LESSON PLAN

Faculty Name: **Dr. Sonali Jain**　　　　　　　　Department- **Commerce**
Academic Year**: 2021-22**　　　　　　　　　　　Course: **B. Com (H)** Sem: **III**
Paper No: **BCH 3.5(c)**　　　　　　　　　　　　Subject: **Digital Marketing**

UNIT	TOPICS TO BE COVERED	LECTURES	TEACHING METHODOLOGY AND TOOL	LEARNING OUTCOMES	INTERNAL ASSESSMENT
UNIT 1: Introduction	Digital-marketing mix. Segmentation, Targeting, Differentiation, and Positioning: Concept, levels, and strategies in a digital environment; Digital technology and customer-relationship management. Digital consumers and their buying decision process.	**10**	Deductive Approach followed by Inductive Approach: starts by presenting how the concept is used in different situations and then let the students come up with concept and then practice the concept	Developing the understanding about – impact of digital technology in transforming the business environment – measurement of effectiveness of a digital marketing campaign – digital marketing tools such as SEO, Social media, and Blogging – regulatory framework for digital marketing in India.	Evaluation through test
UNIT 2: Digital Marketing Management	Digital-marketing mix. Segmentation, Targeting, Differentiation, and Positioning: Concept, levels, and strategies in a digital environment; Digital technology and customer-relationship management. Digital consumers and their buying decision process.	**15**			Evaluation through test
UNIT 3: Digital Marketing Presence	Concept and role of Internet in marketing. Online marketing domains. The P.O.E.S-M framework. Website design and Domain name branding. Search engine optimisation: stages, types of traffic, tactics. Online advertising: types, formats, requisites of a good online advertisement. Buying models. Online public relation management. Direct marketing: scope and growth. E-mail marketing: types and strategies.	**10**			Evaluation through test
UNIT 4: Interactive Marketing	Interactive marketing: concept and options. Social media marketing: concept and tools. Online communities and social networks. Blogging: types and role. Video marketing: tools and techniques. Mobile marketing tools. PPC marketing. Payment options.	**15**			Evaluation through assignment
Unit 5: Ethical and Legal Issues	Ethical issues and legal challenges in digital marketing. Regulatory framework for digital marketing in India.	**15**			Evaluation through test

Reference Material
– Chaffey, D, F.E. Chadwick, R. Mayer, and K. Johnston (2015). Internet Marketing: Strategy, Implementation, and Practice. Pearson India
– Kapoor, Neeru. E-Marketing, Pinnacle learning
– Kotler, Philip, Hermawan Kartajaya, and Iwan Setiawan (2017). Digital Marketing: 4.0 Moving from Traditional to Digital. Pearson India

LESSON PLAN

Faculty Name: **Dr. Sonali Jain**   Department- **Commerce**
Academic Year**: 2021-22**   Course: **B. Com (H)** Sem: **V**
Paper No: **BCH 5.4(c)**   Subject: **Advertising and Personal Selling**

UNIT	TOPICS TO BE COVERED	LECTURES	TEACHING METHODOLOGY AND TOOL	LEARNING OUTCOMES	INTERNAL ASSESSMENT
UNIT 1: Introduction	Communication Process; Information Response Hierarchy Models- AIDA Model & Hierarchy of Effects Model; Advertising: Importance, types and objectives; DAGMAR Approach; Target audience selection- basis; Methods of setting of Advertising Budget.	**10**	Deductive Approach followed by Inductive Approach: starts by presenting how the concept is used in different situations and then let the students come up with concept and then practice the concept	Developing the understanding about – communication and sales objectives behind advertising	Evaluation through test
UNIT 2: Advertising: Message and Media Decisions	Advertising Message-Advertising appeals; Elements of print and broadcast advertising copy; Types of Advertising Media- strengths and limitations; Factors influencing selection of advertising media; Media Scheduling.	**15**		– various advertising and media elements – Various Appeals and types of advertisement	Evaluation through Assignment
UNIT 3: Advertising Effectiveness and Institutional Framework	Rationale of measuring advertising effectiveness; Communication and Sales Effect; Pre and Post-testing Techniques; Advertising Agency: Role, types and selection. Ethical and legal aspects of advertising. Role of Advertising Standards Council of India (ASCI).	**10**		– the advertisement campaign creation process – identify the ethical and legal issues of advertising.	Evaluation through Case study
UNIT 4: Introduction to Personal Selling	Concept of Personal Selling and Salesmanship; Qualities of a good salesperson; Types of salespersons; Role of Personal Selling in CRM; AIDAS model of selling. Buying Motives.	**15**		Comprehend the – importance and role of personal selling.	Evaluation through case Study
Unit 5: Personal Selling Process	Prospecting; Pre Approach; Approach; Presentation and Demonstration; Handling of Objections; Closing the Sale; Follow-Up; Sales Reports and Sales Audit.	**15**		– process of personal selling	Evaluation through Case study and Test

Reference Material
- Belch, G. E., M. A. Belch and Purani K. (2009), *Advertising and Promotion: An Integrated Marketing Communications Perspective,* McGraw Hill Education.
- Gupta, Ruchi (2017), *Advertising*. Scholar Tech Press.
- Buskirk, R. A. B. D. Buskirk, F. A. Russell (1988), *Selling: Principles and Practices*, McGraw Hill Education.
- Futrell, Charles (2013), *Fundamentals of Selling*, McGraw Hill Education.

LESSON PLAN

Faculty Name: **Dr. Sonali Jain**
Academic Year: **2021-22**
Paper No: **BCH 5.3(b)**

Department- **Commerce**
Course: **B. Com (H)** Sem: **V**
Subject: **Organsational Behaviour**
Paper shared with : **Mr. Alok Anand**

UNIT	TOPICS TO BE COVERED	LECTURES	TEACHING METHODOLOGY AND TOOL	LEARNING OUTCOMES	INTERNAL ASSESSMENT
UNIT 1: Introduction	Introduction to organisational theories; Organisational behavior- concepts, determinants, challenges, opportunities; Contributing disciplines of OB; OB models.	10	Deductive Approach followed by Inductive Approach: starts by presenting how the concept is used in different situations and then let the students come up with concept and then practice the concept	Developing the understanding about - organisational behavior and its importance in managing - individual behaviour under different conditions - theories of motivation. - leadership styles and strategies. - potential effects of organisation culture and stress on behavior in organisation	Evaluation through test
UNIT 2: Individual Behavior	Foundations of Individual Behavior; Personality- factors influencing personality, Traits, Type A and B; Big five personality types; Values - concept and types: terminal values and instrumental values; Attitude - components, job related attitudes; Learning- concept, theories and reinforcement; Perception and emotions- concept, perceptual process, importance, factors influencing perception, perceptual errors and distortions; Emotional intelligence.	15			Evaluation through test
UNIT 3: Motivation and Communication	Meaning and importance of motivation; Need theories- Maslow, McClelland and Alderfer; Two factor theory of Herzberg; Theory X and Theory Y of McGregor; Intrinsic motivation by Ken Thomas; Behavior modification; Communication and feedback; JOHARI window; Motivation practices of 5 prominent organisations.	10			Evaluation through Case study
UNIT 4: Group Behavior and Leadership	Group dynamics- concepts, types- group norms, group roles, and group cohesiveness; Leadership- concept and theories; Power, Influence, followership & Leadership; Styles of leadership; Leadership continuum; Trait, Behavioral and Situational approach; Leadership effectiveness.	15			Evaluation through case Study and test
Unit 5: Dynamics of Organisational Behavior	Organisational conflict - sources, resolution strategies; Organisational culture- concept and determinants; Organisational change- importance, proactive vs. reactive change, resistance to change, managing change; Stress- individual and organisational factors, stressors, consequences, prevention and management of stress.	15			Evaluation through Case study and test

Reference Material

- Luthans, F. (1997). *Organisational Behavior.* McGraw-Hill International Editions.
- Pareek, U. (2014). *Understanding Organisational Behavior.* Oxford University Press.
- Robbins, S. T., Judge, T. A., & Hasham, E. S. (2013). *Organisational Behavior.* Pearson.

Faculty Name: **Dr. Sonali Jain**   Department: **Commerce**
Academic Year**: 2021-22**   Course: **B. Com (H)** Sem: **IV**
Paper No: **BCH 4.2**   Subject: **Business Mathematics**

UNIT	TOPICS TO BE COVERED	LECTURE + LAB	TEACHING METHODOLOGY AND TOOL	LEARNING OUTCOMES
UNIT 4: Mathematics of Finance	Rates of interest: nominal, effective and their inter-relationships in different compounding situations. Compounding and discounting of a sum using different types of rates. Applications relating to Depreciation of assets and Equation of value. Types of annuities: ordinary, due deferred, continuous, perpetual. Determination of future and present values using different types of rates of interest. Applications relating to Capital expenditure, Leasing, Valuation of simple loans and debentures, sinking fund.	18	– Inductive Deductive Approach: starts by discussing rules, then solving some examples, then practice numerical problems. – Use of log & antilog Tables, Exponential Tables, Present/Future valueTables. – Use of software package for solving linear programming problems, mathematics of finance problem and analyze the results.	– Developing skillset to solve business and economics problem through matrices, calculus, linear programming, and mathematics of finance – Developing competency to use software for mathematical calculation to arrive at an optimum solution to business or economics problems.
UNIT 1: Matrices and Determinants	Definition and types of matrix, Algebra of matrices, Inverse of a matrix- Business Applications. Solution of system of linear equations using matrix inversion method and Cramer's Rule. Leontief Input Output Model	9		
UNIT 2: Calculus I	Mathematical functions and their types. Concept of Marginal Analysis. Concept of Elasticity, Applied Maxima and Minima problems including effect of Tax on Monopolist's Optimum price and quantity, Economic Order Quantity.	9		
UNIT 3: Calculus II	Partial Differentiation: Partial derivatives up to second order. Homogeneity of functions and Euler's theorem. Total differentials. Differentiation of implicit functions with the help of total differentials. Maxima and Minima involving two variables – Applied optimization problems and Constraint optimization problems using Lagrangean multiplier involving two variables having not more than one constraint. Integration: Standard forms & methods of integration- by substitution, by parts and by use of partial fractions. Definite integration. Finding areas in simple cases Application of Integration to marginal analysis; Consumer's and Producer's Surplus. Rate of sales, The Learning Curve.	18		
Unit 5: Linear Programming	Formulation of Linear programming problems (LPPs), Graphical solutions of LPPs. Various cases. Solution of LPPs by simplex method - maximization and minimization cases. Shadow prices of the resources, Identification of unique and multiple optimal solutions, unbounded solution, infeasibility and degeneracy. The dual problem: Formulation, relationship between Primal and Dual LPP, Primal and Dual solutions (excluding mixed constraints LPPs). Economic interpretation of the dual.	24		
Internal Assessment	Evaluation through test for each of the unit			
Reference Material	– Thukral, J.K. *Business Mathematics.* Mayur Publications – Sharma, S.K. & Kaur, Gurmeet. *Business Mathematics.* Sultan Chand – Vohra, N.D. *Quantitative Techniques in Management.* Tata McGraw Hill Publishing Company – Anthony, M. and Biggs, N. *Mathematics for Economics and Finance.* Cambridge University Press – Budnick, P. *Applied Mathematics.* McGraw Hill Publishing Co. – Dowling, E.T. *Mathematics for Economics.* Schaum's Outlines Series. McGraw Hill Publishing Co.			