

Jyoti gupta

Extension lecturer

Lesson plan

BBA Lesson Plan (Month-wise)

Indian Constitution (25IMSX02VA01)

BBA 2nd sem

Jan

- Historical Background and Making of Indian Constitution
- Preamble – Meaning, Features and Importance
- Fundamental Rights (Articles 14–18)

Feb

- Article 19(1)(g) – Right to Trade, Profession and Business
- Directive Principles of State Policy
- Fundamental Duties

March

- Fiscal Federalism (Articles 268–293 Overview)
- Trade, Commerce and Intercourse (Articles 301–307)
- Role of Constitution in Economic Reforms

April

- Important Case Laws Related to Business
- Demonetisation, Aadhaar and Cryptocurrency Debates
- Revision, Case Study, Internal Assessment

Marketing Management (24IMSX02MD01)

BA 2ND SEM

Jan

- Nature, Scope and Core Concepts of Marketing
- Marketing Environment (Micro & Macro)
- Consumer Buying Behaviour

Feb

- Business Markets and Buying Process
- Market Segmentation, Targeting and Positioning
- Product Decisions and Product Life Cycle

March

- Branding, Packaging and Labelling
- Pricing Methods and Strategies
- Promotion Mix – Advertising and Sales Promotion

April

- Public Relations and Personal Selling
- Channels of Distribution
- Retailing, Wholesaling, Case Study and Revision

Indian Financial System (25IMSI404DS02)

BBA 4Th sem

Jan

- Meaning, Components and Functions of Financial System
- Reforms in Indian Financial System
- Money Market and its Segments

Feb

- Primary Market and Stock Exchanges (NSE, BSE)
- Depositories and Custodians
- Role and Functions of SEBI

March

- Commercial Banks and RRBs
- Risk Management in Banks
- Merchant Banking and NBFCs

April

- Mutual Funds – Meaning and Types
- Insurance – Principles and IRDA
- Revision and Case Study

Business Economics (25IMSI402DS03)

Bba IInd sem

Jan

- Nature and Scope of Microeconomics
- Demand and Supply Analysis
- Elasticity of Demand and Supply

Feb

- Theory of Production and Costs
- Consumer Behaviour – Utility and Indifference Curve

- Producer Equilibrium

March

- Forms of Market – Perfect Competition and Monopoly
- Monopolistic Competition and Oligopoly
- Price and Output Determination

April

- National Income Concepts (GDP, GNP, NNP)
- Indian Economy Challenges
- Revision and Internal Assessment