### I.B. (PG) COLLEGE, PANIPAT LESSON PLAN

SESSION 2023-24 (05.08.2023 to 24.11.2023)

Class: M.Com Final

Weekly Lesson Plan (Odd Semester)

PG (III - Semester)

Name of the Paper:- Advanced Financial Management

Name of the Teachers (Section Wise): Prof.Ruchika Batra

WEEK DATE TOPICS						
1 August						
(5) Hawan Ceremony						
SUNDAY - 06.08.2023						
Dictation Of Time Table						
Discussion Of syllabi						
August Introduction Of Dividend Decisions						
(7-12) Determinants Of Dividend Decisions						
Dividend Decisions & Valuation Of Firms						
Group Discussion						
SUNDAY - 13.08.2023						
Contd.						
August Contd.						
Introduction Of Capital Decisions						
EBIT-EPS Analysis						
Factors Determining Capital Structure Decisions						
HOLIDAY - 15.08.2023 - INDEPENDENCE DAY						
SUNDAY - 20.08.2023						
Theories Of Capital Structure Decisions						
Cash Flow & Ratio Analysis						
4 August Contd.						
(21-26) Contd.						
Introduction Of Leverages						
Types Of Leverages In Business						
SUNDAY - 27.08.2023						
August Contd.  Tetra duction Of Conital Pastmaturing						
5 (28-29, 31) Introduction Of Capital Restructuring Techniques Of Capital Restructuring						
September Group Discussion						
HOLIDAY - 30.08.2023 - RAKSHABANDHAN	Contd.					
SUNDAY - 03.09,2023						
Introduction Of Mergers						
Contd						
September Introduction Of Tokeovers						
(4-5, 7-9) Introduction of Takeovers  Types Of Takeovers						
Group Discussion						
HOLIDAY - 06.09.2023 - JANAMASHTMI						
SUNDAY - 10.09.2023						
Introduction Of Acquisitions						
Contd.						
7 September Contd.						
(11-16) Oral Discussion						
Introduction Of Financial Restructuring						
Contd.						
SUNDAY - 17.09.2023						
Reorganisation Of Capital						
Contd.						
September Conditional First						
8 (18-22) Buy Back Of Shares						
Introduction Of Financial Mgmt. Of Sick Units						
Contd.						

	HOLIDAY 2	3.09,2023 - SHAHEEDI DIVAS/HARYANA WAR HEROES' MARTYRDOM DAY
	HOEIDAT 2	SUNDAY - 24.09.2023
		Presentations
		Presentations
9	September	Group Discussion
9	(25-30)	Causes Of Sickness Of Units
		Contd.
		Remedial Measures Of Combat Sickness
		SUNDAY - 01.10.2023
		HOLIDAY - 02.10.2023 MAHATMA GANDHI JAYANTI
		Contd.
4.0	October	Presentations
10	(3-7)	Presentations
		Group Discussion
		Presentations CVINIDAY, 09 10 2022
	T	SUNDAY - 08.10.2023  Presentations
		Presentations
	October	Presentations
11	(9-14)	Conditional Second
	(2 14)	Group Discussion
		Presentations
	SI	UNDAY - 15.10.2023 & HOLIDAY (MAHARAJA AGRASEN JAYANTI)
		Presentations
		Presentations
10	October	Presentations
12	(16-21)	Presentations
		Group Discussion
		Presentations
		SUNDAY - 22.10.2023
		Presentations
		Presentations
13	October	Presentations
	(23, 25-27)	Presentations
		Group Discussion Presentations
		HOLIDAY - 24.10.2023 DUSSEHRA
		HOLIDAY 28.10.2023 - MAHARISHI VALMIKI JAYANTI
		SUNDAY -29.10.2023
	0.41	Presentations
	October	Presentations
14	(30-31) November	Presentations
	(2-4)	Presentations
	(2-4)	Group Discussion
		HOLIDAY 01.11.2023 - HARYANA DAY
		Presentations
15	November	Presentations
	(6-9)	Presentations
	<u> </u>	Presentations  Discribing Presentations
	Navar-L	Diwali Break - 10.11.2023 to 16.11.2023  Presentations
16	November (17-18)	Presentations Presentations
	(17-10)	SUNDAY - 19.11.2023
	T	Revision
17	November (20-24)	Revision
		25.11.2023 - Examinations

# I.B. (PG) COLLEGE, PANIPAT LESSON PLAN

SESSION 2023-24 (05.08.2023 to 24.11.2023)

Weekly Lesson Plan (Odd Semester)

PG -(III-Semester)

Name of the Paper:-Advertising Management

**Class:M.Com Final Year** 

Name of the Teachers (Section Wise): Prof. Ruhani Sharma

August (5)	WEEK	DATE	TOPICS		
Discussion And Display Of Time Table	1		Hawan Ceremony		
Discussion About Syllabus			SUNDAY - 06.08.2023		
August (7-12)			Discussion And Display Of Time Table		
Continued			Discussion About Syllabus		
Continued	,	August	Advertising- An Introduction		
Continued   SUNDAY - 13.08,2023	2	(7-12)	Continued		
SUNDAY - 13,08,2023   Continued			Continued		
August (14-19)			Continued		
Continued					
August (21-26)   Continued					
Continued   Cont		Angust	Continued		
Continued	3				
## HOLIDAY - 15.08.2023 - INDEPENDENCE DAY ## SUNDAY - 20.08.2023    Communication Process		(14-15)			
August (21-26)   Continued					
August (21-26)   Continued					
August (21-26)					
August (21-26)					
Continued					
Continued	4				
Continued		(21-26)			
Sunday - 27.08.2023   Group Discussion   Advertising And Communication Mix   Continued   Continued					
August (28-29, 31)   September (1-2)					
August (28-29, 31)   September (1-2)					
Continued		August			
Continued	_	(28-29, 31)			
Continued   HOLIDAY - 30.08.2023 - RAKSHABANDHAN	5	September			
HOLIDAY - 30.08.2023 - RAKSHABANDHAN  SUNDAY - 03.09,2023  Economic And Social Aspects Of Advertising Continued Continued Continued Continued  Tourning  Tourning  Continued Continued Continued  Continued  Continued  Continued  Revision  Ethical Aspects Of Advertising Continued Continued Revision  Ethical Aspects Of Advertising Continued Continued And Presentation					
September (4-5, 7-9)  September (4-5, 7-9)  Formula in the proof of th	Continued				
September (4-5, 7-9)   Economic And Social Aspects Of Advertising   Continued					
Continued Continued Continued Continued Continued Continued Continued Continued  Continued  Continued  Continued  Continued  SUNDAY - 10.09.2023  February					
6 September (4-5, 7-9)  Continued Continued Continued  Thority - 06.09.2023 - JANAMASHTMI  SUNDAY - 10.09.2023  Continued Revision Ethical Aspects Of Advertising Continued Continued And Presentation					
Tontinued Continued  HOLIDAY - 06.09.2023 - JANAMASHTMI  SUNDAY - 10.09.2023  Continued Revision Ethical Aspects Of Advertising Continued Continued And Presentation	6				
TOUTINUED  HOLIDAY - 06.09.2023 - JANAMASHTMI  SUNDAY - 10.09.2023  Continued Revision Ethical Aspects Of Advertising Continued Continued And Presentation					
HOLIDAY - 06.09.2023 - JANAMASHTMI  SUNDAY - 10.09.2023  Continued Revision Ethical Aspects Of Advertising Continued Continued And Presentation	1				
SUNDAY - 10.09.2023  Continued Revision Ethical Aspects Of Advertising Continued And Presentation					
Revision  Ethical Aspects Of Advertising  Continued Continued And Presentation Continued And Presentation  Continued And Presentation  SUNDAY - 17.09.2023  Objectives of Advertising					
Fithical Aspects Of Advertising  Continued Continued And Presentation Continued And Presentation  SUNDAY - 17.09.2023  Objectives of Advertising			Continued		
Continued Continued And Presentation Continued And Presentation  SUNDAY - 17.09.2023  Objectives of Advertising	7		Revision		
Continued Continued Continued And Presentation Continued And Presentation  SUNDAY - 17.09.2023  Objectives of Advertising		September	Ethical Aspects Of Advertising		
Continued And Presentation  SUNDAY - 17.09.2023  Objectives of Advertising			Continued		
SUNDAY - 17.09.2023 Objectives of Advertising			Continued And Presentation		
Objectives of Advertising			Continued And Presentation		
Objectives of Advertising	SUNDAY - 17.09.2023				
	8				
Continued And Presentation		September (18-22)	Continued And Presentation		
September Continued And Presentation			Continued And Presentation		
6 (18-22) Continued And Presentation			Continued And Presentation		
Ad-Budget					
Continued And Presentation			Continued And Presentation		

	Sunday					
Continued And Presentation	Continued And Presentation		HOLIDAY 2			
Continued And Presentation	Continued And Presentation			Continued And Presentation		
September (25-30)	September					
10	Message Designing And Ad-Copy Development	0	September			
Continued And Presentation	Continued And Presentation	9		Message Designing And Ad-Copy Development		
SUNDAY - 01.0.2023	10					
10	10					
10	10			SUNDAY - 01.10.2023		
Continued And Presentation	October (3-7)   Continued And Presentation					
Continued And Presentation	11			Continued And Presentation		
11	Continued And Presentation   Types Of Advertising Media     11		Ootobou	Continued And Presentation		
Croup Discussion	11	10		Continued And Presentation		
11	11		(3-7)	Group Discussion		
Continued And Presentation	Continued And Presentation			Types Of Advertising Media		
11	Continued And Presentation					
October	11					
Continued And Presentation	12					
Continued And Presentation	12	11				
Group Discussion   SUNDAY - 15.10.2023 & HOLIDAY (MAHARAJA AGRASEN JAYANTI)	Group Discussion   SUNDAY - 15.10.2023 & HOLIDAY (MAHARAJA AGRASEN JAYANTI)		(9-14)			
12	12					
Media Planning And Scheduling	12					
Continued And Presentation	Continued And Presentation		SU			
12	12					
Continued And Presentation	13		0.11			
Continued And Presentation	Continued And Presentation	12				
Revision   SUNDAY - 22.10.2023	Revision		(16-21)			
Ad-Agency And Ir's Role   Continued And Presentation	13					
Ad-Agency And It's Role   Continued And Presentation	Ad-Agency And It's Role   Continued And Presentation   Continued And Presentation					
Continued And Presentation  HOLIDAY - 24.10.2023 DUSSEHRA  HOLIDAY 28.10.2023 - MAHARISHI VALMIKI JAYANTI  SUNDAY -29.10.2023  Conditional Test-IInd Client Agency Relationship And It's Role  Continued And Presentation  Measuring Ad-Effectiveness Continued And Presentation  Continued And Presentation  Measuring Ad-Effectiveness Continued And Presentation  Continued	13		1			
13	13					
Continued And Presentation	Continued And Presentation		0-4-1			
Continued And Presentation	Continued And Presentation	13				
Continued And Presentation	Continued And Presentation		(23, 25-27)			
HOLIDAY - 24.10.2023 DUSSEHRA	HOLIDAY - 24.10.2023 DUSSEHRA					
HOLIDAY 28.10.2023 - MAHARISHI VALMIKI JAYANTI  SUNDAY -29.10.2023  Conditional Test-IInd Client Agency Relationship And It's Role Continued And Presentation Continued And Presentation Continued And Presentation  Continued And Presentation  Measuring Ad-Effectiveness Continued And Presentation Continued And Presentation  Measuring Ad-Effectiveness Continued And Presentation Continued And Presentation  Diwali Break - 10.11.2023 to 16.11.2023  Discussion Of Important Questions Continued  Revision  Revision  Revision  Revision  Revision	14					
14	14					
Conditional Test-IInd Client Agency Relationship And It's Role Continued And Presentation Continued And Presentation Continued And Presentation Continued And Presentation  Thought of the presentation  Continued And Presentation  Continued And Presentation  Measuring Ad-Effectiveness Continued And Presentation Continued And Presentation  Measuring Ad-Effectiveness Continued And Presentation Continued And Presentation  Diwali Break - 10.11.2023 to 16.11.2023  SUNDAY - 19.11.2023  Continued Revision  Revision  Revision	14					
Client Agency Relationship And It's Role  Continued And Presentation Continued And Presentation Continued And Presentation Continued And Presentation  HOLIDAY 01.11.2023 - HARYANA DAY  Continued And Presentation Measuring Ad-Effectiveness Continued And Presentation Continued And Presentation  Measuring Ad-Effectiveness Continued And Presentation Continued And Presentation  Diwali Break - 10.11.2023 to 16.11.2023  16 November (17-18)  November Continued  Revision  Revision  Revision  Revision	14		1			
Continued And Presentation Continued And Presentation Continued And Presentation Continued And Presentation  HOLIDAY 01.11.2023 - HARYANA DAY  Continued And Presentation Measuring Ad-Effectiveness Continued And Presentation Continued And Presentation  Measuring Ad-Effectiveness Continued And Presentation Continued And Presentation  Diwali Break - 10.11.2023 to 16.11.2023  Boson Of Important Questions Continued  SUNDAY - 19.11.2023  Continued Revision Revision  Revision	14 November (2-4) Continued And Presentation Continued And Presentation Continued And Presentation  HOLIDAY 01.11.2023 - HARYANA DAY  Continued And Presentation Measuring Ad-Effectiveness Continued And Presentation Continued And Presentation  Measuring Ad-Effectiveness Continued And Presentation Continued And Presentation  Towns and Presentation  November (17-18) Discussion Of Important Questions Continued  November (20-24) Continued Revision Revision Revision Revision Revision					
Continued And Presentation	November (2-4)	14	` /			
Continued And Presentation	Continued And Presentation					
November (6-9)   Continued And Presentation   Measuring Ad-Effectiveness   Continued And Presentation   Continued And Presentation	November (6-9)		(2-4)			
Continued And Presentation Measuring Ad-Effectiveness Continued And Presentation Continued And Presentation Continued And Presentation  Tontinued And Presentation  Diwali Break - 10.11.2023 to 16.11.2023  Discussion Of Important Questions Continued  SUNDAY - 19.11.2023  Continued  Revision  Revision  Revision	November (6-9)					
November (6-9)   Measuring Ad-Effectiveness   Continued And Presentation	November (6-9)					
Continued And Presentation	Continued And Presentation	4.5	<b>3</b> 7			
Continued And Presentation	Continued And Presentation	15		· ·		
Diwali Break - 10.11.2023 to 16.11.2023     16	16		(6-9)			
November	November (17-18)         Discussion Of Important Questions           SUNDAY - 19.11.2023           SUNDAY - 19.11.2023           November (20-24)         Continued Revision           Revision         Revision           Revision         Revision					
Continued   SUNDAY - 19.11.2023   Continued   Revision   Revisio	Continued   SUNDAY - 19.11.2023	16	November			
SUNDAY - 19.11.2023  Continued Revision Revision	November	16	(17-18)			
November Revision Revision	17 November (20-24) Revision Revision Revision Revision					
November Revision Revision	17 November (20-24) Revision Revision Revision Revision			Continued		
17 Revision	17 Revision Revision Revision			Revision		
(20.24) [10/15/01	Revision					
Revision		17		Revision		
Revision	25 11 2022 Evaminations	17				
25 11 2022 - Francisco d'anno	25.11.2023 - Examinations	17		Revision		

# I.B. (PG) COLLEGE, PANIPAT LESSON PLAN

SESSION 2023-24 (05.08.2023 to 24.11.2023)

**Class: M.Com Final** 

Weekly Lesson Plan (Odd Semester)

PG ( III - Semester)

Name of the Paper:- Financial institutions and market

Name of the Teachers (Section Wise): Prof Reena Rani

WEEK	DATE	TOPICS			
1	August	hawan caramony			
1	(5)	hawan ceremony			
		SUNDAY - 06.08.2023			
		discussion of syllabus			
		financial system :concept ;function			
2	August	continue			
_	(7-12)	continue			
		financial system and financial markets			
		continue			
	1	SUNDAY - 13.08.2023			
		financial system and economic development			
_	August	continue			
3	(14-19)	indian financial system and overview			
		continue			
		continue			
		HOLIDAY - 15.08.2023 - INDEPENDENCE DAY			
	<u> </u>	SUNDAY - 20.08.2023			
		money market continue			
	Amount	continue			
4	August (21-26)	capital markets			
	(21-20)	capital markets			
		continue			
		SUNDAY - 27.08.2023			
		primary and secondary market			
	August	continue			
5	(28-29, 31)	continue			
	September	continue			
	(1-2)	presentation			
HOLIDAY - 30.08.2023 - RAKSHABANDHAN					
SUNDAY - 03.09.2023					
		government securities market			
	September (4-5, 7-9)	continue			
6		continue			
		presentation			
		recent developments in indian capital market			
		HOLIDAY - 06.09.2023 - JANAMASHTMI			
SUNDAY - 10.09.2023					
7		continue			
		role of SEBI: an overview			
	September (11-16)	continue			
		continue			
		development banks :concept and objectives			
		continue			
SUNDAY - 17.09.2023					
8	September (18-22)	presentation			
		functions of development banks			
		continue			
		operational and promotional activities of development banks			
		continue			
		presentation			

	HOLIDAY 2	3.09.2023 - SHAHEEDI DIVAS/HARYANA WAR HEROES' MARTYRDOM DAY SUNDAY - 24.09.2023			
		IFCI			
		continue			
	September	ICICI			
9	(25-30)	continue			
	(25-30)	IDBI			
		continue			
		SUNDAY - 01.10.2023			
		HOLIDAY - 02.10.2023 MAHATMA GANDHI JAYANTI			
		IRDBI			
		continue			
10	October	SIDBI			
	(3-7)	continue			
		presentation			
		SUNDAY - 08.10.2023			
		state development banks and state financial corporations			
		continue			
11	October	continue			
11	(9-14)	first conditional test			
		presentation			
		presentation			
	SU	UNDAY - 15.10.2023 & HOLIDAY (MAHARAJA AGRASEN JAYANTI)			
		merchant banking concept, functions and growth			
		continue			
12	October	government policy on merchant banking services			
12	(16-21)	continue			
		presentation			
		presentation			
		SUNDAY - 22.10.2023			
		SEBI guidelines			
		continue			
13	October	continue			
	(23, 25-27)	future of merchant banking in India			
		continue			
		continue			
		HOLIDAY - 24.10.2023 DUSSEHRA			
		HOLIDAY 28.10.2023 - MAHARISHI VALMIKI JAYANTI			
		SUNDAY -29.10.2023			
	October	continue			
1.4	(30-31)	continue			
14	November	second conditional test continue			
	(2-4)				
		presentation HOLIDAY 01 11 2023 HADVANA DAV			
	HOLIDAY 01.11.2023 - HARYANA DAY mutual funds:concept, performance appraisal				
		continue			
15	November	continue			
	(6-9)	regulation of mutual funds			
		Diwali Break - 10.11.2023 to 16.11.2023			
	November	latest mutual fund schemes in India			
16	(17-18)	continue			
	SUNDAY - 19.11.2023				
		revision			
		revision			
17	November	revision			
	(20-24)	revision			
		revision			
		25.11.2023 - Examinations			

### I.B. (PG) COLLEGE, PANIPAT LESSON PLAN

SESSION 2023-24 (05.08.2023 to 24.11.2023)

**Class: M.Com Final** 

Weekly Lesson Plan (Odd Semester)

PG (III - Semester)

Name of the Paper:- Human Resource Development

Name of the Teachers (Section Wise): Prof. Sakshi Munjal

WEEK	DATE	TOPICS			
1	August				
1	(5)	Hawan ceremony			
		SUNDAY - 06.08.2023			
		Introduction of syllabus			
		HRD:Concept,nature			
2	August	Goals			
2	(7-12)	scope			
		Principles and Functions			
		continued			
		SUNDAY - 13.08.2023			
		Approaches to HRD			
	August	continued			
3	(14-19)	continued			
	(11.15)	HRM&HRD			
		continued			
		HOLIDAY - 15.08.2023 - INDEPENDENCE DAY			
	T	SUNDAY - 20.08.2023			
		Qualities,role and responsibilities of HRD manager			
		continued			
4	August	continued			
	(21-26)	Designing HRD system			
		continued			
		continued			
	I	SUNDAY - 27.08.2023			
	August	Organisational effectiveness			
_	(28-29, 31)	continued			
5	September	Hrd strategies			
	(1-2)	continued			
		continued			
HOLIDAY - 30.08.2023 - RAKSHABANDHAN SUNDAY - 03.09,2023					
		Emerging trends and challenges in HRD			
	September (4-5, 7-9)	continued			
6		continued			
		continued			
		Group Discussion			
		HOLIDAY - 06.09.2023 - JANAMASHTMI			
	SUNDAY - 10.09.2023				
		Knowledge management:meaning			
		forms of Knowledge			
_	September	meaning of Knowledge, importance of Knowledge management			
7	(11-16)	process and tools of Knowledge management			
		continued			
		continued			
SUNDAY - 17.09,2023					
		barriers to knowledge management			
	September	Learning and HRD			
_		meaning and Principles of learning			
8	(18-22)	process of learning			
		theories of learning			
		continued			
	<u> </u>	·			

	HOLIDAY 23.09.2023 - SHAHEEDI DIVAS/HARYANA WAR HEROES' MARTYRDOM DAY				
		SUNDAY - 24.09.2023			
		continued			
		learning styles and strategies			
9	September	continued			
	(25-30)	continued			
		Conditional test-1			
		presentation of students			
		SUNDAY - 01.10.2023 HOLIDAY - 02.10.2023 MAHATMA GANDHI JAYANTI			
		Role analysis for HRD			
		concept of role and role analysis			
10	October	benefits and techniques of role analysis			
	(3-7)	continued			
		presentation of students			
	_	SUNDAY - 08.10.2023			
		Competency Maping:meaning and need			
		methodology			
11	October	continued			
	(9-14)	development of competency set			
		continued			
		presentation of students			
	St	UNDAY - 15.10.2023 & HOLIDAY (MAHARAJA AGRASEN JAYANTI)			
		Employee sociialization and orientation:concept categories and content of learning in socialization			
	October	Conditional test-2			
12	(16-21)	socialisation Approaches			
	(10-21)	continued			
		presentation of students			
		SUNDAY - 22.10.2023			
		Assessing HRD needs			
		continued			
13	October	Designing training and development programme			
13	(23, 25-27)	continued			
		continued			
		presentation of students			
		HOLIDAY - 24.10.2023 DUSSEHRA			
HOLIDAY 28.10.2023 - MAHARISHI VALMIKI JAYANTI SUNDAY -29.10.2023					
	1	Implementation of training and development programme			
	October	continued			
14	(30-31)	continued			
1	November	presentation of students			
	(2-4)	presentation of students			
	•	HOLIDAY 01.11.2023 - HARYANA DAY			
Evaluation of training and development programme					
15	November	continued			
13	(6-9)	continued			
	(0-3)	presentation of students			
	1	Diwali Break - 10.11,2023 to 16.11,2023			
16	November	organisation health			
(17-18)   continued   SUNDAY 10.11.2022					
		SUNDAY - 19.11.2023			
		organisation climate continued			
17	November	continued			
1/	(20-24)	revision of syllabus			
		revision of syllabus			
	1	25.11.2023 - Examinations			

#### I.B. (PG) COLLEGE, PANIPAT LESSON PLAN SESSION 2023-24 (05.08.2023 to 24.11.2023)

Weekly Lesson Plan (Odd Semester)

PG ( III - Semester)

Name of the Paper:- COMPUTER APPLICATIONS IN BUSINESS

Name of the Teachers (Section Wise): MILAN

Class: M.Com. F

WEEK	DATE	TOPICS		
	August			
1	(5)	Computer System: Meaning		
	(6)	SUNDAY - 06.08.2023		
		scope, types; Basic computer organization		
		Central Processing Unit,		
_	August			
2	(7-12)			
		input unit		
		output unit		
		SUNDAY - 13.08.2023		
		storage device		
	August			
3	(14-19)			
	(14 15)	Introduction to software		
		System software		
		HOLIDAY - 15.08.2023 - INDEPENDENCE DAY		
	ı	SUNDAY - 20.08.2023		
		operating system		
	A	user interface		
4	August (21-26)			
	(21-20)	user interface types;		
		Application software		
		SUNDAY - 27.08.2023		
		group discussion		
	August	- word processing		
5	(28-29, 31)			
	September (1-2)	spreadsheets		
	(1-2)	Introduction to databases		
		HOLIDAY - 30.08.2023 - RAKSHABANDHAN		
	T	SUNDAY - 03.09.2023		
	September (4-5, 7-9)	tables		
		queries		
6				
		reports generation		
		form generation  HOLIDAY - 06.09.2023 - JANAMASHTMI		
SUNDAY - 10.09,2023 SUNDAY - 10.09,2023				
		conditional		
		Fuzzy Logic		
_	September (11-16)			
7				
		Information Technology in Business		
		Concept of information technology		
SUNDAY - 17.09.2023				
		Concept of information technology		
8	September (18-22)	Local Area Network		
		media and topologies		
		media and topologies		

HOLIDAY 23.09.2023 - SHAHEEDI DIVAS/HARYANA WAR HEROES' MARTYRDOM DAY				
	.,	SUNDAY - 24.09.2023		
		Wide Area Networks		
		Wide Area Networks		
	September	· · · · · · · · · · · · · · · · · · ·		
9	(25-30)			
	(20 00)	Electronic data processing		
		group discussion		
		SUNDAY - 01.10.2023		
		HOLIDAY - 02.10.2023 MAHATMA GANDHI JAYANTI		
	I	presentation		
		presentation		
10	October			
10	(3-7)	Intranet		
		concept and evolution of internet		
		SUNDAY - 08.10.2023		
	I	assignment assignment		
		class test		
	October	Class test		
11	(9-14)			
	(9-14)	extranet,		
		concept and evolution of extranet SUNDAY - 15.10.2023 & HOLIDAY (MAHARAJA AGRASEN JAYANTI)		
	I	SUNDAT - 15.10,2025 & HOLIDAT (MAHARAJA AGRASEN JATANIT)  World Wide Web		
		assignment		
	October	assignment		
12				
	(16-21)			
		class test		
		presentation CUNDAY 22.10.2022		
	I	SUNDAY - 22.10.2023		
		group discussion  Multimedia technologies		
	Ootobon	Multimedia technologies		
13	October			
	(23, 25-27)	M. King Tour hard a fee		
		Multimedia technologies  Multimedia technologies		
		HOLIDAY - 24.10.2023 DUSSEHRA		
		HOLIDAY 28.10.2023 - MAHARISHI VALMIKI JAYANTI		
	I	SUNDAY -29.10.2023		
	October	Video conferencing		
1.4	(30-31) November	greoup discussion		
14		December of activities		
	(2-4)	Broadband networks		
		Planning HOLIDAY 01 11 2022 HARVANA DAY		
HOLIDAY 01.11.2023 - HARYANA DAY				
		designing web pages		
15	November	designing web pages		
	(6-9)			
		D. U.D. 1 404140024 17414002		
	No.	Diwali Break - 10.11.2023 to 16.11.2023		
16		class discussion		
	(17-18)	class descussion		
	ı	SUNDAY - 19.11.2023		
	November	revision		
15		revision		
	November			
17				
17	November (20-24)	revision		
		revision revision 25.11.2023 - Examinations		

## I.B. (PG) COLLEGE, PANIPAT

#### LESSON PLAN

SESSION 2023-24 (05.08.2023 to 24.11.2023)

Class: M.Com Final

Weekly Lesson Plan (Odd Semester)

PG ( III - Semester)

Name of the Paper:- Marketing Research

Name of the Teacher:- Prof. Jagriti Rani

WEEK	DATE	TOPICS			
	August				
1	(5)	Hawan ceremony			
		SUNDAY - 06.08.2023			
		Dictate of Time Table and syllabus discuss			
		Introduction to Marketing Research			
_	August	Continue			
2	(7-12)	Continue			
	, , ,	Continue			
		Continue			
		SUNDAY - 13.08.2023			
		Marketing Research Process			
		Continue			
3	August	Continue			
	(14-19)	Marketing Research Agency			
		Continue			
		HOLIDAY - 15.08.2023 - INDEPENDENCE DAY			
		SUNDAY - 20.08.2023			
		Continue			
		Continue			
4	August	Formulation of Marketing Research Problem			
4	(21-26)	Continue			
		Continue			
		Continue			
		SUNDAY - 27.08.2023			
	August	Process of formulating the Research problem			
	(28-29, 31)	Continue			
5	September	Continue			
	(1-2)	Research Design			
	(1 2)	Continue			
	HOLIDAY - 30.08.2023 - RAKSHABANDHAN				
		SUNDAY - 03.09.2023			
		Continue			
_	September	Continue			
6	(4-5, 7-9)	Experimental Research			
		Continue			
		Continue  HOLDAY 06 00 2022 JANAMA SHEMI			
	HOLIDAY - 06.09.2023 - JANAMASHTMI				
	SUNDAY - 10.09.2023				
		Continue Sampling Design and Process			
	September	Continue			
7	(11-16)	Continue			
		Continue			
		Continue			
		SUNDAY - 17.09.2023			
	September (18-22)	Continue Conditional Test-1			
		Sources of Information/Data			
8		Continue			
		Continue			
		Continue			
		Commuc			

	HOLIDAY 23.09.2023 - SHAHEEDI DIVAS/HARYANA WAR HEROES' MARTYRDOM DAY				
		SUNDAY - 24.09.2023			
		Continue			
		Continue			
9	September	Continue			
	(25-30)	Designing on Questionnaire			
		Continue			
		Continue			
		SUNDAY - 01.10.2023 HOLIDAY - 02.10.2023 MAHATMA GANDHI JAYANTI			
		Continue			
		Continue			
10	October	Methods of Data Collection			
	(3-7)	Continue			
		Continue			
	•	SUNDAY - 08.10.2023			
		Continue			
		Continue			
11	October	Continue			
11	(9-14)	Measurement and Scaling Techniques			
		Continue			
		Continue			
	SU	UNDAY - 15.10.2023 & HOLIDAY (MAHARAJA AGRASEN JAYANTI)			
		Continue			
	October	Continue Attitude Measurement Scales			
12	(16-21)	Continue  Continue			
	(10-21)	Continue			
		Continue			
		SUNDAY - 22.10.2023			
		Continue			
		Continue			
13	October	Conditional Test-2			
15	(23, 25-27)	Qualitative Research			
		Continue			
		Continue			
		HOLIDAY - 24.10.2023 DUSSEHRA			
	HOLIDAY 28.10.2023 - MAHARISHI VALMIKI JAYANTI SUNDAY -20 10 2023				
	1	SUNDAY -29.10.2023			
	October	Continue			
14	(30-31)	Continue Continue			
17	November	Presentation			
	(2-4)	Presentation			
		HOLIDAY 01.11.2023 - HARYANA DAY			
Survey and Observation					
1.5	N	Continue			
15	November	Continue			
	(6-9)	Continue			
		Diwali Break - 10.11.2023 to 16.11.2023			
16	November	Continue			
10	(17-18)	Continue			
	1	SUNDAY - 19.11.2023			
		Presentation			
4=	November	Presentation			
17	(20-24)	Presentation			
		Presentation  Presentation			
		Presentation 25.11.2023 - Examinations			
		25.11.2023 - Examinations			