

Lesson Plan
Session 2022-23
Mrs. Anju Tanwar
Assistant Professor of Commerce

Class : M.COM 1st semester

Subject : MC 104 COMPANY LAW

| Sr. No | Period | Topics |
|---------------|----------------|---|
| 01. | September 2022 | Company Law: History and administration; Meaning, characteristics & types of companies; Promotion and incorporation of companies; Memorandum of Association: clauses and procedure for alteration, Doctrine of Ultra Vires, Articles of Association: Adoption of Table A, Doctrine of indoor management, Prospectus: Powers of SEBI, contents and liability for misleading statements. Class test |
| 02. | October 2022 | Share Capital: provisions regarding issue, allotment and transfer of shares, buy back of shares, Membership, Borrowing powers, mortgages and charges. Assignment-1 |
| 03. | November 2022 | Directors: appointment, powers and legal position; Company meetings- kinds, quorum, voting, resolutions, minutes. Assignment-2 |
| 04. | December 2022 | Reconstruction and Amalgamation. Prevention of oppression and mismanagement, Winding up of companies. Class test Revision |

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Class : M.COM 1st semester

Subject : MC 102 BUSINESS ENVIRONMENT

| Sr. No | Period | Topics |
|---------------|-------------------|---|
| 01. | September 2022 | Business environment: nature and importance; Interaction matrix of different environment factors; Environmental scanning. Class test |
| 02. | October 2022 | Economic planning in India: objectives, strategies and problems; Privatization; Globalization; Disinvestment in Public Sector Units; Business Ethics; Corporate Governance; Social responsibility of Business. Assignment-1 |
| 03. | November 2022 | Fiscal Policy; Monetary Policy; Industrial Policy; Industrial Licensing Policy; EXIM Policy; Industrial sickness; Development and protection of Small Scale Industry. Assignment-2 |
| 04. | December 2022 | The Environment (Protection) Act; Consumer Protection Act; Competition Act; Foreign Exchange Management Act; Right to Information Act. Class test Revision |

Lesson Plan
Session 2022-23
Mrs. Anju Tanwar
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Class : M.COM 3rd semester

Subject : MC 301 COMPUTER APPLICATIONS IN BUSINESS

| Sr. No | Period | Topics |
|---------------|-------------------|--|
| 01. | September 2022 | Computer System: Meaning, scope, types; Basic computer organization: Central Processing Unit, input, output, and storage devices; Introduction to software; System software - operating system. Class test Practical |
| 02. | October 2022 | Application software - word processing, spreadsheets; Introduction to databases, tables, queries, reports and form generation. Fuzzy Logic. Assignment-1 Practical |
| 03. | November 2022 | Information Technology in Business: Concept of information technology; Local Area Network– media & topologies and Wide Area Networks; Electronic data processing; Intranet and extranet. Assignment-2 Practical |
| 04. | December 2022 | World Wide Web; Multimedia technologies; Video conferencing; Broadband networks; Planning and designing web pages. Class test Revision |

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Class : M.COM 3rd semester

Subject : MC 314 ENTREPRENEURSHIP DEVELOPMENT

| Sr. No | Period | Topics |
|---------------|----------------|---|
| 01. | September 2022 | Entrepreneurship: concept, nature and scope; factors affecting entrepreneurial growth; major motives influencing an entrepreneur; stress management; entrepreneurship development programs. Small Enterprises: Definition, Classification – Characteristics, Ownership Structures. Class test |
| 02. | October 2022 | Market Survey and Opportunity Identification: starting a small scale industry, registration procedures, list of items reserved for small scale industry; assessment of demand and supply in potential areas of growth, understanding business opportunity, considerations in product selection, data collection for setting up small ventures. Assignment-1 |
| 03. | November 2022 | Project Report Preparation: Managerial and Operational aspects of small business; Human relations and performance in organization; Institution supporting entrepreneurial growth. Assignment-2 |
| 04. | December 2022 | Environmental considerations: concept of ecology and environment, air, water and noise pollution standards and control. Personal Protection Equipment (PPEs) for safety at work places. Class test Revision |

Lesson Plan
Session 2022-23
Mrs. Anju Tanwar
Assistant Professor of Commerce

Class : M.COM 2nd semester

Subject : MC 202 INTERNATIONAL BUSINESS ENVIRONMENT

| Sr. No | Period | Topics |
|---------------|------------------|--|
| 01. | February 2023 | International business: nature, importance and scope; Framework for analyzing international business environment: geographical, economic, socio-cultural, political and legal environment; Multinational corporations: nature and role; Technology transfers: importance and types; Foreign Investment: nature, types and barriers. Class test |
| 02. | March 2023 | An overview of International economic institutions: WTO, UNCTAD, IMF, World Bank; Generalized system of preferences; International commodity agreements. Assignment-1 |
| 03. | April 2023 | Regional economic co-operation: types and rationale, EU, NAFTA, ASEAN, SAFTA. Assignment-2 |
| 04. | May 2023 | Foreign Exchange Markets: nature, participants, Foreign exchange rates determinants, Exchange rates arrangement in India, Foreign Exchange Risk: nature and management. Class test Revision |

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Class : M.COM 2nd semester

Subject : MC - 206 BUSINESS STATISTICS

| Sr. No | Period | Topics |
|---------------|------------------|--|
| 01. | February 2023 | Multiple regression and correlation: Linear regression equation, Regression equation in terms of simple correlation; coefficients; Reliability of the estimate; Multiple Correlation; Partial Correlation. Class test |
| 02. | March 2023 | Index Numbers: Meaning, types and uses; Methods of constructing price and quality indices(simple and aggregate); Test of adequacy; Chain base index numbers; Base shifting, splicing and deflating; Problems in constructing index numbers; Consumer price index. Assignment -1 |
| 03. | April 2023 | Time Series Analysis: Components of a time series, Models of time series analysis- additive and multiplicative; Methods of constructing seasonal index; Adjusting time series data for seasonal variations, Estimation of seasonal variations. Assignment-2 |
| 04. | May 2023 | Theory of Probability: Probability as a concept; approaches to defining probability; addition and multiplication laws of probability; Conditional probability; Bayes Theorem. Class test Revision |

Lesson Plan
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Class : M.COM 4th semester

Subject : MC-401 IT AND E-COMMERCE

| Sr. No | Period | Topics |
|---------------|------------------|---|
| 01. | February 2023 | Introduction to E-commerce: Meaning of electronic commerce, business applications of e-commerce, comparison with traditional commerce; Business models in E-commerce – e-shops, e-procurement, e-auctions, value chain integrators, information brokerage, telecommunication, collaboration platforms. Class test |
| 02. | March 2023 | Electronic payment system; E-Banking – concept, operations. Online fund transfer – RTGC, ATM, etc., Online share market operations. Online marketing, Web-based advertising – concept, advantages; Types of online advertisements; Search engine – as an advertising media, search engine optimisation – concept and techniques. Assignment-1 |
| 03. | April 2023 | Email marketing; Social Networking and marketing – promotion, opinion formulation, etc.; Viral Marketing, E-retailing-concept, advantages, limitations; CRM and Information Technology, Tools to conducting online research – secondary research, online focus groups, web based surveys. Assignment-2 |
| 04. | May 2023 | Cloud computing – Concept, uses in business; Enterprise Resource Planning; Security issues in e-commerce - Online frauds, Privacy issues; Cyber laws including Information Technology Act. Class test Revision |

Lesson Plan
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Class : M.COM 4th semester

Subject : MC 409 SERVICES MARKETING

| Sr. No | Period | Topics |
|---------------|------------------|---|
| 01. | February 2023 | Services Marketing: Concept, characteristics, and classification; Buying process for services; Customer expectations of services; Customer perception of services; Marketing Mix in Services. Service Quality: Concept, dimensions and models. Class test |
| 02. | March 2023 | Relationship Marketing: Meaning and goals; Service market segmentation and targeting; Customer retention strategies. Service Development: Steps in service development; Service blueprinting; Approaches to service delivery; Customers feedback and service recovery; Physical environment of services. Assignment-1 |
| 03. | April 2023 | Communication and Promotion of Services: Main problems, objectives, Communication mix and strategies. Pricing of Services: Characteristics, approaches and pricing strategies; Distribution of Services: Channels, key intermediaries, strategies for effective service delivery. Assignment-2 |
| 04. | May 2023 | Managing Service Employees: Importance and roles of contact personnel; Managing service delivery employees. Managing Customers and strategies for enhancing customer participation; Customer protection and ethics in services. Class test Revision |