Session: 2022-23 (Even Semester) Lesson Plan M.Com 4th Semester

Name (of the Teacher	: Ms. Manita Subject: International marketing
S.No.	Months	Topic
1	February	nature, importance, and scope of international marketing: International market orientation and involvement: International marketing management process- and overview, international marketing information system, international marketing environment
		international market Segmentation, selection and Positioning: screening and selection of markets: international market entry strategies student presentation, group discussion
	March	International product planning and pricing decisions
		product design, labeling, packing, branding and product support services: product standardization vs. adaptation international trade product life-cycle; New product development. student presentation, group discussion
		Pricing decisions for international markets; Factors affecting international price determination; International pricing process and policies: Class test, problem solving session
	April	International distribution decisions; roles and function; selection and management of overseas agents; inventory management, transportation, warehousing, and insurance., assignments I, student presentation
		International promotion strategies: Communications complexities and issues; international promotion tools and planning; Advertising, personal selling, publicity, and sales promotion; international public relations developing international promotion captains; Standardization vs. adaptation issue; trade fairs and exhibitions. , Class test, problem solving session , student presentation
	May	Emerging treads in international Marketing: International marketing through the internet; international marketing ethics. student presentation ,Class test, problem solving session. Assignments II, revision.

Session: 2022-23 (Even Semester) Lesson Plan M.Com 4th Semester

Name (of the Teacher	: Ms. Manita Subject: Service marketing
S.No.	Months	Topic
1	February	Student pervious knowledge checked. meaning, nature and characteristics of Service Marketing; Differences in Goods and Services Marketing, Emergence of Service Economy, Technology in services,
		Role of service sector – Structure and growth – Recent trends in service sector, marketing Challenges in service business, service marketing mix, Expansion of marketing mix Services marketing triangle. student presentation, group discussion
	March	The Concept of design: Classification of service: a design issue; Objects of the service processes, Customer content; Service Quality: Definitions of quality; Standards; The Gaps Model of service quality; The SERVQUAL Scale; Implications for service quality
		The Service Encounter: The essence of an encounter; Demand and Capacity Management: The basic problem: perishability; Service capacity; Service demand; Managing demand and capacity; Class test, problem solving session, group discussion, student presentation
	April	Service Communication: integrated marketing communications; role for communication; Key communication variables; Breading services; Advertising the service. Monitoring and evaluation the service: customer satisfaction evaluation: marking of services with special reference to financial service, health service, hospitality service including travel, hotels and tourism, professional service, education service. assignments I , student presentation
	May	Organizing for change management & service leadership: service - profit chain, Qualities associated with service leaders, reducing inter-functional conflicts, change managements, evolution versus turnaround, valuation leadership potential, leadership culture & climate. Class test, problem solving session. Assignments II. student presentation, revision.

Session: 2022-23 (Even Semester) Lesson Plan M.Com 2nd Semester

Name	Name of the Teacher: Ms. Manita Subject: Marketing management		
S.No.	Months	Topic	
1	February	Student pervious knowledge checked. nature and significance of marketing, marketing management, evolution marketing, marketing management orientation "the production concept, product concept, selling concept, selling v/s marketing, societal marketing concept and holistic marketing. Marketing mix marketing environment in India.	
		Consumer behavior: determinates of consumer behavior. Consumer buying decision marketing process; Market segmentation: basic of market segmentation, market targeting and positioning; Marketing research and marketing information. student presentation, group discussion	
	March	Product decision: product classification, product mix strategy, branding, packaging and labeling product support services, new product development process. Product life cycle. Marketing of service.	
		Pricing and distribution decision Pricing decision; price determination method pricing strategies, Distribution channels and physical Class test, problem solving session, group discussion, Assignment I student presentation	
	April	distribution decision. Selecting, management of distribution channels distribution logistic retailing and wholesaling. Promotion decision: promotion mix, Advertising, Personal selling, public relation and publicity, and sales promotion; student presentation, group discussion	
	May	Contemporary issues in marketing consumer protection, social marketing rural marketing, online marketing social and ethical aspects of marketing, assignment II, Class test, problem solving session, student presentation, revision.	

Session: 2022-23 (Even Semester) Lesson Plan M.Com 2nd Semester

Name	Name of the Teacher: Ms. Manita Subject: HRM			
S.No.	Months	Topic		
1	February	Student pervious knowledge checked. Human resource management concept and functions, role, status and competencies of HR Manager, HR Policies, Evolution of HRM, Emerging challenges of Human Resource Managements; workforce diversity; Empowerment; Downsizing VRS; Human Resource information system		
		Human Resource planning job analysis – job description and job specification; recruitment – concept and sources; selection – concept and process; test and interview; placement and induction. student presentation, group discussion, class test		
	March	Training and development Concept and importance; identifying training and development needs; designing training programs role- specific and competency based training evaluating training effectiveness management development career development, Performance appraisal nature, objectives and importance; modern techniques of performance appraisal; Assignment I student presentation		
	April	Potential appraisal and employee counseling; Job changes – transfer and promotions; compensation: concept and policies: job evaluation; fringe benefits; performance linked compensation. Employee health and safety; employee welfare; social security; student presentation, group discussion		
	May	Maintenance of Human resource Employer- Employee relations- an overview, grievance-handling and redressed; industrial disputes causes and settlement machinery, assignment II, Class test, problem solving session, student presentation, revision.		

Session: 2022-23 (Even Semester) Lesson Plan B.Com 2nd Semester

Name	of the Teacher	: Ms. Manita Subject: Fundamentals of marketing
S.No.	Months	Topic
1	February	Student pervious knowledge checked. Introduction – meaning, concepts nature & importance of marketing : marketing mix.
		Analysis of marketing environment, internal environment, external environment demographic, socio- cultural, political, class test
	March	Economic, natural, technological and legal, Market segmentation concept & bases of market segmentation understanding consumer behavior, Product meaning classification, product mix and product life cycle, new product development process, Assignment I,
	April	Branding, packaging, labeling, Pricing. Pricing objectives, factors influencing pricing, promotion mix, class test
	May	Distribution channel; meaning, types, role and factors affecting choice of distribution channel, assignment II, Class test, problem solving session, student presentation, revision.

Session: 2022-23 (Even Semester) Lesson Plan B.Com 6th Semester

Name (Name of the Teacher: Ms. Manita Subject: Human resource managemen		
S.No.	Months	Topic	
1	February	Human resource management: meaning, nature, history and scope, objectives, functions, importance; HRM vs. HRD and personal management. Human resource planning: meaning, importance, objectives, process, factors affecting manpower planning, problems and suggestions for making HR planning effective.	
		Job Analysis: meaning, process of job analysis, methods of collecting job analysis data, potential problems with job analysis; job description and job specification.	
	March	Recruitment: meaning, purpose, recruitment policy, factors affecting recruitment; source of recruitment, internal and external methods of recruitment. Selection: meaning, purpose, difference between recruitment and selection; process of selection; barriers to effective selection, Class test	
	April	Placement, induction and internal mobility: placement; induction/orientation: meaning, objectives, content and responsibility for induction; internal mobility: meaning & need; transfer: purpose, types; benefits and problems, transfer policy; promotion: purpose, basis, promotion policy; demotion: causes, demotion policy. Assignment I student presentation	
	May	Training: meaning, training and education, training and development, objectives, importance, steps in designing training programmer; training methods: on-the-job and off-the-job methods. Performance appraisal: meaning, features, merits, limitations, process and methods of performance appraisal. Class test, problem solving session, student presentation, revision.	