

Name of Faculty: Ms. Guneet Kaur

Discipline: Management

Semester: 4th Semester

Subject: Human Behaviour at Work (BBA-208)

Lesson Plan Duration: 15 weeks (January 2018 to April 2018)

Work Load (Lecture/Practical) per week (in hours): Lectures-5, Practical-NA

Unit-I Behaviour at Workplace  
(10 Lectures)

Week	Day	Topics
1	1	Groups as a Medium of Learning
	2	Meaning
	3	Types
	4	Why people join groups?
	5	Group Development; stages
2	6	Significance of groups in organizations Pitfalls Determinants of group behaviour
	7	Individual performance in groups; Social facilitation & Social loafing Group Dynamics in Work Place. <b>Key Terms</b> Social loafing Group think Polarization Group Dynamics Risky shifts
	8	<b>Long Questions</b> <b>Short Questions</b>
	9	<b>Practical Assignment:</b> Compare and contrast the strategies employed by the Team Leaders in BFI companies to deal with the problem of Social Loafing.
	10	<b>Case Study:</b> “ Groups make a difference at Brazil’s Semco” <i>Source: Ashwathapa K., “Organization Behaviour”, Himalaya Publishing House</i> <b>Recent Trends:</b> 10 Best Employer ( <i>Source: Business Today ,September 14, 2003</i> )

**Unit-II Group Cohesiveness  
(15 Lectures)**

<b>Week</b>	<b>Day</b>	<b>Topics</b>
<b>3</b>	11	Group Cohesiveness
	12	Meaning
	13	Sources & Determinants
	14	Strategies to induce and reduce cohesiveness
	15	Measuring Group Cohesiveness
<b>4</b>	16	Causes & Consequences
	17	Group Think
	18	Group Conformity
	19	Group Obedience
	20	Group Performance
<b>5</b>	21	Group Decision Making Group Synergy
	22	<b>Key Terms</b> Group Cohesiveness Espirit de Corps Organization Effectiveness
	23	<b>Long Questions</b> <b>Short Questions</b>
	24	Examine the strategies used by the Branch Manager/ Team Leader for balancing group cohesiveness. <b>Case Study: “Ben and Jerry’s Thrives on Company Spirit”</b> <i>Source: Ashwathapa K., “Organization Behaviour”, Himalaya Publishing House</i> MCQs
	25	<b>Recent Trends:</b> HR 2020: Will HR be a bottleneck? (Source: Human Capital, Vol. 13, No. 11, April, 2010)

**Unit-III Team Building  
(10 Lectures)**

<b>Week</b>	<b>Day</b>	<b>Topics</b>
<b>6</b>	26	Team Building Meaning & Nature
	27	Teams Vs Groups Benefits
	28	Types Implementing Teams in Organizations
	29	Team Issues
	30	Effective Team work Typical Teams in Organizations (QCs)
<b>7</b>	31	Can Groups become Teams? Group Synergy
	32	<b>Key Terms</b> QCs Virtual Teams Teams Empowered Teams TQM
	33	<b>Long Questions</b> <b>Short Questions</b>
	34	<b>Practical Assignment:</b> Analyse the functioning of QCs and their impact on the bottomline of the company. .
	35	<b>Case Study: “Teams Enhance Quality at Daimlerchrysler Assembly Plant”</b> <i>Source: Ashwathapa K., “Organization Behaviour”, Himalaya Publishing House</i> MCQs

**Unit-IV Interpersonal Influence Processes**  
(10 Lectures)

Week	Day	Topics
<b>8</b>	36	<b>Influence Processes</b> Social Influence
	37	Individual Power- A basis for influence Group or subunit power
	38	Organizational Politics Ethics of Organizational Politics
	39	Social Loafing
	40	Social Facilitation
<b>9</b>	41	<b>Key Terms</b> Social Loafing Social Facilitation
	42	<b>Long Questions</b>
	43	<b>Short Questions</b>
	44	<b>Practical Assignment:</b> Critically examine the influence process employed by employees in Performance Management Process/ Selection Process of an organization.
	45	<b>Case Study:</b> Need Talent- Rehire (Source: <i>Human Capital</i> , Vol. 13, No. 11, May, 2010)  Mahindra Satyam's Virtual Pool Program: Managing Talent in a downturn (Source: <i>HRM Review</i> , February, 2010)

**Unit-V Interpersonal Communication**  
(10 Lectures)

Week	Day	Topics
<b>10</b>	46	Interpersonal Communication and Trust Communication- Meaning & Process
	47	Verbal Communication Non- Verbal Communication
	48	Individual differences in Communication
	49	Gender Differences in Communication
	50	Formal & Informal Communication

11	51	Improving Communication Skills Interpersonal Trust
	52	<b>Key Terms</b> Grapevine Mum Effect Snowball Effect
	53	<b>Long Questions</b> <b>Short Questions</b>
	54	<b>Practical Assignment:</b>  Diagnose the significance of verbal and non- verbal communication in bringing out role clarity and its influence on employee commitment.
	55	<b>Case Study: “ A Case of Misunderstood Message”</b> <i>Source: Ashwathapa K., “Organization Behaviour”, Himalaya Publishing House</i> MCQs

**Unit-VI Interpersonal and feedback process  
(5 Lectures)**

Week	Day	Topics
12	56	Interpersonal Awareness
	57	Feedback Process
	58	Interpersonal Trust
	59	<b>Key Terms</b> <b>Long Questions</b> <b>Short Questions</b> <b>Practical Assignment:</b> Relevance of sensitivity training in generating interpersonal awareness
	60	<b>Case Study:</b>

**Unit-VII Career roles and identity  
(10 Lectures)**

Week	Day	Topics
13	61	Career Roles & Identity Introduction Concept
	62	Career Stages Basic nature of careers Making Career choices
	63	Career Anchors & Job Opportunities Organization Socialization Mentoring

	64	Challenges in established careers Personal Challenges & Strategies for Career Management
	65	Conclusion
14	66	Key Terms Career Anchors Career Counseling Succession Planning Career Plateaus Career Path Dual Career Families
	67	<b>Long Questions</b> <b>Short Questions</b>
	68	<b>Practical Assignment:</b> Identify the career paths available for an MBA in BFI sector along with determining your career anchors that guide your career objective. Identify your career anchor & career goal and chalk out career development plan.
	69	<b>Case Study:</b> The Scattered Dots (Source: <i>Human Capital</i> , Vol. 13, No. 11, April, 2010)  Chanda Kochhar as the CEO of ICICI Bank: Can she manage the mandate? (Source: <i>HRM Review</i> , April, 2010)
	70	<b>MCQs</b> <b>Recent Trends:</b> Pink Slip Management in Employee Life Cycle (Source: <i>HRM Review</i> , April, 2010)

**Unit-VIII Competition and cooperation**  
(5 Lectures)

Week	Day	Topics
15	71	Competition & Cooperation (4 Lectures) Meaning of Cooperation Benefits & Determinants
	72	Meaning of Competition Benefits Competition Vs Cooperation (as a means of conflict resolution)
	73	<b>Key Terms</b> Competition Cooperation
	74	<b>Long Questions</b> <b>Short Questions</b>
	75	<b>Practical Assignment:</b> Bring out the difference in the work cultural differences of Japanese and American based organizations. <b>Case Study:</b> Leading without Titles (Source: <i>Human Capital</i> , Vol. 14, No.5, Oct., 2010)



**Name of Faculty** : Mr. Ankush Singla  
**Discipline** : Management  
**Semester** : 4<sup>th</sup> Semester  
**Subject** : Business Statistics II(BBA-210)  
**Lesson Plan Duration** : 14 weeks (January 2018 to April 2018)  
**Work Load (Lecture/Practical) per week (in hours):** Lectures-6, Practical-NA

### Unit 1

Week	Day	Topics
Week 1	Day 1	Introduction and Definition of Correlation
	Day 2	Types of Correlation
	Day 3	Degree of Correlation
	Day 4	Correlation and Causation
	Day 5	Methods of Studying Correlation Scatter Diagram Correlation Graph
	Day 6	Karl Pearson Coefficient of Correlation- Actual Mean Method
Week 2	Day 7	Karl Pearson Coefficient of Correlation- Assumed Mean Method
	Day 8	Karl Pearson Coefficient of Correlation- Product Moment Method
	Day 9	Karl Pearson Coefficient of Correlation- Bivariate Distribution/Grouped Data
	Day 10	Assumptions Properties of Coefficient of Correlation Probable Error
	Day 11	Spearman's Rank Correlation Method
	Day 12	Mathematical Problems
Week 3	Day 13	Concurrent Deviation Method
	Day 14	Coefficient of Determination
	Day 15	<b>Long &amp; Short Questions</b> <b>Key terms:</b> Causation Correlation Coefficient <b>Practical Assignment:</b> Calculate Karl Pearson's Coefficient of correlation from the following data, using 20 as the working mean for price and 70 as the working mean for demand : Price :14 16 17 18 19 20 21 22 23 Demand :84 78 70 75 66 67 62 58 60 <b>Quiz to be conducted</b>

### Unit II



<b>Week 3</b>	Day 16	Meaning and Definition of Regression																						
	Day 17	Utility of Regression Difference between Correlation Regression																						
	Day 18	Types of Regression Analysis																						
<b>Week 4</b>	Day 19	Properties of Regression Line																						
	Day 20	Methods of Studying Regression																						
	Day 21	Regression Equation																						
	Day 22	Regression Coefficients																						
	Day 23	Properties of Regression Coefficients																						
	Day 24	Regression Equation Using Regression Coefficient- Actual values																						
<b>Week 5</b>	Day 25	Regression Equation Using Regression Coefficient- Deviation from Actual Mean																						
	Day 26	Regression Equation Using Regression Coefficient- Deviation from Assumed Mean																						
	Day 27	Regression Equation Using Regression Coefficient- Using r, standard deviation and mean																						
	Day 28	Mathematical Problems																						
	Day 29	Standard Error of Estimate																						
	Day 30	Coefficient of Determination																						
<b>Week 6</b>	Day 31	<p><b>Short &amp; Long Questions</b></p> <p><b>Key terms:</b></p> <ul style="list-style-type: none"> <li>▪ Regression Coefficient</li> <li>▪ Standard Error</li> <li>▪ Total variance</li> <li>▪ Explained Variance</li> <li>▪ Unexplained Variance</li> </ul> <p><b>Practical Assignment:</b> Sample observations obtained to study the relation between measure of waist and length of trousers are given below :</p> <table style="margin-left: 20px;"> <thead> <tr> <th>Waist (in cm)</th> <th>Length of Trousers (in cm)</th> </tr> </thead> <tbody> <tr><td>70</td><td>100</td></tr> <tr><td>72.5</td><td>102</td></tr> <tr><td>75</td><td>100</td></tr> <tr><td>77.5</td><td>95</td></tr> <tr><td>80</td><td>105</td></tr> <tr><td>82.5</td><td>110</td></tr> <tr><td>85</td><td>95</td></tr> <tr><td>87.5</td><td>98</td></tr> <tr><td>90</td><td>100</td></tr> <tr><td>92.5</td><td>105</td></tr> </tbody> </table> <p>Obtain the Regression line, and calculate Coefficient of determination.</p> <p><b>Quiz to be conducted</b></p>	Waist (in cm)	Length of Trousers (in cm)	70	100	72.5	102	75	100	77.5	95	80	105	82.5	110	85	95	87.5	98	90	100	92.5	105
Waist (in cm)	Length of Trousers (in cm)																							
70	100																							
72.5	102																							
75	100																							
77.5	95																							
80	105																							
82.5	110																							
85	95																							
87.5	98																							
90	100																							
92.5	105																							

### UNIT III

Week	Day	Topics
<b>Week 6</b>	Day 32	Introduction to Probability Definition and Meaning of Probability
	Day 33	Importance of Probability
	Day 34	Basic Concepts
	Day 35	Mathematical Problems
	Day 36	Use of Combination in Probability

<b>Week 7</b>	Day 37	Theorems of Probability Addition Theorem- Mutually Exclusive Events
	Day 38	Addition Theorem- Non Mutually Exclusive Events
	Day 39	Multiplication Theorem- Independent Event
	Day 40	Multiplication Theorem- Dependent Event
	Day 41	Conditional Probability
	Day 42	Mathematical Problems
<b>Week 8</b>	Day 43	Bernoulli's Theorem
	Day 44	Mathematical Expectation
	Day 45	Bayes' Theorem
	Day 46	Mathematical Problems
	Day 47	Meaning of Time Series
	Day 48	Utility of Time Series
<b>Week 9</b>	Day 49	Component of Time Series
	Day 50	Models of Analyzing Time Series
	Day 51	Methods of Measuring Trend- Freehand Curve Method
	Day 52	Methods of Measuring Trend- Semi Average Method
	Day 53	Methods of Measuring Trend- Moving Average Method
	Day 54	Methods of Measuring Trend- Least Square Method
<b>Week 10</b>	Day 55	Mathematical Problems
	Day 56	<p><b>Short &amp; Long questions</b></p> <p><b>Key words:</b></p> <ul style="list-style-type: none"> <li>▪ Prior Probability</li> <li>▪ Posterior Probability</li> <li>▪ Complementary Events</li> <li>▪ Exhaustive Events</li> <li>▪ Trend</li> <li>▪ Irregular Variation</li> </ul> <p><b>Practical Assignment:</b></p> <p>The dean of a B-school wishes to form an executive committee of 5 among 40 tenured faculty members at school. The selection is to be random &amp; at the school there are 8 tenured faculty members in accounting. What is the probability that the committee will contain</p> <ol style="list-style-type: none"> <li>a. None of them?</li> <li>b. Test 1 of them?</li> <li>c. Not more than 1 of them?</li> </ol> <p><b>Quiz to be conducted</b></p>

#### UNIT IV

<b>Week</b>	<b>Day</b>	<b>Topics</b>
<b>Week 10</b>	Day 57	Introduction to Hypothesis Types of Hypothesis
	Day 58	Procedure of Testing a Hypothesis
	Day 59	Difference between Large sample Test and Small Sample Test
	Day 60	Test of Hypothesis about Population mean
<b>Week 11</b>	Day 61	Test of Hypothesis about difference between two Population means
	Day 62	Test of Hypothesis about Population Proportion
	Day 63	Test of Hypothesis about difference between two Population Proportion
	Day 64	Introduction to t test
	Day 65	Test of Hypothesis about Population mean
	Day 66	Test of Hypothesis about difference between two Population means- Independent Sample

<b>Week 12</b>	Day 67	Test of Hypothesis about difference between two Population means- Dependent Sample																																		
	Day 68	Test of Hypothesis about an observed Coefficient of Correlation																																		
	Day 69	F test																																		
	Day 70	Difference between Parametric and Non Parametric Test																																		
	Day 71	X <sup>2</sup> test as a goodness of fit																																		
	Day 72	X <sup>2</sup> test as a test of Independence of attributes																																		
<b>Week 13</b>	Day 73	Introduction to SPSS																																		
	Day 74	Creating SPSS Statistics data files																																		
	Day 75	How to Import data																																		
	Day 76	Data Screening and transformation																																		
	Day 77	Application of Excel in Statistics																																		
	Day 78	Data Analysis using SPSS																																		
<b>Week 14</b>	Day 79	Data Analysis using EXCEL																																		
	Day 80	<p><b>Short &amp; Long Questions</b></p> <p><b>Key terms:</b></p> <ul style="list-style-type: none"> <li>▪ Critical Region</li> <li>▪ Type I and Type II Errors</li> <li>▪ Two Tail test</li> <li>▪ Yates Correction Factor</li> </ul> <p><b>Practical Assignment:</b> The sales data of an item in six shops before and after a special promotional campaign are as under:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th><b>Shops</b></th> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>F</th> </tr> </thead> <tbody> <tr> <td><b>X</b></td> <td>5</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>4</td> </tr> <tr> <td></td> <td>3</td> <td>8</td> <td>1</td> <td>8</td> <td>0</td> <td>2</td> </tr> <tr> <td><b>Y</b></td> <td>5</td> <td>2</td> <td>3</td> <td>5</td> <td>5</td> <td>4</td> </tr> <tr> <td></td> <td>8</td> <td>9</td> <td>0</td> <td>5</td> <td>6</td> <td>5</td> </tr> </tbody> </table> <p>Can the campaign be judged to be a success? Test at 5% level of significance. (Given <math>t_{0.05}=2.015</math>)</p> <p><b>Quiz to be conducted</b></p>	<b>Shops</b>	A	B	C	D	E	F	<b>X</b>	5	2	3	4	5	4		3	8	1	8	0	2	<b>Y</b>	5	2	3	5	5	4		8	9	0	5	6
<b>Shops</b>	A	B	C	D	E	F																														
<b>X</b>	5	2	3	4	5	4																														
	3	8	1	8	0	2																														
<b>Y</b>	5	2	3	5	5	4																														
	8	9	0	5	6	5																														

<b>UNIT</b>	<b>LECTURES</b>	<b>TENTATIVE DATE FOR COMPLETION</b>
1	15	Jan 20, 2018
2	16	Feb 13, 2018
3	25	Mar 20, 2018
4	24	Apr 20, 2018
<b>TOTAL</b>	<b>80</b>	

Name of Faculty : Ms. Shivani Gulati

Discipline : Management

Semester : 4th Semester

Subject : Marketing Management(MM-211)

Lesson Plan Duration : 09 weeks (January 2018 to April 2018)

Work Load (Lecture/Practical) per week (in hours): Lectures-6, Practical-NA

## BBA – 211 MARKETING MANAGEMENT

### Unit-I

#### Nature, Scope and Concept of Marketing (08 Lectures)

Week 1	Day of completion	Topic
		Introduction
	Day 1	<ul style="list-style-type: none"><li>• The Market Concept</li><li>• Definitions<ul style="list-style-type: none"><li>✓ Market</li><li>✓ Marketing</li><li>➤ The Marketing Concept</li><li>➤ Evolution of Marketing</li><li>➤ Creating Customer Value &amp; Satisfaction</li><li>➤ Delivering Customer Value</li><li>➤ Marketing Mix</li><li>➤ Planning Marketing Activity</li><li>➤ Scope and objectives of Marketing</li><li>➤ MM &amp; Consumer Education</li></ul></li></ul>
	Day 2	Delivering customer value
	Day 3	<ul style="list-style-type: none"><li>• The Structure of Marketing Theory<ul style="list-style-type: none"><li>✓ Goods vs. Services</li><li>✓ Product categories</li><li>✓ Consumer vs Industrial Market</li></ul></li></ul>
	Day 4	<ul style="list-style-type: none"><li>• Complexity of Marketing<ul style="list-style-type: none"><li>✓ Multiple decision Makers</li><li>✓ Multiple Factors</li><li>✓ Time Frame</li><li>✓ Global Factors</li><li>▪ Nature &amp; Scope of Marketing</li></ul></li></ul>
	Day 5	<ul style="list-style-type: none"><li>▪ Stages in the planning Process</li></ul>
	Day 6	<p>Key Terms</p> <ul style="list-style-type: none"><li>▪ Customer driven businesses</li><li>▪ Internally oriented businesses</li><li>▪ Latent markets</li><li>▪ Value-based Marketing</li><li>▪ Promotional Mix</li><li>▪ Marketing orientation</li><li>▪ Production Orientation</li><li>➤ Marketing Planning</li><li>➤ Practical Assignments:</li></ul> <p><b>Practical Assignment:</b> Students are to choose a well known brand of their choice and analyze the marketing strategy of the same.</p>
Week 2	Day 1	<p><b>Case Study: “ Like That Only !!- Things that make marketing in India Different ”</b></p> <p>Source:- The Strategist, 2014 PP-72-72 <a href="http://www.business-standard.com">www.business-standard.com</a></p>

	Day 2	MCQ
--	-------	-----

**Unit-II**  
**The Dynamic Marketing Environment (08 Lectures)**

Week 3	Day of completion	Topic
	Day 3	Introduction
	Day4	Types of Consumer Decision Making <ul style="list-style-type: none"> <li>➤ Responding to Marketing</li> <li>➤ Importance</li> <li>➤ Consumer decision-making process</li> <li>➤ Influences on decision-making</li> <li>➤ Complex Decision Making</li> </ul>
	Day 5	Techniques of Environment scanning, Meeting Environment Challenges Impact of Marketing Environment <ul style="list-style-type: none"> <li>• Direct</li> <li>• Indirect</li> </ul> Porter's Five Force Analysis
	Day6	Elements of Marketing Environment <ul style="list-style-type: none"> <li>• Economic Forces</li> <li>• Technological Factors</li> <li>• Socio Culture Factors</li> <li>• Political-Legal Factors</li> </ul> Competitive Environment
Week 4	Day 1	Key terms <ul style="list-style-type: none"> <li>▪ Subculture</li> <li>▪ Social Class</li> <li>▪ Reference Groups</li> <li>▪ Opinion Leaders</li> <li>▪ Personality</li> <li>▪ Self-concept</li> <li>▪ Lifestyle</li> <li>▪ Motivation</li> </ul> Learning MCQ
	Day2	Practical assignment: Do a analysis for McDonald's. What is its mission ? What are its strengths & weaknesses ? What environmental threats might it face over next 10 years ? How could it prepare itself for these threats ?
	Day 3	<b>Case Study: "Reinventing Retail"</b> Source : The Strategist 2014, PP-9-13  <b>Case Study:"On the Fast Track- Titan Watches"</b> Sources:- The Strategist-2013 <a href="http://www.business-standard.com">www.business-standard.com</a>
	Day4	CLASS TEST

**Unit-III**  
**Marketing Information System and Marketing Research (05 Lectures)**

Week 4	Day of completion	Topic
--------	-------------------	-------

	<b>Day 5</b>	<ul style="list-style-type: none"> <li>• Introduction,</li> <li>• Role of Decision Support Systems</li> </ul>
	<b>Day 6</b>	<ul style="list-style-type: none"> <li>• Marketing information system process</li> <li>• Marketing Research Process</li> </ul>
<b>Week 5</b>	<b>Day 1</b>	Difference between MIS & MIR <ul style="list-style-type: none"> <li>• Impact of Internet on Marketing Research</li> </ul> Risk of Inadequate research
	<b>Day2</b>	Key terms <ul style="list-style-type: none"> <li>▪ Secondary data</li> <li>▪ Sampling procedure</li> <li>▪ Internet Survey</li> <li>▪ Scanner-based surveys</li> <li>▪ Competitive intelligence</li> <li>▪ Source Quality</li> <li>▪ Data Compatibility</li> <li>▪ E Commerce</li> </ul> Practical assignment: Choose a recent market research by any leading FMCG company and analyze the same. Practical assignment: Collect information about top companies who use MIS & it benefits from it
	<b>Day3</b>	<b>Case Study: "Putting Big Data to Work"</b> Sources:- The Strategist 2013 <a href="http://www.business-standard.com">www.business-standard.com</a> <ul style="list-style-type: none"> <li>▪</li> </ul>

**Unit-IV**  
**Consumer Behaviour (05 Lectures)**

<b>Week 5</b>	<b>Day of completion</b>	<b>Topic</b>
	<b>Day 4</b>	<ul style="list-style-type: none"> <li>• Defining Consumer Behaviour               <ul style="list-style-type: none"> <li>➤ Customers and Consumers</li> <li>➤ The ultimate Consumer</li> <li>➤ The individual Buyer</li> <li>➤ The Decision Process</li> </ul> </li> </ul>
	<b>Day 5</b>	<ul style="list-style-type: none"> <li>• Why Study Consumer Behaviour               <ul style="list-style-type: none"> <li>➤ Significance in Daily life</li> <li>➤ Application to Decision Making</li> </ul> </li> </ul>
	<b>Day 6</b>	Applying Consumer Behaviour Knowledge <ul style="list-style-type: none"> <li>➤ Consumer Behaviour and Marketing Management</li> </ul>
<b>Week 6</b>	<b>Day 1</b>	Key terms <ul style="list-style-type: none"> <li>▪ Initiator</li> <li>▪ Influencer</li> <li>▪ Anthropology</li> <li>▪ MCQ</li> </ul>
	<b>Day 2</b>	<b>Practical assignment:</b> Interview a business person and ask which variable are thought to be important influences on consumer behaviour .Compare the responses to the variables reviewed in the chapter

**Unit-V**  
**Product Mix & Pricing Strategies (08 Lectures)**

Week 6	Day of completion	Topic
	Day 3	<ul style="list-style-type: none"> <li>• Introduction of Product Strategies</li> <li>➤ Market Penetration</li> <li>➤ Product Development</li> <li>➤ Market Development</li> </ul>
	Day 4	<ul style="list-style-type: none"> <li>• Creating new products and services               <ul style="list-style-type: none"> <li>➤ The ANSOFF Matrix</li> <li>➤ The Product Life Cycle</li> </ul> </li> <li>•</li> </ul>
	Day 5	<ul style="list-style-type: none"> <li>• Product Development Process</li> <li>•</li> </ul>
	Day 6	<ul style="list-style-type: none"> <li>• Product –Bundle Pricing Consideration               <ul style="list-style-type: none"> <li>➤ Packaging of Product</li> <li>➤ Labelling of Product</li> </ul> </li> <li>• Warranties and Gaurantees of Product</li> </ul>
Week 7	Day 1	<ul style="list-style-type: none"> <li>• Developing Pricing Strategies and Programs               <ul style="list-style-type: none"> <li>➤ Pricing new Product</li> <li>➤ Pricing process</li> <li>➤ Pricing Strategies</li> </ul> </li> </ul>
	Day 2	Key terms <ul style="list-style-type: none"> <li>▪ Price Elasticity</li> <li>▪ Variable Cost</li> <li>▪ Average Cost</li> <li>▪ Product Differentiation</li> <li>▪ Customization</li> </ul> MCQ
	Day 3	<b>Case Study:</b> Tata docomo pricing strategies <a href="http://www.tatadocomo.com/business/download/Study1.pdf">http://www.tatadocomo.com/business/download/Study1.pdf</a>
	Day 4	<b>Practical assignment:</b> Toyota Has built a huge manufacturing company that can produce millions of cars each year for a wide variety of consumers. Why was it able to grow so much bigger than any other auto manufacturer.
	Day 5	<b>Practical assignment:</b> Toyota Has built a huge manufacturing company that can produce millions of cars each year for a wide variety of consumers. Why was it able to grow so much bigger than any other auto manufacturer.
	Day6	Quiz

**Unit-VI**  
**Distribution Channel and Promotion Mix Strategies(09 Lectures)**

Week 8	Day of completion	Topic
	Day 1	<ul style="list-style-type: none"> <li>• Introduction</li> <li>➤ Distribution Channel</li> <li>➤ Levels of Distribution Channel</li> <li>•</li> </ul>

	<b>Day 2</b>	<ul style="list-style-type: none"> <li>➤ Channel management</li> <li>➤ Monitoring Channels</li> <li>➤ Retailing and Wholesaling</li> </ul>
	<b>Day 3</b>	<ul style="list-style-type: none"> <li>• Promotion Mix <ul style="list-style-type: none"> <li>➤ Advertising (Advantages &amp; Disadvantages)</li> <li>➤ sales promotion and its objectives</li> </ul> </li> </ul>
	<b>Day 4</b>	sales promotion and its objectives
	<b>Day 5</b>	<ul style="list-style-type: none"> <li>➤ personal selling</li> <li>➤ direct marketing</li> <li>public relations</li> </ul>
	<b>Day 6</b>	<ul style="list-style-type: none"> <li>• Marketing organization and control</li> </ul>
<b>Week 9</b>	<b>Day 1</b>	Key terms <ul style="list-style-type: none"> <li>▪ Integration</li> <li>▪ Sales Promotion</li> <li>▪ Distribuion channel</li> </ul> MCQ
	<b>Day 2</b>	<b>Case Study:</b> Amazon .Com <a href="http://www.smartinsights.com/digital-marketing-strategy/online-business-revenue-models/amazon-case-study/">http://www.smartinsights.com/digital-marketing-strategy/online-business-revenue-models/amazon-case-study/</a>
	<b>Day 3</b>	Class test



**BBA-212: Financial Management**  
**ASSIGNMENT SHEET**

TOPICS	SUGGESTED READINGS
Introduction to Financial Management	TB,CH-1;SR-1,CH-1;SR-12,CH-1;SR-3,CH-1;SR-4,CH-1;SR-5,CH-1;SR-13,CH-1;SR-14,CH-1;SR-15,CH-1;SR-16,CH-1;SR-17,CH-1
Risk Analysis in Capital Budgeting.	TB,CH-12;SR-1,CH-13;SR-3,CH-25;SR-9,CH-1;SR-11,CH-11;SR-13,CH-14;SR-14,CH-6,SR-15,CH-6;SR-16,CH-11
Cost of Capital	TB,CH-9;SR-1,CH-14;SR-3,CH-16;SR-4,CH-9;SR-6,CH-12;SR-8,CH-19;SR-13,CH-11;SR-14,CH-16;SR-15,CH-10;SR-16,CH-10&12;SR-17,CH-7;SR-18,CH-7
Capital Structure Decisions Theories, Factors determining, Optimal capital structure	TB,CH-15;SR-1,CH-19&20;SR-3,CH-18;SR-9,CH-8&9;SR-10,CH-35;SR-14,CH-18;SR-12,CH-9;SR-13,CH-16&17;SR-15,CH-15&16
Dividend Policy	TB,CH-17&18;SR-1,CH-21&22;SR-3,CH-19,SR-4,CH-11;SR-14,CH-19,SR-16,CH-16;SR-17,CH-17;SR-18,CH-10
Management of Working Capital	TB,CH-27;SR-1,CH-26;SR-3,CH-11;SR-4,CH-7;SR-6,CH-18;SR-8,CH-14;SR-9,CH-12&13;SR-10,CH-16;SR-14,CH-13;SR-15,CH-18&19;SR-16,CH-20;SR-17,CH-8;SR-18,CH-4
Sources of Finance	TB,CH-31;SR-1,CH-17,30;SR-3,CH-12;SR-4,CH-3;SR-7,CH-7;SR-10,CH-4;SR-12,CH-16;SR-13,CH-23;SR-14,CH-12;SR-16,CH-19;SR-17,CH-12;SR-18,CH-3

**Text book: (TB)**

1. Pandey I.M, "Financial Management", Vikas Publication House, Ninth Edition

**Suggested Readings: (SR)**

1. Chandra Prasanna, "Financial Management theory & Practice", Mc. Graw Hill Publication, New Delhi, Seventh Edition.
2. Khan M.Y, Jain P.K., "Basic Financial Management", Mc. Graw Hill Publication, fifth Edition.
3. Kishore Ravi M, "Tax Mann's Financial Management" Taxmann Publishers, sixth Edition.
4. Dr. Maheshwari S.N., "Financial Management Principles & Practice", Sultan Chand & Sons Publications, New Delhi
5. Bhalla V. K., "Financial Management & Policy ", Himalaya Publications, Sixth Edition
6. Martin Keon, Petty, Scott Jr, "Financial Management Principles and applications", Pearson Prentice Hall of India, Tenth Edition.
7. Sharma R.K, Gupta Shashi K., "Management Accounting & Financial Management"
8. Shapiro Alan C., "Multinational Financial Management", Prentice Hall of India, 4th Edition.
9. Rustagi R.P., "Fundamentals of financial Management", Galgotia Publishing House, 3<sup>rd</sup> Edition.
10. Srivastva R. M., "Financial Management & policy, Himalaya Publishing House, 3<sup>rd</sup> Edition.
11. Prasanna Chandra, "Finance Sense", Tata Mac Graw Hill Publishing House, 3rd Edition.
12. Horne Van James C., "Financial Management & Policy", Prentice Hall of India Ltd, 12<sup>th</sup> Edition.
13. Brigham Eugene F., Ehrhardt Michael C., "Financial Management Theory & Practice, 3<sup>rd</sup> Edition.
14. Arnold Glen, Kumar Mohan, "Corporate Financial Management", Pearson Education Pvt. Ltd., 3<sup>rd</sup> Edition.
15. Periasemy P. "Financial Management", Vijay Nicore Imprints Pvt. Ltd.
16. Brealey, Mayres & Marcus, "Fundamentals of Corporate Finance", Mac Graw Hill Publications, Irwin, 5th Edition.

17. Sharan Vyuptakesh, “Fundamentals of Financial Management”, Pearson Education, 2<sup>nd</sup> Edition.
18. Benerjee Bhabhatosh, “Financial Policy & Management Accounting”, Prentice Hall of India Pvt. Ltd, 7<sup>th</sup> Edition.

**Other Readings: (OR)**

1. The Journal Of Finance- American Finance Association
2. Finance India
3. Vision – The Journal Of Research Perspective
4. Paradigm – IMT, Ghaziabad
5. M.B.A Review – The ICFAI University Press
6. Business world
7. Business India
8. RBI Bulletin
9. Business Standard
10. The Financial Express
11. CNBC TV18

**Links For Cases**

- <http://www.Lar> court college. Com/Finance Theor/10e//
- Pandey I.M. Bhatt Ramesh, “Cases in Financial Management”, 2<sup>nd</sup> Edition.
- <http://h223785.temppublish.com>
- <http://www.scribd.com/doc>

## Lesson Plan

**Name of Faculty: Ms. Payal Somani**

**Discipline: Management**

**Semester: BBA 4<sup>th</sup> Semester**

**Subject: BBA 212: Financial Management**

**Lesson Plan Duration: 15 Weeks (January 2018 to April 2018)**

### Unit I

#### Introduction to Financial Management (8 Lectures)

Week	Day of Completion	Topic
<b>1.</b>	Day 1	<ul style="list-style-type: none"> <li>• <b>Introduction and meaning of Finance</b></li> <li>• Corporate Finance, Government Finance &amp; Public Finance</li> </ul>
	Day 2	<ul style="list-style-type: none"> <li>• <b>Introduction to Financial Management</b></li> <li>• Nature and scope of Financial Management, Ten Principles that form the basis of financial Management</li> <li>❖ <b>Case Study:-</b> Role of Financial management in a retail setting <b>A Marks and Spencer case study</b></li> <li>❖ <b>Source:</b> <a href="http://businesscasestudies.co.uk/marks-and-spencer/financial-management-in-a-retail-setting/conclusion.html#axzz2paikRQP6">http://businesscasestudies.co.uk/marks-and-spencer/financial-management-in-a-retail-setting/conclusion.html#axzz2paikRQP6</a></li> </ul>
	Day 3	<ul style="list-style-type: none"> <li>• <b>Finance functions- Investment Decision, Financing Decision &amp; Dividend decision</b></li> <li>• The risk-return trade off associated with each decision of Financial Management</li> </ul>
	Day 4	<ul style="list-style-type: none"> <li>• <b>Financial Goals:</b></li> <li>• Wealth Vs. Profit Maximization</li> </ul>
	Day 5	<ul style="list-style-type: none"> <li>▪ <b>Organization of finance Function</b></li> <li>▪ Financial manager's Role</li> </ul>
	Day 6	<ul style="list-style-type: none"> <li>• The Agency Problem- Managers would not work for owners unless it's in their best Interest.</li> </ul>
<b>2</b>	Day 7	<ul style="list-style-type: none"> <li>• <b>Key Terms:</b> <ul style="list-style-type: none"> <li>➤ Episodic Financing</li> <li>➤ Cut off Rate/ Opportunity cost of capital</li> <li>➤ Interest tax shield</li> <li>➤ Expected Return</li> <li>➤ Stock Dividend Strategy</li> </ul> </li> </ul>
	Day 8	<ul style="list-style-type: none"> <li>❖ Short Questions</li> <li>❖ Short Questions</li> <li>❖ <b>Practical Assignment:</b> Firms often involve themselves in Projects that do not result directly in profits, For example: - IBM &amp; Mobile Oil frequently support Public television broadcast. Do these projects contradict the goal of maximization of shareholder's wealth? Why or Why not?</li> </ul>

**Unit II**  
**Investment Decisions (16 Lectures)**

Week		Topic
2	Day 9 Day 10	<ul style="list-style-type: none"> <li>• <b>Introduction and meaning to Capital Budgeting (Investment decisions)</b></li> <li>• Nature &amp; Importance of Capital Budgeting Decisions,</li> <li>• Difficulties in Determination of Cash flows</li> </ul>
	Day 11 Day 12	<ul style="list-style-type: none"> <li>▪ <b>Types of Investment Decisions:</b></li> <li>▪ Capital Rationing Decisions , Accept/Reject Decision, Mutually Exclusive Decision</li> </ul>
3	Day 13 Day 14 Day 15	<ul style="list-style-type: none"> <li>• <b>Investment Evaluation Criteria</b></li> </ul>
	Day 16 Day 17 Day 18	<ul style="list-style-type: none"> <li>• <b>Methods of Capital Budgeting</b></li> <li>• Discounted and Non Discounted Methods</li> </ul>
4	Day 19 Day 20 Day 21	<ul style="list-style-type: none"> <li>• <b>Practice of Practical Question</b></li> <li>• <b>Key Terms:</b> <ul style="list-style-type: none"> <li>➤ Pay Back Period and Accounting rate of return</li> <li>➤ NPV &amp; IRR</li> <li>➤ Profitability index</li> <li>➤ Discounted Pay Back Period</li> <li>➤ Terminal Method</li> </ul> </li> </ul>
	Day 22	Short questions Long questions <b>❖ Practical Assignment:</b> <b>How does an NPV rule help in determining optimum duration of investment? Illustrate.</b>
	Day 23	Practice Test
	Day 24	Practice Test

**Unit-III**  
**Cost of Capital (18 lectures)**

Week	Day of Completion	Topic
5 <sup>th</sup>	Day 25	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Significance of the cost of capital</li> <li>•</li> </ul>
	Day 26 Day 27 Day 28 Day 29 Day 30	<ul style="list-style-type: none"> <li>• Opportunity cost</li> <li>• CAPM</li> <li>• CAPM v/s Dividend growth model</li> <li>• Practical Question</li> </ul>
6 <sup>th</sup>	Day 31 Day 32 Day 33	<ul style="list-style-type: none"> <li>• Weighted average cost of capital               <ul style="list-style-type: none"> <li>➤ Flotation costs</li> <li>➤ Cost of capital</li> <li>➤ Investment analysis.</li> </ul> </li> </ul>
	Day 34 Day 35 Day 36	<ul style="list-style-type: none"> <li>• WACC &amp; investment analysis</li> </ul>
7 <sup>th</sup>	Day 37 Day 38 Day 39	<ul style="list-style-type: none"> <li>• Calculation of cost of Debt, Preference, Equity capital</li> </ul>

	Day 40	<ul style="list-style-type: none"> <li>• Key Terms: Earnings price ratio, financial risk, retained earnings, WACC</li> <li>• Short Questions</li> <li>• Long Questions</li> </ul>
	Day 41	<b>Assignment:</b> <b>2. Practical Questions related to Computation of Specific and weighted average Cost of capital.</b> <b>3. Take the B/S of top 3 Companies in the Aviation sector and calculate the cost of their debt Finance and overall cost of capital and critically analyse whether it is Justified or not.</b>
	Day 42	<b>Quiz to be conducted</b>

**Unit IV**  
**Capital Structure Decisions (12 lectures)**

Week	Day of completion	Topic
8 <sup>th</sup>	Day 43	<ul style="list-style-type: none"> <li>• Introduction &amp; Meaning</li> </ul>
	Day 44	<ul style="list-style-type: none"> <li>• Difference in Capitalization , Capital structure &amp; financial structure</li> </ul>
	Day 45	<ul style="list-style-type: none"> <li>• Forms of capital structure</li> </ul>
	Day 46	<ul style="list-style-type: none"> <li>• Importance of capital structure</li> </ul>
	Day 47	<ul style="list-style-type: none"> <li>• Optimal capital structure</li> </ul>
	Day 48	<ul style="list-style-type: none"> <li>• Practice Test</li> </ul>
9 <sup>th</sup>	Day 49	<ul style="list-style-type: none"> <li>• Theories of capital structure</li> </ul>
	Day 50	<ul style="list-style-type: none"> <li>• Factors determining capital structure</li> </ul>
	Day 51	<b>Case Study:</b>
	Day 52	<a href="http://www.inderscience.com/search/index.php?action=record&amp;rec_id=9624">http://www.inderscience.com/search/index.php?action=record &amp;rec_id=9624</a> - A case study on capital structure of fertiliser Industry
	Day 53	
		<ul style="list-style-type: none"> <li>• <b>Key Terms:</b></li> <li>• <b>financial Leverage</b></li> <li>• <b>operating leverage</b></li> <li>• <b>EBIT</b></li> <li>• <b>Capital Gearing Ratio</b></li> </ul>
	•	<ul style="list-style-type: none"> <li>• Short question</li> </ul>
	•	<ul style="list-style-type: none"> <li>• Long questions</li> </ul>
		<b>Practical Assignment:</b> <b>Consider 2 firms. One as levered &amp; other as unlevered &amp; identify which firm will have more value according to MM Approach and give your results in the presence as well as absence of taxes.</b>

**Unit V**  
**Dividend Policy(13 lectures)**

Week	Day of Completion	Topic
10 <sup>th</sup>	Day 55	<ul style="list-style-type: none"> <li>• Introduction &amp; Meaning</li> </ul>
	Day 56	<ul style="list-style-type: none"> <li>• Dividend decision &amp; valuation of firms</li> </ul>
	Day 57	Types of dividend policy:
	Day 58	<ul style="list-style-type: none"> <li>• The theory of irrelevance</li> </ul>
	Day 59	<ul style="list-style-type: none"> <li>• Residual approach</li> </ul>

	Day 60	<ul style="list-style-type: none"> <li>• Modigliani &amp; Miller approach</li> <li>• Walter approach</li> <li>• Gordon approach</li> </ul> <p>Case Study – Dividend policy  <a href="http://www.icmrindia.org/casestudies/catalogue/Finance/FINA005.htm">http://www.icmrindia.org/casestudies/catalogue/Finance/FINA005.htm</a></p>
11th	Day 61	<ul style="list-style-type: none"> <li>• Determinants of dividend policy</li> </ul>
	Day 62 Day 63 Day 64 Day 65 Day 66	<p><b>Practical Question</b></p> <ul style="list-style-type: none"> <li>• <b>Key Terms:</b></li> <li>• Bonus Issue,</li> <li>• Right Issue</li> <li>• stock dividend</li> <li>• Walter and Gordon Approach</li> </ul>
12th	Day 67	<ul style="list-style-type: none"> <li>• Long questions</li> <li>• Short questions</li> </ul> <p><b>Assignment:</b></p> <p>“Bonus Dividend is given by the companies to its Shareholders when the company is not able to pay the dividend in cash” Justify and also Discuss with suitable Examples that How the Bonus shares and their treatment is done by the companies in their Balance sheet.</p> <ul style="list-style-type: none"> <li>•</li> </ul>

**Unit VI**  
**Management of Working Capital (8 Lectures)**

Week	Day of Completion	Topic
12th	Day 68	<ul style="list-style-type: none"> <li>• Introduction &amp; Meaning</li> </ul>
	Day 69	<ul style="list-style-type: none"> <li>• Objectives of working capital</li> </ul>
	Day 70	<ul style="list-style-type: none"> <li>• Types &amp; Importance of W.C</li> </ul>
	Day 71	<ul style="list-style-type: none"> <li>• Factors determining working capital requirements</li> </ul> <p><b>Case Study -Dabur India – working capital Management and Cost Management</b>  <a href="http://gbr.sagepub.com/content/8/2/335.short">http://gbr.sagepub.com/content/8/2/335.short</a></p>
	Day 72	<ul style="list-style-type: none"> <li>• Principal of working capital management</li> </ul>
13th	Day 73	<ul style="list-style-type: none"> <li>• Forecast of WCM</li> </ul>
	Day 74	<ul style="list-style-type: none"> <li>• Key Terms:</li> <li>• Permanent W.C</li> <li>• operating cycle</li> <li>• Gross W.C and NWC</li> <li>• Conservative and Aggressive Approach</li> <li>• Short Questions</li> <li>• Long Questions</li> </ul>
	Day 75	<ul style="list-style-type: none"> <li>• <b>Assignment:</b></li> </ul> <p><b>Compare the working capital Requirements of Manufacturing and trading concerns with the help of examples of 2 companies in each Industry and identify that which sources of Finance they used to fulfill their requirements</b></p>

**Unit VII**  
**Sources of Finance (9 Lectures)**

Week	Day of Completion	Topic
13th	Day 76	<ul style="list-style-type: none"> <li>• <b>Introduction to Sources of Finance</b></li> </ul>
	Day 77	<ul style="list-style-type: none"> <li>• <b>Classification of Sources of Finance</b> <ul style="list-style-type: none"> <li>➤ Security Financing</li> <li>➤ Internal financing</li> <li>➤ Loan Financing</li> <li>➤ Venture capital</li> <li>➤ Mutual Funds</li> </ul> </li> </ul>
	Day 78	<ul style="list-style-type: none"> <li>➤ Lease Financing</li> </ul>
14th	Day 79	<ul style="list-style-type: none"> <li>➤ <b>Long term Sources of Finance</b></li> <li>➤ Ordinary Shares, Rights Issue of Equity Shares, Preference Shares, Debentures, Bonus Shares, Term Loans</li> </ul>
	Day 80	
14 <sup>th</sup>	Day 81	<ul style="list-style-type: none"> <li>• <b>Working Capital Finance</b> Trade Credit, Accrued Expenses and Deferred Income, Bank Finance for working capital, Regulation of bank finance, Commercial Papers, Other Money Market Instruments.</li> </ul>
	Day 82	<ul style="list-style-type: none"> <li>▪ Benefits and Risk associated with each Source of finance</li> </ul>
	Day 83	<ul style="list-style-type: none"> <li>• <b>Key Terms:</b> <ul style="list-style-type: none"> <li>➤ Deep discount bonds, ZCB's</li> <li>➤ Hybrid financing</li> <li>➤ Bridge Financing</li> <li>➤ Certificates of deposit</li> </ul> </li> </ul>
	Day 84	<ul style="list-style-type: none"> <li>• Short Questions</li> <li>• Long Questions</li> <li>• <b>Practical Assignment:</b></li> <li>• <b>Study the balance sheet of "Reliance Energy" &amp; identify the sources of finance used by it.</b></li> </ul>
15 <sup>th</sup>	Day 85 Day 86 Day 87 Day 88 Day 89 Day 90	Practice Test

