**Lesson Plan: : 2023-24 (Even Sem) Class: - B.Com 6th**

**Name of Assistant Professor: Ms. Sarita Subject: - HRM**

|  |  |
| --- | --- |
| **Week** | **Topic** |
| **Feb** |  |
| Week 1 | Human resource management: meaning, nature, history and scope |
| Week 2 | objectives, functions, importance of HRM |
| Week 3 | HRM vs. HRD and personal management |
| Week 4 | Human resource planning: meaning, importance, objectives, process |
| Week 5 | factors affecting manpower planning, problems and suggestions for making HR planning effective |
| Week 6 | Job Analysis: meaning, process of job analysis, methods of collecting job analysis data |
| Week 7 | potential problems with job analysis; job description and job specification |
| Week 8 . | Recruitment: meaning, purpose, recruitment policy, factors affecting recruitment; source of recruitment, internal and external methods of recruitment. |
| Week 9 | Selection: meaning, purpose, difference between recruitment and selection; process of selection; barriers to effective selection |
| Week 10 | Placement, induction and internal mobility: placement; induction/orientation: meaning, objectives, content and responsibility for induction |
| Week 11 | internal mobility: meaning & need; transfer: purpose, types; benefits and problems |
| Week 12 | transfer policy; promotion: purpose, basis, promotion policy; demotion: causes, demotion policy |
| Week 13 | Training: meaning, training and education, training and development, objectives, importance, steps in designing training programme ; training methods: on-the-job and off-the-job methods |
| Week 14 | Performance appraisal: meaning, features, merits, limitations, process and methods of performance appraisal. |
| Week 15 | Presentation & Revision |

**Lesson Plan: 2023-24 (Even Sem) Class: M.com Final 4th Sem**

**Name of Assistant Professor: Ms. Sarita Subject: Sales Management**

|  |  |
| --- | --- |
| **Week** | **Topic** |
| **Week 1** | Sales Management: Concept, Objectives and functions; Integrated sales and marketing management |
| **Week 2** | Personal Selling: Concept and classification of sales jobs; Buyer seller dyads; Personal selling process; Theories of selling. |
| **Week 3** | Continue….. |
| **Week 4** | Sales Planning: Importance, approaches and process of sales planning |
| **Week 5** | Sales forecasting; Sales budgeting |
| **Week 6** | Sales Organization: Purpose, principles and process of setting up a sales organization |
| **Week 7** | Sales organizational structures; Field sales organization; Determining size of sales force |
| **Week 8** | Territory and Quota Management: Need, procedure for setting up sales territories |
| **Week 9** | Time management; Routing; Sales Quotas: Purpose, types of quotas, administration of sales quota. |
| **Week 10** | Managing the Sales-force: Recruitment; selection; training; compensation; motivating and leading the sales-force; Sales meetings and contests |
| **Week 11** | Continue….. |
| **Week 12** | Control Process: Analysis of sales, costs and profitability; Management of sales expenses; Evaluating sales-force performance, Ethical issues in sales management |
| **WEEK 13** | Continue….. |
| **WEEK 14** | **Revision** |
| **WEEK 15** | **Revision** |

**Lesson Plan: 2023-24 (Even Sem) Class: M.com Final 4th Sem**

**Name of Assistant Professor: Ms. Sarita Subject: Marketing Management**

|  |  |
| --- | --- |
| **Week** | **Topic** |
| **Week 1** | Marketing Management- Meaning, Nature and Scope. Concepts of Marketing |
| **Week 2** | Marketing Environment |
| **Week 3** | Marketing Mix |
| **Week 4** | STP (segmenting, targeting and positioning) approach to marketing |
| **Week 5** | Marketing Information System- Meaning and Components |
| **Week 6** | Marketing Research,Test |
| **Week 7** | Consumer Behaviour-Meaning and Importance of study for Marketers |
| **Week 8** | Product –Meaning, levels and product Mix |
| **Week 9** | New Product development, Product Life Cycle, Branding and Packaging decision |
| **Week 10** | Pricing-Meaning, procedure for setting a price. Price variation,Assignment |
| **Week 11** | University Vacations |
| **Week 12** | Distribution Channels- Levels and Roles. Management of Physical Distribution, Promotion- promotion Mix- A study of advertising, sales promotion, personal selling |
| **WEEK 13** | Direct marketing and public relations. Marketing organization and control. |
| **WEEK 14** | Revision |
| **WEEK 15** | Revision |