

Lesson Plan
Session 2022-23

Dr. Anita Rani
Assistant Professor of Commerce

Class : M.COM 1st semester

Subject : MC: 101 Organisation Behaviour

Sr. No	Period	Topics
01.	September 2022	Organisational Behaviour: Concepts and Significance, Historical Development of Organisational Behaviour; Industrial Revolution; Scientific Management, The Human Relations Movements, Hawthorne Studies; Meaning and Definitions of Organisational Behaviour; Basic Assumptions; Contributing Disciplines to OB; Emergence of HR and OB, Approaches to Organisational Behaviour; Classical Approach; Neo-Classical; Modern approach. Class test
02.	October 2022	Personality: Concept and Definition of Personality; Major Determinants of Personality; Theories of Personality; Personality and Organisational Behaviour. Perception: Introduction; Nature and Importance of Perception, Meaning, definitions and process of Perception Perceptual Selectivity; Internal Factors; External Factors; Distortion in Perception; Managerial Implications of Perception; Managing the Perception Process Assignment 1
03.	November 2022	Learning: Introduction; Definition; Theories of Learning; Modeling; Shaping Behaviour; Learning and Organisational Behaviour or Significance of Learning. Group Dynamics: Introduction, Meaning; Components of Group Dynamics; Proxemics and Group Dynamics; Group Cohesiveness; Determinants of Cohesiveness; Assignment 2
04.	December 2022	Transactional Analysis: Introduction; Concept of T.A.; Scope of Transactional Analysis; Benefits of Transactional Analysis. Class test Revision

Lesson Plan
Session 2022-23

Dr. Anita Rani
Assistant Professor of Commerce

Class : M.COM 1st semester

Subject : MC 103 Managerial Economics

Sr. No	Period	Topics
01.	September 2022	Demand Analysis: Demand and Elasticity of Demand; Demand estimation for major consumer durable and non-durable products; Demand forecasting techniques. Production analysis and cost analysis: Production functions in short run and long run. Cost concepts, Cost behavior in short run and long run. Class test
02.	October 2022	Price Determination Under Different Market Conditions: Characteristics of different market structures; Price determination and firm's equilibrium under perfect competition, monopoly & discriminating monopoly, monopolistic competition and oligopoly. Assignment 1
03.	November 2022	Business Cycles: Nature and phases of business cycle, theories of business cycle- psychological, profit, monetary, innovation, Cobweb, Samuelson and Hicks theories. Assignment 2
04.	December 2022	Inflation: Definition, characteristics and types; Inflation in terms of demand-pull and cost-push factors; Effects of inflation. Class test Revision

Lesson Plan
Session 2022-23

Dr. Anita Rani
Assistant Professor of Commerce

Class : M.COM 3rd semester

Subject : MC: 302 Advanced Financial Management

Sr. No	Period	Topics
01.	September 2022	Dividend Decisions: Types & determinants of dividend decisions, Dividend models, corporate dividend practices in India. Corporate Restructuring: Need and broad areas of corporate restructuring, objectives, techniques of corporate restructuring. Class test
02.	October 2022	Capital Structure Decisions: Concept & importance, Determinants of capital structure, theories of capital structure, optimum capital structure, financial indifference point; Leverage: Operating, financial & combined leverage, EBIT-EPS analysis. Assignment 1
03.	November 2022	Mergers & Takeover: Types & objectives, legal and procedural aspect of mergers and takeover process, valuation & financing of mergers & acquisitions, post merger-problems & reorganization, taxation and financial aspects of mergers, takeover defences. An overview of mergers & takeovers in India. Assignment 2
04.	December 2022	Financial Restructuring: Need & steps in financial restructuring, reorganization of capital, buyback of shares-concept, necessity and procedure. Financial management of sick units. Class test Revision

Lesson Plan
Session 2022-23

Dr. Anita Rani
Assistant Professor of Commerce

Class : M.COM 3rd semester

Subject : MC 309 Advertising Management

Sr. No	Period	Topics
01.	September 2022	Introduction to Advertising: Advertising nature and importance; Communication process; Advertising and communication; Types of advertising; Advertising management process – an overview; Ethics and advertising; Social and Economic aspects of advertising. Class test
02.	October 2022	Advertising Objectives and Budget: Determining advertising objectives; Methods of determining advertising budget. Media Planning: Print, broadcasting media and other media; Media planning – media selection and scheduling. Assignment 1
03.	November 2022	Copy Development and Testing: Determining advertising message and copy headlines, body, copy logo, illustration, Creative styles and advertising appeals. Assignment 2
04.	December 2022	Organization and control of Advertising Effort: Role of advertising agencies; Advertising agency and client relationship; Evaluating advertising effectiveness – Pre and post-tests. Class test Revision

Lesson Plan
Session 2022-23

Dr. Anita Rani
Assistant Professor of Commerce

Class : M.COM 2nd semester

Subject : MC 203 STRATEGIC MARKETING

Sr. No	Period	Topics
01.	February 2023	Concept and hierarchy of strategies; Strategic role of marketing; Strategic marketing planning process; The marketing plan; Corporate strategy decisions – Corporate mission, vision, goals and objectives, corporate growth strategies, resource allocation; Business strategies and their marketing implications. Class test
02.	March 2023	Environmental Analysis – Internal environment, external environment, custom environment; Industry and competitor analysis; SWOT analysis; Portfolio analysis; Market segmentation, targeting and positioning. Assignment-1
03.	April 2023	Marketing strategies for new market entries; marketing strategies for growth markets; marketing strategies for mature markets and declining markets. Assignment-2
04.	May 2023	Relationship between business strategies and marketing mix; Marketing strategy implementation; controlling marketing strategies. Class test Revision

Lesson Plan
Session 2022-23

Dr. Anita Rani
Assistant Professor of Commerce

Class : M.COM 2nd semester

Subject : MC 205 CORPORATE ACCOUNTING

Sr. No	Period	Topics
01.	February 2023	Company Accounts: Issue, forfeiture, and valuation of shares; Final accounts of company Class test
02.	March 2023	Amalgamation, absorption and reconstruction; Human Resource Accounting; Lease accounting. Preparation of consolidated financial statements of holding and subsidiary companies. Assignment-1
03.	April 2023	Corporate reporting requirements and Current practices; Periodic reporting; Segment reporting; Social reporting; Harmonization in corporate reports. Assignment-2
04.	May 2023	Revision Class test

Lesson Plan
Session 2022-23

Dr. Anita Rani
Assistant Professor of Commerce

Class : M.COM 4th semester

Subject : MC 402 CORPORATE TAX PLANNING AND MANAGEMENT

Sr. No	Period	Topics
01.	February 2023	Concept of tax planning, avoidance, evasion & management. Requisites of successful tax planning. Tax planning with reference to setting up a new business, form of business organization, locational aspects & nature of business. Class test
02.	March 2023	Computation of total income and tax liability of companies. Tax planning and financial management decisions regarding capital structure, dividend policy, inter- corporate dividends & bonus shares. Assignment-1
03.	April 2023	Special Tax Provisions: Tax provisions relating to free trade zones, special economic zones, infrastructure sector and backward areas, tax incentives for exporters. Assignment-2
04.	May 2023	Tax Planning and Managerial Decisions: Tax planning in respect of own or lease, sale of assets used for scientific research, make or buy and, shut down or continue decisions. Tax issues and planning in respect of amalgamation of companies, mergers & acquisitions. Class test Revision

Lesson Plan
Session 2022-23

Dr. Anita Rani
Assistant Professor of Commerce

Class : M.COM 4th semester

Subject : MC 408 SALES MANAGEMENT

Sr. No	Period	Topics
01.	February 2023	Sales Management: Concept, Objectives and functions; Integrated sales and marketing management; Personal Selling: Concept and classification of sales jobs; Buyer seller dyads; Personal selling process; Theories of selling. Sales Planning: Importance, approaches and process of sales planning; Sales forecasting; Sales budgeting. Class test
02.	March 2023	Sales Organization: Purpose, principles and process of setting up a sales organization; Sales organizational structures; Field sales organization; Determining size of sales force. Assignment-1
03.	April 2023	Territory and Quota Management: Need, procedure for setting up sales territories; Time management; Routing; Sales Quotas: Purpose, types of quotas, administration of sales quota. Managing the Sales-force: Recruitment; selection; training; compensation; motivating and leading the sales-force; Sales meetings and contests. Assignment-2
04.	May 2023	Control Process: Analysis of sales, costs and profitability; Management of sales expenses; Evaluating sales-force performance, Ethical issues in sales management. Class test Revision