



PREM CHAND MARKANDA COLLEGE FOR WOMEN, JALANDHAR CITY

Re-accredited 'A⁺' grade (2nd Cycle) by NAAC Bangalore

A unique prestigious Post Graduate Institution of Northern India

PG DEPARTMENT OF COMMERCE AND MANAGEMENT

TEACHING LESSON PLANS

SESSION 2024-25

M.A. BUSINESS ECONOMICS & IT

(SEMESTER I – IV)

(A two year post graduate course)

Program Outcome:

Program Outcomes (PO) for MBEIT

O o.	Upon Completion of the MBEIT Degree Programme, the graduates will be able to:
PO.1	• The Master will be able to distinguish and define the concepts of specific domains of business administration at an advanced level and will be able to describe the current scientific discussion and the newest developments within these domains.
PO.2	• The Master will be able to update and supplement their knowledge of specific business economic domains through the critical analysis of various national and international sources.
PO.3	• The Master will be able to use their analytical insights and methodological training to conduct scientific research properly, whether independently or in a group.
PO.4	• The Master will be able to communicate and report effectively and persuasively at an academic level to professional audiences.
PO.5	• The Master will be able to operate efficiently and effectively in multicultural and/or international team assignments.

PO.6	• The Master will be able to chart the interaction between global societal change and the functioning of organisations and will be able to assess their impact on business decisions.
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SEMESTER–I

Paper	Paper name	L	T	P	Credits	Theory	Practical	Max. Marks
MBE01001 T	Financial Management	4	0	0	4	100	—	100
MBE01002 T	Marketing Management	4	0	0	4	100	—	100
MBE01003 T	Economic Analysis for Business Decisions	4	0	0	4	100	—	100
MBE01004 T	Quantitative Techniques for Business	4	0	0	4	100	—	100
MBE01005 T	Introduction to Computer and Information Technology (Theory)	3	0	0	3	75	--	75
MBE01006 L	Introduction to Computer and Information Technology (Practical)	0	0	2	1	--	25	25

SEMESTER–II

Paper	Paper name	L	T	P	Theory	Practical	Max. Marks
MBE02001T	Human Resource Management	4	0	0	100	—	100
MBE02002T	Banking and Foreign Exchange Management	4	0	0	100	—	100
MBE02003T	Financial Institutions and Financial Services	4	0	0	100	—	100
MBE02004T	Indian Economy, Environment and Policy	4	0	0	100	—	100
MBE02005T	Management Information System	4	0	0	100	—	100

SEMESTER–III

Paper Code	Paper name	L	T	P	Credits	Theory	Practical	Max. Marks
MBE03001T	Production and Operation Management	4	0	0	4	100	—	100
MBE03002T	Business Communication	4	0	0	4	100	—	100
MBE03003T	FOREIGN TRADE MANAGEMENT	4	0	0	4	100	—	100
MBE03004T	Public Finance and Budgetary Policy	4	0	0	4	100	—	100
MBE03005T	Computer Network Concepts and DBMS (Theory)	3	0	0	3	75	--	75
MBE03006L	Computer Network Concepts and DBMS (Practical)	0	0	2	1	--	25	25

SEMESTER–IV:

Paper Code	Paper name	L	T	P	Credits	Theory	Practical	Max. Marks
MBE04001T	Strategic Management	4	0	0	4	100	—	100
MBE04002T	Investment Theory and Portfolio Management	4	0	0	4	100	—	100
MBE04003T	Research Methodology (Theory)	3	0	0	3	75	--	75
MBE04004L	Research Methodology (Practical)	0	0	2	1	--	25	25
MBE04005T	Industrial Structure, Organization and Policy	4	0	0	4	100	—	100
MBE04006L	Project Report	4	0	0	4	100	—	100

Teaching Plan
Session 2024-25
Odd Semester
SUBJECT: Financial Management
Class: MBEIT SEM I
Faculty Name: Ms. Rohini Jairath

Sr. No.	Topic	Duration	Teaching Tools
1	Accounting as Information System Concepts, conventions and principles of accounting, Recording of transactions, Ledger, Trial Balance, Introduction to Income and Position Statement.	AUGUST	Lecture Based Teaching Learning Group Discussion Assignment Green board
2	Financial Analysis Concepts Objectives Tools of Financial Analysis– Ratio Analysis, Trend Analysis, Common size Financial statements, cash flow statements	SEPTEMBER	Lecture Based Teaching Learning Green board Assignment Class discussion
3	Scope and Objectives of Business Finance Meaning of Business finance Scope and Objectives Sources of Business Finance – long term and short term sources of finance. Capital Structure Capital structure Planning, designing the optimum capital structure. Leverage Analysis of operating and	OCTOBER	Lecture Based Teaching Learning Assignment Green board

	financial leverage.		
4	Capital Budgeting Concept and Techniques, Cost of capital Concept and measurement of cost of capital of different sources of Finance. Working capital Assessment of working capital requirements. Dividend Decision Determinants of Dividend policy	NOVEMBER	Lecture Based Teaching Learning Assignment Green board

Course outcomes

CO.1	Describe the accounting terms and principles, summarize the financial transactions in terms of financial statements, prepare different financial statements of a sole trader.
CO.2	Recognize the importance of financial management from a strategic perspective, compute cost of capital and develop innovative financial strategies, analyze capital structure decisions through relevant models take both long-term and short-term financing decisions and discuss the dividend policy of a firm.
CO.3	Interpret the financial statements by using various tools and techniques including ratio analysis, trend analysis, comparative statements, common size statements and cash flow statement.

Teaching Plan
Session 2024-25
Odd Semester
SUBJECT: MARKETING MANAGEMENT
Class: MBEIT Semester – I
Faculty Name: Ms. Rohini Jairath

Sr. No.	Topic	Duration	Teaching Tools
1	Marketing Concepts and Philosophies, Importance of marketing, Building customer satisfaction and value, Concepts of customer retention, Holistic marketing and its components.	January	Seminar Lecture Based Teaching Learning Assignment
2	Gathering information and scanning the marketing environment; Marketing research process: An overview.		
3	Consumer markets and Buyer behaviour, Business markets and Business Buying behaviour		
4	Market segmentation: Importance and bases of segmentation. Targeting strategies, Positioning: concept and strategies.	February	Seminar Lecture Based Teaching Learning Assignment
5	Product Decisions: Product classification and differentiation, New Product development process, Product life cycle and marketing strategies, Managing brands and Brand equity, Packaging decisions.		
6	Pricing Decisions: Pricing objectives, Factors influencing pricing, Pricing methods and strategies.	March	Seminar Lecture Based Teaching Learning Assignment
7	Product Decisions: Product classification and differentiation, New Product development process, Product life cycle and marketing strategies, Managing brands and Brand equity, Packaging decisions.		
8	Distribution Decisions: Patterns of Channels and types of intermediaries.		
9	Promotion Decisions: Promotion mix and its components, factors affecting promotion mix.	April	Seminar Lecture Based Teaching Learning Assignment
10	Socially Responsible Marketing: Cause-related marketing and Social Marketing, Internal Marketing, E Commerce Marketing practices.		

Course outcomes

CO.1	communicate unique marketing mixes and selling prepositions for specific products.
CO.2	construct written sales plans and professional interactive presentations.
CO.3	demonstrate the ability to carry out market research projects.
CO.4	apply the theoretical marketing concepts to practical solution.
CO.5	understand dynamics of marketing in business.
CO.6	conduct market research to provide information needed to make marketing decisions.

Teaching Plan
Session 2024-25
Odd Semester
SUBJECT: BANKING AND FOREIGN EXCHANGE MANAGEMENT
Class: MBEIT Semester – I
Faculty Name: Mrs. Deeksha Chawla

Sr. No.	Topic	Duration	Teaching Tools
1	Commercial Bank: Meaning and function – primary functions; agency services; general utility services, credit creation process by banks, Asset and liability management by banks. Productivity and Profitability of banks. Banking Reforms in India. Secured and Unsecured Advances: Modes of security advance; lien pledge, leasing, hypothecation and mortgage.	January	Seminar Lecture Based Teaching Learning Assignment
5	Money Market Instruments: Money at call and short notice; treasury bills, bill of exchange, promisory notes, letters of credits, certificate of deposits (CDs), commercial papers (CPs), inter bank participation certificates (IBPCs); insurance of bank deposits with reference to Indian Economy.	February	Seminar Lecture Based Teaching Learning Assignment
7	Banker Customer Relationship: Debtor and creditor law of limitation. Banker's right of set – off. Banker's rights and obligations – banker's obligation to honour cheques; Furnished order, order nisi. Banker's clients – general and particular, secrecy of accounts.	March	Seminar Lecture Based Teaching Learning Assignment
9	Foreign Exchange: Exchange banks, exchange rate: theories of determination; spot and forward rates. India's exchange arrangements; management of exchange reserves in India; FERA: FEMA, convertibility of rupee – current account and capital account.	April	Seminar Lecture Based Teaching Learning Assignment

Course outcomes

CO.1	Develop understanding of the basic concepts, functions and processes of human resource management.
CO.2	Ability to apply knowledge of human resource planning and implement techniques of job design.

CO.3	Design HRM processes such as Recruitment/Selection/Training/Performance appraisals/Reward Systems etc.
CO.4	Develop competency to recruit, train, and appraise the performance of employees and handle employee issues.
CO.5	To develop necessary skill set for application of various HR issues.

Teaching Plan
Session 2024-25
Even Semester
SUBJECT: HUMAN RESOURCE MANAGEMENT
Class: M. Com Semester - II
Faculty Name: Dr. Mrs. Kuljeet Kaur

Sr. No.	SUB TOPIC	MONTH	Teaching Tools
1	Human Resource Management (HRM): Nature, Scope, Objectives and Functions of HRM, Evolution of HRM, Changing Trends in HRM.	January	PowerPoint Presentation Seminar Lecture Based Teaching Learning Assignment
2	Human Resource Planning (HRP): Concept, Need and Importance of HRP, Factors affecting HRP, Human Resource Planning Process.		PowerPoint Presentation Seminar Lecture Based Teaching Learning Assignment
3	Job Analysis: Meaning and Objective, Process, Methods of Collecting job data, Uses of Job Analysis, Problems of Job Analysis.		PowerPoint Presentation Seminar Lecture Based Teaching Learning Assignment
4	Recruitment and Selection: Meaning and Factors governing Recruitment, Recruitment Sources and Techniques. Meaning and Process of Selection, Problems associated with Recruitment and Selection.	February	PowerPoint Presentation Seminar Lecture Based Teaching Learning Assignment
5	HR Training and Development: Concept and Need, Process of Training and Development Programme:- Identification of Training and Development Needs, Objectives, Strategy & Designing of Training and Development, Implementation and Methods of Training Programme and Levels of Training Evaluation, Impediments to Effective Training.		PowerPoint Presentation Seminar Lecture Based Teaching Learning Assignment
6	Performance Appraisal: Meaning, Purpose, Essentials of Effective Performance Appraisal System, Various Components of Performance Appraisal, Methods and Techniques of Performance Appraisal.	March	PowerPoint Presentation Seminar Lecture Based Teaching Learning Assignment
7	Managing Compensation and Employee Remuneration: Concept, Objectives, Components of Employee Remuneration, Factors Influencing Employee Remuneration, Challenges of Remuneration.		PowerPoint Presentation Seminar Lecture Based Teaching Learning Assignment
8	Job Evaluation: Meaning, Process and Methods of Job Evaluation.	APRIL	PowerPoint Presentation Seminar Lecture Based Teaching Learning Assignment
9	Incentives: Concept, Importance and Process of Incentive		
10	Grievance Handling: Meaning, Process, Grievance handling machinery.		

11	Discipline: Meaning, reasons of indiscipline, consequences of indiscipline and approach to maintain discipline.		
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Course outcomes

CO.1	Develop understanding of the basic concepts, functions and processes of human resource management.
CO.2	Ability to apply knowledge of human resource planning and implement techniques of job design.
CO.3	Design HRM processes such as Recruitment/Selection/Training/Performance appraisals/Reward Systems etc.
CO.4	Develop competency to recruit, train, and appraise the performance of employees and handle employee issues.
CO.5	To develop necessary skill set for application of various HR issues.

Teaching Plan
Session 2024-25
Odd Semester
SUBJECT: BUSINESS COMMUNICATION
Class: MBEIT Semester – III
Faculty Name: Ms. Rohini Jairath

Sr. No.	Topic	MONTH	Teaching Tools
1	Nature and Scope of communication Need for effective communication Process and components of communication Barriers of communication Significance of listening In effective communication Different types and forms of communication	AUGUST	Seminar Lecture Based Teaching Learning Assignment
2	Oral communication Different forms of and occasions of oral communication Role of non-verbal components in verbal communication Public speaking Business presentations Interviewing Conducting of meetings and conferences Telephoning Tone of courtesy Audience analysis	SEPTEMBER	Seminar Lecture Based Teaching Learning Assignment
3	Written communication Need for and principles of persuasive writing Forms of written communication Letters and circulars salutations and complimentary clauses Designing and drafting of letters and circulars.	OCTOBER	Seminar Lecture Based Teaching Learning Assignment
4.	Reports and reporting Essentials and types of reports Short, horizontal, upward, downward, formal and informal reports. Proposals Kinds and parts. Linguistic Factors in business communication. Techniques of emphasizing. Legal aspects of business communication.	NOVEMBER	Seminar Lecture Based Teaching Learning Assignment

Course outcomes

CO.1	To describe effective strategies for recruiting and selecting qualified job applicants.
CO.2	To propose solutions to challenges that may occurs in communication, especially across cultures in global marketplace.
CO.3	To identify ways to collaborate in business within a team and across multiple teams.
CO.4	Identify key principles in public speaking for business to create meaningful visual media.
CO.5	To discuss different processes and considerations involved in writing in business.

Teaching Plan Session 2024-25 Odd Semester

SUBJECT: PRODUCTION AND OPERATION MANAGEMENT

Class: MBEIT Semester – III

Faculty Name: Ms. Rohini Jairath

Sr. No.	Topics	Months	Teaching Tools
1	OPERATIONS MANAGEMENT Concept, Functions Problems and Benefits	AUGUST	Seminar Lecture Based Teaching Learning Assignment
2	PRODUCT DESIGN AND DEVELOPMENT Product Design and Characteristics, Product Development Process, (Technical) Techniques of Product Development		Seminar Lecture Based Teaching Learning Assignment
3	PROCESS SELECTION Project, Job, Batch, Mass, and Process type of production		Seminar Lecture Based Teaching Learning Assignment

	System		
4	PRODUCT- Concept		Seminar Lecture Based Teaching Learning Assignment
5	PROCESS MIX Procedure Framework		Seminar Lecture Based Teaching Learning Assignment
6	FACILITY LOCATION Importance, Factors in Location Analysis, Location Analysis Techniques	SEPTEMBER	Seminar Lecture Based Teaching Learning Assignment
7	FACILITY LAYOUT Objectives, Advantages, Types of Layout		Seminar Lecture Based Teaching Learning Assignment
8	CAPACITY PLANNING Concept, Factors affecting Capacity Planning, Decisions Making		Seminar Lecture Based Teaching Learning Assignment
9	PRODUCTION PLANNING AND CONTROL Concepts, Objectives Functions of PPC		Seminar Lecture Based Teaching Learning Assignment
10	WORK STUDY Productivity, Method Study, Work Measurement		Seminar Lecture Based Teaching Learning Assignment
11	MODERN PRODUCTIVITY TECHNIQUES Just In Time, Kanbon System, Total Quality Management, Six Sigma	OCTOBER	Seminar Lecture Based Teaching Learning Assignment
12	FUNCTIONS OF PURCHASE MANAGEMENT Objectives, Functions, Methods, Procedures		Seminar Lecture Based Teaching Learning Assignment
13	VALUE ANALYSIS Concept, Stock Control System, Virtual Factory Concept, Production worksheets		Seminar Lecture Based Teaching Learning Assignment

14	INVENTORY MANAGEMENT Concept, Classifications, Objectives, Factors affecting Inventory		Seminar Lecture Based Teaching Learning Assignment
15	CONTROL POLICY- INVENTORY COST EOQ Model, Re-Order Level, ABC analysis		Seminar Lecture Based Teaching Learning Assignment
16	QUALITY MANAGEMENTT Quality Concepts Difference between Inspections, Quality control, Quality assurance		Seminar Lecture Based Teaching Learning Assignment
17	TOTAL QUALITY MANAGEMENT Concept and its Definition Process Fundaments of TQM Key Activity areas of TQM TQM Gurus Quality circles	NOVEMBER	Seminar Lecture Based Teaching Learning Assignment
18	CONTROL CHARTS Meaning and its Definition Characteristics Types of Control Chats		Seminar Lecture Based Teaching Learning Assignment
19	ACCEPTANCE SAMPLING Concept and its definition Requisites		Seminar Lecture Based Teaching Learning Assignment

Course outcomes

Co.1	To understand manufacturing and appreciate technology integration in smart production.
Co.2	To understand various production and operation design decisions and how they relate to Overall strategies of organisations.
Co.3	To understand the importance of product and service design decisions and its impact on Other design decisions and operations.
Co.4	To obtain an understanding of quality management practices in organization and how total Quality management and sigma facilitate organizational effectiveness.
Co.5	To develop an integrated framework for strategic thinking and decision making.

Teaching Plan
Session 2024-25
Even Semester
INVESTMENT THEORY AND PORTFOLIO MANAGEMENT
CLASS: MBEIT Sem IV
Faculty Name: Ms. Dinakshi Mehandru

Sr. No.	Topics	Months	Teaching Tools
1	Nature and Scope of Investment analysis, Elements of analysis, Avenues of Investment, Approaches to investment analysis, Concept of Risk and Return, Security return and risk analysis, Measurement of return and risk. Financial Assets – Type and their characteristics, Sources of financial information.	AUGUST	Seminar Lecture Based Teaching Learning Assignment
2	Capital Market, Importance, primary market, Procedure for floating public issues, Broad contents of offer document, Listing of securities. Stock Exchanges: Mechanism of Trading Evaluation of Securities: Bonds, Debentures, Preference Shares and equity shares.	SEPTEMBER	Seminar Lecture Based Teaching Learning Assignment
3	Investment Analysis: Fundamental analysis – economic analysis, industry analysis and company analysis. Financial and non financial parameters,	OCTOBER	Seminar Lecture Based Teaching Learning Assignment

	trend analysis, ratio analysis, cash flow analysis, SWOT analysis. Technical analysis: – Tools of technical analysis, Efficient market theory– forms and tests.		
4	Derivatives: distinction between options and futures, mechanics of option trading, determinants of option values. Portfolio Management: Objectives of Portfolio management. Portfolio analysis and selection – Markovitz theory, Sharpe's model, Capital asset pricing model: Arbitrage pricing Theory.	NOVEMBER	Seminar Lecture Based Teaching Learning Assignment

Course outcomes

CO.1	Evaluate Investment Decisions by examining the empirical behavior of security prices
CO.2	outline and critically assess the empirical evidence of the capital asset pricing models and multi-factor models
CO.3	Master asset valuation by factor models and the arbitrage pricing theory
CO.4	produce and analyze event studies to test market efficiency
CO.5	Critically evaluate the main empirical findings in behavioral finance
CO.6	Apply asset management Theories/ models within an international context

Teaching Plan
Session 2024-25
Even Semester
SUBJECT: STRATEGIC MANAGEMENT
CLASS: MBEIT Sem IV
Faculty Name: Ms. Rohini Jairath

Sr. No.	Topics	Duration	Teaching Tools
1	❖ INTRODUCTION - Socio Economic set up of business in India - Internal and External perceptions.	JANUARY	Seminar Lecture Based Teaching Learning Assignment
2	❖ ENTERPRISE OF OBJECTIVE - Multiple objectives, - Managerial Objectives. - Interaction of Government - Enterprise Objective. - Enterprise Ethos and management Styles	FEBRUARY	Seminar Lecture Based Teaching Learning Assignment
	❖ STRATEGIC MANAGEMENT DECISIONS: - Nature Characteristics - Process of strategic management decisions.		Seminar Lecture Based Teaching Learning Assignment
3	❖ STRATEGY FORMULATION: - Defining Company mission and goals. - Assessing external environment, - Industry analysis and Internal analysis of the firm.	MARCH	Seminar Lecture Based Teaching Learning Assignment
	❖ POLICY ALTERNATIVES AND GRAND STRATEGIES - Concentration, - market development, - product development, - innovation, - interpretation - joint ventures,		Seminar Lecture Based Teaching Learning Assignment

	• Diversification, • Retrenchment, • Divestiture • and Liquidation		
4	❖ Strategic Analysis and Control Corporate Level → BCG growth/ Share matrix. → The GE nine cell Planning Grid, → Swot analysis, → Behavioural characteristics affecting strategic choice.	APRIL	Seminar Lecture Based Teaching Learning Assignment
	❖ Strategy Interpretation • Operationalising and • Institutionalising the strategy • Strategic Central.		Seminar Lecture Based Teaching Learning Assignment

Course outcomes

CO.1	Students will be prepared to understand with foreign exchange market structure, market dealings.
CO.2	Understand the functions and players in the foreign exchange market.
CO.3	Capable of understanding various forex exposures
CO.4	Gain knowledge to manage the exchange exposures
CO.5	learn the forward and spot market operations
CO.6	Learn exchange control measures, polices and regulations