaning & Importance,	Conceptual knowledge Nomination and Assignment	PPT and case discussion			



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

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