

I.B. (PG) COLLEGE, PANIPAT
(SESSION 2019-20)

Weekly Lesson Plan (January 2020 - April 2020)

Name of the Paper:- **CONSUMER BEHAVIOUR** Class-MCOM Final

Name of the Teacher: Prof. Neha Rani

WEEK	DATE	CONSUMER BEHAVIOUR
1	January (1 - 4)	Meaning, Definition and Process of Consumer Behaviour
		Different Consumer Behaviour, Roles and Nature
		Determinants of Consumer Behaviour
		Extensive; Limited and Routine Problem Solving Behaviour
SUNDAY - 05.01.2020		
2	January (6-11)	Importance of Consumer Behaviour
		Consumer Buying Process
		Meaning and Process of Information Search
		Acquisition Of Information and its Process
		Pre purchase Evaluation Process and Models
		Group Discussion
SUNDAY - 12.01.2020		
3	January (13-18)	Types of Decision Rules
		Model of stages of Attention
		Concept and Nature of Needs
		Meaning and Nature of Motivation
		Elements and Objectives of Motivation
		Scot's Model of Motivation
SUNDAY - 19.01.2020		
4	January (20 -25)	Kimble and Garnezy Motivational Model
		Defence Mechanism in Motivation
		Concept of Goals and Motives
		Consumer Conflict Resolution
		Theories of Motivation
		Motivational Research

January - 26.01.2020		
5	January (27- 31) February (1)	Presentation by Students
		Meaning, Definition and Nature of Perception
		Factors Affecting Perception
		Perceptual Organization and Interpretation
		Perceptual Error and Perceptual Process
		Characterstics of Perceiver
SUNDAY - 02.02.2020		
6	February (3 -8)	Meaning, Definition and feature of Learning
		Principles of Learning
		Consumer Buying Process
		Factors Affecting Learning
		Classical Conditioning Theory of Learning
		Operant Conditional Theory of learning
SUNDAY - 09.02.2020		
7	February (10 -15)	Cognitive Theory of Learning
		Social Learning Theory
		Concept Of memory and its Process
		Involvement concept and its Role
		Meaning definition and feature of Attitude
		Components and Sources of Attitude
SUNDAY - 16.02.2020		
8	February (17-22)	Theory and Barriers of Attitude
		Factors and Measurment of Attitude
		Revision
		Personality and Life Style
		Theories of Personality
		Self Concept in Personality
SUNDAY - 23.02.2020		
9	February (24-29)	Group Discussion
		Conditional Test ; Consumer Buying Process and Motivation
		Concept and Features of Values and Life Style
		Life style and Group Influence
		Determinants of Values and Life Style
		Presentation by Students

SUNDAY - 01.03.2020		
10	March (02 -07)	Role in Purchase decision of Values and life style
		Psychographic and consumer Behaviour
		Concept and Feature of Group Influence
		Group formation stages
		Types of Groups
		Group Influence and Culture
SUNDAY - 08.03.2020		
11	March (09 -14)	HOLIDAY
		HOLIDAY
		HOLIDAY
		HOLIDAY
		HOLIDAY
		HOLIDAY
SUNDAY - 15.03.2020		
12	March (16 -21)	Reference Groups and Factor effecting
		Revision
		Presentation by Students
		Concept of culture,its characteristics and Elements
		Gross Cultural Understanding of Consumer Behaviour
		Measurment of Culture
SUNDAY - 22.03.2020		
13	March (23-28)	Sub culture variation in cultural Values
		Presentation by Students
		Concept of Social Class
		Feature and Components of Social Class
		Measurement of Social Class
		Problem of Social Class
SUNDAY - 29.03.2020		
14	March (30 -31) April 1-4)	Importance of Social Class
		Gross cultural Values and Dimention
		Continue
		Failure to Understand Cross Cultural values
		Global Influence on Consumer Behaviour
		Revision

SUNDAY - 05.04.2020		
15	April (06 -11)	Presentation by Students
		Meaning and Feature of Opinion Leaders
		Importance and Measurement of Opinion Leaders
		Techniques and Process of Opinion Leadership
		Conditional Test;Attitude and Personalitty
		Consumer Innovation;The Nicosia Model
SUNDAY - 12.04.2020		
16	April (13-18)	Models of Consumer ;Howard sheth model
		Angel,Blackwell aqnd collat's model
		mediation Model of Consumer Behaviour
		Group Discussion
		Meaning and definition of Diffusion of Innovation
		Product characterstics that influence Decision
SUNDAY - 19.04.2020		
17	April (20-25)	Adoption Process
		Limitations
		Revision
		Revision
		Revision
		Revision
SUNDAY - 26.04.2020		
18	April (27-30)	Revision
		Revision
		Revision
		Revision

**I.B. (PG) COLLEGE, PANIPAT
(SESSION 2019-20)**

Weekly Lesson Plan (January 2020 - April 2020)

Name of the Paper:- **International Human Resource Management** Class: **M.Com (final)**

Name of the Teacher: **Sakshi Munjal**

WEEK	DATE	TOPICS
1	January (1 - 4)	International Management-concept and nature
		Trends In International Mgt.
		Needs Of International Mgt. , Reasons For International Business Growth
		Problems Of International Business
SUNDAY - 05.01.2020		
2	January (6-11)	Schools Of Thought Of International Management
		International Management/ Comparative Mgt.
		continue
		Meaning , Importance and Scope Of Comparative mgt.
		Models Of Comparative Mgt.
SUNDAY - 12.01.2020		
3	January (13-18)	continue
		Issues in Comparative Mgt.
		continue
		continue
		Management Styles and Practices In US – Meaning and Different Types Of Mgt. Styles
		Meaning and Different Types Of Mgt. Styles
SUNDAY - 19.01.2020		
4	January (20 -25)	Meaning of US Styles and Its Features
		Basis Of American Mgt. and its Functions
		continue
		Presentation of students
		Management Styles and Practices in Japan
		Origin and features of Japanese HRM

January - 26.01.2020		
5	January (27- 31) February (1)	Styles of Japanese mgt.
		Bases and functions
		Presentation of students
		Management Styles and Practices In China and Korea
		Meaning and features
		Styles and bases
SUNDAY - 02.02.2020		
6	February (3 -8)	Functions
		Korea: Introduction and traditional culture
		Unique features of Korean management system
		Management Styles and Practices In Korea and Europe
		Management styles and practices of Korea
		Presentation of students
SUNDAY - 09.02.2020		
7	February (10 -15)	Europe: meaning, features
		Styles of European management
		Group discussion on the related topic
		Mgt. Styles and Practices In India and organizational designs in different countries
		Management Styles and Practices In India: meaning and features
		continue
SUNDAY - 16.02.2020		
8	February (17-22)	Different styles of Indian management
		Organizational designs in different countries: meaning and theories
		Classical organization theories
		organizational designs in different countries
		Classical organization theories
		Modern organization theories
SUNDAY - 23.02.2020		
9	February (24-29)	continue
		Presentation of students
		Transnational O.B and HRM
		Ist conditional test
		Motivation: meaning, nature and importance
		Techniques of motivation

SUNDAY - 01.03.2020		
10	March (02 -07)	Theories of motivation
		continue
		Perception: meaning and process
		Perceptual selectivity and perceptual org.
		Interpersonal perception, managerial application of perception
		Developing perceptual skills
SUNDAY - 08.03.2020		
11	March (09 -14)	Holidays
		Holidays
		Holidays
		Holidays
		Holidays
		Holidays
SUNDAY - 15.03.2020		
12	March (16 -21)	Presentation of students
		Leadership: meaning and importance
		Theories of leadership
		continue
		Styles of leadership
		continue
SUNDAY - 22.03.2020		
13	March (23-28)	Communication: meaning, nature and process
		Barriers of communication
		Presentation of students
		Essentials and step of effective communication
		Job satisfaction: meaning and importance
		Understanding job satisfaction
SUNDAY - 29.03.2020		
14	March (30 -31) April 1-4)	2nd conditional test
		Attitude: concept, theories
		Theories of attitude formation
		Factors of attitude formation
		Presentation of students
		Performance appraisal: meaning and features

SUNDAY - 05.04.2020		
15	April (06 -11)	objectives and uses
		limitations and process
		Methods of Performance appraisal
		Suggestions to improve Performance appraisal
		Presentation of students
		Essentials of an effective Performance appraisal
SUNDAY - 12.04.2020		
16	April (13-18)	Issues in Performance appraisal
		continue
		Presentation of students
		Group discussion on the related topics
		Managing multinational business operations: concept, finance
		Managing multinational business operations: marketing
SUNDAY - 19.04.2020		
17	April (20-25)	Negotiating across culture
		continue
		Presentation of students
		Revision
		Revision
		Revision
SUNDAY - 26.04.2020		
18	April (27-30)	Revision
		Revision
		Revision
		Revision

I.B. (PG) COLLEGE, PANIPAT
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Weekly Lesson Plan (January 2020 - April 2020)

Name of the Paper:- IT & E-COMMERCE

Class: M.Com. (F)

Name of the Teacher: Prof. Shweta Jhamb

WEEK	DATE	TOPICS
1	January (1 - 4)	DISCUSSION OF SYLLABUS
		INTERNET : INTRODUCTION & DEFINITION
		E-COMMERCE : INTRODUCTION & DEFINITION
		FEATURES & ELEMENTS
SUNDAY - 05.01.2020		
2	January (6-11)	DIFFERENCE BETWEEN E-COMMERCE & TRADITIONAL BUSINESS
		BENEFITS OF E-COMMERCE
		CONTINUE
		LIMITATIONS OF E-COMMERCE
		FRAMEWORK OF E-COMMERCE
		CONTINUE
SUNDAY - 12.01.2020		
3	January (13-18)	BUSINESS APPLICATIONS OF E-COMMERCE
		CONTINUE
		REVISION
		MODELS OF E-COMMERCE
		CONTINUE
		CONTINUE
SUNDAY - 19.01.2020		
4	January (20 -25)	E-SHOPS
		E-PROCUREMENT
		E-AUCTION
		E-BANKING
		VALUE CHAIN INTEGRATORS
		REVISION

January - 26.01.2020		
5	January (27- 31) February (1)	INFORMATION BROKERAGE
		COLLABORATION PLATFORM
		TELECOMMUNICATION
		ELECTRONIC PAYMENT SYSTEM
		CONTINUE
		CONTINUE
SUNDAY - 02.02.2020		
6	February (3 -8)	CONTINUE
		CONTINUE
		CONTINUE
		ONLINE FUND TRANSFER METHODS
		CONTINUE
		REVISION
SUNDAY - 09.02.2020		
7	February (10 -15)	CONDITIONAL TEST I
		ONLINE SHARE MARKET OPERATIONS
		CONTINUE
		CONTINUE
		ONLINE MARKETING
		CONTINUE
SUNDAY - 16.02.2020		
8	February (17-22)	CONTINUE
		CONTINUE
		PRESENTATION
		ONLINE ADVERTISING
		CONTINUE
		CONTINUE
SUNDAY - 23.02.2020		
9	February (24-29)	CONTINUE
		SEARCH ENGINE: INTRODUCTION
		CONTINUE
		SEARCH ENGINE OPTIMIZATION
		CONTINUE
		CONTINUE

SUNDAY - 01.03.2020		
10	March (02 -07)	E-RETAILNG : CONCEPT
		ADVANTAGES
		DISADVANTAGES
		CRM
		CONTINUE
		PRESENTATION
SUNDAY - 08.03.2020		
11	March (09 -14)	HOLIDAY
		HOLIDAY
		HOLIDAY
		HOLIDAY
		HOLIDAY
		HOLIDAY
SUNDAY - 15.03.2020		
12	March (16 -21)	ONLINE RESEARCH
		CONTINUE
		TOOLS OF ONLINE RESEARCH
		CONTINUE
		SECONDARY RESEARCH
		PRESENTATION
SUNDAY - 22.03.2020		
13	March (23-28)	ONLINE FOCUS GROUP
		CONTINUE
		WEB BASED SURVEY
		CONTINUE
		CONTINUE
		PRESENTATION
SUNDAY - 29.03.2020		
14	March (30 -31) April 1-4)	DATA MINING FROM SOCIAL NETWORKING SITES
		CONTINUE
		CONTINUE
		PRESENTATION
		SECURITY ISSUES IN E-COMMERCE
		CONTINUE

SUNDAY - 05.04.2020		
15	April (06 -11)	CONTINUE
		CONTINUE
		CONTINUE
		CONDITIONAL TEST II
		ENTERPRISE RESOURCE PLANNING
		CONTINUE
SUNDAY - 12.04.2020		
16	April (13-18)	CONTINUE
		CLOUD COMPUTING
		CONTINUE
		CYBER LAWS INCLUDING IT ACT
		CONTINUE
		PRESENTATION
SUNDAY - 19.04.2020		
17	April (20-25)	PRESENTATION
		PRESENTATION
		REVISION
		REVISION
		REVISION
		REVISION
SUNDAY - 26.04.2020		
18	April (27-30)	REVISION
		REVISION
		REVISION
		REVISION

I.B. (PG) COLLEGE, PANIPAT
(SESSION 2019-20)

Weekly Lesson Plan (January 2020 - April 2020)

Name of the Paper:- **Multinational Financial Management** Class:M.Com.(F)

Class Teacher: Prof. Sarika Taneja

WEEK	DATE	TOPICS
1		Introduction Of International Markets and Instruments:
		Continue
		Continue
		Features Of Intrnational Capital Market
SUNDAY - 05.01.2020		
2	January (6-11)	Continue
		Features of International Money Market
		Continue
		Integration of Markets
		Continue
		Role of Financial Intermediaries
SUNDAY - 12.01.2020		
3	January (13-18)	Continue
		Continue
		Revision
		International Capital and Money Market Instruments
		GDRs
		ADRs
SUNDAY - 19.01.2020		
4	January (20 -25)	IDRs
		Continue
		Revision
		Group Discussion
		Euro Bonds
		Euro Loans

January - 26.01.2020		
5	January (27- 31) February (1)	Repos,Cps
		Continue
		Continue
		Revision
		Class Test
		Floating Rates Instruments
SUNDAY - 02.02.2020		
6	February (3 -8)	Continue
		Continue
		Revision
		Loan Syndication
		Continue
		Euro Deposits
SUNDAY - 09.02.2020		
7	February (10 -15)	Continue
		Continue
		Revision
		Multilateral Financial Institutions
		Continue
		Continue
SUNDAY - 16.02.2020		
8	February (17-22)	Group Discussion
		IMF
		IBRD
		European Monetary system
		Continue
		Revision
SUNDAY - 23.02.2020		
9	February (24-29)	Revision
		Revision
		Presentation
		Introduction Of Foreign Exchange Markets
		Exchange Rate Theories
		Continue

SUNDAY - 01.03.2020		
10	March (02 -07)	Continue
		Determining Exchange Rates
		Continue
		Fixed and Flexible Exchange Rate System
		Continue
		Continue
SUNDAY - 08.03.2020		
11	March (09 -14)	Holidays
		Continue
		continue
		Continue
		Continue
		Continue
SUNDAY - 15.03.2020		
12	March (16 -21)	Exchange Rate Quotes
		Continue
		Conditional Test-1
		Spot Rates,Forward exchange rates
		Continue
		continue
SUNDAY - 22.03.2020		
13	March (23-28)	Forward Exchange Contracts
		Continue
		Continue
		Foreign Exchange and Currency Futures
		Continue
		Continue
SUNDAY - 29.03.2020		
14	March (30 -31) April 1-4)	Exchange Rate Management In india
		Continue
		Continue
		Conditional Test-2
		Foreign Exchange Management act
		Continue

SUNDAY - 05.04.2020		
15	April (06 -11)	Revision
		Introduction Of Foreign Exchange Risks
		Continue
		Continue
		Continue
		Management of Exposures
SUNDAY - 12.04.2020		
16	April (13-18)	Continue
		Continue
		Continue
		Continue
		Group Discussion
		Revision
SUNDAY - 19.04.2020		
17	April (20-25)	Revision
		Revision
		Revision
		Revision
		Revision
		Revision
SUNDAY - 26.04.2020		
18	April (27-30)	Revision
		Revision
		Revision
		Revision

**I.B. (PG) COLLEGE, PANIPAT
(SESSION 2019-20)**

Weekly Lesson Plan (January 2020 - April 2020)

Name of the Paper:- Rural Marketing

Name of the Teacher: Prof. Ruhani sharma

WEEK	DATE	TOPICS
1	January (1 - 4)	Introduction to Rural Marketing
		Meaning, Definition & Features
		Evolution, Opportunities
		Role, Difference between Urban and rural Marketing
SUNDAY - 05.01.2020		
2	January (6-11)	Rural Marketing Environment: Meaning, Definition & Feature
		Factors affecting rural Marketing Environment
		Role of Department of rural development
		Importance and conclusion
		Group Discussion
		Revision
SUNDAY - 12.01.2020		
3	January (13-18)	Rural Marketing Research Meaning, Definition
		Scope, rural marketing research process
		Sources and methods of data collection
		Rural Marketing research (Methods, Importance)
		Limitations, Precautions
		Difference between urban and rural marketing research
SUNDAY - 19.01.2020		
4	January(20-25)	Rural Consumer Behaviour Meaning and features
		Process, Reasons for studying consumer behaviour
		Determinants of rural consumer behaviour
		Problems in studying consumer behaviour
		Consumer buying behavior decisions
		Product adoption process, Diffusion of innovation and conclusion

January - 26.01.2020		
5	January (27- 31) February (1)	Segmenting Rural Markets: Meaning, Definition, Criteria
		Degrees, Basis for segmenting rural markets
		Continue
		Importance
		Continue
		strategies
SUNDAY - 02.02.2020		
6	February (3 -8)	Continue
		Targeting and Positioning
		Continue
		Continue
		Revision
		Group Discussion
SUNDAY - 09.02.2020		
7	February (10 -15)	Rural Marketing Mix Strategies: Introduction
		Meaning, Definition, Strategies
		Continue
		Rural Pricing Strategies
		continue
		Continue
SUNDAY - 16.02.2020		
8	February (17-22)	Different Distribution Strategies for rural people
		Continue
		Conditional Test :lst
		Different Promotional Strategies used by rural Marketer
		Revison
		New Product Development of Rural Markets
SUNDAY - 23.02.2020		
9	February (24-29)	Meaning, Definitions and Objectives
		Process: Exploration Stage and Screening Stage
		Further three stages of process
		Further two stages of Process
		Completion of Process and Challenges
		Presentation

SUNDAY - 01.03.2020		
10	March (02 -07)	Rural Marketing mix:Meaning, Definition and elements
		Additional P's of rural marketing,,A"S approach
		Process of Developing Marketing Mix Programme
		Importance
		Problems rural Marketing Mix and determinants
		Presentation
SUNDAY - 08.03.2020		
11	March (09 -14)	Vacation
		Vacation
		Vacation
		Vacation
		Vacation
		Vacation
SUNDAY - 15.03.2020		
12	March (16 -21)	Rural Communication: Meaning Definition and process
		Problems and Strategies to meet rural consumers
		Challenges and steps for developing an effective rural communication
		Media Planning for rural markets:Meaning, Definitions and types
		Traditional Media, Personalize media
		Process of media Planning and factor affecting media selection
SUNDAY - 22.03.2020		
13	March (23-28)	Importance and problems in media Planning
		Presentation
		Personal Selling in rural Markets
		Meaning, Definitions, Features and objectives,
		Process, Importance, Limitations and Qualities of personal selling
		Marketing of Consumer durables and non-durables
SUNDAY-29.03.2020		
14	March (30 -31) April 1-4)	Meaning, Types and Differences
		Different strategies of product: Pricing Strategies
		Distribution and promotional strategies
		Conditional Test :2nd
		Unconventional media , Issues
		Presentation

SUNDAY - 05.04.2020		
15	April (06 -11)	Marketing of agriculture produce:Meaning, Definitions and features
		Difference between Agricultural and manufactured goods marketing
		Structure of Agriculture Marketing, Functions
		Importance and Problems
		Suggestions and steps taken by government
		Presentations
SUNDAY - 12.04.2020		
16	April (13-18)	E-Commerce in Rural Markets: Concepts
		Need of E-Commerce,,Role of E-Commerce
		Advantages of E-Commerce,,E-Initiatives in rural India
		Tools and Techniques
		Challenges and issues
		Presentation
SUNDAY - 19.04.2020		
17	April (20-25)	Revision of New Product Development
		Continue
		Revision of Marketing Mix
		Continue
		Revision of Media Planning
		Continue
SUNDAY - 26.04.2020		
18	April (27-30)	Revision of Personal Selling
		Continue
		Revision of Rural Marketing Research
		Discussion of past papers

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Weekly Lesson Plan (January 2020 - April 2020)

Name of the Paper:- **Stock Market Operations**

Class: **M.COM (F)**

Name of the Teacher: **Prof. Himanshu**

WEEK	DATE	TOPICS
1	January (1 - 4)	Primary Market-introduction ,Nature and Function
		Continue
		Capital Market Structure(Gilt edged market)
		Corporate Security Market (NIM) , Functions of NIM
SUNDAY - 05.01.2020		
2	January (6-11)	Methods of NIM
		Continue
		Capital Market Instrument
		Debt Security Market
		Intermediate of NIM
		Revision
SUNDAY - 12.01.2020		
3	January (13-18)	Introduction of Secondary Market and Regulations
		Procedure of stock dealing, Factors influencing price on stock
		Types of speculators, Provisions of stock exchange
		Listing of securities-Merits and Demerits of Listing
		Insider trading , factors and problems of secondary marketing
		Revision of chapter
SUNDAY - 19.01.2020		
4	January (20 -25)	Trading Mechanism of BSE, BSE online trading
		Basket Trading System, Process of placing order, Screen based trading,
		Settlement of trade, short selling
		Continue
		Risk Management measures at BSE
		Risk Management measures at NSE

January - 26.01.2020		
5	January (27- 31) February (1)	Internet Trading, clearing and settlement in trading
		Continue
		BSE and NSE (Management)
		Role of BSE and listing at BSE
		NSE, Introduction and organization of NSE
		Continue
SUNDAY - 02.02.2020		
6	February (3 -8)	Listing Procedure at NSE
		Continue
		Presentation by students
		Investor, Investor Protection Fund, Subsidiaries of NSE
		Continue
		Continue
SUNDAY - 09.02.2020		
7	February (10 -15)	Nature of transactions-cash and forward
		Continue
		Continue
		Share Price Indices-Need and Importance
		Continue
		Continue
SUNDAY - 16.02.2020		
8	February (17-22)	Revision
		Group Discussion on the topic NSE and BSE
		Depository system- Role and Need
		Continue
		Continue
		Benefits of Depository system
SUNDAY - 23.02.2020		
9	February (24-29)	Continue
		Charges in NSDL , nature of transaction : cash and forward
		Continue
		SEBI and its regulation
		Regulation 1 to 10
		Regulation 11 to 24

SUNDAY - 01.03.2020		
10	March (02 -07)	Continue
		Revision
		Custodian of securities regulation 1996
		Continue
		Introduction of NSDL and its Management
		Continue
SUNDAY - 08.03.2020		
11	March (09 -14)	Holidays
		Holidays
		Holidays
		Holidays
		Holidays
		Holidays
SUNDAY - 15.03.2020		
12	March (16 -21)	Introduction and meaning of Derivatives
		SEBI Regulation 2015
		Types of derivatives , (Future, forward)
		Conditinal test-1
		Options and Swaps
		Warrants, convertibles, credit derivatives
SUNDAY - 22.03.2020		
13	March (23-28)	Uses of derivatives, shortcomings in derivatives
		Presentation by students
		Presentation by students
		Futures, Introduction and meaning of future
		Difference between future and forward, future and option
		Pricing and valuation of future.
SUNDAY - 29.03.2020		
14	March (30 -31) April 1-4)	Continue
		Continue
		Pricing and valuation of future.
		Types of Options and its benefits
		Conditinal test-2
		Valuation of option (Boundaries and key factors)

SUNDAY - 05.04.2020		
15	April (06 -11)	Valuation Models (Risk Neutral valuation)
		Continue
		Continue
		Revision
		Presentation by students
		Presentation by students
SUNDAY - 12.04.2020		
16	April (13-18)	Introduction and Meaning of International Market
		Meaning of FDI, types of investors in FDI
		Incentives in FDI
		Meaning of FII
		Meaning Euro issues, FCCB
		Revision
SUNDAY - 19.04.2020		
17	April (20-25)	Meaning of GDR and procedure of issuing GDR
		Meaning of ADR, Types of ADR
		Guidelines of ADR
		Continue
		Presentation by students
		Presentation by students
SUNDAY - 26.04.2020		
18	April (27-30)	Revision
		Presentation by students
		Revision
		Revision