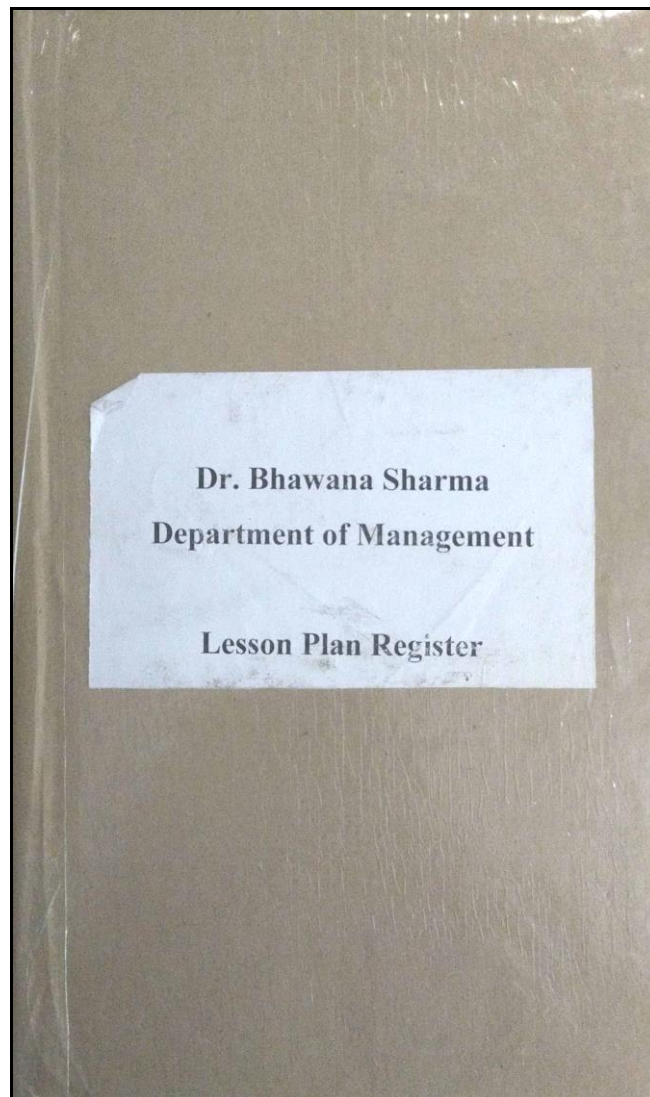




SOPHIA GIRLS' COLLEGE (AUTONOMOUS), AJMER





COURSE PLAN

U.G Programs

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SOPHIA GIRLS' COLLEGE (AUTONOMOUS)

BBA I (SEMESTER I)

BUSINESS ETHICS AND SUSTAINABILITY (PAPER-101)

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 (%) |
|----------------------|---|--|---|--|--|--|
| August- September | UNIT I Nature Of Business Ethics- Introduction, religion & ethics, moral and ethics, relation between ethics and business management, ethics in business. | Business Ethics | E-Content, PPT & Chart | Identify the concepts of ethics and relationship with business as well. | <u>Knowledge Based</u> Q1. What do you mean by business ethics? Q2. What is the relation between ethics and business? | Knowledge--60 Understanding-30 Higher Order-10 |
| August- September | 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 | | <u>Understanding Based</u> "Religion plays a significant role in business ethics" Comment. Explain the concept of corporate sustainability. | |
| August- September | 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 & E-content | | | |
| October | UNIT II Ethics with special reference to Commercial and operations management- marketing and Industrial Espionage, | Implementation of ethics in marketing | Brainstorming, PPT and Case studies | Identify the | | |



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|---------------------|---|---|-------------------------------------|--|--|
| October | Finance, HRM, Operations and Technology, IT and ethics, E-Commerce and BPO, Accountancy, Investments. | Implementation of ethics in HRM, Finance and IT | Brainstorming, PPT and Quiz | relationship between ethics and different fields of management | <u>Higher Order Thinking Skills Based</u> What is Kyosei Technique? Conclude the execution of Kyosei technique in detail? What is whistle blower? Explain the reasons to blow a whistle in detail? |
| October | 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 | | |
| November - December | UNIT III Ethical Decision Making- Attitudes and beliefs, Business ethics and | Relation between ethics and society | E-content, Problem Solving Activity | | |
| November - December | Ethical values and Dilemmas. Corporate Sustainability- concept, sustainable development. | Concept of Corporate Sustainability | Case studies, PPT & Quiz | Illustrate and analyse the concept of corporate sustainability, KYOSIE technique and TBL | |
| November - December | KYOSEI Technique, Triple Bottom Line (TBL) | Concept of KYOSIE and TBL | PPT, Case study & Group Discussion | | |

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SOPHIA GIRLS' COLLEGE (AUTONOMOUS)
BBA II (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 | Teach ingPe | Learning Outcomes | Questions | MarksWeighta ge(%) |
|------------------|--|---|---|--|--|--|
| July- August | 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, E-content & Quiz | 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 different types of recruitment methods. | Knowledge--50 Understanding-35 Higher Order-15 |
| July-August | 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, price and place | Quiz & PPT | | <u>Understanding Based</u> 1. Analyze any 3 significance of production management. 2. Distinguish between recruitment and selection? | |
| July-August | 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, Case studies & Quiz | | | |
| July-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 | E-content & Quiz  | 2. Analyse the system of production management in | <u>Higher Order Thinking Skills Based</u> 1. What is product | |



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|---------------------|---|---|--------------------------|--|--|
| September - October | Factory layout-Meaning, objectives and principles. Factory Location- Meaning, objectives and factors affecting. | Fundamentals of factory layout and factory location | PPT and Group Activity | an organisation. | life cycle? Elaborate each stage of PLC with suitable examples. |
| September - October | Material handling- Meaning, objectives, importance and equipments. Capacity planning- Concept and importance. | Basics of material handling | Quiz & PPT | | 2. Discuss the factors affecting factory location in detail. |
| 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 | Quiz, PPT and case study | 3. Access various concepts of human resource management. | |
| November- December | Recruitment – Concept, significance and sources. Selection- Concept, importance and process. | Basics of recruitment and selection along with differences | Group Activity & PPT | | |
| November- December | Induction- Meaning, objectives, significance, major contents and problems. Training- Concept, objectives, benefits and methods. | Introduction of Induction programme and training of employee. | Case Study, Quiz and PPT | | |

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SOPHIA GIRLS' COLLEGE (AUTONOMOUS)

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

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

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

Credit: 04

COURSE PLAN

| SEM V Month | UNIT/TOPIC | Concepts/facts | Teaching Pedagogy | Learning Outcomes | Questions | MarksWeightage(%) |
|------------------------|--|---|---|---|---|--|
| July- August | UNIT I Business Environment Nature, Concept and Significance, Types of environment: | Conceptual knowledge of business environment | PPT& Activity | 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-August | Economic and non economic environment and their interaction, | Analysis of different factors affecting business environment | Brainstorming, Group Discussion& PPT | | 2. Define Monetary Policy? | |
| July-August | Environment scanning and its process, Interaction between internal and external environments. | Identification of methods of environmental scanning | Quiz, Case Study & PPT | | <u>Underst andingB ased</u> 1.Explain any 3 significance of industrial policy. | |
| September - October | 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. | 2.Analyze any 3 problems of | |
| September - October | Industrial policy, policy for small scale sector, | Conceptual knowledge of industrial policy and | Brainstorming, PPT and case study | | | |



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|---------------------|--|---|-------------------------------------|--|---|
| September - October | Export-Import policy, Overview of FDI Policy, Industrial sickness. | Basics of Exim policy, FDI and Industrial Sickness | PPT & Group Activity | | small scale industry. |
| September - October | UNIT III Planning: Niti Ayog & FEMA | Concepts of Previous Five-year Plans. Introduction of NITI AYOGE & FEMA | PPT, Assignment and case study | Evaluate significant statutory bodies, established to support Indian business. | <u>Higher Order Thinking Skills</u> <u>Based</u> 1. Define business environment. Elaborate external environment with suitable examples. 2. What are the reasons behind industrial sickness? Discuss. |
| November-December | Consumer Protection Act, Role and function of SEBI, | Basics of CPI & SEBI | Group Activity, Case Studies & Quiz | | |
| November-December | Role of SIDBI, Competition Act. | Introduction of SIDBI & Competition Act. | Case Study and PPT & Quiz | | |

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SOPHIA GIRLS' COLLEGE (AUTONOMOUS)
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- August | UNIT I Entrepreneurship – meaning, features, types, importance. Entrepreneur – meaning, characteristics, types, significance, traits/qualities, risk tendencies and behaviour. | Conceptual knowledge of Entrepreneurship | PPT& Quiz | 1. Identify the opportunities for business and develop a business plan. | <u>Knowledge Based</u> List any 2 significances of entrepreneurship | Knowledge--50 Understanding-35 Higher Order-15 |
| July-August | 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 | | “Entrepreneur is an innovator” Explain? <u>Understanding Based</u> Organise the essentials of a good business plan. | |
| July-August | UNIT II Business Environment- meaning, types & Impact External Environment Analysis- Concept, need & importance. | Environmental factors | Case Study & PPT& Quiz | | “Business Environment plays a significant role in | |



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|---------------------|---|--|--------------------------------|---|--|
| September - October | 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. | entrepreneurship” Explain <u>Higher Order Thinking Skills</u> <u>Based</u> Explain the different sources of financing to new enterprises? |
| September - October | 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. | |
| November-December | Venture capital financing– meaning, features, process, sources of supply of venture capital in India. | Role of entrepreneur in socio-economic growth | PPT & Quiz | | |
| November-December | Developing a Marketing Plan. | Role of entrepreneur in export and import | PPT, Group Discussion & Quiz | | |

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SOPHIA GIRLS' COLLEGE (AUTONOMOUS)
B.Com III Hons. (SEMESTER V)
Entrepreneurship & Entrepreneurial Finance (PAPER-503)

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

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

Credit :04

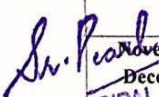
COURSE PLAN

| SEM V Month | UNIT/TOPIC | Concepts/facts | Teaching Pedagogy | Learning Outcomes | Questions | Marks Weightage(%) |
|-----------------|---|---|-------------------------------------|--|---|--|
| July- August | UNIT I Entrepreneurship-Basic Concepts: Concept, knowledge and skills requirement; characteristic of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; managerial vs. entrepreneurial approach and emergence of entrepreneurship. | Conceptual knowledge of Entrepreneurship | PPT & Quiz | 1. Synthesize the manner in which new business ventures are planned and organized. | <u>Knowledge Based</u> List any 2 skills required in entrepreneurship “Entrepreneur is an creator & innovator” Explain? <u>Understanding Based</u> “Environment scanning plays a significant role in | Knowledge--50 Understanding-35 Higher Order-15 |
| July-August | Creativity- Creativity and entrepreneurship , Steps in Creativity, Innovation and inventions, Using left brain skills to harvest right brain ideas ,Legal Protection of innovation ,Skills of an entrepreneur, Decision making and Problem Solving (steps in decision making) | Conceptual framework of creativity & Innovations. | Brainstorming, Group activity & PPT | | | |

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| July-August | UNIT II Starting the venture: generating business idea – sources of new ideas, methods of generating ideas, opportunity recognition; environmental scanning, competitor and industry analysis; feasibility study – market feasibility, technical/operational feasibility, financial feasibility. | Environmental scanning | Group Activity, PPT& Quiz | entrepreneurship” Explain “Organise the different steps to prepare a sound business plan”. |
| September - October | drawing business plan; preparing project report; presenting business plan to investors. | Conceptual framework of business plan | PPT, Assignment & Quiz | 2. Justify the importance of developing a well-planned and written business plan. <u>Higher Order Thinking Skills Based</u> Explain the different types of credit in detail? |
| September - October | Planning: marketing plan – marketing research for the new venture, steps in preparing marketing plan, organizational plan – form of ownership, designing organization structure, job design, manpower planning; Financial plan – cash budget, working capital, break even analysis. | Concept of planning in management | PPT, Assignment and case study | 3. Evaluate the strengths and weaknesses of key components within business plans. |
| November-December | UNIT III Sources of Finance: Debt or equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs, Leasing | Introduction of Sources of Finance | E-content & Quiz | |
| November-December | Credit: Bank Credit, Trade Credit, Factoring, Venture Capital Financing | Basics of Credit. | E-content & Quiz | |


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SOPHIA GIRLS' COLLEGE (AUTONOMOUS)

B.Com III (SEMESTER V) PRINCIPLES OF MARKETING – I (PAPER-503)

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

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

Credit : 04

COURSE PLAN

| SEM V Month | UNIT/TOPIC | Concepts/facts | Teaching Pedagogy | Learning Outcomes | Questions | Marks Weightage(%) |
|---------------------|--|--|------------------------------------|--|---|--|
| July-August | UNIT I Introduction: Nature and scope of marketing, | 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 |
| July-August | Marketing concepts – traditional and modern, selling Vs marketing, | Difference between traditional and modern concept of marketing | Assignment and PPT | | What is marketing mix? | |
| July-August | Marketing environment. | Factors affecting marketing environment | Case Study & PPT | | | |
| September - October | 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>Understanding Based</u> Distinguish any 3 differences between marketing and sales | |
| September - October | packaging – role and functions, brand name, patent and trade mark, | Conceptual knowledge of product identification | PPT, assignment and group activity | | | |

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| | Product life cycle concept. | Concept of product life cycle | PPT and case discussion | | Compare any 3 differences between brand and trademark |
| September - October | UNIT III Price : Importance of pricing in the marketing mix, pricing policies and strategies, | Basics of pricing | PPT and group activity & Case Discussion | Evaluate the methods of pricing and channels of distribution | <u>Higher Order Thinking Skills Based</u> Adopt a suitable pricing strategy for a company. |
| November-December | Factors affecting price of a product/service, discounts and rebates. | Concept of factors affecting pricing and its methods | PPT, MCQ & Group Discussion | | Discuss the stages of product life cycle with suitable examples. |
| November-December | Channels of Distribution – meaning, importance, modes (types): wholesaling and retailing, factors affecting channel of distribution, problems. | Conceptual knowledge of channels of distribution | Group activity and PPT | | |

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COURSE PLAN

U.G Programs

(2022-23 Even Semester)

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SOPHIA GIRLS' COLLEGE (AUTONOMOUS)

BBA I (SEMESTER II)

SALES AND ADVERTISING MANAGEMENT (PAPER-206)


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

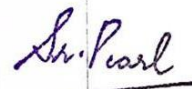
Min. Marks: 40(28 Ext;12 Int)


Credit: 04

COURSE PLAN

| SEM II Month | UNIT/TOPIC | Concepts/facts | Teaching Pedagogy | Learning Outcome s | Questions | Marks Weight age (%) |
|-----------------|---|--|------------------------------|--|---|---|
| Jan- Feb | 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 | Quiz & PPT | Identify the concepts of Sales management along with its challenges. | <u>Knowledge Based</u> Q1. Define Sales Management Q2. What are the specific selling qualities of a Salesman? | Knowledge-- 60 Understanding -30 Higher Order-10 |
| Jan-Feb | Salesmanship- Meaning, Nature and kinds Qualities of Sales Personnel- General qualities and specific selling qualities | Qualities of Salesmanship | Activity & Group Discussions | | <u>Understanding Based</u> Explain the concept of buying formula theory. Explain the sources to recruit a salesman. | |
| Feb. | 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 | Case Studies and PPT | | | |

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|  | March | UNIT II Management of Sales Personnel-Recruitment | Management of Sales Personnel | PPT | Identify the techniques to manage sales personnel | <u>Higher Order Thinking Skills Based</u> What are the Selling theories? Conclude the different theories of sales with suitable example.? |
| | March | Selection, | Recruitment and Selection of Sales Personnel | PPT and Activity | | |
| | March | Motivation, Controlling | Motivation and Controlling techniques | Case studies, PPT and flow chart | | |
| | April | 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. | Activity & PPT | Illustrate and analyse the concept of sales quota, policies, territories and forecasting. | What is sales policy? Explain the different types of sales policy used in an organisation? |
| | April | Sales Policies- Meaning, Definition, Characteristics, Importance, Classification. | Types of sales policies | Case studies & PPT | | |
| | April | 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 & Case Analysis | | |


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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 | Teach ing | Learning Outcomes | Questions | Marks Weightage |
|-----------------|--|---|-----------------------|--|---|--|
| Jan-Feb | 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 |
| Jan-Feb | Types of Business research: descriptive and Exploratory | Conceptual knowledge of types of research | PPT | | 2. What are the types of research | |
| Feb. | Scope of research methodology; research process | Conceptual knowledge of scope of research | PPT & Activity | | <u>Understandi ng Based</u> 1. Analyze any 3 methods of data collection. | |
| March | UNIT II Methods of Data collection-primary and secondary data | Concept of data collection | PPT & Survey | 2. Analyse the concept of data collection and sampling. | 2.Distinguish between descriptive and exploratory research? | |
| March | Collection, survey Method & Questionnaire Design, sampling type & sample size determination. | Introduction of sampling | PPT and survey | | | |
| March | Hypothesis : Meaning, formulation, types | Basics of hypothesis | PPT &Activity | | <u>Higher Order Thinking Skills Based</u> | |



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| April | UNIT III Testing of Hypothesis, | Concepts of testing of hypothesis | PPT & Activity | 3. Access various tests in hypothesis | 1. What is hypothesis? Elaborate each stage of research. 2. Discuss the tests applying in hypothesis |
| April | Large Sample test, small sample test : t test, Use of computers in research, | Fundamentals of hypothesis tests | PPT | | |
| April | 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)

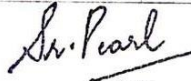
Credit: 04

COURSE PLAN

| SEM VI Month | UNIT/TOPIC | Concepts/facts | Teaching Pedagogy | Learning Outcomes | Questions | Marks Weightage (%) |
|-----------------|--|---|-------------------------|---|--|--|
| Jan. | UNIT I Indian banking system: Structure and organization of Banks; | Conceptual knowledge of Indian banking system | PPT & Quiz | 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 |
| Jan. | 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? | |
| Feb. | Development banks, SBI: Brief history, objectives, functions, structure and organization, working and progress | Fundamentals of development banks | PPT & Quiz | | <u>Understan ding Based</u> 1.Explain the working of any 3 significant development banks? | |
| Feb. | UNIT II Banking regulation Act 1949: history; social control; | Conceptual knowledge of Banking regulation Act 1949 | PPT & Quiz | Analyse Banking regulation Act 1949 applicable in Indian banks. | 2.Analyze Banking Regulation Act. | |
| March | Banking Regulation Act as applicable to banking companies , | Implementation of Banking Regulation Act | PPT & Quiz | | | |

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| | 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 | | <u>Higher Order Thinking Skills Based</u> 1. Define Development banks with their functions. 2. What are the measurement tools to analyse the monetary policy. |
| March | 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. | |
| April | Monetary policy; credit control measures and their effectiveness. Regional rural and co-operative Banks in India; functions. | Basics of Monetary policy | PPT & Group Activity | | |
| April | 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 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 | Teach ing | Learning Outcome | Questions | Marks Weightage (%) |
|-----------------|---|--|------------------------|---|---|--|
| Jan. | 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? <u>Understanding Based</u> Explain Creativity & Innovation. Analyse role of an entrepreneur in socio-economic development. | Knowledge--50 Understanding-35 Higher Order-15 |
| Jan. | 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 | | | |
| Feb. | Social responsibility of entrepreneurs – definition, scope. | Conceptual knowledge of social responsibilities. | Case Study, Quiz & PPT |  | <u>Higher Order Thinking Skills Based</u> Explain the role of Entrepreneurial Development Programmes | |



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| Feb. | UNIT II Role of entrepreneur in socio-economic growth : as an innovator, in generation of employment opportunities, bringing about social stability, | Conceptual framework of role of an entrepreneur in socio-economic development. | PPT & Quiz | 2. Analyse the Role of Entrepreneur in socio economic growth. |
| March | Balanced regional development of industries, export promotion and import substitution, forex earnings. | Export promotion and import substitution | PPT & Quiz | |
| March | UNIT III Entrepreneurial Development Programmes – meaning, characteristics, importance, objectives, stages, critical evaluation of EDPs in India, suggestions to make EDPs more effective. | Concepts of Entrepreneurial Development Programmes | PPT and case study | 3. Access the significance of Entrepreneurial Development Programmes |
| April | Role of government in Entrepreneurial Development. | Role of government in EDPs in India | Group Activity | |
| April | Indian Startups: Disruptive Innovations (Conceptual Framework), Women Entrepreneurship. | Conceptual framework of Indian Start-ups. | 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 (%) |
|-----------------|--|--|----------------------------|--|---|---|
| Jan. | 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 |
| Jan. | 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 | |
| Feb. | Cancellation of License, Revocation or suspension/ Termination of agent's appointment, Code of Conduct. | Conditions to Cancel the License of insurance agent. | Quiz, Case Study & PPT | | <u>Understanding Based</u> Explain the Functions of the agent | |
| Feb. | UNIT II Functions of the agent, | Functions of the agent | PPT & case discussion | Classify the functions of an insurance agent | | |
| March | Nomination and Assignment- Meaning & Importance, | Conceptual knowledge Nomination and Assignment | PPT and case discussion | | | |



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| March | Life insurance selling & underwriting the life insurance policy and insurance documents. | Underwriting the life insurance | Quiz & PPT | | |
| April | 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. |
| April | 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. |
| April | 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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