

**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:- Advanced Financial Management

Class: M.Com Final

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

WEEK	DATE	TOPICS
1	August (5)	Hawan Ceremony
<b>SUNDAY - 06.08.2023</b>		
2	August (7-12)	Dictation Of Time Table Discussion Of syllabi Introduction Of Dividend Decisions Determinants Of Dividend Decisions Dividend Decisions & Valuation Of Firms Group Discussion
<b>SUNDAY - 13.08.2023</b>		
3	August (14-19)	Contd. Contd. Introduction Of Capital Decisions EBIT-EPS Analysis Factors Determining Capital Structure Decisions
<b>HOLIDAY - 15.08.2023 - INDEPENDENCE DAY</b>		
<b>SUNDAY - 20.08.2023</b>		
4	August (21-26)	Theories Of Capital Structure Decisions Cash Flow & Ratio Analysis Contd. Contd. Introduction Of Leverages Types Of Leverages In Business
<b>SUNDAY - 27.08.2023</b>		
5	August (28-29, 31) September (1-2)	Contd. Introduction Of Capital Restructuring Techniques Of Capital Restructuring Group Discussion Contd.
<b>HOLIDAY - 30.08.2023 - RAKSHABANDHAN</b>		
<b>SUNDAY - 03.09.2023</b>		
6	September (4-5, 7-9)	Introduction Of Mergers Contd. Introduction Of Takeovers Types Of Takeovers Group Discussion
<b>HOLIDAY - 06.09.2023 - JANAMASHTMI</b>		
<b>SUNDAY - 10.09.2023</b>		
7	September (11-16)	Introduction Of Acquisitions Contd. Contd. Oral Discussion Introduction Of Financial Restructuring Contd.
<b>SUNDAY - 17.09.2023</b>		
8	September (18-22)	Reorganisation Of Capital Contd. Conditional First Buy Back Of Shares Introduction Of Financial Mgmt. Of Sick Units Contd.

HOLIDAY 23.09.2023 - SHAHEEDI DIVAS/HARYANA WAR HEROES' MARTYRDOM DAY		
SUNDAY - 24.09.2023		
9	September (25-30)	Presentations
		Presentations
		Group Discussion
		Causes Of Sickness Of Units
		Contd.
		Remedial Measures Of Combat Sickness
SUNDAY - 01.10.2023		
HOLIDAY - 02.10.2023 MAHATMA GANDHI JAYANTI		
10	October (3-7)	Contd.
		Presentations
		Presentations
		Group Discussion
		Presentations
SUNDAY - 08.10.2023		
11	October (9-14)	Presentations
		Presentations
		Presentations
		Conditional Second
		Group Discussion
		Presentations
SUNDAY - 15.10.2023 & HOLIDAY (MAHARAJA AGRASEN JAYANTI)		
12	October (16-21)	Presentations
		Presentations
		Presentations
		Presentations
		Group Discussion
		Presentations
SUNDAY - 22.10.2023		
13	October (23, 25-27)	Presentations
		Presentations
		Presentations
		Presentations
		Group Discussion
		Presentations
HOLIDAY - 24.10.2023 DUSSEHRA		
HOLIDAY 28.10.2023 - MAHARISHI VALMIKI JAYANTI		
SUNDAY - 29.10.2023		
14	October (30-31) November (2-4)	Presentations
		Presentations
		Presentations
		Presentations
		Group Discussion
HOLIDAY 01.11.2023 - HARYANA DAY		
15	November (6-9)	Presentations
		Presentations
		Presentations
		Presentations
Diwali Break - 10.11.2023 to 16.11.2023		
16	November (17-18)	Presentations
		Presentations
SUNDAY - 19.11.2023		
17	November (20-24)	Revision
		Revision
		Revision
		Revision
		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

WEEK	DATE	TOPICS
1	August (5)	Hawan Ceremony
SUNDAY - 06.08.2023		
2	August (7-12)	Discussion And Display Of Time Table
		Discussion About Syllabus
		Advertising- An Introduction
		Continued
		Continued
SUNDAY - 13.08.2023		
3	August (14-19)	Continued
		Continued
		Continued
		Continued
		Continued
HOLIDAY - 15.08.2023 - INDEPENDENCE DAY		
SUNDAY - 20.08.2023		
4	August (21-26)	Communication Process
		Continued
		Continued
		Continued
		Continued
		Continued
SUNDAY - 27.08.2023		
5	August (28-29, 31) September (1-2)	Group Discussion
		Advertising And Communication Mix
		Continued
		Continued
		Continued
HOLIDAY - 30.08.2023 - RAKSHABANDHAN		
SUNDAY - 03.09.2023		
6	September (4-5, 7-9)	Economic And Social Aspects Of Advertising
		Continued
		Continued
		Continued
		Continued
HOLIDAY - 06.09.2023 - JANAMASHTMI		
SUNDAY - 10.09.2023		
7	September (11-16)	Continued
		Revision
		Ethical Aspects Of Advertising
		Continued
		Continued And Presentation
		Continued And Presentation
SUNDAY - 17.09.2023		
8	September (18-22)	Objectives of Advertising
		Continued And Presentation
		Continued And Presentation
		Continued And Presentation
		Ad-Budget
		Continued And Presentation

HOLIDAY 23.09.2023 - SHAHEEDI DIVAS/HARYANA WAR HEROES' MARTYRDOM DAY		
SUNDAY - 24.09.2023		
9	September (25-30)	Continued And Presentation
		Continued And Presentation
		Conditional Test-Ist
		Message Designing And Ad-Copy Development
		Continued And Presentation
		Continued And Presentation
SUNDAY - 01.10.2023		
HOLIDAY - 02.10.2023 MAHATMA GANDHI JAYANTI		
10	October (3-7)	Continued And Presentation
		Continued And Presentation
		Continued And Presentation
		Group Discussion
		Types Of Advertising Media
SUNDAY - 08.10.2023		
11	October (9-14)	Continued And Presentation
		Continued And Presentation
		Continued And Presentation
		Continued And Presentation
		Continued And Presentation
		Group Discussion
SUNDAY - 15.10.2023 & HOLIDAY (MAHARAJA AGRASEN JAYANTI)		
12	October (16-21)	Media Planning And Scheduling
		Continued And Presentation
		Continued And Presentation
		Continued And Presentation
		Continued And Presentation
		Revision
SUNDAY - 22.10.2023		
13	October (23, 25-27)	Ad-Agency And It's Role
		Continued And Presentation
		Continued And Presentation
		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		
14	October (30-31) November (2-4)	Conditional Test-IInd
		Client Agency Relationship And It's Role
		Continued And Presentation
		Continued And Presentation
		Continued And Presentation
HOLIDAY 01.11.2023 - HARYANA DAY		
15	November (6-9)	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)	Discussion Of Important Questions
		Continued
SUNDAY - 19.11.2023		
17	November (20-24)	Continued
		Revision
		Revision
		Revision
		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:- Financial institutions and market**

**Class: M.Com Final**

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

WEEK	DATE	TOPICS
1	August (5)	hawan ceremony
SUNDAY - 06.08.2023		
2	August (7-12)	discussion of syllabus
		financial system :concept ;function
		continue
		continue
		financial system and financial markets
		continue
SUNDAY - 13.08.2023		
3	August (14-19)	financial system and economic development
		continue
		indian financial system and overview
		continue
		continue
HOLIDAY - 15.08.2023 - INDEPENDENCE DAY		
SUNDAY - 20.08.2023		
4	August (21-26)	money market
		continue
		continue
		capital markets
		continue
		continue
SUNDAY - 27.08.2023		
5	August (28-29, 31) September (1-2)	primary and secondary market
		continue
		continue
		continue
		presentation
HOLIDAY - 30.08.2023 - RAKSHABANDHAN		
SUNDAY - 03.09.2023		
6	September (4-5, 7-9)	government securities market
		continue
		continue
		presentation
		recent developments in indian capital market
HOLIDAY - 06.09.2023 - JANAMASHTMI		
SUNDAY - 10.09.2023		
7	September (11-16)	continue
		role of SEBI: an overview
		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 23.09.2023 - SHAHEEDI DIVAS/HARYANA WAR HEROES' MARTYRDOM DAY		
SUNDAY - 24.09.2023		
9	September (25-30)	IFCI
		continue
		ICICI
		continue
		IDBI
continue		
SUNDAY - 01.10.2023		
HOLIDAY - 02.10.2023 MAHATMA GANDHI JAYANTI		
10	October (3-7)	IRDBI
		continue
		SIDBI
		continue
		presentation
SUNDAY - 08.10.2023		
11	October (9-14)	state development banks and state financial corporations
		continue
		continue
		first conditional test
		presentation
		presentation
SUNDAY - 15.10.2023 & HOLIDAY (MAHARAJA AGRASEN JAYANTI)		
12	October (16-21)	merchant banking concept, functions and growth
		continue
		government policy on merchant banking services
		continue
		presentation
		presentation
SUNDAY - 22.10.2023		
13	October (23, 25-27)	SEBI guidelines
		continue
		continue
		future of merchant banking in India
		continue
		continue
HOLIDAY - 24.10.2023 DUSSEHRA		
HOLIDAY 28.10.2023 - MAHARISHI VALMIKI JAYANTI		
SUNDAY -29.10.2023		
14	October (30-31) November (2-4)	continue
		continue
		second conditional test
		continue
		presentation
HOLIDAY 01.11.2023 - HARYANA DAY		
15	November (6-9)	mutual funds:concept, performance appraisal
		continue
		continue
		regulation of mutual funds
Diwali Break - 10.11.2023 to 16.11.2023		
16	November (17-18)	latest mutual fund schemes in India
		continue
SUNDAY - 19.11.2023		
17	November (20-24)	revision
		revision
		revision
		revision
		revision
25.11.2023 - Examinations		

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Weekly Lesson Plan (Odd Semester)

PG ( III - Semester)

Name of the Paper:- Human Resource Development

Class: M.Com Final

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

WEEK	DATE	TOPICS
1	August (5)	Hawan ceremony
<b>SUNDAY - 06.08.2023</b>		
2	August (7-12)	Introduction of syllabus HRD:Concept,nature Goals scope Principles and Functions continued
<b>SUNDAY - 13.08.2023</b>		
3	August (14-19)	Approaches to HRD continued continued HRM&HRD continued
<b>HOLIDAY - 15.08.2023 - INDEPENDENCE DAY</b>		
<b>SUNDAY - 20.08.2023</b>		
4	August (21-26)	Qualities,role and responsibilities of HRD manager continued continued Designing HRD system continued continued
<b>SUNDAY - 27.08.2023</b>		
5	August (28-29, 31) September (1-2)	Organisational effectiveness continued Hrd strategies continued continued
<b>HOLIDAY - 30.08.2023 - RAKSHABANDHAN</b>		
<b>SUNDAY - 03.09.2023</b>		
6	September (4-5, 7-9)	Emerging trends and challenges in HRD continued continued continued Group Discussion
<b>HOLIDAY - 06.09.2023 - JANAMASHTMI</b>		
<b>SUNDAY - 10.09.2023</b>		
7	September (11-16)	Knowledge management:meaning forms of Knowledge meaning of Knowledge, importance of Knowledge management process and tools of Knowledge management continued continued
<b>SUNDAY - 17.09.2023</b>		
8	September (18-22)	barriers to knowledge management Learning and HRD meaning and Principles of learning process of learning theories of learning continued

HOLIDAY 23.09.2023 - SHAHEEDI DIVAS/HARYANA WAR HEROES' MARTYRDOM DAY		
SUNDAY - 24.09.2023		
9	September (25-30)	continued
		learning styles and strategies
		continued
		continued
		Conditional test-1
presentation of students		
SUNDAY - 01.10.2023		
HOLIDAY - 02.10.2023 MAHATMA GANDHI JAYANTI		
10	October (3-7)	Role analysis for HRD
		concept of role and role analysis
		benefits and techniques of role analysis
		continued
		presentation of students
SUNDAY - 08.10.2023		
11	October (9-14)	Competency Mapping:meaning and need
		methodology
		continued
		development of competency set
		continued
presentation of students		
SUNDAY - 15.10.2023 & HOLIDAY (MAHARAJA AGRASEN JAYANTI)		
12	October (16-21)	Employee socialization and orientation:concept
		categories and content of learning in socialization
		Conditional test-2
		socialisation Approaches
		continued
presentation of students		
SUNDAY - 22.10.2023		
13	October (23, 25-27)	Assessing HRD needs
		continued
		Designing training and development programme
		continued
		continued
presentation of students		
HOLIDAY - 24.10.2023 DUSSEHRA		
HOLIDAY 28.10.2023 - MAHARISHI VALMIKI JAYANTI		
SUNDAY - 29.10.2023		
14	October (30-31) November (2-4)	Implementation of training and development programme
		continued
		continued
		presentation of students
		presentation of students
HOLIDAY 01.11.2023 - HARYANA DAY		
15	November (6-9)	Evaluation of training and development programme
		continued
		continued
		presentation of students
Diwali Break - 10.11.2023 to 16.11.2023		
16	November (17-18)	organisation health
		continued
SUNDAY - 19.11.2023		
17	November (20-24)	organisation climate
		continued
		continued
		revision of syllabus
		revision of syllabus
25.11.2023 - Examinations		



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Weekly Lesson Plan (Odd Semester)

PG ( III - Semester)

Name of the Paper:- **COMPUTER APPLICATIONS IN BUSINESS**

Class: **M.Com. F**

Name of the Teachers (Section Wise) : **MILAN**

WEEK	DATE	TOPICS
1	August (5)	Computer System: Meaning
SUNDAY - 06.08.2023		
2	August (7-12)	scope, types; Basic computer organization
		Central Processing Unit,
		input unit output unit
SUNDAY - 13.08.2023		
3	August (14-19)	storage device
		Introduction to software
		System software
HOLIDAY - 15.08.2023 - INDEPENDENCE DAY		
SUNDAY - 20.08.2023		
4	August (21-26)	operating system
		user interface
		user interface types;
		Application software
SUNDAY - 27.08.2023		
5	August (28-29, 31) September (1-2)	group discussion
		- word processing
		spreadsheets
		Introduction to databases
HOLIDAY - 30.08.2023 - RAKSHABANDHAN		
SUNDAY - 03.09.2023		
6	September (4-5, 7-9)	tables
		queries
		reports generation form generation
HOLIDAY - 06.09.2023 - JANAMASHTMI		
SUNDAY - 10.09.2023		
7	September (11-16)	conditional
		Fuzzy Logic
		Information Technology in Business
		Concept of information technology
SUNDAY - 17.09.2023		
8	September (18-22)	Concept of information technology
		Local Area Network
		media and topologies
		media and topologies

HOLIDAY 23.09.2023 - SHAHEEDI DIVAS/HARYANA WAR HEROES' MARTYRDOM DAY		
SUNDAY - 24.09.2023		
9	September (25-30)	Wide Area Networks
		Wide Area Networks
		Electronic data processing group discussion
SUNDAY - 01.10.2023		
HOLIDAY - 02.10.2023 MAHATMA GANDHI JAYANTI		
10	October (3-7)	presentation
		Intranet
		concept and evolution of internet
SUNDAY - 08.10.2023		
11	October (9-14)	assignment
		class test
		extranet, concept and evolution of extranet
SUNDAY - 15.10.2023 & HOLIDAY (MAHARAJA AGRASEN JAYANTI)		
12	October (16-21)	World Wide Web
		assignment
		class test presentation
SUNDAY - 22.10.2023		
13	October (23, 25-27)	group discussion
		Multimedia technologies
		Multimedia technologies Multimedia technologies
HOLIDAY - 24.10.2023 DUSSEHRA		
HOLIDAY 28.10.2023 - MAHARISHI VALMIKI JAYANTI		
SUNDAY -29.10.2023		
14	October (30-31) November (2-4)	Video conferencing
		group discussion
		Broadband networks Planning
HOLIDAY 01.11.2023 - HARYANA DAY		
15	November (6-9)	designing web pages
		designing web pages
Diwali Break - 10.11.2023 to 16.11.2023		
16	November (17-18)	class discussion
		class descussion
SUNDAY - 19.11.2023		
17	November (20-24)	revision
		revision
		revision 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:- Marketing Research

Class: M.Com Final

Name of the Teacher:- Prof. Jagriti Rani

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

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