



| w | - | ${ }^{\infty}$ | $\pm$ | $\approx 2$ | Unit 7: Directing | 15 | Directing: Concept <br> , Directing: <br> importance <br> Elements of <br> Directing, <br> Motivation - <br> concept, Maslow's <br> hierarchy of needs <br> Financial and non- <br> financial <br> incentives <br> Leadership - <br> concept, styles - <br> authoritative, <br> democratic and <br> laissez faire, <br> Communication - <br> concept <br> formal and <br> informal <br> communication <br> Discuss case <br> studies, MCQ, T/F <br> \& Fill ups |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| TH | $\sim$ | $\cdots$ | $\stackrel{1}{2}$ | $\cdots$ | $\stackrel{\circ}{\circ}$ |  |  |  |  |  |
| \% | - | $\bigcirc$ | $=$ | \# | Unit 8: Controlling |  | Controlling <br> Concept, <br> Controlling - <br> importance <br> Steps in process <br> of control, <br> Relationship <br> between directing <br> and controlling |  |  |  |
| 5 S | Total | $\stackrel{7}{7}$ | $\stackrel{\square}{\text { King }}$ | $\stackrel{2}{2}$ | $26$ |  |  |  |  |  |
|  |  | Julv |  |  | Unit 8: Controlling |  | Discuss case studies |  |  |  |
| su | ${ }^{-1}$ | m |  | 결 | $\stackrel{\sim}{2}$ |  |  |  |  |  |
| m |  | - | 7 | $\pm \sim$ | $\stackrel{ }{*}$ | 1 | ${ }_{\substack{\text { MCQ, } \\ \text { ups }}}^{\text {T/F \& Fill }}$ |  |  |  |
| ¢ |  | $\cdots$ | $\approx$ | $\stackrel{\circ}{\circ}$ | $\stackrel{\circ}{\sim}$ | 1 | Class Test |  |  |  |
| w |  | - | \% | : 2 | $\text { A } \begin{aligned} & \text { Unit 9: Financial } \\ & \text { Management } \end{aligned}$ | 14 | Financial Management: Concept, Financial Management: objectives Financial Management: role |  |  |  |
| т ${ }^{\text {¢ }}$ |  | - | $\pm$ | \% | ~ |  | Financial Planning - concept, Capital Structure - concept |  |  |  |
| F | - | $\infty$ | $\because$ | * 2 | ะ |  | Capital Structure factors affecting capital structure |  |  |  |
| sa | $\sim$ | $\cdots$ | $\stackrel{-}{-}$ | $\cdots$ \% | \% |  | Fixed and Working Capital - Concept |  |  |  |
|  | тотад | work | King da | dars | ${ }_{-19}^{26-7(E X A M ~ D A Y)}$ |  |  |  |  |  |
|  |  | AUGU |  |  | Unit 9: Financial Management | 4 | Fixed and Working Capital - factors affecting their requirements |  |  |  |
| su |  | - | $\pm$ | 玉 ${ }_{\text {a }}$ | $\stackrel{\sim}{\sim}$ |  |  |  |  |  |
| m | - | $\infty$ | $\eta$ | * 2 | - | 1 | $\begin{aligned} & \text { MCQ, T/F \& Fill } \\ & \text { ups } \end{aligned}$ |  |  |  |
| ¢ ${ }_{\text {¢ }}$ | $\sim$ | $\cdots$ | $\stackrel{\square}{-}$ | $\cdots$ \% | $\because$ | 14 | ${ }_{\text {Class test }}$ |  |  |  |
| w | m | - | A | : $=$ | Unit 10: Financial Markets | 14 | Financial Markets: <br> Concept, Financial <br> Markets: <br> Functions <br> Financial Markets: types, Money market and its instruments Capital market: Concept, types (primary and secondary) methods of floatation in the primary market Stock Exchange Meaning and Functions, , |  |  |  |
| тH | * | 7 | $\stackrel{\sim}{\sim}$ | $\stackrel{\sim}{\sim}$ |  |  | Stock Exchange- Trading procedure |  |  |  |
| F | - | $\approx$ | 2 | $\stackrel{\sim}{\sim}$ |  |  | Securities and <br> Exchange Board of India (SEBI) - <br> objectives, <br> Securities and <br> Exchange Board of <br> India (SEBI) - <br> functions |  |  |  |
| sa | - | $\cdots$ | \% | a |  | 4 | (liscuss case |  |  |  |
|  | Total | work | king dat |  | ${ }_{\substack{\text { a }}}^{24.2(\text { EXAM DAY) }}$ |  |  |  |  |  |
|  |  | SPTEM | MBER |  | Unit 10: Financial Markets | 2 | $\underset{\substack{\text { MCQ, T/F \& Fiil } \\ \text { uss }}}{\substack{\text { cest }}}$ |  | $\xrightarrow{\text { nttpss://doccs.google. }}$ aMM40FVCNpLOQntKpfTSnCIBQ/edit? |  |
| Su <br> S <br> m |  | $\stackrel{\square}{\circ}$ |  | $\stackrel{\stackrel{\circ}{\square}}{\stackrel{\circ}{\circ}}$ | $\stackrel{\sim}{*}$ |  | Class test |  |  |  |
| T |  | $\bullet$ | $\stackrel{\sim}{\sim}$ | $\stackrel{\square}{2}$ | $\stackrel{\sim}{\sim}$ |  |  |  |  |  |
| w |  | - | $\pm$ | - | $\sim{ }_{\sim}^{\text {Unit 11: Marketing }}$ | 11 | Marketing- Concept, functions and philosophies |  |  |  |
| тн | - | $\infty$ | $\stackrel{\square}{\square}$ | $\approx 2$ | ะ |  | Marketing- <br> Product, Price and <br> Standard |  |  |  |
| F | $\sim$ | $\cdots$ | $\stackrel{\square}{\sim}$ | \% m | $\stackrel{\circ}{\circ}$ |  | Marketing Mix Concept |  |  |  |
| SA | m | $\bigcirc$ | A | \# |  |  | Marketing Mix elements, Product - branding and labelling -Concept Product packaging Concept |  |  |  |
|  | тотаL | work | king da |  | ${ }_{\text {cis }}^{26-13(E X A M ~ D A Y) ~}$ |  |  |  |  |  |
|  |  | остов |  |  | Unit 11: Marketing | 14 | Price - Concept, Factors determining price |  |  |  |
| su | \% |  | $\cdots$ | $\because \sim$ | ~ |  | Physical <br> Distribution - <br> concept |  |  |  |
| м | = | $m$ | - | A | ~ |  | Promotion - <br> Concept and <br> elements; <br> Advertising and <br> Personal Selling, <br> Discuss case <br> studies |  |  |  |
| т |  | - | 7 | $\pm \sim$ | $\stackrel{ }{*}$ | ${ }^{3}$ | ( Discuss case |  |  |  |
| w |  | $\cdots$ | $\approx$ | \% | $\stackrel{\square}{\sim}$ | 1 | $\begin{aligned} & \text { suaves } \\ & \begin{array}{l} \text { MCQ, T/F \& Fill } \\ \text { ups } \end{array} \\ & \hline \end{aligned}$ |  |  |  |
| TH |  | $\cdots$ | $\cdots$ | - |  |  |  |  |  |  |












