

Lesson Plan of M. Com (P) Organisational Behaviour  
Session 26-27 Odd Semester Dr Sumita Vij

Sep. 26 Organisational Behaviour, Concept, Significance, relationship with other disciplines Approaches to O.B, Challenges and Opportunities for O.B.

- Personality: Concept, determinants and theories

Oct 26 Learning - Concept, Principles and Theories

Attitude - Concept, Components and Formation

Perception - Concept, Process and Distortions

Nov. 26 - Group Behaviour, Group Dynamics

Transactional Analysis

- Organisational Conflicts

- Mgt of change

Organisational Development: Concept, Process and change Models.

Revision of syllabus.

Dec

Sy.  
Dr Sumita Vij  
Head  
Dept. of Commerce

Lesson Plan of M. Com (P)  
Consumer Behaviour

Sessions 26-27  
Dr. Sumit V. V.

- Aug 26 Concept of Consumer, Consumer Behaviour, Concept Types Theory and Applications; Consumer Buying Role, Types of Indian Consumers, Changing Role of Indian Consumers, Consumer Buying Process, Extensive, Limited and Routine Problem solving behaviour
- Sep 26 Internal Determinants of C.B., Needs Motivation and Involvement, Information Processing, Consumer Perception, Learning Attitude and Attitude Change Personality, Psychographics, values and life-style
- Oct 26 External Determinants of Buying Behaviour, Family Reference Group and Social class, Influence of culture Sub Culture Aspects of Consumer Behaviour, Opinion Leadership Process, Measurement Profile Work.
- Nov 26 Four View of Consumer, Economic Man, Passive Man Cognitive Man, Emotional Man, Models of Buying Behaviour, Diffusion of Innovation and Adoption Process, Consumer Research, Concept, Importance Scope and Methods.

Dec 26 Revision

Dr. Sumit V. V.  
Heed  
Deptt of Commerce

Lesson Plan of M. Com (P)  
Financial Mgt

Session 26-27 <sup>odd semester</sup>

Dr. Sunitha V

Sep 26

Financial mgt, Name, Significance, objectives and Scope, Functions of Finance Executive in an organisation  
Time value of money.

Financial forecasting, Concept, Benefits and technique  
Sources of Finance, Financial Planning, Need, Importance  
Process and drafting a financial plan

Oct 26

Cost of Capital; Concept Significance, Computation  
of Cost of Capital - Simple and weighted, Recent  
development of financial management, Capital  
Structure, Capital Budgeting Decision, Evaluation  
Capital and risk analysis, Capital rationing.

Nov 26

Working Capital Mgt and Control, Mgt of Cash  
Marketable Securities, Dividend Decisions.

Dec 26

Revision

Dr. Sunitha V  
Head  
Deptt. of Commerce