

# CISKMV Dhand-Dadwana (Kaithal)

## Lesson Plan

Session 2023-24  
Class M.Com Previous (odd semester)  
Subject **Organisation Behaviour MC-101**  
Date 24 July 2023 to 23 November 2023  
Faculty **Dr. Anita Rani**

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### 1<sup>st</sup> semester (24-07-2023 to 23-11-2023)

**July :** OB concepts and significance ,historical development of organizational behaviour

**August:** Personality, concept , determinants and theory of personality (Assignment 1)

**September:** Perception , nature, importance , process of perception (Test 1)

**October:** Shaping behaviour and learning theory(Assignment 2)

**November:** Group dynamics and its component (Revision)

Session 2023-24  
Class M.Com Previous (odd semester)  
Subject Managerial Economics MC103  
Date Odd semester : 24 July 2023 to 23 November 2023  
Faculty Dr. Anita Rani

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**1<sup>st</sup> semester (24-07-2023 to 23-11-2023)**

**July : Nature and significance of managerial economics**

**August: Demand and elasticity of demand (Assignment 1)**

**September : Production analysis and cost analysis (Test)**

**October : Price determination under different market conditions (Assignment 2)**

**November : Business cycle and inflations ( Revision)**

## CISKMV Dhand-Dadwana (Kaithal)

### Lesson Plan

Session 2023-24

Class M.Com final ( odd semester)

Subject Advance financial management Mc 302

Date Odd semester : 24 July 2023 to 23 November 2023

Faculty Dr Anita Rani

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#### 1<sup>st</sup> semester (24-07-2023 to 23-11-2023)

July : Dividend ,types, determinants ,models of dividend

August: Concepts , importance , determinants and theory of capital structure (Assignment 1)

September : Corporate restructuring, need, objective and techniques (test )

October : Types and objective ,legal and procedural aspect of mergers and takeover(Assignment 2)

November : financial restructuring (Revision)

## CISKMV Dhand-Dadwana (Kaithal)

### Lesson Plan

Session 2023-24

Class M.Com Previous ( odd semester)

Subject Advertising Management MC 309

Date Odd semester : 24 July 2023 to 23 November 2023

Faculty Dr ANITA

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#### 1<sup>st</sup> semester (24-07-2023 to 23-11-2023)

July : Nature and importance of advertising

August: Ad objective and budgeting, economic and social aspects of ad(Asignmentt 1)

September : Ad copy development and testing(Test)

October : Media planning and scheduling(assignment)

November :Ad agency and evaluating ad effectiveness(Revision)

## CISKMV Dhand-Dadwana (Kaithal)

### Lesson Plan

Session 2023-24

Class M.Com FINAL ( odd semester)

Subject Human Resource Development MC 316

Date Odd semester : 24 July 2023 to 23 November 2023

Faculty Dr ANITA

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#### 1<sup>st</sup> semester (24-07-2023 to 23-11-2023)

July : HRD goals concept and functions and principle

August: Approaches and strategies of HRD(assignment 1)

September :Knowledge management , learning and strategies(Test)

October : Employee socialization orientation, training and development programme(Assignment)

November : Organisational health and climate(Revision)

## CISKMV Dhand-Dadwana (Kaithal)

### Lesson Plan

Session 2023-24  
Class M.Com Previous (Even semester)  
Subject Strategic marketing MC 103  
Date even semester : 1-1-2024 to 27-4-2024  
Faculty Dr ANITA

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#### 2<sup>nd</sup> semester (1-01-2024 to 27-04-2024)

January: Concept and hierarchy of strategies, role of marketing, marketing planning process (ASIGNMENT 1)

February: The marketing plan, business environment, SWOT, PORTFOLIO analysis (Test 1)

March: Market segmentation, marketing strategies for new market entries (Assignment 2)

April: Marketing strategies implementation and controlling ( Revision)

# CISKMV Dhand-Dadwana (Kaithal)

## Lesson Plan

Session 2023-24  
Class M.Com Previous (Semester Even )  
Subject Corporate Accounting  
Date even semester : 1 Jan 2024 to 27 April 2024  
Faculty Mrs ANITA

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**2<sup>nd</sup> semester (1-01-2024 to 27-04-2024)**

**January: Meaning of corporate accounting, features of corporate accounting**

**February: Accounting for stock management**

**March: Latest trends in corporate accounting**

**April: Valuation of shares and forfeiture of shares**

## CISKMV Dhand-Dadwana (Kaithal)

### Lesson Plan

Session 2023-24

Class M.Com Final (even semester)

Subject Corporate tax planning and management

Date even semester : 1 January 2024- 27 April 2024

Faculty Dr ANITA

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**2nd Semester ( 1-1-2024 to 27-4-2024)**

**January: Concept of tax planning , evasion and management (Assignment -1)**

**February: successful tax planning requisition, tax planning with reference for setting up a new business (Test)**

**March: Computation of tax liabilities, financial management decision( Assignment-2)**

**April: Corporate dividend policy, bonus shares( Revision)**

## CISKMV Dhand-Dadwana (Kaithal)

### Lesson Plan

Session 2023-24  
Class M.Com Previous (Semester Even )  
Subject Sales Management MC 415  
Date even semester : 1 Jan 2024 to 27 April 2024  
Faculty Dr ANITA

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#### 2<sup>nd</sup> semester (1-01-2024 to 27-04-2024)

**January: Concept, objective and functions of sales management, integrated sales , theories of selling**

**February: sales planning, Quota management**

**March: Sales organisation , field sales organization**

**April; Control process, ethical issues in sales management**

## CISKMV Dhand-Dadwana (Kaithal)

### Lesson Plan

Session 2023-24  
Class M.Com Previous (Semester Even )  
Subject Stock Market Operation MC 407  
Date even semester : 1 Jan 2024 to 27 April 2024  
Faculty Dr ANITA

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#### 2<sup>nd</sup> semester (1-01-2024 to 27-04-2024)

January: Types of securities how to sell securities in primary and secondary market

February: Stock exchange .SEBI guidelines

March: Depository role and NSLD Act

April: International markets , EURO issues FDI,SEBI guidelines