

## Lesson Plan

**Name of faculty** : Dr. Tapen Gupta  
**Discipline** : MBA  
**Semester** : 2<sup>nd</sup>  
**Subject** : Management Science  
**Lesson Plan during** : 15 Weeks (From January 2018 to April, 2018)

**\*\* Work load (Lecture / practical) per week (In hours): lectures-03, practical – 00**

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC ( INCLUDING ASSIGNMENT/ TEST)	PRACTICAL DAY	TOPIC
1.	1.	Management Science		
	2.	Basic Concepts And Its Role Indecision- Making		
	3.	Linear Programming		
2.	4.	Meaning, Scope & Assumptions of Linear Programming		
	5.	Formulation Of Linear Programming		
	6.	Problem And Its Solution By Graphical And Simplex Methods		
3.	7.	Test 1		
	8.	Assignment 1		
	9.	Theory Of Games		
4.	10.	Minimax		
	11.	Criterion And Optimal Strategy		
	12.	Solution Of Games With Saddle Points		
5.	13.	Rectangular Games Without Saddle Points		
	14.	2 X 2 Games		
	15.	Dominance Principle		
6.	16.	M X 2 & 2 X N Games		
	17.	Inventory Introduction – Single Item		
	18.	Test 2		
7.	19.	Assignment 2		
	20.	Deterministic Models, Purchase Inventory		
	21.	Models With One Price Break ,Multiple Price Breaks		
8.	22.	Stochastic Models		
	23.	Instantaneous Production		
	24.	Instantaneous Demand		
9.	25.	Continuous Demand		
	26.	No Set Up Cost, Sensitivity Analysis		
	27.	Integer Programming, Goal Programming		
10.	28.	Non-Linear Programming		
	29.	Transportation And Assignment Models		
	30.	Trans-shipment And Routing Problems		
11.	31.	Test 3		
	32.	Assignment 3		
	33.	Application Of Inventory Management Techniques In Business		
12.	34.	Role And Importance Of PERT/CPM In Business Decision Making		
	35.	Decision Theory And Decision Trees		
	36.	SIMULATION: Simulation Models		
13.	37.	Phases Of Simulation		
	38.	Applications Of Simulation		
	39.	Inventory And Queuing Problems – Advantages And Disadvantages		
14.	40.	WAITING LINES: Introduction – Single Channel –		
	41.	Poisson Arrivals – Exponential Service Times		
	42.	Multichannel – Poisson Arrivals – Exponential Service Times		
15.	43.	Infinite Population Single Channel Poisson Arrivals		
	44.	Test 4		
	45.	Assignment 4		

## Lesson Plan

**Name of faculty** : Mr. Virender Mehta  
**Discipline** : MBA  
**Semester** : 2<sup>nd</sup>  
**Subject** : Marketing Management  
**Lesson Plan during** : 15 Weeks (From January 2018 to April, 2018)

**\*\* Work load (Lecture / practical) per week (In hours): lectures-03, practical – 00**

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC ( INCLUDING ASSIGNMENT/ TEST)	PRACTICAL DAY	TOPIC
1.	1.	Marketing: Meaning		
	2.	Nature of Marketing		
	3.	Scope of Marketing		
2.	4.	Evolution And Importance of Marketing		
	5.	Modern Concept Of Marketing		
	6.	Ethics In Marketing		
3.	7.	Role Of Information Technology In Marketing		
	8.	Test 1		
	9.	Assignment 1		
4.	10.	The Dynamic Marketing Environment		
	11.	Marketing Mix		
	12.	Segmentation		
5.	13.	Targeting		
	14.	Positioning		
	15.	Marketing Information System		
6.	16.	Concept And Components of Marketing Information System		
	17.	Marketing Research		
	18.	Meaning of Marketing Research		
7.	19.	Scope of Marketing Research		
	20.	Techniques of Marketing Research		
	21.	Test 2		
8.	22.	Assignment 2		
	23.	Consumer Behaviour		
	24.	Meaning of Consumer Behaviour		
9.	25.	Importance of Consumer Behaviour		
	26.	Buying Motives of Consumer Behaviour		
	27.	Buying Process of Consumer Behaviour		
10.	28.	Factors Influencing Consumer Behaviour		
	29.	Product Decisions: Concept		
	30.	Classification & Product-Line Decisions		
11.	31.	New Product Development Process		
	32.	Product Life Cycle, Packaging And Branding Decisions		
	33.	Test 3		
12.	34.	Assignment 3		
	35.	Pricing Concepts: Objectives		
	36.	Policies And Procedures		
13.	37.	Factors Affecting Pricing		
	38.	Pricing Strategy And Product Life Cycle		
	39.	Price Changes And Organizational Strategies		
14.	40.	Product Line Pricing		
	41.	Integrated Marketing Communication: Promotion-Mix		
	42.	Advertising, Sales Promotion, Public Relations		
15.	43.	Personal Selling And Direct Marketing		
	44.	Channels Of Distributions: Concept, Types And Factors Affecting Channel Selection		
	45.	Recent Developments In Marketing		

## Lesson Plan

**Name of faculty** : Ms. Bhavana Sharma  
**Discipline** : MBA  
**Semester** : 2<sup>nd</sup>  
**Subject** : Human Resources Management  
**Lesson Plan during** : 15 Weeks (From January 2018 to April, 2018)

**\*\* Work load (Lecture / practical) per week (In hours): lectures-03, practical – 00**

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC (INCLUDING ASSIGNMENT/ TEST)	PRACTICAL DAY	TOPIC
1.	1.	Human Resource Management		
	2.	Concept of Human Resource Management		
	3.	Scope of Human Resource Management		
2.	4.	Evolution of Human Resource Management		
	5.	Theoretical Perspectives On Human Resource Management		
	6.	HR Models		
3.	7.	Role Of HRM In Business Strategy		
	8.	Emerging Trends In Shaping HRM Environment		
	9.	Human Resource Planning & Forecasting		
4.	10.	Business And HRP		
	11.	Significance & Process		
	12.	Test 1		
5.	13.	Assignment 1		
	14.	Job Analysis		
	15.	Job Description		
6.	16.	Job Specification		
	17.	Competency Based Job Analysis		
	18.	Job Design		
7.	19.	Approaches And Methods		
	20.	Recruitment		
	21.	Sources Of Recruitment		
8.	22.	Process of Recruitment		
	23.	Selection: Process		
	24.	Selection Tests & Their Types		
9.	25.	Interview & Its Types		
	26.	Selection Audit		
	27.	Placement, Induction And Socialisation		
10.	28.	Training And Development		
	29.	Performance Management And Appraisal		
	30.	Potential Appraisal And Development		
11.	31.	Career Management- Basic Concepts		
	32.	Methods, Designing And Developing Career Management Systems In An Organization		
	33.	Talent Management: Concept And Related Practices		
12.	34.	Job Evaluation - Methods Of Job Evaluation		
	35.	Evolving Job Evaluation Programme		
	36.	Employee Compensation: Basic Concepts		
13.	37.	Determinants And Approaches, New Trends In Compensations And Rewards Management		
	38.	Industrial Relations And Trade Unions, Dispute Resolution And Grievance Management		
	39.	Equal Employment Opportunity (EEO) And Affirmative Action (AA)		
14.	40.	High Performance Work Systems (HPWS) Concept, High Performance HR Policies And Practices (HPHRP)		
	41.	HR Ethics And Fair Treatment At Work: Methods To Promote Ethics And Fair Treatment		
	42.	Employee Safety, Security And Health: Occupational Safety And Health (OSHA) In India		
15.	43.	Workplace Health Hazards And Its Remedies		
	44.	E-HRM: Role And Applications		
	45.	HRM And Globalization Of Business		

## Lesson Plan

**Name of faculty** : Ms. Meenu Bhutani  
**Discipline** : MBA  
**Semester** : 2<sup>nd</sup>  
**Subject** : Financial Management  
**Lesson Plan during** : 15 Weeks (From January 2018 to April, 2018)

**\*\* Work load (Lecture / practical) per week (In hours): lectures-03, practical – 00**

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC ( INCLUDING ASSIGNMENT/ TEST)	PRACTICAL DAY	TOPIC
1.	1.	Introduction to Financial Management		
	2.	Meaning & Nature of Financial Management		
	3.	Objectives Of Financial Management		
2.	4.	Importance of Financial Management		
	5.	Time Value Of Money		
	6.	Sources Of Finance		
3.	7.	Investment Decisions		
	8.	Importance of Investment Decisions		
	9.	Test 1		
4.	10.	Assignment 1		
	11.	Difficulties Determining Cash Flows		
	12.	Meaning And Reasons of Determining Cash Flows		
5.	13.	Method To Rectify Difficulties		
	14.	Methods Of Capital Budgeting		
	15.	Meaning And Nature of Capital Budgeting		
6.	16.	Use And Importance of Capital Budgeting		
	17.	Risk Analysis of Capital Budgeting		
	18.	Cost Of Capital		
7.	19.	Concept of Cost Of Capital		
	20.	Importance of Cost Of Capital		
	21.	Test 2		
8.	22.	Assignment 2		
	23.	Computations Of Cost Of Various Sources Of Finance		
	24.	Computations Of Cost Of Various Sources Of Finance		
9.	25.	Weighted Average Cost Of Capital		
	26.	Weighted Average Cost Of Capital		
	27.	Use Of Weighted Average Cost Of Capital		
10.	28.	Capital Structure Decisions		
	29.	Impact And Role of Capital Structure		
	30.	Test 3		
11.	31.	Assignment 3		
	32.	Theories Of Capital Structure		
	33.	Meaning And Functions of Capital Structure		
12.	34.	Factors Determining Capital Structure		
	35.	Nature And Scope Of Capital Structures		
	36.	Optimum Capital Structure		
13.	37.	Utilization Of Capital		
	38.	Management Of Working Capital		
	39.	Meaning And Use of Working Capital		
14.	40.	Importance of Working Capital		
	41.	Cash, Receivables		
	42.	Inventory Management		
15.	43.	Internal Financing		
	44.	Dividend Policy		
	45.	Test 4		

## Lesson Plan

**Name of faculty** : Dr. Pankaj Sharma  
**Discipline** : MBA  
**Semester** : 2<sup>nd</sup>  
**Subject** : Business Research Methodology  
**Lesson Plan during** : 15 Weeks (From January 2018 to April, 2018)

**\*\* Work load (Lecture / practical) per week (In hours): lectures-03, practical – 00**

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC ( INCLUDING ASSIGNMENT/ TEST)	PRACTICAL DAY	TOPIC
1.	1.	Introduction To Research Methodology		
	2.	Research-Meaning		
	3.	Nature of Research Methodology		
2.	4.	Scope of Research Methodology		
	5.	Objectives of Research Methodology		
	6.	Types of Research Methodology		
3.	7.	Research Process		
	8.	Hypothesis		
	9.	Qualities Of Good Hypothesis		
4.	10.	Test 1		
	11.	Assignment 1		
	12.	Scientific Method Of Research		
5.	13.	Recent Trends In Usage Of Research In Indian Corporate Sector		
	14.	Research Design		
	15.	Meaning And Need Of A Research Design		
6.	16.	Exploratory Research		
	17.	Descriptive Research		
	18.	Experimental Research Design		
7.	19.	Qualitative Research		
	20.	Observation Studies		
	21.	Surveys		
8.	22.	Experiments & Test Markets		
	23.	Test 2		
	24.	Assignment 2		
9.	25.	Sources Of Data		
	26.	Nature And Types of Sources Of Data		
	27.	Sampling Techniques-Nature		
10.	28.	Types of Sampling Techniques		
	29.	Sampling Errors		
	30.	Scaling & Measurement Techniques		
11.	31.	Data Editing		
	32.	Coding And Tabulation		
	33.	Analysis & Interpretation Of Data		
12.	34.	Business Research Reports		
	35.	Format of Business Research Reports		
	36.	Criterion For Judgment Of Good Research Report		
13.	37.	Advance Techniques Of Data Analysis		
	38.	Factor Analysis		
	39.	Conjoint Analysis		
14.	40.	Cluster Analysis		
	41.	Multidimensional Scaling		
	42.	Use Of SPSS & Other Software's In Research		
15.	43.	Use Of Statistical Tools Such As Correlation		
	44.	Regression		
	45.	Test 3		

## Lesson Plan

**Name of faculty** : Ms. Preeti Gupta  
**Discipline** : MBA  
**Semester** : 2<sup>nd</sup>  
**Subject** : Production and Operations Management  
**Lesson Plan during** : 15 Weeks (From January 2018 to April, 2018)

**\*\* Work load (Lecture / practical) per week (In hours): lectures-03, practical – 00**

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC ( INCLUDING ASSIGNMENT/ TEST)	PRACTICAL DAY	TOPIC
1.	1.	Nature Of Production And Operations Management		
	2.	Scope Of Production And Operations Management		
	3.	Types Of Production Systems		
2.	4.	Project Production Systems		
	5.	Job, Batch Production Systems		
	6.	Mass Production Systems		
3.	7.	Facility Location		
	8.	Importance of Facility Location		
	9.	Factors In Location Analysis		
4.	10.	Location Analysis Techniques		
	11.	Facility Layout		
	12.	Objectives of Facility Layout		
5.	13.	Test 1		
	14.	Assignment 1		
	15.	Advantages of Facility Layout		
6.	16.	Basic Types Of Layouts		
	17.	Material Handling		
	18.	Principles of Material Handling		
7.	19.	Equipment of Material Handling		
	20.	Line Balancing of Material Handling		
	21.	Production Planning & Control (PPC)		
8.	22.	Concepts of Production Planning & Control		
	23.	Objectives of Production Planning & Control		
	24.	Functions of Production Planning & Control		
9.	25.	Capacity Planning		
	26.	Product Planning And Selection		
	27.	Process Planning		
10.	28.	Aggregate Planning		
	29.	Test 2		
	30.	Assignment 2		
11.	31.	Master Production Scheduling		
	32.	Maintenance Management		
	33.	Work Study		
12.	34.	Method Study		
	35.	Work Measurement		
	36.	Material Management		
13.	37.	An Overview Of Material Management		
	38.	Inventory Management		
	39.	Objectives & Factors of Material Management		
14.	40.	Process, Inventory Control Techniques		
	41.	JIT; Purchase Management; Stores Management		
	42.	Quality Assurance :Acceptance Sampling		
15.	43.	Statistical Quality Control		
	44.	Total Quality Management		
	45.	ISO-9000		

## Lesson Plan

**Name of faculty** : Ms. Sonika Dhiman

**Discipline** : MBA

**Semester** : 2<sup>nd</sup>

**Subject** : Organization Behaviour

**Lesson Plan during** : 15 Weeks (From January 2018 to April, 2018)

**\*\* Work load (Lecture / practical) per week (In hours): lectures-03, practical – 00**

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC ( INCLUDING ASSIGNMENT/ TEST)	PRACTICAL DAY	TOPIC
1.	1.	Organisational Behaviour		
	2.	Concept & Nature, Characteristics of Organisational Behaviour		
	3.	Conceptual Foundations And Importance of Organisational Behaviour		
2.	4.	Models Of Organizational Behavior		
	5.	Relationship With Other Fields		
	6.	Organizational Behavior		
3.	7.	Cognitive Framework		
	8.	Behaviorist Framework		
	9.	Social Cognitive Framework		
4.	10.	Test 1		
	11.	Assignment 1		
	12.	Understanding Of Individual Behavior		
5.	13.	Personality		
	14.	Theories Of Personality		
	15.	Work Attitudes		
6.	16.	Job Satisfaction		
	17.	Learning		
	18.	Theories Of Learning		
7.	19.	Test 2		
	20.	Assignment 2		
	21.	Perception		
8.	22.	Nature & Importance		
	23.	Perceptual Selectivity		
	24.	Perceptual Organization		
9.	25.	Social Perception		
	26.	Impression Management		
	27.	Motivation: Concepts		
10.	28.	Application & Principles		
	29.	Theories		
	30.	Employee Recognition		
11.	31.	Involvement, Motivating A Diverse Workforce		
	32.	Leadership- Concept, Function, Style		
	33.	Theories Of Leadership- Traditional And Modern		
12.	34.	Understanding Of Group Behavior		
	35.	Analysis Of Interpersonal Relationship		
	36.	Group Dynamics- Definition, Stages Of Group Development		
13.	37.	Group Cohesiveness, Types Of Groups		
	38.	Group Processes And Decision Making, Dysfunctional Groups		
	39.	Team Building - Interpersonal Relations, Communication And Control		
14.	40.	Understanding Of Organization Dynamics		
	41.	Organizational Design - Various Organizational Structures And Their Effects On Human Behavior		
	42.	Organizational Climate, Organizational Culture And Organizational Effectiveness		
15.	43.	Organizational Change: Concept, Nature, Resistance To Change, Managing Resistance To Change		
	44.	Implementing Changes And Organization Development. Conflict Management		
	45.	Work Stress- Work Stressors, Prevention And Management Of Stress.		