

M.COM

Semester	Subject Code	Subject
Sem-I	MC-101	Managerial Economics
Sem-I	MC-102	Statistical Analysis for Business
Sem-I	MC-103	Management Principles and Organization Behaviour
Sem-I	MC-104	Business Environment
Sem-I	MC-105	Management Accounting and Control Systems
Sem-I	MC-106	Seminar
Sem-III	MC-301	Banking and Insurance Services
Sem-III	MC-302	Seminar
Sem-III	MC-311	Security Analysis and Portfolio Management
Sem-III	MC-321	Strategic Management
Sem-III	MC-351	Consumer Behaviour
Sem-III	MC-352	Retail Management

LESSON PLAN M.COM SEMESTER I

MANAGERIAL ECONOMICS

Topic	Notes/strategies/ Resources	Time
Managerial Economics	The topic will help the students to have in-depth knowledge about the Managerial Economics and its relevance in actual business world	1 week
Body of lesson: <ul style="list-style-type: none"> • Meaning • Nature • Scope and Concepts 	Students will be given notes pertaining to the theory of the chapter. The books consulted and recommended will be: <ul style="list-style-type: none"> • Managerial Economics by D.M. Mithani • Managerial Economics by Peterson and Lewis • Modern Microeconomics by Koutsoyiannis • Managerial Economics by T.R. Jain 	
Conclusion	Assignments will be given. Tests will be conducted.	

Marginal Analysis	The topic will help the students to have in-depth knowledge about marginal analysis and the laws associated with this analysis.	1 week
Body of lesson: <ul style="list-style-type: none"> • Law of Diminishing Marginal Utility • Law of Equi Marginal Utility 	Students will be given notes pertaining laws of Marginal analysis. The books consulted and recommended will be: <ul style="list-style-type: none"> • Managerial Economics by D.M. Mithani • Managerial Economics by Peterson and Lewis • Modern Microeconomics by Koutsoyiannis • Managerial Economics by T.R. Jain 	
Conclusion	Tests will be conducted.	

Law of Demand	The topic will enable the students to have thorough knowledge about the very basic concept of Economics.	1 week
Body of lesson: <ul style="list-style-type: none"> • Meaning • Determinants • Exceptions • Kinds of Demand • Change in Demand • Importance of Demand 	A detail discussion will be carried out in the class. Students will be given a broad framework to make notes. The books consulted and recommended will be: <ul style="list-style-type: none"> • Managerial Economics by D.M. Mithani • Managerial Economics by Peterson and Lewis • Modern Microeconomics by Koutsoyiannis • Managerial Economics by T.R. Jain 	
Conclusion	Tests will be conducted.	

Elasticity of Demand	The topic will enable the students to have thorough knowledge about the very relevant concept of Economics	1.5 week
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	with vast real life application.	
Body of lesson: <ul style="list-style-type: none"> • Meaning • Types and Degrees of Price elasticity of Demand • Methods of Measuring Price elasticity of Demand • Factors determining Elasticity of Demand • Importance of Elasticity of Demand 	A detail discussion will be carried out in the class. Students will be given notes. The books consulted and recommended will be: <ul style="list-style-type: none"> • Managerial Economics by D.M. Mithani • Managerial Economics by Peterson and Lewis • Modern Microeconomics by Koutsoyiannis • Managerial Economics by D.N. Dwivedi • Managerial Economics by T.R. Jain 	
Conclusion	Tests will be conducted.	

Indifference Curve Analysis	The topic will enable the students to have thorough knowledge about the an important theory of consumer behaviour in Economics	2 weeks
Body of lesson: <ul style="list-style-type: none"> • Meaning • Assumptions • Properties • Consumer Equilibrium • Importance 	A detail discussion will be carried out in the class. Students will be given notes. The books consulted and recommended will be: <ul style="list-style-type: none"> • Managerial Economics by D.M. Mithani • Managerial Economics by Peterson and Lewis • Modern Microeconomics by Koutsoyiannis • Managerial Economics by D.N. Dwivedi • Managerial Economics by T.R. Jain 	
Conclusion	Tests will be conducted.	

Production Function	The topic is relevant to understand the concept of production function and the laws associated with it.	1.5 weeks
Body of lesson: <ul style="list-style-type: none"> • Meaning • Types • Short run and Long run Production function • Economies and Diseconomies of Scale 	A detail discussion will be carried out in the class. Students will be given a broad framework for preparing notes. The books consulted and recommended will be: <ul style="list-style-type: none"> • Managerial Economics by D.M. Mithani • Managerial Economics by Peterson and Lewis • Modern Microeconomics by Koutsoyiannis • Managerial Economics by D.N. Dwivedi • Managerial Economics by T.R. Jain 	
Conclusion	Assignment will be given. Tests will be conducted.	

Theory of Cost	The topic is relevant to understand the concept of Cost	1 week
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	which is imperative for running a business.	
Body of lesson: <ul style="list-style-type: none"> • Meaning • Types • Traditional Theory of Cost • Modern Theory of Cost 	A detail discussion will be carried out in the class. Students will be given notes. The books consulted and recommended will be: <ul style="list-style-type: none"> • Managerial Economics by D.M. Mithani • Managerial Economics by Peterson and Lewis • Modern Microeconomics by Koutsoyiannis • Managerial Economics by D.N. Dwivedi • Managerial Economics by T.R. Jain 	
Conclusion	Assignment will be given. Tests will be conducted.	

Managerial Theories	The topic is relevant to understand the theories that govern the decisions pertaining to production by a business firm.	1 week
Body of lesson: <ul style="list-style-type: none"> • Profit Maximization and • Sales Maximization Model 	A detail discussion will be carried out in the class. Students will be given notes. The books consulted and recommended will be: <ul style="list-style-type: none"> • Managerial Economics by D.M. Mithani • Managerial Economics by Peterson and Lewis • Modern Microeconomics by Koutsoyiannis • Managerial Economics by D.N. Dwivedi • Managerial Economics by T.R. Jain 	
Conclusion	Assignment will be given. Tests will be conducted.	

Market Structure	The topic is relevant to understand the concept and features of market in which a business firm operates.	3 weeks
Body of lesson: <ul style="list-style-type: none"> • Perfect Competition • Monopoly • Monopolistic Competition • Oligopoly- Sweezy Model 	A detail discussion will be carried out in the class. Students will be given notes. A comparative analysis of Perfect Competition Monopoly and Monopolistic Competition will be made. The books consulted and recommended will be: <ul style="list-style-type: none"> • Managerial Economics by D.M. Mithani • Managerial Economics by Peterson and Lewis • Modern Microeconomics by Koutsoyiannis • Managerial Economics by D.N. Dwivedi • Managerial Economics by T.R. Jain 	
Conclusion	Assignment will be given. Tests will be conducted.	

National Income	The topic is relevant to understand the concept of National Income.	1 week
Body of lesson: <ul style="list-style-type: none"> • Conceptual 	A detail discussion will be carried out in the class. Students will be given broad framework for preparing	

framework <ul style="list-style-type: none"> • Measures of NI • Methods of measurement • Limitations of NI 	notes. The books consulted and recommended will be: <ul style="list-style-type: none"> • Managerial Economics by D.M. Mithani • Managerial Economics by Peterson and Lewis • Modern Microeconomics by Koutsoyiannis • Managerial Economics by D.N. Dwivedi • Managerial Economics by T.R. Jain 	
Conclusion	Assignment will be given. Tests will be conducted.	

Consumption Function	The topic is relevant to understand the concept of Consumption Function.	1 week
Body of lesson: <ul style="list-style-type: none"> • Meaning • Nature • Determinants • Measures to raise propensity to consume • Keynes Psychological Law of consumption 	A detail discussion will be carried out in the class. Students will be given broad framework for preparing notes. The books consulted and recommended will be: <ul style="list-style-type: none"> • Managerial Economics by D.M. Mithani • Managerial Economics by Peterson and Lewis • Modern Microeconomics by Koutsoyiannis • Managerial Economics by D.N. Dwivedi • Managerial Economics by T.R. Jain 	
Conclusion	Assignment will be given. Tests will be conducted.	

Inflation	The topic is relevant to understand the concept of Inflation.	1 week
Body of lesson: <ul style="list-style-type: none"> • Meaning • Types • Theories • Causes • Effects and control • Phillips Curve • WPI and CPI 	A detail discussion will be carried out in the class. Students will be given broad framework for preparing notes. The books consulted and recommended will be: <ul style="list-style-type: none"> • Managerial Economics by D.M. Mithani • Managerial Economics by Peterson and Lewis • Modern Microeconomics by Koutsoyiannis • Managerial Economics by D.N. Dwivedi • Managerial Economics by T.R. Jain 	
Conclusion	Assignment will be given. Tests will be conducted.	

LESSON PLAN M.COM SEMESTER I
STATISTICAL ANALYSIS FOR BUSINESS

TOPIC	NOTES/ STRATEGIES/ RESOURCES	TIME
Probability Theory	This is a very important scientific technique to calculate chance factor. It is a requisite to understand the sampling as well as hypothesis testing.	
Body of Lesson <ul style="list-style-type: none"> • Meaning & Definition • Basic Concepts • Classical theory • Relative theory • Subjective theory • Addition Theorem • Multiplication Theorem 	<ul style="list-style-type: none"> • Notes will be provided to the students for the theoretical part besides extensive and comprehensive practice of numericals. • Reference book- Statistical Methods by S.P. Gupta 	
Conclusion	Students will be preparing assignments. Regular tests will be conducted.	

Probability Distributions	These distributions are the most important and useful techniques to calculate probabilities and expected frequencies.	
Body of Lesson <ul style="list-style-type: none"> • Binomial probability distribution- properties and numericals • Poisson probability distribution- properties and numerical • Normal probability distribution- properties and numerical. 	<ul style="list-style-type: none"> • Notes will be provided to the students for the theoretical part besides extensive and comprehensive practice of numericals. • Reference book- Statistical Methods by S.P. Gupta 	
Conclusion	Students will be preparing assignments. Regular tests will be conducted.	

Sampling and Data Collection	Data collection is the first and foremost step in statistical analysis. The knowledge of various techniques of sampling, their suitability, applicability, merits and demerits is imperative for the results to be reliable and accurate.	
Body of Lesson <ul style="list-style-type: none"> • Meaning & Definition • Probability and non-probability Sampling 	<ul style="list-style-type: none"> • Notes will be provided to the students for the theoretical part besides extensive and comprehensive practice of numericals. • Reference book- Statistical Methods by S.P. Gupta 	

• Sampling and non-sampling errors		
Conclusion	Students will be preparing assignments. Regular tests will be conducted.	

Primary Data Collection Techniques	There are two sources of data collection- primary and secondary. There are a number of factors which affect this decision. This topic will enable the students to understand those factors.	
Body of Lesson • Meaning & Definition • Primary Sources- Survey and Observation Methods • Secondary sources- Commercial and Non-commercial	<ul style="list-style-type: none"> • Students will given demonstration how to upload primary and secondary data on the working sheet of SPSS. • Notes will be provided to the students for the theoretical part besides extensive and comprehensive practice of numericals. • Reference book- Statistical Methods by S.P. Gupta 	
Conclusion	Students will be preparing assignments. Regular tests will be conducted.	

Questionnaire Design	Use of questionnaires is a common technique these days for data collection. A student of statistics must know how to design a questionnaire, the do's and don'ts , various types of questions for different objectives, etc.	
Body of Lesson • Basic concepts • Different types of questions • One word answer type • Tick any one option type • Multiple choice questions • How to frame subjective questions to get objective answers • How to cross check the response.etc.	<ul style="list-style-type: none"> • Students will be given practical knowledge cum demonstration of how to feed the responses of a questionnaire into the software SPSS. • Notes will be provided to the students for the theoretical part besides extensive and comprehensive practice of numericals. • Reference book- Statistical Methods by S.P. Gupta 	
Conclusion	Students will be preparing assignments. Regular tests will be conducted.	

Hypothesis Testing	This is the most significant part of the paper. The knowledge of these parametric and non- parametric tests equip the students to undertake research activities and develop an analytical aptitude.	
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<p>Body of Lesson</p> <ul style="list-style-type: none"> • Basic Concepts • Problems or steps in the construction of Hypothesis • Large sample test- Z-test; its conditions & applicability • Small sample tests- t-test, F-test, ANOVA(one-way, two-way); their assumptions and applications. • Chi-square test 	<ul style="list-style-type: none"> • Hypothesis testing will be conducted using SPSS software as well. • Notes will be provided to the students for the theoretical part besides extensive and comprehensive practice of numericals. • Reference book- Statistical Methods by S.P. Gupta 	
Conclusion	Students will be preparing assignments. Regular tests will be conducted.	

Correlation analysis	This is a significant technique to study the nature, extent and significance of relationship between two or more variables.	
<p>Body of Lesson</p> <ul style="list-style-type: none"> • Meaning, Definition and Types • Properties • Simple Correlation • Partial correlation • Multiple correlation 	<ul style="list-style-type: none"> • Nature, extent and significance of relationship will be examined using SPSS software • Notes will be provided to the students for the theoretical part besides extensive and comprehensive practice of numericals. • Reference book- Statistical Methods by S.P. Gupta 	
Conclusion	Students will be preparing assignments. Regular tests will be conducted.	

LESSON PLAN M.COM SEMESTER I
MANAGEMENT PRINCIPLES AND ORGANISATION BEHAVIOUR

TOPIC	NOTES/STRATEGIES/RESOURCES	TIME
Management Principles	Study of function of management in globalised world Video on good and bad management Suggested Readings: <ul style="list-style-type: none"> Harold Koontz and Heinz Weihrich, "Essentials of Management: An International Perspective", 7 th edition (2007) McGraw–Hill, New Delhi. 2. Richard L Daft, "The New Era of Management", 2 nd edition (2008) 	4 Days
Planning – Types, Steps, Process, MBO	PPT on process Developing a business plan by making groups Suggested Readings: <ul style="list-style-type: none"> Stephen P Robbins, David A. Decanzo, "Fundamentals of Management", 6 th edition (2007), Pearson Education, New Delhi 	1 Week
Organising	Notes on matrix and committee fern of organisation Visit to industry for department MCQ's	1 Week
Motivation	In-depth study of theories of motivation Discussion on implication of theories Suggested Readings: <ul style="list-style-type: none"> Stephen P Robbins, David A. Decanzo, "Fundamentals of Management", 6 th edition (2007), Pearson Education, New Delhi 	15 Days
Leadership	Demo an styles of leadership Case study as leadership in Indian industry	1 Week
Introduction to OB	Knowledge about component of OB Discussion a challenges in OB :Assignment on OB in Indian industry Suggested Readings: <ul style="list-style-type: none"> Stephen P. Robbins, Timothy A. Judge, Seema Sanghi, "Organisational Behaviour ", 14th edition, Pearson Education, New Delhi 	4 Days
Personality	Study of various traits of personality Video on personality Conducting personality test in psychology lab Suggested Readings: <ul style="list-style-type: none"> K. Aswathappa, "Organisational Behaviour, Text, Cases and Games", 10th edition (2012) 	1 Week
Attitude	Study of how attitudes are formed Assignment	3 Days
Emotions	Detailed discussion and role play on managing emotions at work Suggested Readings: <ul style="list-style-type: none"> Sekaran, Uma, "Organizational Behaviour: Text and Cases", 2007, Tata McGraw Hill, New Delhi. 	3 Days
Perception	Knowledge about factor influencing perception and how barriers can overcome Case study on Perception	4 Days

LESSON PLAN M.COM SEMESTER I

BUSINESS ENVIRONMENT

TOPIC	NOTES / STRATEGIES/ RESOURCES	TIME
BUSINESS ENVIRONMENT	After reading this topic students will understand the environment within which business operates and the complexities involved in doing business and making business decisions.	2 WEEKS
CONTENTS: Types; Internal Environment ; External Environment ; Micro and Macro environment		
Conclusion	Assignment- Write a detailed note on changing dimensions of Business Environment in India with suitable examples.	
ECONOMIC SYSTEMS	This topic will help the students in understanding the various types of economic systems, their characteristics, merits and demerits.	1 WEEK
CONTENTS; Salient features of Economic systems; Capitalist system /Market economy, Socialist system and Mixed economy		
Conclusion :	Assignment Which economic system is present in India? How far it has been successful in serving the interests of the economy and the people of the country?	
BASIC FEATURES OF INDIAN ECONOMY		
Conclusion	Case study- Resurgent India	
GOVERNMENT BUSINESS RELATIONSHIP	After going through this topic the learner would be able to understand- <ul style="list-style-type: none"> - reasons for State intervention - various type of State intervention - features of good control system 	1 WEEK
Conclusion	Discussion- World development report on target areas for government intervention	
ASPECTS OF ECONOMIC REFORMS		

Liberalisation; Privatisation Globalisation and its implications for Indian economy	After going through this topic the learner would be able to understand- <ul style="list-style-type: none"> - the nature of LPG - Objectives of LPG - Merits and demerits and impact of LPG on Indian economy 	2 WEEKS
Conclusion	Discussion- Seven sins of Privatisation. Case study – relating to Globalisation	
SOCIAL RESPONSIBILITY OF BUSINESS	After going through this topic the learner would be able to understand- <ul style="list-style-type: none"> - nature and models of CSR - CSR debate(arguments for and against CSR) - Barriers to CSR - The Indian scenario 	1 WEEK
Concept, rationale, dimensions, models of social responsibility and barriers of SR		
Conclusion	TEST- A class test on the above topic	
THE ENVIRONMENT PROTECTION ACT,1986	After going through this topic the learner would be able to understand- The legal provisions for prevention, control and abatement of Environment pollution.	3 LECTURES
Conclusion		
ECONOMIC PLANNING IN INDIA	After going through this topic the learner would be able to understand- <ul style="list-style-type: none"> - objectives of planning - features of India's 5year plans 	1 WEEK
Objectives, strategies and evaluation of X th plan and strategy and priorities of XI th plan		
Conclusion	Assignment – NITI AAYOG is a replacement of planning commission, comment	
DISINVESTMENT OF PUBLIC ENTERPRISES	After going through this topic the learner would be able to understand- <ul style="list-style-type: none"> - meaning of disinvestment - disinvestment in India - Disinvestment policy of government. 	1 WEEK
Rationale, objectives and implications		
Conclusion	Test- of the chapter	

Evluation Of Various Regulatory Policies Of Government	After going through this topic the learner would be able to understand	2 WEEKS
Industrial policy changes during post reforms, Fiscal and Monetary policy changes in India , Salient features of FEMA	- various regulatory policies of govt. in detail and their evaluation .	
Conclusion	Assignment- Critically examine the working of monetary system in our country.	
Consumer Rights And Consumerism	After going through this topic the learner would be able to understand-	1 WEEK
Role of consumer groups with special reference to India; Consumer protection Act,1986, with latest amendments	<ul style="list-style-type: none"> - Meaning and significance of Consumerism - Problems faced by Indian consumers - Positive and negative effects of consumerism - Consumer protection act,1986 	
Conclusion		
DEFICIT FINANCING AND ITS IMPLICATIONS FOR INDIAN ECONOMY	<p>After going through this topic the learner would be able to understand-</p> <ul style="list-style-type: none"> - Meaning and objectives of deficit financing - Advantages and adverse effects of deficit financing - Remedial measures to reduce adverse effects of deficit financing 	1 WEEK
ANALYSIS OF CURRENT YEAR BUDGET	<p>Discussion on</p> <ul style="list-style-type: none"> - structure and importance of Union budget - highlights of union budget 2017-2018 <p>After going through this topic the learner would be able to understand-</p> <ul style="list-style-type: none"> - the significance of foreign trade in the economic development of country - the BOP AND BOT 	
FOREIGN TRADE: Concept of Balance of Payment, balance of trade and currency convertibility, Foreign trade policy 2004-2009 and 2009- 2014, EXIM policy during the post reforms in India	Assignment- Discuss the changes in the composition and direction of India's foreign trade	1 WEEK
Conclusion		

LESSON PLAN M.COM SEMESTER III

BANKING AND INSURANCE SERVICES

Topic	Notes/Strategies/Resources	Time
<u>Brief History and Present Structure of Commercial Banking (CB) in India</u>	Suggested Readings Banking Theory Law and Practice, Sundaram and Varshney, Sultan Chand and Sons Publisher, year: 2004 Edition	1 week
<u>Management of CB in India</u>	<ul style="list-style-type: none"> • Profitability and Profit Planning • Risk management • Assets and Liabilities Management • Security Investments and Income Management • Liquidity Management <p>Suggested Readings ❖ Niehaus, Harrington (2007), Risk Management and Insurance, Tata McGraw-Hill</p> <p>Assignment :risk management in Indian banks</p>	3 weeks
<u>Liberalisation and regulation of Banking Sector in India</u>	<ul style="list-style-type: none"> • Role of RBI, • CRR, SLR, CRAR • Prudential norms • Narsimham Committee Report • Implementation Status <p>Suggested Readings Financial Institutions and Markets, Meir Kohn - Tata McGraw Hill, 1996\.</p> <p>Assignment on challenges in banking sectors in India</p>	1 week
<u>Innovations in Banking:</u>	<ul style="list-style-type: none"> • Internet banking, • Phone Banking, • Mobile Banking • Wholesale & Retail banking, • Universal and Narrow Banking, Off Shore Banking • Multi national banking. <p><u>Assignment on Social Banking</u></p>	1 week
<u>Priority Sector Lending</u>	Service area approach, genesis of Microfinance Suggested Readings	1 week

	Financial Institutions and Markets, LM Bhole Tata McGraw Hill, 2004, 4th Edition .	
<u>Introduction to Insurance;</u>	Purpose and need/role of Insurance Suggested Readings ❖ Managing Indian Banks: Challenging Ahead, Vasant C Joshi & Vinay V Joshi, Sage Publications, 2e Case study on Indian scenario for insurance companies	1 week
<u>Insurance industry in India-</u>	<ul style="list-style-type: none"> • Evolution, • Liberalisation in Insurance: • Malhotra Committee <p>Group discussion on problems faced by various companies and need for further reforms</p>	1 week
<u>Legislative Insurance Framework</u>	<ul style="list-style-type: none"> • Insurance Act, 1938 • LIC Act, 1956 • IRDA Act, 1999 <p>References: Bare Acts</p>	1 week
<u>Financial planning and Taxation;..</u>	Saving and Investment Policies of Insurance Companies in India Tax benefits under insurance policies <u>Assignment benefits on various tax</u>	2 days
<u>Insurance pricing:</u>	<ul style="list-style-type: none"> • Computation of Premium • rider premium, • Bonuses • Surrender Value • Paid up Value <p>Practical problems related to computation of premium using different formulae</p>	4 days
<u>Concepts of reinsurance,</u>	Meaning uses methods of reinsurance <u>Assignment on relevance and methods of reinsurance</u>	3 days
<u>Concepts of bancassurance</u>	Meaning and advantages Discussion on advantages to banks for doing bancassurance	3 days

LESSON PLAN M.COM SEMESTER III

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Topic	Notes/Strategies/Resources	Time
An Introduction to Investment Analysis	After going through this lesson the learner will be able to: <ul style="list-style-type: none"> • Define investments and their types • Describe concept of risk and return 	July – Week II
Nature and Scope of Investment analysis, Elements of Investment, Avenues of Investment, Approaches to Investment Analysis, Concept of Risk and Return, Security return and risk analysis, Measurement of return and risk.	Ch-1, Topic -Investment: Objectives and Risk, Book- Investment Management, by V. K. Bhalla, S. Chand Ch.-2, Security Analysis and Portfolio Management, S. Kevin, PHI WWW.bseindia.com www.nseindia.com	
Conclusion	Assignment: Preparation of glossary in relation to investment	
Financial Assets	To understand the Various types of financial assets and their comparative assessment.	July – Week III
Type and their characteristics, Sources of financial Information	Notes will be given.	
Conclusion	Explore Search engines and library	
Capital Market	To discuss the growing importance of capital markets and its recent development.	July - Week III
Meaning, Importance, Participants, Instruments, Recent changes in Capital Market.	www.capitalmarket.com www.equitymaster.com	
Conclusion	Discussion on recent changes in capital market.	
Evaluation of Securities	Calculation of the value of different forms of securities will be done practically.	July – Week III
Bonds, Debentures, Preference Shares and Equity Shares.	Ch.-9, Security Analysis and Portfolio Management, S. Kevin, PHI Chapter-14, Equity Valuation and Analysis, Book- Investment Management, by V. K. Bhalla, S. Chand	
Conclusion	Assignment : Calculation of cost of capital of debentures, equity shares and preference Shares.	
Fundamental Analysis :	Discussion on economic analysis, industry analysis and company analysis	August –Week I and II

<p>Concept & significance of economic analysis, industry analysis : introduction, need for industry analysis : alternative classification of industry, industry life cycle analysis, economic factors & industry analysis, SWOT analysis for industries, Company analysis-nature and style of management, key role of financial analysis, ratio analysis.</p>	<p>Ch.-8, Security Analysis and Portfolio Management, S. Kevin, PHI</p> <p>Chapter-20, Fundamental Security Analysis, Book- Investment Management, by V. K. Bhalla, S. Chand</p> <p>www.indiaipo.com</p> <p>www.indiainfo.com</p>	
<p>Conclusion</p>	<p>Conduct Industry analysis of 5 different industries of India with special focus and perspective of investment opportunity.</p>	
<p>Technical Analysis:</p>	<p>Getting knowledge of various market indicators and charting techniques</p>	<p>August Week III and IV</p>
<p>Different techniques of analysis, DOW theory, volume indicators, market sentiment indicators, confidence indicators, points & figure charting, bar charting.</p>	<p>Ch.-11, Security Analysis and Portfolio Management, S. Kevin, PHI</p> <p>Chapter-21, Technical Analysis, Book- Investment Management, by V. K. Bhalla, S. Chand</p> <p>www.bloomberg.com/asia</p>	
<p>Efficient Market Theory:</p>	<p>To know the different forms of market efficiency and related empirical tests.</p>	<p>September Week I</p>
<p>Random Walk: weak form, semi-strong, strong form of market. Empirical tests. Comparison of random walk, technical & fundamental analysis.</p>	<p>Ch.-12, Security Analysis and Portfolio Management, S. Kevin, PHI</p> <p>Chapter-22, Efficient Market Theory, Book- Investment Management, by V. K. Bhalla, S. Chand</p>	
	<p>Case Study of Indian Financial Sector</p>	
<p>Portfolio Management :</p>	<p>To understand portfolio construction, revision and evaluation</p>	<p>September – Week II and III</p>
<p>Meaning, importance, objectives and various issues in portfolio construction, revision of portfolio and evaluation</p>	<p>Ch.-16, Security Analysis and Portfolio Management, S. Kevin, PHI</p> <p>Chapter-29, Portfolio Investment Process, Book- Investment Management, by V. K. Bhalla, S. Chand</p>	

	www.bloomberg.com/asia	
Conclusion	Case Study	
Portfolio Analysis :	Maximizing returns and minimizing risk with the help of portfolio construction	September week IV
Estimating rate of return and standard deviation of portfolio returns ; effects of combining securities ; Markowitz risk-return optimization	Ch.-13, Security Analysis and Portfolio Management, S. Kevin, PHI Chapter-23, Portfolio Analysis: Risk and Return, Book- Investment Management, by V. K. Bhalla, S. Chand	
Conclusion	Case Study of Structuring and Managing a hypothetical portfolio	
Single Index Model :	Understanding market risk and unique risk	October Week I
Portfolio total risk, portfolio market risk and unique risk ;	Ch.-14, Security Analysis and Portfolio Management, S. Kevin, PHI Chapter-26, Sharpe: The Single Index Model, Book- Investment Management, by V. K. Bhalla, S. Chand	
Factor Models:	Construction of arbitrage portfolios	October Week II
Arbitrage pricing theory, principle of arbitrage, arbitrage portfolios; two factor and multi factor models.	Ch.-14, Security Analysis and Portfolio Management, S. Kevin, PHI Chapter-26, Sharpe: The Single Index Model, Book- Investment Management, by V. K. Bhalla, S. Chand	
Portfolio Performance Evaluation:	To understand portfolio performance evaluation	October Week III
performance evaluation, market timing, evaluation criteria and procedures	Ch.-17, Security Analysis and Portfolio Management, S. Kevin, PHI Chapter-31, Portfolio Timing and Portfolio Performance Evaluation, Book- Investment Management, by V. K. Bhalla, S. Chand	

LESSON PLAN M.COM SEMESTER III
STRATEGIC MANAGEMENT

Topic	Notes/Strategies/Resources	Time
Introduction to Strategic Management	<ul style="list-style-type: none"> ✓ Define Strategy,Tactics ✓ Levels and types ✓ Meaning of to strategic Management ✓ Role & limitation ✓ Mckinsey7-s framework <p>Suggested Reading: “Concepts in Strategic Management and Business Policy” by Wheelen, Thomas L., Hungerdavid J. and Rangarajan Krish.</p>	1 week
Conclusion	General discussion strategic Management in India	
Strategic Management Process	<ul style="list-style-type: none"> ✓ Details of procedure ✓ Strategists involved in Strategic Management ✓ Implications and limitation of model <p>Suggested Reading :“ Concepts in Strategic Management and Business Policy” by Wheelen, Thomas L., Hungerdavid J. and Rangarajan Krish</p>	1 week
Conclusion	Relevance of strategic Management in various industries	
Strategic Indent	<ul style="list-style-type: none"> ✓ Meaning & importance ✓ Mission,vision,objectives ✓ Importance of each in Indian scenario <p>Suggested Reading :“ An Integarated Approach to Strategic Management” by Hill, Charles W L and Jones Gareth R,</p>	3 week
Conclusion	Practical interpretation of intent Of various Indian industries like ITC,Indian oil corporation, Telecommunication sector	
External Environmental analysis	<ul style="list-style-type: none"> ✓ Meaning ✓ Factors ✓ Relevanve of strategy in each factor <p>With practical example</p>	1 Week
Conclusion	Impact of strategy on external environment	
Internal Environmental Analysis	Steps in Internal Environment Techniques of Internal Environment	2 Week
Porter’s five force model	<ul style="list-style-type: none"> ✓ Meaning and importance in various sectors 	
Value chain Analysis	<ul style="list-style-type: none"> ✓ Segregation of primary and secondary activities ✓ Its practical usage in manufacturing and e-commerce portals <p>Suggested Reading :“ Concepts in Strategic Management and Business Policy” by Wheelen, Thomas L., Hungerdavid J. and Rangarajan Krish.</p>	
Conclusion	Assignment of value chain Analysis & Porter’s five force	

	model with different industries of students choice	
SWOT & ETOP Resource based view	<ul style="list-style-type: none"> ✓ Meaning and practical application of these techniques in service industry 	1 week
Conclusion	Assignment Of Strategic mgt process	
Business Level Strategies	<ul style="list-style-type: none"> ✓ Competitive ✓ Cost leadership ✓ Differentiation ✓ Focused ✓ Meaning and practical implication of above strategies <p>Suggested Reading :“ Concepts in Strategic Management and Business Policy” by Wheelen, Thomas L., Hungerdavid J. and Rangarajan Krish.</p>	1 week
Corporate Level Strategies	<ul style="list-style-type: none"> ✓ Growth- horizontal & vertical integration ✓ Related & unrelated diversification ✓ Harvest & retrenchment strategies <p>Suggested Reading :“ Concepts in Strategic Management and Business Policy” by Wheelen, Thomas L., Hungerdavid J. and Rangarajan Krish.</p>	1 week
Conclusion	Importance of each strategy in Indian & foreign industries	
Portfolio Strategies	<ul style="list-style-type: none"> ✓ Product-life cycle Matrix ✓ BCG Model, ✓ GE Business Planning Matrix ✓ Shell’s directional policy Matrix <p>Suggested Reading : “Strategic Management- Concepts and Cases” by David, R Fred</p>	1 week
Strategy implementation	<ul style="list-style-type: none"> ✓ Strategy structure fit, ✓ Developing & modifying Organizational Structure ✓ Leadership & Organizational culture 	1 week
Corporate Governance & Social Responsibilities of business	<ul style="list-style-type: none"> ✓ Factors ✓ Ethics ✓ Scenario In India <p>Suggested Reading : “Strategic Management- Concepts and Cases” by David, R Fred</p>	1 week
Strategy Evaluation and Control	<ul style="list-style-type: none"> ✓ Nature ✓ Framework ✓ Techniques <p>Suggested Reading “Business Policy and Strategic Management” by Kazmi, Azhar</p>	1 week
General topics	<ul style="list-style-type: none"> ✓ Key success factors ✓ External & internal factor evaluation matrix ✓ The Balance score card 	1 week

LESSON PLAN M.COM SEMESTER III

CONSUMER BEHAVIOUR

TOPIC	NOTES/STRATEGIC RESOURCES	TIME
Introduction to Consumer Behaviour and Consumer Reference Groups & Family Influences	After going through this lesson, learner will be able to <ul style="list-style-type: none"> • Understand makeup and composition of a model of consumer behaviour • Understand and appreciate what marketers are doing to better satisfy the consumer needs. 	15 days
LESSON BREAKDOWN Nature, scope, Importance of consumer behaviour & its multidisciplinary approach. Types of consumer related reference groups; Celebrity and other reference group appeals. Family decision making and consumption related roles; Family life cycle	SUGGESTED READINGS Schiffman, I. G. and Kanuk, L. L. Consumer Behaviour. Nair Suja R. – Consumer behaviour in Indian Perspective Neelmegham S-Marketing in India Cases & Reading Ramaswamy VS, Namakumari S-Marketing Management.	
Conclusion	ASSIGNMENT Discuss the role of celebrity and other reference group appeals in present scenario. Case Study of impact of celebrity endorsement on the sales and brand building of company	
Cultural and Sub cultural Influences on Consumer Behaviour. Consumer Motivation, Personality and Learning	After going through this lesson, learner will be able to <ul style="list-style-type: none"> • Understand how personality, motivation & learning affects consumer choices. • Understand changing culture and spending patterns. 	20 days
LESSON BREAKDOWN Definition, nature, measurement of culture and subculture, affect on consumer behavior. Nature, types, dynamics of motivation Need conflict; Need Hierarchy Theory. Motivation and its applications. Theories of personality; consumer diversity; Self concept and self image; Elements of consumer learning; Behavioural and Cognitive theories	SUGGESTED READINGS Kotler P & Armstrong G-Principles of Marketing Nair Suja R. – Consumer behaviour in Indian Perspective Neelmegham S-Marketing in India Cases & Reading Ramaswamy VS, Namakumari S-Marketing Management.	

Conclusion	ASSIGNMENT Various types of Indian subculture categories.	
Social Class , diffusion of innovation and Opinion Leadership	After going through this lesson, learner will be able to <ul style="list-style-type: none"> • appreciate distinctive profiles of specific social class groupings. 	15 days
INDICATIVE CONTENTS Diffusion and adoption process. Dynamics of the opinion leadership process; Motivation behind opinion leadership. Measurement and dynamics of social class	SUGGESTED READINGS Kotler P & Armstrong G-Principles of Marketing Nair Suja R. – Consumer behaviour in Indian Perspective Neelmegham S-Marketing in India Cases & Reading	
Conclusion	ASSIGNMENT Case study analysing diffusion of innovation policies of an organization	
Consumer Decision Making Process & models. Consumer Perception and Attitude Formation	Students will learn about <ul style="list-style-type: none"> • the process involved in consumer decision making 	15 days
INDICATIVE CONTENTS Consumer decision making process, types of decisions, Alternative evaluation and selection. Decision rules; Models. Elements, dynamics and process of perception, structural models and theories of attitudes; Measuring Attitude.	SUGGESTED READINGS 1. Schiffman, I. G. and Kanuk, L. L. Consumer Behaviour, 2. Blackwell, Roger D., Miniard, Paul W., and Engel James F. Consumer Behaviour. 3. Solomon, Michael R. Consumer Behaviour.	
Conclusion	ASSIGNMENT <ul style="list-style-type: none"> • Elaborate the factors affecting the consumer decision making. 	

LESSON PLAN M.COM SEMESTER III

RETAIL MANAGEMENT

Topic	Notes/Strategies/Resources	Time
<p>Introduction to Retailing: Meaning, Nature and Importance. Retailing in India: Evolution of Retail in India, Drivers of Retail Change and Challenges to Retail Development in India. Types of retailers: Food Retailers, General Merchandise Retailers, Non-Store Retail Formats, Services Retailing, Types of Ownership.</p>	<p>The subject looks at how retailing has developed, how retail outlets operate and how retailers apply retail marketing techniques. It provide an insight into various Ongoing retailing practices. Chapters covered:</p> <ol style="list-style-type: none"> 1. Introduction to Retailing 2. Retailing in India 3. Types of Retailers and Ownership <p>Books <i>Retail Management – Text and Cases</i> by Swapna Pradhan <i>Retail Management</i> by Levy, Michael and Barton A. Weitz</p> <p>Website https://www.welingkaronline.org/autoptlibrary/librarnotices/retailmanagement.pdf Assignment on : Retailing in India</p>	3 weeks
<p>Understanding the Retail Consumer: Need for Consumer Behavior, Factors Influencing the Retail Shopper, The Customer Decision Making Process. Retail Locations: Types of Retail Locations; Steps involved in choosing a Retail Location; Methods of Evaluating a Trading Area Retail Store Design and Visual Merchandising: Importance of Store Design; Exterior Store Design; Interior Store Design; Visual Merchandising.</p>	<p>Chapters covered:</p> <ol style="list-style-type: none"> 1. Retail Consumer 2. Retail location 3. Retail store design <p>Book: <i>Retail Management – A Strategic Approach</i> by Berman, Barry and Joel R. Evans</p> <p>Websites http://courseblog-rm2423.blogspot.com/2009/01/lecture-notes-1-10.html http://www.pondiuni.edu.in/storage/dde/downloads/markiii_rm.pdf</p> <p>Discussion on Retail Locations</p>	1 month

<p>Basics of Retail Merchandising – What is Merchandising, Factors Affecting the Buying Function, The Merchandiser: Roles and Responsibilities, The Buyer: Roles and Responsibilities, Function of Buying for Different Types of Organisations. Process of Merchandise Planning: Concept of Merchandising, Implications of Merchandise Planning, Process of Merchandise Planning.</p>	<p>Chapters covered:</p> <ol style="list-style-type: none"> 1. Retail Merchandising 2. Merchandise Planning <p>Websites</p> <p>https://www.tutorialspoint.com/retail_management/retail_management_tutorial.pdf</p> <p>http://14.139.185.6/website/SDE/sde177.pdf</p> <p>Assignment on : The Merchandiser: Roles and Responsibilities, The Buyer: Roles and Responsibilities</p>	<p>1 month</p>
<p>Methods of Merchandise Procurement: Merchandise Sourcing, Age of Global Sourcing. Retail Pricing: Concept of Retail Price, Elements of Retail Price, Determining the Price, Retail Pricing Strategies. Category Management: Concept of Category Management, Reasons for Emergence of Category Management, Components of Category Management, Category Management Process. Retail Franchising: Concept, Types, Advantages and Disadvantages</p>	<p>Chapters covered:</p> <ol style="list-style-type: none"> 1. Merchandise Procurement and Sourcing 2. Retail Pricing 3. Category management 4. Retail Franchising <p>Websites</p> <p>https://books.google.co.in/books?id=J2Um7Z-VghQC&pg=PA10&lpg=PA10&dq=components+of+category+management&source=bl&ots=d1YK14QPJ&sig=WJ3Fdq2ae4TDwcFdtKGk7wjNHQM&hl=en&sa=X&ved=0ahUKEwjc0_6cwJTPAhVDHpQKHXOMA5EQ6AEIWzAM#v=onepage&q=components%20of%20category%20management&f=false</p> <p>http://www.citeman.com/9179-the-components-of-category-management.html</p> <p>http://www.slideshare.net/chanvich/19-category-management</p> <p>http://www.citeman.com/9091-the-reasons-for-the-emergence-of-category-management.html</p> <p>http://www.yourarticlelibrary.com/retailing/category-management-definitions-significance-and-8-steps-process/48198/</p> <p>Group Discussion on: Retail Franchising in India Case Study</p>	<p>1 month</p>