

**LESSON-PLAN (Session 2025-26) EVEN SEMESTER**

**Name of Teacher: Pooja Girotra**

**Designation: Extension Lecturer**

**Class: BBA IInd Sem**

**Subject/ Paper: Business Mathematics-II (B23-COM-204)**

S. No.	Month	Topics to be covered	Teaching Learning Strategy	Learning Outcomes of Students	Remarks
1.	January	Average, Ratio and Proportion, Percentage, Profit and Loss, Commission, Discount, Broke.	<ol style="list-style-type: none"> <li>1. Learning through Problem Solving</li> <li>2. Group-Learning &amp; Teaching</li> </ol>	Understand the application of Average, Ratio and Proportion, Percentage, Profit and Loss, Commission, Discount, Broke in business organisation.	
2.	February	Simple interest and compound interest. Annuities: Types of annuities, Present value and amount of an annuity (including the case of continuous compounding), Valuation of simple loans and debentures, Problems related to sinking funds.	<ol style="list-style-type: none"> <li>1. Learning through Problem Solving</li> <li>2. Group-Learning &amp; Teaching</li> </ol>	Understand simple interest and compound interest and annuities.	
3.	March	Indices & logarithms, arithmetic and geometric progressions and their business applications; sum of first n natural numbers, sum of squares and cubes of first 'n' natural numbers.	<ol style="list-style-type: none"> <li>1. Learning through Problem Solving</li> <li>2. Group-Learning &amp; Teaching</li> </ol>	To learn the concept and applications indices & logarithms.	

4.	April & May	Linear Programming: Formulation of linear programming problems (LPP) and their solution by graphical and simplex methods. Applications of linear programming in solving business problems.	<ol style="list-style-type: none"> <li>1. Learning through Problem Solving</li> <li>2. Group-Learning &amp; Teaching</li> </ol>	To Understand applications of linear programming in solving business problems..	
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❖ Seminar/Presentation/Assignment/Quiz/Class Test /Mid-Term Exam will be taken as per schedule.

Signature of Teacher

Principal

# GOVT. P.G. COLLEGE FOR WOMEN, SECTOR-14, PANCHKULA

## LESSON-PLAN (Session 2025-26) EVEN SEMESTER

Name of Teacher: Ms. Priyanka

Designation: Assistant Professor

Class: MDC

Subject/ Paper: Entrepreneurship & Start-ups BBA-206

S. No.	Month	Topics to be covered	Teaching Learning Strategy	Learning Outcomes of Students	Remarks
1.	January 2026	Entrepreneurship: Meaning and Significance, Relationship between Entrepreneurship Development and Economic Development, Qualities of entrepreneurs and Entrepreneurial Competencies, Types of Entrepreneurs	Group learning and teaching	Understand the concept of Entrepreneur and Entrepreneurship.	
2.	February 2026	Entrepreneurial support system; Family Business and their contribution to Entrepreneurship Role of Educational Institutions in promoting the Entrepreneurship culture	Group learning and teaching	Role of Institutions in promotion of Entrepreneurship culture.	
3.	March 2026	Role of Government, Promotional Agencies and Institutions in Entrepreneurship Development, Incentives and Various Financial Schemes available for Entrepreneurs.	Group learning and teaching	Government Support for the start-ups	
4.	April May 2026	Opportunity Identification process; Business plan, Start-Up India Initiative Major Players/stakeholders in Startup Ecosystem – Mentors, Incubators, Investors, Accelerators, Government Bodies. REVISION	Group learning and teaching	Various stakeholders involved in a startup.	

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Signature of Teacher

Principal

**GOVT. P.G. COLLEGE FOR WOMEN, SECTOR-14, PANCHKULA**  
**LESSON-PLAN (Session 2025-26) EVEN SEMESTER**

**Name of Teacher:** Ms. Navpreet Kaur

**Designation:** Assistant Professor of Commerce

**Subject/ Paper:** Managerial Economics **Course Code-** B23-BBA-202

**Class:** BBA I (2<sup>nd</sup> Sem)

S. No.	Month	Topics to be covered	Teaching Learning Strategy	Learning Outcomes of Students	Remarks if any
1.	January 2026	Managerial Economics: Meaning, Nature and Scope. Objectives of the firm, Equilibrium, Utility, Opportunity cost, Marginal and Incremental Principles.	Group Learning and Teaching Individual Learning/Self Study Peer Teaching Blackboard	After completing this course, the learner will be able to understand the nature and scope of managerial economics and identify the role of economics in decision making.	1 <sup>st</sup> Assignment
2.	February 2026	Theory of Demand: Nature of demand for a product, individual demand, market demand, determinants of demand, Law of demand, Elasticity of demand and its determinants; Theory of Consumer Behavior: Cardinal utility analysis, Indifference curve analysis, applications of Indifference curves.	Group Learning and Teaching Individual Learning/Self Study Peer Teaching Blackboard	The students will understand theory of demand, law of demand and cardinal utility analysis.	2 <sup>nd</sup> Assignment
3.	March 2026	Theory of Production and Costs: The concept of Production function, production with one and two variable inputs, theory of Cost in short run and long run, Revenue function.	Individual Learning/Self Study Peer Teaching Blackboard	Students will be able to understand theory of production, costs, and revenue function.	Mid Term Exam
4.	April 2026	Theory of firm and market organization: Pricing under Perfect Competition, Pricing under Monopoly, Price Discrimination, Pricing under Monopolistic Competition, Selling cost, Pricing under Oligopoly.	Individual Learning/Self Study Peer Teaching Blackboard	Students will be able to understand theory of firm and market organization including determination of price under different market conditions.	
5.	May 2026	Revision.	Individual Learning/Self Study		

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**Signature of Teacher**

**Principal**

**GOVT. P.G. COLLEGE FOR WOMEN, SECTOR-14, PANCHKULA**  
**LESSON-PLAN (Session 2025-26) EVEN SEMESTER**

**Name of Teacher:** Ms. Shivani Singla  
**Designation:** Assistant Professor of Commerce  
**Subject/ Paper:** Capital markets  
**Course Code- B23-BBA-401**  
**Type of course( major/ minor/ VAC/ AEC/SEC/ MDC): Major**

S. No.	Month	Topics to be covered	Teaching Learning Strategy	Learning Outcomes of Students	Remarks
1.	Jan 2026	Capital markets: Meaning, Nature, Role & features, Recent reforms in the capital markets, Capital market instruments	Individual Learning	Students understand the concept of Capital Market	Test
2.	Feb 2026	Primary Capital market-, Secondary Capital market, Trading & settlement, Stock market index, Role of SEBI to increase liquidity in the stock market	Peer Teaching	Students come to know about different capital markets and regulations of Indian capital market	Assignment1
3.	Mar 2026	Depository system, Depository process, functioning of NSDL & SHCIL, Debt market	Reading	Students learn the role of Depository system	Assignment2
4.	Apr 2026	Role & policy measures relating to Development banks and financial institutions in India. Mutual fund, SEBI guidelines relating to mutual funds.	Lectures	Students understand the concepts of Development banks, Mutual fund	Mid-Term Exam
5.	May 2026	Revision			

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**Signature of Teacher**

**Principal**

**GOVT. P.G. COLLEGE FOR WOMEN, SECTOR-14, PANCHKULA**  
**LESSON-PLAN (Session 2025-26) EVEN SEMESTER**

**Name of Teacher:** Ms. Shivani Singla  
**Designation:** Assistant Professor of Commerce  
**Subject/ Paper:** Corporate Accounting II  
**Course Code- B23-COM-401**  
**Type of course( major/ minor/ VAC/ AEC/SEC/ MDC): Major**

S. No.	Month	Topics to be covered	Teaching Learning Strategy	Learning Outcomes of Students	Remarks
1.	Jan 2026	Valuation of shares, Valuation of goodwill	Individual Learning	Students understand the concept of Valuation of shares, Valuation of goodwill	Test
2.	Feb 2026	Debentures- Provisions and valuation	Lectures	Students come to know about Debentures- Provisions and valuation	Assignment1
3.	Mar 2026	Concept and accounting treatment of banking and insurance companies	Reading	Students learn the accounting treatment of banking and insurance companies	Assignment2
4.	Apr 2026	Accounts of holding companies, Liquidation of companies	Lectures	Students understand the concepts of holding companies, Liquidation of companies	Mid-Term Exam
5.	May 2026	Revision			

**Seminar/Presentation/Assignment/Quiz/Class Test /Mid-Term Exam will be taken as per schedule.**

**Signature of Teacher**

**Principal**

## GOVT. P.G. COLLEGE FOR WOMEN, SECTOR-14, PANCHKULA

### LESSON-PLAN (Session 2025-26) EVEN SEMESTER

**Name of Teacher:** Sushila Rani

**Designation:** Associate Professor

**Class:** BBA 2<sup>nd</sup> sem.

**Subject/ Paper:** Business statistics

Type of course(major/minor/VAC/AEC/SEC/MDC): Major

S. No.	Month	Topics to be covered	Teaching Learning Strategy	Learning Outcomes of Students	Remarks
1.	Jan. 2026	Business Statistics: Introduction, Scope, Functions, Importance, Limitations; Distrust of Statistics, Collection of Primary and Secondary data; Types of Statistical Methods, Data Analysis and Interpretation, Graph: Characteristics, Types, Merits and Demerits	Blend of below mentioned-Group learning and teaching, learning through problem solving, frequent class tests.	Understand the meaning of The statistics, Collection of Primary and Secondary data; Methods of analysis and interpretation of data in everyday life and its presentation for business decision .Understanding of various central tendancies measures, and difference among them	
2.	Feb. 2026	Measures of Central Tendency: Meaning, Types; Arithmetic Mean; Geometric Mean; Harmonic Mean; Quadratic Mean; Moving Average; Progressive Average; Relation between Mean, Median and mode	Blend of below mentioned-Group learning and teaching, learning through problem solving, frequent class tests.	Understanding and learning the various statistical tools ie Different types of averages and their calculations	

3.	<b>March 2026</b>	Measures of Dispersion and Skewness:  Absolute and Relative measures of Dispersion range, Quartile deviation, Mean and Standard Deviation; Difference between Skewness and Dispersion, Empirical relation among various measures of Dispersion, Moments and Kurtosis.	Blend of below mentioned-Group learning and teaching, learning through problem solving, frequent class tests.	Understanig of Dispersion, skewness, moments, kurtosis etc Learning of Absolute and Relative measures of Dispersion range, Quartile deviation, Mean and Standard Deviation.	
4.	<b>April 2026</b>	Sampling: Introduction, Census versus Sample, Errors in Sampling. Types of sampling. Judging reliability of sample, Introduction, Types of Index Numbers, Methods of constructing Index numbers, uses of Index numbers, Time Series analysis: Components and Seasonality analysis	Blend of below mentioned-Group learning and teaching, learning through problem solving, frequent class tests.	Understanding the significance of sampling in the statistical data collection and applications in business decision making. Calculation and use of different types of deviation. Learning the use of Index numbers and time series analysis	
	<b>May 2026</b>	Revision	Individual query solving	Revision	

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**Signature of Teacher**

**Principal**

# GOVT. P.G. COLLEGE FOR WOMEN, SECTOR-14, PANCHKULA

## LESSON-PLAN (Session 2025-26) EVEN SEMESTER

**Name of Teacher:** Sushila Rani

**Designation:** Associate Professor

**Class:**M.Com 2<sup>nd</sup> sem.

**Subject/ Paper:** Advertising and Personal Selling

Type of course (major/minor/VAC/AEC/SEC/MDC): Major

S. No.	Month	Topics to be covered	Teaching Learning Strategy	Learning Outcomes of Students	Remarks
1.	Jan. 2026	Advertising: concept, nature and importance; advertising and communication; types of advertising	Blend of below mentioned--- Group learning , Individual learning, teaching, peer teaching, class tests, , PPT presentations, Learning through Case studies.	Understanding the nature and importance of advertising	
2.	Feb. 2026	Advertising management process; social and economic aspect of advertising: advertising objectives and budget: AIDA model  Copy development and testing determining the advertising message and copy headlines, body, copy logo, illustration, creative styles and advertising appeals; media planning: print, broadcasting and other media; selection and scheduling;	Blend of below mentioned--- Group learning , Individual learning, teaching, peer teaching, class tests. , PPT presentations	Will be able to prepare Ad Copy and media planning	

3.	<b>March 2026</b>	<p>Advertising agency and client relationship; evaluating advertising effectiveness-pre and post tests.</p> <p>Personal selling: concept, nature, objectives and importance; salesmanship: concept, objectives, importance and types; Types of selling situations and sales person, qualities of an effective sales person; career opportunities in personal selling:</p>	<p>Blend of below mentioned--- Group learning , Individual learning, teaching, peer teaching, PPT presentations of students, class tests.</p>	<p>Comprehension working of advertising agencies, Understanding of conceptual framework of personal selling.</p>	
4.	<b>April 2026</b>	<p>Differences among personal selling, salesmanship and sales force management: theories of selling; buyer-seller dyad</p> <p>Buying motives and their uses in personal selling: personal selling process: prospecting: concept and methods, pre-approach, approach, sales presentation, objection handling, closing the sale, follow up action/ after sale service;</p> <p>Approaches to personal selling: sales reports and sales manuals; Role of IT in personal selling; Ethical issues in personal selling.</p>	<p>Blend of below mentioned--- Group learning , Individual learning, teaching, peer teaching, PPT presentations of students, class tests, Learning through Case studies.</p>	<p>Learning of skill to execute various stages of personal selling.</p>	
	<b>May 2026</b>	Revision	Solving Individual queries	Revision	

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**Signature of Teacher**

**Principal**

**GOVT. P.G. COLLEGE FOR WOMEN, SECTOR-14, PANCHKULA**

**LESSON-PLAN (Session 2025-26) EVEN SEMESTER**

**Name of Teacher:** Sushila Rani

**Designation:** Associate Professor

**Class:** B Com 6<sup>th</sup> sem.

**Subject/ Paper:** Managing Sales Force

Type of course(major/minor/VAC/AEC/SEC/MDC): VOC (Minor Vocational)

S. No.	Month	Topics to be covered	Teaching Learning Strategy	Learning Outcomes of Students	Remarks
1.	Jan. 2026	Sales force management: Concept, characteristics, objectives, functions and importance: Sales manager Qualities, types and duties, Sales jobs: Concept and classification, determinants and factors for successful selling, selling as a career, Theories of selling, social, ethical, and legal aspects of selling, Salesmanship and personal selling. Types, duties and role of the sales force, determinants, qualities of successful sales force.	Blend of below mentioned-Group learning and teaching, learning through problem solving, frequent class tests.	1. Understand the basics of sales force management and the qualities to be a successful salesperson.	
2.	Feb. 2026	Sales force planning. Concept, sales force forecasting and its methods, Planning the sales force requirement: Characteristics, importance. limitations, and process of sales force planning. Determining size of sales force Formation of sales teams	Blend of below mentioned-Group learning and teaching, learning through problem solving, frequent class tests.	Apprehend sales force planning and how to create sales teams.	

3.	<b>March 2026</b>	Sales force organization: Setting up sales territories need, objectives, prerequisites, principles, basis and process of establishing sales territories Routing of sales territory and designing route charts, Sales quotas Concept, types, administration purpose, methods, and difficulties in setting sales quota, Sales meetings and contests: Assigning sales territory and sales quota	Blend of below mentioned-Group learning and teaching, learning through problem solving, frequent class tests.	3. Understand organizing and structuring sales force by learning sales territories and sales quota.	
4.	<b>April 2026</b>	Handling the Sales Force Recruitment, selection, placement, induction, training, compensation, internal mobility of sales force, Motivating and leading the sales force: Sales force performance appraisal and measuring their effectiveness. Controlling the sales force	Blend of below mentioned-Group learning and teaching, learning through problem solving, frequent class tests.	Learn about sales force management functions from recruitment to controlling.	
	<b>May 2026</b>	Revision	Individual query solving	Revision	

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**Signature of Teacher**

**Principal**

## LESSON-PLAN (Session 2025-26) EVEN SEMESTER

**Name of Teacher:** Sushila Rani

**Designation:** Associate Professor in Commerce

**Subject/ Paper:** Sales Management

**Class:** M.Com –4<sup>th</sup> sem

**Type of Course (major/ minor/ VAC/ AEC/SEC/ MDC):** Major

S. No.	Month	Topics to be covered	Teaching Learning Strategy	Learning outcome of students	Remarks if any
1.	January 26	Sales management: Concept, objectives and functions; Sales manager: Types, qualities and responsibilities; Fundamentals of selling: salesmanship; Selling process, Sales planning: Process, types and limitations; Sales forecasting: Objectives, procedure, methods and limitations	Group Learning and teaching , Presentations of students and Frequent Class tests	Understand the basics of sales management and sales forecasting.	
2.	February 26	Sales quotas: Objectives, types, determinants and methods for setting sales quotas; Sales territories: Need, determinants, principles, and procedure for establishing sales territories; Sales budget: Types, essentials, process and approaches to sales budget formulation; Sales organization: Significance and functions, setting up a sales organization, factors affecting and pre requisites of ideal sales organization.	Group Learning and teaching , Presentations of students and Frequent Class tests	Acquaint with sales planning, sales quotas, sales territories and sales budgets.	

3.	<b>March 26</b>	Sales force management: Recruitment, selection, placement; Compensation: Factors determining remuneration to salesmen, designing compensation plan; Sales meetings and sales contests.	Group Learning and teaching , Presentations of students and Frequent Class tests	Know about the recruitment, selection, placement, induction, training and development of the sales force.	
4.	<b>April 26</b>	Sales training: Objectives, principles, types and methods; Development and induction of sales force; Methods of motivating sales force: Evaluating performance of sales force: Promotion policies; Controlling sales personnel: Sales audit; Sales records and reporting system; Ethical issues in Sales management	Group Learning and teaching , Presentations of students and Frequent Class tests	Comprehend the concepts of training, motivation, evaluation and control of sales force	
5.	<b>May 26</b>	Revision			

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