**GOVT. P.G. COLLEGE FOR WOMEN, SECTOR-14, PANCHKULA**

**LESSON-PLAN (Session 2024-25) ODD SEMESTER**

**Name of Teacher**: Sushila Rani

**Designation: Associate professor of commerce**

**Class: M Com I(Ist Sem)**

**Subject/ Paper: Retailing**

**Type of course( major/ minor/ VAC/ AEC/SEC/ MDC): Major**

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| **S. No.** | **Month** | **Topics to be covered** | **Teaching Learning Strategy** | **Learning Outcomes of Students** | **Remarks** |
| **1.** | **August** | Retailing: concept ,characteristics ,importance, functions, theories, emerging trends in retailing ; evolution of retailing in India ; history of retail institution ; contribution of retailing to Indian economy; globalisation of retailing; Indian retailing scenario ; organisational environment in retail sector , factors behind the change of Indian retail industry ; retail formats: Retail institutions by ownership, retail institutions by store -based strategy mix, web, non store based , e-retailing and other forms of non traditional retailing; e-retailing strategies | Blend of below mentioned ----  Group Learning and teaching  Peer teaching  Self study  Case studies | Understand the conceptual framework and organisational structure in retailing. |  |
| **2.** | **September** | Retail market segmentation ; Store location; trading area analysis , characteristics of trading areas, site selection, types of locations ,location and site evaluation; store planning : design and layout, retail image mix , effective retail space management , atmospheric, human resource management. | Blend of below mentioned ----  Group Learning and teaching  Peer teaching  Self study  Case studies | Understand various decisions involved in Store location and planning. |  |
| **3.** | **October** | Retail marketing: retail marketing mix, advertising and sales promotion, and store positioning; customer services ; retail merchandising; buying organisation formats and processes , devising merchandise plans, shrinkage in retail merchandise management. | Blend of below mentioned ----  Group Learning and teaching  Peer teaching  Self study  Case studies | Comprehend the ways retailers use marketing tours and techniques to interact with their customers. |  |
| **4.** | **November** | Merchandise pricing: concept, pricing, objectives, determinants, types of pricing , pricing strategies ; retail operation : elements, store administration, store manager responsibilities ,management of retail outlet/store, store maintenance store security ; application of IT to retail marketing; retail market segmentation; consumerism and ethics in retailing; retail market segmentation; FDI in retail international retailing. | Blend of below mentioned ----  Group Learning and teaching  Peer teaching  Self study  Case studies | Recognise and understand the retail pricing, operations- oriented policies , methods and procedures. |  |

* **Seminar/Presentation/Assignment/Quiz/Class Test /Mid-Term Exam will be taken as per schedule.**

**Signature of Teacher Principal**

**GOVT. P.G. COLLEGE FOR WOMEN, SECTOR-14, PANCHKULA**

**LESSON-PLAN (Session 2024-25) ODDSEMESTER**

**Name of Teacher**:Sarita Sachdeva

**Designation:Assistant Professor**

**Class:M.Com Sem-1**

**Subject/ Paper:Financial Management**

**Type of course( major/ minor/ VAC/ AEC/SEC/ MDC):**

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| **S. No.** | **Month** | **Topics to be covered** | **Teaching Learning Strategy** | **Learning Outcomes of Students** | **Remarks** |
| **1.** | **August** | Financial management:Nature,significance, objectives and scope;Functions of finance executive in an organisation; Time value of money. | **Group learning and teaching,**  **Individual learning,**  **Use of smart board.** | **Know the scope and recent developments of financial management.** |  |
| **2.** | **September** | Financial forecasting:concept,benefits and techniques;sources of finance; Financial planning: need,importance, process and drafting a financial plan; Cost of capital:concept,significance,computation of cost of capital-simple and weighted; Recent developments in financial management. | **Group learning and teaching, Individual learning,Use of smart board.** | **Develop financial plans for businesses.** |  |
| **3.** | **October** | Capital structure: concept ,determinants and theories;capital budgeting decisions:nature ,importance ,factors influencing capital expenditure decisions, Evaluation criteria and risk analysis ;capital rationing. | **Group learning and teaching,**  **Individual learning,**  **Use of smart board.** | **Know long term and short term investment decisions methods.** |  |
| **4.** | **November** | Working Capital Management and control:need ,types and determinants,assessment of working capital requirements;management of cash; marketable securities;receivables; Dividend decisions:concept, types of dividend, Dividend policies, determinants of dividend decisions,theories of dividend ,dividend practices in India. | **Group learning and teaching,**  **Peer teaching,**  **Individual learning,**  **Case studies,**  **Use of smart board.** | Learn dividend decisions and models of dividend. |  |

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**Signature of Teacher Principal**

**LESSON-PLAN (Session 2024-25) ODD SEMESTER**

**Name of Teacher**: Dr Isha Goyal

**Designation: Assistant Professor**

**Class: M.COM I**

**Subject/ Paper: Managerial Economics**

**Type of course ( major/ minor/ VAC/ AEC/SEC/ MDC): major**

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| **S. No.** | **Month** | **Topics to be covered** | **Teaching Learning Strategy** | **Learning Outcomes of Students** | **Remarks** |
| **1.** | **Aug** | Nature and significance of managerial economics. | **Group learning & teaching**  **Learning through examples**  **Peer teaching** | **Students learnt about**  Basics of Managerial Economics |  |
| **2.** | **Sept** | Demand Analysis  Production analysis and cost analysis | **Group learning & teaching**  **Learning through examples**  **Peer teaching** | **Students learnt about**  Production function  Demand Analysis  . |  |
| **3.** | **oct** | Price Determination Under Different Market Condition  Business Cycles | **Group learning & teaching**  **Learning through examples**  **Peer teaching** | **Students leant about**  Price Determination Under Different Market Condition  Business Cycles |  |
| **4.** | **nov** | Inflation | **Group learning & teaching**  **Learning through examples**  **Peer teaching** | **Students learnt about**  Concept of Inflation |  |

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**Signature of Teacher Principal**

**GOVT. P.G. COLLEGE FOR WOMEN, SECTOR-14, PANCHKULA**

**LESSON-PLAN (Session 2024-25) ODD SEMESTER**

**Name of Teacher**: Sushila Rani

**Designation: Associate professor of commerce**

**Class: M Com I(Ist Sem)**

**Subject/ Paper: Marketing Management**

**Type of course( major/ minor/ VAC/ AEC/SEC/ MDC): N.A.**

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| **S. No.** | **Month** | **Topics to be covered** | **Teaching Learning Strategy** | **Learning Outcomes of Students** | **Remarks** |
| **1.** | **August** | Marketing: meaning, scope and importance; Evolution of marketing; Understanding marketing in new perspective.  Managing the marketing mix | Blend of below mentioned ----  Group Learning and teaching  Peer teaching  Self study  Case studies | Will understand the basic concepts of marketing and marketing mix |  |
| **2.** | **September** | Marketing environment. Information system and marketing research: importance, scope and steps of marketing research process. Understanding consumer behaviour, Analysing business markets; Customer relationship management**.** | Blend of below mentioned ----  Group Learning and teaching  Peer teaching  Self study  Case studies | Will have knowledge of marketing environment , marketing research and consumer behaviour |  |
| **3.** | **October** | Product: concept and classification; New product development; Product-mix and product line strategies; Product life cycle strategies; Branding, packaging, labeling and warranty.Price determination; Pricing policies and strategies. Promotion programme: advertising, sales promotion, public relations, publicity and personal selling. | Blend of below mentioned ----  Group Learning and teaching  Peer teaching  Self study  Case studies | Will be depth knowledge about product mix , various marketing strategies and promotion programmes |  |
| **4.** | **November** | Distribution logistics and supply chain management; Marketing channels, Retailing, Wholeselling and physical distribution. Social, ethical and legal aspects of marketing. Marketing and information economy; Direct and online marketing. | Blend of below mentioned ----  Group Learning and teaching  Peer teaching  Self study  Case studies | Will have knowledge about physical distributionSocial, ethical and legal issues of marketing. |  |

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