

2020-
21

Multani Mal Modi College, Patiala

Unit Planning M. Com



Class – M.Com I (Semester I)

Subject : MANAGEMENT CONCEPT & ORGANIZATIONAL BEHAVIOUR

Subject Code: MC 101

Subject Teacher : Prof. Gaurav Gupta

Session : 2020-21

S.No.	Syllabus/Tops	Reference	Mode of Transactions	Additional Resources*
DECEMBER 2020				
1	Nature and Scope of Management, Evolution of Management thought, Manager & environment .	Harold Koontz and Heinz Weihrich, Essentials of Management: An International Perspective, McGraw–Hill, New Delhi. Stephen P Robbins, David A. Decanzo, Fundamentals of Management, Pearson Education, New Delhi.	Lecture, Discussions, YouTube	https://www.youtube.com/watch?v=EobeHwOw3S4
2	Business Ethics. Decision making: meaning and process, creative elements in decision making, Analytical tools to decision making.		Lecture, Discussion, YouTube	TEDx https://www.youtube.com/watch?v=d7Jnmi2BkS8
JANUARY 2021				
3	Functions of a manager, planning: concept,	Stephen P. Robbins, Timothy A. Judge, Seema Sanghi, Organisational Behaviour, Pearson Education, New Delhi.	Lecture, Discussions, , Class Tests,	TEDx https://www.youtube.com/watch?v

UNIT PLANNING (2020-21)

	objective, significance, process and types, reasons for failure in plans;	K. Aswathappa, Organisational Behaviour, Text, Cases and Games, Himalaya Publishing.	YouTube,	=tjkrKA1cVdU	
4	Organizing-concept, principles, theories. Organisational Structure: Formal & Informal organizations.		Lecture, Discussions, Assignments, YouTube	https://www.youtube.com/watch?v=DKYSB9vWzfy	
5	Motivation: Need, Theories of motivation. Leadership: Concept, Theories and Leadership Styles;		Lecture, Discussion, YouTube	https://www.youtube.com/watch?v=pjgdvp2f_cs https://www.youtube.com/watch?v=W0tBp0D85LI	
FEBRUARY 2021					
6	Communication: Communication process; Barriers to effective communication; Types of organizational communication;	K. Aswathappa, Organisational Behaviour, Text, Cases and Games, Himalaya Publishing. Fred Luthans, Organizational Behavior, Mc Graw Hill. Stephen P. Robbins, Timothy A. Judge, Seema Sanghi, Organisational Behaviour, Pearson Education, New Delhi.	Lecture, Discussion, YouTube	https://www.youtube.com/watch?v=RkebtEk2zU0 https://www.youtube.com/watch?v=kzhBlxxMepI	
			Lecture, Discussion, YouTube	https://www.youtube.com/watch?v=c6CZWfReDUl	

UNIT PLANNING (2020-21)

	Improving communication; Transactional analysis in Communication;				
7	Controlling				
8	Organisational Behaviour ; Concept, Significance; Relationship between Management & Organisational Behaviour	K. Aswathappa, Organisational Behaviour, Text, Cases and Games, Himalaya Publishing.	Lecture, Discussion , YouTube	https://www.youtube.com/watch?v=u5iFxB_wsg	
9	Perception; Learning Personality. Group Dynamics and Team Development;	Harold Koontz and Heinz Weihrich, Essentials of Management: An International Perspective, McGraw–Hill, New Delhi. Stephen P Robbins, David A. Decanzo, Fundamentals of Management, Pearson Education, New Delhi.	Lecture, Discussion, YouTube	https://www.youtube.com/watch?v=OJ5gLnwuY6U	
10	Group dynamics: Definition and importance, types of groups, group formation, group development, group composition, group performance factors; team development.		Lecture, Discussions, Assignments, YouTube	Ted Talk https://www.youtube.com/watch?v=3boKz0Exros https://www.youtube.com/watch?v=e_mgaaplQz0	
MARCH 2021					

UNIT PLANNING (2020-21)

<p>11</p>	<p>Organisation Culture; Concept, Creating & Sustaining Culture, learning culture; Work stress & its management.</p>	<p>Fred Luthans, Organizational Behavior, Mc Graw Hill.</p> <p>Stephen P. Robbins, Timothy A. Judge, Seema Sanghi, Organisational Behaviour, Pearson Education, New Delhi.</p>	<p>Lecture, Discussion, YouTube</p>	<p>Ted Talk</p> <p>https://www.youtube.com/watch?v=2y8SA6cLUys</p>	
<p>12</p>	<p>Organisational Development: Concept, Need for change, Resistance to change, Theory of Planned Change, Organisational Diagnosis, OD intervention.</p>		<p>Lecture, Discussion, YouTube</p>	<p>https://www.youtube.com/watch?v=sTufzOXGIYQ</p>	

UNIT PLAN

Class- M.com-I

for managerial decisions

Subject :Accounting
Subject Code: MC-102

Subject Teacher : Prof. Neena Sareen

Session : 2020-21

S.No.	Syllabus/Topics	Reference	Mode of Transactions	Additional Resources*

DECEMBER 2020

1.	Nature and attributes of Financial Statements, Analysis and interpretation of Financial Statements, Techniques of Analysis; Comparative Statements, Common Size S0tatements, Trend Analysis, Ratio Analysis, Fund Flow Statements and preparation of Cash Flow Statement as per	Khan M.Y. and Jain P.K. R.D. publications	Lecture, Discussion, Class test	Youtu Link https://youtu.be/Inv3hgNqFVk Youtube Link -Fund flow https://youtu.be/7wC8LjaKtoo CashFlow https://youtu.be/plSQMexnmew
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UNIT PLANNING (2020-21)

	AS3 (revised).			
JANUARY 2021				
2	Traditional Cost Management System: Concept, Factors Affecting Cost Management, Cost Assignment. Applications of Marginal Costing and Cost Volume Profit analysis for decision making.	Khan M.Y. and Jain P.K. I.M Pandey	Lecture, Discussion, Chalk Board	Youtube Link https://youtu.be/vM2aYNCfAI
FEBRUARY 2021				
3	Strategic Cost Management (SCM): Concept and Philosophy, Key elements in SCM, Value Chain Analysis, Strategic Positioning and Cost Driver Analysis.	Khan M.Y. and Jain P.K. I.M Pandey	Lecture, Discussion, / ICT	Youtube link https://youtu.be/yNaa0Ndw5w
MARCH 2021				

UNIT PLANNING (2020-21)

4	Cost Management and Performance Evaluation: Evaluation criteria; Return on Cash Systems; The Balanced Score card; Strategic Based Control: concept, process, implementation of Balanced Score card,	Khan M.Y. and Jain P.K I.M Pandey	Lecture, Discussion	You tube link https://youtu.be/itwt7UdQsul
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<p>MULTANI MAL MODI COLLEGE, PATIALA</p> <p>UNIT PLAN</p> <p>Class – M.COM (Semester I)</p>				
<p>Subject : Business Economics</p> <p>Code: MC 103</p> <p>Subject Teacher : Dr. Amandeep Kaur</p> <p>2020-21</p>			<p>Subject</p> <p>Session :</p>	
S.No	Syllabus/Topics	Reference	Mode of Transactions	Additional Resources*
DECEMBER 2020				
1	Nature and Scope of Business Economics, Objective of Firm	H.L Ahuja, Advanced Economic theory, T. R Jain, Managerial Economics	Lecture, Class Discussion	
2	Economic Theory and		Lecture, Class	

UNIT PLANNING (2020-21)

	Fundamental Economic Concepts: Incremental, Opportunity Cost, Discounting and Equi Marginal Principle		Discussion	
JANUARY 2021				
3	Demand Analysis: Individual and Market Demand Functions, Law of Demand, Determinants of Demand	A.Koutsoyiannis, Modern Microeconomics Second edition.	Lecture, Class Discussion	
4	Theory of Consumer choice: Cardinal Utility approach	A.Koutsoyiannis, Modern Microeconomics, H.L Ahuja, Business Economics	Lecture	https://www.youtube.com/watch?v=iqd40uCsods
5	Indifference Curve Approach, Revealed Preference Theory and Theory of Consumer Choice under Risk		Lecture	https://www.khanacademy.org/economics-finance-domain/microeconomics/choices-opp-cost-tutorial/utility-maximization-with-indifference-curves/v/indifference-curves-and-marginal-rate-of-substitution
6	Demand Estimation for major durable and non durable products,	M.L Jhingan, Advanced Economic theory: Micro and Macroeconomics, A.Koutsoyiannis, Modern	Lecture, Class Discussion	

UNIT PLANNING (2020-21)

	Elasticity of Demand: Price, Income and cross elasticity, Demand Forecasting Techniques	Microeconomic s		
7	Production Theory: Production Function with one and two variable input, Stages of production, Law of variable proportion, Law of returns to scale	H.L Ahuja, Business Economics, A. Koutsiyannis, Modern Micro Economics	Lecture and class discussion	
February 2021				
8	Short and long run cost Functions: Their nature, shape and	Mote, Paul and Gupta, Managerial Economics	Lecture and class discussion	

UNIT PLANNING (2020-21)

	inter-relationship			
9	Price determination under different market condition , Characteristic s of different Market structures, Price determination and firm equilibrium in short run and long run under perfect competition, Monopoly, Monopolistic Competition and Oligopoly	H.L Ahuja, Business Economics, M.L seth, Principles of Economics	Lecture, class discussion	https://www.youtube.com/watch?v=64R_UnOqy14
10	Methods of price	H.L Ahuja, Business	Lecture, class	

UNIT PLANNING (2020-21)

	determination in practice: Pricing of multiple of products, price discrimination, International price discrimination, Dumping and Transfer pricing	Economics, M.L seth, Principles of Economics	discussion	
11	Classical and Keynesian Theory of Employment	H.L Ahuja, Macro Economics (Theory and Policy)	Lecture, class discussion	
12	Business Cycle: Nature and phases of Business cycle, Theory of Business Cycle:	H.L Ahuja, Macro Economics (Theory and Policy)	Lecture, class discussion	https://www.toppr.com/content/video/phases-of-business-cycle-english-99645/

UNIT PLANNING (2020-21)

	Cobweb, Hicks and Samuelson, Interaction between Multiplier and Accelerator			
<u>MARCH 2021</u>				
13	Theory of Consumption and Investment Spending	H.L Ahuja, Macro Economics (Theory and Policy)	Lecture, class discussion	
14	Inflation: Definition, characteristic s, types of Inflation in terms of Demand pull and cost push inflation ,Effects of Inflation	H.L Ahuja, Macro Economics (Theory and Policy)		https://www.scribd.com/doc/25490961/inflation-case-study

MULTANI MAL MODI COLLEGE, PATIALA

UNIT PLANNING (2020-21)

UNIT PLAN**Class – M.com -I(Semester-I)****Subject : Research Methodology And Statistical Techniques****Subject****Code: MC-104****Subject Teacher : Prof. Parminder Kaur****Session :****2020-21**

S.No.	Syllabus/Topics	References/Suggested Readings	Mode of Transactions	Additional Resources*
DECEMBER 2020				
1	<u>Introduction to Research:-</u> Nature, Objectives, Types and Utility , Process of research	Research Methodology By CR Kothari Marketing Research By Naresh K. Malhotra and Satyabhushan Dash	Lecture, Group Discussion	PPT
JANUARY 2021				
2	<u>Hypothesis:-</u> Meaning, Nature , Types ,Criteria for the Construction of hypothesis, Sources of Deriving Hypothesis.	Research Methodology By CR Kothari Marketing Research By Naresh K. Malhotra and Satyabhushan Dash Research	Lecture, Group Discussion	https://youtu.be/U3x1nEzBLuA

UNIT PLANNING (2020-21)

3	<u>Data Collection Methods:-</u> <u>Primary sources</u> Observation , Interviews , Questionnaire , Schedules , Surveys. <u>Secondary Sources</u> Types and sources of locating secondary data and computer assisted information acquisition	Methodology By CR Kothari Marketing Research By Naresh K. Malhotra and Satyabhushan Dash	Lecture, Group Discussion	PPT
FEBRUARY 2021				
4	<u>Sampling methods-</u> Probability and Non-probability methods, Sampling Frame, Sampling Design, Sampling and Non – Sampling Errors ,Size of sample.	Research Methodology By CR Kothari Marketing Research By Naresh K. Malhotra and Satyabhushan Dash	Lecture , Group Discussion	PPT
5	<u>Statistical Analysis of Data:-</u> Probability Distribution; Binomial , Poisson and Normal Distribution	Statistical Methods By SP Gupta Business Research methods By Cooper , D.R and Schindler , P.S.	Chalk and blackboard, Lecture , Group Discussion	https://youtu.be/BR1nN8DW2Vg
	<u>Testing of Hypothesis:-</u>	Research Methodology By CR	Lecture , Group	https://youtu.be/Q1yu6TQZ79w

UNIT PLANNING (2020-21)

6	Procedure , Measuring , Power of test	Kothari Marketing Research By Naresh K. Malhotra and Satyabhushan Dash	Discussion	
7	<u>Parametric and Non- Parametric Test:-</u> Different Type of tests and Type I & II Errors.	Statistical Methods By SP Gupta Business Research methods By Cooper , D.R and Schindler , P.S.	Chalk and blackboard, Lecture , Group Discussion	
MARCH 2021				
8	<u>Statistical Test:-</u> Chi square test , t- test , f-test ,z-test , Kendel's coefficient of concordance (w-test)	Statistical Methods By SP Gupta Business Research methods By Cooper , D.R and Schindler , P.S.	Chalk and blackboard, Lecture , Group Discussion	https://youtu.be/HpWplY2fhlo

MULTANI MAL MODI COLLEGE, PATIALA

UNIT-PLAN

Subject: Financial Management

Subject Code: MC : 105(ii)

Subject Teacher: Dr. Deepika Singla

Session 2020-21

S.No.	Syllabus Covered	Suggested Readings/ Reference Books	Mode of Transaction	Additional Resources (Demonstration/ Case study/ Suggested reading links/ Images/ animations/pdf/ppt)
DECEMBER 2020				
1.	Financial Management: Meaning , Scope and objectives, Finance function:Investment, Financing and Dividend Decisions	M.Y. Khan, P.K.Jain “ Financial Management” I.M. Pandey, “Financial Management”	Lectures & Discussion	Lecture by Dr. Shashi Aggrawal https://www.youtube.com/watch?v=AAbjd3EB-Q https://www.youtube.com/watch?v=jD79e_uUG9c
JANUARY 2021				
2	Capital Budgeting: Nature of investment decisions; Investment evaluation criteria-Net Present Value, IRR, profitability index, Payback period, Accounting Rate of return, NPV and IRR comparison.	I.M. Pandey, “Financial Management” M.Y. Khan, P.K.Jain “ Financial Management” Prasanna Chandra,” Financial Management”	Chalk & Board, Problem Solving, Doubt Session, case study	You tube Lecture: https://youtu.be/aDNCmpldCLK Case study: https://www.academia.edu/35089447 Research Paper: https://www.researchgate.net/Publication/228630008

UNIT PLANNING (2020-21)

3	Cost of Capital: Meaning and significance of cost of capital: Cost of debt, preference capital, equity capital and retained earnings; weighted average cost of capital	Financial Management” Prasanna Chandra,” Financial Management”	Lectures & Discussion Chalk & Board, Discussion session	You tube lecture: https://youtu.be/JKC236+PjSK
FEBRUARY 2021				
4	Dividend	M.Y. Khan, P.K.Jain “ Financial Management”	Lectures & Discussion Class Assignment through PPT	You tube lecture: https://www.youtube.com/watch?v=NeVpGhC2Ls8
5	Leverages: Operating and financial leverage: Measurement of leverage and effect on profit; combined leverage: their measurement and effect on profit	I.M. Pandey, “Financial Management	Chalk & Board, Class assignment through PPT	Video Lecture By: CA Naresh Aggrawal https://www.youtube.com/watch?v=3l1iB-xZBw
6	Dividend Decisions- Concepts, forms of Dividends, Dividend policies & dividend theories, Working Capital : Meaning, significance and types, factors	Financial Management” Prasanna Chandra,” M.Y. Khan, P.K.Jain “ Financial Management	Lectures & Discussion Chalk & Board,	Video Lecture By: CA Naresh Aggrawal

2020-
21

Multani Mal Modi College, Patiala

Unit Planning M. Com



Class –M .ComII (Semester III)

Subject : Contemporary Auditing

Subject Code: MC 301

Session : 2020-21

Subject Teacher : Dr. Gagandeep Kaur

SR. No.	Syllabus/Topics	Reference	Mode of Transactions	Additional Resources*
SEPTEMBER 2020				
1	Auditing: Concepts, Nature and limitations of Auditing, Basic Principles governing an audit.	Fundamentals of Auditing by Kamal Gupta & Ashok Gupta published by McGraw Hill Education, New Delhi.	Lecture, Discussion, WebLink	Book by school of open learning, Delhi university PDF by LPU
2	Relationship between Accounting and Auditing, Classification of Auditing: different basis of classification.	Principles and Practice of Auditing by Himalaya Publishing House, New Delhi.	Lecture, Discussion, WebLink	Video by Dr. Shashi Aggarwal PDF by University of Calicut
OCTOBER 2020				
3	Internal and External Audit, Statutory and Non-Statutory Auditing, Continuous, Interim and periodic audit.	Fundamentals of Auditing by Kamal Gupta & Ashok Gupta published by McGraw Hill Education, New Delhi	Lecture, Discussion, WebLink	Book by school of open learning, Delhi university
4	Auditor's Independence: Independence in		Lecture, Discussion, WebLink	Notes by ICAI, New Delhi

UNIT PLANNING (2020-21)

	Mind Vs Independence in Appearance, Threats to Auditor's Independence.			Video by CA Katik Aggarwal
5	Regulatory Framework to ensure auditor's Independence.	Contemporary Auditing by Kalyani publications	Lecture, Discussion, WebLink	PDF from shodhganga.inflibnet
6	Standards of Auditing- Overview, Standards on Auditing issued by ICAI: SA 200, SA 210, SA 230, SA 299, SA 500, SA 610, SA 701.	Publications of ICAI on Auditing.	Lecture, Discussion, WebLink	Video by CA kartik Iyer PDF by Prof. Khushboo girish sanghavi
NOVEMBER 2020				
7	Company Audit: Preliminaries before commencement of Company Audit.	Auditing: Principles and Techniques by Basu published by Pearson Education	Lecture, Discussion, WebLink	Book by school of open learning, Delhi university
8	Statutory requirements under Company Act 2013, Concept of true and fair, materiality and audit risk with respect to audit of companies.		Lecture, Discussion, WebLink	PDF by comptroller and auditor general of India
9	Company Auditor: Qualification, Disqualification, Appointment, Removal, Remuneration.	Auditing: Principles and Techniques by Basu published by Pearson Education	Lecture, Discussion, WebLink	Book by school of open learning, Delhi university Video by CA Chaitanya Jain

UNIT PLANNING (2020-21)

10	Audit ceiling- Status, Power, Duties and Liabilities of Auditor	Auditing: Principles and Techniques by Basu published by Pearson Education	Lecture, Discussion, WebLink	Article by Atul khurana
11	Auditor Report: Qualifications, disclaimers, Adverse opinion, Disclosures reports and certificates.	Fundamentals of Auditing by Kamal Gupta & Ashok Gupta published by McGraw Hill Education, New Delhi.	Lecture, Discussion, WebLink	PDF by ICAI Video by CA Pankaj Garg
DECEMBER 2020				
12	Management Audit; Cost Audit; Different Audits: environmental Audit.	Cost Audit & Management Audit by D.Duttachaudhury published by New Central Book Agency	Lecture, Discussion, WebLink	PPT by Prof. Ravi Verma
13	Audit of Banks & Insurance companies. Audit of cooperative societies Auditing in EDP Environment.	Auditing: Principles and Techniques by Basu published by Pearson Education	Lecture, Discussion, WebLink	PDF on EDP by CA Ravi Taori PDF on audit of cooperative societies

Class – M.com -II(Semester-III)

Subject : Corporate Legal Framework

Subject Code: MC-302

Subject Teacher : Prof. Neena Sareen

Session : 2020-21

S.No	Syllabus/Topics	References/Suggested Readings	Mode of Transactions	Additional Resources*
SEPTEMBER 2020				
1	Concept and Corporation & Legal Entity, Formation of a Company	Elements of Company Law By N.D Kapoor Company Law and Practice By Ratan Nolakha Company Law By G.K Kapoor and Sanjay Dhamija	Lecture, Group Discussion	https://youtu.be/mXefo-8Ajk8 https://youtu.be/XchBIJuSFsE
OCTOBER 2020				
2	Memorandum and Article of association and their alteration, Doctrine of Ultra vires , Doctrine of Indoor Management	Elements of Company Law By N.D Kapoor Company Law and Practice By Ratan Nolakha	Lecture, Group Discussion	https://youtu.be/3bxewooq5Gs https://youtu.be/n4fWVcgUqA8

UNIT PLANNING (2020-21)

		Company Law By G.K Kapoor and Sanjay Dhamija		
3	Prospectus		Lecture, Group Discussion	https://youtu.be/-wtL2UxzDxg
4	Shares and Share capital , Transfer and Transmission of shares.		Lecture, Group Discussion	
5	Borrowing Powers of the company , Fixed and Floating charge	Elements of Company Law By N.D Kapoor Company Law and Practice By Ratan Nolakha Company Law By G.K Kapoor and Sanjay Dhamija	Lecture, Group Discussion	
NOVEMBER 2020				
6	Management of companies , Directors , Meeting of Directors and share holders	Elements of Company Law By N.D Kapoor Company Law and Practice By Ratan Nolakha Company Law By G.K Kapoor and	Lecture , Group Discussion	https://youtu.be/zA_FLwofuo https://youtu.be/fsVqrG2YYxc

UNIT PLANNING (2020-21)

		Sanjay Dhamija		
7	Winding Up and dissolution	<p>Elements of Company Law By N.D Kapoor</p> <p>Company Law and Practice By Ratan Nolakha</p> <p>Company Law By G.K Kapoor and Sanjay Dhamija</p>	Lecture , Group Discussion	https://youtu.be/XuVD3-eacDE
DECEMBER 2020				
	<p><u>The Negotiable Instruments Act,1881:-</u></p> <p>Definition Types of negotiable instruments , Negotiation , Holder and holder in due course ;Payment in due course , Endorsement and crossing of Cheque, Presentation of negotiable instrument.</p>	<p>Business Law By M.C Kuchhal and Vivek Kuchhal</p> <p>Business Law By SN Maheshwari and SK Maheshwari</p>	Lecture , Group Discussion	<p>https://youtu.be/CK-AyRUKH_4</p> <p>https://youtu.be/35MgOurQtb</p> <p>https://youtu.be/mY8dYPvvg</p>

UNIT PLANNING (2020-21)

9	<p><u>The Competition Act 2002:-</u></p> <p>Establishment, composition, duties, functions and powers of Competition Commission Of India, Provisions relating to anti competitive agreements.</p>	<p>Sangeet Kedia's Economic and Commercial Law</p>	<p>Lecture, Group Discussion</p>	<p>PPT</p>
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Class – M.com II

Subject : Direct Tax Law

Subject Teacher : Mankaj Mehta

Subject Code: MC 303

Session : 2020-21

S.No.	Syllabus/Topics	Reference	Mode of Transactions	Additional Resources*
SEPTEMBER 2020				
1	Introduction to Direct Tax Laws: capital and revenue, exempted incomes	Singhania, Vinod K. and Monica Singhania. Students' Guide to Income Tax,	Lecture , Discussion ,Chalk Board,.	
2	Basis of Charge-Determination of Residential Status under Income Tax Act 1961.	University Edition. Taxmann Publications Pvt. Ltd., New Delhi.	Lecture, Group Discussion ,Chalk Board, you tube	https://www.youtube.com/watch?v=riF8GchKQq4
OCTOBER 2020				
3	Computation of Income under various Heads: Salaries-allowances, perquisites, profit in lieu of	Ahuja, Girish and Ravi Gupta. Systematic Approach to Income Tax. Bharat	Lecture, Discussion , Examples, Chalk Board, youtube	https://www.youtube.com/watch?v=koHKIt6LfCU https://www.youtube.com/watch?v=t_YBkx7zRa8

UNIT PLANNING (2020-21)

	<p>salary deduction u/s 16.</p> <p>House Property- Annual value, deduction u/s 24, exempted income from house property.</p>	<p>Law House, Delhi</p> <p>Shalinder Sekhon, The Income Tax Law: A Simple guide to theory, SLM Publication.</p>		
4	<p>Profits and Gains from Business and Profession- allowable deduction, allowed expenses, disallowed expenses, section 44 AA, deemed profit.</p>	<p>Tax Law: A Simple guide to theory, SLM Publication.</p>	<p>Lecture, Discussion, Chalk Board, youtube</p>	<p>https://www.youtube.com/watch?v=EBU2ZD7IGhk</p>
5	<p>Capital Gains- transfer of capital asset, transaction not regarded as transfer, method of computing capital gain, exemption in respect of certain capital gains.</p>	<p>Ahuja, Girish and Ravi Gupta. Systematic Approach to Income Tax. Bharat Law House, Delhi</p>	<p>Lecture, Discussion, Examples, Chalk Board</p>	
NOVEMEBR 2020				
6	<p>Set Off and Carry Forward Losses- introduction, provisions of set</p>	<p>Shalinder Sekhon, The Income Tax Law: A Simple guide to theory,</p>	<p>Lecture, Examples, Group Discussion ,Chalk Board.</p>	<p>You Tube- Video Lecture</p>

UNIT PLANNING (2020-21)

	off and carry forward.	SLM Publication		
7	Income of other persons to be included in Assessee's Total Income.	Shalinder Sekhon, The Income Tax Law: A Simple guide to theory, SLM Publication.	Lecture, Examples, Discussion ,Chalk Board.	
8	Deduction out of Gross Total Income: various deduction u/s 80. Computation of Income: in case of individuals- Income of other persons to be included in individual income, computation of tax liability, Alternate Minimum Tax.	Ahuja, Girish and Ravi Gupta. Systematic Approach to Income Tax. Bharat Law House, Delhi	Lecture, Discussion, Chalk Board	
9	HUF- school of hindu law, computation of total income of HUF, assessment of HUF. Partnership Firms- assessment of firm u/s 184 and assessment of u/s 185.	Ahuja, Girish and Ravi Gupta. Systematic Approach to Income Tax. Bharat Law House, Delhi	Lecture, Examples, Discussion ,Chalk Board.	You Tube- Video lecture
DECEMBER 2020				
10.	Assessment of Companies-	Singhania, Vinod K. and	Lecture, Examples, Discussion ,Chalk	

UNIT PLANNING (2020-21)

	computation of GTI, special provision for losses of company, minimum alternate tax, dividend tax.	Monica Singhanian. Students' Guide to Income Tax, University Edition. Taxmann Publications Pvt. Ltd., New Delhi.	Board.	
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MULTANI MAL MODI COLLEGE, PATIALA

UNIT PLAN

CLASS- M.COM-II (SEMSTER-III)

SUBJECT: MARKETING MANAGEMENT

SUBJECT TEACHER: Dr. DEEPIKA SINGLA

Subject Code: MC-304

Session: 2020-21

S.No.	Syllabus Topic Name	Tools used	Reference/Additional Resources (books suggested)
SEPTEMBER 2020			

UNIT PLANNING (2020-21)

1)	<u>Marketing</u>		
a)	Meaning, importance, scope	Lecture/discussion Youtube link- https://www.youtube.com/watch?v=xmneuSWSih4	Pearson Publication by Philip Kotler
b)	Various concepts	Lecture/Discussion Youtube link- https://www.youtube.com/watch?v=s1iqLcVWI9U	Himalayan Publication by C.N. Sontakki
c)	Tasks of marketing manager under different demand situations	Lecture/Handwritten PDF Link-  Adobe Acrobat Document	Pearson Publication by Philip Kotler
2)	<u>Marketing environment</u>		
a)	Macro Marketing environment structure	Lecture/Discussion YOUTTUBE LINK- https://www.youtube.com/watch?v=Gv5fza6wHE4	Pearson Publication by Philip Kotler
b)	Micro Marketing environment structure	Lecture/Discussion YOUTTUBE LINK- https://www.youtube.com/watch?v=V9LAUkok9ic	Pearson Publication by Philip Kotler
OCTOBER 2020			
1.	<u>Segmentation</u>		
a)	Identifying market segments, basis of segmentation	Lecture/hand written notes youtube link- https://www.youtube.com/watch?v=C9o5UirfwdA	Himalayan Publication by C.N. Sontakki
2)	<u>Targeting</u>		
a)	Selecting target markets, Process and basis of targeting the market	Lecture/Discussion GOOGLE Link- http://www.yourarticlelibrary.com/economics/market/market-targeting-introduction-definition-procedure-and-methods/48609	Pearson Publication by Philip Kotler and Himalayan Publication by C.N. Sontakki
3)	<u>Positioning</u>		

UNIT PLANNING (2020-21)

a)	Concept, positioning strategies	Lecture/Discussion YOUTUBE LINK- https://www.youtube.com/watch?v=vhdHYj-u6wQ GOOGLE Link- http://cultbranding.com/ceo/create-strong-brand-positioning-strategy/	Himalayan Publication by C.N. Sontakki
4)	<u>Product Decisions</u>		
a)	Concept and classification of product, product decisions	Lecture/Discussion You tube Link- https://www.youtube.com/watch?v=w6McJNDj4v4	Pearson Publication by Philip Kotler
b)	Product line and product mix	Lecture/Handwritten notes GOOGLE Link- https://www.marketing91.com/product-mix-product-line/	Pearson Publication by Philip Kotler and Himalayan Publication by C.N. Sontakki
c)	Branding, packaging and labelling	Lecture/Handwritten notes YOU TUBE Link- https://www.youtube.com/watch?v=ixzLKTi25DY https://www.youtube.com/watch?v=3bmQyCtWoYU	Pearson Publication by Philip Kotler
d)	Product life cycle and strategic implications	Lecture/Discussion PPT Link- https://www.slideshare.net/ashishKPD/product-life-cycle-26664029	Himalayan Publication by C.N. Sontakki
e)	New product development and consumer adoption process	Lecture/Discussion YOU TUBE Link- https://www.youtube.com/watch?v=GhJJkEavouA	Pearson Publication by Philip Kotler
5)	<u>Pricing Decisions</u>		
a)	Factors affecting price determination	Lecture/Handwritten notes YOU TUBE Link- https://www.youtube.com/watch?v=QzXp1qWgTnY	Pearson Publication by Philip Kotler and Kevin Lane Keller (Marketing management)

UNIT PLANNING (2020-21)

b)	Pricing policies, discounts and rebates	Lecture/Discussion PPT Link- https://www.slideshare.net/ShipraSharma5/ppt-on-pricing-strategies	Pearson Publication by Philip Kotler and Kevin Lane Keller (Marketing management)
NOVEMBER 2020			
1)	<u>Physical Distribution Decisions</u>		
a)	Nature, functions of Channel	Lecture/Discussion GOOGLE LINK- https://www.feedough.com/distribution-channels-definition-types-functions/	Pearson Publication by Philip Kotler
b)	Functions and types of distribution channels	Lecture/Discussion YOUTUBE LINK- https://www.youtube.com/watch?v=UiXHsnHxnXo	Pearson Publication by Philip Kotler
c)	Retailing and wholesaling	Lecture/Discussion YOU TUBE LINK- https://www.youtube.com/watch?v=0gVYcUSIG6Q	Himalayan Publication by C.N. Sontakki
2)	<u>Promotion Decisions</u>		
a)	Communication process	Lecture/Discussion GOOGLE LINK- https://www.toppr.com/guides/business-studies/directing/communication/	Himalayan Publication by C.N. Sontakki
b)	Promotion Mix		
i)	Advertising, advertising budget, copy designing and testing, advertising effectiveness	Lecture/Discussion PPT LINK- https://www.slideshare.net/nijazn/advertisement-budgeting-media-planning	Pearson Publication by Philip Kotler and Kevin Lane Keller (Marketing management)
ii)	Personal Selling	Lecture/Discussion PPT LINK- https://www.youtube.com/watch?v=dKfnXYV8XMs	Pearson Publication by Philip Kotler
iii)	Sales	Lecture/ Handwritten notes	Pearson Publication

UNIT PLANNING (2020-21)

	Promotion	GOOGLE LINK- http://www.yourarticlelibrary.com/sales/sales-promotion-tools-consumer-oriented-and-trade-oriented-sales-promotion/32305	by Philip Kotler
iv)	Publicity	Lecture/ Handwritten notes GOOGLE LINK- https://www.thebalancesmb.com/what-is-publicity-2295550	Pearson Publication by Philip Kotler
3)	<u>Promotion</u>		
a)	Promotion tools and techniques, media selection	Lecture/Discussion GOOGLE LINK- http://www.yourarticlelibrary.com/marketing/promotional-mix/top-11-factors-influencing-promotion-mix/48640	Pearson Publication by Philip Kotler and Kevin Lane Keller (Marketing management)
b)	Online marketing: Importance and its management	Lecture/Handwritten Notes PPT LINK- https://www.slideshare.net/DaveChaffey/2014-online-marketing-trends/30-30Whats-most-effective-forAcquisitionSource Smart	Pearson Publication by Philip Kotler and Himalayan Publication by C.N. Sontakki
c)	Direct marketing: Trends and its management	Lecture/Discussion YOU TUBE LINK- https://www.youtube.com/watch?v=kLES0btr9dQ	Pearson Publication by Philip Kotler and Himalayan Publication by C.N. Sontakki
4)	<u>Training, supervising and motivating the workforce</u>		
a)	Types of training, need for supervision and motivation	Lecture/Discussion PPT/GOOGLE LINK- https://www.slideshare.net/nverteji/training-development-16133193 http://www.whatishumanresource.com/methods-for-motivating-employees-for-employee-satisfaction	Pearson Publication by Philip Kotler
5)	<u>Marketing Organization</u>		
a)	Factors affecting	Lecture/Discussion	Himalayan Publication by C.N.

UNIT PLANNING (2020-21)

	organization structure and its types	YOU TUBE LINK- https://www.youtube.com/watch?v=dXHPqYGWlkg	Sontakki
6)	<u>Marketing Control</u>		
a)	Process and types	Lecture/Discussion YOU TUBE LINK- https://www.youtube.com/watch?v=ISwX2tmzrIU	Pearson Publication by Philip Kotler
7)	<u>Marketing of Services</u>		
a)	Concept, characteristics and problems	Lecture/Discussion GOOGLE LINK- http://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875	Pearson Publication by Philip Kotler
DECEMBER 2020			
1)	<u>Green Marketing</u>		
a)	Concept, need, importance	Lecture/Handwritten notes YOU TUBE LINK- https://www.youtube.com/watch?v=MtN81EsIBYs	Pearson Publication by Philip Kotler and Himalayan Publication by C.N. Sontakki
2)	<u>Marketing Research</u>		
a)	Meaning, importance and scope	Lecture/Discussion GOOGLE LINK- http://www.yourarticlelibrary.com/marketing/marketing-research/marketing-research-meaning-scope-types-and-other-details/50859	Pearson Publication by Philip Kotler and Kevin Lane Keller (Marketing management)
b)	Process and need	Lecture/Handwritten notes YOU TUBE LINK- https://www.youtube.com/watch?v=NtK04U74W4c	Pearson Publication by Philip Kotler and Kevin Lane Keller (Marketing management)

UNIT-PLAN

Class- M.Com-II (Sem-III)

Subject: Management of Financial Services

Subject Code: MC 305(ii)

Subject Teacher: Ms. Mandeep Kaur

Session 2020-2021

S.No.	Syllabus Covered	Suggested Readings/ Reference Books	Mode of Transaction	Additional Resources (Demonstration/ Case study/ Suggested reading links/ Images/ animations/pdf/ppt)
SEPTEMBER 2020				
1.	Financial Services: Nature and types;	Gurusamy, S., Financial Markets and Institutions, Khan, M.Y., Management of Financial Services	Lectures & Discussion	You tube lecture by Mr.B.k.Jain https://youtu.be/9s2qzAppUhY
OCTOBER 2020				
2	Merchant Banking: Role, Services provided by merchant bankers, Structure of Merchant Banking in India, SEBI regulations, recent developments; Venture Capital: Characteristics, SEBI guidelines, venture capital funds in India	Khan, M.Y., Management of Financial Services, Bhole, L.M., Financial Institutions and Markets: Structure, Growth and Innovations	Lectures & Discussion	https://youtu.be/cttSFXmnUAI https://youtu.be/mCC9t89T8-VZew
NOVEMBER 2020				

UNIT PLANNING (2020-21)

3	<p>Leasing: Characteristics and types, Leasing and Hire-Purchase. Underwriting: concept, SEBI regulations, Mutual Funds: Meaning, types, measuring return of mutual funds, SEBI guidelines, Performance of Mutual Funds in India, current developments</p>	<p>Khan, M.Y., Management of Financial Services, Bhole, L.M., Financial Institutions and Markets: Structure, Growth and Innovations</p>	<p>Lectures & Discussion Chalk & Board, Class Assignment through PPT</p>	<p>Study capsule https://youtu.be/MJgYKDtHK6o</p>
4	<p>Credit Rating: Meaning, significance, types; SEBI regulations for credit rating, Credit Rating Agencies; Factoring: characteristics and forms, Factoring in India</p>	<p>Khan, M.Y., Management of Financial Services,</p>	<p>Lectures & Discussion Class Assignment through PPT</p>	<p>https://youtu.be/imBMz6q40yM</p>
DECEMBER 2020				
6	<p>Forfeiting. Plastic Money: Concept, various forms of plastic money. Growth and Present Scenario of Plastic Money in India</p>	<p>M.Y. Khan, P.K.Jain “ Financial Management” Prasanna Chandra,” Financial Management”</p>	<p>Lectures & Discussion Chalk & Board,</p>	<p>https://youtu.be/XJz2JY0N4H0</p>

