

## Lesson Plan

**Name of faculty** : Mr Pankaj Arora  
**Discipline** : MBA  
**Semester** : 2<sup>nd</sup>  
**Subject** : Management Science  
**Lesson Plan during** : 15 Weeks (From January 2018 to April, 2018)

**\*\* Work load (Lecture / practical) per week (In hours): lectures-03, practical – 00**

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC ( INCLUDING ASSIGNMENT/ TEST)	PRACTICAL DAY	TOPIC
1.	1.	Management Science		
	2.	Basic Concepts And Its Role Indecision- Making		
	3.	Linear Programming		
2.	4.	Meaning, Scope & Assumptions of Linear Programming		
	5.	Formulation Of Linear Programming		
	6.	Problem And Its Solution By Graphical And Simplex Methods		
3.	7.	Test 1		
	8.	Assignment 1		
	9.	Theory Of Games		
4.	10.	Minimax		
	11.	Criterion And Optimal Strategy		
	12.	Solution Of Games With Saddle Points		
5.	13.	Rectangular Games Without Saddle Points		
	14.	2 X 2 Games		
	15.	Dominance Principle		
6.	16.	M X 2 & 2 X N Games		
	17.	Inventory Introduction – Single Item		
	18.	Test 2		
7.	19.	Assignment 2		
	20.	Deterministic Models, Purchase Inventory		
	21.	Models With One Price Break ,Multiple Price Breaks		
8.	22.	Stochastic Models		
	23.	Instantaneous Production		
	24.	Instantaneous Demand		
9.	25.	Continuous Demand		
	26.	No Set Up Cost, Sensitivity Analysis		
	27.	Integer Programming, Goal Programming		
10.	28.	Non-Linear Programming		
	29.	Transportation And Assignment Models		
	30.	Trans-shipment And Routing Problems		
11.	31.	Test 3		
	32.	Assignment 3		
	33.	Application Of Inventory Management Techniques In Business		
12.	34.	Role And Importance Of PERT/CPM In Business Decision Making		
	35.	Decision Theory And Decision Trees		
	36.	SIMULATION: Simulation Models		
13.	37.	Phases Of Simulation		
	38.	Applications Of Simulation		
	39.	Inventory And Queuing Problems – Advantages And Disadvantages		
14.	40.	WAITING LINES: Introduction – Single Channel –		
	41.	Poisson Arrivals – Exponential Service Times		
	42.	Multichannel – Poisson Arrivals – Exponential Service Times		
15.	43.	Infinite Population Single Channel Poisson Arrivals		
	44.	Test 4		
	45.	Assignment 4		

## Lesson Plan

**Name of faculty** : Mr. Sumit Verma  
**Discipline** : MBA  
**Semester** : 2<sup>nd</sup>  
**Subject** : Marketing Management  
**Lesson Plan during** : 15 Weeks (From January 2018 to April, 2018)

**\*\* Work load (Lecture / practical) per week (In hours): lectures-03, practical – 00**

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC ( INCLUDING ASSIGNMENT/ TEST)	PRACTICAL DAY	TOPIC
1.	1.	Marketing: Meaning		
	2.	Nature of Marketing		
	3.	Scope of Marketing		
2.	4.	Evolution And Importance of Marketing		
	5.	Modern Concept Of Marketing		
	6.	Ethics In Marketing		
3.	7.	Role Of Information Technology In Marketing		
	8.	Test 1		
	9.	Assignment 1		
4.	10.	The Dynamic Marketing Environment		
	11.	Marketing Mix		
	12.	Segmentation		
5.	13.	Targeting		
	14.	Positioning		
	15.	Marketing Information System		
6.	16.	Concept And Components of Marketing Information System		
	17.	Marketing Research		
	18.	Meaning of Marketing Research		
7.	19.	Scope of Marketing Research		
	20.	Techniques of Marketing Research		
	21.	Test 2		
8.	22.	Assignment 2		
	23.	Consumer Behaviour		
	24.	Meaning of Consumer Behaviour		
9.	25.	Importance of Consumer Behaviour		
	26.	Buying Motives of Consumer Behaviour		
	27.	Buying Process of Consumer Behaviour		
10.	28.	Factors Influencing Consumer Behaviour		
	29.	Product Decisions: Concept		
	30.	Classification & Product-Line Decisions		
11.	31.	New Product Development Process		
	32.	Product Life Cycle, Packaging And Branding Decisions		
	33.	Test 3		
12.	34.	Assignment 3		
	35.	Pricing Concepts: Objectives		
	36.	Policies And Procedures		
13.	37.	Factors Affecting Pricing		
	38.	Pricing Strategy And Product Life Cycle		
	39.	Price Changes And Organizational Strategies		
14.	40.	Product Line Pricing		
	41.	Integrated Marketing Communication: Promotion-Mix		
	42.	Advertising, Sales Promotion, Public Relations		
15.	43.	Personal Selling And Direct Marketing		
	44.	Channels Of Distributions: Concept, Types And Factors Affecting Channel Selection		
	45.	Recent Developments In Marketing		

## Lesson Plan

**Name of faculty** : Dr. Poonam Kamboj  
**Discipline** : MBA  
**Semester** : 2<sup>nd</sup>  
**Subject** : Human Resources Management  
**Lesson Plan during** : 15 Weeks (From January 2018 to April, 2018)

**\*\* Work load (Lecture / practical) per week (In hours): lectures-03, practical – 00**

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC (INCLUDING ASSIGNMENT/ TEST)	PRACTICAL DAY	TOPIC
1.	1.	Human Resource Management		
	2.	Concept of Human Resource Management		
	3.	Scope of Human Resource Management		
2.	4.	Evolution of Human Resource Management		
	5.	Theoretical Perspectives On Human Resource Management		
	6.	HR Models		
3.	7.	Role Of HRM In Business Strategy		
	8.	Emerging Trends In Shaping HRM Environment		
	9.	Human Resource Planning & Forecasting		
4.	10.	Business And HRP		
	11.	Significance & Process		
	12.	Test 1		
5.	13.	Assignment 1		
	14.	Job Analysis		
	15.	Job Description		
6.	16.	Job Specification		
	17.	Competency Based Job Analysis		
	18.	Job Design		
7.	19.	Approaches And Methods		
	20.	Recruitment		
	21.	Sources Of Recruitment		
8.	22.	Process of Recruitment		
	23.	Selection: Process		
	24.	Selection Tests & Their Types		
9.	25.	Interview & Its Types		
	26.	Selection Audit		
	27.	Placement, Induction And Socialisation		
10.	28.	Training And Development		
	29.	Performance Management And Appraisal		
	30.	Potential Appraisal And Development		
11.	31.	Career Management- Basic Concepts		
	32.	Methods, Designing And Developing Career Management Systems In An Organization		
	33.	Talent Management: Concept And Related Practices		
12.	34.	Job Evaluation - Methods Of Job Evaluation		
	35.	Evolving Job Evaluation Programme		
	36.	Employee Compensation: Basic Concepts		
13.	37.	Determinants And Approaches, New Trends In Compensations And Rewards Management		
	38.	Industrial Relations And Trade Unions, Dispute Resolution And Grievance Management		
	39.	Equal Employment Opportunity (EEO) And Affirmative Action (AA)		
14.	40.	High Performance Work Systems (HPWS) Concept, High Performance HR Policies And Practices (HPHRP)		
	41.	HR Ethics And Fair Treatment At Work: Methods To Promote Ethics And Fair Treatment		
	42.	Employee Safety, Security And Health: Occupational Safety And Health (OSHA) In India		
15.	43.	Workplace Health Hazards And Its Remedies		
	44.	E-HRM: Role And Applications		
	45.	HRM And Globalization Of Business		

## Lesson Plan

**Name of faculty** : Ms. Simarpal Singh  
**Discipline** : MBA  
**Semester** : 2<sup>nd</sup>  
**Subject** : Financial Management  
**Lesson Plan during** : 15 Weeks (From January 2018 to April, 2018)

**\*\* Work load (Lecture / practical) per week (In hours): lectures-03, practical – 00**

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC ( INCLUDING ASSIGNMENT/ TEST)	PRACTICAL DAY	TOPIC
1.	1.	Introduction to Financial Management		
	2.	Meaning & Nature of Financial Management		
	3.	Objectives Of Financial Management		
2.	4.	Importance of Financial Management		
	5.	Time Value Of Money		
	6.	Sources Of Finance		
3.	7.	Investment Decisions		
	8.	Importance of Investment Decisions		
	9.	Test 1		
4.	10.	Assignment 1		
	11.	Difficulties Determining Cash Flows		
	12.	Meaning And Reasons of Determining Cash Flows		
5.	13.	Method To Rectify Difficulties		
	14.	Methods Of Capital Budgeting		
	15.	Meaning And Nature of Capital Budgeting		
6.	16.	Use And Importance of Capital Budgeting		
	17.	Risk Analysis of Capital Budgeting		
	18.	Cost Of Capital		
7.	19.	Concept of Cost Of Capital		
	20.	Importance of Cost Of Capital		
	21.	Test 2		
8.	22.	Assignment 2		
	23.	Computations Of Cost Of Various Sources Of Finance		
	24.	Computations Of Cost Of Various Sources Of Finance		
9.	25.	Weighted Average Cost Of Capital		
	26.	Weighted Average Cost Of Capital		
	27.	Use Of Weighted Average Cost Of Capital		
10.	28.	Capital Structure Decisions		
	29.	Impact And Role of Capital Structure		
	30.	Test 3		
11.	31.	Assignment 3		
	32.	Theories Of Capital Structure		
	33.	Meaning And Functions of Capital Structure		
12.	34.	Factors Determining Capital Structure		
	35.	Nature And Scope Of Capital Structures		
	36.	Optimum Capital Structure		
13.	37.	Utilization Of Capital		
	38.	Management Of Working Capital		
	39.	Meaning And Use of Working Capital		
14.	40.	Importance of Working Capital		
	41.	Cash, Receivables		
	42.	Inventory Management		
15.	43.	Internal Financing		
	44.	Dividend Policy		
	45.	Test 4		

## Lesson Plan

**Name of faculty** : Mr. Pankaj Arora  
**Discipline** : MBA  
**Semester** : 2<sup>nd</sup>  
**Subject** : Business Research Methodology  
**Lesson Plan during** : 15 Weeks (From January 2018 to April, 2018)

**\*\* Work load (Lecture / practical) per week (In hours): lectures-03, practical – 00**

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC ( INCLUDING ASSIGNMENT/ TEST)	PRACTICAL DAY	TOPIC
1.	1.	Introduction To Research Methodology		
	2.	Research-Meaning		
	3.	Nature of Research Methodology		
2.	4.	Scope of Research Methodology		
	5.	Objectives of Research Methodology		
	6.	Types of Research Methodology		
3.	7.	Research Process		
	8.	Hypothesis		
	9.	Qualities Of Good Hypothesis		
4.	10.	Test 1		
	11.	Assignment 1		
	12.	Scientific Method Of Research		
5.	13.	Recent Trends In Usage Of Research In Indian Corporate Sector		
	14.	Research Design		
	15.	Meaning And Need Of A Research Design		
6.	16.	Exploratory Research		
	17.	Descriptive Research		
	18.	Experimental Research Design		
7.	19.	Qualitative Research		
	20.	Observation Studies		
	21.	Surveys		
8.	22.	Experiments & Test Markets		
	23.	Test 2		
	24.	Assignment 2		
9.	25.	Sources Of Data		
	26.	Nature And Types of Sources Of Data		
	27.	Sampling Techniques-Nature		
10.	28.	Types of Sampling Techniques		
	29.	Sampling Errors		
	30.	Scaling & Measurement Techniques		
11.	31.	Data Editing		
	32.	Coding And Tabulation		
	33.	Analysis & Interpretation Of Data		
12.	34.	Business Research Reports		
	35.	Format of Business Research Reports		
	36.	Criterion For Judgment Of Good Research Report		
13.	37.	Advance Techniques Of Data Analysis		
	38.	Factor Analysis		
	39.	Conjoint Analysis		
14.	40.	Cluster Analysis		
	41.	Multidimensional Scaling		
	42.	Use Of SPSS & Other Software's In Research		
15.	43.	Use Of Statistical Tools Such As Correlation		
	44.	Regression		
	45.	Test 3		

## Lesson Plan

**Name of faculty** : Ms. Sugandha  
**Discipline** : MBA  
**Semester** : 2<sup>nd</sup>  
**Subject** : Production and Operations Management  
**Lesson Plan during** : 15 Weeks (From January 2018 to April, 2018)

**\*\* Work load (Lecture / practical) per week (In hours): lectures-03, practical – 00**

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC ( INCLUDING ASSIGNMENT/ TEST)	PRACTICAL DAY	TOPIC
1.	1.	Nature Of Production And Operations Management		
	2.	Scope Of Production And Operations Management		
	3.	Types Of Production Systems		
2.	4.	Project Production Systems		
	5.	Job, Batch Production Systems		
	6.	Mass Production Systems		
3.	7.	Facility Location		
	8.	Importance of Facility Location		
	9.	Factors In Location Analysis		
4.	10.	Location Analysis Techniques		
	11.	Facility Layout		
	12.	Objectives of Facility Layout		
5.	13.	Test 1		
	14.	Assignment 1		
	15.	Advantages of Facility Layout		
6.	16.	Basic Types Of Layouts		
	17.	Material Handling		
	18.	Principles of Material Handling		
7.	19.	Equipment of Material Handling		
	20.	Line Balancing of Material Handling		
	21.	Production Planning & Control (PPC)		
8.	22.	Concepts of Production Planning & Control		
	23.	Objectives of Production Planning & Control		
	24.	Functions of Production Planning & Control		
9.	25.	Capacity Planning		
	26.	Product Planning And Selection		
	27.	Process Planning		
10.	28.	Aggregate Planning		
	29.	Test 2		
	30.	Assignment 2		
11.	31.	Master Production Scheduling		
	32.	Maintenance Management		
	33.	Work Study		
12.	34.	Method Study		
	35.	Work Measurement		
	36.	Material Management		
13.	37.	An Overview Of Material Management		
	38.	Inventory Management		
	39.	Objectives & Factors of Material Management		
14.	40.	Process, Inventory Control Techniques		
	41.	JIT; Purchase Management; Stores Management		
	42.	Quality Assurance :Acceptance Sampling		
15.	43.	Statistical Quality Control		
	44.	Total Quality Management		
	45.	ISO-9000		

## Lesson Plan

**Name of faculty** : Ms. Monika Mishra  
**Discipline** : MBA  
**Semester** : 2<sup>nd</sup>  
**Subject** : Organization Behaviour  
**Lesson Plan during** : 15 Weeks (From January 2018 to April, 2018)

**\*\* Work load (Lecture / practical) per week (In hours): lectures-03, practical – 00**

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC ( INCLUDING ASSIGNMENT/ TEST)	PRACTICAL DAY	TOPIC
1.	1.	Organisational Behaviour		
	2.	Concept & Nature, Characteristics of Organisational Behaviour		
	3.	Conceptual Foundations And Importance of Organisational Behaviour		
2.	4.	Models Of Organizational Behavior		
	5.	Relationship With Other Fields		
	6.	Organizational Behavior		
3.	7.	Cognitive Framework		
	8.	Behaviorist Framework		
	9.	Social Cognitive Framework		
4.	10.	Test 1		
	11.	Assignment 1		
	12.	Understanding Of Individual Behavior		
5.	13.	Personality		
	14.	Theories Of Personality		
	15.	Work Attitudes		
6.	16.	Job Satisfaction		
	17.	Learning		
	18.	Theories Of Learning		
7.	19.	Test 2		
	20.	Assignment 2		
	21.	Perception		
8.	22.	Nature & Importance		
	23.	Perceptual Selectivity		
	24.	Perceptual Organization		
9.	25.	Social Perception		
	26.	Impression Management		
	27.	Motivation: Concepts		
10.	28.	Application & Principles		
	29.	Theories		
	30.	Employee Recognition		
11.	31.	Involvement, Motivating A Diverse Workforce		
	32.	Leadership- Concept, Function, Style		
	33.	Theories Of Leadership- Traditional And Modern		
12.	34.	Understanding Of Group Behavior		
	35.	Analysis Of Interpersonal Relationship		
	36.	Group Dynamics- Definition, Stages Of Group Development		
13.	37.	Group Cohesiveness, Types Of Groups		
	38.	Group Processes And Decision Making, Dysfunctional Groups		
	39.	Team Building - Interpersonal Relations, Communication And Control		
14.	40.	Understanding Of Organization Dynamics		
	41.	Organizational Design - Various Organizational Structures And Their Effects On Human Behavior		
	42.	Organizational Climate, Organizational Culture And Organizational Effectiveness		
15.	43.	Organizational Change: Concept, Nature, Resistance To Change, Managing Resistance To Change		
	44.	Implementing Changes And Organization Development. Conflict Management		
	45.	Work Stress- Work Stressors, Prevention And Management Of Stress.		

## Lesson Plan

**Name of faculty** : Ms. Monika Mishra  
**Discipline** : MBA  
**Semester** : 4th  
**Subject** : Entrepreneurship Development  
**Lesson Plan during** : 15 Weeks (From January 2018 to April, 2018)

**\*\* Work load (Lecture / practical) per week (In hours): lectures-03, practical – 00**

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC ( INCLUDING ASSIGNMENT/ TEST)	PRACTICAL DAY	TOPIC
1.	1.	Entrepreneur & Entrepreneurship-Introduction & Meaning		
	2.	Significance Of Entrepreneur In Economic Development		
	3.	Economic, Social And Psychological Need For Entrepreneurship		
2.	4.	Characteristics, Qualities And Pre-Requisites Of Entrepreneur		
	5.	The Function Of The Entrepreneur In Economic Development Of A Country		
	6.	Methods And Procedures To Start And Expand One's Own Business		
3.	7.	Test 1		
	8.	Assignment 1		
	9.	Methods And Procedures To Start And Expand One's Own Business-Contd.		
4.	10.	Life Cycle Of New Business		
	11.	Relationship With Large Enterprises		
	12.	Achievement Motivation		
5.	13.	Test 2		
	14.	Assignment 2		
	15.	Environmental Factors Affecting Success Of A New Business		
6.	16.	Reasons For The Failure And Visible Problems For Business		
	17.	Feasibility Study – Introduction		
	18.	Preparation Of Feasibility Reports		
7.	19.	Selection Of Factory Location		
	20.	Demand Analysis		
	21.	Market Potential Measurement		
8.	22.	Capital Saving		
	23.	Meaning, Nature And Features		
	24.	Application Of Capital Saving		
9.	25.	Project Costing		
	26.	Working Capital Requirements		
	27.	Test 3		
10.	28.	Assignment 3		
	29.	Profit And Tax Planning		
	30.	Economic And Technical Feasibility Of Project		
11.	31.	Financial And Managerial Feasibility Of Project		
	32.	Govt. Support To New Enterprise		
	33.	Incentives		
12.	34.	Types And Rules Of Incentives		
	35.	Features Of Incentives		
	36.	Sources Of Finance		
13.	37.	Role Of Govt. And Promotional Agencies In Entrepreneurship Development		
	38.	Entrepreneurship Development Programmes		
	39.	Meaning And Types Of Funding		
14.	40.	Supporting Agencies Of Indian Government		
	41.	Financial Institution For Entrepreneurship		
	42.	Role Of Various Institutions In Developing Entrepreneurship In India		
15.	43.	Importance Of Institutions		
	44.	Test 4		
	45.	Assignment 4		



## Lesson Plan

**Name of faculty** : Ms. Sumedha  
**Discipline** : MBA  
**Semester** : 4th  
**Subject** : Financial Derivatives  
**Lesson Plan during** : 15 Weeks (From January 2018 to April, 2018)

**\*\* Work load (Lecture / practical) per week (In hours): lectures-03, practical – 00**

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC ( INCLUDING ASSIGNMENT/ TEST)	PRACTICAL DAY	TOPIC
1.	1.	Financial Derivative : Meaning , Nature , Advantages, Scope , Myths		
	2.	Meaning And Concept Of Forward Contract		
	3.	Forward Pricing And Hedging Through Forward		
2.	4.	Forward Pricing And Hedging Through Forward		
	5.	Meaning And Concept Of Future Contract		
	6.	Test 1		
3.	7.	Assignment 1		
	8.	Future Pricing		
	9.	Hedging Through Future Contract		
4.	10.	Hedging Through Future Contract		
	11.	Interest Rate Future		
	12.	Interest Rate Future		
5.	13.	Swap		
	14.	Swap		
	15.	Test 2		
6.	16.	Assignment 2		
	17.	Meaning And Concept Of Option		
	18.	Call & Put Option		
7.	19.	Trading Strategies Through Option		
	20.	Trading Strategies Through Option		
	21.	Trading Strategies Through Option		
8.	22.	Hedging Through Option		
	23.	Test 3		
	24.	Assignment 3		
9.	25.	Hedging Through Option		
	26.	Pricing Through Option : Black – Scholes Model		
	27.	Black – Scholes Model Practical		
10.	28.	Binomial Model		
	29.	Binomial Model Practical		
	30.	Binomial Model Practical		
11.	31.	Option On Stock Indices		
	32.	Option On Stock Indices		
	33.	Test 4		
12.	34.	Assignment 4		
	35.	Currency Future Contracts		
	36.	Currency Future Contracts		
13.	37.	General Approach To Pricing Derivatives Securities		
	38.	Derivatives Market In India		
	39.	Revision Session		
14.	40.	Revision Session		
	41.	Practical Trading Session		
	42.	Practical Trading Session		
15.	43.	Problem Session		
	44.	Test 4		
	45.	Assignment 4		

## Lesson Plan

**Name of faculty** : Mr. Simarpal Singh  
**Discipline** : MBA  
**Semester** : 4th  
**Subject** : Portfolio Management  
**Lesson Plan during** : 15 Weeks (From January 2018 to April, 2018)

**\*\* Work load (Lecture / practical) per week (In hours): lectures-03, practical – 00**

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC (INCLUDING ASSIGNMENT/ TEST)	PRACTICAL DAY	TOPIC
1.	1.	Meaning , Need , Risk & Return Determination		
	2.	Traditional Approach Of Portfolio Management		
	3.	Traditional Approach Of Portfolio Management		
2.	4.	Markowitz Portfolio Theory		
	5.	Markowitz Portfolio Theory		
	6.	Markowitz Portfolio Theory Practical		
3.	7.	Test 1		
	8.	Assignment 1		
	9.	Sharpe Simple Index Model		
4.	10.	Sharpe Simple Index Model		
	11.	Sharpe Simple Index Model Practical		
	12.	Numerical Of Sharpe Simple Index Model		
5.	13.	APT Theory		
	14.	APT Theory		
	15.	Optimal Portfolio		
6.	16.	Test 2		
	17.	Assignment 2		
	18.	Capm Model		
7.	19.	Capm Model		
	20.	CAPM Model : Efficient Frontier		
	21.	CAPM Model : Efficient Frontier		
8.	22.	Risk-Free & Risky Lending And Borrowing		
	23.	Cml & Sml		
	24.	Portfolio Revision : Meaning Need Constraints		
9.	25.	Formula Plan		
	26.	Test 3		
	27.	Assignment 3		
10.	28.	Constant Ratio Plan		
	29.	Constant –Dollar Plan		
	30.	Variable Ratio Plan		
11.	31.	Portfolio Performance Evaluation		
	32.	Risk Adjusted Performance Measure		
	33.	Risk Adjusted Performance Measure		
12.	34.	Risk Adjusted Performance Measure		
	35.	Bond Portfolio Management		
	36.	Passive And Active Strategies		
13.	37.	Passive And Active Strategies		
	38.	Passive And Active Strategies		
	39.	Revision Session		
14.	40.	Revision Session		
	41.	Practical Session On Portfolio Management		
	42.	Practical Session On Portfolio Management		
15.	43.	Practical Session On Portfolio Management		
	44.	Test 4		
	45.	Assignment 4		

## Lesson Plan

**Name of faculty** : Ms. Mannat  
**Discipline** : MBA  
**Semester** : 4th  
**Subject** : International Financial Management  
**Lesson Plan during** : 15 Weeks (From January 2018 to April, 2018)

**\*\* Work load (Lecture / practical) per week (In hours): lectures-03, practical – 00**

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC ( INCLUDING ASSIGNMENT/ TEST)	PRACTICAL DAY	TOPIC
1.	1.	Finance Function In Multinational Firm		
	2.	Cost And Availability Of Financial Flows		
	3.	International Financial Instruments		
2.	4.	International Financial Instruments		
	5.	International Working Capital Management: Meaning , Elements, Difference		
	6.	Test 1		
3.	7.	Assignment 1		
	8.	International Working Capital Management: Process		
	9.	Aspects Of International Cash Management		
4.	10.	Aspects Of International Cash Management		
	11.	Centralized Versus Decentralized Cash Management		
	12.	Centralized Versus Decentralized Cash Management		
5.	13.	International Receivables Management		
	14.	Securitization Of Receivables		
	15.	International Investment, Factors And Benefits		
6.	16.	Test 2		
	17.	Assignment 2		
	18.	Direct And Portfolio Investment; Meaning And Types Of Investment		
7.	19.	Direct And Portfolio Investment: Difference Between FPI And FDI		
	20.	Capital Budgeting For Foreign Direct Investment: Meaning And Methods Of Capital Budgeting		
	21.	Capital Budgeting For Foreign Direct Investment: Methods Of Capital Budgeting		
8.	22.	Revision Of Capital Budgeting For FDI		
	23.	Revision Of Capital Budgeting For FDI		
	24.	Revision Of Capital Budgeting For FDI		
9.	25.	International Aspects Of Raising Capital,		
	26.	International Aspects Of Raising Capital,		
	27.	Financial Structure Of Foreign Subsidiaries Of Mncs: Meaning And Factors Affecting Capital Structure		
10.	28.	Financial Structure Of Foreign Subsidiaries Of Mncs: Meaning And Factors Affecting Capital Structure		
	29.	Determining Financial Structure Of Foreign Subsidiaries Of Mncs		
	30.	Costs And Risks Of Financing.		
11.	31.	Costs And Risks Of Financing.		
	32.	Revision Of Financial Structure And Factors Affecting Capital Structure		
	33.	Test 3		
12.	34.	Assignment 3		
	35.	Assessing And Managing Political Risk: Meaning And Type Of Political Risk		
	36.	Assessing And Managing Political Risk: Managing Of Political Risk		
13.	37.	International CAPM		
	38.	International CAPM		
	39.	International CAPM		
14.	40.	Institutional Structure Of International Financial Markets		
	41.	Institutional Structure Of International Financial Markets		
	42.	Revision Session		
15.	43.	Revision Session		
	44.	Test 4		
	45.	Assignment 4		

## Lesson Plan

**Name of faculty** : Ms. Sumedha  
**Discipline** : MBA  
**Semester** : 4th  
**Subject** : Project Management  
**Lesson Plan during** : 15 Weeks (From January 2018 to April, 2018)

**\*\* Work load (Lecture / practical) per week (In hours): lectures-03, practical – 00**

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC ( INCLUDING ASSIGNMENT/ TEST)	PRACTICAL DAY	TOPIC
1.	1.	Generation And Screening Of Project Idea		
	2.	Capital Expenditure		
	3.	Meaning And Concepts Of CE		
2.	4.	Importance Of PM		
	5.	Difficulties In PM		
	6.	Analysis Of PM		
3.	7.	Way Out Of Difficulties In PM		
	8.	Market And Demand Analysis		
	9.	Technical Analysis		
4.	10.	Financial Estimates		
	11.	Test 1		
	12.	Assignment 1		
5.	13.	Projections Of PM		
	14.	Financing Of Projects		
	15.	Criteria Of Financing Of Projects		
6.	16.	Investment Criteria		
	17.	Analysis Of Project Risk		
	18.	Firm Risk		
7.	19.	Calculation Of Firm Risk		
	20.	Market Risk Analysis		
	21.	Concepts Of Social Cost		
8.	22.	Benefit Analysis Of Social Cost		
	23.	Use Of Benefit Analysis		
	24.	Multiple Projects		
9.	25.	Constraints Of PM		
	26.	Test 2		
	27.	Assignment 2		
10.	28.	Network Techniques For Project Management		
	29.	Project Review Evaluation Techniques		
	30.	Administrative Aspects		
11.	31.	Features Of Administrative Aspects		
	32.	Assessment Of The Tax Burden		
	33.	Environment Appraisal Of Projects		
12.	34.	Benefits And Importance Of Environment Appraisal Projects		
	35.	Human Aspects Of Project Management		
	36.	Test 3		
13.	37.	Assignment 3		
	38.	Project Financing		
	39.	Build–Operate–Transfer In PM		
14.	40.	Build–Operate–Transfer In PM		
	41.	Public-Private Partnership		
	42.	Public-Private Partnership		
15.	43.	Consortium Financing		
	44.	Test 4		
	45.	Assignment 4		

## Lesson Plan

**Name of faculty** : Ms. Mannat  
**Discipline** : MBA  
**Semester** : 4th  
**Subject** : International Marketing  
**Lesson Plan during** : 15 Weeks (From January 2018 to April, 2018)

**\*\* Work load (Lecture / practical) per week (In hours): lectures-03, practical – 00**

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC ( INCLUDING ASSIGNMENT/ TEST)	PRACTICAL DAY	TOPIC
1.	1.	International Marketing: Definitions, Nature, Scope And Benefits		
	2.	Reasons And Motivations Underlying International Trade And International Business		
	3.	Basic Modes For Entry		
2.	4.	Process Of International Marketing		
	5.	Domestic Marketing Versus International Marketing		
	6.	Test 1		
3.	7.	Assignment 1		
	8.	International Marketing Environment		
	9.	WTO Framework And International Marketing		
4.	10.	International Marketing Mix		
	11.	International Product Policy And Planning		
	12.	International Product Mix		
5.	13.	Problem Solving		
	14.	Problem Solving		
	15.	Factors Influencing International Market Selection And Segmentation		
6.	16.	Factors Influencing International Market Selection And Segmentation		
	17.	Factors Influencing International Market Selection And Segmentation		
	18.	Selection Strategies. International Marketing Planning And Control		
7.	19.	Branding, Labeling, Packaging And Organization Of Product Warranties And Services		
	20.	Branding, Labeling, Packaging And Organization Of Product Warranties And Services		
	21.	Test 2		
8.	22.	Assignment 2		
	23.	International Pricing ,Policies Strategies		
	24.	Process Of Price Setting		
9.	25.	Pricing Decisions, Information For Pricing Decisions		
	26.	Pricing Decisions, Information For Pricing Decisions		
	27.	International Advertising: International Advertising Strategy		
10.	28.	Elements Of Advertising Strategy, Media Strategy		
	29.	Problem Solving		
	30.	Problem Solving		
11.	31.	Test 3		
	32.	Assignment 3		
	33.	International Distribution Policy		
12.	34.	International Distribution Management: International Distribution Channels		
	35.	International Distribution Management: International Distribution Channels		
	36.	International Distribution Management: International Distribution Channels		
13.	37.	International Distribution Management: International Distribution Channels		
	38.	Selecting Distribution Channels		
	39.	Selecting Distribution Channels		
14.	40.	Selecting Distribution Channels		
	41.	Course Revision		
	42.	Course Revision		
15.	43.	Course Revision		
	44.	Test 4		
	45.	Assignment 4		

## Lesson Plan

**Name of faculty** : Mr. Sumit Verma  
**Discipline** : MBA  
**Semester** : 4th  
**Subject** : Service Marketing  
**Lesson Plan during** : 15 Weeks (From January 2018 to April, 2018)

**\*\* Work load (Lecture / practical) per week (In hours): lectures-03, practical – 00**

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC ( INCLUDING ASSIGNMENT/ TEST)	PRACTICAL DAY	TOPIC
1.	1.	Introduction To Services, Nature Of Services		
	2.	Difference In Goods And Services Marketing		
	3.	Marketing Challenges In Service Businesses		
2.	4.	Marketing Framework For Service Businesses		
	5.	Marketing Framework For Service Businesses		
	6.	Problem Session		
3.	7.	Test 1		
	8.	Assignment 1		
	9.	The Service Classification		
4.	10.	The Service Classification		
	11.	The Service Classification		
	12.	Service Product Development		
5.	13.	Service Product Development		
	14.	Service Product Development		
	15.	Problem Session		
6.	16.	Problem Session		
	17.	The Service Consumer Behaviour		
	18.	The Service Consumer Behaviour		
7.	19.	Management Trinity		
	20.	Service Vision		
	21.	Service Strategy		
8.	22.	Quality Issues And Quality Models		
	23.	Quality Issues And Quality Models		
	24.	Quality Issues And Quality Models		
9.	25.	Test 2		
	26.	Assignment 2		
	27.	Managing Productivity And Differentiation In Service Organizations		
10.	28.	Managing Productivity And Differentiation In Service Organizations		
	29.	Problem Session		
	30.	Problem Session		
11.	31.	Demand-Supply Management		
	32.	Demand-Supply Management		
	33.	Demand-Supply Management		
12.	34.	Advertising; Branding And Packaging Of Services		
	35.	Advertising; Branding And Packaging Of Services		
	36.	Test 3		
13.	37.	Assignment 3		
	38.	Recovery Management		
	39.	Relationship Marketing; Employee Empowerment		
14.	40.	Customer Involvement In Service		
	41.	Revision		
	42.	Revision		
15.	43.	Revision		
	44.	Test 4		
	45.	Assignment 4		

## Lesson Plan

**Name of faculty** : Ms. Sugandha  
**Discipline** : MBA  
**Semester** : 4th  
**Subject** : Rural and Agricultural Marketing  
**Lesson Plan during** : 15 Weeks (From January 2018 to April, 2018)

**\*\* Work load (Lecture / practical) per week (In hours): lectures-03, practical – 00**

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC ( INCLUDING ASSIGNMENT/ TEST)	PRACTICAL DAY	TOPIC
1.	1.	Introduction To Rural Marketing		
	2.	Nature, Characteristics And Potential Of Rural Marketing		
	3.	Nature, Characteristics And Potential Of Rural Marketing		
2.	4.	Socio-Cultural , Economic & Other Factors Affecting Rural Marketing		
	5.	Consumer Behavior Of Rural Consumers		
	6.	Consumer Behavior Of Rural Consumers		
3.	7.	Test 1		
	8.	Assignment 1		
	9.	Product & Media Planning For Rural Marketing		
4.	10.	Product & Media Planning For Rural Marketing		
	11.	Planning Of Distribution In Rural Market		
	12.	Planning Of Distribution In Rural Market		
5.	13.	Direct Selling In Rural Market		
	14.	Pricing Strategies In Rural Market		
	15.	Marketing Of Agricultural Inputs W.R.T. Fertilizers And Seeds		
6.	16.	Marketing Of Agricultural Inputs W.R.T. Pesticides And Farm Inputs		
	17.	Organization Of Agricultural Marketing In India		
	18.	Organization Of Agricultural Marketing In India		
7.	19.	Classification Of Agricultural Products		
	20.	Classification Of Agricultural Products		
	21.	Test 2		
8.	22.	Assignment 2		
	23.	Marketing Structure Of Agri Business		
	24.	Marketing Structure Of Agri Business		
9.	25.	Role Of Ware Housing		
	26.	Role Of Ware Housing		
	27.	Determination Of Agricultural Prices		
10.	28.	Role Of Marketing Margins		
	29.	Role Of Agricultural Price Commission		
	30.	Role Of Agricultural Price Commission		
11.	31.	Role Of Central & State Government		
	32.	Commodity Market In India		
	33.	Problems Of Agriculture Marketing		
12.	34.	Problems Of Agriculture Marketing		
	35.	Test 3		
	36.	Assignment 3		
13.	37.	Nature & Scope Of Co-Operative Marketing		
	38.	Nature & Scope Of Co-Operative Marketing		
	39.	Nature & Scope Of Co-Operative Marketing		
14.	40.	Role Of Co-Operative Marketing		
	41.	Role Of Co-Operative Marketing		
	42.	Role Of Co-Operative Marketing		
15.	43.	Role Of Co-Operative Marketing		
	44.	Test 4		
	45.	Assignment 4		

## Lesson Plan

**Name of faculty** : Dr. Poonam Kamboj  
**Discipline** : MBA  
**Semester** : 4th  
**Subject** : Human Resource Development: Strategies & Systems Lesson  
**Plan during** : 15 Weeks (From January 2018 to April, 2018)

**\*\* Work load (Lecture / practical) per week (In hours): lectures-03, practical – 00**

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC ( INCLUDING ASSIGNMENT/ TEST)	PRACTICAL DAY	TOPIC
1.	1.	HRD Introduction		
	2.	HRD Concept & Goals		
	3.	Challenges & Methods Of HRD		
2.	4.	Changing Paradigm Of HRD		
	5.	Concepts-Scope-Objectives Of HRD Paradigm		
	6.	Test 1		
3.	7.	Assignment 1		
	8.	Principles Of HRD		
	9.	Framework HRD		
4.	10.	HRD Climate		
	11.	Global Perspectives On HRD		
	12.	HRD Sub-Systems		
5.	13.	Performance Management		
	14.	Test 2		
	15.	Assignment 2		
6.	16.	Training & Development		
	17.	Career Planning		
	18.	Succession Planning		
7.	19.	Contribution Of Sub-Systems To HRD Goals		
	20.	Planning And Organizing HRD		
	21.	System-Principles In Designing HRD System		
8.	22.	Test 3		
	23.	Assignment 3		
	24.	Challenges Of Future HRD Professionals		
9.	25.	Roles And Competency Requirements Of HRD Professionals		
	26.	Developing HRD Strategies		
	27.	Framework Of HR		
10.	28.	Strategic HR Framework Approach		
	29.	The Integrative Framework		
	30.	Human Capital Appraisal Approach		
11.	31.	Methods Of HCPP		
	32.	Importance And Role Of HCPP		
	33.	Test 4		
12.	34.	Assignment 4		
	35.	HRD Score Card Approach		
	36.	P-Cmm Approach		
13.	37.	HRD For Workers		
	38.	HRD For Other Special Groups		
	39.	HRD Interventions Strategies		
14.	40.	HRD Approaches For Coping With Organizational Changes		
	41.	Future Of HRD In India		
	42.	Recent Development Of HRD		
15.	43.	Challenges Of HRD		
	44.	Test 5		
	45.	Assignment 5		



## Lesson Plan

**Name of faculty** : Dr. Poonam Kamboj  
**Discipline** : MBA  
**Semester** : 4th  
**Subject** : Management Training and Development  
**Lesson Plan during** : 15 Weeks (From January 2018 to April, 2018)

**\*\* Work load (Lecture / practical) per week (In hours): lectures-03, practical – 00**

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC ( INCLUDING ASSIGNMENT/ TEST)	PRACTICAL DAY	TOPIC
1.	1.	Training & Development		
	2.	Concepts, Definition of MTD		
	3.	Meaning, Need of MTD		
2.	4.	Importance, Objectives of MTD		
	5.	Special Issues of MTD		
	6.	Concepts of Education		
3.	7.	Training & Development : An Overview		
	8.	Types Of Training		
	9.	Test 1		
4.	10.	Assignment 1		
	11.	The Training Context		
	12.	Nature and Scope of Training		
5.	13.	Training Challenges		
	14.	Forces influencing Working and Learning		
	15.	Learning: Theories and Process		
6.	16.	Training Needs Analysis		
	17.	The Process and Approaches of TNA		
	18.	Organizational Analysis		
7.	19.	TNA and Training Process Design		
	20.	Test 2		
	21.	Assignment 2		
8.	22.	Output of TNA		
	23.	Training Design		
	24.	Delivery & Evaluation		
9.	25.	Understanding & Developing the objectives of Training		
	26.	Considerations in Designing Effective Training Programs		
	27.	Selecting and Preparing the Training Site		
10.	28.	Selecting Trainers, Program Design		
	29.	Learning Environment, Pre-training Communication		
	30.	Test 3		
11.	31.	Assignment 3		
	32.	Facilitation of Training with Focus on Trainee		
	33.	Motivation of Trainee, Reinforcement, Goal setting		
12.	34.	Transfer of Training: Conditions of Transfer		
	35.	Facilitation of Transfer with Focus on Organization Intervention		
	36.	Supervisor Support, Peer Support, Trainer Support,		
13.	37.	Reward Systems, Climate ,Training Methods		
	38.	Implementation and Evaluation of Training Programme		
	39.	Training Aids		
14.	40.	Types of training aids		
	41.	Importance and evaluation of aids		
	42.	Career & Career Management		
15.	43.	Future of T & D		
	44.	Test 4		
	45.	Assignment 4		

## Lesson Plan

**Name of faculty** : Ms. Monika Mishra  
**Discipline** : MBA  
**Semester** : 4th  
**Subject** : Human Resource Planning & Development  
**Lesson Plan during** : 15 Weeks (From January 2018 to April, 2018)

**\*\* Work load (Lecture / practical) per week (In hours): lectures-03, practical – 00**

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC ( INCLUDING ASSIGNMENT/ TEST)	PRACTICAL DAY	TOPIC
1.	1.	Human Resource Planning		
	2.	Meaning, Significance of HRP		
	3.	Relationship of HRP with Business		
2.	4.	Strategy/Strategic Planning		
	5.	Perspectives of HRP		
	6.	Macro and Micro HRP		
3.	7.	Horizons of HRP		
	8.	Test 1		
	9.	Assignment 1		
4.	10.	Process of HRP		
	11.	Process, Challenges of HRP		
	12.	Scenario Planning		
5.	13.	Assessing the Demand and Supply of People in Organisations		
	14.	Models and techniques of manpower demand and supply forecasting		
	15.	Action Plans/Human Resource Plans		
6.	16.	Components of HR plan		
	17.	Test 2		
	18.	Assignment 2		
7.	19.	Quantitative HR plan		
	20.	Resourcing Plan		
	21.	Learning, Training and Development Plan		
8.	22.	Reward Plan		
	23.	Retention Plan		
	24.	Separation and Redeployment Plans		
9.	25.	Test 3		
	26.	Assignment 3		
	27.	Management/Executive Development		
10.	28.	Meaning, Scope of Management Development		
	29.	Significance and Modern Methods of Management Development		
	30.	Process of Structuring MDP in organisations		
11.	31.	Competency Development		
	32.	Concept of Competence		
	33.	Concept of Competency		
12.	34.	Competency Development Process		
	35.	Methods of Competency Development		
	36.	Evaluation of methods of CD		
13.	37.	Critical areas of CD		
	38.	approaches of Competency Development		
	39.	Talent Management		
14.	40.	Meaning and nature of TM		
	41.	Models and process of TM		
	42.	Concepts and Practices of TM		
15.	43.	Features and models of TM		
	44.	Test 4		
	45.	Assignment 4		

## Lesson Plan

**Name of faculty** : Ms. Monika Mishra  
**Discipline** : MBA  
**Semester** : 4th  
**Subject** : Compensation Management  
**Lesson Plan during** : 15 Weeks (From January 2018 to April, 2018)

**\*\* Work load (Lecture / practical) per week (In hours): lectures-03, practical – 00**

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC ( INCLUDING ASSIGNMENT/ TEST)	PRACTICAL DAY	TOPIC
1.	1.	Compensation Management		
	2.	Concept, Goals Of Compensation Management		
	3.	Foundations Of Compensation Management		
2.	4.	Compensation Strategy		
	5.	Monetary Rewards		
	6.	Non-Monetary Rewards		
3.	7.	External Equity In Compensation System		
	8.	Internal Equity In Compensation System		
	9.	Inter Industry Wage Differentials		
4.	10.	Intra Industry Wage Differentials		
	11.	Fringe Benefits		
	12.	Test 1		
5.	13.	Assignment 1		
	14.	Supplementary Compensation		
	15.	Understanding Compensation Packages		
6.	16.	Compensation Of Chief Executives		
	17.	Senior Managers		
	18.	R & D Staff		
7.	19.	Board Of Director		
	20.	Sales Executives		
	21.	Test 2		
8.	22.	Assignment 2		
	23.	Incentive Schemes		
	24.	Payment –By-Results		
9.	25.	Performance Linked Compensation		
	26.	Tax Planning		
	27.	Tax Implication Of Employee Compensation Package To The Employer		
10.	28.	Approaches To Deal With The Workforce Redundancy		
	29.	Statutory Provisions Governing Different Components Of Reward Systems		
	30.	The Minimum Wages Act, 1948		
11.	31.	The Payment Of Wages Act ,1936		
	32.	Test 3		
	33.	Assignment 3		
12.	34.	The Workmen’s Compensation Act ,1923		
	35.	Payment Of Bonus Act ,1965		
	36.	Institutions Related To Reward System		
13.	37.	Wage Boards		
	38.	Pay Commissions		
	39.	Recommendations Of 6 <sup>th</sup> Pay Commission		
14.	40.	Recommendations Of 2 <sup>nd</sup> National Commission On Labour Relating To Compensation		
	41.	International Compensation Practices		
	42.	Problems Of Expatriate’s Compensation Package		
15.	43.	Objectives And Elements Of Expatriate’s Compensation Package		
	44.	Test 4		
	45.	Assignment 4		

## Lesson Plan

**Name of faculty** : Mr. Pankaj Arora  
**Discipline** : MBA  
**Semester** : 4th  
**Subject** : Marketing Communication Strategy  
**Lesson Plan during** :15 Weeks (From January 2018 to April, 2018)

**\*\* Work load (Lecture / practical) per week (In hours): lectures-03, practical – 00**

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC ( INCLUDING ASSIGNMENT/ TEST)	PRACTICAL DAY	TOPIC
1.	1.	Integrated Marketing Communication		
	2.	Role Of IMC In Marketing Process		
	3.	Imc Planning Model		
2.	4.	Developing Imc Plan		
	5.	Marketing Communication Mix		
	6.	Elements Of Marketing Communication Mix		
3.	7.	Characteristics Of Marketing Communication Mix		
	8.	Factors In Setting The Marketing Communication Mix		
	9.	Measuring Effectiveness Of Various Elements Of Marketing Communication Mix		
4.	10.	Test 1		
	11.	Assignment 1		
	12.	Advertising		
5.	13.	Purpose And Role ADVERTISING		
	14.	Functions And Types ADVERTISING		
	15.	Advertising Objectives		
6.	16.	Advertising Goal Setting		
	17.	Advertising Budgeting		
	18.	Detailed Media Planning Of Advertising		
7.	19.	Scheduling And Strategy Of Advertising		
	20.	Devising Advertising Campaign		
	21.	Measuring Advertising Effectiveness		
8.	22.	Test 2		
	23.	Assignment 2		
	24.	Sales Promotion		
9.	25.	Meaning And Importance Of SALES PROMOTION		
	26.	Integration With Advertising And Publicity		
	27.	Prominent Sales Promotion Tools		
10.	28.	Push-Pull Strategies		
	29.	Decisions Confronting Sales Promotion		
	30.	Public Relations		
11.	31.	Meaning And Importance Of PUBLIC RELATIONS		
	32.	Objectives And Goals Of PR		
	33.	Prominent Pr Tools		
12.	34.	Public Relation Decisions And Strategies		
	35.	Pr V/S Publicity		
	36.	Direct Marketing		
13.	37.	Meaning And Importance Of DM		
	38.	Prominent Direct Marketing Tools Of DM		
	39.	Direct Marketing Decisions And Strategies		
14.	40.	Personal Selling		
	41.	Meaning, Importance And Principles		
	42.	Designing Sales Force		
15.	43.	Managing The Sales Force		
	44.	Test 3		
	45.	Assignment 3		