

GGSD COLLEGE, KHERI GURNA

**TEACHING PLAN
FINANCIAL MANAGEMENT (BBA 401)
B.B.A 4th SEMESTER (JAN-April, 2017)**

Topics	References	No. of sessions
<u>UNIT: I</u>		
Meaning of Business Finance, Aims, Scope and Significance of finance function.	TB1-Part I,Ch.-1	1-9
Profit Verses Wealth Maximization.	TB1-Part I,Ch.-2	10-15
Financial Planning.	TB1-Part I,Ch.-2	16-20
Sources of Company Finance- Long Term and Short Term, SEBI Guidelines for raising Company Finance.	TB1-Part I,Ch.-3	21-27
Dividend Policy, Types of Dividend.	TB1-Part I,Ch.-9	28-33
Capital Structure: Concept, Theories and Valuation.	TB1-Part I,Ch.-8	34-39
Cost of Capital Concept and Significance.	TB1-Part I,Ch.-5	40-46
<u>UNIT: II</u>		
Capital Budgeting, Planning of Capital expenditure, Evaluation of projects (Including Risk and Uncertainty).	TB1-Part II,Ch.-6, Ch.-7	47-54
Responsibility Accounting: Concept, Steps in Responsibility Accounting and Advantages of Responsibility Accounting.	TB1-Part II,Ch.-11	55-61
Working Capital- Types estimation-Factor determining working capital requirements.	TB1-Part II,Ch.-10	62-70

Text book: Pandey,I.M. : “Financial Management”

References: Khan, M.Y. : “Financial Management “

INTERNAL ASSESSMENT BREAKUP

Mid- Semester Test	:	10 Marks
Written Assignment	:	10 Marks
Class Test	:	10 Marks
Class Participation	:	10 Marks
Total	:	40 Marks

GGSD COLLEGE, KHERI GURNA

TEACHING PLAN
RETAILING MANAGEMENT (BBA 405)
BBA : 4 th SEMESTER (JAN-APR, 2017)

Topics	References	No. of sessions
<u>UNIT: I</u>		
Introduction to Retail	TB-1,Ch-1 R-1,2,4, Ch-1	1-2
Retail format theories	TB-1, Ch-2 R-3, Ch-2	3-7
Models of retailing	TB-1,Ch-3 R-1, Ch-6,7	8-12
Retail strategies	TB-1,Ch-4 R-1, Ch-8	13-21
Understanding retail consumer	TB-1,Ch-5 R4, Ch-6,7	22-24
Store locations	TB-1,Ch-6 R-2, Ch-4	25-30
Retail operations	TB-1,Ch-7 R-3, Ch-9	31-33
Retail store design	TB-1,Ch-8 R-4, Ch-9	34-35
<u>UNIT: II</u>		
Retail merchandising	TB-1,Ch-9 R-2, Ch-10	36-42
Retail pricing	TB-1,Ch-10 R-3, Ch-6	43-47
Merchandising performance	TB-1,Ch-11 R-3, Ch-4	48-51
Measuring financial performance	TB-1,Ch-12-13 R-4, Ch-3	52-63
Retail MIS	TB-1,Ch-14 R-4, Ch-2	64-65
Retail marketing and communication	TB-1, Ch– 15-16 R-3, Ch-12	66-70

Text books

1. Maini Kusum and Bala, Nishi (2016), Retail Management. Kalyani Publishers.

Reference Books

1. Retail Management – Principles and Practices By R. Sudarshan.
2. Retail Management By Gibson G. Vedamani
3. Retail Management By Chetan Bajaj, Rajnish Tuli & Nidhi V.Srivastava
4. Retail Management By S.C.Bhatia

Prof. Namrata Chugh Arora, Department of Commerce, GGSD College, Kheri Gurna.

INTERNAL ASSESSMENT BREAKUP

Mid- Semester Test : 10 Marks
Written Assignment : 10 Marks
Presentation : 10 Marks
Class Participation : 10 Marks
Total : 40 Marks

PRACTICAL EXPOSURE RETAILING MANAGEMENT (BBA 405)

<u>S.No.</u>	<u>Activity</u>	<u>Details of Activity</u>	<u>Tentative Date(s)</u>
1	Project Report	a) Segmentation and Targeting of their own created product. b) Promotional Strategies for selling their product.	After discussion in class.

GGDSD COLLEGE, KHERI GURNA

**TEACHING PLAN
TRAINING AND DEVELOPMENT (BBA 409)
BBA: 4TH SEMESTER (JAN-APRIL, 2017)**

Topics	References	No. of sessions
<u>UNIT: I</u>		
Introduction to Induction: Meaning, need, contents, types, process, methods, evaluation, and suggestions	TB, Ch.1 R-2, Ch. 1 R-3, Ch.1	1-15
Training: Meaning, features, need, objectives, factors, principles, models, and methods	TB, Ch.2 R-1 Ch. 1, 3 R-2, Ch. 1 R-3, Ch.1 R-4, Ch. 1	16-30
Development: Meaning, features, need, objectives, process, role and methods	TB, Ch.2 R-1 Part 5 R-3, Ch. 9 R-4, Ch. 5	31-37
Identification of training needs: Meaning, objectives, components and methods	TB, Ch.3 R-1 Ch. 4 R-2, Ch. 2,6 R-3, Ch. 3 R-4, Ch. 2	38-47
Designing and Developing Training Programmes	TB, Ch.4 R-1, Ch. 5-6 R-2, Ch. 3,5 R-3, Ch.6 R-4, Ch.3	48-52
<u>UNIT: II</u>		
Evaluation of training programmes: Meaning, purpose, base, principles, and models	TB, Ch.5 R-1, Ch. 11 R-2, Ch. 6 R-3, Ch. 6 R-4, Ch. 5	53-61
Evaluation Design: Threats to Validity, types, methods, data collection, Questionnaire designing, tests, survey, interview, observation, evaluation report	TB, Ch.6 R-1 Part 5 R-3, Ch. 7-8	62-72

Text book

Training and Development by Bassi and Rattan Kirty, (2016), Thakur Publishers, Lucknow

References

1. Raj, Aparna, (2014), Training and Development, Kalyani Publishers, New Delhi.
2. Janakiram, B., (2007), Training and Development, Dreamtech Press, New Delhi.
3. Raymond A. Noe, (2008), Employee Training and Development, McGraw Hill, New Delhi
4. Joshi, Manmohan, (2015), Training and Development, Bookboon (Online Edition)

INTERNAL ASSESSMENT BREAKUP

Mid- Semester Test : 15 Marks

Written Assignment : 10 Marks

Attendance : 10 Marks

Class Participation : 5 Marks

Total : 40 Marks

GGDSD COLLEGE, KHERI GURNA
TEACHING PLAN
AUDITING PRACTICES (BCH 405)
BCH: 4TH SEMESTER (JAN-APRIL 2017)

Topics	References	No. of sessions
UNIT: I		
<i>Auditing</i> Definition, Objectives of Auditing	TB, Ch.1-4 R-1, Ch. 1 R-2, Ch. 1 R-3, Ch. 1	1-7
Major influences in the field of Auditing	R-4, Ch. 22	8-11
Classes of Audit	R-1, Ch. 2-3 R-2, Ch. 2 R-3, Ch. 2	12-18
Internal Check and Internal Audit	R-2, Ch. 6 R-3, Ch. 4-5	19-24
Distinction between Internal Audit and Investigation	R-2, Ch. 3 R-3, Ch. 25 R-4, Ch. 12	25-18
Statements on Standard Auditing Practices (Brief Introduction only)	R-1, Ch. 4	29-36
UNIT: II		
<i>Company Auditors</i> Appointment, Removal, Rights, Duties and liabilities of an auditor	TB, Ch.5-9 R-1, Part 7 R-2, Ch. 12-13 R-3, Ch.12, 15 R-4, Ch. 9	37-54
Auditor's Report	R-2, Ch. 14 R-3, Ch. 14	55-61
Auditing in an EDP environment	R-3, Ch. 8	62-66
Professional Ethics and Conduct	R-3, Ch. 8	67-72

Text book

Auditing Practices (Revised as per Companies Act 2013) by Kumar, Pradeep et.al., Kalyani Publishers.

References

1. Singh, Avtar and Singh, Kanwaljeet (2016), Auditing and Secretarial Practice, Kalyani Publishers, New Delhi.

2. Garg, K.C. et.al. (2016), Auditing and Secretarial Practices, Kalyani Publishers, New Delhi.
3. Kumar, Ravindra and Sharma, Virender, (2015), Auditing: Principles and Practice, Prentice Hall of India, New Delhi.
4. Sharma, S.D. (2006), Auditing: Principles and Practice, Taxxmann
5. Gomez, Clifford, (2012), Auditing and Assurance: Theory and Practice, Prentice Hall of India, New Delhi.
6. Bhatia, Mohan, (2002), Auditing in a computerized environment, Tata McGraw Hill Publishers. New Delhi.

INTERNAL ASSESSMENT BREAKUP

Mid- Semester Test : 12 Marks

Written Assignment : 06 Marks

Attendance : 06 Marks

Class Participation : 06 Marks

Total : 30 Marks

GGSD COLLEGE, KHERI GURNA

TEACHING PLAN
ADVERTISING AND SALES MANAGEMENT (BBA 406)
B.B.A.: 4th SEMESTER (JAN-APRIL, 2017)

Topics	References	No. of sessions
<u>UNIT: I</u>		
Nature and Scope of Advertising Research	TB, Section I, Ch.1 R-1, Ch.1 R-3, Ch.1 Ppt*	1-5
Campaign Planning of Strategic Considerations	R-1, Ch.2 R-3, Ch.5	6-8
Knowledge about Customer Behaviour	TB, Section I, Ch.4 R-1, Ch.2	9-11
Media Planning: Print, T.V., Radio, Cable and Satellites	TB, Section I, Ch.8,9 R-1, Ch.3 R-2, Ch.10,11 R-3, Ch.9 Ppt	12-16
Direct Mail Marketing	R-1, Ch.3 Ppt	17-19
Copy-Testing	TB, Section I, Ch.10 R-1, Ch.4 R-2, Ch.9 R-3, Ch.7 R-4, Ch.13,14	20-23
Advertising Budget	TB, Section I, Ch.5 R-3, Ch.5	24-26
Events Management	R-1, Ch.7	27-28
Advertising Agencies	TB, Section I, Ch.13 R-1, Ch.5 R-2, Ch.12 R-3, Ch.11	29-32
Measuring Advertising Effectiveness	TB, Section I, Ch.12 R-1, Ch.6 R-2, Ch.14	33-36
<u>UNIT: II</u>		
Nature and Scope of Sales Management	TB, Section II, Ch.1 R-1, Ch.8 R-2, Ch.16 R-3, Ch.16	37-39
Recruitment and Selection of Sales Management	TB, Section II, Ch.9 R-1, Ch.8 R-2, Ch.19 R-3, Ch.23	40-42

Training and Development of Sales Personnel	TB, Section II, Ch.10 R-1, Ch.8 R-2, Ch.20 R-3, Ch.24	43-44
Performance Appraisal	R-1, Ch.8 R-3, Ch.27	45-46
Motivation of Sales Personnel	TB, Section II, Ch.11 R-1, Ch.8 R-2, Ch.21 R-3, Ch.25	47-48
Sales Organization: Structure	TB, Section II, Ch.7 R-1, Ch.9 R-2, Ch.18 R-3, Ch.22	49-51
Supervision and Control of Sales Personnel	TB, Section II, Ch.13 R-1, Ch.9 R-2, Ch.23 R-3, Ch.28	52-53
Carving Territories, Routing and Scheduling	TB, Section II, Ch.5 R-1, Ch.10 R-2, Ch.25 R-3, Ch.20	54-56
Sales Quotas & Target Achievement	TB, Section II, Ch.5 R-1, Ch.10 R-2, Ch.25 R-3, Ch.19	57-58
Sales Forecasting	TB, Section II, Ch.4 R-1, Ch.10 R-3, Ch.21	59-60
Sales Dealer's Sales Personnel Relationship	R-1, Ch.11 R-3, Ch.22	61-62
Selling Theories and Process	R-1, Ch.11	63-65
Sales Ethics	R-1, Ch.11 R-3, Ch.31	66-67
Distribution	R-1, Ch.12 R-3, Ch.22	68-70
Order Processing	R-1, Ch.12 Ppt	71-72

*PowerPoint Presentations taken up in class

Textbook

Advertising and Sales Management by C.N. Sontakki, Kalyani Publishers.

References

1. Bhanu P. Verma. *Advertising and Sales Management*, Thakur Publishers.
2. Mukesh Trehan & Ranju Trehan. *Advertising and Sales Management*, VK Global Publications.
3. N.K. Sahni, Meenu Gupta & Kirandeep Kaur. *Advertising and Sales Management*, Kalyani Publishers.
4. David A. Aaker, Rajeev Batra & John G. Myers. *Advertising Management*. Prentice Hall of India, New Delhi.
5. Philip Kotler. *Marketing Management*, Pearson Education, New Delhi.

INTERNAL ASSESSMENT BREAKUP

Mid- Semester Test : 18 Marks

Written Assignment :10 Marks

Attendance : 6 Marks

Class Participation : 6 Marks

Total : 40 Marks

GGDSD COLLEGE, KHERI GURNA

**TEACHING PLAN
BBA 423-COMPULSORY PUNJABI
BBA : 4th SEMESTER (JAN- APRIL, 2017)**

Topics (Theoretical)	References	No. of sessions
UNIT I		
ekft or (u'Dthl nkXfBe gi kph eftsk dk ; r fj)	TB-1	1-53
Gkjh tho f; x	Ch-1	1-4
XBh okw ukfsj	Ch-2	5-8
ਫੀਰੋਜ਼ਦੀਨ ਸ਼ਰਫ	Ch-3	9-11
ਗੁਰਮੁਖ ਸਿੰਘ ਮੁਸਾਫਰ	Ch-4	12-14
głwj B f; x	Ch-5	15-18
nfwsk głsw	Ch-6	19-21
pktk pbtš	Ch-7	22-24
vka j foGi B f; x	Ch-8	25-27
ਸ.ਸ.ਮੀਸ਼ਾ	Ch-9	28-30
f; t elwko pNkbth	Ch-10	31-34
vka i rsko	Ch-11	35-37
; pi hš gkso	Ch-12	38-40
i ; tš dhđ	Ch-13	41-43
ਜਸਵੰਤ ਜ਼ਫਰ	Ch-14	44-48
; yftdo nfwš	Ch-15	49-53
UNIT II		
ftnkeoB nB tkd		54-56
r pwyh fbgh dhnk ft; / sktK		57-62
r pwyh fbgh dk fJfsj k;		63-68
gi kph ; pd i VK dh ; wf; nktk		69-77

Text Book

; gka bytho f; x, vka : 'roki f; x ns/vka j ouoB f; x, ekft or (u'Dthl nkXfBe gi kph eftsk dk ; r fj) , ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 2016

References

- 1) ; gk, ; yftdo f; x, gi kph Gkਸ਼ਕ ftr nkB, gi kph Gkਸ਼ਕ nekdwł, i bXo
- 2) yfj ok, ; fodo f; x, gi kph Gkਸ਼ਕ-ftnkeoB ns/ pDso, gpbheਸ਼B fpT'p', gi kph : Bhtof; Nh, gfNnkbk, 2006
- 3) j oehos f; x, fr nkBh bkb f; x, gi kph ftnkeoD, gi kp ; NN : Bhtof; Nh Nē; N-pjē p'ov umhr V 2010

INTERNAL ASSESSMENT BREAKUP

Mid- Semester Test	:	10 Marks
Written Assignment	:	5 Marks
Presentation	:	5 Marks
Class Participation	:	5 Marks
Total	:	25 Marks

GGDSD COLLEGE, KHERI GURNA

TEACHING PLAN
BBA 423- COMPULSORY PUNJABI (MUDLA GYAN)
B.B.A.: 4th SEMESTER (JAN- April, 2017)

Topics (Theoretical)	References	No. of sessions
UNIT I		
; fGnkuko ns/b'eXkok	TB-1 CH-1,2,3,4	1-55
UNIT II		
ਪੰਜਾਬੀ ਭਾਸ਼ਾ	TB-1,Ch-1,2	56-77
ਗੁਰੂ ਗ੍ਰੰਥ ਸਾਹਿਬ		

Text Book

- 1) ਪੰਜਾਬੀ ਭਾਸ਼ਾ: ਪ੍ਰੋ. ਸੁਰਜੀਤ ਸਿੰਘ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ

References

- 1) ਪੰਜਾਬੀ ਭਾਸ਼ਾ: ਪ੍ਰੋ. ਸੁਰਜੀਤ ਸਿੰਘ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ
ਪ੍ਰੋ. ਸੁਰਜੀਤ ਸਿੰਘ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ

INTERNAL ASSESSMENT BREAKUP

Mid- Semester Test	:	5 Marks
Written Assignment	:	3 Marks
Presentation	:	3 Marks
Class Participation	:	4 Marks
Total	:	15 Marks