

# GOVT. COLLEGE BARWALA (HISAR)

## Lesson Plan (2024-2025) Odd Semester

Name: - Ashish Kumar

Subject: - Fundamentals of Management Discipline Specific Course (DSC-A1)

Paper Code – (Course Code): C24BCM101T

Class: - B. Com 1<sup>st</sup> Sem.

Section: - B

Weeks	Dates	Topics
Week 1	22/07/24 to 28/07/24	Introduction to Management: meaning, Nature
Week 2	29/07/24 to 04/08/24	Importance of management, manager vs entrepreneur
Week 3	05/08/24 to 11/08/24	Managerial roles and skills,
Week 4	12/08/24 to 18/08/24	Social responsibility of managers, challenges before modern managers
Week 5	19/08/24 to 25/08/24	Approaches to Management
Week 6	26/08/24 to 01/09/24	Principles of Management
Week 7	02/09/24 to 08/09/24	Planning: meaning, nature and scope of planning
Week 8	09/09/24 to 15/09/24	Planning process, types of plans, management by objectives
Week 9	16/09/24 to 22/09/24	Decision Making: steps and techniques of decision making
Week 10	23/09/24 to 29/09/24	Organizational structures and departmentation, Minor Test
Week 11	30/09/24 to 06/10/24	Authority and responsibility, Span of control, Delegation of authority
Week 12	07/10/24 to 13/10/24	Centralization and decentralization, Staffing: meaning, importance and scope
Week 13	14/10/24 to 20/10/24	Directing: components, principles; Communication: process and barriers, principles of business communication
Week 14	21/10/24 to 27/10/24	Leadership: concept and importance; Motivation: nature and importance, Minor Test
Week 15	28/10/24 to 03/11/24	Diwali Break
Week 16	04/11/24 to 10/11/24	Coordination: meaning, importance and principles
Week 17	11/11/24 to 17/11/24	Controlling: nature and objectives, types of control, steps in control process, Presentation
Week 18	18/11/24 to 24/11/24	Characteristics of effective control, and techniques of controlling, Viva



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**GOVT. COLLEGE BARWALA (HISAR)**  
**Lesson Plan (2024-2025) Odd Semester**

**Name: - Ashish Kumar**

**Subject: -Organizational Behaviour Minor Course-(MIC-1)**  
**Paper Code – (Course Code): C24MIC103T (ii)**

**Class: - B. Com Semester-1 (All)**

<b>Weeks</b>	<b>Dates</b>	<b>Topics</b>
Week 1	22/07/24 to 28/07/24	Organizational Behaviour: concepts, determinants
Week 2	29/07/24 to 04/08/24	Challenges and opportunities of OB; contributing disciplines to the OB
Week 3	05/08/24 to 11/08/24	Organizational culture and climate; Factors affecting OB
Week 4	12/08/24 to 18/08/24	Understanding and managing individual behaviour
Week 5	19/08/24 to 25/08/24	Personality and its traits
Week 6	26/08/24 to 01/09/24	Perception and its process
Week 7	02/09/24 to 08/09/24	Attitudes and its components
Week 8	09/09/24 to 15/09/24	learning and learning theories
Week 9	16/09/24 to 22/09/24	learning and learning theories
Week 10	23/09/24 to 29/09/24	Understanding and managing group behaviour, Minor Test
Week 11	30/09/24 to 06/10/24	Interpersonal and group dynamics
Week 12	07/10/24 to 13/10/24	Transactional Analysis
Week 13	14/10/24 to 20/10/24	Applications of Emotional Intelligence in organizations
Week 14	21/10/24 to 27/10/24	Organizational Change, Minor Test
Week 15	28/10/24 to 03/11/24	Diwali Break
Week 16	04/11/24 to 10/11/24	Conflict Management meaning, Types
Week 17	11/11/24 to 17/11/24	Techniques and Modes of handling conflicts, Presentation
Week 18	18/11/24 to 24/11/24	Techniques and Modes of handling conflicts, Viva

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**GOVT. COLLEGE BARWALA (HISAR)**  
**Lesson Plan (2024-2025) Odd Semester**

**Name: - Ashish Kumar**

**Subject: - Modern Advertising Tools (Skill Enhancement Course) (SEC-1)**

**Paper Code – (Course Code): C24SEC102T**

**Class: - B. Com Semester-1 (All)**

Weeks	Dates	Topics
Week 1	22/07/24 to 28/07/24	Introduction to Modern Advertising: Definition and Scope of Advertising, Historical Evolution of Advertising
Week 2	29/07/24 to 04/08/24	Role of Advertising in Business and Society, Advertising Theories
Week 3	05/08/24 to 11/08/24	Models: AIDA (Attention, Interest, Desire, Action) model, DAGMAR (Defining Advertising Goals for Measured Advertising Results)
Week 4	12/08/24 to 18/08/24	Types of Advertising: Traditional vs. Digital Advertising, Print
Week 5	19/08/24 to 25/08/24	Broadcast, Outdoor
Week 6	26/08/24 to 01/09/24	Digital Media
Week 7	02/09/24 to 08/09/24	Digital Advertising Tools
Week 8	09/09/24 to 15/09/24	Search Engine Advertising (SEA): Google Ads, Bing Ads
Week 9	16/09/24 to 22/09/24	Keyword Research and Selection
Week 10	23/09/24 to 29/09/24	Pay-per click (PPC) , Campaigns
Week 11	30/09/24 to 06/10/24	Social Media Advertising: Facebook, Instagram, Twitter
Week 12	07/10/24 to 13/10/24	Targeting and Segmentation, Minor Test
Week 13	14/10/24 to 20/10/24	Content Creation and Scheduling
Week 14	21/10/24 to 27/10/24	Creative Design and Content Development, Advertising Design Principles
Week 15	28/10/24 to 03/11/24	Diwali Break
Week 16	04/11/24 to 10/11/24	Visual Hierarchy, Typography, Color Theory, Branding and Brand Identity, Minor Test
Week 17	11/11/24 to 17/11/24	Content Creation Tools: Adobe Creative Suite (Photoshop, Canva, Pikto ), Ethics: Ethical Issues in Advertising: Truthfulness and Honesty, Presentation
Week 18	18/11/24 to 24/11/24	Advertising to Vulnerable Populations, Regulatory Bodies and Guidelines, Viva

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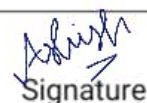
**Name: - Ashish Kumar**

**Subject: - Business Etiquettes (VAC I)**

**Paper Code – (Course Code): C24VAC112T**

**Class: - B. Com + B. A. Semester-1**

<b>Weeks</b>	<b>Dates</b>	<b>Topics</b>
Week 1	22/07/24 to 28/07/24	Definition and importance of business etiquette
Week 2	29/07/24 to 04/08/24	Cultural considerations in global business etiquette
Week 3	05/08/24 to 11/08/24	Impact of etiquette on professional reputation and success
Week 4	12/08/24 to 18/08/24	Effective communication skills in business
Week 5	19/08/24 to 25/08/24	Verbal etiquette: tone
Week 6	26/08/24 to 01/09/24	Language, and clarity
Week 7	02/09/24 to 08/09/24	Non-verbal cues: body language
Week 8	09/09/24 to 15/09/24	Gestures, and eye contact.
Week 9	16/09/24 to 22/09/24	Office etiquette: behaviour
Week 10	23/09/24 to 29/09/24	Dress code, and punctuality
Week 11	30/09/24 to 06/10/24	Ethical considerations in business interactions
Week 12	07/10/24 to 13/10/24	Handling conflicts
Week 13	14/10/24 to 20/10/24	Disagreements professionally
Week 14	21/10/24 to 27/10/24	Etiquette in meetings and presentations, Minor test
Week 15	28/10/24 to 03/11/24	Diwali Break
Week 16	04/11/24 to 10/11/24	Preparation and conduct during meetings, Minor Test
Week 17	11/11/24 to 17/11/24	Delivering effective presentations with confidence, Presentation
Week 18	18/11/24 to 24/11/24	Job interview etiquette, Viva

  
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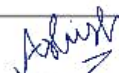
**Name: - Ashish Kumar**

**Subject: - Indian Financial System**

**Paper Code – BCOM 305**

**Class: - B. Com Semester- 3<sup>rd</sup>**

<b>Weeks</b>	<b>Dates</b>	<b>Topics</b>
Week 1	22/07/24 to 28/07/24	Introduction: nature and role of financial system; Financial system
Week 2	29/07/24 to 04/08/24	Economic development; An overview of Indian financial system.
Week 3	05/08/24 to 11/08/24	Financial markets and financial instruments
Week 4	12/08/24 to 18/08/24	Money market: meaning, constituents instruments and functions,
Week 5	19/08/24 to 25/08/24	Recent developments in Indian money market
Week 6	26/08/24 to 01/09/24	Capital market: primary and secondary market
Week 7	02/09/24 to 08/09/24	Depository system, recent developments in Indian capital market
Week 8	09/09/24 to 15/09/24	SEBI: its formation, role and recent developments
Week 9	16/09/24 to 22/09/24	Debt Market: meaning, features, participants, instruments
Week 10	23/09/24 to 29/09/24	Private, PSUs & Government securities market.
Week 11	30/09/24 to 06/10/24	Financial institutions: Reserve Bank of India
Week 12	07/10/24 to 13/10/24	Credit creation and credit control
Week 13	14/10/24 to 20/10/24	Commercial banks: meaning and functions, structure and recent developments in commercial banking in India
Week 14	21/10/24 to 27/10/24	E-banking, NPA's in Commercial Banks
Week 15	28/10/24 to 03/11/24	Diwali Break
Week 16	04/11/24 to 10/11/24	Payment Banks. Development banks: concept, objectives and functions
Week 17	11/11/24 to 17/11/24	Recent developments in development banking, Viva
Week 18	18/11/24 to 24/11/24	Presentation



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**GOVT. COLLEGE BARWALA (HISAR)**  
**Lesson Plan (2024-2025) Odd Semester**

Name: - Ashish Kumar

Subject: - Leadership Dynamics

Paper Code – MCH 334

Class: - M. Com Final Semester- 3<sup>rd</sup>

Weeks	Dates	Topics
Week 1	22/07/24 to 28/07/24	Concept, Important aspects
Week 2	29/07/24 to 04/08/24	Leadership and Management, Leadership and Power
Week 3	05/08/24 to 11/08/24	Successful Leadership versus Effective Leadership
Week 4	12/08/24 to 18/08/24	Trait Approach, Skills Approach
Week 5	19/08/24 to 25/08/24	Behavioral Approach, Situational Approach
Week 6	26/08/24 to 01/09/24	Contingency Approach, Path Goal Approach
Week 7	02/09/24 to 08/09/24	Autocratic, Democratic
Week 8	09/09/24 to 15/09/24	Participative, Supportive, Free- rein
Week 9	16/09/24 to 22/09/24	Comparative Analysis of Leadership Styles, Building Effective Leadership Styles,
Week 10	23/09/24 to 29/09/24	Leadership Styles of Famous Personalities in general perspective and in managerial perspective
Week 11	30/09/24 to 06/10/24	Contemporary Issues in Leadership, Charismatic Leadership
Week 12	07/10/24 to 13/10/24	Women Leadership, Multicultural Leadership
Week 13	14/10/24 to 20/10/24	Team Leadership, Ethics in Leadership
Week 14	21/10/24 to 27/10/24	Servant Leadership, Minor Test
Week 15	28/10/24 to 03/11/24	Diwali Break
Week 16	04/11/24 to 10/11/24	Transformational leadership, Minor Test
Week 17	11/11/24 to 17/11/24	Transactional leadership
Week 18	18/11/24 to 24/11/24	Presentation, Viva



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