

**GOVERNMENT COLLEGE FOR WOMEN, HISAR**


**Lesson Plan January 2026 to May 2026**

<b>Class</b> BBA	<b>Subject: Fundamentals of Marketing</b>	<b>Session: 2025-26</b>
	<b>Course Code: C24BBA202T</b>	<b>Tutor: Dr. Vasundhra</b> <b>Internal: 30 External: 70</b>

Date	Week	Topics to be covered
13-1-2026 to 17-1-2026	Week 1	Introduction to Marketing: Nature, Scope and Importance of Marketing
19-1-2026 to 24-1-2026	Week 2	Difference between Marketing and Selling, Core concepts of marketing
27-1-2026 to 31-1-2026	Week 3	Corporate orientations towards the marketplace-Production concept, Product concept
02-2-2026 to 07-2-2026	Week 4	Selling concept, Marketing concept, Societal marketing concept, Holistic marketing concept
09-2-2026 to 14-2-2026	Week 5	Marketing environment at macro level-Demographic, economic, Political, Legal environment
16-2-2026 to 21-2-2026	Week 6	Socio-cultural, Technological environment.
23-2-2026 to 28-2-2026	Week 7	Marketing environment at micro level-Market/demand, consumer Class Test-1 (Tentative) 5 Marks
01.3.2026 to 08.3.2026		Vacations (Holi)
09-3-2026 to 14-3-2026	Week 8	Marketing environment-industry, competition, supplier related factors Quiz (Tentative)-5Marks
16-3-2026 to 21-3-2026	Week 9	Market Segmentation: concept, needs, levels of market segmentation
23-3-2026 to 28-3-2026	Week 10	Basis for segmenting consumer markets-Geographic, Demographic
30-3-2026 to 31-3-2026	Week 11	Basis for segmenting consumer markets-Psychographic and Behavioral
01-4-2026 to 04-4-2026	Week 12	Market Targeting, Effective segmentation criteria, target market selection strategies
06-4-2026 to 11-4-2026	Week 13	Brand positioning-Developing and communicating a positioning strategy, Class Test-2 (Tentative) 5 Marks
13-4-2026 to 18-4-2026	Week 14	Differentiation strategies: Product differentiation, channel differentiation,
20-4-2026 to 25-4-2026	Week 15	Personnel differentiation, image differentiation Presentations (Tentative)(10 Marks)
27-4-2026 to 30-4-2026	Week 16	Presentations (continued)
01-5-2026 to 04-5-2026	Week 17	Exam Preparation and Doubt Classes

**Note:** The schedule of internal assessment activities such as class tests, assignments, Quiz, Viva, Presentations, etc., is Tentative and may be revised/modified as per academic requirements.

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**GOVERNMENT COLLEGE FOR WOMEN, HISAR**

Lesson Plan January 2026 to May 2026


Class:  
BBA&B,COM-I SEM-I1

Subject: Fundamentals of Financial Management  
Course Code: 24BBA0203T

Session : 2025-26  
Tutor :Heena Pahuja  
Internal: 30 External-70

Date	Week	Topics to be covered
06-1-2026 to 10-1-2026	Week 1	Meaning, objectives, and scope of financial management.
12-1-2026 to 17-1-2026	Week 2	Types of financial decisions: investment decisions, financing decisions, and dividend decisions.
19-1-2026 to 24-1-2026	Week 3	Risk-return framework for financial decision-making. Time value of money: concept, techniques of discounting, and compounding.
27-1-2026 to 31-1-2026	Week 4	Capital Budgeting Decisions: Nature and importance of capital budgeting, types of investment decisions,
02-2-2026 to 07-2-2026	Week 5	techniques of evaluating capital budgeting decisions: NPV, IRR, Payback Period, Profitability Index,.
09-2-2026 to 14-2-2026	Week 6	Risk analysis in capital budgeting
16-2-2026 to 21-2-2026	Week 7	Tentative : Seminar/Presentation/Assignment/Quiz- -5 Marks
23-2-2026 to 28-2-2026	Week 8	Capital Structure Decisions: Concept of optimum capital structure, theories of capital structure: Traditional theory, Modigliani and Miller (MM) theory (with and without taxes),
01.3.2026 to 08.3.2026		Vacations (Holi)
09-3-2026 to 14-3-2026	Week 9	Pecking order theory. Factors determining capital structure. Sources of finance: Long-term finance, short-term finance.
16-3-2026 to 21-3-2026	Week 10	Tentative : Seminar/Presentation/Assignment/Quiz- -5Marks
23-3-2026 to 28-3-2026	Week 11	Cost of Capital: Concept and importance, computation of cost for various sources of finance, Weighted Average Cost of Capital (WACC).
30-3-2026 to 31-3-2026	Week 12	Mid-term exam-15 Marks
01-4-2026 to 04-4-2026	Week 13	Concept and types of working capital. Operating cycle. Determinants of working capital. Estimation of working capital requirements. Working capital policy.
06-4-2026 to 11-4-2026	Week 14	Management of Current Assets: Management of cash, management of accounts receivables, management of inventories. Financing Working Capital.
13-4-2026 to 18-4-2026	Week 15	Dividend Policy: Meaning and forms of dividends. Theories of dividend policy. Impact of dividend policy on the value of a firm. Types of dividend policies..
20-4-2026 to 25-4-2026	Week 16	Corporate Restructuring: Types of business combinations: mergers, acquisitions, and takeovers. Motives of mergers and acquisitions: economies of scale, diversification, tax benefits, market expansion. Valuation of mergers and acquisitions
27-4-2026 to 30-4-2026	Week 17	Presentation
01-5-2026 to 04-5-2026	Week 18	Exam Preparation and Doubt Classes

Heena Pahuja  
Assistant Professor, Commerce

  
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## Lesson Plan

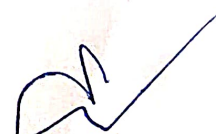
**Class**  
B.B.A. SEM-II

**Subject**  
Basic Statistics

**Session: 2025-26**  
**Tutor: Shaina Tehria**

Month	Internal Marks:15	External Marks:35	Time: 2Hrs.
13-01-2026- 17-01-2026 Week 1	<ul style="list-style-type: none"> <li>• Meaning and scope: Origin and Development of Statistics, Importance, Scope and Limitation of Statistics</li> </ul>		
19-01-2026 -24-01-2026 Week 2	<ul style="list-style-type: none"> <li>• Concept of Statistical population and sample</li> </ul>		
26-01-2026 -31-02-2026 Week 3	<ul style="list-style-type: none"> <li>• Classification and Presentation- Classification-rules of classification, basis of classification, frequency distribution</li> </ul>		
02-02-2026-07-02-2026 Week 4	<ul style="list-style-type: none"> <li>• Presentation: Tabular, Diagrammatic, Assignment 1</li> </ul>		
09-02-2026 -14-02-2026 Week 5	<ul style="list-style-type: none"> <li>• Graphic difference between diagrams and graphs.</li> </ul>		
16-02-2026- 21-02-2026 Week 6	<ul style="list-style-type: none"> <li>• Measures of Central Tendency: Concept and objectives of an average, requisites of a measure of central tendency, types of averages</li> </ul>		
23-02-2026-28-02-2026 Week 7	<ul style="list-style-type: none"> <li>• Mathematical averages</li> </ul>		
02-03-2026-07-03-2026 Week 8	<ul style="list-style-type: none"> <li>• Holi Vacations</li> </ul>		
09-03-2026-14-03-2026 Week 9	<ul style="list-style-type: none"> <li>• Assignment 2, Positional averages, applications and limitations</li> </ul>		
16-03-2026-21-03-2026 Week 10	<ul style="list-style-type: none"> <li>• Measures of Dispersion</li> </ul>		
23-03-2026 -28-03-2026 Week 11	<ul style="list-style-type: none"> <li>• Unit Test, Skewness: Concept and objectives and significance of measuring dispersion</li> </ul>		
30-03-2026-04-04-2026 Week 12	<ul style="list-style-type: none"> <li>• Requisites of measures of dispersion, absolute and relative measures of dispersion</li> </ul>		
06-04-2026-11-04-2026 Week 13	<ul style="list-style-type: none"> <li>• Types of measures of dispersion-Range, Quartile deviation</li> </ul>		
13-04-2026-18-04-2026 Week 14	<ul style="list-style-type: none"> <li>• Mean deviation, standard deviation and their coefficient</li> </ul>		
20-04-2026-25-04-2026 Week 15	<ul style="list-style-type: none"> <li>• Skewness-Meaning and absolute and relative measures of skewness</li> </ul>		
27-04-2026-02-05-2026 Week 16	<ul style="list-style-type: none"> <li>• Concept of Kurtosis</li> </ul>		
04-05-2026-09-05-2026 Week 17	<ul style="list-style-type: none"> <li>• Revisionary Classes</li> </ul>		

*Shaina*  
Shaina Tehria  
Assistant Professor  
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Principal  
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## Lesson Plan

**Class**  
B.B.A. SEM-II

**Subject**  
Indian Economy

**Session: 2025-26**  
**Tutor: Shaina Tehria**

	Internal Marks:30	External Marks:70	Time: 3Hrs.
Month	Topic/s		
13-01-2026- 17-01-2026 Week 1	<ul style="list-style-type: none"> <li>Concepts of Economics, Definition of Economics: Adam Smith, Alfred Marshall, Lionel Robbins, Samuelson: Types of Economics: Developed and Developing</li> </ul>		
19-01-2026 -24-01-2026 Week 2	<ul style="list-style-type: none"> <li>Economic Systems: Capitalism, Socialism and mixed economy, Mechanism used to solve the basic problems faced by each economy.</li> </ul>		
26-01-2026 -31-02-2026 Week 3	<ul style="list-style-type: none"> <li>Concept of economic growth, Economic Development</li> </ul>		
02-02-2026-07-02-2026 Week 4	<ul style="list-style-type: none"> <li>An Overview of Indian Economy: Evolution of Indian Economy, Assignment 1</li> </ul>		
09-02-2026 -14-02-2026 Week 5	<ul style="list-style-type: none"> <li>Basic Characteristics of Indian Economy, Structure of Indian Economy: Primary Sector, Secondary Sector &amp; Tertiary Sector</li> </ul>		
16-02-2026- 21-02-2026 Week 6	<ul style="list-style-type: none"> <li>Trends in National Income, Occupational Distribution, Work Force Participation</li> </ul>		
23-02-2026-28-02-2026 Week 7	<ul style="list-style-type: none"> <li>Changes in occupational structure, GDP &amp; GNP</li> </ul>		
02-03-2026-07-03-2026 Week 8	<ul style="list-style-type: none"> <li>Holi Vacations</li> </ul>		
09-03-2026-14-03-2026 Week 9	<ul style="list-style-type: none"> <li>Assignment 2, Economic Planning in India: Definition of Economic Planning, History of economic Planning</li> </ul>		
16-03-2026-21-03-2026 Week 10	<ul style="list-style-type: none"> <li>Objectives of Economic Planning, Types of Planning</li> </ul>		
23-03-2026 -28-03-2026 Week 11	<ul style="list-style-type: none"> <li>Achievements of Planning, Financial Resources for 5-years Plans</li> </ul>		
30-03-2026-04-04-2026 Week 12	<ul style="list-style-type: none"> <li>Unit Test, Basic Economic Development in India: Parameters of Development</li> </ul>		
06-04-2026-11-04-2026 Week 13	<ul style="list-style-type: none"> <li>Indian Economy in Pre-British Period, Economy till 2008&amp;after 2008</li> </ul>		
13-04-2026-18-04-2026 Week 14	<ul style="list-style-type: none"> <li>Structural Changes in Indian Economy</li> </ul>		
20-04-2026-25-04-2026 Week 15	<ul style="list-style-type: none"> <li>Structural Changes in Indian Economy after liberalization</li> </ul>		
27-04-2026-02-05-2026 Week 16	<ul style="list-style-type: none"> <li>Current Challenges facing Indian Economy, sustainable Development</li> </ul>		
04-05-2026-09-05-2026 Week 17	<ul style="list-style-type: none"> <li>Revisionary Classes</li> </ul>		

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**GOVERNMENT COLLEGE FOR WOMEN, HISAR**

**Lesson Plan January 2026 to May 2026**

Class:  
**BB A&B.COM-I SEM-II**

Subject: Business Etiquettes  
Course Code: C24VAC112T

Session : 2025-26  
Tutor : Satish Singla  
Internal: 15 External-35

Date	2days /Week (3-4)Day	Topics to be covered
13-1-2026 to 17-1-2026	Week 1	Introduction to Business Etiquette: Definition and Importance of business etiquette.
19-1-2026 to 24-1-2026	Week 2	Cultural considerations in global business etiquette. Impact of etiquette on professional reputation and Success. .
27-1-2026 to 31-1-2026	Week 3	Verbal and Non-verbal Communication: Effective communication skills in business
02-2-2026 to 07-2-2026	Week 4	Verbal etiquette: tone, language, and clarity. Non-verbal cues: body language, gestures, and eye contact.
09-2-2026 to 14-2-2026	Week 5	Workplace Etiquette and Ethics: Office etiquette: behavior, dress code, and punctuality
16-2-2026 to 21-2-2026	Week 6	Ethical considerations in business interactions. Handling conflicts and disagreements professionally
23-2-2026 to 28-2-2026	Week 7	Business Meetings and Presentations: Etiquette in meetings - Etiquette in presentations.
01-3-2026 to 08-3-2026		Vacations (Holi)
09-3-2026 to 14-3-2026	Week 8	Class Test/Quiz/Presentation -4Marks (Tentative)
16-3-2026 to 21-3-2026	Week 9	Preparation and conduct during meetings
23-3-2026 to 28-3-2026	Week 10	. Delivering effective presentations with confidence..
30-3-2026 to 31-3-2026	Week 11	Job Search and Career Etiquette: Job interview etiquette: preparation, behavior, and follow-up.
01-4-2026 to 04-4-2026	Week 12	Etiquette in workplace scenarios: promotions, resignations
06-4-2026 to 11-4-2026	Week 13	Mid Term Exam-7Marks
13-4-2026 to 18-4-2026	Week 14	Presentations
20-4-2026 to 25-4-2026	Week 15	Presentations
27-4-2026 to 30-4-2026	Week 16	Etiquette in workplace scenarios: Networking for career advancement
01-5-2026 to 04-5-2026	Week 17	Exam Preparation and Doubt Classes

**Note:** The schedule of internal assessment activities such as class tests, assignments, Quiz, Viva, Presentations, etc., is Tentative and may be revised/modified as per academic requirements.

**Satish Singla**  
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