

**Academic Term –I (a) 11-07-16To 10-10-16 (75 teaching**

**1st& 3rd& 5th semester Monday Monday days)**

**Autumn Break 11-10-16To 17-10-16 (07 days)**

**Tuesday Monday**

**Academic Term –I (b) 18-10-16To 02-12-16 (38 teaching**

**Tuesday Friday days)**

**Total teaching days of Academic Term I = 75 + 38 = 113 Days**

**Session: 2016-17**

**Semester: B.COM - 1 Sem**

**1. Subject: PSYCHOLOGY FOR MANAGERS**

Teacher's name: prof. keerat kaur, p. Raj garg

Month	Week	Syllabus
July	III	Introduction to psychology for managers
	IV	Individual behaviour
August	I	Perception
	II	Personality
	III	Attitude and values
	IV	Motivation
September	I	Motivational techniques
	II	Morale
	III	Interpersonal behaviour & transactional analysis
	IV	Interpersonal behaviour & transactional analysis
October	I	Leadership
	II	AUTUMN BREAK
	III	Stress management
	IV	Stress management
November	I	Mst
	II	Management of conflict
	III	Revision
	IV	Revision
December		Final exams

**2. Subject: Business Economics-I**

Teacher's name: Prof. harjinder singh , Prof. Amritpal kaur

Month	Week	Syllabus
July	III	Utility approach
	IV	Indifference curve
August	I	Law of demand
	II	Elasticity of demand

	III IV	Demand forecasting Production function
September	I II III IV	Cost & cost curve Revenue curve Perfect competition Monopoly
October	I II III IV	Monopolistic competition AUTUMN BREAK Monopolistic competition Revision
November	I II III IV	Mst oligopoly Revision Revision
December		Final exams

### 3. Subject: Commercial Law

Teacher's name: Prof. Munisha, Prof. Manpreet Kaur

Month	Week	Syllabus
July	III IV	Definition and nature of contract. Offer and Acceptance Consideration. Capacity of parties.
August	I II III IV	Free consent. Legality of contract. Contingent Contracts. Performance of contracts Performance of contracts. Discharge of contracts. Quasi contracts. Remedies for breach of contract.
September	I II III IV	Indemnity and guarantee. Bailment and pledge Agency Right to information Act, 2005: procedure for requesting information.
October	I II III IV	Grounds for rejection of an application of RTI. The consumer protection Act, 1986: commencement and applications. Appeals. Autumn break Redressal machinery of consumer form.
November	I II III IV	MST REVISION
December		Final Exams

### 4. Subject: PRINCIPLES AND PRACTICES OF MANAGEMENT

Teacher's Name: prof. sarabjeet kaur , Prof dilpreet kaur

Month	Week	Syllabus
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July	III IV	NATURE AND SCOPE OF MANAGEMENT EVOLUTION OF MANAGEMENT THOUGHT
August	I II III IV	PLANNING DECISION MAKING MANAGEMENT BY OBJECTIVE ORGANISATION
September	I II III IV	DELEGATION OF AUTHORITY STAFFING AND MOTIVATION DIRECTION LEADERSHIP
October	I II III IV	COORDINATION MANAGEMENT COMMUNICATION CONTROLLING TECHNIQUES OF CONTROLLING
November	I II III IV	MID-SEMESTER TEST SUPERVISION-NEED AND IMPORTANCE REVISION REVISION
December		Final Exams

5. Subject: FINANCIAL ACCOUNTING

Teacher's name: prof. Raj Garg & HARSIMRAN SINGH

Month	Week	Syllabus
July	III	GENERALLY ACCEPTED ACCOUNTING PRINCIPLES
	IV	ACCOUNTING STANDARDS AND IFRS DEPARTMENTAL ACCOUNTING
August	I	CONSIGNMENT ACCOUNTS
	II	CONSIGNMENT ACCOUNTS
	III	JOINT VENTURE
	IV	JOINT VENTURE
September	I	BRANCH ACCOUNTING
	II	BRANCH ACCOUNTING
	III	PARTNERSHIP ACCOUNTS
	IV	PARTNERSHIP ACCOUNTS
October	I	FINAL ACCOUNTS WITHOUT ADJUSTMENTS
	II	FINAL ACCOUNTS WITH ADJUSTMENTS
	III	ROYALTY ACCOUNTS
	IV	ROYALTY ACCOUNTS
November	I	MID-SEMESTER TESTS
	II	REVISION
	III	REVISION
	IV	REVISION
December		Final Exams

Semester: B.COM - 2 Sem

1. Subject: e-commerce

Teacher's name: prof. keerat kaur , p. Raj garg

Month	Week	Syllabus
January	II	Introduction of e-commerce
	III	Tools of e-commerce
	IV	History and evolution of e-commerce
February	I	Growth & potential of e-commerce in india,
	II	framework&app.
	III	E-business models
	IV	Drivers and inhibitors to the adoption of e-commerce Internet marketing
March	I	Electronic payments system introduction and types
	II	Electronic data interchange
	III	Security and privacy issues in e-commerce
	IV	Impact of e-commerce on business sectors ,socio-economic & organizational impact of e-commerce
April	I	Mst
	II	Regulatory aspects of e-commerce
	III	Revision
	IV	Revision
May		Final exams

2. Subject: Business economics -II

Teacher's name: prof. Harjinder singh , Prof. Amritpal kaur

Month	Week	Syllabus
January	II	Wages
	III	Rent
	IV	Interest
February	I	Profit
	II	National income and related aggregates
	III	Measurement of national income
	IV	Classical theory of employment
March	I	Says law of market
	II	Keynesian theory of employment
	III	Consumption function
	IV	Investment function
April	I	Mst
	II	Multiplier
	III	Marginal efficiency of capital
	IV	Revision
May		Final exams

3. Subject: Business law

Teacher's name: prof. Munisha, prof. manpreet kaur

Month	Week	Syllabus
January	II III IV	Contact of sale of goods. Conditions and warranties. Transfer of ownership and performance of contract Remedial measures.
February	I II III IV	Auction sales. Negotiable instruments: promissory notes, bills of exchange and cheques. Parties to negotiable instruments. Presentment. Negotiation. Discharge of parties from liability. Dishonor of negotiable instrument.
March	I II III IV	Banker and customer.hundies. The factories Act,1948  Industrial disputes Act, 1947.
April	I II III IV	MST REVISION
May		Final Exams

4. Subject: HUMAN RESOURCE MANAGEMENT

Teacher's Name: Prof. Sarabjeet kaur , Prof. Dilpreet kaur

Month	Week	Syllabus
January	II III IV	INTRODUCTION TO HUMAN RESOURCE MANAGEMENT RECENT TRENDS AND CHALLENGES IN HUMAN RESOURCE HUMAN RESOURCE PLANNING
February	I II III IV	JOB ANALYSIS AND JOB DESIGN JOB DESCRIPTION AND JOB SPECIFICATION RECRUITMENT AND SELECTION PERFORMANCE APPRAISAL
March	I II III IV	PLACEMENT AND INDUCTION TRAINING AND DEVELOPMENT INCENTIVE PLANS AND FRINGE BENEFITS EXECUTIVE REMUNERATION
April	I II III IV	MID-SEMESTER TEST INTERNAL MOBILITY AND TRANSFER COMPENSATION MANAGEMENT REVISION
May		Final Exams

5. Subject: CORPORATE ACCOUNTING

Teacher's name: Prof. Raj Garg & HARSIMRAN SINGH

Month	Week	Syllabus
January	II	SHARE CAPITAL
	III	SHARE CAPITAL
	IV	BUY BACK OF SHARES
February	I	REDEEMABLE PREFERENCE SHARE CAPITAL
	II	REDEEMABLE PREFERENCE SHARE CAPITAL
	III	RIGHT SHARES & BONUS SHARES
	IV	MANAGERIAL REMUNERATIONS
March	I	UNDERWRITING OF SHARES & DEBENTURES
	II	PROFIT PRIOR TO INCORPORATION
	III	FINAL ACCOUNTS OF JOINT STOCK COMPANIES
	IV	ISSUE OF DEBENTURES & REDEMPTION OF DEBENTURES
April	I	MID SEMESTER TESTS
	II	FINAL ACCOUNTS OF BANKING COMPANIES
	III	FINAL ACCOUNTS OF INSURANCE COMPANIES
	IV	REVISION
May		Final Exams

BCOM- III SEM

1. Subject: ISSUES IN INDIAN COMMERCE

Teacher's name: Prof. RAJ GARG & HARSIMRAN SINGH

Month	Week	Syllabus
July	III	FINANCIAL MARKETS
	IV	
August	I	MONEY MARKETS
	II	COMPONENTS OF MONEY MARKET
	III	CAPITAL MARKET
	IV	PRIMARY MARKET
September	I	SECONDARY MARKET
	II	SECONDARY MARKET
	III	FINANCIAL SERVICES
	IV	MERCHANT BANKING
October	I	MUTUAL FUNDS
	II	AUTUMN BREAK
	III	LEASING, HIRE PURCHASE AND EXCHANGE
	IV	TRADED FUNDS LEASING, HIRE PURCHASE AND EXCHANGE

		TRADED FUNDS REVISION
<b>November</b>	I II III IV	MID SEMESTER TESTS FACTORING AND FOREFEITING REVISION REVISION
<b>December</b>		Final Exams

## 2. Subject: INDIRECT TAX

Teacher's name: PROF MUNISHA, PROF SARABJEET KAUR

Month	Week	Syllabus
July	III IV	Central Sales Tax Act(Feature, terms ,definition)Registration of dealer Procedure of Assessment, Sales Tax Authorities powers and functions.
August	I II III IV	Central Excise Act,1944- Introduction, Definitions Valuation for Central Excise CENVAT, Basic procedures Small Scale Industry and Job Work
September	I II III IV	Custom Act,1962-Basic Concept of Custom Law,Types of Custom Duty Valuation of Custom. Custom Procedures. Baggage& Exemption.
October	I II III IV	Value Added Tax-Basic Concept ,Principle for implementation of vat AUTUMN BREAK Operation of Vat, Variants of VAT, Computation of VAT Liability Merits and Demerits of VAT,Invoice,Assessment and Audit under Vat Input Tax Credit.
November	I II III IV	Mid-Semester Test Service Tax- Meaning, Nature ,Negative list Computation of Service Tax Liability, Point of Taxation. Reverse Charge Mechanism, SSP, Service Tax Procedure.
December		Final Exams

## 3. Subject: Cost Accounting

Teacher's name: Dr. Deepak, Prof. Manpreet Kaur

Month	Week	Syllabus
July	III IV	Nature and scope of Cost Accounting. Cost-Analysis, Concepts, Classifications and Cost Sheet.
August	I II III IV	Material-Purchase Procedure, Stores Control and Pricing of Material Issue. Material Control. Labour Cost-Computation and Control. Remuneration and Control.

September	I II III IV	Overhead-Collection, Classification, Allocation. Overhead-Apportionment Overhead Absorption Unit Costing.
October	I II III IV	Cost Ledger Accounting Autumn Break Integral Accounting. Reconciliation of Cost and Financial Accounts.
November	I II III IV	Mid Sem. Exams Service Costing. Revision Revision
December		Final Exams

#### 4. Subject: Business Mathematics and Statistics

Teachers Name: Dr. Amritpal Kaur And Asst.Professor Prince Marwaha

Month	Week	Syllabus
July	III IV	Matrices and Determinants-I Matrices and Determinants-I &II
August	I II III IV	Matrices and Determinants-II Matrices and Determinants-III Differential Calculas with application Differential Calculas with application & Maxima Minima
September	I II III IV	Introduction to Statistics & Collection of Data Classification of Data & Presentation of Data Measures of Central Tendancy( Mean, Median, Mode) Measures of Central Tendancy( Geometric & Harmonic Mean)
October	I II III IV	Time Series AutumN Break Index Numbers-I Index Numbers-II
November	I II III IV	MST Measures of Dispersion Measures of Skewness & Kurtosis Revision
December		Final Exams

#### 5. Subject: Company Law

Teacher's name: Prof. Raj Garg and prof. Keerat kaur



Month	Week	Syllabus
July	III IV	Meaning and nature of a company: Corporate personality Kinds of companies
August	I II III IV	Formation of a company Memorandum of association Article of association Other managerial personnel
September	I II III IV	Prospectus and book building Shares Share capital Board Meetings
October	I II III IV	Transfer and transmission of shares AUTUMN BREAK Membership in a company Company management (directors) Other Managerial Personnel
November	I II III IV	MST Winding up Emerging issues in company law Revision
December		Final Exams

## 6. Subject: Banking & Insurance

Teacher's name: Prof. Monika Thakur

Month	Week	Syllabus
July	III IV	Indian banking system, commercial banking- functions Types of banks. Structure of banking system.
August	I II III IV	Reserve bank of Indian, central bank-techniques of credit control. Reforms in Indian banking. Capital adequacy ratio. Basel II Norms. Revised NPA Norms. Grievance Mechanism and banking ombudsman, concept of E-Banking.
SEPTEMBER	I II III IV	Electronic funds transfer. Mobile banking. Core banking. RBI guidelines on internet banking.cheque truncation system. Challenges faced by Indian banking. Types of insurance. Importance of insurance. Principal of insurance contract. Features of life insurance.
October	I II	Features of Non- Life Insurance. Autumn break

	III IV	IRDA ACT, 1999 Grievance Mechanism and insurance ombudsman.
November	I II III IV	MST REVISION
December		Final Exams

### BCOM IV SEM

1. Subject: ADVANCED ACCOUNTING

Teacher's name: NEELAM KHULLAR & HARSIMRAN SINGH

Month	Week	Syllabus
<b>January</b>	II	VALUATION OF GOODWILL VALUATION OF SHARES
	III	
	IV	
<b>February</b>	I	INSURANCE CLAIMS
	II	INSURANCE CLAIMS
	III	INVESTMENT ACCOUNTS
	IV	HIRE PURCHASE & INSTALMENTS
<b>March</b>	I	HOLDING COMPANY ACCOUNTS
	II	HOLDING COMPANY ACCOUNTS
	III	INTERNAL RECONSTRUCTIONS
	IV	LIQUIDATION OF JOINT STOCK COMPANIES
<b>April</b>	I	MID SEMESTER TESTS
	II	AMALGAMATION, ABSORPTION & RECONSTRUCTIONS
	III	AMALGAMATION, ABSORPTION & RECONSTRUCTIONS
	IV	REVISION
<b>May</b>		Final Exams

2. Subject: SAPM

Teacher's name: PROF MUNISHA, PROF SARABJEET KAUR

Month	Week	Syllabus
January	II	Introduction to investment, Investment Management Process. Investment Avenues and Philosophy. Risk and Return
	III	
	IV	
February	I	Introduction to Security Analysis, Fundamental Analysis. Economic Analysis, Industry analysis. Company Analysis
	II	
	III	

	IV	Technical Analysis.
March	I II III IV	Portfolio management Capital Asset Pricing Model. Arbitrage pricing model Markowitz model.
April	I II III IV	Mid- semester Port Performance Evaluation. Portfolio Revision Global investing.
May		Final Exams

### 3. Subject: Cost MNAAGEMENT

Teacher's name: Dr. Deepak, PROF. MANPREET KAUR

Month	Week	Syllabus
July	III IV	Cost Management Job Costing , Batch Costing,
August	I II III IV	Contract Costing Uniform Costing, Process Costing Joint Product and By Product Activity Based Costing,
September	I II III IV	Budgetary Control Marginal Costing Cost Volume Profit Analysis Application of Marginal Costing
October	I II III IV	Life Cycle Costing Autumn Break Standard Costing Variance Analysis
November	I II III IV	Mid Sem. Exams Target Costing, Value Chain Costing Revision Revision
December		Final Exams

### 4. Subject: Quantitative Techniques And Methods

Teachers Name: Dr. Amritpal Kaur And Asst.Professor Prince

Month	Week	Syllabus
January	II III	Introduction to Quantitative Techniques Probability

	IV	Probability
February	I II III IV	Probability Distribution –Binomial and Poisson Probability Distribution –Binomial and Poisson Probability Distribution –Normal Probability Distribution –Normal
March	I II III IV	Linear Programming Linear Programming & Interpolation and Extrapolation Simple Correlation Simple Correlation & Linear Regression Equations
April	I II III IV	MST Linear Regression Equations Revision Revision
May		Final Exams

5. Subject: Auditing and secretarial practice

Teacher's name: Prof Raj Garg , Prof. Keerat Kaur

Month	Week	Syllabus
January	II	Classification of audits
	III	Investigation ,Audit Programme and Audit evidence
	IV	Internal control, internal check and internal audit, Vouching
February	I	Vouching of trading transactions, Vouching of cash transactions
	II	Vouching of ledger, Verification and valuation of assets and liabilities
	III	Appointment, Remuneration and duties of an auditor, Liabilities of an auditor
	IV	Auditor's report , Company secretary as a Key Managerial Person
March	I	Company secretary in practice, Company meetings
	II	Annual general meeting, Extraordinary general meeting
	III	Board meetings and committee meetings
	IV	Minutes
April	I	MST

	II III IV	Motions and resolutions Emerging issues in company law Revision
May		Final Exams

6. Subject: Marketing Management

Teacher's name: Prof. Monika thakur

Month	Week	Syllabus
January	II	Introduction to marketing, marketing process and marketing mix.
	III	Marketing information system. Marketing research.
	IV	Consumer buying behaviour. market segmentation, targeting and positioning.
February	I	Product concepts and classification.
	II	Product planning and market strategies. Product branding, packaging and labeling.
	III	Pricing decision: Pricing policies and strategies.
	IV	Distribution decision: channels of distribution. Physical distribution.
March	I	Marketing communication and promotion.
	II	Promotion tools: advertising, sales promotion, personal selling.
	III	Rural marketing.
	IV	Marketing organization and control. Marketing in developing economy.
April	I	MST
	II	REVISION
	III	
	IV	
May		Final Exams

BCOM V SEM

1. Subject: MANAGEMENT ACCOUNTING

Teacher's name: PROF. PARMJIT SINGH, P. SARABJIT KAUR

Month	Week	Syllabus
July	III	Nature and scope of management accounting
	IV	Nature and scope of management accounting
August	I	Financial statements
	II	Financial statements analysis
	III	Ratio analysis
	IV	Ratio analysis

September	I II III IV	Cash flow statement Fund flow statement Price level accounting Price level accounting
October	I II III IV	Social accounting AUTUMN BREAK Human resource accounting Human resource accounting
November	I II III IV	MST Responsibility accounting Revision Revision
December		Final Exams

2. Subject : Direct Tax Laws

Teacher's name : Prof Paramjit Singh/Prof Munisha

Month	Week	Syllabus
July	III IV	Basic Concepts Capital & Revenue
August	I II III IV	Agricultural Income Salary Salary Salary
September	I II III IV	Income from house property Income from house property Profits and gains from business and professions (part 1)- Depreciation Profits and gains from business and professions (part 2)
October	I II III IV	Profits and gains from business and professions (part 2) Autumn break Capital gains. Income from other sources
November	I II III IV	Mid semester exams Revision Revision Revision
December		Final Exams

3. Subject: Financial Markets and Services

Teacher's name: Prof. Manpreet Kaur, Prof. Raj Garg

Month	Week	Syllabus
July	III	Introduction to Financial Markets

	IV	Money Market
August	I II III IV	Call Money Market Acceptance House and Discount Houses Bills Market Commercial Paper Market
September	I II III IV	Certificate of Deposits in India Capital Market- I Capital Market- II Introduction to Financial Services
October	I II III IV	Merchant Banking Autumn Break Mutual Funds and Exchange Traded Funds Leasing and Hire Purchase
November	I II III IV	Mid Semester Tests Factoring and Forfeiting Revision Revision
December		Final Exams

#### 4. Subject: Indian Economy

Teachers Name: Dr. Amritpal Kaur And Asst.Professor Prince

Month	Week	Syllabus
July	III IV	State of Indian Economy at the Time of Independence Nature of Indian Economy
August	I II III IV	Features and Appraisal of Economic Reforms Development Experience of India and China- A Comparitive Study National Income of India Impact of population on Economic Development and Demographic Dividend
September	I II III IV	Demographic features of Indian Population Indian Taxation System Public Expenditure Public Debt Capital Market in India
October	I II III IV	Foreign Trade and Balance of Payment Autumn Break Foreign Trade Policy Economic Planning in India and NITI Aayog
November	I II III IV	MST Twelfth Fifth Plan Revision Revision

December		Final Exams
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5. Subject: Production and Operation Management

Teacher's name: Prof. Harsimran Singh, Prof. Sarabjeet Kaur

Month	Week	Syllabus
July	III	Introduction of Production and Operational Management: Meaning, Objectives and Scope.
	IV	Strategic Planning and Demand Forecasting. Production Process and Analysis and
August	I	Capacity Planning and Management. New Product/ Service Design and Development.
	II	Facility Location. Facility Layout.
	III	Production Planning and Control Techniques- Sequencing (Processing in Job through Two Machines)
	IV	Network Analysis - PERT/CPM (including Crashing).
September	I	Work Measurement and Work Study: Methods, Analysis and various Charts.
	II	Time Study and Principles of Motion Economy.
	III	Purchase Management. Inventory Management Fundamentals.
	IV	Economic Order Quantity, Quantity Discount, Reorder Level, Lead Time, Safety Stock, JIT.
October	I	Supply Chain Management: Concept & Components of Supply Chain
	II	Autumn Break
	III	Activities in Supply Chain Management, Logistics Management.
	IV	Decision Tree Analysis – Decision Making under Uncertainties.
November	I	Mid Sem. Exams
	II	Revision
	III	Revision
	IV	Revision
December		Final Exams

6. Subject: Entrepreneurs And Small business



Teacher's name: Prof. MONIKA THAKUR & Prof. Deepak

Month	Week	Syllabus
July	III IV	Entrepreneurship- concept ,Theories of entrepreneurship Entrepreneurship- meaning and characteristics
August	I II III IV	Characteristics of entrepreneurship leadership Risk taking and Decision making Entrepreneurial motivation and Innovation Women Entrepreneurship
September	I II III IV	Socio-economic environment and Business Planning Entrepreneurship development programmes Small scale business Business venture- concept
October	I II III IV	Setting up a small scale enterprise Autumn break Product and marketing scope Growth and diversification strategies And Small business and modern technology Tax consideration
November	I II III IV	M.S.T SSI Exemption Revision Revision
December		Final Exams

### BCOM VI SEM

1. Semester: Even Sem

Subject: FINANCIAL MANAGEMNT

Teacher's name: prof. Parmjit singh , P. SARABJIT KAUR

Month	Week	Syllabus
January	II III IV	Nature and scope of financial management Time value of money Capital budgeting
February	I II III IV	Cost of capital Sources of corporate finance Securities and exchange board of india (SEBI) Securities and exchange board of india(SEBI)
March	I II III IV	Capital structure Leverages Working capital management and estimation Working capital management and estimation
April	I	MST

	II III IV	Dividend policy Revision Revision
May		Final Exams

2. Subject : Direct Tax Laws

Teacher's name: Prof Paramjit Singh/Prof Munisha

Month	Week	Syllabus
January	II	Aggregation of income
	III	Setoff and carry forward of losses
	IV	Deductions
February	I	Deductions
	II	Schedule of Taxes and computation of income
	III	Double tax relief, Avoidance of tax
	IV	Assessment of individuals
March	I	Assessment of individuals
	II	Assessment of HUF
	III	Assessment of firms
	IV	Income Tax Authorities
April	I	Mid semester test
	II	Assessment of AOP, Deduction and Collection of Tax
	III	Procedure for assessment
	IV	Appeals and revisions, penalties and prosecution
May		Final Exams

3. Subject: Issues in Financial Reporting

Teacher's name: Prof. Manpreet Kaur, Prof. Neelam Khullar

Month	Week	Syllabus
January	II	Introduction to Financial Reporting
	III	Introduction to IFRS
	IV	Conceptual Framework of Financial Reporting: FASB and IASB
February	I	Required Disclosures as per IFRS
	II	Comparison between IFRS, US GAAP and Indian Accounting Standards
	III	Recent Trends in Financial Reporting
	IV	Corporate Social Reporting
March	I	Price Level Accounting
	II	Human Resource Accounting
	III	Operating Segments
	IV	Interim Financial Reporting
April	I	Mid Semester Tests

	II III IV	Intangible Assets, Leases Revision Revision
May		Final Exams

#### 4. Subject: Sectoral aspects of Indian Economy

Teachers Name: Dr. Amritpal Kaur And Asst.Professor Prince

Month	Week	Syllabus
January	II III IV	Agriculture in India- Importance and Productivity Agricultural Finance And Rural indebtedness Agricultural marketing Agricultural Policy
February	I II III IV	New Developments in Agriculture Industrial Development during Planning Period Industrial Policy Small Scale and Cottage Industries in India Large Scale Industries
March	I II III IV	Service Sector in India Public Sector in India Private sector in India Problem of Poverty in India Problem of Unemployment in India Inflation in India
April	I II III IV	MST Inequalities of Income and Wealth in India Inter-State Disparities in the Pattern of Development Revision
May		Final Exams

#### 5. Subject: Operation Research

Teacher's name: Prof. Harsimran Singh, Prof. Sarabjeet Kaur

Month	Week	Syllabus
January	II III IV	Operations Research: Evolution, methodology and role in decision making; Linear programming: Meaning, assumptions, advantages, scope and limitations.  Formulation of Problem and its solution by graphical and simplex methods (Including Big M Method and Two Phase Simplex Method); special cases in simplex method; infeasibility, degeneracy, unboundedness and multiple optimal solutions.

		Duality. Dual Simplex Method.
February	I- II	Transportation problems including transshipment problems; Special cases in transportation problems; unbalanced problems, degeneracy; maximization objective and multiple optimal solutions.
	III-IV	Assignment problems including travelling salesman's problem. Special cases in Assignment problems; unbalanced problems, maximization objective and multiple optimal solutions.
March	I - II	Decision theory: decision making under uncertainty and risk, Bayesian analysis, decision trees.
	III	Replacement problem (Individual and Group replacement problems both).
	IV	Game theory, pure and mixed strategy games; principle of dominance; two person zero sum game.
April	I	Mid Sem.Exams.
	II	Simulation; meaning, process, advantages, limitations and applications.
	III	Revision.
	IV	Revision
May		Final Exams

## 6. Subject: Social And Business Ethics

Teacher's name: Prof.Jatinder Kaur & Prof. Deepak

Month	Week	Syllabus
January	II	Introduction to business ethics
	III	Ethical issues in management
	IV	Ethical theories
February	I	Ethical abuse, values ,moral standards and ethics
	II	Conflict of interest And Ethics at work place
	III	Discrimination
	IV	Ethics in accounting and finance
March	I	Ethics issues in marketing and consumer protection
	II	Whistleblowing
	III	Concept of corporate social responsibility (CSR)
	IV	Corporate social responsibility and Companies Act ,2013
April	I	M.S.T
	II	Ethical issues in corporate governance And

	III	Environmental pollution & society
	IV	Revision
May		Final Exams

### MCOM I SEM

**1.Subject:** Managerial Economics

**Teacher Name:** Dr Amritpal Kaur

Month	Week	Syllabus
July	IV	Nature and Scope of managerial economics and its relationship with economic theory, decision sciences and functional areas of business.
August	I	Individual and market demand; Demand of a firm; Price, Income and Cross elasticity of demand, Using elasticity in Managerial decisions.
	II	Theory of the firm, Reasons for existence of the firms and their functions.
	III	The Objectives and values of the firm, Constraints on the operation of the firms, limitations of the theory of the firm.
	IV	Nature and functions of the profits: Business vs. Economic Profits. Theories of profit, Functions of profit.
September	I	Transfer Pricing, Risk and uncertainties in managerial decision making.
	II	Measuring risk with probability distribution, Utility theory and risk aversion.
	III	Impact of technological change on productivity, labor and market structure.
	IV	Industrial innovation and technology and technological environmental forecasting.
October	I	Theories of Consumer Behavior.
	II	Price and Output relationship under different market structures
	III	Pricing Theories, Pricing of multiple products
	IV	Price discrimination, International Price discrimination and Dumping
November	I	MST
	II	Managerial Analysis, Optimization. Decision and Game theory. The International Frame work of Managerial Economics.
	III	Revision
	IV	Revision
December		Final Exams

**2.Subject:** Quantitative Methods for Business

**Teacher's name:** Prof. Manpreet Kaur

Month	Week	Syllabus
July	III	Conceptual Framework of Accounting Standards, Harmonisation of

	IV	Accounting and Reporting Practices The IASB- Framework for the Preparation and Presentation of Financial Statements, IFRS-1
August	I II III IV	Probability and Probability Distribution: Definitions - Probability Rules –Application of Probability Rules- Conditional Probability- Bayes theorem- Random Variable and Probability Distributions; Binomial Distribution- Poisson Distribution and Normal Distribution.
September	I II III IV	The Effects of Changes in Foreign Exchange Rates Related Party Disclosures, Investment in Associates Interest in Joint Ventures, Financial Instruments EPS, Interim Financial Reporting
October	I II III IV	Provisions, Contingent Liabilities and Assets, Intangible assets. Autumn Break Share Based Payment Non- Current Assets Held for Sale and Discontinued Operations
November	I II III IV	Mid Semester Test Exploration of Mineral Resources, Fair Value Accounting Revision Revision
December		Final Exams

### 3.Subject: Marketing Management

Teacher's name: prof. Keerat Kaur

Month	Week	Syllabus
July	III IV	Unit I- Meaning, approaches, role , 4p's of marketing. Marketing challenges, marketing process and marketing planning.
August	I II III IV	Marketing information system , marketing environment Buying behavior-consumer, business and industrial. Measuring and forecasting market demand. Meaning and classification of product.
September	I II III IV	New product development, managing product life cycles. Brand strategies. Managing service- idea, institution, person, place and event. Pricing influencing factors-approaches, strategies. Pricing programmes.channels of distribution and logistics.
October	I II III IV	Promotion strategies-advertising. Autumn break. Sales promotion. Public relations.

November	I II III IV	MST Revision Revision Revision
December		Final Exams

4. Subject: Management Information System

Teacher's name: Dr. Deepak

Month	Week	Syllabus
July	III IV	Introduction, Definition, Nature, Scope and evolution of MIS. Framework, MIS and Computer, Management, Management Accounting, Operation Research and Organization Behaviour
August	I II III IV	Data, Information, Knowledge, Types of Information Features of Information. Information Quality, Dimensions, Value of Information, Process of Information Generation. Information Overload, Techniques for Managing, Information Overload. System Concept, The Law of Requisite Variety.
September	I II III IV	Basic Structural Concepts in MIS. Multiple Approaches to the Structure of MIS. Synthesis of Multiple Approaches, Success and Failure of MIS. Decision Support System.
October	I II III IV	Transaction Processing System and Financial Management Information System Autumn Break Expert system, Executive Support System, Information Reporting system, Office Automation system. Approaches to System Development, System Analysis. System Design.
November	I II III IV	Mid Sem. Exams System Documentation. System Implementation Activities. Data Base Design. Enterprise Resource Planning System.
December		Final Exams

5. Subject: Modern Accounting and Reporting Practices

Teacher's name: Prof. Manpreet Kaur

Month	Week	Syllabus
July	III IV	Conceptual Framework of Accounting Standards, Harmonisation of Accounting and Reporting Practices The IASB- Framework for the Preparation and Presentation of Financial Statements, IFRS-1
August	I II III IV	Presentation of Financial Statements, Inventories Cash Flow Statements, Events after Reporting Period Construction Contracts Property, Plant and Equipment, Employee Benefits
September	I	The Effects of Changes in Foreign Exchange Rates

	II III IV	Related Party Disclosures, Investment in Associates Interest in Joint Ventures, Financial Instruments EPS, Interim Financial Reporting
October	I II III IV	Provisions, Contingent Liabilities and Assets, Intangible Assets. Autumn Break Share Based Payment Non- Current Assets Held for Sale and Discontinued Operations
November	I II III IV	Mid Semester Test Exploration of Mineral Resources, Fair Value Accounting Revision Revision
December		Final Exams

6.Subject: Organization Theory & Behaviour

Teacher's name: Prof. Parmjit Singh

Month	Week	Syllabus
July	III IV	Organizational Theories and Behaviour: Classical, Neo - classical and Contemporary. Authority, Power, status, formal and informal structure. Flat and Tall structures. Bureaucratization of organizations. Organizational Behaviour Concepts, determinants, models, challenges and opportunities of OB.
August	I II-III IV	Individual Behaviour: Foundations of individual behaviour, values, attitudes, personality and emotions. Theory X and Theory Y, Chris Argyris behaviour patterns, Perceptual process. Group Decision making and Communication: Concept and nature of decision making process, Individual versus group decision making, Nominal group technique and Delphi technique, models of communication, communication effectiveness in organizations. Feedback, TA, Johari Window. Motivation: Need hierarchy, Maslow's Need Hierarchy, Two factor theory, Contemporary theories of motivation (ERG, Cognitive evaluation, goal setting, and equity) expectancy model. Behaviour modification, Motivation and organizational Effectiveness.
September	I II III IV	Leadership, Power and Conflict: Concept and theories, Behavioral approach, Situational approach. Leadership effectiveness, Contemporary issues in leadership. Power and conflict. Bases of Power, power tactics, sources of conflict patterns, levels. Conflict resolution strategies. Transactional Analysis (TA) - Work Stress.
October	I II III	Organizational Culture, Organizational Development and Stress Management. Autumn Break Concept and determinants of organizational culture, Organizational Development:



	IV	Concept and intervention techniques. Individual and organizational factors to stress, Consequences of stress on individual and organization, management of stress.
November	I II III IV	Mid Sem. Exams Transaction cost and organizational behaviors. Contributing disciplines to the OB. Case Studies: Some cases of real business world are required to be discussed. Revision
December		Final Exams

m.com- 2 sem

1. Subject: Business Environment.

Teacher's name: Prof. Harjinder singh

Month	Week	Syllabus
January	II	Business environment: cultural, social, political, technological, economic and legal environment.
	III	Environment scanning. Techniques and SWOT analysis. Internal environment.
	IV	Economic reforms: liberalization, privatization and globalization.
February	I	Foreign investments policy in India, multinational corporations. Their strategies, strengths, policies and performance.
	II	Industrial policies. Fiscal policy.
	III	Monetary policy- objectives, demand and credit policy
	IV	and recent trends-role of finance commission, integration of world's economies and its impact on Indian business.
March	I	Money and capital market- features and components of financial system, objectives, features and structure of money market.
	II	Capital market- recent developments- stock exchange,
	III	investor protection and role of SEBI .legal framework.
	IV	Consumer protection Act, 1986 and RTI and their implications for business.
April	I	MST
	II	Revision.
	III	Revision.
	IV	Revision.
May		Final Exams

2. Subject: Financial Management and Policy

Teacher's name: Prof. Manpreet Kaur

Month	Week	Syllabus
January	II	Nature and Scope of Financial Management
	III	Time Value of Money
	IV	Sources of Finance
February	I	Financial Planning and Forecasting
	II	Cash Flows for Investment Decisions
	III	Investment Decisions ( Capital Budgeting & Risk Analysis)
	IV	Cost of Capital
March	I	Capital Structure
	II	Leverages
	III	Dividend Policy and Decisions
	IV	Working Capital Management
April	I	Mid Semester Tests
	II	Management of Cash, Receivables & Inventory
	III	Revision
	IV	Revision
May		Final Exams

3. Subject: Production & Material Management

Teacher's name: Prof. Parmjit Singh

Month	Week	Syllabus
January	II	Introduction to Production Management - Nature, Scope, Importance and Functions
	III	Materials Management - Evolution, Importance, Scope and Objectives - Interface with other functions.
	IV	Introduction of Inventory Control, Static Inventory problem under risk. Dynamic Model under risk, policy coordinated, Replacement with discount.
February	I	Price determination; Price Cost Analysis.
	II	Quality determination and control value analysis. Scope & functions of operations management,
	III	Forecasting of demand. Delphi. Methods, Statistical Quality Control Technique.
	IV	Introduction to purchasing, Functions of purchasing, procedure of purchasing, Selection Sources of Supply, Negotiation with Suppliers.
March	I	Facilities Location & Layout – Strategic importance - Factors affecting location.
	II	

	III	Layout - Installation of facilities – Single location, multi-location decisions.
	IV	Principles and Types of Facilities Layout. Importance and Functions of Production.  Planning & Control. Introduction to PERT / CPM - Network Crashing.
April	I	Mid Sem. Exams
	II	Productivity - Work Study - Objectives, Scope and Uses - Methods Study – Flow process chart.
	III	Flow diagram & Process mapping - Work Measurement - Elements – Performance Rating - Allowances - Standard Time - Synthetic Time Standards – Work Sampling.
	IV	Revision
May		Final Exams

4. Subject: Business Policy and Strategic Management.

Teacher's name: Dr. Deepak

Month	Week	Syllabus
January	II	Business Policy and Introduction.
	III	Basics of Strategic Management.
	IV	Mintzberg's Five P's of Strategy, Approaches to strategic Decision Making.
February	I	Strategic Management Process.
	II	Strategy Formulation.
	III	Strategy alternatives and Options, Strategic Intent.
	IV	Merging strategic Vision, Objectives and Strategy into Strategic Plans.
March	I	Strategy and Social Responsibility, Business Ethics.
	II	Strategy Implementation-1.
	III	Strategy Implementation2.
	IV	Strategy Evaluation and Control.
April	I	Mid Sem. Exams
	II	Technique of Strategic Evaluation and Control.
	III	E-Commerce and Strategy
	IV	Virtual Value Chain and Impact of Globalization.
May		Final Exams

5. Subject: Operation Research

Teacher's name: Prof. Harsimran Singh

Month	Week	Syllabus
January	II	Operations Research: Evolution, methodology and role in decision making; Linear programming: Meaning, assumptions, advantages, scope and limitations.

	III IV	Formulation of Problem and its solution by graphical and simplex methods (Including Big M Method and Two Phase Simplex Method); special cases in simplex method; infeasibility, degeneracy, unboundedness and multiple optimal solutions.  Duality. Dual Simplex Method.
February	I- II  III-IV	Transportation problems including transshipment problems; Special cases in transportation problems; unbalanced problems, degeneracy; maximization objective and multiple optimal solutions.  Assignment problems including travelling salesman's problem. Special cases in Assignment problems; unbalanced problems, maximization objective and multiple optimal solutions.
March	I - II  III  IV	PERT/CPM: Difference between PERT and CPM, network construction, calculating EST, EFT, LST, LFT and floats, probability considerations in PERT, time cost trade off.  Decision theory: decision making under uncertainty and risk, Bayesian analysis, decision trees.  Replacement problem (Individual and Group replacement problems both).
April	I  II  III  IV	Mid Sem. Exams  Game theory, pure and mixed strategy games; principle of dominance; two person zero sum game.  Queuing theory: concept, assumptions and applications; analysis of queue system, Poisson distributed arrivals and exponentially distributed service time model (MMI and MMK);  Simulation; meaning, process, advantages, limitations and applications.
May		Final Exams

6. **Subject:** Research Methodology  
**Teacher Name:** Dr Amritpal Kaur

Month	Week	Syllabus
January	II	Meaning of the Research; Qualities of a research worker; Definition, Steps, Nature of the Phenomena and use of different methods of Research (Scientific, Logical, Inductive and Deductive Methods).
	III	Approach to a research project: Purpose of Research, Functions in Research,

	<b>IV</b>	Research Programme, Problem solving through research/ financial aspects of research. Research Design: Sources of Information, Nature of Study, and Definition of terms, Techniques of Study, Collection, Analysis and Presentation of the data. Testing Hypothesis and stating results.
February	<b>I</b> <b>II</b> <b>III</b> <b>IV</b>	Use of the Library: Finding the correct sources of information, Uses of books, periodicals and encyclopedia, taking down notes, collection and organization of material. Research Methods ( Sampling, Observation, Case Study, Interview, Survey, Experimental, Questionnaire, library and Documentary Method) Suitable combination and selection of method, disadvantages and limitations of the methods. Classification, tabulation and interpretation of the information.
March	<b>I</b> <b>II</b> <b>III</b> <b>IV</b>	Presentation of the data and its application. Pictorial presentation. Composition of information. Style of writing. Coordinating contents: Front matter, Text matter and back matter. Multivariate Analysis (Multiple Regression, Discriminate Analysis, Conjoint Analysis, factor Analysis and cluster Analysis).
April	<b>I</b> <b>II</b> <b>III</b> <b>IV</b>	MST Research Report (Ingredients, Construction, Procedure of preparation of references and bibliography, Research findings and preparation of writing research report, Benefits of implementation of actual research findings, carrying forward the studies, management of research unit) Revision Revision
May		Final Exams

### m.com – 3 sem

#### 1. Subject: IMC

Teacher's name: Prof HARSIMRAN SINGH

Month	Week	Syllabus
July	<b>III</b> <b>IV</b>	Integrated Marketing Communication, Advertising Agencies. Brand Building, Brand Positioning & Identification.
August	<b>I</b> <b>II</b> <b>III</b> <b>IV</b>	Brand images, Brand Decision Making. Branding: Importance, Challenges and Opportunities. Brand Equity and Customer Based Equity. Strategic Brand Management, Brand Positioning.
September	<b>I</b> <b>II</b> <b>III</b> <b>IV</b>	Brand Values, Internal Branding. Campaign Planning, IMC Process. Creative Message Strategy, Internal Marketing. Market Segmentation & Targeting, CRM & Digitization, Art of Copywriting, Writing For Print Media, Design & layout

October	I II III IV	Copywriting for Electronic Media, Media Classification. Autumn break Wireless Communication, E-Mail Marketing. Web Marketing /Internet Marketing
November	I II III IV	MID-SEMESTER TEST Integrated Online Brand Communication. Media Planning, Trade Promotions. Co-Marketing Communications.
December		Final Exams

**2. Subject: Tax Planning & Management**

Teacher's name: Prof. Parmjit Singh

Month	Week	Syllabus
July	III	Structure of Direct and Indirect Taxes in India. Concepts, Significance and Problems of Tax Planning.
	IV	Tax Avoidance and Tax Evasion –Recognized methods of Tax Planning : Ensuring maximum claims for deduction for companies with special emphasis on depreciation allowance.
August	I	Expenses of scientific research, amortization of preliminary expenses and amounts not claimed otherwise. Taking advantages of available reliefs, rebates and tax free sources of income.
	II	Definition of various kinds of companies - Meaning of company under IT Act.
	III	Residential status of companies and implications for Tax Planning.
	IV	Assessment of companies including carry forward and set off of losses.
September	I	Tax implications in planning of business unit as Proprietorship, Partnership, Pvt. Ltd. & Public Ltd. Tax planning in the context of exemptions, incentives, export promotions.
	II	Various deductions under Chapter– VI of Income Tax Act. Setting up of a new Industrial.
	III- IV	Establishment: location aspects; nature of business; planning for tax holiday benefits. Specific management decisions such as (1) make or buy; (2) own or lease, (3) repair or replace; (4) export vs. local sale; (5) shut down or continue; (6) expand or contract.
October	I	An overview of goods and service tax: Introduction to GST, reasons for introducing GST, pros and cons of GST.
	II	Autumn Break
	III	Registration procedure of trader / service provider under GST.
	IV	Levy and collection of CGST/SGST under GST
November	I	Mid Sem. Exams
	II	Composite levy scheme of GST. Levy and collection of IGST.
	III	Input tax credit and relief to consumers and traders under GST. Applicable rates of tax on

	IV	various goods and services under GST. Revision
December		Final Exams

**3. Subject** : Bank Management

Teacher's name : Prof Munisha

Month	Week	Syllabus
July	III	Banking structure in India
	IV	Banking functions and services
August	I	Foreign commercial banks, Private commercial banks
	II	Capital adequacy
	III	Principles of lending-financial adequacy assessing the borrower
	IV	Project appraisal – structural and infrastructural analysis – legal formalities – follow up loans
September	I	Asset management companies
	II	Non-performing assets – early warning signals – management of NPAs
	III	Remedies available – loan recovery tribunals
	IV	Provisions of revenue recovery act
October	I	Investment management – priorities in allocation of bank fund
	II	Autumn break
	III	Investments in government securities – maturity and yield – quality and diversification
	IV	Profitability management – profit planning
November	I	MST
	II	Traditional vs ebanking – facets of ebanking – internet procurement – ebanking transactions
	III	Electronic delivery channels – complete centralized solutions – features of ccs
	IV	Advantages of ebanking – constraints in ebanking, security measures
December		Final Exams

**4. Subject: Business Performance Measurement**

Teacher's name: Dr. Deepak

Month	Week	Syllabus
July	III	Corporate Performance Measurement.
	IV	Product Costing and Price Estimates and Profit Management.
August	I	Measurement and Enhancement of Profitability and Quality.
	II	Activity Based Management.
	III	Target Costing.
	IV	Kaizen Costing.
September	I	Bench Marking.
	II	Environmental Costing.

	III IV	Flexible Budgeting. Activity Based Budgeting.
October	I II III IV	Setting of Performance Goals and Incentives. Autumn Break Performance Measurement Using Economic Value Added. Balanced score Card., Strategic Profitability Analysis.
November	I II III IV	Mid Sem. Exams Management Information system and Control. Responsibility Accounting. Transfer Pricing. Throughput Accounting.
December		Final Exams

**5. Subject: Insurance management**

Teacher's name :prof jatinder kapoor

Month	Week	Syllabus
July	III IV	Conceptual framework –Risk & its classification Insurance ,Insurance as a device to hedge risk
August	I II III IV	Structure of an Indian insurance industry, principals & practices of general insurance Fire insurance , clauses and endorsements, fire protection system Industrial risks insurance, consequential loss policy, marine insurance, engineering insurance machinery breakdown insurance policy
September	I II III IV	Aviation insurance, personal accident insurance, miscellaneous insurances Advance loss of profit policy ,liability insurance ,health insurance Motor vehicle insurance Life insurance
October	I II III IV	Legal framework of insurance, interpretation of insurance contract Deductibles and retentions , underwriting in insurance Autumn break Annuities and surrenders, Marketing of insurance policies, reinsurances
November	I II III IV	MST Pricing of insurance, investment of funds, financial reporting and valuation n of surplus REVISION REVISION
December		Final Exams



6. Subject: Marketing Research

Teacher's name: Prof. Manpreet Kaur

Month	Week	Syllabus
July	III	Marketing Research: Meaning & Phases Defining the Marketing Research Problem, Developing the Research Design
	IV	
August	I	Exploratory Research: Secondary Data, Qualitative Research Descriptive Research: Survey & Observation, Questionnaire Design Experimental Research, Measurement and Scaling Attitude Measurement, Sampling Designs & Procedures
	II	
	III	
	IV	
September	I	Sample Size and Errors in Sampling, Field Work & Data Preparation Data Analysis: Descriptive Statistics, Univariate Analysis Bivariate Analysis (2) Multivariate Analysis
	II	
	III	
	IV	
October	I	Factor Analysis Autumn Break Report Preparation & Presentation Product Research, Advertising Research
	II	
	III	
	IV	
November	I	Mid Semester Tests Marketing Research Applications , Ethics in Marketing Research Revision Revision
	II	
	III	
	IV	
December		Final Exams

**m.com – 4 sem**

1. Subject: KNOWLEDGE MANAGEMENT

Teacher's name: PROF HARSIMRAN SINGH

Month	Week	Syllabus
January	II	Concept of knowledge & Knowledge Management System. Tacit knowledge Explicit Knowledge. Knowledge Management models. Knowledge Sharing, Expert System.
	III	
	IV	
February	I	Knowledge Value Creation, Knowledge Value Chain. Knowledge Based Economy, Knowledge Based Competitive advantage. Knowledge In Management Theories. Knowledge intensive Firms, Knowledge architecture
	II	
	III	
	IV	
March	I	Critical Conditions Of Knowledge. Organizational Design for Knowledge Management. Role of Top and Middle Management in Knowledge
	II	
	III	

	IV	Implementation. Knowledge Management Strategies.
April	I II III IV	MID-SEMESTER Leveraging Knowledge. Reward System, Knowledge Codification. Knowledge Taxonomies.
May		Final Exams

2. Subject: Business Ethics and Corporate Governance

Teacher's name: Prof. Parmjit Singh

Month	Week	Syllabus
January	II III IV	Introduction to Business Ethics, Values, concepts of utilitarianism and universalism.  Theory of rights and theory of justice, virtue ethics and ethics of care, the nature of ethics in management standards and values,  Environmental pollution and society, ethical consideration in marketing. Ethical consideration in human resource management.
February	I II III IV	Ethical issues in the top management, ethics in financial markets and investor protection, ethical responsibility towards competitors and business partners.  Wisdom based leadership, ethical dilemma, ethical leadership, introduction to corporate governance.  Corporate objective and goals, ownership pattern- public limited companies, nature and evolution of corporate governance – global and national perspectives.  Stakeholders protection, Cadbury report, Hampel report,
March	I II III IV	OECD committee Recommendations, SOX Act-2002, internal corporate governance mechanism. Committees of the Board, Whistleblower, external corporate governance mechanism  Corporate governance ratings, desirable corporate governance in India-CII Code, Kumar Manglam Birla committee.  Narayanmurthy report, Naresh Chandra committee report.
April	I II III IV	Mid Sem. Exams legal and regulatory changes –clause 49, case studies <b>Cases:</b> <ul style="list-style-type: none"> <li>• A Dent in Wall Mart's Public Image - The PR Strategy.</li> <li>• China Aviation Oil's Collapse: Singapore INC's challenges.</li> </ul>

		<ul style="list-style-type: none"> <li>• Child labor in Coca Industry.</li> <li>• Obesity Concerns: Burger Kings Product Revenues.</li> <li>• Bhopal Gas Tragedy</li> </ul>
May		Final Exams

3. Subject : Consumer Behavior

Teacher's name: Prof Munisha

Month	Week	Syllabus
January	II	Consumer – needs determinants and innovation
	III	Consumer behavior process
	IV	Consumer motivation
February	I	Consumer personality
	II	Consumer Perception
	III	Attitude and Consumer Behavior
	IV	Learning and consumer behavior, lifestyles and self concept
March	I	Consumer role, profile of Indian consumer
	II	Organizational buying behavior, industrial visit
	III	Culture, social class, group influence
	IV	Cross cultural dimensions
April	I	MST
	II	Consumer behavior research, motivational research
	III	Consumer behavior models, opinion leaders and consumer behavior revision
	IV	
May		

4. Subject: Project Planning and Control.

Teacher's name: Dr. Deepak

Month	Week	Syllabus
January	II	Project Identification and Environmental Analysis.
	III	Project Appraisal.
	IV	Location, Factory Design and Layout.
February	I	Social Cost Benefit Analysis and Feasibility Report.
	II	Market Appraisal and Survey.
	III	Market segmentation, Forecasting Future Demand.
	IV	Distribution Analysis.
March	I	Estimation of Financial Requirements.
	II	Capital Budgeting.
	III	Planning Capital structure, Project Financing.
	IV	Sources of Finance, Financial Viability Study.
April	I	Mid Sem. Exams
	II	Project Implementation and Management.
	III	Project Organization and Control.
	IV	Network Analysis., Project Follow up and Monitoring.
May		Final Exams

5. Subject: Advertising & sales management

Teacher's name: prof: jatinder kapoor

Month	Week	Syllabus
January	II	Advertising –nature ,scope and importance ,process & model of advertising ,IMC & Promotion
	III	Adv management & organization, campaign & budgeting
	IV	Advertising layout, copy writing ,advertising creativity
February	I	Adv media planning & strategies, electronic media buying
	II	Adv agencies, adv strategies
	III	social & economic aspects of advertising ,Ethical & legal aspects of advertising
	IV	Recent developments & legal issues in advertising, sales management, personal selling ,sales promotion, controlling sales force, sales territory , market analysis & sales forecasting
March	I	Sales organization, sales force management-I,
	II	sales force management-II, sales force motivation, sales force compensation
	III	sales force evaluation
	IV	Controlling sales force, selling expenses
April	I	Mst
	II	Sales executives, ethical & legal aspects of selling
	III	Revision
	IV	Revision
May		Final Exams

6.Subject: Service Marketing

Teacher's name: Prof. Manpreet Kaur

Month	Week	Syllabus
January	II	Concept of Services, Consumer Behavior in Services
	III	Customer Relationship in Service Marketing
	IV	Positioning of Services, Marketing Segmentation
February	I	Classification of Services, Service Design and Development
	II	Advertising of Services, Branding & Packaging of Services
	III	Pricing of Services, Role of Intermediaries in Service Delivery
	IV	Designing & Managing of Service Processes
March	I	Managing Demand & Supply, Managing Waiting Lines
	II	Extended Services Marketing Mix
	III	The Services Marketing Environment, Role of Employees

	IV	Customer Involvement in Delivery, Feedback and Loyalty
April	I II III IV	Mid Semester Tests Service Quality Dimensions The Service Marketing Triangle Revision
May		Final Exams