

Tentative Lesson plan
Ms. Savita Rani, Assistant professor of Commerce
Session 2024-25 (odd semester)

Class – M.com 3rd Semester
Subject – Financial Institutions and Markets
Course Code – MC-304

Month	Days	Content
August 2024	(1 August– 15 August)	Introduction: Nature and role of financial system; Financial system and financial markets; Financial system and economic development
	(16 August – 31 August)	Indian Financial System-an overview. Money Market; Capital Market: primary and secondary markets
September 2024	(1 September –15 September)	Government securities market; Recent developments in Indian capital market; Role of SEBI- an overview.
	(16 September –30 September)	Development Banks: Concept, objectives and functions of development banks; Operational and promotional activities of development banks
October 2024	(1 October – 15 October)	IFCI, ICICI, IDBI, IRBI, SIDBI, State development banks and state financial corporations.
	(16 October –31 October)	Merchant Banking: Concept, functions and growth; Government policy on merchant banking services
November 2024	(1 November – 15 November)	SEBI guidelines future of merchant banking in India. Mutual Funds: Concept, performance appraisal and regulation of mutual funds.
	(15 November – 30 November)	Designing and marketing of mutual funds schemes; Latest mutual fund schemes in India- an overview.

Course outcome: -

After completing this course, the learner will be able to:

1. understand the basics of Indian capital market.
2. understand the stock market regulator and provisions for investor's protection.
3. get acquainted with the functioning of stock exchanges of India.
4. understand the depository system of Indian capital market.

Savita

Savita
Savita Rani

Tentative Lesson plan
Ms. Kavita Kumari, Assistant professor of Commerce
Session 2024-25 (odd semester)

Class – M.com 3rd Semester
Subject – Marketing Research

Month	Days	Content
August 2024	(1 August– 15 August)	Introduction to Marketing Research: Nature, scope and importance; Marketing research process.
	(16 August – 31 August)	Formulating the Problem, Research Design
September 2024	(1 September –15 September)	Research Design, Exploratory, experimental and descriptive research,
	(16 September –30 September)	Sampling design; Sources of information; Designing questionnaire; Methods of data collection;
October 2024	(1 October – 15 October)	Scaling techniques; Sampling and non-sampling errors.
	(16 October –31 October)	Qualitative Research: Meaning, process and methodologies
November 2024	(1 November – 15 November)	Qualitative Research Techniques: Observation, Survey.
	(15 November – 30 November)	Revision

Course outcomes: -

After completing this course, the learner will be able to:

1. Know the basics of Research Methodology.
2. Understand how to frame research design.
3. Understand the sampling design and scaling techniques to practically implement in research.

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Kavita Kumari

Tentative Lesson plan
Ms. Chanchal Verma, Assistant professor of Commerce
Session 2024-25 (odd semester)

Class – M.com 3rd Semester

Subject – ENTREPRENEURSHIP DEVELOPMENT

Course Code – MC 314

Month	Days	Content
August 2024	(1 August– 15 August)	Entrepreneurship: concept, nature and scope; factors affecting entrepreneurial growth;
	(16 August – 31 August)	major motives influencing an entrepreneur; stress management; entrepreneurship development programs.
September 2024	(1 September –15 September)	Small Enterprises: Definition, Classification – Characteristics, Ownership Structures.
	(16 September –30 September)	Market Survey and Opportunity Identification: starting a small scale industry, registration procedures, list of items reserved for small scale industry
October 2024	(1 October – 15 October)	assessment of demand and supply in potential areas of growth, understanding business opportunity, considerations in product selection, data collection for setting up small ventures
	(16 October –31 October)	Project Report Preparation: Managerial and Operational aspects of small business; Human relations and performance in organization; Institution supporting entrepreneurial growth.
November 2024	(1 November – 15 November)	Environmental considerations: concept of ecology and environment, air, water and noise pollution standards and control.
	(15 November – 30 November)	Personal Protection Equipment (PPEs) for safety at work places.

Course outcomes: -

After completing this course, the learner will be able to:

1. Develop the understanding of theoretical framework of Entrepreneurship.
2. Understand the concept of Market Survey and Opportunity Identification
3. To understand about Environmental considerations
4. To understand and develop the knowledge of SSI.

Smt. Chanchal Verma


Chanchal Verma

Tentative Lesson plan
Ms. Neelam Kumari Dhusia Assistant Professor of Commerce
Session 2024-25 (odd semester)

Class – M.com 3rd Semester
Subject – Human Resource Development
Course Code –MC-316

Month	Days	Content
August 2024	(1 August– 15 August)	Human Resource Development: Concept, goals, scope, principles and functions; approaches to Human Resource Development.
	(16 August – 31 August)	Human Resource Management and Human Resource Development; Qualities, role and responsibilities of HRD manager Designing HRD System, organizational effectiveness; HRD strategies; Emerging trends and challenges in HRD.
September 2024	(1 September –15 September)	Knowledge Management: meaning and forms of knowledge, meaning, importance, process and tools of knowledge management, barriers to knowledge management.
	(16 September –30 September)	Learning and HRD: meaning, principles, process and theories of learning, learning styles and strategies; Role analysis for HRD: concept of role and role analysis, benefits and techniques of role analysis
October 2024	(1 October – 15 October)	Competency Mapping: meaning, need and methodology; development of competency set. Employee Socialization and Orientation: concept, categories and content of learning in socialization, socialization approaches
	(16 October –31 October)	Assessing HRD needs; Designing Training and Development programme; Implementation of training and development programmes;
November 2024	(1 November – 15 November)	Evaluation of training and development programmes, Organisation health
	(15 November – 30 November)	Organisation climate Revision

Course outcomes: -

1. Explain human resources development (HRD) and its theories, the difference between education, training, learning and the concept of the transfer of learning;
2. Critique the relationship between organisational development (OD) and HRD contribution to organisational effectiveness;
3. Apply and evaluate a learning process starting with training needs analysis to assessment and evaluation process;
4. Evaluate the HRD role dealing with contemporary challenges.

Neelam
Ms. Neelam Kumari Dhusia

*See
 Akshay*

Tentative Lesson Plan
Ms. Ritu Sharma, Assistant Professor of Commerce
Session 2024-25 (odd semester)

Class – M.com 3rd Semester
Subject – Advertising Management
Course Code – MC-309

Month	Days	Content
August 2024	(1 August– 15 August)	Introduction to Advertising: Advertising nature and importance; Communication process; Advertising and communication.
	(16 August – 31 August)	Types of advertising; Advertising management process – an overview; Ethics and advertising; Social and Economic aspects of advertising.
September 2024	(1 September –15 September)	Advertising Objectives and Budget: Determining advertising objectives; Methods of determining advertising budget.
	(16 September –30 September)	Copy Development and Testing: Determining advertising message and copy headlines, body, copy logo, illustration, Creative styles and advertising appeals.
October 2024	(1 October – 15 October)	Media Planning: Print, broadcasting media and other media; Media planning – media selection and scheduling.
	(16 October –31 October)	Organization and control of Advertising Effort: Role of advertising agencies.
November 2024	(1 November – 15 November)	Advertising agency and client relationship; Evaluating advertising effectiveness – Pre and post-tests.
	(15 November – 30 November)	Revision

Learning Outcomes: -

After completing this course, the learner will be able to:

1. Meaning & Concept of advertising, Communication process, social, Economic aspects & ethics of advertising.
2. Advertising Budget objectives and methods, advertising copy development & testing.
3. Media Planning, selection & Scheduling, Role of advertising agencies.
4. Client Agency relationship, advertising effectiveness evaluation- pre-testing & post testing.

Ritu

Ritu Sharma

Sun
Rishi
Principal
RGG College, Sana (Amroha)

LESSON PLAN SESSION (2024-25)

Name of the Teacher: Sh. Kirat Pal.

Designation: Assistant Professor

Class: M.Com 2nd Year (3th Semester)

Subject Name: Computer Application in Business

DATE/MONTH	DESCRIPTION
01-08-2024 to 15-08-2024	Computer System: Meaning, scope, types; Basic computer organization: Central Processing Unit
16-08-2024 to 31-08-2024	, input, output, and storage devices; Introduction to software; System software - operating system,
01-09-2024 to 15-09-2024	user interface and its types;
16-09-2024 to 30-09-2024	Application software - word processing, spreadsheets; Introduction to databases, tables, queries, reports and form generation.;
01-10-2024 to 15-10-2024	Fuzzy Logic, etc. Information Technology in Business: Concept of information technology
16-10-2024 to 26-10-2024	Local Area Network- media & topologies and Wide Area Networks;
04-11-2024 to 15-11-2024	Electronic data processing; Intranet and extranet, concept and evolution; World Wide Web; Multimedia technologies; Video conferencing;
16-11-2024 to 30-11-2024	Broadband networks; Planning and designing web pages & revision

Outcome of the subject: - After the completion of syllabus the student may be able to know the following:-
Proficiency in Software Applications: Mastery of commonly used software applications such as Microsoft Office (Word, Excel, PowerPoint) and understanding their business applications. • **Understanding Business Information Systems:** Knowledge of how information systems support business operations, including ERP (Enterprise Resource Planning) and CRM (Customer Relationship Management) systems. • **Data Analysis and Visualization:** Competence in using tools like Excel or Tableau for data analysis and visualization, enabling informed decision-making based on data insights.