

## Lesson Plan

**Name of faculty** : Ms. Jagpreet Kaur  
**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<br>( 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** : Dr. Tapen Gupta  
**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<br>( 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** : Dr. Tapen Gupta  
**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<br>(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. Preeti Gupta  
**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<br>( 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. Preeti Gupta

**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<br>( 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** : Mr. Virender Mehta  
**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<br>( 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** : Dr. Pankaj Sharma

**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<br>( 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** : Mr. Virender Mehta  
**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<br>( 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** : Ms. Bhavna Sharma  
**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<br>( 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** : Ms. Bhavna Sharma  
**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<br>( 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. Megha  
**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<br>( 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. Riya  
**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<br>( 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** : Ms. Riya  
**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<br>( 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   |               |       |