**Weekly lecture plan of Supply Chain Management for**

**M. Com. IV Semester**

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| January | III week | SCM Concepts and Importance, SCM vs physical distribution approach. Integrating Inbound and Outbound Logistics |
|  | IV week | Customer Focus in Supply Chain, Supply Chain and customers satisfaction, SCM and profitability. Role of SCM in a firm and Economy. |
| February | I week | SCM and Marketing mix, Coordination functions of SCM. SCM- Total cost concept, System Approach in SCM |
|  | II week | Marketing Channels- Function, type and role. Integrating marketing channels and marketing mix; marketing channels and retailing strategies. |
|  | III week | Supply chain as value delivery system, Vender Relationship, Distribution Channel Design, Information Flow in Supply Chain. |
|  | IV week | Inter-functional coordination, Inter-corporate cooperation. System Element of SCM. |
| March | I week | Transportation- Considerations in selecting the right mode, Multimodal Transportation; Documentation |
|  | II week | Warehousing- types, site selection and management; Material Handling, customers services strategy and practices. Order processing |
|  | III week | Product and Process Design for SCM. SCM and Information Technology, I-T enabled SCM |
|  | IV week | Inter-firm Integration: Implementations Issues, Application of ERP, JIT and Quality Management, Optimization of Supply Chain. |
| April | I week | Third party logistics- an overview. SCM in the Indian Environment. |
|  | II week | Presentations&Test |

Prof. Narendra Singh

References:

1. Chopra, Sunil, Peter Meindl and Dharamvir Kalra, Supply Chain Management, Pearson Prentice Hall.
2. Altekar, Rahul, V., Supply Chain Management, Prentice Hall of India
3. Kachru, Upendra, Exploring Supply Chain, Excel Books
4. Bhat, K., Shridhara, Logistics and Supply Chain Management, Himalaya Publishing House

**Weekly Lecture Plan for M.Phil Commerce (Session 2014-15)**

**for the period of Jan 2015**

**Prof. Neelam Dhanda**

**M.Phil (Commerce)**

**Paper (i)**

**CONTEMPORARY ACCOUNTING AND FINANCE**

|  |  |  |
| --- | --- | --- |
| **Weekly Period** | **Main Topics** | **Contents** |
| 6th to 10th Jan | Formation of International Accounting Standards | * Historical Background of the Concept of International Accounting Standards * Need for International Accounting Standards * Constitution and Participating Bodies * Process of Formulation of International Accounting Standards * Implementation of International Accounting Standards |
| 12th to 17th Jan | Formation of Accounting Standards in India | * Historical Background of the Concept of Accounting Standards in India * Need for Indian Accounting Standards * Constitution and Participating Bodies * Process of Formulation * Implementation of Accounting Standards in India |
| 19th to 24th | IFRS | * Historical Background of the Concept of IFRS * Need for IFRS * Constitution and Participating Bodies * Convergence of Accounting Standards for implementation of IFRS * Implementation of Accounting Standards in India |
| 27th to 31st | Disclosure Practices | * Need , justification and importance of disclosure practices * Disclosure practices in India * Social Reporting |

**References:**

* Accounting Standards: CA. D.G. SHARMA, 2014 1st Edition
* Students Guide To Accounting Standards: D. S. RAWAT 2014, 26th Edition
* FINANCIAL REPORTING: B.D Chatterjee, 1st Edition

**Methods of Course Completion**

* Class Room Lecture, Group Discussion, Case Studies and Question Answer Sessions.

Weekly lecture plan of Services Marketing(MC-410) for the session 2014-15 M. com (IVth

Sem. Sec. A& B)

Submitted by Dr. Ajay Suneja.

Dept. of Commerce

Duration: Jan 19 - 24 ,2015

Topic: Introduction to Services Marketing

Overview

Services sector has become major contributor to national income in India also. The liberalization, privatization and globalization of economies worldwide have made services of pivotal importance. So marketing of services is very important now in every economy.

Learning objectives

After reading the topic one should be able to:

1. Understand the concept of services from a marketer’s viewpoint;
2. Understand difference between goods and services and the marketing implications of the same;
3. Nature of services and classification from marketing perspective.

Contents

Meaning and characteristics of services, difference between goods and services and marketing implications of the same; service as a system and service as a process; classification of services and strategic implications of the same.

References

1. Zeithaml, VA and Bitner M.J. ; Service Marketing
2. LoverlockC. H:Service Marketing.
3. Rao, K. Rama Mohana ; Service Marketing.

Activity

1. Students will be asked to develop classification of selected services and describe relevance of the same for marketing those services.
2. Questions will be asked to judge the understanding of the concepts and ability to apply the same.

Weekly lecture plan of HUMAN RESOURCE MANAGEMENT(MC-201) for the session 2014-15M. com (2ndSem. Sec. A& B)

Submitted by Dr. Ajay Suneja

Department of Commerce

Kurukshetra University

Duration: Jan 19 - 24 ,2015

Topic: introduction to Human Resource Management

Overview

The role of human resource management has evolved radically during the last two decades. Now human resources management is not performing mere routine activities concerning employees. Rather, all human resource policies and programs are integrated with corporate strategy this chapter encompasses all those evolutionary changes and functions of HRM

Learning objectives

After reading the topic one should be able to:

1. Understand the meaning and features of HRM;
2. Understand the objectives, scope and importance of HRM;
3. Understand different approaches to HRM; and
4. Comprehend the evolution of HRM

Contents

The topic includes meaning, nature of HRM, scope, objectives and importance of HRM. It also unravels the history of HRM and functions of the HRM in the contemporarybusiness world. Various approaches to HRM are also discussed.

References

1. PattanayakBiswajeet, HumanRsource Management
2. Rao VSP, Human Resource Management

Activity

1. Group discussion on role and functions of human resources managers in Indian organization.
2. Question will be asked to assess the understanding of concepts and their ability to apply the same.

**Lesson Plan**

**MC 408 Consumer Behaviour**

Week 1 Consumer Behaviour: Theory and applications;

Week 2 Consumer buying process; Extensive; limited and routine problem-solving behaviours.

Week 3 Internal Determinants of Consumer Behaviour: Needs, motivation and involvement,

Week 4 Information processing; Consumer Perception; Learning:

Week 5 Attitude and attitude change;

Week 6 Personality; Psychographics; Values and life-style.

Week 7 External Determinants of Buying Behaviour: Family, reference group and social class;

Week 8 Influence of culture; Sub-cultural aspects of consumer behavior.

Week 9 Opinion Leadership and Diffusion of Innovations: Opinion leadership-process, measurement, profile; Innovation, diffusion and adaptation process,

Week 10 Models of buyer behavior.

Week 11 Evaluation

Prof. Tejinder Sharma

**MC 401**

**IT and E-Commerce**

Week 1 Introduction to E-commerce: Meaning of electronic commerce, business applications of e-commerce, comparison with traditional commerce;

Week 2 Business models in E-commerce – e-shops, e-procurement, e-auctions, value chain integrators,

Week 3 information brokerage, telecommunication, collaboration platforms, etc.;

Week 4 Electronic payment system;

Week 5 E-Banking –concept, operations. Online fund transfer – RTGC, ATM, etc., Online share market operations.

Week 6 Online marketing, Web-based advertising – concept, advantages; Types of online advertisements; Search engine – as an advertising media, search engine optimisation – concept and techniques;

Week 7 Email marketing; Social Networking and marketing – promotion, opinion

formulation, etc.; Viral Marketing,

Week 8 E-retailing-concept, advantages, limitations; CRM and

Week 9 Information Technology, Tools to conducting online research – secondary research, online focus groups, web based surveys, data mining from social networking sites; Cloud computing –

Week 10 Concept, uses in business; Enterprise Resource Planning; Security issues in e-commerce - Online frauds, Privacy issues;

Week 11 Cyber laws including Information Technology Act.; Evaluation

Prof. Tejinder Sharma

**Lesson Plan**

**MC 408 Consumer Behaviour**

**M.Com (F): Section A**

Week 1 Consumer Behaviour: Theory and applications.

Week 2 Consumer buying process; Extensive; limited and routine problem-solving behaviours.

Week 3 Internal Determinants of Consumer Behaviour: Needs, motivation and involvement.

Week 4 Information processing; Consumer Perception; Learning.

Week 5 Attitude and attitude change; Personality.

Week 6 Psychographics; Values and life-style.

Week 7 External Determinants of Buying Behaviour: Family, reference group and social class.

Week 8 External Determinants of Buying Behaviour: Influence of culture; Sub-cultural aspects of consumer behavior.

Week 9 Opinion Leadership and Diffusion of Innovations: Opinion leadership-process, measurement, profile; Innovation, diffusion and adaptation process.

Week 10 Models of buyer behavior.

Week 11 Evaluation

Dr. Mahabir Singh

**MC 202**

**INTERNATIONAL BUSINESS ENVIRONMENT**

**M.Com (P): Section A&B**

Week 1: International business: nature, importance and scope.

Week 2: Framework for analyzing international business environment: Geographical, economic, socio-cultural, political and legal environment.

Week 3: Multinational corporations: nature and role; Technology transfers: importance and types.

Week 4: Foreign Investment: nature, types and barriers.

Week 5: An overview of International economic institutions: WTO, UNCTAD.

Week 6: An overview of International economic institutions: IMF, World Bank.

Week 7: Generalized system of preferences; International commodity agreements.

Week 8: Regional economic co-operation: types and rationale, EU, NAFTA.

Week 9: Regional economic co-operation: ASEAN, SAFTA.

Week 10: Foreign Exchange Markets: nature, participants, Foreign exchange rates determinants.

Week 11: Exchange rates arrangement in India, Foreign Exchange Risk: nature and management.

Evaluation

Dr. Mahabir Singh

**MC-409**

**SALES MANAGEMENT**

**M. Com (F): Section B**

Week 1: Sales Management: Concept, Objectives and functions; Integrated sales and marketing management.

Week 2: Personal Selling: Concept and classification of sales jobs; Buyer seller dyads; Personal selling process; Theories of selling.

Week 3: Sales Planning: Importance, approaches and process of sales planning; Sales forecasting.

Week 4: Sales budgeting. Sales Organization: Purpose, principles and process of setting up a sales organization; Sales organizational structures; Field sales organization; Determining size of sales force.

Week 5: Territory and Quota Management: Need, procedure for setting up sales territories.

Week 6: Time management; Routing; Sales Quotas: Purpose, types of quotas, administration of sales quota.

Week 7: Managing the Sales-force: Recruitment; selection.

Week 8: Managing the Sales-force: training; compensation; motivating and leading the sales-force; Sales meetings and contests.

Week 9: Control Process: Analysis of sales, costs and profitability; Management of sales expenses.

Week 10: Evaluating sales-force performance, Ethical issues in sales management.

Week 11: Evaluation.

Dr. Mahabir Singh

**Lecture planfor the Session 2014-15 (M.Com 4thSem, Sec-A) of Corporate Tax Planning and Management(MC- 402)**

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| **JANUARY**  **2015** | 20/01/15 | Introduction and concept of tax planning, Tax  Avoidance and tax evasion |
| 23/01/15 | Management of tax planning, Requisites of successful tax planning |
| 27/01/15 | Tax planning with reference to setting up a new business |
| 30/01/15 | Tax planning with reference to business organization |
| 31/01/15 | Nature of business and locational aspects |

**Lecture plan for the Session 2014-15 (M.Com 2ndSem, Sec-B) of Financial Management and Policy (MC-204)**

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| **JANUARY**  **2015** | 21/01/15 | Introduction to financial management, Nature, Significance and Scope of financial management. |
| 22/01/15 | Objective of financial management, Function of finance executive in an organization. |
| 23/01/15 | Time value of money and recent developments in financial management. |
| 28/01/15 | Introduction to financial planning, need and importance of financial planning and process. |
| 29/01/15 | Drafting a financial plan and introduction of financial forecasting. |
| 30/01/15 | Benefits and technique of financial forecasting. |
| 31/01/15 | Sources of finance. |

**Dr. Subhash Chand , Associate Professor**

**Department of Commerce**

**Kurukshetra University,Kurukshetra**

**Lecture plan for the Session 2014-15 (M.Com 4thSem, Sec B) of Corporate Tax Planning and Management (MC- 402)**

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| **JANUARY**  **2015** | 20/01/15 | Introduction and concept of tax planning |
| 21/01/15 | Avoidance and evasion of tax planning |
| 22/01/15 | Management of tax planning, Requisites of successful tax planning |
| 27/01/15 | Tax planning with reference to setting up a new business |
| 28/01/15 | Tax planning with reference to business organization |
| 29/01/15 | Nature of business and locational aspects |

**Dr. Subhash Chand , Associate Professor**

**Department of Commerce**

**Kurukshetra University,Kurukshetra**

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| **Weekly Lecture Plan For M.Com. Semester II (Session 2014 – 15)**  **for the Period of January, 2015**  **Class: M.Com (2nd Semester) Section A**  **Subject: Financial Management and Policy**  **Subject Code: MC - 204** | | | |
| **A Blueprint of Topics and Contents of Subject to be Taught in January, 2015** | | | |
| **Weekly Period** | **Main Topics** | **Sub Contents** | |
| 6th to 10th | Subject Introduction and Assignments | * Historical Background of the subject * Concept and Definitions * Relevance * Distribution of topics for Presentations and Assignments | |
| 12th to 17th | Financial Management | * Nature , significance, objectives and scope of financial Management * Function of Finance Executive * Recent Developments in Financial Management | |
| 19th to 24rd | Time Value Concept  Financial Planning | * Time value of money * Need and importance of financial planning * Financial Planning Process * Drafting a Financial Plan | |
| 26th to 31th | Financial Forecasting | * Meaning and benefits * Techniques of Financial Forecasting * Sources of finance | |
| **Gazetted Holidays: 24th, 26th January** | | | |
| **References**   * Ravi M. Kishore: Financial Management, Taxmann Publications Pvt. Ltd., New Delhi. * Sinha, Pradip Kumar: Financial Management, Excel Books, New Delhi. * Van, Horne: Financial Management and Policy, Prentice Hall of India, New Delhi. * Hampton: Financial Decision Making, Prentice Hall of India, New Delhi. * Prasanna, Chandra: Financial Management, Tata McGraw Hill, New Delhi. * Khan, M. Y. and Jain ,P.K.: Financial Management, Tata McGraw Hill, New Delhi. | | | |
| **Methods of Course Completion**   * Classroom Lecturers * Group Discussions * Question-Answer Sessions * Doubts Removing Sessions * Surprize Tests * Student Class Presentations | | | |
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| **Submitted By:**  Rashmi Chaudhary  Assistant Professor  Department of Commerce  Kurukshetra University | | | |
| **Weekly Lecture Plan For M.Com. Semester IV (Session 2014 – 15)**  **for the Period of January, 2015**  **Class: M.Com (4th Semester) Section A & B**  **Subject: Portfolio Management**  **Subject Code: MC - 403** | | | |
| **A Blueprint of Topics and Contents of Subject to be Taught in January, 2015** | | | |
| **Weekly Period** | **Main Topics** | **Sub Contents** | |
| 6th to 10th | Subject Introduction and Assignments | * Historical Background of the subject * Concept and Definitions * Relevance * Distribution of topics for Presentations and Assignments | |
| 12th to 17th | Capital Market Theory  CAPM | * Concept, Uses of CAPM for understanding underpriced securities * Uses of CAPM for understanding overpriced securities | |
| 19th to 24rd | Arbitrage Pricing Theory | * Concept * Assumptions * Theory * Criticism | |
| 26th to 31th | Markowitz Theory | * Concept * Assumptions * Theory * Criticism | |
| **Gazetted Holidays: 24th, 26th January** | | | |
| **References**   * Clark, Fransis: Investment- Analysis and Management, TMH Publishers. * Fisher and Jordon: Security Analysis and Portfolio Management, PHI, New Delhi * Alexander, Sharpe, Bailley – Fundamentals of Investment – Pearson/PHI. * Barua, Verma and Raghunathan – Portfolio Management, TMH. * S. Kevin – Portfolio Management, Prentice Hall India. | | | |
| **Methods of Course Completion**   * Classroom Lecturers * Group Discussions * Question-Answer Sessions * Doubts Removing Sessions * Surprize Tests * Student Class Presentations | | | |
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| **Submitted By:**  Rashmi Chaudhary  Assistant Professor  Department of Commerce  Kurukshetra University | | | |
| **Weekly Lecture Plan For M.Com. Semester IV (Session 2014 – 15)**  **for the Period of January, 2015**  **Class: M.Com (4th Semester) Section A**  **Subject: Multinational Financial Management**  **Subject Code: MC - 404** | | | |
| **A Blueprint of Topics and Contents of Subject to be Taught in January, 2015** | | | |
| **Weekly Period** | **Main Topics** | **Sub Contents** | |
| 6th to 10th | Subject Introduction and Assignments | * Historical Background of the subject * Concept and Definitions * Relevance * Distribution of topics for Presentations and Assignments | |
| 12th to 17th | International Financial Markets | * Features of International Capital and Money Markets * Integration of Markets * Role of financial intermediaries | |
| 19th to 24rd | International Financial Instruments | * International Capital Market Instruments * GDRs, ADRs, IDRs etc. | |
| 26th to 31th | International Financial Instruments | * International Money Market Instruments Concept | |
| **Gazetted Holidays: 24th, 26th January** | | | |
| **References**   * Apte, P.G: International Financial Management, Tata McGraw Hill, New Delhi, * Buckley, Adrian: Multinational Finance, Prentice Hall, New Delhi. * Eitman, D.K. and A.I Stenehill: Multinational Business Cash Finance, Addison Wesley, New York. * Henning, C.N., W Piggot and W .H Scott: International Financial Management, McGraw Hill, * International Edition. * Levi, Maurice D: International Finance, McGraw- Hill, International Edition. * O’Connor DJ, Bueso AT: International Dimensions of Financial Management; Macmillan, New Delhi. * Pilbeam Keith: International Finance; MacMillan Press, Hong Kong. * Rodriqufe, R.M. and E.E Carter: International Financial Management, Prentice Hall, International * Edition. * Shaprio, Alan.C: Multinational Financial Management, Prentice Hall, New Delhi. * Yadav, Surendras., P .K Jain and Max Peyrard: Foreign Exchange Markets, Macmillan, New Delhi. * Zeneff, D. and J Zwick: International Financial Management, Prentice Hall, International Edition. | | | |
| **Methods of Course Completion**   * Classroom Lecturers * Group Discussions * Question-Answer Sessions * Doubts Removing Sessions * Surprize Tests * Student Class Presentations | | | |
| Rashmi Chaudhary  Assistant Professor  Department of Commerce  Kurukshetra University | | | |
| **Weekly Lecture Plan For Semester II (Session 2014 – 15)**  **for the Period of January, 2015**  **Class: M.Com (II Semester) Section A**  **Subject: Corporate Accounting**  **Subject Code: MC-205** | | |
| **A Blueprint of Topics and Contents to be Taught in January, 2015** | | |
| **Weekly Period** | **Main Topics** | **Sub Contents** |
| 6th to 10th | Subject Introduction and Assignments | * Historical Background of the subject * Concept and Conceptions * Meaning and Definitions * Relevance of the subject in the field of Commerce * Distribution of topics for Presentations and Assignments |
| 12th to 17th | Company and Shares | * Meaning and Definitions * Kinds and Formation of Company * Concept of Shares * Types of Shares * Allotment of Shares |
| 19th to 24rd | Shares and Share Capital | * Meaning of Share Capital * Treatment of Share Capital in Balance Sheet * Under subscription and Oversubscription of Shares * Concept of Calls in arrears and advance |
| 26th to 31th | Company Accounts | * Issue of Shares at Par * Issue of Shares at Premium * Issue of Shares at Discount * Accounting Entries * Issue of Shares for Consideration other than Cash |
| **Gazetted Holidays: 24th, 26th January** | | |
| **References**   * Arulanandum, M. A. and Raman, K. S., “Advanced Accountancy”, Himalaya Publishing House, New Delhi. * Gupta, R. L., “Advanced Financial Accounting”, S. Chand and Company, New Delhi. * Maheshwari, S. N. and Maheshwari, S. K., “Corporate Accounting”, Vikas Publishing House, New Delhi. * Shukla, M.C. and T.S. Grewal, “Advanced Accountancy”, Sultan Chand & Co., New Delhi. * Porwal, L.S., “Accounting Theory”, Tata McGraw Hill, New Delhi. | | |
| **Methods of Course Completion**   * Classroom Lecturers * Group Discussions * Question-Answer Sessions * Doubts Removing Sessions * Surprize Tests * Student Class Presentations | | |
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| **Submitted By:**  Karnika Gupta  Assistant Professor  Department of Commerce  Kurukshetra University | | |
| **Weekly Lecture Plan For Semester II (Session 2014 – 15)**  **for the Period of January, 2015**  **Class: M.Com (II Semester) Section B**  **Subject: Corporate Accounting**  **Subject Code: MC-205** | | |
| **A Blueprint of Topics and Contents to be Taught in January, 2015** | | |
| **Weekly Period** | **Main Topics** | **Sub Contents** |
| 6th to 10th | Subject Introduction and Assignments | * Historical Background of the subject * Concept and Conceptions * Meaning and Definitions * Relevance of the subject in the field of Commerce * Distribution of topics for Presentations and Assignments |
| 12th to 17th | Company and Shares | * Meaning and Definitions * Kinds and Formation of Company * Concept of Shares * Types of Shares * Allotment of Shares |
| 19th to 24rd | Shares and Share Capital | * Meaning of Share Capital * Treatment of Share Capital in Balance Sheet * Under subscription and Oversubscription of Shares * Concept of Calls in arrears and advance * Accounting Entries |
| 26th to 31th | Company Accounts | * Issue of Shares at Par * Issue of Shares at Premium * Issue of Shares at Discount * Valuation of Shares * Issue of Shares for Consideration other than Cash |
| **Gazetted Holidays: 24th, 26th January** | | |
| **References**   * Arulanandum, M. A. and Raman, K. S., “Advanced Accountancy”, Himalaya Publishing House, New Delhi. * Gupta, R. L., “Advanced Financial Accounting”, S. Chand and Company, New Delhi. * Maheshwari, S. N. and Maheshwari, S. K., “Corporate Accounting”, Vikas Publishing House, New Delhi. * Shukla, M.C. and T.S. Grewal, “Advanced Accountancy”, Sultan Chand & Co., New Delhi. * Porwal, L.S., “Accounting Theory”, Tata McGraw Hill, New Delhi. | | |
| **Methods of Course Completion**   * Classroom Lecturers * Group Discussions * Question-Answer Sessions * Doubts Removing Sessions * Surprize Tests * Student Class Presentations | | |
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| **Submitted By:**  Karnika Gupta  Assistant Professor  Department of Commerce  Kurukshetra University | | |
| **Weekly Lecture Plan For Semester IV (Session 2014 – 15)**  **for the Period of January, 2015**  **Class: M.Com (IV Semester) Section A**  **Subject: Sales Management**  **Subject Code: MC-409** | | |
| **A Blueprint of Topics and Contents be Taught in January, 2015** | | |
| **Weekly Period** | **Main Topics** | **Sub Contents** |
| 6th to 10th | Subject Introduction and Assignments | * Historical Background of the subject * Concept and Conceptions * Meaning and Definitions * Relevance of the subject in the field of Commerce * Distribution of topics for Presentations and Assignments |
| 12th to 17th | Sales Management | * Objectives and Functions * Basic Nature of Sales Management * Evolution of Sales Departments * Scope and Nature of Sales Management |
| 19th to 24rd | Personal Selling | * Concept Selling * Classification of Sales Jobs * Evolution and Fundamentals of Salesmanship * Comparative Meaning of Selling and Salesmanship * Attributes of Salesmanship * Essentials of Good Salesmanship * Merits and Demerits of Personal Selling * Relevance of Personal Selling |
| 26th to 31th | Seller-Buyer and Selling Process | * Process of Personal Selling * Buyer-Seller Dyes * Theories of Selling |
| **Gazetted Holidays: 24th, 26th January** | | |
| **References**   * Anderson, Hair Bush, “Professional Sales Management”, McGraw Hill, Singapore. * Dalrymple, D. J. and W. J. Cron, “Sales Management-Concept and Cases”, John Wiley, New York. * Ford, Churchill, Walker: Management of Sales Force, McGraw Hill, Singapore. * Gupta, S.L.: Sales and Distribution Management, Excel Books. * Johnson, Kurtz, Schewing: Sales Management, McGraw Hill, Singapore. * Sontakki, C. N., “Advertising and Sales Management”, Kalyani Publishers, New Delhi. * Stanton, W.J. and R. Sapiro: Management of A Sales Force, McGraw Hill, Singapore. | | |
| **Methods of Course Completion**   * Classroom Lecturers * Group Discussions * Question-Answer Sessions * Doubts Removing Sessions * Surprize Tests * Student Class Presentations | | |
| **Submitted By:**  Karnika Gupta  Assistant Professor  Department of Commerce  Kurukshetra University | | |
| **Weekly Lecture Plan For Semester II (Session 2014 – 15)**  **for the Period of January, 2015**  **Class: M.Com (II Semester) Section A**  **Subject: Strategic Marketing**  **Subject Code: MC-203** | | |
| **A Blueprint of Topics and Contents of Subject to be Taught in January, 2015** | | |
| **Weekly Period** | **Main Topics** | **Sub Contents** |
| 6th to 10th | Subject Introduction and Assignments | * Historical Background of the subject * Concept and Conceptions * Meaning and Definitions * Relevance of the subject in the field of Commerce * Distribution of topics for Presentations and Assignments |
| 12th to 17th | Strategic Role of Marketing | * Concept of Strategies * Hierarchy of Strategies * Concept of Marketing Strategies * Role and Types of strategies in Marketing * Features and Need of Strategies * Challenges of Strategic Marketing * Formulation of Marketing Strategies |
| 19th to 24rd | Strategic Marketing Planning | * Basic Approach to Strategic Planning * Phases of Strategic Marketing Planning process * Essentials of Strategic Marketing Planning * Criteria for Selecting Marketing Strategies * The plan of Marketing Strategies |
| 26th to 31th | Corporate Strategies Decisions | * Concepts of Corporate Vision, Mission, Goals and objectives * Formulation of Corporate Strategies * Communication of Vision and Mission statements * Characterstics of Vision and Mission statements * Essentials of good Vision and Mission statements * Formulation of Goals and Objectives * Essentials and Examples of good Objectives |
| **Gazetted Holidays: 24th, 26th January** | | |
| **References**   * Gracme, Drummond and John Ensor, “Strategic Marketing-Planning and Control”, Butterworth, Heinmamn. * Ferrell O.C., George H. Lucas and David Luck, “Strategic Marketing Management”, Southern-Western,Publishing Co., Cincinnati, Ohio. * Luck David J. Ferrel O.C. and Lucas George H., “Marketing Strategy and Plan”, Prentice Hall, NewJersey. * Sharma, F. C., “Strategic Marketing”, A Mahavir Publication, New Delhi. | | |
| **Methods of Course Completion**   * Classroom Lecturers * Group Discussions * Question-Answer Sessions * Doubts Removing Sessions * Surprize Tests * Student Class Presentations | | |
| **Submitted By:**  Karnika Gupta  Assistant Professor  Department of Commerce  Kurukshetra University | | |

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| **Weekly lecture plan of Corporate Governance for the session 2014-15 (IV Sem.)**  **submitted by Aashish sangwan.** | | |
| January  UNIT 1. | 6Jan – 10Jan.  (Week1) | Introduction to Corporate Governance and Framework. |
| 12Jan – 17Jan.  (Week 2) | Concept of Corporate governance and Objectives. |
| 19Jan – 23Jan.  (Week 3) | Corporate Governance: Structure & Process, An Evolutionary Process, Improving the efficiency of corporate governance. |
| 27Jan – 31Jan.  (Week 4) | Corporate Governance in India (Major Issues)  Corporate Governance: Globalisation & its position in India. |
| February  UNIT 2. | 2 – 7Feb.  (Week 1) | Financial disclosure & Business Ethics. |
| 9 – 13Feb.  (Week 2) | Corporate disclosure Practices. |
| 16 – 21Feb.  (Week 3) | Transparency & Business ethics in Corporate sector. |
| 23 – 28Feb.  (Week 4) | Role of Audit committee in Corporate governance |
| March  UNIT 3. | 2 -7 March  (Week 1) | Board of directors: Composition and their role |
| 9 – 14 March  (Week 2) | Corporate board and Good governance |
| 16 – 21March  (Week 3) | C. G. in Indian Public Enterprises |
| 24-27 March  (Week 4) | Corporatization of Agriculture |
| April  UNIT 4 | 30 Mar – 4 Apr  (Week 1) | C. G. in banks and financial institutions |
| 6 – 11 April  (Week 2) | Contemporary issues in Banking industry, Mutual funds |
| 13 – 18 April  (Week 3) | Depository System |
|  | 20th Apr. till Exams in May - Revision, Doubts Removing Session and  Presentation by the students  It is certified that I will abide by the lecture plan and complete the syllabus as per schedule given/submitted by me. | |

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|  | |  |  |  | | --- | --- | --- | | **Weekly lecture plan of International HRM for the session 2014-15 (IV Sem.)**  **submitted byAashish sangwan.** | | | | January | 6Jan – 10Jan.  (Week1) | Introduction to International Management and HRM | | 12Jan – 17Jan.  (Week 2) | Nature, Concept and Trends | | 19Jan – 23Jan.  (Week 3) | School of thought of International Management | | 27Jan – 31Jan.  (Week 4) | Comparative management, importance and scope.  Models of Comparative Management | | February | 2 – 7Feb.  (Week 1) | Issues in comparative management.  ( Legal, Political, Ethical and Cultural) | | 9 – 13Feb.  (Week 2) | Management Styles and Practices in U.S., Japan, China, Korea, Europe and India. | | 16 – 21Feb.  (Week 3) | Organizational Design in different countries | | 23 – 28Feb.  (Week 4) | Introduction to transnational OB and HRM | | March | 2 -7 March  (Week 1) | Motivation, Perception, Leadership and Communication | | 9 – 14 March  (Week 2) | Job satisfaction, Attitude, performance appraisal etc. | | 16 – 21March  (Week 3) | Transnational and Multinational business organizations | | 24-27 March  (Week 4) | Managing Multinational business operations | | April | 30 Mar – 11Apr | Negotiating across cultures. | |  | 11th Apr. till Exams in May - Revision, Doubts Removing Session and  Presentation by the students | | |  | It is certified that I will abide by the lecture plan and complete the syllabus as per schedule given/submitted by me. | | |