

Date: 13.04.2022

I.B. (PG) COLLEGE, PANIPAT**SESSION 2021-2022 (11.04.2022 to 19.07.2022)**

Weekly Lesson Plan (Even Semester)

UG (2nd / 4th / 6th Semester)

&

PG (2nd / 4th)

Name of the Paper: IT & E-commerce

Class: M.com (4th Sem)

Name of the Teachers (Section wise): _Mohit Dhiman

WEEK	DATE	TOPICS
1	April (11-16)	Introduction to E-commerce: Meaning of electronic commerce,
		business applications of e-commerce,
		continue...
		comparison with traditional commerce,
		Business models in E-commerce-e-shop,
HOLIDAY - 14th APRIL (Dr. B.R. Ambedkar Jayanti /Mahavir Jayanti)		
SUNDAY - 17.04.2022		
2	April (18-23)	e-pocurement,
		e-auctions,
		continue...
		value chain integrators,
		continue...
		Revise
SUNDAY - 24.04.2022		
3	April (25-30)	information brokerage,
		continue...
		telecommunication,
		collaboration platforms, etc.
		Electronic payment system,
		continue...
SUNDAY - 01.05.2021		
4	May (2, 4-7)	E-banking - concept,operations.
		continue...
		continue...
		continue...
		Revise
HOLIDAY - 3rd May (Id-ul-Fitr / Parshuram Jayanti)		
SUNDAY - 08.05.2022		
5	May (9-14)	Online fund transfer -RTGC,ATM etc.
		continue...
		continue...
		continue...
		online share market operations.
SUNDAY - 15.05.2022		

6	May (16-21)	continue...
		continue...
		Revise
		online marketing,
		continue...
web-based advertising- concept, advantages,		
SUNDAY - 22.05.2022		
7	May (23-28)	continue...
		continue...
		Types of online advertisements,
		continue...
		continue...
Search engine- as an advertising media,		
SUNDAY -29.05.2022		
8	May (30-31) June (1, 3-4)	continue...
		continue...
		Revise
		search engine optimization- concepts and techniques,
		continue...
HOLIDAY - 02.06.2022 (Maharana Pratap Jayanti)		
SUNDAY - 05.06.2022		
9	June (6-11)	continue...
		Email marketing,
		continue...
		continue...
		Social networking and marketing- promotion, opinion formulation etc.
continue...		
SUNDAY - 12.06.2022		
10	June (13, 15-18)	Viral marketing, E-retaining concepts,
		continue...
		continue...
		advantages,limitations,
		continue...
HOLIDAY -14.06.2022 (Sant Kabir Jayanti)		
SUNDAY - 19.06.2022		
11	June (20-25)	Revise
		CRM and information Technology,
		continue...
		Tools to conducting online research-secondary research,
		continue...
continue...		
SUNDAY - 26.06.2022		

12	June (27-30)	online focus groups,
		continue...
	July (1-2)	continue...
		web based surveys,
		continue...
data mining from social networking sites,		
SUNDAY - 03.07.2022		
13	July (4-9)	continue...
		cloud computing - concepts, uses in business,
		continue...
		Enterprise Resources Planning ,
		Revise
Security issues in e-commerce- online frauds,		
SUNDAY & HOLIDAY (Id-ul-Zuha (Bakr-Id) - 10.07.2022		
14	July (11-16)	continue...
		Privacy issues ,
		cyber laws including information technology act.
		continue...
		continue...
continue...		
SUNDAY - 17.07.2022		
15	July (18-19)	continue...
		Revise
20.07.2022 - EXAMINATION ONWARDS		

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I.B. (PG) COLLEGE, PANIPAT
SESSION 2021-2022 (11.04.2022 to 19.07.2022)

Weekly Lesson Plan (Even Semester)

Name of the Paper:- Multinational Financial Management Class: M.Com Final Year(4th Sem)

Name of the Teachers (Section wise): Aakansha Sharma

WEEK	DATE	TOPICS
1	April (11-16)	Introduction about syllabus
		Introduction Of International Markets and Instruments:
		Continue
		Continue
		Features Of Intrnational Capital Market
HOLIDAY - 14th APRIL (Dr. B.R. Ambedkar Jayanti /Mahavir Jayanti)		
SUNDAY - 17.04.2022		
2	April (18-23)	Continue
		Features of International Money Market
		Continue
		Integration of Markets
		Continue
		Role of Financial Intermediaries
SUNDAY - 24.04.2022		
3	April (25-30)	Continue
		Revision
		Presentation by students
		Presentation by students
		International Capital and Money Market Instruments
		GDRs
SUNDAY - 01.05.2021		
4	May (2, 4-7)	ADRs
		IDRs
		Continue
		Revision
		Group Discussion
HOLIDAY - 3rd May (Id-ul-Fitr / Parshuram Jayanti)		
SUNDAY - 08.05.2022		
5	May (9-14)	Euro Bonds
		Euro Loans
		Repos and Cps
		Continue
		Presentation by students
		Presentation by students
SUNDAY - 15.05.2022		

6	May (16-21)	Floating Rates Instruments
		Continue
		Continue
		Loan Syndication
		Continue
		Conditional Test (1st)
SUNDAY - 22.05.2022		
7	May (23-28)	Euro Deposits
		Continue
		Multilateral Financial Institutions
		Continue
		IMF
		IBRD
SUNDAY - 29.05.2022		
8	May (30-31) June (1, 3-4)	European Monetary system
		Continue
		Presentation by students
		Presentation by students
		Introduction Of Foreign Exchange Markets
HOLIDAY - 02.06.2022 (Maharana Pratap Jayanti)		
SUNDAY - 05.06.2022		
9	June (6-11)	Exchange Rate Theories
		Continue
		Determining Exchange Rates
		Fixed and Flexible Exchange Rate System
		Continue
		Exchange Rate Quotes
SUNDAY - 12.06.2022		
10	June (13, 15-18)	Continue
		Spot Rates, Forward exchange rates
		Forward Exchange Contracts
		Continue
		Foreign Exchange and Currency Futures
HOLIDAY - 14.06.2022 (Sant Kabir Jayanti)		
SUNDAY - 19.06.2022		
11	June (20-25)	Continue
		Continue
		Exchange Rate Management In india
		Continue
		Continue
		Conditional Test-2
SUNDAY - 26.06.2022		

12	June (27-30)	Foreign Exchange Management act
		Continue
	July (1-2)	Continue
		Continue
		Continue
		Continue
SUNDAY - 03.07.2022		
13	July (4-9)	Introduction Of Foreign Exchange Risks
		Management of Exposures
		Continue
		Continue
		Continue
		Continue
SUNDAY & HOLIDAY (Id-ul-Zuha (Bakr-Id) - 10.07.2022		
14	July (11-16)	Revision
		Presentation by students
		Presentation by students
		Presentation by students
		Presentation by students
		Presentation by students
SUNDAY - 17.07.2022		
15	July (18-19)	Revision
		Revision
20.07.2022 - EXAMINATION ONWARDS		

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I.B. (PG) COLLEGE, PANIPAT
SESSION 2021-2022 (11.04.2022 to 19.07.2022)

Weekly Lesson Plan (Even Semester)

Name of the Paper:- Stock Market Operations Class: M.com Final 4th Semester

Name of the Teachers (Section wise): Ruchika Batra

WEEK	DATE	TOPICS
1	April (11-16)	Primary Market-Introduction,Nature & Functions
		Capital Market Structure(Gilt Edged Market)
		Corporate Security Market(NIM),Functions Of NIM
		Methods Of NIM
		Capital Market Instrument
HOLIDAY - 14th APRIL (Dr. B.R. Ambedkar Jayanti /Mahavir Jayanti)		
SUNDAY - 17.04.2022		
2	April (18-23)	Debt Security Market
		Intermediate Of NIM
		Introduction Of Secondary Market & Regulations
		Procedure Of Stock Dealing,Factors Affecting Price On Stock
		Types Of Speculators & Provisions Of Stock Exchange
		Listing Of Securities-Merits & Demerits Of Listing
SUNDAY - 24.04.2022		
3	April (25-30)	Insider Training,Factors & Problems Of Secondary Market
		Trading Mechanism Of BSE & BSE Online Trading
		Basket Trading System & Process Of Placing Order
		Screen Based Training,Settlement Of Trade & Short Selling
		Risk Management Measures at BSE
		Risk Management Measures at NSE
SUNDAY - 01.05.2021		
4	May (2, 4-7)	Internet Trading,Clearing & Settlement In Trading
		BSE & NSE (Management)
		Role Of BSE & Listing At BSE
		NSE,Intoduction & Organisation Of NSE
		Listing Procedure At NSE
HOLIDAY - 3rd May (Id-ul-Fitr / Parshuram Jayanti)		
SUNDAY - 08.05.2022		
5	May (9-14)	Presentation By Students
		Presentation By Students
		Investor,Investor Protection Fund & Subsidiaries Of NSE
		Nature Of Transactions-Cash & Forward
		Share Price Indices-Need & Importance
		Group Discussion On The Topic NSE & BSE
SUNDAY - 15.05.2022		

6	May (16-21)	Depository System-Role & Need
		Benefits Of Depository System
		Charges In NSDL,Nature Of Transaction-Cash & Forward
		SEBI & Its Regulation
		Regulation 1 To 10
		Regulation 11 To 24
SUNDAY - 22.05.2022		
7	May (23-28)	Custodian Of Securities Regulation 1996
		Introduction Of NSDL & Its Management
		Introduction & Meaning Of Derivatives
		SEBI Regulation 2015
		Types Of Derivatives(Future & Forward)
		Conditional Test-1
SUNDAY -29.05.2022		
8	May (30-31) June (1, 3-4)	Options & Swaps
		Warrants,Convertibles & Credit Derivatives
		Uses Of Derivatives & Shortcomings In Derivatives
		Presentation By Students
		Presentation By Students
HOLIDAY - 02.06.2022 (Maharana Pratap Jayanti)		
SUNDAY - 05.06.2022		
9	June (6-11)	Presentation By Students
		Futures,Introduction & Meaning Of Future
		Difference Between Future,Forward & Option
		Pricing & Valuation Of Future
		Contd.
		Contd.
SUNDAY - 12.06.2022		
10	June (13, 15-18)	Types Of Options & Its Benefits
		Valuation Of Options(Boundaries & Key Factors)
		Valuation Models(Risk Neutral Valuation)
		Presentation By Students
		Presentation By Students
HOLIDAY -14.06.2022 (Sant Kabir Jayanti)		
SUNDAY - 19.06.2022		
11	June (20-25)	Conditional Test-2
		Presentation By Students
		Introduction & Meaning Of International Market
		Meaning Of FDI & Types Of Investors In FDI
		Incentives In FDI
		Oral Discussion
SUNDAY - 26.06.2022		

12	June (27-30)	Meaning Of FII
		Meaning Of Euro Issues & FCCB
		Meaning Of GDR & Procedure Of Issuing GDR
	July (1-2)	Meaning Of ADR & Types Of ADR
		Guidelines Of ADR
		Presentation By Students
SUNDAY - 03.07.2022		
13	July (4-9)	Presentation By Students
		Presentation By Students
		Presentation By Students
		Revision
		Presentation By Students
		Presentation By Students
SUNDAY & HOLIDAY (Id-ul-Zuha (Bakr-Id) - 10.07.2022		
14	July (11-16)	Presentation By Students
		Presentation By Students
		Presentation By Students
		Presentation By Students
		Presentation By Students
		Presentation By Students
SUNDAY - 17.07.2022		
15	July (18-19)	Revision
		Revision
20.07.2022 - EXAMINATION ONWARDS		

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I.B. (PG) COLLEGE, PANIPAT
SESSION 2021-2022 (11.04.2022 to 19.07.2022)

Weekly Lesson Plan (Even Semester)

Name of the Paper:-consumer behaviour

Class: M.com Final 4th sem

Name of the Teachers (Section wise): prof :Reena Rani

WEEK	DATE	TOPICS
1	April (11-16)	introduction to syllabus
		consumer behaviour :theory and applications
		continue
		continue
		continue
HOLIDAY - 14th APRIL (Dr. B.R. Ambedkar Jayanti /Mahavir Jayanti)		
SUNDAY - 17.04.2022		
2	April (18-23)	continue
		continue
		consumer behaviour process
		continue
		continue
		continue
SUNDAY - 24.04.2022		
3	April (25-30)	continue
		extensive, limited and routine problem solving behaviour
		continue
		continue
		continue
		continue
SUNDAY - 01.05.2021		
4	May (2, 4-7)	internal determinants of consumer behaviour:need and motivation
		continue
		continue
		continue
		continue
HOLIDAY - 3rd May (Id-ul-Fitr / Parshuram Jayanti)		
SUNDAY - 08.05.2022		
5	May (9-14)	information processing
		continue
		continue
		consumer perception
		continue
		presentation
SUNDAY - 15.05.2022		

6	May (16-21)	learning
		continue
		continue
		attitude and attitude change
		continue
		presentation
SUNDAY - 22.05.2022		
7	May (23-28)	personality
		continue
		continue
		continue
		psychographics, values and life style
		conditional test 1
SUNDAY - 29.05.2022		
8	May (30-31) June (1, 3-4)	continue
		external determinants of buying behaviour: family
		continue
		continue
		presentation
HOLIDAY - 02.06.2022 (Maharana Pratap Jayanti)		
SUNDAY - 05.06.2022		
9	June (6-11)	reference group and social class
		continue
		continue
		influence of culture
		continue
		presentation
SUNDAY - 12.06.2022		
10	June (13, 15-18)	continue
		sub culture aspects of consumer behaviour
		continue
		continue
		conditional test 2
HOLIDAY - 14.06.2022 (Sant Kabir Jayanti)		
SUNDAY - 19.06.2022		
11	June (20-25)	opinion leadership process
		continue
		continue
		continue
		measurement, profile, innovation
		presentation
SUNDAY - 26.06.2022		

12	June (27-30)	continue
		continue
		continue
	July (1-2)	diffusion and adaptation process
		continue
		presentation
SUNDAY - 03.07.2022		
13	July (4-9)	continue
		continue
		continue
		models of buyer behaviour
		continue
		presentation
SUNDAY & HOLIDAY (Id-ul-Zuha (Bakr-Id) - 10.07.2022		
14	July (11-16)	continue
		revision
		revision
		revision
		revision
		revision
SUNDAY - 17.07.2022		
15	July (18-19)	revision
		revision
20.07.2022 - EXAMINATION ONWARDS		

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I.B. (PG) COLLEGE, PANIPAT
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Weekly Lesson Plan (Even Semester)

Name of the Paper:- RURAL MARKETING

Class: M.COM (F) (4th Sem)

Name of the Teachers (Section wise): PROF. RUHANI SHARMA

WEEK	DATE	TOPICS
1	April (11-16)	Discussion of Syllabus
		Introduction to Rural Marketing
		Continue
		Continue
		Continue
HOLIDAY - 14th APRIL (Dr. B.R. Ambedkar Jayanti /Mahavir Jayanti)		
SUNDAY - 17.04.2022		
2	April (18-23)	Continue
		Rural Marketing Environment
		Continue
		Continue
		Continue
		Rural Marketing Research
SUNDAY - 24.04.2022		
3	April (25-30)	Continue
		Continue
		Continue
		Group Discussion
		Rural Consumer Behaviour
		Continue
SUNDAY - 01.05.2021		
4	May (2, 4-7)	Continue
		Continue
		Continue
		Segmenting Rural Markets
		Continue
HOLIDAY - 3rd May (Id-ul-Fitr / Parshuram Jayanti)		
SUNDAY - 08.05.2022		
5	May (9-14)	Continue
		Continue
		Continue
		Continue
		Continue
		Revision
SUNDAY - 15.05.2022		

6	May (16-21)	Conditional Test - I
		Rural Marketing Strategies
		Continue
		Continue
		Continue
New Product Development For Rural Markets		
SUNDAY - 22.05.2022		
7	May (23-28)	Continue
		Continue
		Rural Marketing Mix + Presentation by Students
		Topic Continue + Presentation by Students
		Topic Continue + Presentation by Students
Topic Continue + Presentation by Students		
SUNDAY -29.05.2022		
8	May (30-31) June (1, 3-4)	Rural Communication + Presentation by Students
		Topic Continue + Presentation by Students
		Topic Continue + Presentation by Students
		Topic Continue + Presentation by Students
		Topic Continue + Presentation by Students
HOLIDAY - 02.06.2022 (Maharana Pratap Jayanti)		
SUNDAY - 05.06.2022		
9	June (6-11)	Media Planning for Rural Markets + Presentation by Students
		Topic Continue + Presentation by Students
		Topic Continue + Presentation by Students
		Topic Continue + Presentation by Students
		Topic Continue + Presentation by Students
Discussion of Questions		
SUNDAY - 12.06.2022		
10	June (13, 15-18)	Personal Selling in Rural Markets
		Topic Continue + Presentation by Students
		Topic Continue + Presentation by Students
		Topic Continue + Presentation by Students
		Group Discussion
HOLIDAY -14.06.2022 (Sant Kabir Jayanti)		
SUNDAY - 19.06.2022		
11	June (20-25)	Conditional Test- II
		Marketing Of Consumer Durables & Non- Durables
		Topic Continue + Presentation by Students
		Topic Continue + Presentation by Students
		Topic Continue + Presentation by Students
Marketing Of Agricultural Products		
SUNDAY - 26.06.2022		

12	June (27-30)	Topic Continue + Presentation by Students
		Topic Continue + Presentation by Students
	July (1-2)	Topic Continue + Presentation by Students
		Topic Continue + Presentation by Students
		E-commerce in Rural Market
		Topic Continue + Presentation by Students
SUNDAY - 03.07.2022		
13	July (4-9)	Topic Continue + Presentation by Students
		Topic Continue + Presentation by Students
		Topic Continue + Presentation by Students
		Topic Continue + Presentation by Students
		Group Discussion
		Revision
SUNDAY & HOLIDAY (Id-ul-Zuha (Bakr-Id) - 10.07.2022		
14	July (11-16)	Discussion of Questions
		Revision
		Revision
		Revision
		Revision
		Revision
SUNDAY - 17.07.2022		
15	July (18-19)	Revision
		Revision
20.07.2022 - EXAMINATION ONWARDS		

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I.B. (PG) COLLEGE, PANIPAT
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Weekly Lesson Plan (Even Semester)

Name of the Paper:-International Human Resource Management

Class: M.com (F) (4th Sem)

Name of the Teachers (Section wise):Sakshi Munjal

WEEK	DATE	TOPICS
1	April (11-16)	Discussion about the syllabus
		Introduction of syllabus
		Meaning of International Management
		Nature of International Management
		Continued
HOLIDAY - 14th APRIL (Dr. B.R. Ambedkar Jayanti /Mahavir Jayanti)		
SUNDAY - 17.04.2022		
2	April (18-23)	Continued
		Trends of International Management
		Continued
		Continued
		Continued
		Continued
SUNDAY - 24.04.2022		
3	April (25-30)	Schools of thought of International Management
		Continued
		Continued
		Continued
		Continued
		presentation
SUNDAY - 01.05.2021		
4	May (2, 4-7)	Comparative Management:Meaning
		Importance
		scope
		Continued
		revision
HOLIDAY - 3rd May (Id-ul-Fitr / Parshuram Jayanti)		
SUNDAY - 08.05.2022		
5	May (9-14)	Models of Comparative Management
		Continued
		Continued
		Issues in Comparative Management
		Continued
		Continued
SUNDAY - 15.05.2022		

6	May (16-21)	Continued
		Continued
		Continued
		Continued
		Continued
		revision
SUNDAY - 22.05.2022		
7	May (23-28)	Conditional test
		Management styles and practices in US
		Continued
		Continued
		presentation
		presentation
SUNDAY -29.05.2022		
8	May (30-31) June (1, 3-4)	Management styles and practices in Japan
		Continued
		Continued
		Management styles and practices in China
		Continued
HOLIDAY - 02.06.2022 (Maharana Pratap Jayanti)		
SUNDAY - 05.06.2022		
9	June (6-11)	Continued
		Management styles and practices in Korea
		Continued
		Continued
		Management styles and practices in Europe
		Continued
SUNDAY - 12.06.2022		
10	June (13, 15-18)	Management styles and practices in India
		Continued
		presentation
		presentation
		Conditional test :2
HOLIDAY -14.06.2022 (Sant Kabir Jayanti)		
SUNDAY - 19.06.2022		
11	June (20-25)	Organisational Design in different countries
		Continued
		Continued
		Transnational Organisational behaviour and human resource management
		Continued
		Motivation
SUNDAY - 26.06.2022		

12	June (27-30)	Continued
		perception
	July (1-2)	Continued
		Leadership
		Continued
Communication		
SUNDAY - 03.07.2022		
13	July (4-9)	Continued
		job satisfaction
		Continued
		attitudes
		Continued
performance appraisal		
SUNDAY & HOLIDAY (Id-ul-Zuha (Bakr-Id) - 10.07.2022		
14	July (11-16)	Continued
		managing multinational business operations
		Continued
		presentation
		negotiating across cultures
Continued		
SUNDAY - 17.07.2022		
15	July (18-19)	revision
		revision
20.07.2022 - EXAMINATION ONWARDS		