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 2025-26

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 ofbusiness 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 internationalsources.
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.

SEMESTER–I

Paper	**Paper name**	**L**	**T**	**P**	**Credits**	**Theory**	**Prac-tical**	**Max. Marks**
MBE01001T	Financial Management	4	0	0	4	100	—	100
MBE01002T	Marketing Management	4	0	0	4	100	—	100
MBE01003T	Economic Analysis for Business Decisions	4	0	0	4	100	—	100
MBE01004T	Quantitative Techniques for Business	4	0	0	4	100	—	100
MBE01005T	Introduction to Computer and Information Technology (Theory)	3	0	0	3	75	--	75
MBE01006L	Introduction to Computer and Information Technology (Practical)	0	0	2	1	--	25	25

SEMESTER–II

Paper	**Paper name**	**L**	**T**	**P**	**Theory**	**Prac-tical**	**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	Pract-ical	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	Pract-ical	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 2025-26
Odd Semester
SUBJECT: Financial Management
Class: MBEIT SEM I
Faculty Name: Mrs. Deeksha Chawla

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, computecost 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 ration 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: Mrs. Shikha Puri
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 2025-26
Odd Semester
SUBJECT: BUSINESS COMMUNICATION
Class: MBEIT Semester – III
Faculty Name: Mrs. Renu Tandon

TOPIC	DURATION	TEACHING TOOLS
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..	**July-August**	• **Lecture-based learning** Chalk and talk • **Presentations** • **Inquiry-based Learning Technology-based learning(pre-recorded videos)**
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**	• **Lecture-based learning** Chalk and talk • **Presentations** • **Inquiry-based Learning Technology-based learning(pre-recorded videos)** • **Individual Learning**
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**	• **Lecture-based learning** Chalk and talk • **Presentations** • **Inquiry-based Learning Technology-based learning(pre-recorded videos)**
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	**November**	• **Lecture based learning** Chalk and talk • **Presentations** • **Inquiry-based Learning Technology-based learning (pre-recorded videos)**

emphasizing. Legal aspects of business communication.		

Course outcome

CO.1	Develop proficiency in verbal, nonverbal, and written communication tailored to professional settings.
CO.2	Mastering formatting tone and structure for varied audiences and purposes
CO.3	Build confidence in public speaking and addressing adverse audiences
CO.4	Develop skills for effective collaboration, conflict resolution, and negotiation in teams.
CO.5	Follow professional standards, privacy, policies, and legal guidelines in communication practices.

Teaching Plan
Session 2025-26
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 System		**Seminar** **Lecture Based Teaching Learning** **Assignment**
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		**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	OCTOBER	**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	NOVEMBER	**Seminar** **Lecture Based Teaching Learning** **Assignment**

	Fundaments of TQM Key Activity areas of TQM TQM Gurus Quality circles		
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 Outcome

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.