

# **COURSE PLAN**

## **U.G Programs**

**(2021-22)**

**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 Weight age(%)
Sep.	<b>UNIT I</b> Nature Of Business Ethics- Introduction, religion & ethics, moral and ethics, relation between ethics and business management, ethics in	Business Ethics	E-Content, 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	Brainstorming, Quiz and Group Discussions		Q2. What is the relation between ethics and business?	
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&E- content		<u>Understanding Based</u> "Religion plays a significant role in business ethics" Comment.  Explain the concept of corporate sustainability.	
,	<b>UNIT II</b> Ethics with special reference to Commercial and operations management- marketing and Industrial Espionage,	Implementation of ethics in marketing	PPT and Case studies	Identify the		



Nov.	Finance, HRM, Operations and Technology, IT and ethics, E-Commerce and BPO, Accountancy, Investments.	Implementation of ethics in HRM, Finance and IT	PPT and Quiz	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?
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		
Dec.	<b>UNIT III</b> Ethical Decision Making- Attitudes and beliefs, Business ethics and society,	Relation between ethics and society	E-content, Problem Solving Activity	Illustrate and analyse the concept of corporate sustainability, KYOSIE technique and TBL	
Dec.	Ethical values and Dilemmas. Corporate Sustainability- concept, sustainable development.	Concept of Corporate Sustainability	Case studies, PPT & Quiz		
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

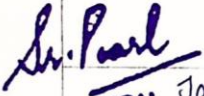
SEM III Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
Sep.	UNIT I Marketing management- Concept, importance, functions and scope, traditional and modern marketing concept. Product planning and development-Meaning, Importance, Product life cycle and 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 components of promotion mix.	Knowledge--50 Understanding -35 Higher Order-15
Sep.	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?	
Oct	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			



Oct - Nov	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 an organisation.	<u>Higher Order Thinking Skills Based</u> 1. What is product life cycle? Elaborate each stage of PLC with suitable examples. 2. Discuss the factors affecting factory location in detail.
Nov	Factory layout-Meaning, objectives and principles. Factory Location- Meaning, objectives and factors affecting.	Fundamentals of factory layout and factory location	PPT and Group Activity		
Dec	Material handling- Meaning, objectives, importance and equipments. Capacity planning- Concept and importance.	Basics of material handling	Problem Solving Activity, Quiz & PPT		
Dec	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.	
Jan	Recruitment – Concept, significance and sources. Selection- Concept, importance and process.	Basics of recruitment and selection along with differences	Group Activity, Brainstorming & PPT		
Jan	Induction- Meaning, objectives, significance, major contents and problems. Training- Concept, objectives, benefits and methods.	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 (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	MarksWeightage(%)
Sep	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
,	Economic and non economic environment and their interaction,	Analysis of different factors affecting business environment	Brainstorming, Group Discussion & PPT		2. Define Monetary Policy?	
Oct	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 significance of industrial policy.	
"	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 small scale industry.	
Nov	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>	





Nov.	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.
Dec.	<b>UNIT III</b> <b>Planning:</b> 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.	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 & Quiz		
Dr. Pearl Jan	Role of SIDBI, Competition Act.	Induction programme and training of employee.	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(%)
Sep.	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 “Entrepreneur is an innovator” Explain?	Knowledge--50 Understanding--35 Higher Order-15
Oct.	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	
"	UNIT II Business Environment- meaning, types & Impact External Environment Analysis- Concept, need & importance.	Environmental factors	Case Study & PPT& Quiz		<u>Higher Order Thinking Skills</u>	



NOV.	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.	<u>Based</u> Explain the different sources of financing to new enterprises?
Dec.	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.	
"	Venture capital financing– meaning, features, process, sources of supply of venture capital in India.	Role of entrepreneur in socio-economic growth	PPT & Quiz		
	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 (H) – SEMESTER V**  
**Entrepreneurship & Entrepreneurship 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 (%)
Sep.	<b>UNIT I</b> <b>Entrepreneurship-Basic Concepts:</b> 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?	Knowledge--50 Understanding-35 Higher Order-15
Oct.	<b>Creativity</b> 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		<u>Understanding Based</u> “Environment scanning plays a significant role in entrepreneurship”	





Oct. - Nov.	<b>UNIT II</b> <b>Starting the venture:</b> 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	Explain “Organise the different steps to prepare a sound business plan”.
Nov	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.
Dec.	<b>Planning:</b> 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.
	<b>UNIT III</b> <b>Sources of Finance:</b> Debt or equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs, Leasing	Sources of Finance	E-content & Quiz	
Jan	<b>Credit:</b> Bank Credit, Trade Credit, Factoring, Venture Capital Financing	Basics of Credit.	E-content & Quiz	

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

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	Product life cycle concept.	Concept of product life cycle	PPT and case discussion		between brand and trademark
	UNIT III	Basics of pricing	PPT and group activity & Case Discussion	Evaluate the methods of pricing and channels of distribution	
	Price : Importance of pricing in the marketing mix, pricing policies and strategies,				<u>Higher Order Thinking Skills Based</u>
Dec.	Factors affecting price of a product/service, discounts and rebates.	Concept of factors affecting pricing and its methods	PPT, MCQ & Group Discussion		Adopt a suitable pricing strategies for a company.
Dec. - Jan.	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		Discuss the stages of product life cycle with suitable examples.

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