

Lesson Plan: Business Environment (BBA/GNL/103)

Program Details

Program	BBA
Semester	-
Course Code	BBA/GNL/103
Course Name	Business Environment
Credits	4
Total Marks	100 (External 75 + Internal 25)

Session Duration: 60 minutes

Participants: BBA Students

Course Objectives

1. Understand dynamics of the business environment and current economic situation.
2. Develop a critical understanding of changes in the business environment and assess threats and opportunities emerging out of it.
3. Suggest strategic adjustments for an organization which may be needed in changing the business environment scenario.
4. Develop suitable adjustment and response strategies.

Equipment Required

- LCD/Projector
- Whiteboard/Markers
- Case Study Materials

Assessment Scheme

S. No.	Criteria	Marks (100)
1	External Examination	75
2	Internal Evaluation	25
2(a)	Class Test / Quiz	15
2(b)	Assignment / Presentation	5
2(c)	Attendance & Participation	5

Course

Outcomes

CO Code	Course Outcome Description
C01	Understand dynamics of the business environment and current economic situation.
C02	Develop a critical understanding of changes in the business environment and assess threats and opportunities.
C03	Suggest strategic adjustments for an organization which may be needed in changing the business environment scenario.
C04	Develop suitable adjustment and response strategies.

Detailed Lesson Plan

L. No.	Unit / Topics	Sub-Topics	Pedagogy	CO Covered	Remarks
1	Unit I – Business Environment	Concept, nature and significance	Lecture / Discussion	C01	
2		Economic, social, political forces affecting business operations & growth	Lecture / Case Study	C01	
3		Types of business environment; Environmental scanning	Lecture / Activity	C01	
4	Unit II – Risk in Business Environment	Country risk and political risk	Lecture / Examples	C02	
5		Economic systems: capitalism, socialism & mixed economy	Lecture / Discussion	C02	
6		Economic planning in India:	Lecture / Role Play	C02	

		objectives, strategy, problems			
7		Impact of economic planning; Roles of government	Lecture	CO2	
8	Unit III – Constitutional Environment	State intervention, social responsibility of business	Case Study	CO3	
9		Concept, rationale, dimensions and disclosure by Indian business	Lecture / Activity	CO3	
10	Unit IV – Professionalization & Ethics	Business ethics, MRTTP & Competition Act	Lecture / Activity	CO4	
11		Competitive environment of business	Workshop / Discussion	CO4	
12		Revision and Review	Lecture / Quiz	All	

Suggested Readings

5. Cherunilam, F., Business Environment, Himalaya Publications, Mumbai.
6. Bedi, S., Business Environment, Excel Books, Delhi.
7. Goyal, A., Environment for Managers, V.K. Publications, Haryana.
8. Paul, J., Business Environment, Tata McGraw Hill, New Delhi.

Note: Only the latest editions of the above books are recommended.

Business Ethics and Corporate Governance

(BBA/GNL/305)

Program: BBA (General)

Semester: III

Course Code: BBA/GNL/305

Course Name: Business Ethics and Corporate Governance

Credits: 4

Total Marks: 100 (External 75 + Internal 25)

Session Duration: 60 minutes

Participants: BBA Students

Course Objectives

1. Explain ethical conduct in business and its significance in management.
2. Analyze the importance and formation of value systems in organizations.
3. Understand the basics and frameworks of corporate governance and its emerging role.
4. Develop understanding of corporate disclosure, CSR, and SEBI guidelines.

Equipment Required

LCD Projector, Whiteboard, Case Study Material, Internet Access, Ethical Dilemma Scenarios.

Assessment Scheme

Criteria	Marks (100)
External Examination	75
Internal Evaluation	25
(a) Class Test	15
(b) Presentation / Assignment	5
(c) Attendance & Participation	5

Course Outcomes

CO Code	Course Outcome Description
CO1	Explain ethical conduct and behavior in business organizations.
CO2	Analyze and apply value systems in decision-making.
CO3	Understand corporate governance frameworks and CSR policies.
CO4	Evaluate corporate disclosure and SEBI guidelines in governance.

Detailed Lesson Plan

L. No.	Unit / Topics	Sub-Topics	Pedagogy	CO Covered
1	Unit I – Ethics and Behaviour	Meaning, nature, and importance of ethics in business; Ethical conduct and dilemmas	Lecture / Discussion	CO1
2	Unit I – Ethical Conduct in Business	Ethical audits, cost of being unethical, intellectual property rights	Lecture / Case Study	CO1
3	Unit I – Social Responsibility	Business ethics and social responsibility; sustainability in business	Lecture / Debate	CO1
4	Unit II – Values in Business	Concept and types of values; importance of value system in	Lecture / Discussion	CO2

		business		
5	Unit II – Values and Indian Managers	Formation of values, moral and ethical challenges in organizations	Lecture / Role Play	CO2
6	Unit II – Relationship between Ethics and Values	Practical application of values in decision making	Activity / Case Study	CO2
7	Unit III – Corporate Governance	Meaning, concept, and need for corporate governance	Lecture / Presentation	CO3
8	Unit III – Corporate Governance Code	Profit maximization vs. social responsibility; corporate social reporting	Lecture / Case Analysis	CO3
9	Unit III – Role of BOD	Structure, responsibilities, and role of Board of Directors in governance	Workshop / Discussion	CO3
10	Unit IV – Legal and Regulatory Framework	Corporate disclosure practices and investor protection in India	Lecture / Discussion	CO4
11	Unit IV – CSR and SEBI	Guidelines on CSR, SEBI	Lecture /	CO4

	Guidelines	codes, transparency and accountability	Activity	
12	Unit IV – Ethics in Governance	Challenges and best practices in corporate ethics and disclosure	Case Study / Discussion	CO4

Suggested Readings

- Iyer, S. S. (Managing for Value). New Delhi: New Age International Publishers.
- Hartman, L. P., & Chatterjee, A. (Business Ethics). New Delhi: Tata McGraw Hill.
- Bhatia, S. K. (Business Ethics and Managerial Values). New Delhi: Deep & Deep Publications Pvt. Ltd.
- Velasquez, M. (Business Ethics - Concepts and Cases). New Delhi: Prentice Hall.
- Reed, D. (Corporate Governance, Economic Reforms & Development). New Delhi: Oxford University Press.
- Mathur, U. C. (Corporate Governance & Business Ethics). New Delhi: McMillan.

Notes

1. Use the latest editions of the above books for reference.
2. Practical learning through case studies, debates, and role-plays is encouraged.

Lesson Plan: Communication, Mediation and Resolution (CMR)

Program: BBA / Generic Elective
Semester: 1
Course Code: AEC-102-N1
Course Name: Communication, Mediation and Resolution
Credits: 2
Total Marks: 100 (External 75 + Internal 25)
Session Duration: 60 minutes
Participants: Undergraduate students

Course Objectives

CO1: Familiarize students with the process and barriers of communication.
CO2: Develop students' critical thinking and ability to identify logical fallacies.
CO3: Help students recognize conflict factors and apply strategies for resolution.
CO4: Inspire appreciation for mediation and creative problem-solving.

Entry-Level Knowledge and Skills

1. Basic understanding of communication and teamwork.
2. Awareness of interpersonal and social interaction.

Equipment Required

LCD/Projector, Whiteboard/Markers, Case Studies / Role Play Materials

Assessment Scheme

S. No.	Criteria	Marks (100)
1	External Examination	75
2	Internal Evaluation	25
2(a)	Class Test	15
2(b)	Assignment	5
2(c)	Attendance & Participation	5

Course Outcomes

CO Code	Course Outcome Description
CO1	Students will understand the process and barriers of communication.
CO2	Students will develop critical thinking and identify logical fallacies.
CO3	Students will recognize conflict factors and apply strategies in resolution.
CO4	Students will appreciate mediation and find creative solutions.

Detailed Lesson Plan

L. No.	Unit / Topics	Sub-Topics	Pedagogy	CO Covered	Remarks
1	Unit I – Communication and Barriers	7C's of Communication	Lecture / Discussion	CO1	
2		Win-Win & Zero-Sum Communication	Lecture / Examples	CO1	
3		Barriers to Communication	Case Study / Group Activity	CO1	
4		Strategies for Effective Communication	Role Play / Activity	CO1	
5	Unit II – Critical Thinking	Inductive and Deductive Reasoning	Lecture / Worksheet	CO2	
6		Logical Fallacies	Lecture / Quiz	CO2	
7		Root-cause analysis, Synthesis	Activity / Discussion	CO2	
8	Unit III – Mediation and	Sources and Types of	Lecture /	CO3	

	Conflict Resolution	Conflict	Discussion		
9		Listening skills, Cognitive & Critical Thinking	Lecture / Demonstration	CO3	
10		Negotiation & Adaptability	Role Play	CO3	
11		Stress Management, Brainstorming	Case Study	CO3	
12	Unit IV – Mediation in Practice	Simulation of Real-Life Conflict	Activity / Feedback	CO4	
13		Analysis & Written Report	Assignment / Discussion	CO4	
14		Revision & Review	Lecture	All	

Suggested Readings

1. Mangla, R.K. Basics of Communication, Mediation and Resolution
2. Raman, M. & Sharma, S. Effective Communication Skills
3. Phillips, C.C. Conflict, Conflict Resolution and Mediation: Theory, Process and Practice

Lesson Plan: CORPORATE LAW (BBA)

Program: BBA Semester: V Course Code: BBA/GN/501. Course Name: Corporate laws.

Course Objectives

C01 : Explain relevant definitions and provisions relating to issue of prospectus and allotment of shares.

CO2: Synthesize company processes, meetings, and decisions.

CO3: Describe the framework of dividend distribution, Accounts of the company and Audit and Auditors of company.

CO4 : Determine the role of Board of directors and their legal position.

Session Duration: 120 minutes. Credits: 4

Participants: BBA 5 Sem Students

Entry level knowledge and skills of students

- i. To equip students with the knowledge to guide companies in adhering to legal requirements and ethical standards.
- ii. To enable graduates to help businesses minimize legal risks and navigate complex situations, such as managing conflicts of interest or protecting shareholder rights.

Equipment required in Classroom/ Laboratory/ Workshop

- i. LCD/Projector
- ii. Whiteboard/ Black Marker

Assessment Schemes

S. No.	Criteria	Marks (150)
1	End Term Examination	75
2	Internal Evaluation Scheme	25
2(a)	Class Tests	10
2(a)(i)	Class Test-I	30
2(a)(ii)	Class Test-II	30
2(b)	Teacher Assessment (Continuous Evaluation)	
2(b)(i)	Attendance	10
2(b)(ii)	Case Study/Topic Based Presentation	5

L No.	Topics	Sub Topic	Pedagogy	Co - Covered	Faculty Sign	HOD Remarks with Date
UNIT - 1						
1-2	Preliminary to Companies Act, 2013: Company-meaning and features,	Introduction to company act 2013, Definition and Features	Lecture and Discussion	CO1		
3-4	Kinds of companies,	Types and section of companies	Lecture and Discussion	CO1		
5-6	Registration and incorporation process	Process of Registration	Lecture and Discussion	CO1		
7-8	Memorandum of association, Article of association	MOA and AOA	Lecture and Discussion	CO1		
9-10	Prospectus	Introduction, Types	Lecture and Discussion	CO1		
11-12	ACTIVITY / QUIZ	Revision	Discussion	CO1		
UNIT - II						
13-14	Share capital- Shares, issue and allotment of shares,	Shares	Lecture and Discussion	CO2		
15-16	Types of shares, alteration of share capital,	Meaning, Introduction Importance	Lecture and Discussion	CO2		
17-18	Buy-back of shares, surrender and forfeiture of shares,	Meaning, Introduction Importance	Lecture and Discussion	CO2		
19-20	Bonus shares, Sweat Equity,	Meaning, importance	Lecture and Discussion	CO2		
21-22	Debentures- Meaning and kinds,	Meaning, and Types	Lecture and Discussion	CO2		
23-24	REVISION/ QUIZ	Doubts	Discussion			
25-26	Debenture trust deed and duties of trustee.	Meaning, Introduction Importance	Lecture and Discussion			
27-28	CLASS TEST - 1		Evaluation			
UNIT - III						
29-30	Company administration Board of Directors- Types.	Meaning, Introduction Importance	Lecture and Discussion	CO3		
31-32	Qualification, appointment, duties and remuneration,	Meaning, Introduction Importance	Lecture and Discussion	CO3		

L No.	Topics	Sub Topic	Pedagogy	Co - Covered	Faculty Sign	HOD Remarks with Date
33-34	Class Presentations		Evaluation			
35-36	Meetings- Board Meetings, Statutory meeting, annual general meeting,	Meaning, Introduction Importance	Lecture and Discussion	CO3		
37-38	Class Presentations		Evaluation			
39-40	Extra-ordinary general meeting, Requisites of a valid meeting.	Meaning, Introduction Importance	Lecture and Discussion	CO3		
UNIT - IV						
41-42	Declaration and payment of dividend, corporate social responsibility, prevention of oppression and mismanagement	Meaning, Introduction Importance	Lecture and Discussion	CO4		
43-44	Winding up- types of Winding up, appointment of liquidator,	Meaning, Introduction Importance	Lecture and Discussion	CO4		
45-46	Conduct of winding up National Company Law Tribunal and Appellate Tribunal.	Meaning, Introduction Importance	Lecture and Discussion	CO4		
47-48	REVISION/ DOUBTS	All units	Lecture and Discussion	CO4		

Text Books:

1. Kuchhal, M. C., & Kuchhal, A. Corporate Laws. New Delhi: Shree Mahavir BookDepot.
2. Singh, Avtar. Company Law, Eastern Book Company, Lucknow
3. Kapoor, N.D. Elements of Company Law, Sultan Chand & Sons. New Delhi
4. Hicks, A., & Goo, S. H. Cases and Material on Company Law. Oxford University Press.

Reference Books:

1. Company Law by H.K. Saharay: A standard textbook on the subject.
2. Business Law by Sultan Chand & Sons: Covers the Indian Contract Act, Partnership Act, Sale of Goods Act, and the Companies Act, 2013, providing a broad foundation.

Electronic Database:

- IndiaCorplaw: A dedicated blog for corporate law topics in India, <https://indiacorplaw.in/>.
- Id case law, specifically for tax and corporate law in India, <https://www.taxmann.com/>.
- Taxmann: Provides research resources, including statutes
- LegallyIndia: Covers legal news, deals, and information about law firms, <https://www.legallyindia.com/>.

Lesson Plan: E-Business (BBA/GNL/303)

Program: BBA

Semester: 3rd

Course code: (BBA/GNL/303)

Course Name: E-Business

Total Credits: 3

Total Marks: 100 (External: 75 | Internal: 25)

Duration: 16 Weeks (4 months semester)

Participants: BBA students

Detailed Lesson Plan

Weeks	Unit	Topics Covered	Learning Outcomes	Teaching Methods	Assessment / Evaluation
1-4	Unit I: Introduction to E-Business	Introduction to E-Business; E-Business models (B2B, B2C, C2C, C2B); Value chain and supply chain concepts; ERP, E-Procurement, E-Marketing, E-Selling, E-Supply Chain Management.	Understand basic concepts and models of E-Business; Learn about digital transformation tools and their role in business integration.	Lecture, Case study, Practical demonstration of ERP/E-Procurement tools.	Quiz, Class discussion, Assignment 1
5-8	Unit II: Technologies for E-Business	Internet and Web-based systems; Security and payment systems; Supply chain integration technologies (EDI, RFID, IoT,	Understand web and internet technologies in E-Business; Identify and apply security and payment systems.	Lecture, Demonstration, Hands-on practice with web tools.	Mid-term exam, Practical evaluation

		GPS, GIS); Cloud computing applications.			
9–12	Unit III: Decision Support in E-Business	Web analytics, Customer behavior modeling, Online auctions, Recommendation systems.	Use data analytics to support business decisions; Understand customer behavior and e-market mechanisms.	Workshop, Group project, Demonstration using Google Analytics or similar tools.	Group presentation, Project report
13–16	Unit IV: Security and Legal Aspects of E-Business	E-commerce security issues; Cybersecurity laws; Legal framework for E-Business; Cyber laws; IT Act 2000 and recent updates.	Interpret and apply laws related to E-Business; Identify ethical and security issues in online transactions.	Lecture, Case studies on cybercrime, Discussion on legal case examples.	End-term project, Viva, Written test

Evaluation Scheme

Component	Weightage
Internal Assessment (Assignments, Quizzes, Presentations)	25%
External Examination (End-Semester Theory Exam)	75%

Suggested Readings

1. Agarwala, Kamlesh N., Agarwala, Deeksha, *Business on the Net: Introduction to E-Commerce*, Macmillan India.
2. Chaffey, D., *E-Business and E-Commerce Management*, Pearson Education.
3. Laudon, K. C., & Traver, C. G., *E-Commerce: Business, Technology, Society*, Pearson Education.
4. Turban, E., King, D., & Lang, J., *Introduction to E-Commerce*, Pearson Education.
5. Kalakota, R., & Whinston, A. B., *Frontiers of Electronic Commerce*, Pearson Education.

Lesson Plan: English-1 (BBA)

Program: BBA **Semester:** 1 **Course Code:** AEC-105-N1 **Course Name:** English-1

Course Objectives

(CO1): Learn about the foundation of English language.

(CO2): Familiarize with essentials of grammar of English language.

(CO3): Inculcate creative & aesthetic sensitivity through comprehension, appreciation, and analysis of the prescribed literary texts.

(CO4): Understand proper pronunciation and accent of English language.

Session Duration: 60 minutes

Credits: 2

Participants: BBA 1 Semester Students

Entry level knowledge and skills of students

- i. Basic Knowledge about English language.
- ii. Importance of learning proper pronunciation and grammar.

Equipment required in Classroom/ Laboratory/ Workshop

- i. LCD/Projector
- ii. Whiteboard/ Black Marker

Assessment Schemes

S. No.	Criteria	Marks (150)
1	End Term Examination	75
2	Internal Examination	25
2(a)	Class Tests (I & II)	15
2(b)	Teacher Assessment (Continuous Evaluation)	10
2(b)(i)	Attendance	5
2(b)(ii)	Case Study/Topic Based Presentation/Assignments	5

Lesson Plan:

L. No.	Topics	Sub-Topics	Pedagogy	CO Covered	Faculty Sign/Date	HoD's Remark
1	Introduction to English Language	Importance of English; Evolution of language; Relevance in business communication	Lecture & Discussion	CO1		
2	Basic Grammar	Noun – types and examples	Lecture & Exercise	CO2		
3	Basic Grammar	Pronoun – usage and agreement	Lecture & Practice	CO2		
4	Adjectives and Adverbs	Difference, degree of comparison	Lecture & Worksheet	CO2		
5	Verbs and Prepositions	Forms of verbs; common prepositional errors	Lecture & Drill	CO2		
6	Vocabulary Building	Prefix, Suffix, Synonyms, Antonyms	Interactive Session	CO2		
7	Articles and Subject-Verb Agreement	Rules and error correction	Lecture & Activity	CO2		
8	Parts of Speech Revision	Integrated grammar exercises	Practice Session	CO2		
9	Tenses	Types and application in sentences	Lecture & Worksheet	CO2		
10	Class Test – I	Based on Units I & II	Test	CO1–CO2		
11	Vowels and Consonants	Phonetics basics; pronunciation practice	Lecture & Audio Aids	CO4		
12	Diphthongs and Clusters	Word stress and syllable division	Demonstration	CO4		
13	Direct and Indirect Speech	Reporting verbs and tense changes	Lecture & Exercises	CO2		
14	Speech Drills	Common pronunciation errors	Drill Practice	CO4		
15	Accent and Intonation	Rising and falling tones	Lecture & Practice	CO4		
16	Spoken English Skills	Greetings, introductions, expressions	Role Play	CO4		
17	Comprehension Practice	Reading passages and analysis	Lecture & Activity	CO3		
18	Creative Expression	Short paragraph writing / describing events	Activity	CO3		
19	Revision of Units III & IV	Recap and discussion	Review	CO1–CO4		
20	Class Test – II	Cumulative assessment	Test	CO1–CO4		

Suggested Readings:

1. Madhulika Jha, *Echoes*, Orient Blackswan Pvt. Ltd, Telangana, India.
2. Ramon & Prakash, *Business Communication*, Oxford University Press, India.
3. Greenbaum S., *Oxford English Grammar*, Oxford University Press.
4. M. Ashraf Rizvi, *Effective Technical Communication*, McGraw Hill, New Delhi.

Note: Only the latest editions of the above books are recommended.

Journals and Magazines:

1. ELT Journal – Oxford University Press.
2. Language Teaching Research
3. Journal of English Linguistics

Electronic Database:

1. <https://www.grammarbook.com>
2. www.britishcouncil.org/learnenglish

Event Management (BBA/GN/504)

Program: BBA (General)

Semester: V

Course Code: BBA/GN/504

Course Name: Event Management

Credits: 3

Total Marks: 100 (External 75 + Internal 25)

Session Duration: 60 minutes

Participants: BBA Students

Course Objectives

1. Understand the fundamentals and scope of Event Management.
2. Learn planning and organizing skills for different types of events.
3. Understand budgeting, marketing, and risk management in events.
4. Develop knowledge about event evaluation and post-event analysis.

Entry-Level Knowledge and Skills

1. Basic understanding of marketing and management concepts.
2. Awareness of different event types and their social significance.

Equipment Required

LCD/Projector, Whiteboard, Case Study Materials, Event Planning Templates, Internet Access.

Assessment Scheme

External Examination	75
Internal Evaluation	25
Test	15
Attendance & Participation	5
Presentation/Assignment	5

Course Outcomes

CO Code	Course Outcome Description
CO1	Understand the fundamentals and scope of Event Management.
CO2	Apply event planning and organizational skills effectively.
CO3	Analyze financial, marketing, and risk aspects of events.
CO4	Evaluate event success through post-event analysis and feedback.

Detailed Lesson Plan

L. No.	Unit / Topics	Sub-Topics	Pedagogy	CO Covered
1	Unit I – Introduction to Event Management	Concept, scope, and importance of event management	Lecture / Discussion	CO1
2	Unit I – Introduction to Event Management	Types and classification of events – personal, cultural, sports, corporate, MICE	Lecture / Case Study	CO1
3	Unit I – Introduction to Event	Role and responsibilities of event	Lecture / Activity	CO1

	Management	managers		
4	Unit II – Event Planning and Design	Steps in event planning and coordination	Lecture / Brainstorming	CO2
5	Unit II – Event Planning and Design	Theme selection, venue planning, logistics	Workshop / Role Play	CO2
6	Unit II – Event Planning and Design	Budgeting, sponsorship acquisition and negotiation	Lecture / Case Analysis	CO3
7	Unit III – Event Marketing and Promotion	Marketing mix for events, brand positioning	Lecture / Discussion	CO3
8	Unit III – Event Marketing and Promotion	Advertising, media management, social media campaigns	Lecture / Group Activity	CO3
9	Unit III – Event Marketing and Promotion	Public relations and celebrity management	Case Study / Simulation	CO3
10	Unit IV – Event Operations and Risk Management	Operational planning, team coordination, and leadership	Workshop / Activity	CO2
11	Unit IV – Event Operations and Risk	Risk management, legal and	Lecture / Case Study	CO3

	Management	ethical aspects		
12	Unit IV – Event Operations and Risk Management	Safety, insurance, and crowd management	Lecture / Demonstration	CO3
13	Unit V – Event Evaluation and Emerging Trends	Post-event evaluation and feedback analysis	Lecture / Activity	CO4
14	Unit V – Event Evaluation and Emerging Trends	Report writing, documentation, and record keeping	Lecture / Practical	CO4
15	Unit V – Event Evaluation and Emerging Trends	Trends in event technology and sustainable event management	Discussion / Presentation	CO4

Suggested Readings

- Allen, J., Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fund-Raising Galas, Conferences, Conventions, Incentives, and Other Special Events, John Wiley & Sons.
- Gaur, S. S., & Saggere, S. V., Event Marketing and Management, Vikas Publishing House.
- Bowdin, G. A. J., Allen, J., O'Toole, W., Harris, R., & McDonnell, I., Events Management, Routledge.
- Shone, A., & Parry, B., Successful Event Management: A Practical Handbook, Cengage Learning.

Notes

1. Use latest editions of the above textbooks.
2. Practical exposure through case studies, field visits, and guest lectures is encouraged.

J.C. Bose University of Science & Technology, YMCA, Faridabad
Department of Management Studies

Teaching Plan – Financial Accounting (BBG-103-V)

Course Code: BBG-103-V

Course Title: Financial Accounting

Program: BBA (Semester I)

Credits: 4 (L-4, T-0, P-0)

Total Marks: 100 (External: 75, Internal: 25)

Duration: 52 Hours (13 Weeks × 4 Lectures per Week)

Course Outcomes (COs):

1. Apply the generally accepted accounting principles in recording financial transactions and preparing financial statements.
2. Demonstrate the accounting process under a computerized accounting system.
3. Evaluate the importance of depreciation in financial statements.
4. Prepare financial statements of non-corporate business entities.
5. Prepare accounts for joint ventures and non-profit organizations.

Assessment Scheme:

Component	Marks
Sessional Test I & II	15
Class Participation/Assignment/Presentation	5
Attendance (based on university policy)	5
Total (Internal Marks)	25
End Term Examination (External)	75
Total	100

Lecture-wise Teaching Plan (52 Lectures)

Lecture No.	Unit	Topic to be Covered	COs Mapped
1	I	Meaning, Nature, and Scope of Accounting	CO1
2	I	Objectives, Functions, and Limitations of Accounting	CO1
3	I	Users of Accounting Information and the difference between internal and external users	CO1
4	I	Various branches of accounting	CO1
5	I	Meaning and Objectives of Generally Accepted Accounting Principles (GAAP)	CO1
6	I	Application of GAAP in recording financial transactions	CO1
7	I	Accounting Concepts, Conventions, and Principles	CO1
8	I	Format of trading, P&L A/C, and balance sheet	CO1
9	I	Preparation of the trading account to determine gross profit/loss	CO1
10	I	Preparation of the income statement	CO1
11	I	Understanding and classification of assets/liabilities	CO1
12	I	Comprehensive problem-solving in the preparation of financial statements	CO1
13	II	Classification of transactions into accounts and posting into the ledger	CO1
14	II	Preparation of the trial balance and error identification	CO1
15	II	Understanding the importance of error detection	CO1
16	II	Identify and classify types of errors (omission, commission, principle, compensating)	CO1
17	II	Journal entries for rectification of one-sided and two-sided	CO1

		errors	
18	II	Suspense Account: Meaning, creation, balancing, and closing	CO1
19	II	Numerical question on rectification of errors	CO1
20	II	Meaning, causes, and objectives of depreciation	CO3
21	II	Calculation of depreciation under different methods: straight Line, Diminishing Balance	CO3
22	II	Change in Method & Disposal of Assets	CO3
23	II	Difference between provisions and reserves	CO3
24	II	Comprehensive numerical question on depreciation	CO3
25	III	Differentiate between capital & revenue expenditure and receipts and understand their effect on financial statements	CO4
26	III	Format and items of Trading and P&L Account of non-corporate business entities	CO4
27	III	Format and items of the balance sheet of non-corporate business entities	CO4
28	III	Application of adjustments to compute gross and net profit	CO4
29	III	Interpretation of the relationship between P&L and Balance Sheet	CO4
30	III	Practical examples of financial statements	CO4
31	III	Concept & advantages of computerized accounting	CO2
32	III	Overview of Tally for basic accounting functions	CO2
33	III	Ledger & group creation	CO2
34	III	Voucher entries	CO2
35	III	Generation of Trial Balance, P&L, Balance Sheet	CO2
36	III	Comprehensive numerical in Tally software	CO2

37	III	Definition, features, and distinction between Joint Venture & Partnership: duration, registration, continuity, separate legal entity	C05
38	III	Why is separate accounting required (accountability, profit-sharing, independent operations), and how does it differ from consignment accounting	C05
39	III	Discussion of methods: (1) Separate set of books, (2) One co-venturer keeping records, (3) No separate books	C05
40	III	Explaining treatment of: Cash and goods sent by co-venturers, Expenses incurred by each partner, Sale of goods	C05
41	III	Explaining treatment of: Commission and profit/loss sharing, Settlement between co-venturers	C05
42	III	Solving one complete example under each method	C05
43	IV	Concept of NPOs – clubs, schools, hospitals, societies, trusts	C05
44	IV	Difference between profit-oriented and non-profit organizations	C05
45	IV	Purpose of maintaining books of accounts for NPOs	C05
46	IV	Explanation of main features: service motive, surplus not distributed, separate accounting system	C05
47	IV	Difference between Trading Concern and NPO and discuss why NPOs maintain accounts	C05
48	IV	Showing the format of Receipt & Payment, Income & Expenditure, Balance Sheet	C05
49	IV	Explaining adjustments: outstanding, prepaid, depreciation, accrued income	C05
50	IV	Explaining the treatment of capital fund, special funds, outstanding items, fixed assets, and investments	C05
51	IV	Preparation of a complete Balance Sheet from given data	C05

52	IV	Comprehensive example combining all three statements: Receipt & Payment, Income & Expenditure, Balance Sheet	CO5
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Suggested Readings & Resources

1. Anthony, R. N., Hawkins, D., Merchant, K. A. Accounting Text and Cases. New York McGrawHill Education, India.
2. Dam, B. B., Gautam, H. C. Financial Accounting. Gayatri Publications, Guwahati.
3. Monga, J. R., Financial Accounting: Concepts and Applications, MayurPaperback Publishing, New Delhi.
4. Shukla, M. C. Grewal, T. S., Gupta, S. C. Advanced Accounts, Sultan Chand Publishing, New Delhi.
5. Maheshwari, S. N., Maheshwari, 5. K. Financial Accounting Vikas Publishing House Pvt. Ltd. New Delhi.
6. Sehgal, D. Financial Accounting. Vikas Publishing House Pvt. Ltd, New Delhi.

Only the latest editions of the above books are recommended.

Note: Only the latest editions of the above books are recommended.



**J C BOSE UNIVERSITY OF SCIENCE & TECHNOLOGY
YMCA FARIDABAD**

Department of Management Studies

LECTURE PLAN

Subject Code: BBG-205-V

Program BBA 3rd Semester

Subject Name: Financial Management

Course Outcomes:

After the successful completion of this course, students will be able to:

CO1: Understand the concept of financial management and various source of finance.

CO2: Analyze capital budgeting process and apply capital budgeting techniques for Business decisions;

CO3: Examine capital structure and cost of capital.

CO4: Critically examine various theories of dividend, identify and analyze dividend policy; and suggest sound dividend policy.

CO5: Design working capital policy based on the assessment of financial requirements.

Name: Dr. Renu Aggarwal

No. of Lectures per week : 4

Total No. of Lectures : 52

No. of credits: 4

Internal Marks: 25

External Marks: 75

Week	Topics to be Covered	UNIT	No. of Lectures Required
Week1,2	Nature and Scope of Financial Management-	I	2
	Finance Decisions and functions risk and return trade off		2
	Finance organization and Responsibilities of Finance Manager		2

	Objectives of financial management		2
	Different Sources of Finance, internal and external sources		2
	Sources of long term finance and short term finance		2
	Total lecture (Unit 1)		12
Week 3,4,5,6	Time value of money and its problem		2
	Capital budgeting decisions and process	II	2
	Methods of capital budgeting		2
	Methods of capital budgeting non- discounted methods (Practical Problems)		2
	Methods of capital budgeting, discounted methods except IRR (Practical Problems)		2
	Methods of capital budgeting IRR (Practical Problems)		2
	Practice of all the methods of capital budgeting		2
	Total Lecture (Unit 2)		14
	Class Test I		Unit 1 & 2
	Components of cost of capital and their role	III	2
Week 7,8,9,10	Methods for cost of different sources of raising capital (cost of Debt with Practical Problems)		2
	Methods for cost of different sources of raising capital (Cost of Preference and equity capital with practical problems)		2
	Cost of retained earnings and Weighted average cost of capital (with practical problems)		2
	Capital structure decisions, factors and importance		2

	Capital structure Relevant NI,NOI, and Irrelevant MM Theories		2
	Total Lecture (Unit 3)		12
Week 11,12,13	Dividend policy concept and its various forms, Types and Determinants of dividend policy	IV	2
	Dividend policy relevant and Irrelevant models		2
	Walter's model & Gordon's Model(Practical Problems)		2
	MM Approach and its relevance		2
	Working Capital- Meaning, Need, determinants		2
	Estimation of working capital need practical problems		2
	Operating cycles and practice of working capital estimation		2
	Total Lecture (Unit 4)		14
	Class Test II		Unit 3 & 4
	Total lecture(Unit 1,2,3,4,)		52
Total Weeks (13+2*)*Two week for Class Test 1 & Class Test 2			

Text Books

1. Pandey, I.M., Financial Management, Vikas Publishing House, New Delhi
2. Khan M.Y, and Jain P.K., Financial Management, Tata McGraw Hill, New Delhi
3. Chandra, Prasanna, Financial Management, TMH, New Delhi
4. Van Horne, James C., Financial Management and Policy, Prentice Hall of India



**J C BOSE UNIVERSITY OF SCIENCE & TECHNOLOGY
YMCA, FARIDABAD
Department of Management Studies**

LESSON PLAN

Subject Code: BBA/GNL/101 , BBA, 1st Semester
Subject Name: Fundamentals of Management

Course outcomes:

- CO1:** Understand the basic principles and practices of management.
CO2: Discuss the multidisciplinary nature of management studies.
CO3: Analyze an organisation for efficiently managing it.
CO4: Utilize resources in optimum manner by using different managerial techniques.

Name: Dr. Archana Singh

No. of Lectures per week : 4
Total No. of Lectures : 56
No. of credits: 4
Internal Marks:25
External Marks:75

	Topics To Be Covered	Unit	No. of Lectures Required
	Management- meaning, nature & significance;	Unit-I	1
	evolution of management thought: contributions of Taylor and Fayol;		2
	Human relations & Behavioural Schools-Hawthorne Studies;		3
	Management as a Profession; Management Vs Administration;		2
	Levels of Management;		1
	Roles of manager in organisation; concept of MBO.		1
	Authority & responsibility relationships;	Unit-II	2
	Span of Control;		1
	Concept of Line & Staff authority;		3
	Process of Delegations-		2
	Barriers to Delegation;		2
	Centralization & Decentralization;		2
	Organisation Structures: Types,		2
	Advantages & Disadvantages.		2

	revision		2
	Total lecture (Unit 1 & 2)		28
	Class Test I		Unit 1 & 2
	Functions of management-Planning-nature, process, types;	Unit-III	3
	organizing: Concept, nature, process and significance;		3
	staffing: concept, importance and nature;		2
	directing: concept and scope;		1
	controlling: process, types		1
	and techniques; Problem-solving;		1
	Decision making: Process and techniques.		2
	Business- concept, nature and scope;	Unit-IV	2
	business as a system; business objectives;		1
	business and environment interface;		1
	distinction between business, commerce and trade;		2
	Forms of Ownership: Sole Proprietorship, Partnership,		2
	Joint Stock Companies & Co-operatives,		2
	Multinational corporations; feasibility		2
	and preparation of business plan.		1
	revision		2
	Total lecture (Unit 3 & 4)		28
	Class Test II		Unit 3 & 4
	Total lectures		56

Equipment Required

LCD/Projector, Whiteboard/Markers, Case Study Materials, Evaluation Forms.

Assessment Scheme

S. No.	Criteria	Marks (100)	
1	External Examination	75	
2	Internal Evaluation	25	
2(a)	Class Test / Quiz	15	
2(b)	Assignment / Presentation	5	
2(c)	Attendance & Participation	5	

Suggested readings:

1. Robbins, S.P., and Decenzo, D.A. Essentials of Management, Pearson Education.
2. Koontz H., Essentials of Management, McGraw Hill Education.
3. Stephen P., Robbins, Mary Coulter. Management, Pearson Education.
4. Basu, C. R., Business organisation and management, Tata McGraw Hill, New Delhi.
5. Talloo, Thelman J., Business Organisational and Management, TMH, New Delhi. 6. Tulsian, P.C., Business Organisation, Pearson Education, New Delhi. Note:

Notes

1. Only the latest editions of the above books are recommended.
2. At least four cases will be discussed, one from each unit.

Lesson Plan: INTRODUCTION TO ANALYTICS (BBA)

Program: BBA Semester: V Course Code: BBA/GN/503 Course Name: Introduction to Analytics _

Course Objectives

CO1 : Understand the importance of business analytics for an organization.

CO2: Analyze complex problems using advanced analytics tools.

CO3: Differentiate between descriptive, predictive, and prescriptive business analytics.

CO4: Interpret data and learn how to apply analytics in organizational decision-making.

Session Duration: 120 minutes. Credits: 4

Participants: BBA 5 Sem Students

Entry level knowledge and skills of students

- i. Basic Knowledge about Analytics
- ii. Importance of Business Analytics in strategic planning, evaluate risks, and identify opportunities.

Equipment required in Classroom/ Laboratory/ Workshop

- i. LCD/Projector
- ii. Whiteboard/ Black Marker

Assessment Scheme

S. No.	Criteria	Marks (150)
1	End Term Examination	75
2	Internal Evaluation Scheme	25
2(a)	Class test (I &II)	10
2(b)	Teacher Assessment (Continuous Evaluation)	
2(b)(i)	Attendance	5
2(b)(ii)	Case Study/Topic Based Presentation	5
2(b)iii	Assignments (Unit wise)	5

L No.	Topics	Sub Topic	Pedagogy	Co - Covered	Faculty Sign	HOD Remarks
UNIT - 1						
1-2	Introduction to Analytics: Foundations of Business Analytics, Decision making,	Introduction to Analytics and application of BA	Lecture and Discussion	CO1		
3-4	Introduction to Business Analytics, Different models in Business Analytics,	Models of BA	Lecture and Discussion	CO1		
5-6	Problem solving through analytics, Big data,	Meaning, Introduction Importance	Lecture and Discussion	CO1		
7-8	Career in Business Analytics, descriptive, predictive and prescriptive analytics.	Introduction Importance Application	Lecture and Discussion	CO1		
9-10	ACITIVITY & REVISION		Assignment & Quiz	CO1		
UNIT - II						
11-12	Descriptive Analytics: Descriptive Statistical Measures:	Meaning, Introduction Importance	Lecture and Discussion	CO2		
13-14	measures of location, dispersion, shape, and association.	Meaning, Introduction Importance	Chalk and Talk	CO2		
15-16	Visualizing and Exploring Data: Overview, Tables, Charts,	Meaning, Introduction Importance	Lecture and Discussion	CO2		
17-18	ACITIVITY & REVISION	Qui	Discussion	CO2		
19-20	Advanced data visualization, data dashboards.	Meaning, Introduction Importance	Lecture and Discussion	CO2		
21-22	CLASS TEST - 1		Evaluation			
UNIT - III						
23-24	Questionnaire présentations	Practical exposure	Evaluation	CO3		
25-26	Predictive Analytics: Trendlines and Regression Analysis,	Meaning, Introduction types	Lecture and Discussion	CO3		

L No.	Topics	Sub Topic	Pedagogy	Co - Covered	Faculty Sign	HOD Remarks
27-28	Introduction to Data Mining, Spreadsheet Modeling and Analysis	Meaning, Introduction Importance	Lecture and Discussion	CO3		
29-30	Monte Carlo Simulation and Risk Analysis.	Meaning, Introduction Importance	Lecture and Discussion	CO3		
31-32	ACTIVITY & REVISION	Questionnaire preparation	Think Pair share	CO3		
UNIT - IV						
33-34	Prescriptive Analytics: Linear Optimization, Applications of Linear Optimization.	Meaning, Introduction Importance	Lecture and Discussion	CO4		
35-36	CLASS TEST - 2		Evaluation	CO4		
37-38	Integer Optimization, Decision Analysis.	Meaning, Introduction Importance	Chalk and Talk	CO4		
39-40	Application of Analytics in Finance, Marketing, Human Resource Management, Retail, Supply Chain, Healthcare, and social media.	Meaning, Introduction Importance	Lecture and Discussion	CO4		
41-42	CO1	CO2	CO3	CO4		

Text Books:

1. Schniederjans, M.J., Schniederjans, D.G., Starkey, C.M. (2014), Business Analytics: Principles, Concepts and Applications, Pearson.
2. James, E.R. (2017). Business Analytics. UK: Pearson Education Limited.
3. Hardoon, D.R., and Shmueli, G. (2016), Getting Started with Business Analytics, CRC Press, Taylor & Francis.
4. Rao, P.H. (2014), Business Analytics: An Application Focus, Prentice Hall India.
5. Sharma, J.K., Khatua, P.K. (2012), Business Statistics, Pearson.

Reference Books:

- "Quantitative Techniques in Management" by N.D. Vohra: A standard text for quantitative methods in business
- "Business Statistics" by Naval Bajpai: Covers essential statistical concepts for business analysis competitions

Electronic DataBase

- CIO.com: Provides news, analysis, and articles for CIOs and business leaders, focusing on technology and digital transformation
- Kaggle: A platform for data scientists and analysts, offering datasets, coding environments

Department: Management Studies
Faculty: Dr Sapna Taneja
Session: July – Dec 2025

Course: Human Resource Management
Course: BBA/GNL/302

Topic No.	Unit	Topic	Teaching Method / Activities	No. of Lectures Required	CO Mapping
1	Unit I	Introduction to HRM – Nature & Scope	Lecture + discussion	1	CO1
2		HRM Objectives & Functions	PPT + Examples	2	CO1
3		HRM Policies	Case study discussion	2	CO1
4		HRM in Competitive Environment	Discussion	1	CO2
5		Strategic HRM	Case method	1	CO2
6		HR Outsourcing + HRIS Overview	Lecture + demonstration	2	CO2
7	Unit II	Human Resource Planning	PPT + activity	2	CO2
8		Job Analysis	PPT + Sample	2	CO3
9		Job Design	PPT + Examples	2	
10		Recruitment – Sources & Process	PPT + Examples	2	CO3
11		Selection – Process	Mock interview	2	CO3
12		Placement & Induction	Role play	1	CO3
13		Job Evaluation – Concept & Methods	PPT + Examples	2	CO3
14	Unit III	Training & Development – Concept	PPT + Examples	4	CO3
15		Identifying Training Needs	PPT + Examples		CO3
16		Training Methods & Evaluation	PPT + Examples		CO3
17		Designing Training Program	PPT + Examples		CO3
18		Competency Based Training	Case study	1	CO3
19		Career Development & Succession Planning	Lecture	1	CO3
20	Unit IV	Performance Appraisal – Concept	Lecture + Examples	4	CO4
21		PA Techniques	Case exercise		CO4
22		Potential Appraisal / Counselling	Role play		CO4
23		Compensation – Concept	Lecture + Examples	2	CO4
24		Incentives & Benefits	Discussion		CO4
25		Performance Linked Compensation	Lecture + example		CO4
26		Balance Scorecard / Competency-based HRM	PPT + exercise	1	CO4
27		Employee Welfare & Social Security	PPT + Examples	1	CO4
28		Grievance Handling	Lecture + Role play	1	CO4
29		Industrial Disputes	PPT + Examples	2	CO4
30		Revision		1	

Lesson Plan : Marketing Management (BBG-201-V)**Course Outcomes:**

- 1.To understand the process of marketing by which companies create value for customers and capture value from customers in return.
- 2.To understand the significance of consumer behavior, segmentation, targeting and positioning.
- 3.To make the product and pricing strategies.
- 4.To make the distribution strategies, promotion strategies.

External marks: 75**Internal marks: 25**

Lecture No	Unit	Topic to be Covered
1	I	Introduction to Marketing
2	I	Difference between marketing and selling
3	I	Core concepts of marketing
4	I	Core concepts of marketing
5	I	Core concepts of marketing
6	I	Marketing mix
7	I	Marketing mix
8	I	Marketing process
9	I	Marketing environment
10	I	Marketing environment
11	I	Marketing mix cases
12	I	Marketing mix cases
13	I	Marketing mix cases
14	II	Determinants of consumer behavior
15	II	Consumer's purchase decision process (exclude industrial purchase decision process);
16	II	Market segmentation
17	II	Target marketing
18	II	Target marketing
19	II	Differentiation and positioning
20	II	Marketing research
21	II	Marketing Information System.
22	II	Marketing Information System.
23	II	Case Studies
24	II	Case Studies
25	II	Case Studies
26	III	Product and product line decisions
27	III	Branding decisions
28	III	Packaging and labeling decisions
29	III	Product Life cycle concept
30	III	Case Studies on PLC
31	III	New product development
32	III	New product development
33	III	Pricing decisions
34	III	Pricing decisions
35	III	Case Discussion
36	IV	Distribution channel
37	IV	Retailing
38	IV	Wholesaling
39	IV	Warehousing and physical distribution
40	IV	Promotion mix
41	IV	Personal selling
42	IV	Advertising
43	IV	Sales promotion
44	IV	Publicity

45	IV	Conceptual introduction to customer relationship marketing
46	IV	Case Discussion
47	IV	Case Discussion
48	IV	Case Discussion

J.C. Bose University of Science & Technology, YMCA, Faridabad
Department of Management Studies

Teaching Plan – Microeconomics (BBG-107-V)

Particulars	Details
Course Code	BBG-107-V
Course Title	Microeconomics
Program	BBA (Semester I)
Credits	2 (L-2, T-0, P-0)
Total Marks	100
External Marks	75
Internal Marks	25
Duration	24 Hours (12 Weeks × 2 Lectures per Week)

Course Outcomes (COs):

1. CO1: Understand the basic concept and theories of microeconomics.
2. CO2: Develop a critical understanding of the implications of production and cost.
3. CO3: Understand various market structures and factor pricing.
4. CO4: Acquire necessary skills to analyze certain economic aspects to understand basic business activities.

Assessment Scheme:

Component	Marks
Sessional Test I & II	15
Class Participation/Assignment/Presentation	5
Attendance (based on university policy)	5
Total (Internal Marks)	25
End Term Examination (External)	75
Total	100

Lecture-wise Teaching Plan (24 Lectures)

L No.	Unit	Topic to be Covered	COs Mapped	Suggested Activity/Case Study
1	I	Introduction to Economics: Definition, Scope, Nature & Scope of Microeconomics.	CO1	Discussion: How do individual decisions (like buying a coffee) relate to microeconomics?
2	I	Demand Analysis: Law of Demand, Determinants of Demand, Exceptions to the Law.	CO1, CO4	Activity: Listing factors that would increase/decrease the demand for smartphones.
3	I	Elasticity of Demand: Price Elasticity, Cross Elasticity, and Income Elasticity of Demand.	CO1, CO4	Quiz: Calculating and interpreting PED for different goods (e.g., salt vs. air travel).
4	I	Supply Analysis: Law of Supply, Determinants of Supply, Elasticity of Supply.	CO1, CO4	Group discussion: Impact of a new technology on the supply and price of electric vehicles.
5	I	Consumer Behavior - I: Law of Diminishing Marginal Utility, Marginal Utility Analysis.	CO1	Activity: A practical example of consuming successive units of a good (e.g., chocolates).
6	I	Consumer Behavior - II: Indifference Curves, Budget Line, and Consumer's Equilibrium.	CO1	Graphical derivation of consumer equilibrium and its conditions.
7	I	Market Equilibrium: Competitive Equilibrium, Shifts in Demand and Supply.	CO1, CO4	Case Study: Analyzing price fluctuations in the vegetable market during a festival season.
8	II	Production Function - I: Short-run Production Function, Law of Variable Proportions.	CO2	Activity: Table-based derivation of TP, AP, and MP and identifying the three stages.
9	II	Production Function - II: Long-run Production Function, Laws of Returns to Scale.	CO2	Discussion: How does "returns to scale" concept apply to a startup planning to expand?

10	II	Cost Concepts - I: Explicit vs. Implicit Cost, Fixed vs. Variable Cost, Total Cost.	CO2, CO4	Activity: Classifying different costs for a local pizza shop.
11	II	Cost Concepts - II: Average Cost, Marginal Cost, Short-run and Long-run Cost Curves.	CO2, CO4	Graphical analysis of the relationship between AC, AVC, AFC, and MC.
12	II	Economies of Scale: Internal and External Economies of Scale.	CO2, CO4	Group discussion: How large companies like Amazon benefit from economies of scale.
13	III	Factors of Production: Characteristics of Land, Labour, Capital, and Entrepreneurship.	CO3	Activity: Brainstorming examples of each factor of production in a software company.
14	III	Factor Pricing - Rent: Theories of Rent, Quasi-Rent.	CO3	Discussion: The concept of "quasi-rent" for a highly specialized piece of machinery.
15	III	Optimum Size of the Firm: Concept, Factors affecting the Optimum Size, Location of Firms.	CO2, CO3	Case Study: Factors influencing the location decision of a new manufacturing plant.
16	IV	Market Structures - I: Perfect Competition - Features, Firm & Industry Equilibrium.	CO3, CO4	Graphical derivation of equilibrium in the short run and long run under perfect competition.
17	IV	Market Structures - II: Monopoly - Features, Equilibrium, and Price Discrimination.	CO3, CO4	Debate: Is natural monopoly (like utilities) justified for certain industries?
18	IV	Market Structures - III: Monopolistic Competition - Features, Equilibrium.	CO3, CO4	Activity: Identifying real-world examples of monopolistic competition (e.g., restaurants, brands).
19	IV	Market Structures - IV: Oligopoly - Characteristics, Oligopolistic Behavior, Cartels.	CO3, CO4	Case Study: Analysis of cartel behavior in a global market (e.g., OPEC).

20	IV	Aspects of Non-Price Competition: Advertising, Product Differentiation, Branding.	CO3, CO4	Group Activity: Create a non-price competition strategy for a new soft drink brand.
21	IV	Revision - I: Comprehensive review of Units I & II (Basic Concepts, Demand, Production & Cost).	CO1, CO2	Q&A Session and problem-solving.
22	IV	Revision - II: Comprehensive review of Units III & IV (Factor Pricing & Market Structures).	CO3, CO4	Q&A Session and graphical explanation.
23	-	Case Study/Presentation Day: Application of microeconomic concepts to a current business scenario.	CO1-CO4	Student presentations on a pre-assigned case (e.g., pricing strategy of a new entrant in a market).
24	-	Doubts & Final Review: Addressing student queries and a comprehensive overview of the course.	CO1-CO4	Open Book Quiz covering key concepts and their business application

Suggested Readings & Resources

1. **Salvatore, D.**, *Microeconomic Theory*, McGraw Hill, New Delhi.
2. **Dwivedi, N.**, *Managerial Economics*, Vikas Publishing House, Haryana.
3. **Hirschey, M.**, *Managerial Economics*, Thomson, South Western, New Delhi.
4. **Dholkia, R.H. and Oza, A.N.**, *Microeconomics for Management Students*, Oxford University Press, New Delhi.
5. **Mankiw, N. Gregory**, *Economics: Principles and Applications*, Cengage Learning Private Limited, India.
6. **Mehta, P.L.**, *Managerial Economics*, Sultan Chand, New Delhi.

Note: Only the latest editions of the above books are recommended.