

LESSON PLAN OF SESSION: 2024-25

Semester: Odd Subject: Financial Management

For the month of July to November

Class: M.Com Previous Year

Name of Assistant Professor: Ms. Jyotika

S.No.	Month	Topic /Chapter to be covered	Academic activity to be organized	Topic of Assignment / Test to be given to students
1	August	Financial Management: Nature, significance, objectives and scope; Functions of finance executive in an organization; Time value of money.		Written Test
2	September	Financial forecasting; Concept, benefits and techniques; Sources of finance; Financial planning: Need, importance, process and drafting a financial plan; Cost of Capital: Concept, Significance, computation of cost of capital- simple and weighted; Recent developments in financial management.	Workshop on Research Methodology	Assignments and Written Test
3	October	Working Capital Management and Control: Need, types & determinants, assessment of working capital requirements; Management of cash; Marketable securities; Receivables; Dividend decisions: Concept, types of dividend, dividend policies, determinants of dividend decisions, theories of dividend, dividend practices in India. 15 Total Contact Hours 60 Sug	Logo Making and Short Ad Video competition And Industrial Visit.	Mid Term test
4	November	Capital structure: Concept, determinants and theories; Capital Budgeting Decisions: Nature, importance, factors influencing capital expenditure decisions, Evaluation criteria and risk analysis; Capital rationing.	PPT Competition and Report Presentation on Dissertation Competition	Presentation

LESSON PLAN OF SESSION: 2024-25

Semester: Odd Subject: Business Environment

For the month of July to November

Class: M.Com Ist Year

Name of Assistant Professor: Ms. Jyotika

S.No.	Month	Topic /Chapter to be covered	Academic activity to be organized	Topic of Assignment / Test to be given to students
1	August	Business environment: Concept, nature, importance and types of environments; Changing dimensions of business environment; Interaction matrix of different environment factors; Organisational and Environmental scanning: Concept, objectives, process and techniques; Economic planning in India: Success and failure.		Written Test
2	September	Economic system; Salient feature of Indian economy; Liberalisation; Privatization; Globalization; Disinvestment in public sector units; NITI Ayog-concept, significance, objectives and machinery; Business ethics; Corporate governance; Social responsibility of business; Social 15 audit.	Workshop on Research Methodology	Assignments and Written Test
3	October	The environment (Protection) Act; Consumer Protection Act; Competition Act; Foreign Exchange Management Act; Intellectual Property Law in India.	Logo Making and Short Ad Video competition And Industrial Visit.	Mid Term test
4	November	Fiscal policy; Monetary policy; Industrial policy; Industrial licensing policy; EXIM policy; Industrial sickness; Development and protection of small-scale industry; Technology transfer.	PPT Competition and Report Presentation on Dissertation Competition	Presentation

LESSON PLAN OF SESSION: 2024-25

Semester: Odd: Marketing Research

For the month of July to November

Class: M.Com2nd year

Name of Assistant Professor: Ms. Jyotika

S.No.	Month	Topic /Chapter to be covered	Academic activity to be organized	Topic of Assignment / Test to be given to students
1	August	Introduction to Marketing Research: Importance nature and scope of marketing research; Marketing information system and marketing research; Marketing research process and organisation. Market Research Application: Product research; Advertising research; Sales and market research; Marketing research in India.		Written Test
2	September	Problem Identification and Research Design: Problem Identification, Developing a research proposal; Determining research type- exploratory, descriptive and conclusive research; Experimental designs.	Workshop on Research Methodology	Assignments and Written Test
3	October	Source of Data: Secondary data sources and usage; Online data sources; Primary data collection methods- questioning techniques, online surveys, observation methods; Questionnaire preparation; Attitude measurement and scaling techniques- elementary introduction to measurement scales.	Logo Making and Short Ad Video competition And Industrial Visit.	Mid Term test
4	November	Data Collection: Organisation of field work and survey errors- sampling and non sampling errors; b) Data Analysis: Univariate, bivariate and multivariate data analysis; Report preparation and presentation.	PPT Competition and Report Presentation on Dissertation Competition	Presentation

LESSON PLAN OF SESSION: 2024-25

Semester: Odd: Strategic Management

For the month of July to November

Class: M.Com2nd year

Name of Assistant Professor: Ms. Jyotika

S.No.	Month	Topic /Chapter to be covered	Academic activity to be organized	Topic of Assignment / Test to be given to students
1	August	Introduction: Evolution and process of Strategic Management, Concept of Strategy, Levels which of Strategy operates, Issues in Strategic decision making, Schools of thoughts of strategy formulation, Behavioural Implementation : Leadership Implementation, Corporate Culture, Corporate Politics and Use of Power, Personal values and Business Ethics. Functional Implementation: Functional Strategies, Functional Plans and Policies, Marketing Plans and Policies, Financial Plans and Policies, Personnel Plans and Policies, Operations Plans and Policies, Strategic Evaluation and Control: Overview of Strategic Evaluation and Control, Techniques of Strategic Evaluation and Control.		Written Test
2	September	Roles of Strategists in the Process of strategic:Establishment of Strategic Intent; Hierachy of Strategic Intent vision." Mission Statements Process of envisioning, Formulation and Communication of Mission Statements; Setting of Goals and Objectives; Identification of Key Success Factors,.	Workshop on Research Methodology	Assignments and Written Test
3	October	Environment and Organisational Appraisal: Concept of Environment and its components, Environmental Scanning and Appraisal; Organisationalappraisalits dynamics, Considerations, Methods and Techniques. Structuring Organisational Appraisal; SWOT Analysis. Strategy Formulation: Corporate level Strategies; Grand Strategies, Stability Strategies, Expansion Strategies, Retrenchment Strategies,	Logo Making and Short Ad Video competition And Industrial Visit.	Mid Term test

		Combination Strategies, Corporate Restructuring; Business level Strategies and Tactics.		
4	November	Strategic Analysis and Choice: The Process of Strategic Choice, Corporate Level Strategic Analysis, Business Level Strategic Analysis, Subjective Factors in Strategic Choice, Contingency Strategic, Strategic Plan. Strategy Implementation, Inter relationship between formulation and Implementation, Aspect of Strategic Implementation, Project Implementation, Procedural Implementation, Resource Allocation; Strategy and Structures: Structural Considerations, Structures for Strategies; Organisational Design and change.	PPT Competition and Report Presentation on Dissertation Competition	Presentation