

M.COM-SEMESTER-I
LESSON PLAN

Name of the Subject	Name of Class teacher	Syllabus to be Covered in July- August, 2023	Syllabus to be Covered in September, 2023	Syllabus to be Covered in October, 2023	Syllabus to be Covered in November, 2023	Signature
1. Company Law	Ms Neelam	Company law- history, meaning, types, promotion, MOA	AOA, prospectus, share capital- issue, allotment, transfer of shares, buy back	Director- powers and appointment, legal position, company meeting, reconstruction and amalgamation	Prevention and oppression, mismanagement, winding up of companies	<i>Neelam</i>
2. Marketing Management	Ms Chanchal	Marketing overview in details, marketing mix, information system and marketing research	Consumer behavior, product in detail, product mix, promotion mix	Price determination, distribution and logistics, social, ethical and legal aspects of marketing	Marketing and information economy, direct and online marketing	<i>Chanchal</i>
3. Business Environment	Ms Savita	Business environment, nature and importance, environmental scanning	Economic planning in India, privatization, globalization, business ethics, corporate governance	Fiscal policy, monetary policy, Industrial policy, exim policy, Industrial sickness, SSI's	Environmental protection act, CPA, Competition act, FEMA, RTI	<i>Savita</i>
4. Accounting for managerial decisions	Mr. Kirat pal	Nature of Management accounting, MIS	Responsibility acc. Budget, Standard costing and variance analysis	Absorption and marginal costing, management applications	Contemporary Issues- I, II, III	<i>Kirat pal</i>
5. Managerial Economics	Ms Kavita	Nature and Significance, demand analysis	Production analysis, Cost in SR and LR	Price determination	Business Cycles, Inflation	<i>Kavita</i>
6. Organisational Behaviour	Ms Ritu	Concepts, approaches, scope, nature, significance and criticism	Personality, perception	Learning, Group dynamics	Transactional analysis	<i>Ritu</i>

Ritu
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M.COM-SEMESTER-III
LESSON PLAN

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1.Human Resource Development	Ms Neelam	HRD-concept, goal Principal functions and qualities, role and responsibilities of HRD	Knowledge management learning and learning organizations	Role analysis, competency mapping, employee socialization and introduction of training	Executive development organization, health organization and climate	<i>Neelam</i>
2.Entrepreneurship Development	Ms Chanchal	Entrepreneurship concept nature scope, factors entrepreneurial growth, major motivational and influence on entrepreneurs, stress Mgt	Entrepreneurship development program, small enterprise, definition, classification, characteristics, ownership structure	Market survey and opportunities, identification, project report preparation	Environmental consideration and PPE for safety at work places	<i>Chanchal</i>
3.Financial Institutions & Market	Ms Savita	Nature & role of FIS financial markets, system-an overview	Money market capital market Govt. securities market. Role of SEBI	Development banks IFSC, ICICI, IDBI, IRBI, SIDBI, state development banks.	Mutual funds designing and marketing. Latest mutual funds schemes in India	<i>Savita</i>
4.computer Applications in Business	Mr. Kirat pal	Definition, components, characteristics, input and output.	Memory, storage, CPU, processor application, utility	Operating system, real time application.	Open-source software, Ms-word, excel, topologies etc	<i>Kirat pal</i>
5.Marketing Research	Ms Kavita	Nature, scope, process	Problem formulation, research design, sampling design	Sampling tech, qualitative research process & tech.	Observation & survey	<i>Kavita</i>
6.Advertising Management	Ms Ritu	Introduction	Advertising objectives and budget	Copy development and testing, media planning	Organization and control of advertising effect	<i>Ritu</i>

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