

Business organization
Teaching Plan / Lesson No. 1

Name of the Topic	Business Features
Hours required	4
Learning Objectives	Business scope and nature
Previous knowledge to be reminded	What is business. Definition. Features Types & Industries
Examples / Illustrations	yes
Additional inputs	News Paper
Teaching Aids used	chalk piece, Black Board
References cited	
Student Activity Planned after the teaching	Assignment
Activity planned outside the class room, if any	Library
Any other activity	Home work has to give
Topic Synopsis	(Continue on the reverse side if needed) <u>Business features</u> :- ① profit motive ② commercial transaction ③ Risk and uncertainty ④ legal Entity ⑤ private ownership ⑥ competition ⑦ production and distribution ⑧ profit maximization

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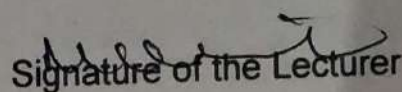
Teaching Plan / Lesson No. 2

Name of the Topic	Promotion & Business.
Hours required	4
Learning Objectives	
Previous knowledge to be reminded	
Examples / Illustrations	yes.
Additional inputs	news papers
Teaching Aids used	chalk piece, Black Board
References cited	
Student Activity Planned after the teaching	Assignment
Activity planned outside the class room, if any	Library
Any other activity	Home work has to give
Topic Synopsis	(Continue on the reverse side if needed) <u>Promotion & Business</u>: Promotion is a crucial aspect of business strategy that aims to create awareness, generate interest, and persuade potential customers. ① Advertising ② sales promotion ③ public Relation ④ digital marketing ⑤ social marketing

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Teaching Plan / Lesson No. 3

Name of the Topic	Form & Business organization
Hours required	5
Learning Objectives	
Previous knowledge to be reminded	
Examples / Illustrations	yes
Additional inputs	new papers
Teaching Aids used	chart, paper, Black Board
References cited	
Student Activity Planned after the teaching	Assignment
Activity planned outside the class room, if any	Library
Any other activity	Home work has to given
Topic Synopsis	(Continue on the reverse side if needed) <u>Form & Business organization:-</u> 1. Sole Proprietor 2. Partnership Business 3. Joint stock Company 4. public Sector Enterprises 5. Multinational Corporations


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Teaching Plan / Lesson No.

Name of the Topic	Plant layout
Hours required	04
Learning Objectives	
Previous knowledge to be reminded	
Examples / Illustrations	yes
Additional inputs	newspaper
Teaching Aids used	chalk piece Black Board
References cited	
Student Activity Planned after the teaching	assignment
Activity planned outside the class room, if any	library
Any other activity	home work has to given.
	(Continue on the reverse side if needed)
Topic Synopsis	<u>Plant layout</u> 1. process layout 2. Product layout 3. Fixed-position layout 4. cellular layout 5. Hybrid layout

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benefits
spec utilization
safety and ergonomics
flexibility
material handling
equipment and installation
support access

Teaching Plan / Lesson No.

Name of the Topic	Computer Essentials, Block diagram
Hours required	4
Learning Objectives	
Previous knowledge to be reminded	
Examples / Illustrations	per
Additional inputs	new papers
Teaching Aids used	chalk piece, Black Board
References cited	
Student Activity Planned after the teaching	Assignment
Activity planned outside the class room, if any	Library
Any other activity	Home work has to given.
Topic Synopsis	(Continue on the reverse side if needed) <u>Block diagram:-</u> ① Input ② Processing ③ output ④ Feedback

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Teaching Plan / Lesson No.

Name of the Topic	Sales Promotion Nature and Scope
Hours required	5
Learning Objectives	
Previous knowledge to be reminded	
Examples / Illustrations	yes
Additional inputs	New Papers
Teaching Aids used	Chalk Piece, Black Board
References cited	Scott Neslin
Student Activity Planned after the teaching	Assignment
Activity planned outside the class room, if any	Especially
Any other activity	Home work has to given.
Topic Synopsis	(Continue on the reverse side if needed) <u>Nature & Sales Promotion :-</u> 1. Non-Recurring Activity 2. Targeted Action 3. Motivation and Extra Incentive 4. Acceleration Tools 5. Non-Media Activity 6. Planned Activity 7. Versatile

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Scope & Sales Promotion

1. To Introduce new product
2. To Attract new customers
3. To Induce present customers to buy
4. To help firm remain competitive
5. To Increase the inventories &

Business buyers

Teaching Plan / Lesson No.

Name of the Topic	Sales Promotion types
Hours required	5
Learning Objectives	
Previous knowledge to be reminded	
Examples / Illustrations	yes
Additional inputs	news papers
Teaching Aids used	chalk piece Black Board
References cited	Scott Mc Shin
Student Activity Planned after the teaching	Assignment
Activity planned outside the class room, if any	Library
Any other activity	Home work has to given
Topic Synopsis	(Continue on the reverse side if needed) <u>Types & sales promotion :-</u> 1. Dealer sales promotion 2. Sales force promotion 3. customer sales promotion <u>Examples of customer sales promotion</u> 1. coupons 2. discounts

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Teaching Plan

Name of the Topic	Tools & Sales Promotion
Hours required	5
Learning Objectives	
Previous knowledge to be reminded	
Examples / Illustrations	yes
Additional inputs	work papers
Teaching Aids used	chalk piece black board
References cited	Scott McSlin
Student Activity planned after the teaching	Assignment
Activity planned outside the class room, if any	Librany
Any other activity	Home work has to given
Topic Synopsis	(Continue on the reverse side if needed) <u>Tools & Sales Promotion:-</u> 1. samples 2. coupons 3. Demonstration 4. cash refund offers 5. premium 6. prize offer

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7. Consumer Sweepstakes

8. Buy back allowance

9. Contests

Teaching Plan / Lesson No. 4

Name of the Topic	Need & Sales promotion
Hours required	5
Learning Objectives	
Previous knowledge to be reminded	
Examples / Illustrations	yes
Additional inputs	news papers
Teaching Aids used	chalk piece Black Board
References cited	Scott Neglin
Student Activity Planned after the teaching	Assignment
Activity planned outside the class room, if any	Library
Any other activity	Home work has to given.
Topic Synopsis	(Continue on the reverse side if needed) <u>Need & sales budget:-</u> 1. Determine sales Goals 2. Cash flow management 3. Estimate overhead costs 4. Develop care strategies 5. Streamlines Business process 6. Estimation of cash flow 7. Measure & control.

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Teaching Plan / Lesson No. 5

Name of the Topic	Sales force Management and designing
Hours required	
Learning Objectives	
Previous knowledge to be reminded	
Examples / Illustrations	Yes
Additional inputs	News papers Chack peace, Black Board
Teaching Aids used	chack peace, Black Board
References cited	Scott Nestin
Student Activity Planned after the teaching	Assignment
Activity planned outside the class room, if any	Library
Any other activity	Home work has to given
Topic Synopsis	(Continue on the reverse side if needed) <u>Designing & Sales force management:-</u> 1. Determining the personal selling objectives & the firm 2. Formulating -Sales policies 3. Structuring the sales force 4. Deciding on the size & sales force 5. Fixing sales Quotas and targets 6. Creating a sales force.

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7. Managing the Sales Force

8. sales communication and Reporting

9. Sales coordination/control

Teaching Plan / Lesson No.

Name of the Topic	Scope & Financial Management
Hours required	5
Learning Objectives	
Previous knowledge to be reminded	
Examples / Illustrations	yes.
Additional inputs	News papers
Teaching Aids used	Chalk piece & Black Board
References cited	Scott Neslin
Student Activity Planned after the teaching	Assignment
Activity planned outside the class room, if any	Library
Any other activity	Home work has to given.
Topic Synopsis	(Continue on the reverse side if needed) <u>Scope & Financial Management:-</u> 1. Financial planning 2. Capital budgeting 3. Financial Analysis and Reporting 4. Risk management 5. Working Capital management 6. Capital structure management 7. Corporate Finance 8. International Financial management

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Teaching Plan / Lesson No. 1

Name of the Topic	Nature Scope & Financial management
Hours required	4
Learning Objectives	
Previous knowledge to be reminded	
Examples / Illustrations	yes
Additional inputs	new papers
Teaching Aids used	chalk piece Black Board
References cited	
Student Activity Planned after the teaching	Assignment
Activity planned outside the class room, if any	Library
Any other activity	Home work has to given.
Topic Synopsis	(Continue on the reverse side if needed) <u>Scope & Financial management:-</u> ① Financial planning ② Capital Budgeting ③ Financial Analysis and reporting ④ Risk management ⑤ Working capital management ⑥ Capital structure management

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Nature of Financial management

1. Wealth maximization
- ② Profit maximization
- ③ Liquidity management
- ④ Cost control
- ⑤ Investment management
- ⑥ Debt management
- ⑦ Tax optimization
- ⑧ Financial securities

Teaching Plan / Lesson No. 2

Name of the Topic	Meaning and Significance of Cost & Capital
Hours required	4
Learning Objectives	
Previous knowledge to be reminded	
Examples / Illustrations	Yes
Additional inputs	new papers
Teaching Aids used	Chalk Piece, Black Board
References cited	
Student Activity Planned after the teaching	Assignment
Activity planned outside the class room, if any	Library
Any other activity	Home work has to given.
Topic Synopsis	(Continue on the reverse side if needed) <u>Significance of cost & capital (-</u> ① Capital Allocation ② Investment Evaluation ③ Financial planning ④ valuation ⑤ Risk Assessment ⑥ Capital structure optimization

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Teaching Plan / Lesson No. 3

Name of the Topic	Nature & Investment decisions
Hours required	4
Learning Objectives	
Previous knowledge to be reminded	
Examples / Illustrations	yes
Additional inputs	News papers
Teaching Aids used	chalk pen & Black Board
References cited	
Student Activity Planned after the teaching	Assignment
Activity planned outside the class room, if any	Library
Any other activity	Home work has to given.
Topic Synopsis	(Continue on the reverse side if needed) <u>Nature & Investment decisions:-</u> ① Risk and Return Analysis ② Time Horizon ③ Diversification ④ Liquidity Considerations ⑤ Tax Implications ⑥ Market conditions

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- Teaching Plan / Lesson Plan
- (1) Financial goals
 - (2) Investment strategies to consider
 - (3) Ethical and social considerations
 - (4) Cost considerations

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Client's Portfolio

Client's Portfolio

Assignment

Assignment

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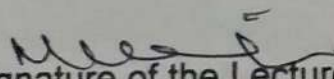
Teaching Plan / Lesson No. 4

Name of the Topic	Types & working Capital
Hours required	4
Learning Objectives	
Previous knowledge to be reminded	
Examples / Illustrations	yes
Additional inputs	news papers
Teaching Aids used	chalk piece Black Board
References cited	
Student Activity Planned after the teaching	Assignment
Activity planned outside the class room, if any	Library
Any other activity	Home work has to given
Topic Synopsis	(Continue on the reverse side if needed) <u>Types & working Capital :-</u> ① Gross working Capital ② Net working Capital ③ Temporary working Capital ④ Fixed working Capital ⑤ Reserve working Capital ⑥ Special working Capital

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Teaching Plan / Lesson No.

Name of the Topic	Dividend models
Hours required	4
Learning Objectives	
Previous knowledge to be reminded	
Examples / Illustrations	yes
Additional inputs	New papers
Teaching Aids used	chalk piece Black Board
References cited	
Student Activity Planned after the teaching	Assignment
Activity planned outside the class room, if any	Library
Any other activity	Home work has to given
Topic Synopsis	(Continue on the reverse side if needed) <u>Dividend models.</u> ① Dividend Discount model ② Dividend Yield model ③ Total Payout model ④ Adjusted Dividend Model.


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