

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

## LESSON-PLAN (Session 2024-25) EVEN SEMESTER

Name of Teacher: Dr. Madhu

Designation: Assistant Prof. Commerce

Subject/ Paper: CORPORATE GOVERNANCE MC 414

Class: M.Com 4<sup>th</sup> sem.

| S. No. | Month    | Topics to be covered   | Teaching Learning Strategy                                | Learning Outcomes of Students  | Remarks if any |
|--------|----------|--|---|--|----------------|
| 1.     | January  | Corporate governance: Concept, structure and process; Corporate governance: An Evolutionary Process; Improving the efficiency of corporate governance; Corporate governance in India: Issues for consideration. Corporate governance; Globalisation and its position in India. | Group-Learnig & Teaching.<br>Self-Study.<br>Peer Teaching | Students will learn about Corporate Governance concept, its evolution and Corporate Governance in India  |                |
| 2.     | February | Financial disclosure, Business Ethics and corporate governance: Corporate disclosure Practises; Transparency and Business Ethics in Corporate Sector; Role of Audit committee in corporate governance.   | Group-Learnig & Teaching.<br>Self-Study.<br>Peer Teaching | Students will learn about Financial disclosure, transparency and Business ethics                         |                |
| 3.     | March    | Board of Directors: Composition of Board of directors & their role; Corporate boards and good governance; Corporate governance in Indian Public enterprises; Corporatization of Agriculture.   | Group-Learnig & Teaching.<br>Self-Study.<br>Peer Teaching | Students will learn about corporate boards and Indian Public Enterprises                                 |                |
| 4.     | April    | Banks, Financial Institutions and Corporate governance: Corporate governance in banks; Corporate governance: Contemporary issues in banking industry. Corporate governance in mutual funds; Depository system: a step towards effective corporate governance.                  | Group-Learnig & Teaching.<br>Self-Study.<br>Peer Teaching | Students will learn about corporate governance in banks and other institutions and role of depositories. |                |

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

*Madhu*  
Signature of Teacher

Principal

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

LESSON-PLAN (Session 2024-25) EVEN SEMESTER

Name of Teacher: Latika Chahal

Designation: Assistant Professor of Commerce

Subject/ Paper: IT and E-Commerce

Class: M. Com II

| S. No. | Month   | Topics to be covered   | Teaching Learning Strategy   | Learning Outcomes of Students  | Remarks if any |
|--------|---------|--|--|--|----------------|
| 1.     | January | Introduction to E-commerce: Meaning of electronic commerce, business applications of e-commerce, comparison with traditional commerce; Business models in E-commerce e-shops, e-procurement, e-auctions, value chain integrators, information brokerage, telecommunication, collaboration platforms, etc.; Electronic payment system; E-Banking - concept, operations. Online fund transfer - RTGC, ATM, etc., Online share market operations. | Learning through practical problem solving and Group learning and teaching | Understand the basic concepts of E-commerce and various business models. | Assignment 1   |

|    |          |  |  |   |              |
|----|----------|--|--|---|--------------|
| 2. | February | Online marketing, Web-based advertising - concept, advantages; Types of online advertisements; Search engine - as an advertising media, search engine optimisation - concept and techniques; Email marketing; Social Networking and marketing - promotion, opinion formulation, etc.; Viral Marketing, E-retailing-concept, advantages, limitations; | Learning through practical problem solving and Group learning and teaching | Understand the concept of online marketing.                   | Assignment 2 |
| 3. | March    | CRM and Information Technology, Tools to conducting online research - secondary research, online focus groups, web based surveys, data mining from social networking sites; Cloud computing - Concept, uses in business; Enterprise Resource Planning;   | Learning through practical problem solving and Group learning and teaching | Understand customer relationship management online.           |              |
| 4. | April    | Security issues in e-commerce - Online frauds, Privacy issues; Cyber laws including Information Technology Act.  | Learning through practical problem solving and Group learning and teaching | Understand the concept of privacy and security in E-commerce. | Class Test   |

❖ Two assignments and one-unit test will be taken as per schedule.

Signature of Teacher

Principal

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

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

**Name of Teacher:** Sarita Sachdeva

**Designation:** Assistant Professor

**Class:**M.Com 4<sup>th</sup> Sem.

**Subject/ Paper:**International Human Resource Management

| S. No. | Month | Topics to be covered  | Teaching Learning Strategy  | Learning Outcomes of Students                             | Remarks |
|--------|-------|---|---|---|---------|
| 1.     | JAN   | International Management: Nature, concept and trends; Schools of thought of international management;   | Blend of below mentioned---<br>Group learning ,<br>Individual learning,<br>teaching, peer<br>teaching, class tests. | Understand concept of International management.           |         |
| 2.     | FEB   | Comparative Management; importance and scope; Models of comparative management; Issues in comparative management: legal, political, ethical and cultural. | Blend of below mentioned---<br>Group learning ,<br>Individual learning,<br>teaching, peer<br>teaching, class tests. | Knowledge of Models of comparative management and Issues. |         |



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| 3. | MARCH | Management styles and practices in US, Japan, China, Korea, Europe and India; Organisational design in different countries.   | Blend of below mentioned---<br>Group learning ,<br>Individual learning,<br>teaching, peer<br>teaching, PPT<br>presentations of<br>students, class tests,<br>Learning through<br>Case studies.    | <b>Understand<br/>Management styles<br/>Organisational<br/>design in different<br/>countries.</b>   |  |
| 4. | APRIL | Trans-national<br>Organizational Behaviour<br>and human resource<br>management; motivation,<br>perception, leadership,<br>communication, job<br>satisfaction, attitudes,<br>performance appraisal<br>etc; | Blend of below<br>mentioned---<br>Group learning ,<br>Individual learning,<br>teaching, peer<br>teaching,, class tests.  | <b>Knowledge of Trans-<br/>national Organizational<br/>Behaviour and<br/>performance appraisal.</b> |  |
| 5. | MAY   | Managing multinational<br>business operation:<br>finance, marketing, etc;<br>Negotiating across<br>cultures.  | Blend of below<br>mentioned---<br>Group learning ,<br>Individual learning,<br>teaching, peer<br>teaching, PPT<br>presentations of<br>students, class tests,<br>Learning through<br>Case studies. | <b>Understand<br/>International Finance<br/>and Marketing<br/>management.</b>                       |  |

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

*Savita*  
Signature of Teacher

Principal

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

## LESSON-PLAN (Session 2024-25) EVEN SEMESTER

Name of Teacher: Dr. Pooja

Designation: Assistant Professor of Commerce

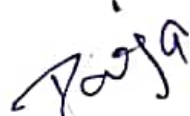
Subject/ Paper: Service Marketing

Class: M. Com II

| S. No. | Month    | Topics to be covered  | Teaching Learning Strategy  | Learning Outcomes of Students  | Remarks if any |
|--------|----------|---|---|--|----------------|
| 1.     | January  | Services Marketing-<br>concept, characteristics,<br>Buying process for<br>services, customer<br>expectation of services,<br>customer perception of<br>services, marketing mix<br>and services.<br>Service Quality:<br>Concept, dimensions<br>and models.  | Learning<br>through<br>practical<br>problem<br>solving and<br>Group<br>learning and<br>teaching | Understand the<br>concept of the service<br>marketing and service<br>quality   | Assignment 1   |
| 2.     | February | Relationship Marketing:<br>Meaning and goals;<br>Service market<br>segmentation and<br>targeting; Customer<br>retention strategies.<br>Service Development:<br>steps in service<br>development, service<br>blueprinting, approaches<br>to service delivery,<br>customer feedback and<br>recovery, Physical<br>environment of services | Learning<br>through<br>practical<br>problem<br>solving and<br>Group<br>learning and<br>teaching | Understand the<br>concept of<br>relationship<br>marketing and service<br>development   | Assignment 2   |
| 3.     | March    | Communication and<br>Promotion of Services:<br>Main problems,<br>objectives,<br>Communication mix and<br>strategies.<br>Pricing of services-  | Learning<br>through<br>practical<br>problem<br>solving and<br>Group<br>learning and             | Understand<br>communication mix<br>and related topics.<br>To create awareness<br>about pricing and<br>distribution of<br>services. |                |

|    |       |   |  |  |                   |
|----|-------|---|--|--|-------------------|
|    |       | characteristics, approaches and pricing strategies; Distribution of Services: channels and key intermediaries<br>Manage Service<br>Employees: importance and roles of contact personnel; Managing service delivery employee | teaching   |  |                   |
| 4. | April | Managing Customers and strategies for enhancing customer participation; Customer protection and ethics in services.   | Learning through practical problem solving and Group learning and teaching | Understand the concept and key factors related to customer aspect of service marketing | <b>Class Test</b> |

❖ Two assignments and one unit test will be taken as per schedule.



Signature of Teacher

Principal

LESSON-PLAN (Session 2024-25) EVEN SEMESTER

Name of Teacher: Sushila Rani

Designation: Associate Professor

Class: M Com 4<sup>th</sup> Semester

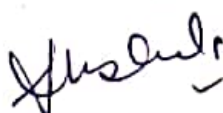
Subject/ Paper: Sales Management

| S. No. | Month    | Topics to be covered   | Teaching Learning Strategy   | Learning Outcomes of Students  | Remarks |
|--------|----------|--|--|--|---------|
| 1.     | Jan 2025 | Sales Management: Concept, Objectives and functions; Integrated sales and marketing management; Personal Selling: Concept and classification of sales jobs; Buyer seller dyads; Personal selling process   | Blend of below mentioned---<br>Group learning , Individual learning, teaching, peer teaching, PPT presentations of students, class tests, Learning through Case studies. | Knowledge of the basics of sales management and understand the personal selling process..                                  |         |
| 2.     | Feb 2025 | Theories of selling. Sales Planning: Importance, approaches and process of sales planning; Sales forecasting; Sales budgeting. Sales Organization: Purpose, principles and process of setting up a sales organization; Sales organizational structures; Field sales organization; Determining size of sales force. | Blend of below mentioned---<br>Group learning , Individual learning, teaching, peer teaching, PPT presentations of students, class tests, Learning through Case studies. | explain the various theories, approaches for decisions involved in sales planning, budgeting and organizational structure. |         |



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|----|---------------|--|--|---|--|
| 3. | March<br>2025 | Territory and Quota Management: Need, procedure for setting up sales territories; .Time management; Routing; Sales Quotas: Purpose, types of quotas, administration of sales quota.                                | Blend of below mentioned---<br>Group learning , Individual learning, teaching, peer teaching, PPT presentations of students, class tests, Learning through Case studies. | understand and explain decisions concerning sales territory and sales quota management  |  |
| 4. | April<br>2025 | Managing the Sales-force: Recruitment; selection; training; compensation;<br><br>motivating and leading the sales-force; Sales meetings and contests. Control Process: Analysis of sales, costs and profitability; | Blend of below mentioned---<br>Group learning , Individual learning, teaching, peer teaching, PPT presentations of students, class tests, Learning through Case studies. | Awareness about sales force management, explain the various measures for control and evaluation of sales force performance, understanding the analysis of sales costs and profitability |  |
| 5  | May<br>2025   | Management of sales expenses; Evaluating sales-force performance, Ethical issues in sales management   | Blend of below mentioned---<br>Group learning , Individual learning, teaching, peer teaching, PPT presentations of students, class tests, Learning through Case studies. | Knowledge about Ethical Issues and Evaluation techniques of sales force performance.  |  |

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

LESSON-PLAN (Session 2024-25) EVENSEMESTER

Name of Teacher: Anju Goel

Designation: Assistant Professor

Class: M.Com ~~2<sup>nd</sup>~~ sem.

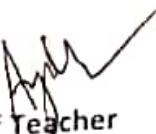
Subject/ Paper: Project Planning And Control

| S. No. | Month | Topics to be covered   | Teaching Learning Strategy  | Learning Outcomes of Students | Remarks |
|--------|-------|--|---|-------------------------------|---------|
| 1.     | Jan.  | Identification of Investment Opportunities; Project ideas generation and screening, project analysis; Project feasibility study; Project planning, Government Regulatory framework.  | Blend of below mentioned---<br><br>Group learning , Individual learning, teaching, peer teaching, class tests, Learning through Case studies. | Understanding the concept     |         |
| 2.     | Feb.  | Market and Demand Analysis: Sources of information- primary and secondary; Demand forecasting and market planning; Technical Analysis: Materials and inputs; Production technology; Product mix; Plant location and layout; Selection of plant and equipment; Financial Analysis: Cost of project and means of financing; Major cost components; | Blend of below mentioned---<br><br>Group learning , Individual learning, teaching, peer teaching, class tests.                                | Understanding the concept     |         |

|    |       |  |  |                           |  |
|----|-------|--|--|---------------------------|--|
|    |       | Planning capital structure; Financing schemes of financial institutions.   |  |                           |  |
| 3. | March | Profitability and Financial Projections: Cost of production; Break-even analysis; Projected balance sheet, profit and loss account and cash flow statement. Appraisal Criteria and Process: Methods of appraisal under certainty, uncertainty and risk; Investment appraisal in practice; Appraisal process of financial institutions; | Blend of below mentioned---<br><br>Group learning , Individual learning, teaching, peer teaching, PPT presentations of students, class tests.                                | Understanding the concept |  |
| 4. | April | Social Cost Benefit Analysis: Meaning and methodology; L&M and UNIDO approach; SCBA in India. Project Review/control- Evaluation of project. PERT/CPM. Problem of time and cost overrun, Project implementation practices in India   | Blend of below mentioned---<br><br>Group learning , Individual learning, teaching, peer teaching, PPT presentations of students, class tests, Learning through Case studies. | Understanding the concept |  |

|  |     |          |             |  |  |
|--|-----|----------|-------------|--|--|
|  | May | REVISION | Class Tests |  |  |
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