

SARASWATI MAHILA MAHAVIDHYALAYA, PALWAL

LESSON-PLAN

Class: MBA 1st Year

Semester: First

Subject: Management Concepts and Organizational Behavior

Session: 2022-23

Paper Code: 19IMG21C1

Lecture Number	Topic
1-18	UNIT- I Nature, Scope and Evolution of Management, Functions, Skills, Roles of Management. Managerial Competencies, Core competencies, Emotional intelligence at work place, Dynamics in social Milieu.
1-18	UNIT- II Motivation: Nature and Theories; Content and Process Theories Leadership: Nature and Theories: Trait, Behavioral and Contingency approach, Leadership development for learning organizations.
1-20	UNIT- III Foundations and Background of Organizational behavior, Interpersonal: Group behavior, Dynamics Formation and stages, Team building and Intrapersonal process: Attitude, Personality, Perception
1-15	UNIT- IV Organizational process and structure: Work Innovation and Job design, Organization climate and culture, Organization change and development and control.

Signature: Ms. Dolly Bhardwaj

SARASWATI MAHILA MAHAVIDHYALAYA, PALWAL
LESSON-PLAN

Class: MBA
Subject: Managerial Economics (19IMG21C2)

Semester: 1st

Session 2022-23

Lecture Number	Topic
1-20	UNIT-I Nature and scope of managerial economics; nature of marginal analysis; alternative objectives of business firms; cardinal utility theory; indifference curve technique and the theory of consumer choice; consumer surplus; price, income and substitution effects; demand elasticity; demand estimation and forecasting; relationship between price elasticity and marginal revenue.
21-40	UNIT-II Law of variable proportions; laws of return; optimal input combination; output-cost relations; engineering cost curves; technological change and production decisions; revenue curves of a firm; price-output decisions under alternative market structures; shut-down points; Baumol's sales maximization model; advertising and price-output decisions.
41-60	UNIT-III Product differentiation; price-output decision in multi-plant and multi-product firms; general pricing strategies; special pricing techniques – limit pricing, peak load pricing and transfer pricing; dumping analysis; pricing of public utilities.
61-80	UNIT-IV Risk analysis; investment and capital replacement decisions; locational choice of a firm; measures of national income; business cycles; operative aspects of macroeconomic policies; inflation analysis; tariff analysis.

Signature: Dr.Kavita Rani

SARASWATI MAHILA MAHAVIDHYALAYA, PALWAL

LESSON-PLAN

Class: MBA 1st Year

Subject: Accounting for Managers

Semester: First

Session: 2022-23

Paper Code: 19IMG21C3

Lecture Number	Topic
1-20	UNIT-I Accounting- Meaning, types, objectives and users of accounting system, Accounting principles- concepts and conventions, accounting cycle-journalization, posting to ledger accounts, preparation of trial balance and final accounts. An overview of IFRS and accounting standards (AS) in India
1-18	UNIT-II Depreciation accounting for fixed assets- objectives, factors affecting depreciation and methods, financial statement analysis- ratio analysis, fund flow analysis and cash flow statement analysis.
1-20	UNIT-III Reporting of financial performance- Disclosure in corporate financial reports and their importance, Budgetary control- Budget, budgeting and budgetary Control, classification of budget and preparation, importance and limitations of budgetary control.
1-18	UNIT-IV Marginal Costing and analysis- contribution, break-even point, profit-volume ratio, margin of safety and their applications in managerial decision making, Balanced scorecard- a tool of interactive control.

Signature: Ms. Dolly Bhardwaj

SARASWATI MAHILA MAHAVIDYALAYA, PALWAL

LESSON PLAN

Class: MBA

Semester: 1st

Paper: Business Statistics and Analytics

Sessions: 2022-23

Paper code: 19IMG21C4

Lecture Number	Topic
1-20	<p style="text-align: center;">UNIT- 1</p> <p>Definition, role and application. Measures of central tendencies and their application. Measures of dispersion: range, quartile deviation, standard deviation, coefficient of variance and mean deviation. Skewness and kurtosis.</p>
1-20	<p style="text-align: center;">UNIT -2</p> <p>Correlation: meaning and type of correlation - positive correlation, negative correlation, linear and non-linear correlation. Scatter diagram, Karl Pearson's coefficient of correlation, properties of correlation coefficient, probable error of correlation coefficient. Multiple and partial correlation coefficient. Regression: Meaning and types- simple and multiple regression, linear and non-linear regression, regression lines, and Properties of regression.</p>
1-20	<p style="text-align: center;">UNIT -3</p> <p>Time Series: introduction, objectives and identification of trends – variation in time series, secular variation, cyclical variation, seasonal variation and irregular variation. Methods of estimation of trends- moving average and least square method. Index number: definition, uses, types, simple aggregate method and weighted aggregate method- Laspeyre's, Paasche's, Fisher's and CPI. Construction of index numbers and their uses.</p>
1-20	<p style="text-align: center;">UNIT- 4</p> <p>Sampling: meaning and basic sampling concept, sampling and non-sampling errors. Hypothesis testing: formulation and procedure for testing a hypothesis. Large and small sample test- z, t, F test and ANOVA (one way). Non-parametric test: chi-square test, sign test, Kruskal–Wallis test. Concept of Business Analytics- Meaning, types and application of Business Analytics.</p>

Signature-Ms Jyoti Chawla

SARASWATI MAHILA MAHAVIDHYALAYA, PALWAL

LESSON-PLAN

Class: MBA 1st Year

Subject: Operations Management

Semester: First

Session: 2022-23

Paper Code: 19IMG21C5

Lecture Number	Topic
1-18	UNIT-I Introduction to operations Management: Objectives, Functions and Scope, types of production systems, operations strategy; Facility Planning, Factors Affecting Plant location and plant layout; Tools and Techniques used for Plant Layout Planning.
1-20	UNIT-II Production Planning and Control Process Planning, Aggregate Production Planning, Capacity Planning: Introduction, Capacity Planning; Product Design, and Development; Project Scheduling, Network Diagrams, Critical Path Method (CPM), Critical Path Method: Problems, Critical Path Method: Problems. Program Evaluation and Review Technique (PERT), Sales forecasting, Forecasting system- Qualitative and Quantitative methods.
1-20	UNIT-III Materials Management - Concepts, Objectives, Functions, Materials Requirement Planning (MRP)-I, Materials Requirement Planning (MRP)-II Purchasing Management - Objectives; Functions; Methods; Procedure Management - Types of Stores; Functions; Coding Methods. Value Analysis - Concepts Inventory Management - Objectives, Factors, Process, Inventory control techniques- ABC, VED, EOQ, SED, FSN analysis. Maintenance Management - Concepts; Objectives; Functions; Types of Maintenance
1-18	. UNIT- IV Quality management: Introduction; Meaning, Concept of Quality, Total Quality Management (TQM), Total Productive Maintenance (TPM), Statistical Quality Control (SQC), concept of Six Sigma and its application; Advanced Manufacturing Technologies: Just in Time (JIT), KANBAN System, Enterprise Resource Planning (ERP), TOC, Lean/ Green Manufacturing, WCM etc. and safety concepts.

Signature: Ms. Dolly Bhardwaj

SARASWATI MAHILA MAHAVIDHYALAYA, PALWAL

LESSON PLAN

CLASS: MBA, First Year

SEMESTER: First

SUBJECT: Computer Fundamentals and Office Automation Tools

SESSION: 2022-2023

PAPER CODE: 19IMG21C6

LECTURES	TOPIC
L(1-15)	UNIT-I <i>Introduction to Computers: Characteristics, capabilities, limitations and applications of computers; types of computers; computer hardware, software; block diagram of computer and overview of working; types of computer language; generation of computer languages; functions and types of operating system</i>
L(16- 30)	UNIT-II <i>Internet: Internetworking, Concepts, Internet Protocol Addresses. WWW Pages & Browsing, Security, Internet Applications, Analog and Digital Signals, Bandwidth. Network Topology, Packet Transmission, Long Distance communication, E-mail.</i>
L(31- 45)	UNIT – III <i>Documentation using MS-Word -Creating and Editing Document, Formatting Document, Auto-text, Autocorrect, Spelling and Grammar Tool. Document Dictionary, Page Formatting, Bookmark. Advance Features of MS-Word• Mail Merge, Printing</i> <i>Electronic Spread Sheet using MS-Excel -Introduction to MS-Excel, Creating and Editing Worksheet. Formatting and Essential Operations, Formulas and Functions, Charts</i>

<p><i>L(46- 60)</i></p>	<p style="text-align: center;"><i>UNIT – IV</i></p> <p><i>Presentation using MS-PowerPoint: Presentations, Creating Manipulating and Enhancing Slides, Organizational Charts, Excel Charts. Word An, Layering Art Objects. Animations and Sound</i></p> <p><i>Introduction to database: Concept, Characteristics, Objectives, Advantages and limitations, entity, attribute, schema, subschema; Database management using MS-Access.</i></p>
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MS. BRIJ KUMARI

ASSISTANT PROFESSOR IN COMPUTER SCIENCE DEPARTMENT

SARASWATI MAHILA MAHAVIDHYALAYA, PALWAL

LESSON PLAN

CLASS: M.B.A First Year

SEMESTER: First

SUBJECT: BUSINESS ENVIRONMENT

SESSION: 2022-2023

PAPER CODE: 19IMG21C7

<i>LECTURES</i>	<i>TOPIC</i>
	UNIT-I
L(1-15)	The concept of Business Environment, significance and nature. Environment Scanning: meaning, nature and scope, the process of environmental scanning, Interaction between internal and external environments, basic philosophies of Capitalism and Socialism with their variants. Concepts of Mixed Economy.
	UNIT-II
L (16- 30)	Overview of Political, Socio-cultural, Legal, Technological and Global environment. Recent developments with regard to enactment of business laws. An introduction to MRTP, CCI, FEMA, SEBI Act, Consumer Protection Act; The changing dimensions of these laws and their impact on business.
	UNIT – III
L(31- 45)	Current industrialization trends and industrial policy; Economic environment for skill development in start-ups and the MSME sector. Infrastructure development and policy; public sector reforms and performance; public and private partnership; intellectual property regime and the R and D environment; trends in service sector growth; banking reforms and challenges; business opportunities in the rural sector.
	UNIT – IV
L(46- 60)	Globalization trends and challenges; balance of payments trends; environment for foreign trade and investment; exchange rate movements and their impact; India's competitiveness in the world economy; external influences on India's business environment. Policies with regard to foreign trade and investment.

MS. RACHNA SOROT

SARASWATI MAHILA MAHAVIDYALAYA, PALWAL

LESSON PLAN

Class:MBA Semester: 1st

Paper:BUSINESS COMM.SKILLS

Sessions: 2022-23

Paper code: 19IMG21D1

Lecture Number	Topic
1-15	<p style="text-align: center;">UNIT 1</p> <p>Business communication: Definition, Nature, Process and classification of communication; Importance of communication in management; barriers to communication, overcoming barriers to communication, Effective communication; contemporary issues in communication.</p>
1-15	<p style="text-align: center;">UNIT -2</p> <p>Communication skills: Listening skills- Listening process, types of listening barriers to listening, improving listening abilities; presentation skills; communication skills for interviews and Group discussions; Basic interviewing skills- Board room Interview preparation, Expressive behaviour, Techniques for removing anxiety, Fear and inhibitions.</p>
1-20	<p style="text-align: center;">UNIT-3</p> <p>Nonverbal communication: Body language, Kinesics communication, proxemics communication, haptic communication, paralinguistic communication, Chromatic communication, chronometric communication,; Business etiquettes- introduction, etiquettes, exchanging business cards, shaking hands,e mail etiquettes, telephone etiquettes, telemarketing etiquettes, elevator , dressing and grooming Etiquettes, dining etiquettes.</p>
1-15	<p style="text-align: center;">UNIT- 4</p> <p>Written communication: Report writing-process of report writing, structures of business reports, business letter components and layout, types of letters; memos, notices and circulars; agenda and minutes of meeting, preparing curriculum vitae.</p>

Signature- PRIYANKA JAIN

SARASWATI MAHILA MAHAVIDHYALAYA, PALWAL

LESSON-PLAN

CLASS: M.B.A First Year

SEMESTER: Second

SUBJECT: Financial Management

SESSION: 2022-2023

PAPER CODE: 19IMG22C1

Lecture Number	Topic
1-16	UNIT 1 Financial management-scope finance functions and its organization, objectives of financial management; time value of money; sources of long term finance.
17-32	UNIT 2 Investment decisions importance, difficulties, determining cash flows, methods of capital budgeting; risk analysis (risk adjusted discount rate method and certainty equivalent method); cost of different sources of raising capital; weighted average cost of capital.
33-47	UNIT 3 Capital structure decisions-financial and operating leverage; capital structure theories - NI, NOI, traditional and MM theories; determinants of dividend policy and dividend models -Walter, Gordon and MM models.
48-65	UNIT 4 Working Capital- meaning, need, determinants; estimation of working capital need; management of cash, inventory and receivables.

MS. DOLLY BHARDWAJ

ASSISTANT PROFESSOR IN MANAGEMENT DEPARTMENT

SARASWATI MAHILA MAHAVIDHYALAYA, PALWAL

LESSON-PLAN

CLASS: M.B.A First Year

SEMESTER: Second

SUBJECT: Marketing Management

SESSION: 2022-2023

PAPER CODE: 19IMG22C2

Lecture Number	Topic
1-15	UNIT 1 Introduction to marketing: Nature, scope, core concepts, tasks of marketing management, and corporate orientation towards marketplace; marketing environment; marketing research and information system; developing marketing strategy and plan; ethical issues in marketing.
16-30	UNIT 2 Understanding consumer and business markets: Consumer buying decision process in consumer and business markets; building customer value, satisfaction and loyalty; managing customer relations; Market segmentation, targeting and positioning approaches to deal with market competition; tools of product differentiation.
31-45	UNIT 3 Product and pricing decisions: Product life cycle, product mix and product line decisions, new product development process; branding, packaging and labelling decisions; pricing objectives, determinants of price, pricing methods and strategies.
46-60	UNIT 4 Promotion and distribution decisions: Promotion mix - Advertising and sales promotion; public relations; personal selling; Channels of distribution: functions of intermediaries, channel design decisions, selecting channel members, channel management; wholesaling and retailing. Contemporary marketing trends and issues: Globalization, consumerism, green marketing, digital marketing; evaluation and control of marketing effort; reasons for and benefits of going international; entry strategies in international marketing

MS. DOLLY BHARDWAJ

ASSISTANT PROFESSOR IN MANAGEMENT DEPARTMENT

SARASWATI MAHILA MAHAVIDHYALAYA, PALWAL

LESSON PLAN

CLASS: M.B.A FIRST YEAR

SEMESTER: SECOND

SUBJECT: HUMAN RESOURCE MANAGEMENT

SESSION: 2022-2023

PAPER CODE: 19IMG22C3

LECTURES	TOPIC
	<i>UNIT-I</i>
L(1-15)	Strategic importance of HRM; objectives of HRM; challenges to HR professionals; role, responsibilities and competencies of HR professionals; HR department operations; human resource planning– objectives and process; human resource information system, contemporary issues in human resource management
	<i>UNIT-II</i>
L (16- 30)	Talent acquisition: recruitment and selection strategies, career planning and management, succession planning, socialization and induction of new employees; training and development, investment in training, training need assessment, designing and administering training programme; executive development programme, evaluation of T& D programme
	<i>UNIT – III</i>
L(31- 45)	Appraising performance: developing and instituting performance appraisal system, assessment and development centers, potential appraisal; rewarding performance: linking rewards to organizational objectives, determine compensation structure, pay for performance and incentive plans, ESOP, executive compensation, designing and administering benefits and services
	<i>UNIT – IV</i>
L(46- 60)	HR in knowledge era: HR in knowledge industry, HR in virtual organizations, HR in mergers and acquisitions, outplacement, outsourcing HR functions, employee leasing, HR audit, international HRM

MS. RACHNA SOROT

(ASSISTANT PROFESSOR)

SARASWATI MAHILA MAHAVIDYALAYA, PALWAL

LESSON PLAN

Class: MBA

Semester: 2nd

Paper: Business Research Methods

Sessions:2022-2023

Lectures	Topic
20 Days	Unit -1 Business research; its concept, nature, scope, need and managerial value of business research; components of theory – definitions, concepts, constructs, variables, hypothesis, process of research and structure of research proposal.
20 Days	Unit -2 Research design – concept and types – exploratory, descriptive, diagnostic and experimental; sampling design; techniques, factors influencing sample size, measurement – concept, measurement scales – types and construction of scales and reliability and validity aspects in measurement.
20 Days	Unit -3 Methods of data collection – questionnaire/schedule; questionnaire designing, interview and observational methods; data analysis and interpretation, editing, coding, content analysis and tabulation; hypothesis testing – an overview of parametric and non-parametric tests (Analysis of Variance, X test, Wilcoxon Matched – pairs signed – rank test, Mann – Whitney test, Kruskal– Wallis H-test).
20 Days	Unit- 4 An overview of dependent and interdependent methods (multiple regression, discriminant analysis, conjoint analysis, factor analysis, cluster analysis); ingredients and constructions of research report; procedure of preparation of reference and bibliography

Signature- Jyoti Chawla

SARASWATI MAHILA MAHAVIDHYALAYA, PALWAL

Lesson Plan

Class: MBA –Ist Year IInd Sem

Semester: Even

Subject: IT Infrastructure Management

Course Code: 19IMG22C5

Session: 2022-23

Sr. No	Unit & Chapter to be Covered	No. of Teaching Days	Academic activities to be organized	No. of Test/ Assignment with topic
1.	Introduction to IT infrastructure: Data networks and Application Programme Interface (API) – fundamentals, corporate network functions, business uses, wireless and mobile infrastructure, messaging and collaboration technology, data breaches and cyber security challenges, IT risk management, mobile app and cloud security challenges, financial crimes and fraud defenses, sustainability and the triple bottom line approach Internet technologies and search strategies: Search technology, organic search and search engine optimization, paid search strategies and metrics, semantic web and search	25	Discussion: Concept of IT Infrastructure, data networks & Application Presentation: wireless and mobile infrastructure	Test –Data Breaches and Cyber Security Challenges, It Management Assignment: Mobile app and cloud security.
2.	Information technology in business: Digital technology transforming business processes, competitive advantage and SWOT analysis Building business capabilities with data governance and cloud services: data governance strategy, enterprise IT architecture, information and decision support systems, data centers and cloud computing, cloud services delivery model	20	Building business capabilities with data governance and cloud services Presentation: data centers and cloud computing, cloud services delivery	Test: Information technology in business: Digital technology transforming business processes, competitive advantage Assignment: data governance strategy, enterprise IT architecture, information and decision support systems,

3.	Data management, Big Data, and Business Intelligence: Data management technologies and techniques, Transaction processing and analytics processing systems, dirty data costs and consequences, data ownership and organizational politics, data life cycle, Big Data analytics, data and text mining, data visualization, enterprise data mashups, digital dashboards, and business intelligence	25	Discussion: dirty data costs and consequences, Presentation : Big Data analytics, data and text mining, .	Test: Data management, Big Data, and Business Intelligence: Data management technologies and techniques. Assignment: digital dashboards, and business intelligence
4.	Networked economy: Impact of computer networks on business, elements of networked economy, using IS functions to deal with business risks, privacy, health and ethical issues in networked economy, future of the networked economy. HTML: Build a simple HTML document, tables, frames, links, adding multimedia documents, home page. Lab: Web Designing in HTML, Internet Surfing.	20	Discussion: Networked economy: Impact of computer networks on business Presentation: elements of networked economy, using IS	Test: health and ethical issues in networked economy Assignment: future of the Networked economy.

Ms.Munesh
Assistant Professor in CS Dept.

**SARASWATI MAHILA MAHAVIDHYALAYA,
PALWAL
LESSON PLAN**

Class: MBA
Paper: Entrepreneurship

Semester: 2nd
Session -2022-23

Lectures	Topic
20 Days	<p style="text-align: center;">Unit -1</p> <p>Entrepreneurship: Concept, Knowledge and skill Requirement; Characteristics of successful Entrepreneurs; Role of Entrepreneurship in Economics Development; Entrepreneurship Process; Factors Impacting Emergence of Entrepreneurship; Managerial vs Entrepreneurial Approach And Emergence of Entrepreneurship.</p>
20 Days	<p style="text-align: center;">Unit -2</p> <p>Starting the ventures: Generating business Idea-Sources of New Ideas, Method of generating Ideas, Creative Problem Solving; Opportunity Recognition; Environmental Scanning, Competitor and Industry Analysis; Feasibility study- Market Feasibility, Technical/Operational Feasibility, financial feasibility; Drawing business Plan; Preparing Project report; Preparing Business Plan to investors.</p>
20 Days	<p style="text-align: center;">Unit -3</p> <p>Functional Plans: Marketing Research for the New Venture, Steps in Preparing Marketing Plan, Contingency Planning, Organizational Plan- form of ownership, Designing Organizational Structure, Job Design, Manpower planning, Financial plan- Cash budget, Working Capital, Performa Income Statement, Performa Cash Flow, Performa Balance Sheet, Break Even Analysis</p>
20 Days	<p style="text-align: center;">Unit- 4</p> <p>Sources of Finance- Debt and Equity Financing, Commercial Banks, Venture Capital; Financial Institutions Supporting Entrepreneurs; Legal Issues- Intellectual Property Rights, Patents, Trademarks, Copyrights, Trade Secrets, Licensing, Franchising.</p>

Signature-Dr.Rcuhika

SARASWATI MAHILA MAHAVIDHYALAYA, PALWAL

LESSON-PLAN

CLASS: MBA 1STYR

SEMESTER: EVEN

SUBJECT: DISASTER MANAGEMENT

SESSION: 2022-23

lectures	Topic
	UNIT-I
1-20	Disaster Manangement: Meaning, Concepts,Principles, Scope, Objectives and Approaches Elements of Disaster Management
	UNIT-2
21-40	Disaster Mitigation: Hazard Assessment, Vulnerability Assessment, Risk Assessment, Protective Measures and Public Information Disaster Preparedness: Disaster Plan, Inspection, repair and Recovery procedures, Communication and control centres, Disaster Forecasting, Warning and Prediction
41-60	UNIT-3
	Disaster relief : Rapid Damage Assessment, Search and Rescue Operations, Evacuation and Shelter, Food and Medical Supply,Mass Media Coverage, Relief Aid, Maintaining Public Order
	UNIT-4
61-70	Reconstruction Planning: Meaning and Significance Economic and Social Rehabilitation

SARASWATI MAHILA MAHAVIDHYALAYA, PALWAL

LESSON-PLAN

CLASS: M.B.A First Year
SUBJECT: Basics of Accounting
PAPER CODE: 16COMF1

SEMESTER: Second
SESSION: 2022-2023

Lecture Number	Topic
1-16	UNIT 1 Meaning of Accounting, Accountancy and Book Keeping, Objectives of Accounting, Scope of Accounting, Types of Accounting, Limitations, Basic Accounting Terms, Double Entry System of Book Keeping, GAAP (Generally Accepted Accounting Principal), Basic accounting Equations
17-32	UNIT 2 Journalizing: Classification of Accounts, Personal, Real and Nominal; Recording & posting of simple transactions only.
33-47	UNIT 3 Preparation of Subsidiary Books: Cash Book (single column cash book) Purchase Book, Sales Book, Purchase Return, Sales Return Book, B/R and B/P Book.
48-65	UNIT 4 Preparation of Trial Balance, Preparing the Financial Statements Trading Account, Profit and Loss Account and Balance Sheet of sole proprietary business (Without Adjustment).

MS. DOLLY BHARDWAJ

ASSISTANT PROFESSOR IN MANAGEMENT DEPARTMENT