

**Session: 2019-20**

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

**1. Subject: PSYCHOLOGY FOR MANAGERS**

Teacher's name: prof.dilpreet kaur, Prof. monika thakur , Prof.Lovepreet kaur

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

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

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

Month	Week	Syllabus
July	IV	Utility approach Indifference curve
August	I II III IV	Law of demand Elasticity of demand Demand forecasting Production function
September	I II III IV	Cost & cost curve Revenue curve Perfect competition Monopoly
October	I II III	monoploy Monopolistic competition Monopolistic competition

	IV	Revision
November	I II III IV	Mst Oligopoly Revision Revision
December		Final exams

3. Subject: Commercial Law

Teacher's name: Prof. Munisha, Prof. Sarabjit kaur , Prof.jagkiran kaur

Month	Week	Syllabus
July	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. Redressal machinery of consumer form.
November	I II III IV	MST REVISION REVISION REVISION
December		Final Exams

4. Subject: PRINCIPLES AND PRACTICES OF MANAGEMENT

Teacher's Name: prof. Sarabjeet kaur , Prof lovepreet kaur , Prof.jagkiran kaur

Month	Week	Syllabus
July	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	Traits of leadership 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. Neelam Khullar & HARSIMRAN SINGH

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

Semester: B.COM - 2 Sem

1. Subject: e-commerce

Teacher's name: Prof. lovepreet kaur , Prof. Dilpreet kaur , Prof. Monika Thakur

Month	Week	Syllabus
January	II III IV	Introduction of e-commerce Tools of e-commerce History and evolution of e-commerce
February	I	Growth & potential of e-commerce in india,

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

2. Subject: Business economics -II

Teacher's name: prof. deepika , Prof. Amritpal kaur , Prof. Dilpreet kaur

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

3. Subject: Business law

Teacher's name: prof. Munisha, prof. sarabjit kaur , prof. Jagkiran 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	Auction sales. Negotiable instruments: promissory notes, bills of exchange and cheques. Parties to negotiable instruments. Presentment.

	IV	Negotiation. Discharge of parties from liability. Dishonor of negotiable instrument.
March	I II III IV	Banker and customer, hundies. The factories Act,1948 The factories Act,1948 Industrial disputes Act, 1947.
April	I II III IV	MST REVISION REVISION REVISION
May		Final Exams

4. Subject: HUMAN RESOURCE MANAGEMENT

Teacher's Name: Prof. Sarabjeet kaur , Prof. Lovepreet kaur , Prof.jagkiran 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. NEELAM KHULLAR & HARSIMRAN SINGH

Month	Week	Syllabus
January	III IV	SHARE CAPITAL SHARE CAPITAL BUY BACK OF SHARES
February	I II III IV	REDEEMABLE PREFERENCE SHARE CAPITAL REDEEMABLE PREFERENCE SHARE CAPITAL RIGHT SHARES & BONUS SHARES MANAGERIAL REMUNERATIONS

March	I II III IV	UNDERWRITING OF SHARES & DEBENTURES PROFIT PRIOR TO INCORPORATION FINAL ACCOUNTS OF JOINT STOCK COMPANIES ISSUE OF DEBENTURES & REDEMPTION OF DEBENTURES
April	I II III IV	MID SEMESTER TESTS FINAL ACCOUNTS OF BANKING COMPANIES FINAL ACCOUNTS OF INSURANCE COMPANIES REVISION
May		Final Exams

BCOM- III SEM

1. Subject: ISSUES IN INDIAN COMMERCE

Teacher's name: Prof.NEELAM KHULLAR & HARSIMRAN SINGH

Month	Week	Syllabus
July	IV	FINANCIAL MARKETS
August	I II III IV	MONEY MARKETS COMPONENTS OF MONEY MARKET CAPITAL MARKET PRIMARY MARKET
September	I II III IV	SECONDARY MARKET SECONDARY MARKET FINANCIAL SERVICES MERCHANT BANKING
October	I II III IV	MUTUAL FUNDS LEASING, HIRE PURCHASE AND EXCHANGE TRADED FUNDS REVISION
November	I II III IV	MID SEMESTER TESTS FACTORING AND FOREFEITING REVISION REVISION
December		Final Exams

2. Subject: GST

Teacher's name: PROF MUNISHA, PROF SARABJEET KAUR

Subject: Goods and Services Tax

Teacher's name: PROF MUNISHA, PROFSARABJEET KAUR

Month	Week	Syllabus
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Month	Week	Syllabus
July	IV	Tax Structure in India, Direct and Indirect taxes
August	I	Overview of GST, Implementation of GST, GST Introduction.
	II	Pros and Cons of GST, Registration Procedure Under GST.
	III	CGST/SGST Act, 2017, Composition Levy Scheme.
	IV	Classes of Officer under GST, Appointment and powers.
September	I	Levy and Collection of CGST/SGST.
	II	Time and Value of Supply
	III	Valuation in GST{Basics}
	IV	Tax invoice, Credit and Debit Notes.
October	I	IGST Act, 2017
	II	Supplies in the course of Interstate and intra state trade and commerce
	III	Levy and Collection of IGST
	IV	Power to grant Exemption from Tax.
November	I	Mid-Semester Test
	II	Input Tax Credit, Return under GST
	III	Offences and penalties, Prosecution and appeals under GST
	IV	GST Ecosystem, GST Portal, GST Suvidha Provider
December		Final Exams

### 3. Subject: Cost Accounting

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

Month	Week	Syllabus
July	IV	Nature and scope of Cost Accounting. Cost-Analysis, Concepts, Classifications and Cost Sheet.
August	I	Material-Purchase Procedure, Stores Control and Pricing of Material Issue.
	II	Material Control.
	III	Labour Cost-Computation and Control.
	IV	Remuneration and Control.
September	I	Overhead-Collection, Classification, Allocation.
	II	Overhead-Apportionment
	III	Overhead Absorption
	IV	Unit Costing.
October	I	Cost ledger accounting
	II	Cost Ledger Accounting
	III	Integral Accounting.
	IV	Reconciliation of Cost and Financial Accounts.
November	I	Mid Sem. Exams
	II	Service Costing.
	III	Revision
	IV	Revision
December		Final Exams

4. Subject: Business Mathematics and Statistics

Teachers Name: Dr. Amritpal Kaur And prof. Dilpreet kaur

Month	Week	Syllabus
July	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 Time Series 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. jagkiran kaur , Prof. Neelam Khullar , Prof. Dilpreet Kaur

Month	Week	Syllabus
July	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 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 , Prof. Jatinder Kapoor

Month	Week	Syllabus
July	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 III IV	Features of Non- Life Insurance IRDA ACT, 1999 Grievance Mechanism insurance ombudsman.
November	I II III IV	MST REVISION REVISION REVISION
December		Final Exams

BCOM IV SEM

1. Subject: ADVANCED ACCOUNTING

Teacher's name: NEELAM KHULLAR & HARSIMRAN SINGH

Month	Week	Syllabus
January	II	VALUATION OF GOODWILL

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

2. Subject: SAPM

Teacher's name: PROF MUNISHA, PROF SARABJEET KAUR

Month	Week	Syllabus
January	II III IV	Introduction to investment, Investment Management Process. Investment Avenues and Philosophy. Risk and Return
February	I II III IV	Introduction to Security Analysis, Fundamental Analysis. Economic Analysis, Industry analysis. Company Analysis 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 tests Port Performance Evaluation. Portfolio Revision Global investing.
May		Final Exams

3. Subject: Cost management

Teacher's name: Dr. Deepak, Prof. Monika Thakur, Prof. Jgkiran Kaur

Month	Week	Syllabus
January	II III IV	Cost Management, Job Costing , Batch Costing Contract Costing Uniform Costing, Process Costing Joint Product and By Product

		Activity Based Costing
February	I II III IV	Budgetary Control Marginal Costing Cost Volume Profit Analysis Application of Marginal Costing
March	I II III IV	Life Cycle Costing Standard Costing Variance Analysis Variance Analysis
April	I II III IV	Mid Sem. Exams Target Costing, Value Chain Costing Revision Revision
May		Final Exams

#### 4. Subject: Quantitative Techniques And Methods

Teachers Name: Dr. Amritpal Kaur And prof. Dilpreet Kaur

Month	Week	Syllabus
January	II III IV	Introduction to Quantitative Techniques Probability 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. Neelam Khullar, Prof. Dilpreet Kaur, Prof. Jagkiran Kaur

Month	Week	Syllabus
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January	III	Classification of audits 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	Motions and resolutions
	III	Emerging issues in company law
	IV	Revision
May		Final Exams

## 6. Subject: Marketing Management

Teacher's name: Prof. Monika thakur , Prof. Jatinder Kapoor

Month	Week	Syllabus
January		Introduction to marketing, marketing process and marketing mix.
	III IV	Marketing information system. Marketing research. 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 II III IV	Marketing communication and promotion. Promotion tools: advertising, sales promotion, personal selling. Rural marketing. Marketing organization and control. Marketing in developing economy.
April	I II III IV	MST REVISION REVISION REVISION
May		Final Exams

### BCOM V SEM

#### 1. Subject: MANAGEMENT ACCOUNTING

Teacher's name: PROF. PARMJIT SINGH, PROF. LOVEPREET KAUR

Month	Week	Syllabus
July	IV	Nature and scope of management accounting
August	I II III IV	Financial statements Financial statements analysis Ratio analysis 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 Human resource accounting Human resource accounting revision
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	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) Capital gains. Income from other sources revision
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. Neelam khullar

Month	Week	Syllabus
July	IV	Introduction to Financial Markets 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 Mutual Funds and Exchange Traded Funds Leasing and Hire Purchase revision
November	I II III IV	Mid Semester Tests Factoring and Forfeiting Revision Revision
December		Final Exams

### 4. Subject: Indian Economy

Teachers Name: PROF. DILPREET KAUR

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

5. Subject: Production and Operation Management

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

Month	Week	Syllabus
July		Introduction of Production and Operational Management: Meaning, Objectives and Scope.
	IV	Strategic Planning and Demand Forecasting. Production Process and Analysis and
August	I II III IV	Capacity Planning and Management. New Product/ Service Design and Development. Facility Location. Facility Layout. Production Planning and Control Techniques- Sequencing (Processing in Job through Two Machines) 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,
October	I	Reorder Level, Lead Time, Safety Stock, JIT
	II	Supply Chain Management: Concept & Components of Supply Chain
	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. Jagkiran kaur & Prof. Deepak

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



## BCOM VI SEM

1. Semester: Even Sem

Subject: FINANCIAL MANAGEMNT

Teacher's name: prof. Parmjit singh , prof. Lovepreet kaur

Month	Week	Syllabus
January	II	Nature and scope of financial management
	III	Time value of money
	IV	Capital budgeting
February	I	Cost of capital
	II	Sources of corporate finance
	III	Securities and exchange board of india (SEBI)
	IV	Securities and exchange board of india(SEBI)
March	I	Capital structure
	II	Leverages
	III	Working capital management and estimation
	IV	Working capital management and estimation
April	I	MST
	II	Dividend policy
	III	Revision
	IV	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
	II	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 IV	Assessment of firms Income Tax Authorities
April	I II III IV	Mid semester test Assessment of AOP, Deduction and Collection of Tax Procedure for assessment 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 III IV	Introduction to Financial Reporting Introduction to IFRS Conceptual Framework of Financial Reporting: FASB and IASB
February	I II III IV	Required Disclosures as per IFRS Comparison between IFRS, US GAAP and Indian Accounting Standards Recent Trends in Financial Reporting Corporate Social Reporting
March	I II III IV	Price Level Accounting Human Resource Accounting Operating Segments Interim Financial Reporting
April	I II III IV	Mid Semester Tests Intangible Assets, Leases Revision Revision
May		Final Exams

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

Teachers Name: Asst.Professor DILPREET KAUR

Month	Week	Syllabus
January	II III IV	Agriculture in India- Importance and Productivity Agricultural Finance And Rural indebttness Agricultural marketing Agricultural Policy
Feburary	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  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	Decision theory: decision making under uncertainty and risk, Bayesian analysis, decision trees.  Replacement problem (Individual and Group replacement problems both).  Game theory, pure and mixed strategy games; principle of dominance; two person zero sum game.
April	I	Mid Sem.Exams.

	II III IV	Simulation; meaning, process, advantages, limitations and applications. Revision. Revision
May		Final Exams

## 6. Subject: Social And Business Ethics

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

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

## MCOM I SEM

### 1. Subject: Quantitative Methods for Business

Teacher's name: Prof. Manpreet Kaur

Month	Week	Syllabus
July	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	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. Share Based Payment Non- Current Assets Held for Sale and Discontinued Operations revision
November	I II III IV	Mid Semester Test Exploration of Mineral Resources, Fair Value Accounting Revision Revision
December		Final Exams

## 2. Subject: Marketing Management

Teacher's name: prof. Keerat Kaur

Month	Week	Syllabus
July	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. Sales promotion. Public relations. revision
November	I II III IV	MST Revision Revision Revision
December		Final Exams

## 3. Subject: Management Information System

Teacher's name: Dr. Deepak

Month	Week	Syllabus
July	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, 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

#### 4. Subject: Modern Accounting and Reporting Practices

Teacher's name: Prof. Manpreet Kaur

Month	Week	Syllabus
July	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 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. Share Based Payment Non- Current Assets Held for Sale and Discontinued Operations revision
November	I	Mid Semester Test

	II III IV	Exploration of Mineral Resources, Fair Value Accounting Revision Revision
December		Final Exams

5. Subject: Organization Theory & Behaviour

Teacher's name: Prof. Parmjit Singh

Month	Week	Syllabus
July	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 IV	Organizational Culture, Organizational Development and Stress Management. Concept and determinants of organizational culture, Organizational Development: Concept and intervention techniques. Individual and organizational factors to stress, Consequences of stress on individual and organization, management of stress. revision
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

**6.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

**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. Environment scanning. Techniques and SWOT analysis. Internal environment. Economic reforms: liberalization, privatization and globalization.
	III	
	IV	
February	I	Foreign investments policy in India, multinational



	II III IV	corporations. Their strategies, strengths, policies and performance. Industrial policies. Fiscal policy. Monetary policy- objectives, demand and credit policy and recent trends-role of finance commission, integration of world's economies and its impact on Indian business.
March	I  II III IV	Money and capital market- features and components of financial system, objectives, features and structure of money market. Capital market- recent developments- stock exchange, investor protection and role of SEBI .legal framework. Consumer protection Act, 1986 and RTI and their implications for business.
April	I II III IV	MST Revision. Revision. Revision.
May		Final Exams

## 2. Subject: Financial Management and Policy

Teacher's name: Prof. Manpreet Kaur

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

## 3. Subject: Production & Material Management

Teacher's name: Prof. Parmjit Singh

Month	Week	Syllabus
January	II III	Introduction to Production Management - Nature, Scope, Importance and Functions

	IV	Materials Management - Evolution, Importance, Scope and Objectives - Interface with other functions.  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	Layout - Installation of facilities – Single location, multi-location decisions.
	III	Principles and Types of Facilities Layout. Importance and Functions of Production.
	IV	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 II III IV	Strategic Management Process. Strategy Formulation. Strategy alternatives and Options, Strategic Intent. Merging strategic Vision, Objectives and Strategy into Strategic Plans.
March	I II III IV	Strategy and Social Responsibility, Business Ethics. Strategy Implementation-1. Strategy Implementation2. Strategy Evaluation and Control.
April	I II III IV	Mid Sem. Exams Technique of Strategic Evaluation and Control. E-Commerce and Strategy 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 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  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	Mid Sem. Exams

	II	Game theory, pure and mixed strategy games; principle of dominance; two person zero sum game.
	III	Queuing theory: concept, assumptions and applications; analysis of queue system, Poisson distributed arrivals and exponentially distributed service time model (MMI and MMK);
	IV	
		Simulation; meaning, process, advantages, limitations and applications.
May		Final Exams

**6.Subject:** Research Methodology

**Teacher Name:** Dr Amritpal Kaur

Month	Week	Syllabus
January	<b>II</b>	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).
	<b>III</b>	Approach to a research project: Purpose of Research, Functions in Research, Research Programme, Problem solving through research/ financial aspects of research.
	<b>IV</b>	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>	Use of the Library: Finding the correct sources of information, Uses of books, periodicals and encyclopedia, taking down notes, collection and organization of material.
	<b>II</b>	Research Methods ( Sampling, Observation, Case Study, Interview, Survey, Experimental, Questionnaire, library and Documentary Method)
	<b>III</b>	Suitable combination and selection of method, disadvantages and limitations of the methods.
	<b>IV</b>	Classification, tabulation and interpretation of the information.
March	<b>I</b>	Presentation of the data and its application.
	<b>II</b>	Pictorial presentation. Composition of information.
	<b>III</b>	Style of writing. Coordinating contents: Front matter, Text matter and back matter.
	<b>IV</b>	Multivariate Analysis (Multiple Regression, Discriminate Analysis, Conjoint Analysis, factor Analysis and cluster Analysis).
April	<b>I</b>	MST
	<b>II</b>	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)
	<b>III</b>	Revision

	<b>IV</b>	Revision
May		Final Exams

**m.com – 3 sem**

**1. Subject: IMC**

Teacher's name: Prof HARSIMRAN SINGH

Month	Week	Syllabus
July	IV	Integrated Marketing Communication, Advertising Agencies. Brand Building, Brand Positioning & Identification.
August	I II III IV	Brand images, Brand Decision Making. Branding: Importance, Challenges and Opportunities. Brand Equity and Customer Based Equity. Strategic Brand Management, Brand Positioning.
September	I II III IV	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. Wireless Communication, E-Mail Marketing. Web Marketing /Internet Marketing REVISION
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	IV	Structure of Direct and Indirect Taxes in India. Concepts, Significance and Problems of Tax Planning.  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 II	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.

	III IV	Definition of various kinds of companies - Meaning of company under IT Act. Residential status of companies and implications for Tax Planning. Assessment of companies including carry forward and set off of losses.
September	I II III- IV	Tax implications in planning of business unit as Proprietorship, Partnership, Pvt. Ltd. & Public Ltd. Tax planning in the context of exemptions, incentives, export promotions. Various deductions under Chapter– VI of Income Tax Act. Setting up of a new Industrial. 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 II III IV	An overview of goods and service tax: Introduction to GST, reasons for introducing GST, pros and cons of GST. Registration procedure of trader / service provider under GST. Levy and collection of CGST/SGST under GST
November	I II III IV	Mid Sem. Exams Composite levy scheme of GST. Levy and collection of IGST. Input tax credit and relief to consumers and traders under GST. Applicable rates of tax on various goods and services under GST. Revision
December		Final Exams

3. Subject : Bank Management

Teacher's name : Prof Munisha

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

	IV	features of ccs 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	IV	Corporate Performance Measurement. Product Costing and Prize Estimates and Profit Management.
August	I II III IV	Measurement and Enhancement of Profitability and Quality. Activity Based Management. Target Costing. Kaizen Costing.
September	I II III IV	Bench Marking. Environmental Costing. Flexible Budgeting. Activity Based Budgeting.
October	I II III IV	Setting of Performance Goals and Incentives. Performance Measurement Using Economic Value Added. Balanced score Card., Strategic Profitability Analysis. REVISION
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 kapor

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

**m.com – 4 sem**

**1. Subject: KNOWLEDGE MANAGEMENT**

Teacher's name: PROF HARSIMRAN SINGH

Month	Week	Syllabus
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January	II III IV	Concept of knowledge & Knowledge Management System. Tacit knowledge Explicit Knowledge. Knowledge Management models. Knowledge Sharing, Expert System.
February	I II III IV	Knowledge Value Creation, Knowledge Value Chain. Knowledge Based Economy, Knowledge Based Competitive advantage. Knowledge In Management Theories. Knowledge intensive Firms, Knowledge architecture
March	I II III IV	Critical Conditions Of Knowledge. Organizational Design for Knowledge Management. Role of Top and Middle Management in Knowledge 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	OECD committee Recommendations, SOX Act-2002, internal corporate governance mechanism.

	II III IV	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> <li>• Child labor in Coca Industry.</li> <li>• Obesity Concerns: Burger Kings Product Revenges.</li> <li>• Bhopal Gas Tragedy</li> </ul>
May		Final Exams

3. Subject : Consumer Behavior

Teacher’s name: Prof. Munisha

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

4. Subject: Project Planning and Control.

Teacher’s name: Dr. Deepak

Month	Week	Syllabus
January	II III IV	Project Identification and Environmental Analysis. Project Appraisal. Location, Factory Design and Layout.
February	I II	Social Cost Benefit Analysis and Feasibility Report. Market Appraisal and Survey.

	III IV	Market segmentation, Forecasting Future Demand. Distribution Analysis.
March	I II III IV	Estimation of Financial Requirements. Capital Budgeting. Planning Capital structure, Project Financing. Sources of Finance, Financial Viability Study.
April	I II III IV	Mid Sem. Exams Project Implementation and Management. Project Organization and Control. 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 III IV	Advertising –nature ,scope and importance ,process & model of advertising ,IMC & Promotion Adv management & organization, campaign & budgeting Advertising layout, copy writing ,advertising creativity
February	I II III IV	Adv media planning & strategies, electronic media buying Adv agencies, adv strategies social & economic aspects of advertising ,Ethical & legal aspects of advertising Recent developments & legal issues in advertising, sales management, personal selling ,sales promotion, controlling sales force, sales territory , market analysis & sales forecasting
March	I II III IV	Sales organization, sales force management-I, sales force management-II, sales force motivation, sales force compensation sales force evaluation Controlling sales force, selling expenses
April	I II III IV	Mst Sales executives, ethical & legal aspects of selling Revision 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 IV	Customer Relationship in Service Marketing Positioning of Services, Marketing Segmentation
February	I II III IV	Classification of Services, Service Design and Development Advertising of Services, Branding & Packaging of Services Pricing of Services, Role of Intermediaries in Service Delivery Designing & Managing of Service Processes
March	I II III IV	Managing Demand & Supply, Managing Waiting Lines Extended Services Marketing Mix The Services Marketing Environment, Role of Employees 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