

Name: **Dr.Ravneetkaur**  
 Class and Section: **BBA-I(II SEMESTER)**  
 Subject: **BUSINESS COMMUNICATION**

<b>Week</b>	<b>Date</b>	<b>Topic</b>
<b>1</b>	1-Jan-19	Introduction to business communication
	2-Jan-19	Nature of business communication
	3-Jan-19	Importance of business communication
	4-Jan-19	Types of communication
	5-Jan-19	Verbal communication
	6-Jan-19	<b>Sunday</b>
	<b>2</b>	7-Jan-19
8-Jan-19		Non-verbal communication
9-Jan-19		Continued above topic
10-Jan-19		Difference between verbal and non-verbal communication
11-Jan-19		Classroom presentations
12-Jan-19		Case study on verbal communication
13-Jan-19		<b>Sunday</b>
<b>3</b>	14-Jan-19	Barriers to effective communication,
	15-Jan-19	Types of barriers
	16-Jan-19	Continued above topic
	17-Jan-19	Continued above topic
	18-Jan-19	Causes of barriers
	19-Jan-19	Suggestions to overcome barriers
	20-Jan-19	<b>Sunday</b>
<b>4</b>	21-Jan-19	Models of communication
	22-Jan-19	Continued above topic
	23-Jan-19	Continued above topic
	24-Jan-19	Revision
	25-Jan-19	Essentials of communication
	26-Jan-19	<b>Republic Day</b>
	27-Jan-19	<b>Sunday</b>
<b>5</b>	28-Jan-19	Continued above topic
	29-Jan-19	Continued above topic
	30-Jan-19	Writing applications for business

<b>Week</b>	<b>Date</b>	<b>Topic</b>
1	3-Feb-19	<b>Sunday</b>
2	4-Feb-19	Styles of application
	5-Feb-19	Continued above topic
	6-Feb-19	Sample letter practice
	10-Feb-19	<b>Vasant Panchami / Sunday</b>
3	11-Feb-19	Job and leave application
	12-Feb-19	Importance of non-verbal communication
	13-Feb-19	Continued above topic
	17-Feb-19	<b>Sunday</b>
4	18-Feb-19	Body language
	19-Feb-19	<b>Guru Ravi Dass Birthday</b>
	20-Feb-19	Types of body language
	24-Feb-19	<b>Sunday</b>
5	25-Feb-19	Proxemics and its types
	26-Feb-19	Continued above topic
	27-Feb-19	Personal characteristics

<b>Week</b>	<b>Date</b>	<b>Topic</b>
	3-Mar-19	<b>Sunday</b>
2	4-Mar-19	<b>Maha shivratri</b>
	5-Mar-19	Sessional test
	6-Mar-19	Art of self-presentation
	10-Mar-19	<b>Sunday</b>
3	11-Mar-19	Techniques of presentation
	12-Mar-19	Classroom presentations
	13-Mar-19	Revision
	17-Mar-19	<b>Sunday</b>
4	18-Mar-19	<b>University Holidays</b>
	19-Mar-19	<b>University Holidays</b>
	20-Mar-19	<b>University Holidays</b>

	21-Mar-19	<b>University Holidays</b>
	22-Mar-19	<b>University Holidays</b>
	23-Mar-19	<b>University Holidays</b>
	24-Mar-19	<b>Sunday</b>
<b>5</b>	25-Mar-19	Basic parts of speech-Noun
	26-Mar-19	Types of noun
	27-Mar-19	Practice exercise
	31-Mar-19	<b>Sunday</b>

<b>Week</b>	<b>Date</b>	<b>Topic</b>
<b>1</b>	1-Apr-19	Pronoun
	2-Apr-19	Continued above topic
	3-Apr-19	Practice exercise
	7-Apr-19	<b>Sunday</b>
<b>2</b>	8-Apr-19	Adjectives
	9-Apr-19	Practice exercise
	10-Apr-19	Adverbs and practice
	14-Apr-19	<b>Vaisakhi / Ambedkar Jyanti / Sunday</b>
<b>3</b>	15-Apr-19	Preposition
	16-Apr-19	Article
	17-Apr-19	<b>Mahavir Jayanti</b>
	21-Apr-19	<b>Sunday</b>
<b>4</b>	22-Apr-19	Voice
	23-Apr-19	Practice exercise
	24-Apr-19	Practice exercise
	28-Apr-19	<b>Sunday</b>
<b>5</b>	29-Apr-19	Paragraph writing
	30-Apr-19	Homonyms, Antonyms and Synonyms

Name: **Dr.Ravneetkaur**  
 Class and Section: **BBA-III(VI SEMESTER)**  
 Subject: **ENVIRONMENT MANAGEMENT**

<b>Week</b>	<b>Date</b>	<b>Topic</b>
<b>1</b>	1-Jan-19	Environment Management – Meaning
	2-Jan-19	Nature and scope
	3-Jan-19	Continued above topic
	4-Jan-19	Ecosystem
	5-Jan-19	Food chain
	6-Jan-19	<b>Sunday</b>
	<b>2</b>	7-Jan-19
8-Jan-19		Types of ecosystem
9-Jan-19		Continued above topic
10-Jan-19		Components of ecosystem
11-Jan-19		Classroom presentations
12-Jan-19		Case study on ecosystem
13-Jan-19		<b>Sunday</b>
<b>3</b>	14-Jan-19	Man and ecosystem
	15-Jan-19	Environment system
	16-Jan-19	Continued above topic
	17-Jan-19	Continued above topic
	18-Jan-19	Conservation management
	19-Jan-19	Continued above topic
	20-Jan-19	<b>Sunday</b>
<b>4</b>	21-Jan-19	Global warming
	22-Jan-19	Continued above topic
	23-Jan-19	Continued above topic
	24-Jan-19	Revision
	25-Jan-19	Corporate Social Responsibility
	26-Jan-19	<b>Republic Day</b>
	27-Jan-19	<b>Sunday</b>
<b>5</b>	28-Jan-19	Continued above topic
	29-Jan-19	Continued above topic
	30-Jan-19	Green marketing

<b>Week</b>	<b>Date</b>	<b>Topic</b>
1	3-Feb-19	<b>Sunday</b>
2	4-Feb-19	Environment Ethics
	5-Feb-19	Continued above topic
	6-Feb-19	Sustainable Development.
	10-Feb-19	<b>VasantPanchami / Sunday</b>
3	11-Feb-19	Continued above topic
	12-Feb-19	Case study on green marketing
	13-Feb-19	Approaches for Environmental Management – Management Based on Standards
	17-Feb-19	<b>Sunday</b>
4	18-Feb-19	Continued above topic
	19-Feb-19	<b>Guru Ravi Dass Birthday</b>
	20-Feb-19	Management Based on Best Practicable Means,
	24-Feb-19	<b>Sunday</b>
5	25-Feb-19	Continued above topic
	26-Feb-19	Continued above topic
	27-Feb-19	Other Measures for Environment.

<b>Week</b>	<b>Date</b>	<b>Topic</b>
	3-Mar-19	<b>Sunday</b>
2	4-Mar-19	<b>Mahashivratri</b>
	5-Mar-19	Sessional test
	6-Mar-19	Revision
	10-Mar-19	<b>Sunday</b>
3	11-Mar-19	Major Provisions of the Environment (Protection) Act, 1986
	12-Mar-19	Classroom presentations
	13-Mar-19	Revision
	17-Mar-19	<b>Sunday</b>
4	18-Mar-19	<b>University Holidays</b>
	19-Mar-19	<b>University Holidays</b>

	20-Mar-19	<b>University Holidays</b>
	21-Mar-19	<b>University Holidays</b>
	22-Mar-19	<b>University Holidays</b>
	23-Mar-19	<b>University Holidays</b>
	24-Mar-19	<b>Sunday</b>
<b>5</b>	25-Mar-19	Environment Audit;
	26-Mar-19	Continued above topic
	27-Mar-19	Case study
	31-Mar-19	<b>Sunday</b>

<b>Week</b>	<b>Date</b>	<b>Topic</b>
<b>1</b>	1-Apr-19	Pronoun
	2-Apr-19	Continued above topic
	3-Apr-19	Role of NGO's and other Institutions in Environment Protection.
	7-Apr-19	<b>Sunday</b>
<b>2</b>	8-Apr-19	Continued above topic
	9-Apr-19	Continued above topic
	10-Apr-19	Revision
	14-Apr-19	<b>Vaisakhi / AmbedkarJyanti / Sunday</b>
<b>3</b>	15-Apr-19	Classroom presentations
	16-Apr-19	Case study
	17-Apr-19	<b>MahavirJayanti</b>
	21-Apr-19	<b>Sunday</b>
<b>4</b>	22-Apr-19	Ozone layer depletion
	23-Apr-19	Continued above topic
	24-Apr-19	Case study
	28-Apr-19	<b>Sunday</b>
<b>5</b>	29-Apr-19	Class room presentations
	30-Apr-19	<b>Revision</b>

Name: **Dr.Ravneetkaur**  
 Class and Section: **BBA-III(VI SEMESTER)**  
 Subject: **BUSINESS LAW-II**

<b>Week 1</b>	<b>Date</b>	<b>Topic</b>
	3-Jan-19	Introduction to Companies act 1956
	4-Jan-19	History of company
	5-Jan-19	Types of company
	6-Jan-19	<b>Sunday</b>
	10-Jan-19	Continued above topic
	11-Jan-19	Continued above topic
	12-Jan-19	Promoter
	13-Jan-19	<b>Sunday</b>
	17-Jan-19	Functions of promoter
	18-Jan-19	Continued above topic
	19-Jan-19	Steps in formation of company
	20-Jan-19	<b>Sunday</b>
	24-Jan-19	Continued above topic
	25-Jan-19	Continued above topic
	26-Jan-19	<b>Republic Day</b>
	27-Jan-19	<b>Sunday</b>
	31-Jan-19	<b>Case study</b>

<b>Week 1</b>	<b>Date</b>	<b>Topic</b>
	1-Feb-19	Class room presentation
	2-Feb-19	Memorandum of Association
	3-Feb-19	<b>Sunday</b>
	7-Feb-19	Importance of MOA
	8-Feb-19	Types of clause
	9-Feb-19	Alterations in MOA
	10-Feb-19	<b>VasantPanchami / Sunday</b>
	14-Feb-19	Continued above topic
	15-Feb-19	Revision
	16-Feb-19	Article of Association;
	17-Feb-19	<b>Sunday</b>

	21-Feb-19	Continued above topic
	22-Feb-19	Continued above topic
	23-Feb-19	Prospectus,
	24-Feb-19	<b>Sunday</b>
	28-Feb-19	<b>Functions of prospectus</b>

<b>Week</b>	<b>Date</b>	<b>Topic</b>
<b>1</b>	1-Mar-19	Reasons for issuing prospectus
	2-Mar-19	Sessional test
	3-Mar-19	<b>Sunday</b>
<b>2</b>	4-Mar-19	<b>Mahashivratri</b>
	7-Mar-19	Misstatement in prospectus
	8-Mar-19	Penalty for Misstatement in prospectus
	9-Mar-19	Continued above topic
	10-Mar-19	<b>Sunday</b>
	14-Mar-19	Shares and share capital
	15-Mar-19	Types of share capital
	16-Mar-19	Allotment of Shares;
	17-Mar-19	<b>Sunday</b>
<b>4</b>	18-Mar-19	<b>University Holidays</b>
	19-Mar-19	<b>University Holidays</b>
	20-Mar-19	<b>University Holidays</b>
	21-Mar-19	<b>University Holidays</b>
	22-Mar-19	<b>University Holidays</b>
	23-Mar-19	<b>University Holidays</b>
	24-Mar-19	<b>Sunday</b>
	28-Mar-19	Legal Rules regarding Membership and Borrowing Powers;
	29-Mar-19	<b>Continued above topic</b>
	30-Mar-19	Debentures - their issue, floating and fixed charges;
	31-Mar-19	<b>Sunday</b>



<b>Week</b>	<b>Date</b>	<b>Topic</b>
	4-Apr-19	<b>Continued above topic</b>
	5-Apr-19	Powers, Functions and Duties of Directors and Managing Directors;
	6-Apr-19	<b>Continued above topic</b>
	7-Apr-19	<b>Sunday</b>
	11-Apr-19	Prevention of Mismanagement and Oppression.
	12-Apr-19	Continued above topic
	13-Apr-19	Winding Up of company.
	14-Apr-19	<b>Vaisakhi / AmbedkarJyanti / Sunday</b>
	17-Apr-19	<b>MahavirJayanti</b>
	18-Apr-19	Aspects relating to Company Meetings.
	19-Apr-19	Continued above topic
	20-Apr-19	Securities Exchange Board of India Act 1992
	21-Apr-19	<b>Sunday</b>
	25-Apr-19	Continued above topic
	26-Apr-19	Important Legal Provisions and implications.
	27-Apr-19	Continued above topic
	28-Apr-19	<b>Sunday</b>

Name: **Dr.Ravneetkaur**  
 Class and Section: **BBA-III(VI SEMESTER)**  
 Subject: **INTRODUCTION TO FINANCIAL SERVICES**

<b>Week</b>	<b>Date</b>	<b>Topic</b>
<b>1</b>	1-Jan-19	Introduction to financial services
	2-Jan-19	Nature and scope
	3-Jan-19	Importance of financial services
	4-Jan-19	Types of financial services
	5-Jan-19	Continued above topic
	6-Jan-19	<b>Sunday</b>
	<b>2</b>	7-Jan-19
8-Jan-19		Financial services and economic environment,
9-Jan-19		Continued above topic
10-Jan-19		Continued above topic
11-Jan-19		Players in financial services
12-Jan-19		Continued above topic
13-Jan-19		<b>Sunday</b>
<b>3</b>	14-Jan-19	Merchant banking-Introduction
	15-Jan-19	Continued above topic
	16-Jan-19	Functions & activities
	17-Jan-19	Continued above topic
	18-Jan-19	Issues management
	19-Jan-19	Continued above topic
	20-Jan-19	<b>Sunday</b>
<b>4</b>	21-Jan-19	Managing new issues
	22-Jan-19	Continued above topic
	23-Jan-19	Equity issues – Rights issues
	24-Jan-19	Underwriting :functions
	25-Jan-19	Continued above topic
	26-Jan-19	<b>Republic Day</b>
	27-Jan-19	<b>Sunday</b>
<b>5</b>	28-Jan-19	bankers to an issue,
	29-Jan-19	Book building and reverse book building
	30-Jan-19	Continued above topic
	31-Jan-19	Debenture trustees,

<b>Week</b>	<b>Date</b>	<b>Topic</b>
<b>1</b>	1-Feb-19	Portfolio managers
	2-Feb-19	Continued above topic
	3-Feb-19	<b>Sunday</b>
<b>2</b>	4-Feb-19	An overview of role of SEBI .
	5-Feb-19	Continued above topic
	6-Feb-19	Leasing
	7-Feb-19	Types of leasing
	8-Feb-19	Advantages of leasing
	9-Feb-19	Disadvantages of leasing
	10-Feb-19	<b>VasantPanchami / Sunday</b>
	<b>3</b>	11-Feb-19
12-Feb-19		Types of hire purchase
13-Feb-19		<b>Advantages of hire purchase</b>
14-Feb-19		Disadvantages of hire purchase
15-Feb-19		Types of lease accounts
16-Feb-19		Factoring
17-Feb-19		<b>Sunday</b>
<b>4</b>		18-Feb-19
	19-Feb-19	<b>Guru Ravi Dass Birthday</b>
	20-Feb-19	Advantages of factoring
	21-Feb-19	Disadvantages of factoring
	22-Feb-19	Mechanism of factoring
	23-Feb-19	Continued above topic
	24-Feb-19	<b>Sunday</b>
	<b>5</b>	25-Feb-19
26-Feb-19		Advantages of forfaiting
27-Feb-19		Disadvantages of forfaiting
28-Feb-19		Mutual funds

<b>Week</b>	<b>Date</b>	<b>Topic</b>
<b>1</b>	1-Mar-19	Structure of Mutual Funds
	2-Mar-19	Continued above topic
	3-Mar-19	<b>Sunday</b>
<b>2</b>	4-Mar-19	<b>Mahashivratri</b>
	5-Mar-19	Types of mutual funds
	6-Mar-19	Advantages of mutual funds
	7-Mar-19	Disadvantages of mutual funds
	8-Mar-19	Continued above topic
	9-Mar-19	Revision
	10-Mar-19	<b>Sunday</b>
<b>3</b>	11-Mar-19	<b>Case study</b>
	12-Mar-19	Exchange traded funds
	13-Mar-19	Continued above topic
	14-Mar-19	Credit rating
	15-Mar-19	Types of agencies
	16-Mar-19	Sessional test
	17-Mar-19	<b>Sunday</b>
<b>4</b>	18-Mar-19	<b>University Holidays</b>
	19-Mar-19	<b>University Holidays</b>
	20-Mar-19	<b>University Holidays</b>
	21-Mar-19	<b>University Holidays</b>
	22-Mar-19	<b>University Holidays</b>
	23-Mar-19	<b>University Holidays</b>
	24-Mar-19	<b>Sunday</b>
<b>5</b>	25-Mar-19	Continued above topic
	26-Mar-19	Case study
	27-Mar-19	Classroom presentation
	28-Mar-19	Stock broking
	29-Mar-19	<b>Concepts</b>
	30-Mar-19	Mechanism
	31-Mar-19	<b>Sunday</b>

<b>Week</b>	<b>Date</b>	<b>Topic</b>
<b>1</b>	1-Apr-19	Types of broker
	2-Apr-19	Advantages of broking
	3-Apr-19	Disadvantages of broking
	4-Apr-19	Case study
	5-Apr-19	Revision
	6-Apr-19	Classroom activity on broking
	7-Apr-19	<b>Sunday</b>
<b>2</b>	8-Apr-19	Consumer finance
	9-Apr-19	Introduction and history
	10-Apr-19	Methods
	11-Apr-19	Types of finance
	12-Apr-19	Advantages of finance
	13-Apr-19	Disadvantages of finance
	14-Apr-19	<b>Vaisakhi / AmbedkarJyanti / Sunday</b>
<b>3</b>	15-Apr-19	Class presentations
	16-Apr-19	Revision
	17-Apr-19	<b>MahavirJayanti</b>
	18-Apr-19	Case study
	19-Apr-19	Credit cards
	20-Apr-19	Introduction and history
	21-Apr-19	<b>Sunday</b>
<b>4</b>	22-Apr-19	Methods
	23-Apr-19	Types of credit cards
	24-Apr-19	Continued
	25-Apr-19	Advantages of card
	26-Apr-19	Disadvantages of card
	27-Apr-19	Debit cards
	28-Apr-19	<b>Sunday</b>
<b>5</b>	29-Apr-19	Advantages of debit card
	30-Apr-19	Disadvantages of debit card

Name: **Dr.RavneetKaur**  
 Class and Section: **BBA-II (IV SEMESTER)**  
 Subject: **MACRO BUSINESS ENVIRONMENT**

Week 1	Date	Topic
1	1-Jan-19	Meaning of Business Environment Features of Business Environment
	2-Jan-19	Components of Business Environment Continued above topic
	3-Jan-19	Continued above topic Current Indian Business Environment
	4-Jan-19	Significance of Business Environment Continued above topic
	5-Jan-19	Relation between business and environment Classroom presentations
	6-Jan-19	<b>Sunday</b>
	2	7-Jan-19
8-Jan-19		Meaning and features of Economic Reforms Need of Economic Reforms
9-Jan-19		Meaning of liberalization Measures taken for Liberalization
10-Jan-19		Meaning of privatization Measures taken for privatization
11-Jan-19		Measures taken for Globalization Effects of Globalization on Indian Economy
12-Jan-19		Difficulties in measuring National Income
13-Jan-19		<b>Sunday</b>
3	14-Jan-19	Arguments in favour and against of Economic reforms
	15-Jan-19	Meaning of Industrial Policy Features and Importance of Industrial Policy
	16-Jan-19	Industrial Policy of 1956 and 1977
	17-Jan-19	New Industrial Policy 1991 and its features
	18-Jan-19	Evaluation of New Industrial Policy
	19-Jan-19	Industrial licensing Policy Review of Licensing Policy
	20-Jan-19	<b>Sunday</b>
4	21-Jan-19	IDR Act,1951
	22-Jan-19	Meaning and classification of foreign capital foreign capital policy 1991
	23-Jan-19	Case study
	24-Jan-19	Contribution of foreign capital in India limitations of foreign capital
	25-Jan-19	Introduction to trends of foreign collaboration Forms of foreign collaboration
	26-Jan-19	<b>Republic Day</b>
	27-Jan-19	<b>Sunday</b>

<b>5</b>	28-Jan-19	Features of MNC Arguments in favour and against of MNC
	29-Jan-19	Classroom presentations
	30-Jan-19	Classroom presentations
	31-Jan-19	India and MNC

<b>Week</b>	<b>Date</b>	<b>Topic</b>
<b>1</b>	1-Feb-19	Foreign trade of India before and after Independence
	2-Feb-19	Class Test
	3-Feb-19	<b>Sunday</b>
<b>2</b>	4-Feb-19	Case Study
	5-Feb-19	Main features of India's foreign Trade
	6-Feb-19	India's balance of payment Measures to correct disequilibrium in BOP
	7-Feb-19	Meaning, need of export promotion Measures for export promotion
	8-Feb-19	Suggestions for export promotion Foreign trade in public sector
	9-Feb-19	Import substitution and its kinds Measures of import substitution
	10-Feb-19	<b>VasantPanchami / Sunday</b>
	<b>3</b>	11-Feb-19
12-Feb-19		Case Study
13-Feb-19		EXIM policy 2002-2007
14-Feb-19		EXIM policy 2004-2009
15-Feb-19		Evaluation of EXIM Policy
16-Feb-19		Introduction to New foreign trade policy
17-Feb-19		<b>Sunday</b>
<b>4</b>		18-Feb-19
	19-Feb-19	<b>Guru Ravi Dass Birthday</b>
	20-Feb-19	Revision
	21-Feb-19	Components of International Business Environment
	22-Feb-19	International Economic Environment Multilateral economic institutions
	23-Feb-19	Meaning and objectives of world bank Management and functions of world bank

	24-Feb-19	<b>Sunday</b>
<b>5</b>	25-Feb-19	Sessional Test
	26-Feb-19	Achievements and failures of World bank
	27-Feb-19	Lending activities of world bank
	28-Feb-19	India and World bank

<b>Week</b>	<b>Date</b>	<b>Topic</b>
<b>1</b>	1-Mar-19	Revision
	2-Mar-19	Features, objectives and functions of world bank
	3-Mar-19	<b>Sunday</b>
<b>2</b>	4-Mar-19	<b>Mahashivratri</b>
	5-Mar-19	Organization structure of WTO
	6-Mar-19	Introduction to TRIPS and GATS
	7-Mar-19	WTO and India
	8-Mar-19	Advantages of WTO and Doha, Cancun, HK and Geneva conference
	9-Mar-19	Sessional test
	10-Mar-19	<b>Sunday</b>
<b>3</b>	11-Mar-19	Establishment, Objectives and management of IMF
	12-Mar-19	Special Drawing Rights Functions of IMF
	13-Mar-19	Success and failure of IMF
	14-Mar-19	IMF and India
	15-Mar-19	Classroom presentations
	16-Mar-19	Meaning and Objectives of monetary policy
	17-Mar-19	<b>Sunday</b>
<b>4</b>	18-Mar-19	<b>University Holidays</b>
	19-Mar-19	<b>University Holidays</b>
	20-Mar-19	<b>University Holidays</b>
	21-Mar-19	<b>University Holidays</b>
	22-Mar-19	<b>University Holidays</b>
	23-Mar-19	<b>University Holidays</b>
	24-Mar-19	<b>Sunday</b>
<b>5</b>	25-Mar-19	Measures of monetary policy of India



	26-Mar-19	Evaluation of Monetary Policy
	27-Mar-19	New monetary policy of RBI
	28-Mar-19	Monetary policy for 2010-11
	29-Mar-19	Meaning and Objectives of Fiscal Policy
	30-Mar-19	Techniques of Fiscal Policy
	31-Mar-19	<b>Sunday</b>

Week	Date	Topic
<b>1</b>	1-Apr-19	Evaluation of Fiscal Policy
	2-Apr-19	Case Study
	3-Apr-19	Class test
	4-Apr-19	Introduction to Long term fiscal policy
	5-Apr-19	Fiscal Deficit
	6-Apr-19	Causes of increase in Fiscal Deficit
	7-Apr-19	<b>Sunday</b>
<b>2</b>	8-Apr-19	Fiscal Reforms in India
	9-Apr-19	Continued above topic
	10-Apr-19	Case Study
	11-Apr-19	Introduction and features of Technological environment
	12-Apr-19	Economic Impact of Technology
	13-Apr-19	Problem solving session
	14-Apr-19	<b>Vaisakhi / AmbedkarJyanti / Sunday</b>
<b>3</b>	15-Apr-19	Class test
	16-Apr-19	Revision
	17-Apr-19	<b>MahavirJayanti</b>
	18-Apr-19	Social impact of technology
	19-Apr-19	Science and technology policy,2003
	20-Apr-19	Important Topics of full syllabus
	21-Apr-19	<b>Sunday</b>
<b>4</b>	22-Apr-19	Departments for promoting Technological Development
	23-Apr-19	Important Considerations in technology transfer
	24-Apr-19	Problems related to import of technology
	25-Apr-19	Case study on fiscal policy

	26-Apr-19	Case on monetary policy
	27-Apr-19	Class presentations
	28-Apr-19	<b>Sunday</b>
<b>5</b>	29-Apr-19	Problem solving session
	30-Apr-19	Revision

Name: **Dr.RavneetKaur**  
 Class and Section: **BBA-II (IV SEMESTER)**  
 Subject: **MARKETING MANAGEMENT**

Week	Date	Topic
<b>1</b>	1-Jan-19	Meaning and Introduction to marketing and marketing management Scope of Marketing
	2-Jan-19	Marketing Functions
	3-Jan-19	Importance of marketing for different sections of society
	4-Jan-19	Role of marketing in Economic development
	5-Jan-19	Problems of marketing in India
	6-Jan-19	<b>Sunday</b>
	<b>2</b>	7-Jan-19
8-Jan-19		Historical development of marketing concept
9-Jan-19		Concepts of marketing Difference between old and new concept of marketing
10-Jan-19		Factors affecting adoption of new marketing concept
11-Jan-19		Limitations of marketing concepts
12-Jan-19		case study
13-Jan-19		<b>Sunday</b>
<b>3</b>	14-Jan-19	Classroom presentations
	15-Jan-19	Nature of marketing environment Factors affecting marketing environment
	16-Jan-19	Continued above topic
	17-Jan-19	Macro marketing environment
	18-Jan-19	Continued above topic
	19-Jan-19	Impact of environment on marketing
	20-Jan-19	<b>Sunday</b>
<b>4</b>	21-Jan-19	Scanning of Marketing Environment
	22-Jan-19	Nature of marketing mix
	23-Jan-19	Factors affecting marketing mix
	24-Jan-19	Elements of marketing mix
	25-Jan-19	Meaning and objectives of market segmentation Reasons for development of market segmentation
	26-Jan-19	<b>Republic Day</b>
	27-Jan-19	<b>Sunday</b>
<b>5</b>	28-Jan-19	Methods of market segmentation

	29-Jan-19	Continued above topic
	30-Jan-19	Classroom presentations
	31-Jan-19	Market segmentation strategies Advantages of market segmentation

Week	Date	Topic
<b>1</b>	1-Feb-19	Meaning and components of MIS
	2-Feb-19	Class Test
	3-Feb-19	<b>Sunday</b>
<b>2</b>	4-Feb-19	Case Study
	5-Feb-19	Importance of MIS
	6-Feb-19	Revision
	7-Feb-19	Features of Marketing Research Classification of Marketing Research
	8-Feb-19	Continued above topic
	9-Feb-19	Marketing research
	10-Feb-19	<b>VasantPanchami / Sunday</b>
<b>3</b>	11-Feb-19	Marketing research methods
	12-Feb-19	Significance of marketing research
	13-Feb-19	Types of consumers
	14-Feb-19	Significance of consumer behaviour
	15-Feb-19	Determinants of consumer behaviour
	16-Feb-19	Continued above topic
	17-Feb-19	<b>Sunday</b>
<b>4</b>	18-Feb-19	Continued above topic
	19-Feb-19	<b>Guru Ravi Dass Birthday</b>
	20-Feb-19	Difficulties in understanding consumer behaviour
	21-Feb-19	Characteristics and importance of product
	22-Feb-19	Levels of product
	23-Feb-19	Meaning, importance and levels of product
	24-Feb-19	<b>Sunday</b>

<b>5</b>	25-Feb-19	Sessional Test
	26-Feb-19	Product classification
	27-Feb-19	Difference between consumer and industrial products
	28-Feb-19	Modern Product classification

<b>Week</b>	<b>Date</b>	<b>Topic</b>
<b>1</b>	1-Mar-19	Revision
	2-Mar-19	Meaning and new product development process
	3-Mar-19	<b>Sunday</b>
<b>2</b>	4-Mar-19	<b>Mahashivratri</b>
	5-Mar-19	Continued above topic
	6-Mar-19	Test marketing-procedure
	7-Mar-19	Continued above topic
	8-Mar-19	Evaluation of test marketing and Failure of new product
	9-Mar-19	Sessional test
	10-Mar-19	<b>Sunday</b>
<b>3</b>	11-Mar-19	Meaning and stages of PLC
	12-Mar-19	Continued above topic
	13-Mar-19	Marketing strategies of PLC
	14-Mar-19	Case study
	15-Mar-19	Factors affecting PLC
	16-Mar-19	Meaning and advantages of branding
	17-Mar-19	<b>Sunday</b>
<b>4</b>	18-Mar-19	<b>University Holidays</b>
	19-Mar-19	<b>University Holidays</b>
	20-Mar-19	<b>University Holidays</b>
	21-Mar-19	<b>University Holidays</b>
	22-Mar-19	<b>University Holidays</b>
	23-Mar-19	<b>University Holidays</b>
	24-Mar-19	<b>Sunday</b>
<b>5</b>	25-Mar-19	Brand classification Factors affecting selection of good brand
	26-Mar-19	Branding strategies

	27-Mar-19	Brand testing
	28-Mar-19	Meaning and objectives of packaging
	29-Mar-19	Objectives and importance of packaging
	30-Mar-19	Classification of packaging
	31-Mar-19	<b>Sunday</b>

<b>Week</b>	<b>Date</b>	<b>Topic</b>
<b>1</b>	1-Apr-19	Packaging policies and strategies
	2-Apr-19	Case Study
	3-Apr-19	Class test
	4-Apr-19	Labeling, types and objectives
	5-Apr-19	Role and importance of pricing
	6-Apr-19	Pricing objectives
	7-Apr-19	<b>Sunday</b>
<b>2</b>	8-Apr-19	Pricing policies
	9-Apr-19	Continued above topic
	10-Apr-19	Factors affecting pricing decision
	11-Apr-19	Procedure for price determination
	12-Apr-19	Pricing methods
	13-Apr-19	Continued above topic
	14-Apr-19	<b>Vaisakhi / AmbedkarJyanti / Sunday</b>
<b>3</b>	15-Apr-19	Class test
	16-Apr-19	Revision
	17-Apr-19	<b>MahavirJayanti</b>
	18-Apr-19	Role and functions of distribution channel
	19-Apr-19	Types of distribution channel
	20-Apr-19	Continued above topic
	21-Apr-19	<b>Sunday</b>
<b>4</b>	22-Apr-19	Factors affecting distribution channel
	23-Apr-19	Policies and strategies of distribution channel
	24-Apr-19	Problem solving session and Revision
	25-Apr-19	Revision
	26-Apr-19	Classroom presentation

	27-Apr-19	Case study
	28-Apr-19	<b>Sunday</b>
<b>5</b>	29-Apr-19	Recent trends in marketing
	30-Apr-19	Continued above topic