**Lesson Plan: Jan to April 2025 Class: - M. Com Final**

**Name of Teacher: Jaspal Singh Subject: IHRM**

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|  | **Week** | **Topic** |
| January | Week 1  | Introduction to International Management |
| Week 2  | Introduction to IHRM |
| Week 3  | Schools of thought of IHRM |
| Week 4  | Comparative Management |
| Feb. | Week 5  | Models of comparative management |
| Week 6  | Continue,……. |
| Week 7  | Management styles and practices in different countries |
| Week 8  | Continue,……. |
| March | Week 9  | Trans-national Organizational Behaviour and HRM |
| Week 10  | **Holi Holidays** |
| Week 11  | Motivation, perception, leadership, communication, job satisfaction, attitudes |
| Week 12  | Presentation, Performance appraisal |
| April | Week 13  | Managing multinational business operation |
| Week 14  | Continue,……. |
| Week 15 | Revision |
| Week 16 | Revision |

**Lesson Plan: 2024-25 (Even Sem) Class: B.com Ist**

**Name of Teacher: Jaspal Singh Subject: Principals of marketing**

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|  | **Week** | **Topic** |
| **February** | **Week 1** | Marketing: Concept, nature, scope and importance; Evolution of Marketing |
| **Week 2** | Understanding marketing in new perspectives; Marketing environment: Concept, importance; Micro environmental factors: Suppliers, marketing intermediaries, customers, competitors, public;  |
| **March** | **Week 3** | Macro environmental factors: Demographic, economic, natural, technological, politico-legal and socio- cultural. |
| **Week 4** | **Holi Vacations** |
| **Week 5** | Consumer behaviour: Concept, nature and importance, consumer buying decision process, factors Influencing consumer buying behaviour;  |
| **Week 6** | Market segmentation: Concept, importance and bases; Target market selection; Positioning: Concept, importance and bases. |
| **April** | **Week 7** | Product: Concept, importance and classification; Branding, Packaging and Labelling;  |
| **Week 8** | Product life cycle; New product development;  |
| **Week 9** | Pricing: Concept, significance, price determination, pricing methods, pricing policies and strategies |
| **Week 10** | Promotion: Nature and importance;  |
| **May** | **Week 11** | Advertising, personal selling, sales promotion and publicity/public relations; Factors affecting promotion mix decisions;  |
| **Week 12** | Distribution: Concept, importance and types of distribution channels; Factors affecting choice of distribution channel;  |
| **WEEK 13** | Retailing; Wholesaling. Overview of recent developments in marketing: Social marketing; Online marketing; Direct marketing; Green marketing; Relationship marketing |
| **WEEK 14** | Revision |

**Lesson Plan: 2024-25 (Even Sem) Class: M.com IInd Sem**

**Name of Teacher: Jaspal Singh Subject: Fraud Investigation and Forensic Accounting**

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|  | **Week** | **Topic** |
| **January** | **Week 1** | Financial Crimes: Introduction |
| **February** | **Week 2** | Global and Indian Perspective |
| **Week 3** | Types of Financial Crimes: : Challenges and Future Outlook |
| **March** | **Week 4** | Fraud: Concept, Types, Awareness  |
| **Week 5** | **Holi Vacations** |
| **Week 6** | Fraud Detection and Prevention |
| **Week 7** | Red Flag Detection: Techniques of Fraud Detection and Prevention |
| **April** | **Week 8** | Financial Statements Frauds: Legal and Regulatory Framework, Impact |
| **Week 9** | Role of Auditors in Detecting Financial statement Frauds, Legal and Regulatory Framework |
| **Week 10** | Types of Audit Evidence for detecting Financial statement Frauds, Audit Procedure |
| **Week 11** | Forensic Accounting: Introduction, Fundamentals, Difference between FA and TA |
| **May** | **Week 12** | Importance, Application, Methodology of FA, Forensic Audit |
| **WEEK 13** | Techniques and Tools in Forensic Accounting, Govt. Enforcement and Legislation supporting FA in India |
| **WEEK 14** | Importance of Legal and Ethical Practices in FA |
| **WEEK 15** | Revision |