

Government College, Safidon (Jind)-126112

Session: 2024-25 (Even Semester)

Lesson Plan M.Com 4th Semester

Name of the Teacher: Ms. Manita

Subject: International marketing

S.No.	Months	Topic
1	January	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
	February	international market Segmentation, selection and Positioning: screening and selection of markets: international market entry strategies student presentation, group discussion
		International product planning and pricing decisions
	March	product design, labeling, packing, branding and product support services;; 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 public relations developing international promotion captains; Standardization vs. adaptation issue; trade fairs and exhibitions. , Class test, problem solving session , student presentation
	May	Emerging trends in international Marketing: International marketing through the internet; international marketing ethics. student presentation ,Class test, problem solving session. Assignments II, revision.

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Session: 2024-25 (Even Semester)

Lesson Plan M.Com 4th Semester

Name of the Teacher: Ms. Manita

Subject: Service marketing

S.No.	Months	Topic
1	January	Student previous knowledge checked. meaning, nature and characteristics of Service Marketing; Differences in Goods and Services Marketing, Emergence of Service Economy, Technology in services,
	February	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
		The Concept of design: Classification of service: a design issue; Objects of the service processes, the Gaps Model of service quality; The SERVQUAL Scale;
	March	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,, hospitality service including travel, hotels and tourism, professional service, education service. assignments I , student presentation
		Organizing for change management & service leadership: service - profit chain, Qualities associated with service leaders, reducing inter-functional conflicts,
	May	change managements, evolution versus turnaround, valuation leadership potential, leadership culture & climate. Class test, problem solving session. Assignments II. student presentation, revision.

Government College, Safidon (Jind)-126112

Session: 2024-25 (Even Semester)

Lesson Plan M.Com 2nd Semester

Name of the Teacher: Ms. Manita

Subject: HRM

S.No.	Months	Topic
1	January	Student previous knowledge checked. Human resource management: Concept, evolution, scope and importance, objectives and functions; Qualities, role and functions of human resource manager; HRM in dynamic environment;
	February	Recruitment; Selection; Induction and placement; Work force mobility: Promotion, demotion, transfer and separations. student presentation, group discussion, class test
	March	Training; Executive development; Career planning and development; Job evaluation; Quality of work life. Assignment I student presentation
	April	Performance and potential Appraisal; Compensation management; incentives and employee benefits; presentation, group discussion
	May	Personnel records & HR audit; International human resource management; Job satisfaction. Assignment II, Class test, problem solving session, student presentation, revision.

Government College, Safidon (Jind)-126112

Session: 2024-25 (Even Semester)

Lesson Plan B.Com 6th Semester

Name of the Teacher: Ms. Manita

Subject: Human resource management

S.No.	Months	Topic
1	January	Human resource management: meaning, nature, history and scope, objectives, functions, importance; HRM vs. HRD and personal management. Human resource planning: meaning,
	February	Job Analysis: meaning, process of job analysis, methods of collecting job analysis data, potential problems with job analysis; job description and job specification. Recruitment:
	March	internal and external methods of recruitment. Selection: meaning, purpose, process of selection; Placement, induction and internal mobility: meaning, objectives, content and responsibility for induction; barriers to effective selection, Class test
	April	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
		steps in designing training programmer; training methods: on-the-job and off-the-job methods.
	May	Performance appraisal: meaning, features, merits, limitations, process and methods of performance appraisal. Class test, problem solving session, student presentation, revision. Assignment II

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Session: 2024-25 (Even Semester)

Lesson Plan B.Com 2nd Semester

Name of the Teacher: Ms. Manita

Subject: Business Communication

S.No.	Months	Topic
1	January	Meaning, Process, Functions and Importance of Business communication, Medium and Channel of Business communication
	February	Direction of communication, Effective communication: difficulties and solutions, student presentation, group discussion
		Interactive and Non interactive technique of communication, Listening as a tool of communication, Guidelines for clear writing,
	March	References, bibliographical research tools, Class test, problem solving session, group discussion, student presentation, Citing methods, footnotes, discussion footnotes, Use of library and internet for collection, classification and interpretation of data and information assignments I, student presentation
	April	Business Letters, Office memorandum, Office Circular, notices and Orders.
		Technology for communication and Electronic mail, Types of Reports, Formal report, Organizing information, Writing reports on field works, Summarizing annual reports of Companies: Class test
	May	Purpose and structure and principle, Drafting minutes, Class test, problem solving session. Assignments II. student presentation, revision.

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Session: 2024-25 (Even Semester)

Lesson Plan M.Com 2nd Semester

Name of the Teacher: Ms. Manita

Subject: Advertising and Personal Selling

S.No.	Months	Topic
1	January	Advertising: Concept, nature and importance; Advertising and communication; Types of advertising; Advertising management process; Social and economic aspects of advertising; Advertising objectives and budget.
	February	Copy development and testing: Determining advertising message and copy headlines, body, copy logo, illustration, creative styles and advertising appeals; Evaluating advertising effectiveness – Pre and post-tests. student presentation, group discussion
	March	Advertising agency and client relationship; Evaluating advertising effectiveness – Pre and post-tests, Personal selling: Concept, nature, objectives, and importance; Salesmanship: Concept, objectives, importance and types;
		importance and types; Types of selling situations and salesperson, Class test, problem solving session, group discussion, student presentation
	April	Career opportunities in personal selling; Differences among personal selling, salesmanship, and sales force management; Theories of selling; Buyer-seller dyad.
		Personal selling process: Prospecting: Concept and methods, pre-approach, closing the sale, follow-up actions/after sale services;
	May	Approaches to personal selling; Sales reports and sales manuals; Role of IT in personal selling; Ethical issues in personal selling. Class test, problem solving session. Assignments II. student presentation, revision.