

Session: 2017-18

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	AUTUMN BREAK
	II	Leadership
	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	Demand forecasting
	IV	Production function
September	I	Cost & cost curve
	II	Revenue curve
	III	Perfect competition
	IV	Monopoly
October	I	AUTUMN BREAK
	II	Monopolistic competition
	III	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. 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	AUTUMN BREAK 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 dilpreet kaur

Month	Week	Syllabus
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	AUTUMN BREAK 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	AUTUMN BREAK
	II	FINAL ACCOUNTS WITHOUT ADJUSTMENTS
	III	FINAL ACCOUNTS WITH ADJUSTMENTS
	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 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. Harjinder singh , Prof. Amritpal 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. 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	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. 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 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- 3 SEM

1. Subject: ISSUES IN INDIAN COMMERCE

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

Month	Week	Syllabus
July	III	FINANCIAL MARKETS
	IV	FINANCIAL MARKETS
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	AUTUMN BREAK
	II	MUTUAL FUNDS
	III	LEASING, HIRE PURCHASE AND EXCHANGE
	IV	TRADED FUNDS REVISION
November	I	MID SEMESTER TESTS
	II	FACTORING AND FOREFEITING
	III	REVISION
	IV	REVISION
December		Final Exams

2. Subject: Goods and Services Tax

Teacher's name: PROF MUNISHA, PROFSARABJEET KAUR

Month	Week	Syllabus
July	IV	Tax Structure in India, Direct and Indirect taxes

August	I II III IV	Overview of GST, Implementation of GST, GST Introduction. Pros and Cons of GST, Registration Procedure Under GST. CGST/SGST Act, 2017, Composition Levy Scheme. Classes of Officer under GST, Appointment and powers.
September	I II III IV	Levy and Collection of CGST/SGST. Time and Value of Supply Valuation in GST{Basics} Tax invoice, Credit and Debit Notes.
October	I II III IV	IGST Act, 2017 Supplies in the course of Interstate and intra state trade and commerce Levy and Collection of IGST Power to grant Exemption from Tax.
November	I II III IV	Mid-Semester Test Input Tax Credit, Return under GST Offences and penalties, Prosecution and appeals under GST 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	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-Appportionment Overhead Absorption Unit Costing.
October	I II III IV	Autumn Break Cost Ledger Accounting 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	Autumn Break 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. 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	Autumn Break Transfer and transmission of shares Membership in a company Company management (directors) Other Managerial Personnel
November	I II	MST Winding up

	III IV	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 III IV	Autumn break Features of Non- Life Insurance IRDA ACT, 1999 Grievance Mechanism and 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	VALUATION OF SHARES
	IV	VALUATION OF SHARES
February	I	INSURANCE CLAIMS

	II III IV	INSURANCE CLAIMS INVESTMENT ACCOUNTS HIRE PURCHASE & INSTALMENTS
March	I II III IV	HOLDING COMPANY ACCOUNTS HOLDING COMPANY ACCOUNTS INTERNAL RECONSTRUCTIONS LIQUIDATION OF JOINT STOCK COMPANIES
April	I II III IV	MID SEMESTER TESTS AMALGAMATION, ABSORPTION & RECONSTRUCTIONS REVISION
May		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. MANPREET 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	Budgetary Control Marginal Costing

	III IV	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 Asst.Prof. Prince

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 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	Motions and resolutions
	III	Emerging issues in company law
	IV	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 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, P. SARABJIT KAUR

Month	Week	Syllabus
July	III IV	Nature and scope of management accounting 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	AUTUMN BREAK Social accounting 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	Basic Concepts

	IV	Capital & Revenue
August	I	Agricultural Income
	II	Salary
	III	Salary
	IV	Salary
September	I	Income from house property
	II	Income from house property
	III	Profits and gains from business and professions (part 1)- Depreciation
	IV	Profits and gains from business and professions (part 2)
October	I	Autumn break
	II	Profits and gains from business and professions (part 2)
	III	Capital gains.
	IV	Income from other sources
November	I	Mid semester exams
	II	Revision
	III	Revision
	IV	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	Call Money Market
	II	Acceptance House and Discount Houses
	III	Bills Market
	IV	Commercial Paper Market
September	I	Certificate of Deposits in India
	II	Capital Market- I
	III	Capital Market- II
	IV	Introduction to Financial Services
October	I	Autumn Break
	II	Merchant Banking
	III	Mutual Funds and Exchange Traded Funds
	IV	Leasing and Hire Purchase
November	I	Mid Semester Tests
	II	Factoring and Forfeiting
	III	Revision
	IV	Revision
December		Final Exams

4. Subject: Indian Economy

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

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

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	Autumn Break
	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. MONIKA THAKUR & Prof. Deepak

Month	Week	Syllabus
July	III	Entrepreneurship- concept ,Theories of entrepreneurship
	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	AUTUMN BREAK
	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 III IV	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	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
	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 III IV	Assessment of HUF 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: 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 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.Jatinder Kaur & Prof. Deepak

Month	Week	Syllabus
January	II 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	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	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	Autumn Break Provisions, Contingent Liabilities and Assets, Intangible assets. 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

2. 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	Autumn break. Promotion strategies-advertising. Sales promotion. Public relations.
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	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	Autumn Break 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	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 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	Autumn Break Provisions, Contingent Liabilities and Assets, Intangible Assets. 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

5. 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 IV	Autumn Break 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.
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.
	III	Environment scanning. Techniques and SWOT analysis. Internal environment.
	IV	Economic reforms: liberalization, privatization and globalization.
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	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, Research Programme, Problem solving through research/ financial aspects of research.
	IV	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	I	Use of the Library: Finding the correct sources of information, Uses of books, periodicals and encyclopedia, taking down notes, collection and organization of material.
	II	Research Methods (Sampling, Observation, Case Study, Interview, Survey, Experimental, Questionnaire, library and Documentary Method)
	III	Suitable combination and selection of method, disadvantages and limitations of the methods.
	IV	Classification, tabulation and interpretation of the information.
March	I	Presentation of the data and its application.
	II	Pictorial presentation. Composition of information.
	III	Style of writing. Coordinating contents: Front matter, Text matter and back matter.
	IV	Multivariate Analysis (Multiple Regression, Discriminate Analysis, Conjoint Analysis, factor Analysis and cluster Analysis).
April	I	MST
	II	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)

	III	Revision
	IV	Revision
May		Final Exams

m.com – 3 sem

1. Subject: IMC

Teacher's name: Prof HARSIMRAN SINGH

Month	Week	Syllabus
July	III 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	Autumn Break Copywriting for Electronic Media, Media Classification. 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 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	Autumn Break 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	III 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	Autumn Break 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	MST Traditional vs ebanking – facets of ebanking – internet

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

5. Subject: Insurance management

Teacher's name : prof jatinder kapoor

Month	Week	Syllabus
July	III	Conceptual framework –Risk & its classification
	IV	Insurance ,Insurance as a device to hedge risk
August	I	Structure of an Indian insurance industry,
	II	principals & practices of general insurance
	III	Fire insurance , clauses and endorsements, fire protection system
	IV	Industrial risks insurance, consequential loss policy, marine insurance, engineering insurance machinery breakdown insurance policy
September	I	Aviation insurance, personal accident insurance, miscellaneous
	II	insurances

	III IV	Advance loss of profit policy ,liability insurance ,health insurance Motor vehicle insurance Life insurance
October	I II III IV	Autumn Break 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	III 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	Autumn Break Factor Analysis Report Preparation & Presentation Product Research, Advertising Research
November	I II III IV	Mid Semester Tests Marketing Research Applications , Ethics in Marketing Research Revision Revision
December		Final Exams

1. Subject: KNOWLEDGE MANAGEMENT

Teacher's name: PROF HARSIMRAN SINGH

Month	Week	Syllabus
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	Committees of the Board, Whistleblower, external corporate governance mechanism
	III	Corporate governance ratings, desirable corporate governance in India-CII Code, Kumar Manglam Birla committee.
	IV	Narayanmurthy report, Naresh Chandra committee report.
April	I	Mid Sem. Exams
	II	legal and regulatory changes –clause 49, case studies
	III	Cases:
	IV	<ul style="list-style-type: none"> • A Dent in Wall Mart’s Public Image - The PR Strategy. • China Aviation Oil’s Collapse: Singapore INC’s challenges. • Child labor in Coca Industry. • Obesity Concerns: Burger Kings Product Revenges. • Bhopal Gas Tragedy
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 IV	Project Appraisal. Location, Factory Design and Layout.
February	I II III IV	Social Cost Benefit Analysis and Feasibility Report. Market Appraisal and Survey. 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 III IV	Concept of Services, Consumer Behavior in Services 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