

LESSON PLAN

2024 - 25

Marketing Mgt

M com Ist sem

1 Aug - 31st Aug 2024

Marketing - meaning, scope and importance
Evolution. Understanding marketing in
New perspective. Marketing mix, Marketing
envt.

1 Sep - 30th Sep : Information system
Marketing Research
Consumer Behaviour
Customer Relationship Mgt.

1 Oct - 31st Oct : Product - concept & strategies
Pricing - concept & strategies
Promotion - concept & strategies

1 Nov - till exams : Distribution, Logistics &
Supply chain mgt, legal
social, ethical & legal
aspects of marketing
Direct & Online Marketing

Ritu Nehra
Asso. Prof, Commerce

LESSON PLAN

2024-25

Business Mgt Bcom I

22 July - 30 July:

Mgt - Introduction, characteristics and significance, process and functions of mgt.

1 Aug - 31st Aug:

Mgt: as science, art and profession.

Approaches to Mgt: Classical and neoclassical behavioural approach, 'mgt science' approach, systems approach and contingency approach. Emerging mgt concepts.

1 Sep - 30th Sep: Planning
Organising

1 Oct - 31st Oct: Staffing
Directing
Controlling

1 Nov - till exam: Motivation
Leadership
Revision

LESSON PLAN

2024-25

Financial Mgt : Bcom 5th sem.

July: Financial Mgt - Nature, Scope
and Objective & Significance

Aug: Financial Planning
Financial Forecasting
Cost of Capital

Sep Cost of capital
Capital structure

Oct: Capital Budgeting

Nov. Working Cap Mgt
Mgt of cash
Revision

Ritu Nehra

Associate Prof
Commerce