

## Lesson Plan

Session: 2024-25

Name of the Assistant Professor: Ms Arti

Class: B.Com First semester

Subject: Business Management

Dates	Week	Topic
22/07/2024 to 27/07/2024	1	<b>Unit- I</b> <b>Management:</b> Nature, Definitions, Scope, Levels, Process and Significance of Management;
29/07/2024 to 03/08/2024	2	<b>Development of Management Thoughts:</b> Classical, Neo-Classical Systems, Contingency and Contemporary Approaches to Management.
05/08/2024 to 10/08/2024	3	Revision and Test of Unit-I
12/08/2024 to 17/08/2024	4	<b>Unit- II</b> <b>Planning :</b> Concept, Process, Nature, Steps in Planning, Significance and Types
19/08/2024 to 24/08/2024	5	<b>Decision Making:</b> Concept and Process, Types of Decisions, Management by Objectives (MBO)
26/08/2024 to 31/08/2024	6	<b>Organization:</b> Concept, Nature, Process, Significance, Types, Organisational Structure, Comminees, Span of Control.
02/09/2024 to 07/09/2024	7	<b>Authority and Responsibility;</b> Delegation, Decentralization and Departmentation.
09/09/2024 to 14/09/2024	8	Revision and Test of Unit- II

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<b>Dates</b>	<b>Week</b>	<b>Topic</b>
16/09/2024 to 21/09/2024	9	<b>Direction:</b> Concept, Elements, Features, Importance and Limitations; Supervision,
23/09/2024 to 28/09/2024	10	<b>Motivation, Leadership and Communication.</b>
30/09/2024 to 05/10/2024	11	<b>Coordination:</b> Concept, Features, Types, Importance and Limitations.
07/10/2024 to 12/10/2024	12	<b>Unit-IV</b> <b>Control:</b> Concept, Features, Importance and Limitations of Control and Control Process, Essentials of a Good Control System,
14/10/2024 to 19/10/2024	13	<b>Techniques of Control,</b> Relationship between Planning and Control.
21/10/2024 to 26/10/2024	14	<b>Mid Term Exam</b>
04/11/2024 to 09/11/2024	15	Revision of Unit- I and Unit- II and Problems
11/11/2024 to 16/11/2024	16	Revision of Unit- III and Problems
18/11/2024 to 22/11/2024	17	Revision of Unit- IV and Problems

**Lesson Plan ( August 2024-November 2024)**

Name of the Assistant/ Associate Professor : Mrs. Arti

Class and Section: M.Com Final

Subject : Management of Industrial Relations

Date and Week	Topic
01-08-24 to 03-08-2024 1st Week	<b>UNIT-I</b> Industrial Relations: Concept, evolution, significance, perspectives and organization; Anatomy of industrial relations.
05-08-24 to 10-8-24 2 <sup>nd</sup> week	Industrial relations and the State; Trade Unions: Concept, significance, types, approaches and objectives.
12-08-24 to 17-08-24 3 <sup>rd</sup> Week	Problems of trade unions in India and recommendations of National Commission on labor for strengthening of trade unions.
19-08-24 to 24-08-24 4 <sup>th</sup> Week	Revision and test of Unit-I
26-08-24 to 31-08-24 5 <sup>th</sup> week	<b>UNIT-II</b> Collective Bargaining: concept, importance and process of bargaining.
02-09-24 to 07-09-24 6 <sup>th</sup> Week	Participative Management: Forms of worker"s participation in management; Tripartite and bipartite bodies.
09-09-24 to 14-09-24 7 <sup>th</sup> Week	Standing order and Grievance procedure; Code of Discipline.
16-09-24 to 21-09-24 8 <sup>th</sup> week	Revision and test of Unit-II
23-09-24 to 28-09-24 9 <sup>th</sup> week	Industrial Disputes: Conciliation and Board of conciliation;.



30-09-24 to 05-10-24 10 <sup>th</sup> week	Arbitration: types and evaluation
07-10-24 to 12-10-24 11 <sup>th</sup> week	Adjudication: Three tier System, Model principles for reference of dispute to adjudication.
14-10-24 to 19-10-24 12 <sup>th</sup> week	Revision and test of Unit-III
21-10-24 to 26-10-24 13 <sup>th</sup> week	Industrial Relations and HRD; ILO and Industrial Relations.
04-11-24 to 09-11-24 14 <sup>th</sup> week	Legal Framework of Industrial Relations.
11-11-24 to 16-11-24 15 <sup>th</sup> week	Industrial Relations systems in India, UK, USA and Japan.
18-11-24 to 23-11-24 16 <sup>th</sup> week	Revision and test of Unit-IV
25-11-24 to 30-11-24 17 <sup>th</sup> week	Problems and Revision.

## Lesson Plan

Session: 2024-25

Name of the Assistant Professor: Ms Arti

Class: B.Com 5<sup>th</sup> semester

Subject: Principles of Marketing

Dates	Week	Topic
22/07/2024 to 27/07/2024	1	<b>Introduction:</b> Nature, scope and importance of marketing; Evolution of marketing; Selling vs Marketing; Marketing mix.
29/07/2024 to 03/08/2024	2	<b>Marketing environment:</b> concept, importance, and components (Economic, Demographic, Technological, Natural, Socio-Cultural and Legal).
05/08/2024 to 10/08/2024	3	<b>Consumer Behaviour:</b> Nature and Importance, Consumer buying decision process; Factors influencing consumer buying behaviour.
12/08/2024 to 17/08/2024	4	<b>Market segmentation:</b> concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation.
19/08/2024 to 24/08/2024	5	Revision and Test of Unit-I
26/08/2024 to 31/08/2024	6	<b>Product:</b> Concept and importance, Product classifications; Concept of product mix; Branding, packaging and labeling.
02/09/2024 to 07/09/2024	7	Product-Support Services; Product life-cycle; New Product Development Process; Consumer adoption process.
09/09/2024 to 14/09/2024	8	<b>Pricing:</b> Significance, Factors affecting price of a product, Pricing policies and strategies

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Dates	Week	Topic
16/09/2024 to 21/09/2024	9	<b>Distribution Channels and Physical Distribution:</b> Channels of distribution - meaning and importance; Types of distribution channels; Functions of middle man; Factors affecting choice of distribution channel; Wholesaling and retailing; Types of Retailers; e-tailing, Physical Distribution.
23/09/2024 to 28/09/2024	10	Revision and Test of Unit-II
30/09/2024 to 05/10/2024	11	<b>Promotion:</b> Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling.
07/10/2024 to 12/10/2024	12	public relations & sales promotion, and their distinctive characteristics; Promotion mix and factors affecting promotion mix decisions;
14/10/2024 to 19/10/2024	13	<b>Recent developments in marketing:</b> Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing; Consumerism
21/10/2024 to 26/10/2024	14	Mid Term Exam
04/11/2024 to 09/11/2024	15	Revision of Unit- I and Problems
11/11/2024 to 16/11/2024	16	Revision of Unit- II and Problems
18/11/2024 to 22/11/2024	17	Revision of Unit- III and Problems