

**Government College, Safidon (Jind)-
126112**

Session: 2024-25(Odd Semester)

Lesson Plan M.Com 3rd Semester

Name of the Teacher: Ms. Manita

Subject: Consumer Behaviour

Sr. No	Month	Topic
1	July	Concept of consumer behavior, process of consumer behaviour
2	August	Why we study consumer behaviour, impact of consumer behaviour on marketing strategies, student presentation,
3		Changing profile of Indian consumer
4		Impact of technology on consumer behaviour, difference between consumer and costumer, how motivation and perception and emotion change consumer behaviour, student presentation
5	September	Internal determinants of consumer behaviour
6		Attitude and beliefs, values and life style
7		External determinants of buying behavior, class test
8	October	Cultural factors, family, influence of culture and sub culture on consumer behaviour, Class test, problem solving session
9		Buying decision process
10		Level of consumer decision making
11	November	Consumer influence and diffusion of innovation, class test
12		Model of buyer behaviour ,Diffusion and adaptation process, assignments , field work
13		The economic model, Howard sheth model
14		The sheth model of industrial buying, revision
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Signature

Government College, Safidon (Jind)-126112

Session: 2024-25(Odd Semester)

Lesson Plan B.Com 1st Semester

Name of the Teacher: Ms. Manita

**Subject: principles and
practice of management**

Sr. No	Month	Topic
1	July	Student's previous knowledge checked, Introduction to management,
2	August	characteristics and significance, process and functions of management, Management: as science, art and profession; Approaches to management: Classical and neo classical approach, behavioral approach, management science approach, systems approach and contingency approach; Emerging management concepts. class test
3	September	Planning: process and importance; Types of plans, Organizing: Principles and benefits of organizations; Organizational structure, virtual organization, Staffing: Importance, scope , Delegation: Advantages, barriers to delegation, guidelines for effective delegation; Decentralization and Centralization: Advantages and disadvantages; Factors influencing decentralization, class test
4	October	Directing; Coordination; Controlling: Characteristics and process of control, prerequisites of an effective control system, controlling techniques, class test, assignments
5	November	Motivation: Objectives and significance; importance of motivation; Leadership: Significance and functions, class test
6		Problem solving, revision,
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Government College, Safidon (Jind)-126112

Session: 2024-25 (Odd Semester)

Lesson Plan M.Com 3rd Semester

Name of the Teacher: Ms. Manita

Subject: Marketing Research

Sr. No	Month	Topic
1	July	Previous knowledge checked , Introduction to marketing research
2	August	Importance, nature and scope of marketing research, process of marketing research, marketing information system, student presentation,
3		Organisation of sound research program, research Problem identification and research design
4		Research proposal
5	September	Research type descriptive, conclusive, experimental, student presentation,
6		Data sources :- primary data sources and secondary data sources, online survey, questioning technique, observation method,
7		How to prepare a sound questionnaire, student presentation,
8	October	Organisation of field work report preparation and data presentation
9		Product research, advertising research, sales and market research, marketing research in India
10		student presentation, assignments
11	November	Data analysis, findings conclusion and references
12		Class test, revision, problem solving sessions assigned field work
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Government College, Safidon (Jind)-126112

Session: 2024-25(Odd Semester)

Lesson Plan B.Com 3rd Semester

Name of the Teacher: Ms. Manita

Subject: Strategic Management

Sr. No	Month	Topic
1	July	Introduction of Strategic Management,
2	August	Strategic Management Process, September Establishment of Strategic Intent 4 Environmental Appraisal 5 Organizational Appraisal
3	September	Corporate level Strategies, October Business level Strategies, Strategic analysis and choice
4	October	Strategy implementation, Structure for Strategies, November Organizational design and change, Behavioral implementation,
5	November	Functional Strategies, December Strategic Evaluation and control, 2 Assignments and 1 test as per schedule, class test. Problem solving, revision,
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