

MBA

Name of Faculty: Nishi Dhanekar  
 Discipline: MBA  
 Semester: IInd  
 Subject: SHRM  
 Lesson Plan duration: 29 January 2018 to 30 April 2018

|    | Lecture Day | (including assignment test)                |
|----|-------------|--|
| 1  | 1           | Introduction to SHRM                       |
|    | 2           | HR environment                             |
|    | 3           | HRM in knowledge economy                   |
|    | 4           | Investment perspective of SHRM             |
| 2  | 5           | Evolution of SHRM                          |
|    | 6           | Strategic HR vs. Traditional HR            |
|    | 7           | Barriers to SHRM                           |
|    | 8           | HR role in strategic planning              |
| 3  | 9           | Revision                                   |
|    | 10          | Query session                              |
|    | 11          | presentations                              |
|    | 12          | Linking business strategy and HR strategy  |
| 4  | 13          | HR bundle approach                         |
|    | 14          | Best practice approach                     |
|    | 15          | HRP and business strategy                  |
|    | 16          | HRM performance measurement                |
| 5  | 17          | Competitive advantage through HR practices |
|    | 18          | query session                              |
|    | 19          | presentations                              |
|    | 20          | presentations                              |
| 6  |             | Seasonal exams                             |
| 7  | 21          | HR Staffing system                         |
|    | 22          | Reward and compensation system             |
|    | 23          | Employee and career dev system             |
|    | 24          | query session                              |
| 8  | 25          | Performance mgt system                     |
|    | 26          | presentations                              |
|    | 27          | presentations                              |
|    | 28          | Business Activity                          |
| 9  | 29          | Downsizing                                 |
|    | 30          | Restructuring system                       |
|    | 31          | Labour Markets                             |
|    | 32          | merger and acquisition system              |
| 10 | 33          | query session                              |
|    | 34          | activity                                   |
|    | 35          | Outsourcing                                |
|    | 36          | off shoring                                |
| 11 | 37          | presentations                              |
|    | 38          | presentations                              |
|    | 39          | presentations                              |
|    | 40          | query session                              |
| 12 | 41          | Unit IV revision                           |
|    | 42          | SHRM overview discussion                   |
|    | 43          | Unit IIIrd revision                        |
|    | 44          | Unit IInd revision                         |
| 13 |             | Pre University Exams                       |

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Director

Name of Faculty:- Nidhi Dhankhar  
 Discipline:- MBA  
 Semester:- IIIrd  
 Subject:- ILL

Lesson Plan duration: 29 January 2017 to 10 April 2017

|    | Lecture Day | Including assignment/ test                            |
|----|-------------|---|
| 1  | 1           | Introduction to Industrial Relations                  |
|    | 2           | scope and objectives of industrial relations          |
|    | 3           | Economic and techno-economic                          |
|    | 4           | Impact of technological change on industrial relation |
| 2  | 5           | role of state in managing relations                   |
|    | 6           | Factor affecting industrial relations                 |
|    | 7           | query session   |
| 3  | 8           | presentations   |
|    | 9           | ILO and TU objectives and scope                       |
|    | 10          | TU movement in INDIA                                  |
|    | 11          | Forms of TU (categories of TU)                        |
| 4  | 12          | TU response towards liberalisation                    |
|    | 13          | query session   |
|    | 14          | role and objectives of ILO                            |
| 5  | 15          | Prevention and settlement of disputes                 |
|    | 16          | query session   |
| 6  | 17          | presentations   |
|    | 18          | presentations   |
|    | 19          | Business Activity                                     |
| 7  | 20          | Revision  |
|    |             | Sessional Exams                                       |
| 8  | 21          | Labor Legislation                                     |
|    | 22          | forms of labor legislation                            |
|    | 23          | Termination/ dismissal legislation                    |
|    | 24          | social security                                       |
| 9  | 25          | Regulatory legislation                                |
|    | 26          | Protective legislation                                |
|    | 27          | query session   |
| 10 | 28          | employment legislation                                |
|    | 29          | harmony and discipline                                |
|    | 30          | query session   |
| 11 | 31          | presentations   |
|    | 32          | Activity  |
|    | 33          | Co-ownership mtg                                      |
|    | 34          | Significance of Co-ownership mtg                      |
| 12 | 35          | Implementation of workers with mtg process            |
|    | 36          | Strategic implementation of WRM                       |
|    | 37          | Collective bargaining                                 |
| 13 | 38          | Empowerment   |
|    | 39          | Quality of worklife                                   |
|    | 40          | Methods and significance to Quality mg.               |
| 14 | 41          | query session   |
|    | 42          | presentations   |
|    | 43          | presentations   |
|    | 44          | Revision  |
| 15 |             | Pre University Exams                                  |

*Nidhi Dhankhar*

Director

Name of Faculty:- Nidhi Chankhar  
 Discipline:- MBA  
 Semester:- Ist  
 Subject:- HRM

Lesson Plan duration:- 29 January 2018 to 10 April 2018

|    | Lecture Day | (including assignments/ test)                          |
|----|-------------|--|
| 1  | 1           | Introduction to HRM                                    |
|    | 2           | objectives/ importance, challenges to HRM              |
|    | 3           | HR professionals- role, responsibilities, competencies |
|    | 4           | HR dept Functions                                      |
| 2  | 5           | Query session  |
|    | 6           | HRIS   |
|    | 7           | human resource planning                                |
| 3  | 8           | presentations of unit Ist                              |
|    | 9           | Business Activity                                      |
|    | 10          | recruitment  |
|    | 11          | selection  |
| 4  | 12          | career planning and succession planning                |
|    | 13          | socialization and induction of employees               |
|    | 14          | training needs, investments, methods                   |
|    | 15          | Training programme                                     |
| 5  | 16          | development programme                                  |
|    | 17          | evaluation of T&D                                      |
|    | 18          | Query session  |
|    | 19          | presentations of unit IInd                             |
| 6  | 20          | presentations of unit IInd                             |
|    |             | Sectional exams  |
| 7  | 21          | performance Appraisal system                           |
|    | 22          | potential Appraisal                                    |
|    | 23          | Rewards system   |
|    | 24          | Compensation structure                                 |
| 8  | 25          | incentive plans  |
|    | 26          | Query session  |
|    | 27          | benefits and services system                           |
|    | 28          | ESOP   |
| 9  | 29          | Executive compensation                                 |
|    | 30          | Query session  |
|    | 31          | presentations  |
|    | 32          | Activity   |
| 10 | 33          | HR in knowledge Era                                    |
|    | 34          | HR in virtual org                                      |
|    | 35          | merger and acquisition                                 |
|    | 36          | outplacement, outsourcing                              |
| 11 | 37          | HR audit   |
|    | 38          | Employee leading                                       |
|    | 39          | international HRM                                      |
|    | 40          | Quiz session   |
| 12 | 41          | presentations  |
|    | 42          | presentations  |
|    | 43          | Activity   |
|    | 44          | Query session  |
| 13 |             | Pre-University Exams                                   |

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Director

Name of Faculty:- Dr. Manika Deswal  
 Discipline:- MBA dept.  
 Semester:- 2nd  
 Subject:- Marketing Management  
 Lesson Plan duration:- 29 January 2019 to 10 April 2019

| Week | Lecture<br>Date | Topic<br>(including assignment/)   |
|------|-----------------|--|
| 1    | 1               | Nature and scope of marketing  |
|      | 2               | corporate orientation towards marketplace  |
|      | 3               | building and delivering customer value and satisfaction  |
|      | 4               | retaining customer   |
| 2    | 5               | marketing environment  |
|      | 6               | marketing research and information system  |
| 3    | 9               | Analysing consumer markets and buyer behaviour; analysing business markets and business buying behaviour.        |
|      | 10              |  |
|      | 11              |  |
| 4    | 13              | class test market segmentation, positioning and targeting; tools of product differentiation;                     |
|      | 14              |  |
|      | 15              | marketing strategies in the different stage of the product life cycle, New product development process.          |
|      | 16              |  |
| 5    | 17              |  |
|      | 18              |  |
| 6    |                 | Sessional Exams  |
| 7    | 21              | product mix and product line decisions; branding and packaging decisions   |
|      | 22              | pricing strategies and programmes,   |
|      | 23              |  |
|      | 24              |  |
| 8    | 25              | Meaning of Market, Types of Market- Perfect Competition, Monopoly, Oligopoly, monopolistic competition           |
|      | 26              |  |
|      | 27              |  |
|      | 28              |  |
| 9    | 29              | class test managing marketing channels, wholesaling, and retailing   |
|      | 30              |  |
|      | 31              |  |
|      | 32              | Power point presentation of students.  |
| 10   | 33              | Advertising and sales promotion; public relations, personal selling; evaluation and control of marketing effort; |
|      | 34              |  |
|      | 35              |  |
|      | 36              | web marketing; green marketing.  |
| 11   | 37              | reasons for and benefits of going international; entry strategies in international marketing                     |
|      | 38              |  |
|      | 39              | Problem solving of students  |
|      | 40              |  |
| 12   | 41              |  |
| 13   |                 | Final University Exams   |

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Director

Name of Faculty:- ANSHU  
 Discipline:- MBA  
 Semester:- SECOND Sem.  
 Subject:- FINANCIAL MANAGEMENT  
 Lesson Plan duration:- 29 January 2019 to 10 April 2019

| Week | Theory      |   |
|------|-------------|---|
|      | Lecture Day | Topic (including assignment/ test)  |
| 1    | 1           | Financial management-scope finance functions<br>organisation, objectives of financial management  |
|      | 2           |   |
|      | 3           |   |
|      | 4           |   |
| 2    | 5           | Time<br>value of money<br>NPV<br>IRR AND ARR  |
|      | 6           |   |
|      | 7           |   |
|      | 8           |   |
| 3    | 9           | sources of long term finance<br>REVISION<br>WEEKLY TEST   |
|      | 10          |   |
|      | 11          |   |
|      | 12          |   |
| 4    | 13          | investment decisions importance, difficulties<br>determining cash flows<br>method of capital budgeting<br>risk Analysis   |
|      | 14          |   |
|      | 15          |   |
|      | 16          |   |
| 5    | 17          | analysis risk adjusted discount rate method<br>certainty equivalent method<br>cost of different sources   |
|      | 18          |   |
|      | 19          |   |
|      | 20          |   |
| 6    | 21          | Sessional Exams<br>weighted average cost of capital<br>REVISION<br>WEEKLY TEST  |
|      | 22          |   |
|      | 23          |   |
|      | 24          |   |
| 7    | 25          | financial and operating leverage<br>capital structure theories - NI, NCI, traditional<br>MM theories; determinants of dividend policy<br>dividend models<br>Walter<br>Gordon<br>M.M. models |
|      | 26          |   |
|      | 27          |   |
|      | 28          |   |
| 8    | 29          | Working Capital- meaning, need, determinants<br>estimation of working capital need<br>management of cash,<br>inventory and receivables with solution<br>practical questions of first unit   |
|      | 30          |   |
|      | 31          |   |
|      | 32          |   |
| 9    | 33          | practical question second unit<br>practical questions of third unit<br>practical questions of fourth unit<br>WEEKLY TEST<br>REVISION  |
|      | 34          |   |
|      | 35          |   |
|      | 36          |   |
| 10   | 37          | Pre University Exams  |
|      | 38          |   |
|      | 39          |   |
|      | 40          |   |
| 11   | 41          |   |
|      | 42          |   |
|      | 43          |   |
|      | 44          |   |
| 12   | 45          |   |
|      | 46          |   |
|      | 47          |   |
|      | 48          |   |
| 13   | 49          |   |
|      | 50          |   |
|      | 51          |   |
|      | 52          |   |

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Name of Faculty:- RAJESH SIWACH

Discipline:- MBA

Semester:- FOURTH

Subject:- SERVICE MARKETING

Lesson Plan duration:- 29 January 2018 to 30 April 2018

| Week | Lecture Day | (including assignments/ test)   | Practical Day |
|------|-------------|---|---------------|
| 1    | 1           | service marketing: its concept, nature, scope, need, characteristics of ISM | 1             |
|      | 2           |   |               |
|      | 3           |   |               |
| 2    | 4           | classification & growth of service sector                                   | 2             |
|      | 5           |   |               |
|      | 6           |   |               |
| 3    | 7           | service marketing mix   | 3             |
|      | 8           |   |               |
|      | 9           |   |               |
| 4    | 10          | process of market segmentation  | 4             |
|      | 11          |   |               |
|      | 12          |   |               |
| 5    | 13          | customer portfolio  | 5             |
|      | 14          |   |               |
|      | 15          |   |               |
| 6    | 16          | creating valued relationship with customer                                  | 6             |
|      | 17          |   |               |
|      | 18          |   |               |
| 7    | 19          | service economy   | 7             |
|      | 20          |   |               |
|      | 21          |   |               |
| 8    | 22          | measuring customer satisfaction   | 8             |
|      | 23          |   |               |
|      | 24          |   |               |
| 9    | 25          | SERVOQUAL model   | 9             |
|      | 26          |   |               |
|      | 27          |   |               |
| 10   | 28          | GAP model   | 10            |
|      | 29          |   |               |
|      | 30          |   |               |
| 11   | 31          | service failure and recovery  | 11            |
|      | 32          |   |               |
|      | 33          |   |               |
| 12   | 34          | revision  | 12            |
|      | 35          |   |               |
|      | 36          |   |               |
| 13   | 37          | weekly test   | 13            |
|      | 38          |   |               |
|      | 39          |   |               |
| 14   | 40          | performance review  | 14            |
|      | 41          |   |               |
|      | 42          |   |               |
| 15   | 43          | Methods of data collection  | 15            |
|      | 44          |   |               |
|      | 45          |   |               |
| 16   | 46          | Sessional Exams   | 16            |
|      | 47          |   |               |
|      | 48          |   |               |
| 17   | 49          | service positioning   | 17            |
|      | 50          |   |               |
|      | 51          |   |               |
| 18   | 52          | service value addition  | 18            |
|      | 53          |   |               |
|      | 54          |   |               |
| 19   | 55          | new service development   | 19            |
|      | 56          |   |               |
|      | 57          |   |               |
| 20   | 58          | pricing the service product   | 20            |
|      | 59          |   |               |
|      | 60          |   |               |
| 21   | 61          | advertising in service product  | 21            |
|      | 62          |   |               |
|      | 63          |   |               |
| 22   | 64          | personal selling in service sector  | 22            |
|      | 65          |   |               |
|      | 66          |   |               |
| 23   | 67          | challenges in service distribution  | 23            |
|      | 68          |   |               |
|      | 69          |   |               |
| 24   | 70          | revision  | 24            |
|      | 71          |   |               |
|      | 72          |   |               |
| 25   | 73          | weekly test and review  | 25            |
|      | 74          |   |               |
|      | 75          |   |               |
| 26   | 76          | e-service/online service  | 26            |
|      | 77          |   |               |
|      | 78          |   |               |
| 27   | 79          | self services technologies  | 27            |
|      | 80          |   |               |
|      | 81          |   |               |
| 28   | 82          | understanding specific service industry                                     | 28            |
|      | 83          |   |               |
|      | 84          |   |               |
| 29   | 85          | finance industry  | 29            |
|      | 86          |   |               |
|      | 87          |   |               |
| 30   | 88          | hospitality industry  | 30            |
|      | 89          |   |               |
|      | 90          |   |               |
| 31   | 91          | NPOs and professional services  | 31            |
|      | 92          |   |               |
|      | 93          |   |               |
| 32   | 94          | revision  | 32            |
|      | 95          |   |               |
|      | 96          |   |               |
| 33   | 97          | weekly test   | 33            |
|      | 98          |   |               |
|      | 99          |   |               |
| 34   |             | Pre University Exams  |               |

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Director

Name of Faculty:- RAJESH SHYACH  
 Discipline:- MSA  
 Semester:- FOURTH  
 Subject:- Integrated marketing communication  
 Lesson Plan duration:- 29 January 2018 to 30 April 2018

| Week                 | Lecture Day | Topic (including assignments/ test)                                  | Practical Day |
|----------------------|-------------|--|---------------|
| 1                    | 1           | MARKETING COMMUNICATION, its concept, nature, scope, need            | 1             |
|                      | 2           | factor affecting marketing communication                             |               |
|                      | 3           | drivers of IMC   |               |
| 2                    | 4           | models of marketing communication                                    | 2             |
|                      | 5           | revision   |               |
|                      | 6           | weekly test  |               |
| 3                    | 7           | Marketing Communication process                                      | 3             |
|                      | 8           | segment and target marketing   |               |
|                      | 9           | positional strategy & competitive positioning                        |               |
| 4                    | 10          | integrated marketing communication programme                         | 4             |
|                      | 11          | commissioning and contracting external resources                     |               |
|                      | 12          | methods of IMC   |               |
| 5                    | 13          | Promotional objectives determination                                 | 5             |
|                      | 14          | Presentation   |               |
|                      | 15          | revision   |               |
| 6                    | 16          | weekly test  | 6             |
|                      | 17          | performance review   |               |
|                      | 18          | Methods of Data collection   |               |
| 7                    | 19          | Seasonal Exams   | 7             |
|                      | 20          | advertising planning   |               |
|                      | 21          | creative formula   |               |
| 8                    | 22          | stages of creative strategy  | 8             |
|                      | 23          | media format   |               |
|                      | 24          | key media and models   |               |
| 9                    | 25          | key issues in advertising  | 9             |
|                      | 26          | advertising agency planning and objectives                           |               |
|                      | 27          | revision   |               |
| 10                   | 28          | weekly test and review   | 10            |
|                      | 29          | market communication budgeting                                       |               |
|                      | 30          | nonconventional media  |               |
| 11                   | 31          | global marketing communication                                       | 11            |
|                      | 32          | ethical issues in IMC  |               |
|                      | 33          | sales promotion, public relation, personal selling, direct marketing |               |
| 12                   | 34          | Legal review in IMC  | 12            |
|                      | 35          | revision   |               |
|                      | 36          | weekly test  |               |
| Pre University Exams |             |  |               |

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Director

Name of Faculty: ANSHU

Discipline: MBA

Semester: SECOND

Subject: BUSINESS RESEARCH METHODS

Lesson Plan duration: 29 January 2018 to 30 April 2018

| Week | Theory               |   |
|------|----------------------|---|
|      | Lecture Day          | Topic (including assignments)   |
| 1    | 1                    | Business research, its concept, nature, scope, need and managerial value of business research |
|      | 2                    | components of constructs  |
|      | 3                    | theory - definition, concepts, variables, hypothesis, process of research and                 |
|      | 4                    | structure of research proposal  |
| 2    | 5                    | revision  |
|      | 6                    | weekly test   |
|      | 7                    | concept and types: exploratory, descriptive research  |
|      | 8                    | diagnostic and experimental research  |
| 3    | 9                    | sampling design   |
|      | 10                   | techniques, factors influencing sample size, measurement concept, measurement scales          |
|      | 11                   | types of scale  |
| 4    | 12                   | construction of scales  |
|      | 13                   | reliability and validity aspects in measurement   |
|      | 14                   | revision  |
| 5    | 15                   | weekly test   |
|      | 16                   | performance review  |
|      | 17                   | Methods of data collection  |
| 6    | Sessional Exams      |   |
| 7    | 18                   | questionnaire schedule, questionnaire designing   |
|      | 19                   | Interview and observational methods   |
|      | 20                   | data analysis and interpretation, editing, coding, content analysis                           |
|      | 21                   | tabulation, hypothesis testing  |
| 8    | 22                   | parametric and non-parametric   |
|      | 23                   | Analysis of Variance  |
|      | 24                   | X test, Wilcoxon Matched - pair   |
| 9    | 25                   | Mann - rank test, Mann - Whitney test, Kruskal - Wallis test                                  |
|      | 26                   | revision  |
|      | 27                   | weekly test and review  |
| 10   | 28                   | dependent and interdependent  |
|      | 29                   | multiple regression, discriminant analysis, conjoint  |
|      | 30                   | factor analysis   |
| 11   | 31                   | cluster analysis  |
|      | 32                   | revision  |
|      | 33                   | ingredients and constructions of research report  |
| 12   | 34                   | procedure of preparation of reference and bibliography  |
|      | 35                   | revision  |
|      | 36                   | weekly test   |
| 13   | Pre University Exams |   |



Name of Faculty: ANSEH  
 Discipline: MANAGEMENT OF BANKING AND INSURANCE  
 Semester: 4th  
 Lecture Plan duration: 29 January 2018 to 30 April 2018

| Week | Theory      |   |
|------|-------------|---|
|      | Lecture Day | Topic (including assignments etc)   |
| 1    | 1           | An overview of the banking sector: growth and structure   |
|      | 2           | function and operations - RBI   |
|      | 3           | Commercial Banks  |
|      | 4           | RRBs, Cooperative Banks and NABARD  |
| 2    | 5           | Regulatory issues for governance of banking sector  |
|      | 6           | Role of RBI and Ministry of Finance   |
|      | 7           | Marketing in banking industry   |
|      | 8           | Component of bank marketing strategy  |
| 3    | 9           | Role of technology in banking   |
|      | 10          | Revision of first unit  |
|      | 11          | <b>WEEKLY TEST</b>  |
|      | 12          | <b>Performance discussion</b>   |
| 4    | 13          | Component of ALM and financing importance   |
|      | 14          | ALM tools and techniques for bank   |
|      | 15          | Liquidity management  |
|      | 16          | Interest rate management  |
| 5    | 17          | Management of credit risk   |
|      | 18          | Management of operational risk  |
|      | 19          | Treasury operations   |
|      | 20          | Treasury operations Management  |
| 6    |             | <b>Sessional Exams</b>  |
| 7    | 21          | Managing capital adequacy   |
|      | 22          | Management of profit planning   |
|      | 23          | managing NPAs   |
|      | 24          | NPA trends  |
| 8    | 25          | Revision of previous units  |
|      | 26          | <b>WEEKLY TEST</b>  |
|      | 27          | <b>Performance discussion</b>   |
|      | 28          |   |
| 9    | 29          | Origin and development of insurance sector; objective and process of risk management; types and structure of insurance plans  |
|      | 30          |   |
|      | 31          |   |
| 10   | 32          | Investment pattern and policies of insurance companies  |
|      | 33          | challenges of insurable marketing   |
|      | 34          | Role of IRDA in insurance   |
|      | 35          | penetration funds in India  |
| 11   | 36          | Organizational forms, structure and administration of life and non-life insurance companies, life and non-life insurance management - strategic management, planning and control cycle. |
|      | 37          |   |
|      | 38          |   |
|      | 39          |   |
| 12   | 40          | Insurance in personal and business planning; life and non-life risks and their suitable insurance coverings; financial management of life insurance contracts                           |
|      | 41          |   |
|      | 42          |   |
|      | 43          |   |
| 13   |             | <b>Pre-Semester Exams</b>   |

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*(Signature)*  
Director

Name of Faculty:- ANSHU  
 Discipline:- MBA  
 Semester:- SECOND sem.  
 Subject:- FINANCIAL MANAGEMENT  
 Lesson Plan duration:- 29 January 2018 to 30 April 2018

| Week | Theory      |  |
|------|-------------|--|
|      | Lecture Day | Topic (including assignment/ test)               |
| 1    | 1           | Financial management: scope finance functions    |
|      | 2           |  |
|      | 3           |  |
|      | 4           |  |
| 2    | 5           | organisation, objectives of financial management |
|      | 6           | Time   |
|      | 7           | Value of money                                   |
| 3    | 8           | NPV  |
|      | 9           | IRR AND ARR                                      |
|      | 10          | sources of long term finance                     |
| 11   |             |  |
| 12   |             |  |
| 4    | 13          | REVISION   |
|      | 14          | WEEKLY TEST                                      |
|      | 15          | investment decision: importance, difficulties    |
|      | 16          | determining cash flows                           |
| 5    | 17          | methods of capital budgeting                     |
|      | 18          | risk Analysis                                    |
|      | 19          | analysis that adjusted discount rate method      |
|      | 20          | certainty equivalent method                      |
| 6    | 21          | cost of different sources                        |
|      | 22          |  |
|      | 23          |  |
| 7    | 24          | Sessional Exams                                  |
|      | 25          | weighted average cost of capital                 |
|      | 26          | REVISION   |
|      | 27          | WEEKLY TEST                                      |
| 8    | 28          | financial and operating leverage                 |
|      | 29          | capital structure theories: NI, NCI, traditional |
|      | 30          | M-M theories; determinants of dividend policy    |
|      | 31          | Dividend models                                  |
| 9    | 32          | Walter   |
|      | 33          | Gordon   |
|      | 34          | M.M. models                                      |
| 10   | 35          | Working Capital: meaning, need, determinants     |
|      | 36          | estimation of working capital need               |
|      | 37          | management of cash,                              |
| 11   | 38          | inventory and receivables-with relation          |
|      | 39          | practical questions of first unit                |
|      | 40          | practical questions of second unit               |
| 41   |             |  |
| 42   |             |  |
| 12   | 43          | practical questions of third unit                |
|      | 44          | practical questions of fourth unit               |
|      | 45          | WEEKLY TEST                                      |
| 13   | 46          | REVISION   |
|      | 47          | Pre University Exams                             |
|      | 48          |  |
| 49   |             |  |

Ans

Ans

Name of Faculty:-  
 Discipline:-  
 Semester:-  
 Subject:-

Dr. Monika Deswal  
 MBA dept.  
 4th  
 SAPM

Lesson Plan duration:- 29 January 2018 to 30 April 2018

| Week | Day | Topic<br>(Including assignment)  |
|------|-----|--|
| 1    | 1   | Investment: Meaning, nature  |
|      | 2   | process and alternatives.  |
|      | 3   | return and risk.   |
|      | 4   | Concepts and components of total risk.   |
| 2    | 5   | Measuring historical and expected return and risk.   |
|      | 6   | systematic and unsystematic risk. Measurement of   |
|      | 7   | systematic   |
|      | 8   | risk   |
| 3    | 9   | Objectives and benefits of investment analysis and   |
|      | 10  | security valuation. . . theories of fixed and  |
|      | 11  | variable income  |
|      | 12  | securities. Efficient Market Theory.   |
|      | 13  | class test. Fundamental Analysis - Economic  |
| 4    | 14  | Industry   |
|      | 15  | Company Analysis: Portfolio - Meaning, advantages and selection; Selection   |
|      | 16  |  |
| 17   |     |  |
| 5    | 18  | Problems: Markowitz portfolio theory.  |
| 6    |     | Seasonal Loans   |
| 7    | 21  | expected return  |
|      | 22  | and standard deviation for portfolios, the efficient   |
|      | 23  | frontier; the efficient frontier and investor utility.   |
|      | 24  | the selection of the optimal portfolio.  |
| 8    | 25  | Sharpe single index model; Capital Asset Pricing Model; Arbitrage Pricing Theory. Power point presentation of students.                            |
|      | 26  |  |
|      | 27  |  |
|      | 28  |  |
|      | 29  |  |
| 9    | 30  | class test. Bond portfolio management strategies - passive portfolio strategies. Active management strategies; Portfolio revision - meaning, need, |
|      | 31  |  |
|      | 32  | constraints and strategies.  |
| 10   | 33  | terminal plans - constant dollar value plan, constant ratio  |
|      | 34  | plan, variable ratio plan, Portfolio performance evaluation.   |
|      | 35  | risk adjusted measures of performance.   |
|      | 36  | Problem solving of students  |
| 11   | 37  | PT   |
|      | 38  | Problem solving of students.   |
|      | 39  | Problem solving of students.   |
|      | 40  | Problem solving of students.   |
|      | 41  | Problem solving of students.   |

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|----|----|----------------------|
| 13 | 22 |                      |
|    | 23 |                      |
|    | 24 |                      |
| 14 |    | Pre University Exams |
|    |    |                      |
|    |    |                      |

*from*

HOD

*Signature*  
Director