

S.D. Mahila Mahavidyalya, Hansi
Summary of Lesson Plans of College Faculty

Name of College : S.D.M.M., Hansi Academic Session : 2017-18 Semester : Odd for the month of July, 2017

Class	Name of Assistant / Associate Professor	Subject	Topics/Chapters to be covered	Academic activity to be organized	Topic of Assignments/ Tests to be given to the students
B.Com II	Mrs. Sushma Yadav	Principles of Marketing	I - Marketing-Intro II - Mkt. Concepts. II - Mkt. Mgt.		
M.Com I	"	Management Process & organisational Behaviour	Mgt. nature, meaning & scope, mgt. thoughts, Appro. of mgt. Managerial skills, social responsibility of Managers.		
M.Com II	"	Entrepreneurship & Development	Entrepreneur		
M.Com I	"	Marketing Research	Intro. of Marketing Research		

Sushma Yadav
Teacher Signature

S.D. Mahila Mahavidyalya, Hansi
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Name of College : S.D.M.M., Hansi Academic Session : 2017-18 Semester : Odd for the month of Aug....., 2017

Class	Name of Assistant / Associate Professor	Subject	Topics/Chapters to be covered	Academic activity to be organized	Topic of Assignments/ Tests to be given to the students
B.Com II	Ms Sushma	Principles of Marketing	Marketing Mix. Marketing Env. Market Segmentation Consumer Behaviour. Product Product mix strategies Branding, Packaging, Labelling. Product life cycle.		
M.Com Est.	h	Management Process & organization behaviour.	Managerial funct. Planning, org., staffing, Directing, Coordinating & Control, delegation, decentralization, authority & responsibility.		
M.Com II	h	Entrepreneurship Development	Ch. I - Entrepreneurship Ch. 3 - Market survey & oppo. Identification		
M.Com II	h	Marketing Research	Research design Sampling design Sources of Information		

Sushma
Teacher Signature

S.D. Mahila Mahavidyalya, Hansi

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Name of College : S.D.M.M. Hansi. Academic Session : 2017-18 Semester : Odd for the month of ..Sep.., 2017

Class	Name of Assistant / Associate Professor	Subject	Topics/Chapters to be covered	Academic activity to be organized	Topic of Assignments/ Tests to be given to the students
B.Com II	Ms. Sushma	Principles of marketing	New Product dev. process, Product Pricing, Promotion mix, Adv. Personal selling, Sales Promotions, Publicity, Dist. Channels		Marketing Mix Marketing Env.
M.Com Ist.	"	Management Process & org. behaviour	Group Behaviour, Interpersonal & group dynamics, Transaction Analysis, Emot. Intellig. Conflict & stress mgmt., org. Change, communication org. Development		N.A
M.Com II	"	Entrepreneurship Development	Project Report Preparation, Managerial & operational Aspect of small business		N.A
M.Com II	"	Marketing Research	Design of questionnaire, Method of data collection, Scaling Techniques, Sampling & non sampling errors.		N.A

Sushma Devi
Teacher Signature

S.D. Mahila Mahavidyalya, Hansi
Summary of Lesson Plans of College Faculty

Name of College : S.D.M.M. Hansi Academic Session : 2017-18 Semester : Odd for the month of Oct., 2017

Class	Name of Assistant / Associate Professor	Subject	Topics/Chapters to be covered	Academic activity to be organized	Topic of Assignments/ Tests to be given to the students
B.Com II	Ms. Sushma	Principles of Marketing	Phy. distribution, MIS, marketing Research, Recent trend of marketing, online marketing, Retail.		Consumer behaviour
M.Com III	"	Management Process & org. behaviour	OB concept, debs, challenges & oppo., contribution of org. to the org., org. culture & climate; factors affect OB - personality, perception, values, Attitude & Learning.		Planning, organizing & Controlling
M.Com IV	"	Entrepreneurship Development	Entrepreneur, Small Entrepreneur Environmental considerations.		Entrepreneur
M.Com II	"	Marketing Research	Qualitative Research: means, process, methods observation & survey. Revision		Introduction of Marketing Research

Sushma Puri
Teacher Signature