

Maharaja Ranjit Singh College of Professional Sciences, Indore

Department of Commerce & Management

Lesson Plan - M. Com. I Sem (July 2016 - Dec 2016)

Subject - Management Concepts

Teacher -Dr. Sandeep Kaur Hora

Day/Lecture	Unit	Topic
1	I	Introductions and concepts of management
2	I	Importance of management
3	I	Evolution of management thought
4	I	Principles of management (Fayol and other important)
5	I	Taylor's principles
6	I	Functions of management
7	I	Behavioural approach of management
8	I	system approach of management
9	II	Meaning and nature of planning
10	II	Importance of planning
11	II	Process of planning
12	II	Types of plans
13	II	Limitations of planning
14	II	Management by objectives -meaning
15	II	Process of M.B.O.
16	II	M.B.E. -Concept and process
17	II	Difference between M.B.O. & M.B.E
18	II	Decision making- meaning and types
19	II	Steps in rational decision making
20	II	Difficulties and limitations in decision making
21	III	Organization -meaning and importance
22	III	Principles of organizing
23	III	Span of management
24	III	Types of organization structure
25	III	Types of organization structure
26	III	Departmentalization-meaning and Basis
27	III	Delegation of Authority
28	III	Principles of delegation of authority
29	III	Centralization and Decentralization -meaning
30	III	Difference between decentralization and delegation
31	IV	Direction-concept and nature
32	IV	Principles of direction
33	IV	Techniques of Direction
34	IV	Communication-meaning and types
35	IV	Process and medium of communication
36	IV	Principles of effective communication
37	IV	Barriers to effective communication
38	V	Controlling-meaning and significance
39	V	Process of controlling
40	V	Principles of control
41	V	General methods of controlling
42	V	Modern Techniques of control
43	V	Z-Theory of management
44	V	Management education in india-objectives
45	V	Management education in india-limitations

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Maharaja Ranjit Singh College of Professional Sciences, Indore

Department of Commerce & Management

Lesson Plan - M. Com. I Sem (July 2016 - Dec 2016)

Subject - Business Environment

Teacher -Dr.Geeta Suri (Saneja)

Day/Lecture	Unit	Topic
1	I	Concept and Significance and Nature of Business Environment
2		Concept and Significance and Nature of Business Environment'
3		Elements of Environment - Internal & External
4		Elements of Environment - Internal & External
5		Change in Dimensions of Business Environment
6		Liberalisation , Privatisation and Globalisation
7		Liberalisation , Privatisation and Globalisation
8		Liberalisation , Privatisation and Globalisation
9		Liberalisation , Privatisation and Globalisation
10	II	Economic Environment of Business- Significance and element
11		Economic System & Business Environment
12		Economic System & Business Environment
13		Economic Planning in India
14		Economic Planning in India
15		Government Policy- Industrial Policy, Licensing Policy
16		Government Policy- Industrial Policy, Licensing Policy
17		Government Policy- Industrial Policy, Licensing Policy
18		Fiscal Policy, Monetary Policy
19		Fiscal Policy, Monetary Policy
20		Fiscal Policy, Monetary Policy
21		Exim Policy
22		Exim Policy
23	III	Competition Act 2002, MRTP Act
24		Competition Act 2002, MRTP Act
25		Competition Act 2002, MRTP Act
26		Competition Act 2002, MRTP Act
27		FEMA Act
28		FEMA Act
29		Consumer Protection Act, Patent Law
30		Consumer Protection Act, Patent Law
31		Consumer Protection Act, Patent Law
32	IV	Social Responsibility of Business
33		Social Responsibility of Business
34		Components and Characteristics, Relationship between Society and Business
35		Socio Cultural Business Environment, Social Groups
36		World Trade Organisation
37		International Monetary Fund
38		Foreign Investment in India
39	V	Technological Environment Concept, Online Channels
40		Online Services and Advantage of Online Services
41		Advantage of Online Services - E Commerce
42		Advantage of Online Services - E Commerce
43		Indian Condition of Ecommerce
44		Electronic Banking and Franchise Business
45		Electronic Banking and Franchise Business

Maharaja Ranjit Singh College of Professional Sciences, Indore

Department of Commerce & Management

Lesson Plan - M. Com. I Sem (July 2016 - Dec 2016)

Subject - Advanced Accounts

Teacher -Dr. Deepti Sethi

Day/Lecture	Unit	Topic
1	I	Investment Accounting _ Introduction, Basic Terms
2		Numericals
3		Numericals
4		Numericals
5		Numericals
6		Numericals
7		Bank Reconciliation Statement
8		Advanced Problems on BRS
9		Advanced Problems on BRS
10		Advanced Problems on BRS
11		Advanced Problems on BRS
12		Advanced Problems on BRS
13	II	Accounting for Hire Purchase and Instalment Payment System
14		Numericals
15		Numericals
16		Numericals
17		Numericals
18		Accounting for Incomplete Records
19		Accounting for Incomplete Records
20		Accounting for Incomplete Records
21		Accounting for Incomplete Records
22	III	Rectification of Errors
23		Numericals
24		Numericals
25		Advanced Problems on Final Accounts
26		Advanced Problems on Final Accounts
27		Advanced Problems on Final Accounts
28		Advanced Problems on Final Accounts
29		Accounting for Non Profit Making Organisation
30		Numericals
31		Numericals
32		Numericals
33	IV	Dissolution of Partnership including Sales and Amalgamation
34		Numericals
35		Numericals
36		Numericals
37		Numericals
38		Numericals
39		Inflation Accounting
40		Inflation Accounting
41	V	Indian Accounting Standards
42		Depreciation
43		Numericals related to Depreciation
44		Numericals related to Depreciation
45		Numericals related to Depreciation
46		Numericals related to Depreciation
47		Numericals related to Depreciation

Maharaja Ranjit Singh College of Professional Sciences, Indore

Department of Commerce & Management

Lesson Plan - M. Com. I Sem (July 2016 - Dec 2016)

Subject - Cost Analysis & Control

Teacher -Dr. Mitesh Chowdhary

Day/Lecture	Unit	Topic
1	I	Cost Concepts, Cost Centre and Cost unit
2		Methods and Techniques of Costing
3		Installation of costing system
4		Methods of Inventory Control
5		Methods of Inventory Control
6		Methods of Inventory Control
7		Methods of Inventory Control
8		Overhead Accounting
9		Overhead Accounting
10		Overhead Accounting
11		Overhead Accounting
12		Overhead Accounting
13	II	Process Costing: Introduction and Numerical Question
14		Process Costing: Introduction and Numerical Question
15		Process Costing: Introduction and Numerical Question
16		Process Costing: Introduction and Numerical Question
17		Joint and Bye Product - Numerical Question
18		Equivalent Production
19		Equivalent Production
20		Inter Process Profit
21		Inter Process Profit
22		Operating Cost
23		Operating Cost
24		Operating Cost
25	III	Concept of Marginal Costing
26		Break Even Analysis
27		Break Even Analysis
28		Break Even Analysis
29		Break Even Analysis
30		Break Even Analysis
31		Uniform Costing & Inter Firm comparison
32		Uniform Costing & Inter Firm comparison
33		Use of Managerial Costing in Business Decision
34		Use of Managerial Costing in Business Decision
35	IV	Basic Concept of Budget
36		Preparation of Functional Budget
37		Preparation of Functional Budget
38		Preparation of Functional Budget
39		Preparation of Functional Budget
40		Cost Audit: Objectives and Advantages
41		Cost Audit: Objectives and Advantages
42	V	Standard Costing and Variance Analysis
43		Standard Costing and Variance Analysis
44		Standard Costing and Variance Analysis
45		Standard Costing and Variance Analysis
46		Standard Costing and Variance Analysis
47		Standard Costing and Variance Analysis
48		Standard Costing and Variance Analysis
49		Standard Costing and Variance Analysis
50		Standard Costing and Variance Analysis

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Department of Commerce & Management

Lesson Plan - M. Com. III Sem (July 2016 - Dec 2016)

Subject - Managerial Economics

Teacher -Dr. Geeta Suri (Saneja)

Day/Lecture	Unit	Topic
1	I	Managerial Economics - Nature and Scope of Managerial Economics
2		Role of Managerial Economicst
3		Responsibilities of Managerial Economist
4		Fundamental of Economic Concepts
5		Fundamental of Economic Concepts
6		Profit Maximisation Theory
7	II	Demand Analysis -Introduction
8		Law of Demand and its Assumptions
9		Elasticity of Demand
10		Elasticity of Demand
11		Theory of Consumer Choice
12		Indifference Approach
13	Revealed Preference Theory	
14	III	Production Function
15		Production Function
16		Law of Variable Proportion
17		Law of Variable Proportion
18		Law of Returns to Scale
19	Law of Returns to Scale	
20	IV	Business Cycle Introduction and Nature
21		Phases of Business Cycle
22		Theories of Business Cycle
23		Theories of Business Cycle
24		Theories of Business Cycle
25	Theories of Business Cycle	
26	V	Profit Management
27		Measurement of Profit Management
28		Measurement of Profit Management
29		Measurement of Profit Management
30		Concept of Risk and Uncertainty
31	Concept of Risk and Uncertainty	

Maharaja Ranjit Singh College of Professional Sciences, Indore

Department of Commerce & Management

Lesson Plan - M. Com. III Sem (July 2016 - Dec 2016)

Subject - Tax Planning & Management

Teacher -Dr. Mitesh Chowdhary

Day/Lecture	Unit	Topic
1	I	Concept of Tax Planning- Meaning, Scope
2		Importance of Tax Planning
3		Tax Planning, Tax Evasion
4		Objectives of Tax Planning
5		Objectives of Tax Planning
6		Objectives of Tax Planning
7	II	Areas of Tax Planning: Ownership Aspect
8		Areas of Tax Planning: Ownership Aspect
9		Areas of Tax Planning: Activity Aspect
10		Areas of Tax Planning: Activity Aspect
11		Areas of Tax Planning: Locational Aspect
12		Areas of Tax Planning: Locational Aspect
13		Nature of the Business & Tax Planning
14		Nature of the Business & Tax Planning
15	III	Deductions available to New Industrial Undertakings
16		Deductions available to New Industrial Undertakings
17		Amalgamation, Merger and Tax Planning
18		Amalgamation, Merger and Tax Planning
19		Tax Provisions Relating to Free Trade Zones
20		Tax Provisions Relating to Free Trade Zones
21		Tax Provisions Relating to Infrastructure Sector
22		Tax Provisions Relating to Infrastructure Sector
23		Tax Provisions Relating to Backward Areas
24	IV	Capital Structure Decision
25		Capital Structure Decision
26		Dividend , Inter Corporate Dividend
27		Dividend , Inter Corporate Dividend
28		Bonus Share
29		Bonus Share
30	V	Introduction of Tax Assessment
31		Difference between Tax Planning and Tax Management
32		Difference between Tax Planning and Tax Management
33		Areas of Tax Management
34		Areas of Tax Management
35		Areas of Tax Management
36		Return of Income and Assessment
37		Return of Income and Assessment
38		Penalties and Prosecution
39		Appeals and Revision
40		Appeals and Revision

Maharaja Ranjit Singh College of Professional Sciences, Indore

Department of Commerce & Management

Lesson Plan - M. Com. III Sem (July 2016 - Dec 2016)

Subject - Entrepreneurship Skill Development

Teacher -Dr. Deepti Sethi

Day/Lecture	Unit	Topic
1	I	Entrepreneur : Definition , emergence of Entrepreneurial class
2		Theories of Entrepreneurship
3		Theories of Entrepreneurship
4		Social economic Environment and Entrepreneur
5		Social economic Environment and Entrepreneur
6	II	Promotion of a venture: Opportunity analysis
7		External Environmental
8		Social , Technological and Competitive factors
9		Social , Technological and Competitive factors
10	III	Establishment of a new unit
11		Entrepreneur Behaviour
12		Innovation and Entrepreneurship
13		Innovation and Entrepreneurship
14		Entrepreneurial Behaviour
15		Social Responsibility
16		Social Responsibility
17	IV	Entrepreneurial Development Programme
18		Entrepreneurial Development Programme
19		Entrepreneurial Development Programme relevance and achievements
20		Entrepreneurial Development Programme relevance and achievements
21		Role of Government in organising such Programmes
22		Role of Government in organising such Programmes
23	V	Entrepreneurship and Industrial Development
24		Entrepreneurship and Industrial Development
25		Planning and growth of industrial activities
26		Planning and growth of industrial activities industrial policy of the govt.
27		Planning and growth of industrial activities industrial policy of the govt.
28		Role of Industrial Estates , Central and State level Promotional services
29		Role of Industrial Estates , Central and State level Promotional services
30		Role of Industrial Estates , Central and State level Promotional services
31		Role of Industrial Estates , Central and State level Promotional services
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Maharaja Ranjit Singh College of Professional Sciences, Indore

Department of Commerce & Management

Lesson Plan - M. Com. III Sem (July 2016 - Dec 2016)

Subject - Accounting for Managerial Decisions

Teacher -Dr. Supriya Bandi

Day/Lecture	Unit	Topic
1	I	Management Accounting Meaning, Importance, Limitations
2		Objectives & Scope of Management Account
3		Functions & Duties of Management Accounts
4		Relationship between Cost & Management Accounting
5		Functions & Duties of Management Accounts
6	II	Financial Statement Analysis Nature , Objectives
7		Need and Limitations
8		Ratio Analysis
9		Numericals on Ratio Analysis
10		Numericals on Ratio Analysis
11		Numericals on Ratio Analysis
12		Numericals on Ratio Analysis
13	III	Fund Flow Analysis
14		Numericals
15		Numericals
16		Numericals
17		Numericals
18		Cash Flow statement - Introduction & Format
19		Numericals
20		Numericals
21		Numericals
22		Numericals
23	IV	Capital Budgeting - Objects , Scope and importance
24		Procedure of Capital Budgeting
25		Payback Period Method and Numericals
26		Numericals
27		Numericals on IRR
28		Numericals
29		Numericals on NPV method
30		Numericals
31	V	Human Resource Accounting- Characteristics and Objectives
32		Methods of valuation of Human Resource Accounting
33		Model of Human Resource Accounting
34		Obstacles in HRM
35		Holding and Subsidiary Company Introduction
36		Numericals on Holding and Subsidiary
37		Numericals on Holding and Subsidiary
38		Numericals on Holding and Subsidiary
39		Numericals on Holding and Subsidiary
40		Responsibility Accounting Characteristics
41		Advantages and Disadvantages of Responsibility
42		Investment Centre , Profit Centre and Expense Centre

Maharaja Ranjit Singh College of Professional Sciences, Indore

Department of Commerce & Management

Lesson Plan - M. Com. II Sem (Jan 2019 - Jun 2019)

Subject - Corporate Legal Framework

Teacher -Dr. Geeta Suri (Saneja)

Day/Lecture	Unit	Topic
1	I	Companies Act 2013- Definition, Types of Companies
2		Memorandum of Association
3		Articles of Association
4		Articles of Association
5		Prospectus
6		Statement of lieu of prospectus
7		Share -Share , Types of Shares
8		Share Capital and Membership
9		Meetings and Resolutions
10		Meetings and Resolutions
11		Managerial Remuneration
12		Winding Up of Companies and its Dissolution
13		Winding Up of Companies and its Dissolution
14		Winding Up of Companies and its Dissolution
15	II	The Negotiable Instruments Act, 1881 - Definition and Types
16		Holder and Holder in due Course
17		Payment in due Course
18		Endorsement and Crossing of Cheque
19		Endorsement and Crossing of Cheque
20		Presentation of Negotiable Instruments
21	III	MRTTP Introduction , Scope
22		Importance and Main Provisions of MRTTP
23		Importance and Main Provisions of MRTTP
24		Restrictive Practices
25		Unfair Trade Practices
26	IV	Consumer Protection Act 1986 Introduction, Main Provisions
27		Consumer Dispute, Redressal Agency
28		Consumer Dispute, Redressal Agency
29		Consumer Dispute, Redressal Agency
30	V	FEMA and its Provisions
31		WTO
32		Antidumping duties and Non Tariff Barriers
33		Custom Valuation and Dispute
34		TRIPS and TRIMS
35		TRIPS and TRIMS

Maharaja Ranjit Singh College of Professional Sciences,Indore

Department of Commerce & Management

Lesson Plan - M. Com. II Sem (Jan 2017 - Jun 2017)

Subject - Organisation Behaviour

Teacher -Dr. Sandeep Kaur Hora

Day/Lecture	Unit	Topic
1	I	Organization-concept
2	I	Types and significance of organization
3	I	Organization goal
4	I	Organization goal and its determinants
5	I	Organization Behaviour-concept
6	I	Organization Behaviour-Nature and significance
7	I	Organization Behaviour-models
8	I	Organization Behaviour-models
9	II	Personality-meaning and concepts
10	II	Determinants of Personality
11	II	Theories of Personality
12	II	Theories of Personality
13	II	Perception-meaning and concepts
14	II	Process of Perception
15	II	Theories of Perception
16	II	Learning-concept and importance
17	II	Components of Learning
18	II	Theories of Learning
19	II	Theories of Learning
20	III	Motivation-meaning and types
21	III	Theories of motivation
22	III	Theories of motivation
23	III	Theories of motivation
24	III	Attitudes and values-concepts
25	III	Attitudes and values-factors and significance
26	III	Theories of Attitudes and values
27	IV	Interpersonal Behaviour-nature
28	IV	Transactional analysis
29	IV	Concept of group
30	IV	Theories of group formation
31	IV	Theories of group formation
32	IV	Group cohesiveness -meaning
33	IV	Power and Authority-meaning and difference
34	V	Organizational Conflicts
35	V	Causes of conflicts
36	V	Development of sound organisational climate
37	V	Management of change
38	V	Process of Organizational Development
39	V	Importance of Organizational Development

Maharaja Ranjit Singh College of Professional Sciences,Indore

Department of Commerce & Management

Lesson Plan - M. Com. II Sem (Jan 2017 - Jun 2017)

Subject - Advanced Statistical Analysis

Teacher -Dr. Mitesh Chowdhary

Day/Lecture	Unit	Topic
1	I	Theory of Probability and Numerical
2		Theory of Probability and Numerical
3		Theory of Probability and Numerical
4		Theory of Probability and Numerical
5		Theory of Probability and Numerical
6		Binomial Distribution and Numerical
7		Poisson Distribution and Numerical
8		Normal Distribution and Numerical
9	II	Sample Distribution - Concept
10		Parameter and Statistic
11		Sampling Distribution of Mean
12		Central limit theorem
13		Point and Interval Estimates
14		Test of Significance - Large and Small Samples
15		Hypothesis Testing
16		Hypothesis Testing
17		Formula and Numerical Questions
18		Formula and Numerical Questions
19		Formula and Numerical Questions
20		Formula and Numerical Questions
21		Formula and Numerical Questions
22		Formula and Numerical Questions
23		Formula and Numerical Questions
24	III	ANOVA (One Way & Two way classification)
25		ANOVA (One Way & Two way classification)
26		ANOVA (One Way & Two way classification)
27		ANOVA (One Way & Two way classification)
28		ANOVA (One Way & Two way classification)
29		ANOVA (One Way & Two way classification)
30		Chi-square Test
31		Chi-square Test
32		Chi-square Test
33		Chi-square Test
34	IV	Interpolation and Extrapolation
35		Interpolation and Extrapolation
36		Interpolation and Extrapolation
37		Interpolation and Extrapolation
38		Interpolation and Extrapolation
39		Association of Attributes
40		Association of Attributes
41		Association of Attributes
42		Association of Attributes
43	V	Regression Analysis
44		Regression Analysis
45		Regression Analysis
46		Regression Analysis
47		Statistical Decision theory- Decision under Risk
48		Statistical Decision theory- Decision under Risk
49		Statistical Decision theory- Decision under Uncertainty
50		Statistical Decision theory- Decision under Uncertainty
51		Decision Tree Analysis
52		Decision Tree Analysis

Maharaja Ranjit Singh College of Professional Sciences,Indore

Department of Commerce & Management

Lesson Plan - M. Com. II Sem (Jan 2017 - Jun 2017)

Subject - Functional Mangement

Teacher -Dr. Supriya Bandi

Day/Lecture	Unit	Topic
1	I	Financial Managemnt - Concept Nature and Objectives
2		Functions of Financial Manager, Financial Planning- Nature , Need and influencing Factors
3		Characteristics of sound financial Plan
4		Capitalisation - Concept
5		Theories of Capitalisation
6		Theories of Capitalisation
7		Capital Structure Meaning and Determinants
8		Numericals
9	II	Leverage - Operting and Financial Leverage
10		Numericals on Leverage
11		Numericals on Leverage
12		Numericals on Leverage
13		Capital Leverage
14		Trading on Equity
15		Marketing Management- Concept ,Nature and Functions
16		Advertising Management - Meaning , Objectives and Function
17	III	Advertising Management - Meaning , Objectives and Function
18		Sales Promotion - Meaning and Importance
19		Limitation and Methods of Sales Promotion
20		Pesonnel Management - Concpt , Functions and Scope
21		Importance of Personnel Management
22		Man Power Planning
23	IV	Recruitment - Is sources , Methods of HRM
24		Selection - Procedure of selection
25		Training - need and Objects of Training
26		Production Management - Concept, Scope and Importance
27		Functions of Production Management
28		Production Planning
29	V	New Product Development and its techniques
30		Standardisation
31		Diversification, Simplification and its Principles
32		Specialisation and its Principles

Maharaja Ranjit Singh College of Professional Sciences,Indore

Department of Commerce & Management

Lesson Plan - M. Com. IV Sem (Jan 2017 - Jun 2017)

Subject -Advertising and Sales Management

Teacher -Dr.Sandeep K Hora

Day/Lecture	Unit	Topic
1	I	Introduction: Concept of Advertising
2		Scope of Advertising
3		Objectives of Advertising
4		Functions of Advertising
5		Functions of Advertising
6		Role of Advertising in Marketing Mix
7		Advertising Process
8		Legal, ethical and social aspect of advertising
9	II	Determination of Target Audience
10		Advertising Media and their choice
11		Advertising Measures
12		Advertising Measures
13		Layout of Advertising
14		Layout of Advertising
15		Advertising Appeal
16		Advertising Copy
17	III	Advertising Department
18		Advertising Department
19		Role of Advertising Agencies and their selection
20		Role of Advertising Agencies and their selection
21		Advertising Budget
22		Advertising Budget
23		Evaluation of Advertising Effectiveness
24		Evaluation of Advertising Effectiveness
25	IV	Meaning and Importance of Personal Selling
26		Meaning and Importance of Personal Selling
27		Difference between Personal selling, Advertising and Sales Promotion
28		Difference between Personal selling, Advertising and Sales Promotion
29		Difference between Personal selling, Advertising and Sales Promotion
30		Methods and procedure of personal selling
31		Methods and procedure of personal selling
32		Methods and procedure of personal selling
33	V	Concept of Sales Management
34		Objectives and Functions of Sales Management
35		Objectives and Functions of Sales Management
36		Sales Organisation
37		Management of Sales Force
38		Sales Force Objectives
39		Sales Force Recruitment
40		Selection, Training, Compensation and Evaluation
41	Selection, Training, Compensation and Evaluation	
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Maharaja Ranjit Singh College of Professional Sciences, Indore

Department of Commerce & Management

Lesson Plan - M. Com. IV Sem (Jan 2017 - Jun 2017)

Subject - Consumer Behaviour

Teacher - Dr. Supriya Bandi

Day/Lecture	Unit	Topic
1	I	Consumer Behaviour-Introduction
2		Meaning and Significance of Consumer Behaviour
3		Determinants of Consumer Behaviour
4		Various stages in buying process
5		Difference between buying behaviour and consumer behaviour
6		Consumer movement in India
7		Steps taken by Government for Consumer protection
8		Various Government and Voluntary Organisations
9	II	Consumer Research -Introduction
10		History of Consumer Research
11		Consumer Research Process
12		Organisational Buying Behaviour -meaning
13		Characteristics of Organisational buying behaviour
14		Process of organizational buying behaviour
15		Determinants of organizational buying Behaviour
16		Difference between consumer buyer and organizational buyer
17	III	Motivation-meaning and nature
18		Elements and objectives of motivation
19		Methods and techniques of motivation
20		Dynamic nature of consumer motivation
21		Interpersonal behaviour-nature and types
22		Transactional Analysis-definition and essentials
23		Difficulties in determination of buying motives
24		Emotional buying motives
25		Consumer needs-meaning and types
26		Maslow's Theory
27		Hertzberg Theory
28		Mcclelland Theory
29		Vroom's Theory
30		Motivational Research-meaning and techniques
31	Methods and limitations of Motivational Research	
32	IV	Personality-meaning and concepts
33		Determinants of Personality
34		Theories of Personality
35		Theories of Personality
36		Consumer Diversity-Meaning and different groups
37		Self concept and self image
38		Determinants of self origin and development
39	Theories of self-development	
40	V	Social Class-meaning and characteristics
41		Basis of Social class-formation
42		Structure of social classes in India
43		Social class mobility-types and characteristics
44		Factors promoting social mobility
45		Affluent and Non Affluent consumer
46	Consumer behaviour and application of social class	

Maharaja Ranjit Singh College of Professional Sciences,Indore

Department of Commerce & Management

Lesson Plan - M. Com. IV Sem (Jan 2017 - Jun 2017)

Subject - Rural and Agricultural Marketing

Teacher -Dr. Deepti Sethi

Day/Lecture	Unit	Topic
1	I	Position of Indian Rural Marketing
2		Approach to Rural Markets of India
3		Rural Consumers and Demand dimensions
4		Market Segmentation
5		Market Segmentation
6		Channels of Distribution
7		Physical Distribution
8		Product Management
9		Marketing Communication
10		Sales Force task
11	II	Concept and Nature of Agricultural Marketing
12		Scope and subject matter of Agricultural Marketing
13		Classification of Agricultural Products
14		Difference between Agriculture and Manufactured Goods
15		Meaning and Components of Agriculture Market
16		Dimensions and Classification of Agriculture Market
17		Dynamics of Market Structure
18		Components of Market Structure
19		Market Forces
20	III	Market Management and Channel Strategies
21		Modern Marketing Management and Agriculture Products
22		Structured Organised Markets
23		Commodity Exchange and Produce Exchange
24		Cash Market
25		Forward Dealing
26		Exchange Markets
27		Speculative Market
28		Channels of Distribution for Consumer Goods
29		Agricultural Consumer Goods
30		Agricultural Raw Material
31	IV	Rural Market in India
32		Regulated Market
33		Genesis of Regulated Market in India
34		Limitation in present Marketing Regulations
35		Limitation in present Marketing Regulations
36		Advantages and Limitations of Regulated Market
37		Organisation of Regulated Market
38		Future of Regulated Markets in India
39	V	Marketing of Farm Products
40		Packing and Packaging
41		Packing and Packaging
42		Packing Material
43		Transportation Advantages
44		Means of Transport and Transportation Costs
45		Grading and Standardisation- Meaning and Types
46		Grading and Standardisation- Criteria
47		Labelling and Specification
48		Storage and Warehousing
49	Processing and Selling	

Maharaja Ranjit Singh College of Professional Sciences,Indore

Department of Commerce & Management

Lesson Plan - M. Com. IV Sem (Jan 2017 - Jun 2017)

Subject - International Marketing

Teacher -Dr.Geeta Saneja (Suri)

Day/Lecture	Unit	Topic
1	I	Meaning and Scope of International Marketing
2		Nature of International Marketing
3		Significance of International Marketing
4		International Marketing Environment
5		Internal Environment
6		External Environment
7		International Market
8		Orientation, Identification and Selection of International Market
9		Orientation, Identification and Selection of International Market
10		Functions and Quality of Export Manager
11	II	Export Organisation Meaning
12		Types of Export Organisation
13		Factors affecting Export Organisation
14		Overseas Product Development- Concepts
15		Overseas Product Development- Methods
16		Pricing and its factors
17		Methods of Pricing
18		Price Quotation
19	III	Meaning of Direct Trading
20		Methods of Direct Trading
21		Meaning of Indirect Trading
22		Methods of Indirect Trading
23		Method of Payment in International Marketing
24		Method of Payment in International Marketing
25		Method of Payment in International Marketing
26	IV	Export Credit - Meaning and Nature
27		Significance of Export Credit
28		Factors influencing Export Credit
29		Methods of Export Credit
30		Export Credit and Finance in India
31		Risk in Export Trade
32		Role of ECGCI Ltd.
33		Role of ECGCI Ltd.
34		EXIM Bank of India
35		EXIM Bank of India
36	V	Export and Import Procedure
37		Documentation in Foreign Trade
38		Documentation in Foreign Trade
39		Bilateral and Multilateral Trade Agreements - Meaning
40		Bilateral and Multilateral Trade Agreements - Types
41		Bilateral and Multilateral Trade Agreements - Significance
42		Bilateral and Multilateral Trade Agreements - Objectives
43		SAARC- Role and Objectives
44		SAARC- Role and Objectives
45		Role of WTO in Foreign Trade
46		Role of WTO in Foreign Trade