

Lecture Planning Starting w.e.f January 2018

Name of the Institute : Aravali College of Engineering and Management

Name of teacher with designation: Ms. Deeksha Bhatla Assistant Professor

Department: Management

Month	Class	Topic/ Chapter to be covered	Academic Activity
January	1	Introduction to management: concept, nature	
January	2	evolution of management thoughts traditional,behavioural	
January	3	system, contingency and quality viewpoints	
January	4	Managerial levels, skills and roles in an organization	
January	5	Functions of Management: Planning, Organizing, Directing, Controlling,	
february	6	Problem solving and Decision making	
february	7	Management control	
february	8	managerial ethics and social responsibility	
february	9	Management Information System (MIS).	
		UNIT-II	
february	10	Fundamentals of Organizational Behavior: Concept	presentation on motivation theories
february	11	evolution, importance and relationship with other Fields	
february	12	Contemporary challenges of OB	
february	13	Individual Processes and Behavior differences	
february	14	Personality- concept, determinant	
february	15	theories and applications	
february	16	Values, Attitudes and Emotions	
february	17	Perception- concept, process and applications	
february	18	Learning and Reinforcement	
february	19	Motivation: concept, theories and applications	
february	20	Stress management.	
March	21	UNIT-III Interpersonal Processes- Work teams and groups	group discussion on
March	22	Definition of Group, Stages of group development	
March	23	Group cohesiveness	
March	24	Types of groups	

March	25	Group processes and Decision Making	leadership styles
March	26	Team Building	
March	27	Conflict concept, sources, types	
March	28	management of conflict	
March	29	Power and Political Behavior	
March	30	Leadership: concept, function and styles	
April	31	UNIT-IV Organizational Processes and structure	
April	32	organizational design	
April	33	various organizational structures and their effect on human behavior	
April	34	Organizational climate	
April	35	Organizational culture	
April	36	Organizational change: Concept	
April	37	Nature, Resistance to Change	
April	38	Change Management, Implementing Change and Organizational Development	

Structure Planning Starting w.e.f January 2018 Macro Economic Analysis and Policy

Name of the Institute : Aravali College of Engineering & Management

Name of teacher with designation: Gunjan Chawla ,Assistant Professor

Department: Management

Month	Class	Topic/ Chapter to be covered	Academic Activity	
		UNIT 1		
JAN	Class 1	Nature and scope of macroeconomics	Case Study on Trade Cycles	
JAN	Class 2	Circular flow of income		
JAN	Class 3,4	National income – alternative concepts of income		
JAN	Class 5	Income and their interrelationship		
JAN	Class 6,7	Measurement of national income		
JAN	Class 8	Stock and flow variables		
JAN	Class 9	Aggregate demand, supply		
JAN	Class 10	Macroeconomic equilibrium		
JAN	Class 11	Nature of a trade Cycle		
JAN	Class 12	Causes of booms and recessions		

UNIT 2			
FEB	Class 13,14	Macro analysis of consumer behavior	Determination of Income through Keynesian Model
FEB	Class 15,16	Cyclical and secular consumption	
FEB	Class 17,18	Income consumption relationship	
FEB	Class 19,20	Absolute, relative and permanent income hypothesis	
FEB	Class 21	Simple Keynesian Model of Income determination	
FEB	Class 22,23	Multiplier analysis	
UNIT 3			
FEB	Class 24	Nature of fiscal policy	Impact of Taxes on Economy
FEB	Class 25,26	Fiscal deficits	
MAR	Class 27	Fiscal policy in relation to growth and price stability	
MAR	Class 28	Basic issues in fiscal deficit management	
MAR	Class 29	Nature and management of public debt	
MAR	Class 30	Business taxes –Types	
MAR	Class 31	Business taxes – rationale and incidence.	
UNIT 4			
MAR	Class 32	Money supply measures	Case Study related to Inflation
APRIL	Class 33	Credit creation process	
APRIL	Class 34	Money multiplier	
APRIL	Class 35	Instruments of monetary policy	
APRIL	Class 36	Promotional and regulatory role of central bank	
APRIL	Class 37	Inflation – types, causes	
APRIL	Class 38	Inflation– Effects and control measures	

Lecture Planning starting w.e.f. January 2018
(COMPANY ACCOUNTS(BBA/GEN/203))

1. Name of the Institute: Aravali College of Engineering & Management
2. Name of the Teacher with Designation: Dr. Dolly Kumar, Assistant Professor

3. Department: Management

Month	Class	Topic to be covered
		Unit-1
Jan.18	1..4	Accounting for Sha
	5..8	Alteration of Share
	9,10	Buy-Back of share
	11..13	Acquisition of bus
		Unit-2
18.Feb	14,15	Meaning & Issue of
	16-20	Methods of Redem
	21-23	Underwriting of sh
		Unit-3
18.Mär	24,25	Statutory provisio
	26-30	Preparation of P&
	31-34	Basic features of a
	35,36	Company Liquidat
		Unit-4
18.Apr	37-39	Valuation of Good
	40-42	Valuation of Share
	43-45	Banking Company

If any lecture is cancelled due to unavoidable circumstances, another lecture shall be

Lecture Planning Starting w.e.f January 2018			
Name of the Institute :	ARAVALI COLLEGE OF ENGINEERING AND MANAGEMENT		

Name of teacher with designation:	GEETIKA PATEL (ASSISTANT PROFESSOR)		
Department:	MANAGEMENT		
Month	Class	Topic/ Chapter to be covered	Academic Activity
Jän.18	1	Introduction of subject and syllabus	
	2	Unit 1 Introduction to computer	
	3	Basic anatomy, operating system	
	4	Memory, Input/output devices	
	5	Types of computers and classification	
	6	Hardware and software	
	7	Networking- advantages, types	
	8	Devices and network connection	
	9	Virus and firewalls	
	10	Class test-1 and Assignment - 1	
Feb.18	11	Unit – 2 Introduction to IT	
	12	WWW, search engines, web browsers	
	13	IP addressing, web hosting	
	14	Web publishing, internet applications	
	15	Chatting and e-mailing	
	16	Computer applications	
	17	Advantages and limitations	
	18	Use in offices, education	
	19	Use in institutions and healthcare	
	20	Revision of Unit 1 and 2	
	21	Class test-2 and Assignment - 2	
Feb/Mar 2018	22	Unit – 3 Data, information	
	23	Types of data and information	
	24	Information systems types	
	25	MIS, TPS	
	26	OAS, DSS	
	27	Expert systems	
	28	Executive information systems	
	29	Class test -3 and Assignment - 3	
Apr.18	30	Unit -4 Multimedia applications	
	31	Application in business	
	32	Applications in Marketing	

	33	Applications in Advertising	
	34	Web applications in multimedia	
	35	Class test – 4 and Assignment - 4	
	36	Revision	
	37	Revision	
	38	Revision	
	39	Revision	
	40	Revision	

Lesson Planning for the semester started w.e.f....15th January 2018

Name of Institute : Aravali College Of Engineering and Management
Name of teacher with design : Dr. Ajeet Kumar Singh(Associate Professor)
Department : Applied Science & Humanities
Subject : Business Statistics

Month	Class	Topic/Chapter covered	Academic activity
January		UNIT-I	
	Lecture 1	Statistics: Meaning	
	Lecture 2	Evolution , Scope,	
	Lecture 3	Limitations	
	Lecture 4	Applications	
	Lecture 5	Data classification;	
	Lecture 6	Tabulation and presentation	
	Lecture 7	Meaning, objectives and types of classification	
	Lecture 8	Formation of frequency distribution,	
	Lecture 9	Role of tabulation	
	Lecture 10	Types and construction of tables	
	Lecture 11	Significance,	
	Lecture 12	Types and construction of diagrams and graphs.	
	Lecture 13	Types and construction of diagrams and graphs.	
Lecture 14	Problem solving session		
		UNIT-II	Central Tendency
	Lecture 15	Measures of Central Tendency and Dispersion	
	Lecture 16	Meaning and objectives of measures of central tendenc	
	Lecture 17	different measures	
	Lecture 18	Arithmetic mean	
	Lecture 19	Arithmetic mean	
	Lecture 20	Median	
	Lecture 21	Median	
Lecture 22	Mode		

Feb-March	Lecture 23	Mode	Presentation On Measure Of
	Lecture 24	Geometric mean	
	Lecture 25	Harmonic mean	
	Lecture 26	Characteristics, applications and limitations of these m	
	Lecture 27	Characteristics, applications and limitations of these m	
	Lecture 28	Measure of variation viz. range, quartile deviation	
	Lecture 29	Mean deviation	
	Lecture 30	Standard deviation	
	Lecture 31	Co-efficient of variation and skewness	
	Lecture 32	Co-efficient of variation and skewness	
	Lecture 33	Assignments and Doubts session	
March-April		UNIT-III	
	Lecture 34	Correlation and Regression: Meaning of correlation	
	Lecture 35	Types of correlation – positive and negative correlation, simple, partial a	
	Lecture 36	Methods of studying correlation	
	Lecture 37	Scatter diagram method	
	Lecture 38	Graphic method	
	Lecture 39	Direct method	
	Lecture 40	Properties of correlation co-efficient	
	Lecture 41	Rank correlation	
	Lecture 42	Rank correlation	
	Lecture 43	Coefficient of determination	
	Lecture 44	Coefficient of determination	
	Lecture 45	Lines of regression, co-efficient of regression	
	Lecture 46	Standard error of estimate	
Lecture 47	Association of attributes (up to three attributes).		
April		UNIT-IV	Presentation On Time Seies
	Lecture 48	Index numbers and time series: Index number and their	
	Lecture 49	Construction of simple and weighed price	
	Lecture 50	Quantity and value index numbers	
	Lecture 51	Test for an ideal index number	
	Lecture 52	Components of time series viz. secular trend	
	Lecture 53	Cyclical, seasonal and irregular variations	
	Lecture 54	Methods of estimating secular trend and seasonal indic	
	Lecture 55	Methods of estimating secular trend and seasonal indic	
	Lecture 56	Use of time series in business forecasting and its limita	
	Lecture 57	Use of time series in business forecasting and its limita	
	Lecture 58	Calculating growth rate in time series.	
	Lecture 59	Calculating growth rate in time series.	
Lecture 60	Problem solving session.		

**Test /
Assignment**

**assignment
on social
responsibilit
y**

**test on
personality**

assignment

**on conflict
management**

**test on
change
management**

cy BBAGEN2

Test /
Assignment

Assignment on
Measurement
of National
Income

Relationship
Between
Income and
Consumption

Management
of Fiscal
Deficit

Working of
Money
Multiplier

Academic Activity	Test/Assignment
Discussion about Share Purchasing	ASSIGNMENT
Whar are Debentures & their	ASSIGNMENT
Group Discussion	ASSIGNMENT
Accounting Treatment of Banking	Written Test

rescheduled within the same week against it.

Lecture Planning Starting w.e.

Name of the Institute : Aravali College of Engineering and Management

Name of teacher with designation: Ms. Deeksha Bhatla Assistant Professor

Department: Management

Month	Class	Topic/ Chapter to be covered
January	C1,C2,C3	Evolution, scope and function of finance managers
	C4	objectives of financial management
	C5,C6	profit vs. wealth maximization
	C7	time value of money
	C8,C9,C10,C11	time value of money practical
February	C12,C13	UNIT-II Investment Decisions
	C14	Brief introduction of cost of capital
	C15,C16	methods of capital budgeting; ARR, PBP,
March	C17,C18	NPV and IRR, capital rationing (simple problems on capital budgeting methods).
	C19	UNIT-III Financing decision: operational and financial leverage
	,C20	capital structure theories – NI, NOI
	C21	traditional approach; EPS-EBIT Analysis
	C22	traditional approach; EPS-EBIT Analysis (practical)

April	C23,C24	UNIT-IV Dividend decision and Management of working capital
	C25,C26	determinants of dividend policy; Walter's Dividend Model
	C27,C28	Operating Cycle, brief discussion on management of cash
	C29,C30,C31	receivable and inventory (simple problem on operating cycle and inventory management).
	C32	Rvision

Lecture Planning Starting w.e.

Name of the Institute : Aravali College of Engineering and Management

Name of teacher with designation: Ms. Rashmi Chauhan, Assistant Professor

Department: Management (BBA 4th SEM)

Month	Class	Topic/ Chapter to be covered
UNIT 1		
January	C1,C2	Nature and scope of HRM, HRM objectives and functions
	C3, C4	HRM policies
	C5,C6	HRM in globally competitive environment
	C7, C8	Strategic human resource management
	C8	HR outsourcing -BPO,KPO..
UNIT 2		
February	C14	Acquiring human resources – human resources planning
	C15, C16	Job analysis and job design
	C17	Employee involvement, flexible work schedule
	C18	Recruitment, selecting human resources ,placemnt and induction,right sizing
UNIT 3		
	C21, C22	Employee training, training need assessment, training methods and evaluation

March	C23, C24	Cross -cultural training,designing executive development programme,techniques of executive development
	C25,C26	career planning and development.Employee retention,Succession planning..
UNIT 4		
April	C30, C31	Establishing the performance management system
	C32	Establishing rewards and pay plans,employee benefits
	C33,	Ensuring a safe and healthy work environment
	C34	Balance Score Card, Competency based HRM.

Business Research Methods (Lecture Plannin

BBA 4h Semester

Name of the Institute : **Aravali College of Engineering and Management**

Name of teacher with des Munish Nagar (Assistant Professor)

Department: Management Studies

Month	Class	Topic/ Chapter to be covered
Unit -1		
January	1	Business Research – Meaning
January	1	Managerial value of business research
January	2	Theory and research – component
January	1	Concept, Constructs, definition of variables
January	1	Proposition and hypothesis
January	1	deductive and inductive theory
January	2	Purpose and types of research proposal
January	1	Revision
Unit -2		
February	2	Research Design – Meaning, classification
February	1	Elements of research design
February	2	Methods and categories of exploratory research
February	1	Basic issues in experimental design
February	1	Classification of experimental design
February	2	Concept and their measurement
February	1	Measurement scales
February	1	Revision
February	1	Test

Unit- 3		
March	2	Sample design
March	1	Sampling procedure
March	1	Determination of sample size
March	2	Research methods of collecting primary data
March	1	Issues in construction of questionnaire
March	1	Revision
March	1	Test
Unit -4		
March	2	Statistical techniques of data analysis
March	1	nature and types of descriptive
April	1	Uni-variate and bivariate tests of statistical significance
April	1	Meaning and types of research report
April	1	Ingredients of research report.
April	1	Revision
April	2	Revision of Full Course
	40	

Lecture Planning Starting w.e.f. January 2018

1. Name of the Institute: Aravali College of Engineering & Management
2. Name of the Teacher with Designation: Dr. Dolly Kumar, Assistant Profes
3. Department: Management

Feb. 18	14,15	Purpose & Meaning of the contract of Guarantee, K
	16-20	Rights & Obligations of creditors, Rights , Liabilities
	21-23	Contract of Indemnity, Bailment & its kinds, Duties
	24-25	Rights & Duties of a Pleder & Pledgee
Unit-3		
18.Mär	26,27	Definition and essential of a contract of Sale, Condit
	28-30	Passing of property in goods, Performance of Contr
	31-34	Right of Unpaid Seller
Unit-4		
18.Apr	35-37	Meaning & essential elements of a negotiable instru
	38-40	Holder & holder in due course, negotiation, Dishon
	41-42	Meaning & Scope of IT, Digital Signature, Electronic
	43-44	Duties of Subscribers, Penalties adjudication and Offend

	45-46	RTI Act:2005 Purpose ,Rights & Exemption

Lecture Planning Starting w.e.

Name of the Institute : Aravali College of Engineering and Management

Name of teacher with designation: Mr. Nalin Sharma, Assistant Professor

Department: Computer Science

Month	Class	Topic/ Chapter to be covered
January	1	Introduction – meaning, nature
January	2	concepts, advantages and reasons for transacting online
January	3	categories of e-commerce
January	4	planning online business
January	5	nature and dynamics of the internet
January	6	pure online vs. brick and click business
January	7	assessing requirement for an online business
January	8	designing, developing and deploying the system
January	9	one to one enterprise
	10	Revision
February	11	Technology for online business – internet
February	12	IT infrastructure; middleware contents
February	13	text and integrating e-business applications
February	14	mechanism of making payment through internet
February	15	online payment mechanism,
February	16	electronic payment systems,
February	17	payment gateways, visitors to website, tools for promoting website;
February	18	plastic money: debit card, credit card
February	19	laws relating to online transactions.
February	20	Revision
February	21	Applications in e-commerce – e-commerce applications in manufacturing
February	22	Applications in e-commerce – e-commerce applications in manufacturing
March	23	wholesale, retail and service sector.
March	24	Revision
March	25	Virtual existence – concepts, working
March	26	advantages and pitfalls of virtual organizations

March	27	workface, work zone and workspace and staff less organization
March	28	designing on E-commerce model for a middle level organization
March	29	the conceptual design, giving description of its transaction handling
March	30	infrastructure and resources required and system flow chart
March	31	security in e-commerce: digital signatures,
March	32	network security
April	33	data encryption secret keys
April	34	data encryption
April	35	Revision

Lecture Planning Starting w.e.f January 2018 Hu

Name of the Institute : Aravali College of Engineering & Management

Name of teacher with designation: Gunjan Chawla ,Assistant Professor

Department: Management

Month	Class	Topic/ Chapter to be covered
		UNIT 1
JAN	Class 1	Concept of Human Rights
JAN	Class 2	Indian and international perspectives of Human Rights
JAN	Class 3,4	Evolution of Human Rights
JAN	Class 5,6	Human Rights movements in India
JAN	Class 7	Classification of Human Rights
JAN	Class 8,9	Relevant Constitutional Provisions to Right to Life
JAN	Class 10	Liberty and Dignity
JAN		Right to Equality, Right against
JAN	Class11	Exploitation,
JAN	Class 12	Cultural and Educational Rights, Economic Rights
JAN	Class 13,14	Political Rights and Social Rights.
		UNIT 2
FEB	Class 15,16	Deprivation of Human Rights – Core Issues: Poverty, overpopulation, illiteracy

FEB	Class 17	Problems of Unsustainable Development
FEB	Class 18,19,20	Disadvantaged Groups – (a) Women (b) Children
FEB		(c) Scheduled Castes and Scheduled Tribes
FEB	Class 21,22	d) Homeless and Slum Dwellers (e) Physically and Mentally Handicapped
FEB	Class 23,24	f. Refugees and Internally Displaced Persons
		UNIT 3
FEB	Class 25,26	Redressal Mechanisms for Human Rights Violations
FEB	Class 27	Violation of Human Rights by State
MAR	Class 28,29	Violation of Human Rights by Individuals and groups
MAR	Class 30,31	Nuclear Weapons and terrorism
MAR	Class 32,33	Government systems for Redressal, Judiciary
MAR	Class 34,35	National Human Rights Commission and other Statutory Commissions,
MAR	Class 36,37	Media Advocacy, Creation of Human Rights
		Literacy and Awareness
		UNIT 4
MAR	Class 38	Concept of Human Values: Aim of education and value education
APRIL	Class 39	Evolution of value oriented education;
APRIL	Class 40	Concept of Human values; types of values
APRIL	Class 41	Components of value education
APRIL	Class 42,43	Character Formation Towards Positive Personality - Truthfulness, Sacrifice, Sincerity, Self-Control, Altruism, Tolerance, Scientific Vision
APRIL		Class 44
APRIL	Class 45	National Integration and international understanding

.f January 2018

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Professor

Academic Activity	Test / Assignment
Presentation on objectives of financial management	Assignment on time value of money
	Test on methods of capital structure
group discussion on theories of capital structure	Assignment on theories of capital structure

	test on dividend policy

.f January 2018

Academic Activity	Test / Assignment
C9:Discussion: Key Features of Strategic Human Resource Management	Assignment
C10: Case study	C11:Test
C20: Techniques used to maximize employee contributions	C19: Test

C20: Discussion and Case Study	C 29: Test
C36, C37: 360 Degree Performance Appraisal	C38:Test

g Starting w.e.f January 2018)

Academic Activity	Test / Assignment
PPT	Assignment
Data Analysis Tools	Test

Case Study	Test
Sample Research Proposals	Assignment

(BUSINESS LAWS-BBAN-404)

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Written Test	ASSIGNMENT
Presentation	ASSIGNMENT
Group Discussion among the students	ASSIGNMENT

	Assignment-4

Human Rights and Values BBAN-406

Academic Activity	Test / Assignment
<p style="text-align: center;">Presentation on Human Rights Movement in India</p>	<p style="text-align: center;">Classification of Human Rights</p>

<p>Case Study on Core Issues due to deprivation of Human Rights</p>	<p>Problems of Unsustainable Development</p>
<p>Presentation on Measures to Improve Human Rights literacy and Awareness</p>	<p>Redressal Mechanism for Human Rights Violation</p>
<p>Contribution of Human Values Towards Character Formation</p>	<p>Value Education Towards National and Global Development</p>

Lecture Planning Starting w.e.f. January 2018 (INCOME-TAX ,

1. Name of the Institute: Aravali College of Engineering & Management
2. Name of the Teacher with Designation: Dr. Dolly Kumar, Assistant Professor
3. Department: Management

Month	Class	Topic to be Covered
		Unit-1
Jan. 18	1,2,3,4	Basic Concepts of Income-Tax, Residential Status and Tax Incidence
	5,6,7,8,9	Income exempted from Tax
		Unit-2
Feb. 18	10..18	Income from Salaries, Income from House Property
	19-23	Income from Profits and gains of business and Profession
		Unit-3
18.Mär	24-27	Income from Capital Gains, Income from other sources
	28-30	Set-Off and Carry Forward of Losses
	31-33	Clubbing of Income
	34-36	Deduction of Tax at Source
		Unit-4
18.Apr	37-39	Deductions from Gross Total Income
	40-42	Assessment of Individuals

If any lecture is cancelled due to unavoidable circumstances, another lecture shall be rescheduled

Lecture Planning Starting w.e.f January 201

Name of the Institute : Aravali College of Engineering & Management

Name of teacher with designation: Ms. Shilpa Malik, Assistant Professor

Department: Computer Science

Subject: System Analysis & Design

Month	Class	Topic/ Chapter to be covered
		SECTION A
January	C01	Introduction to analysis and design
	C02-C03	SDLC
	C04	Case tools for analyst
	C05	Role of system analyst
	C06	ER data models
	C07	Feasibility study – economic, technical
	C08	Feasibility study- operational
		SECTION B
February	C11	Design of Application
	C12-C14	DFDs
	C15	Form design
	C16	screen design
	C17	report design
	C18	Structure chart
	C19	Data base definition
	C20-C21	Equipment specification and selection
March	C22	Personnel estimates
	C23	I-O design
		SECTION C
	C24	Implementation
	C25	data dictionary
	C26	Decision tables
	C27	Decision trees
	C28	Logical design to physical implementation
	C29	
		SECTION D
	C30	Introduction to distributed data processing and real time system
	C31	Evaluating distributing system
April	C32	Designing distributed data base
	C33	Event based real time analysis tools
	C34	State transition diagrams

Lecture Planning Starting w.e.f January 201

Name of the Institute : Aravali College of Engineering and Management

Name of teacher with designation: Ms. Smriti Khanna Assistant Professor

Department: Management

Month	Class	Topic/ Chapter to be covered
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		UNIT 1
January	C1,C2	Types of international business
	C3, C4	basic structure of international business environment;
	C5,C6	risk in international business
	C7	motives for international business
	C8,C9	Barriers to international business
	C10	global trading and financial system–an overview
		UNIT 2
February	C14,C15	Foreign market entry modes
	C16	Factors of country evaluation and selection
	C17	Decisions concerning foreign direct and portfolio investment
	C18	Control methods in International business.
		UNIT 3
March	C21	Basic foreign manufacturing and sourcing decisions
	C22,C23	Product and branding
	C24	Approaches to international pricing.
	C25,C26	Foreign channel and logistical decisions
		UNIT 4
April	C30	Accounting differences across countries
	C31,C32	cross cultural challenges in
		International business
	C33,	international staffing and compensation decisions
	C34,C35	Basic techniques of risk management in international business
	C40	Revision

Lecture Planning Starting w.e.f January 201

Name of the Institute :		ARAVALI COLLEGE OF ENGINEERING AND MANAGE
Name of teacher with designation:		GEETIKA PATEL (ASSISTANT PROFESSOR)

Department		MANAGEMENT
Month	Class	Topic/ Chapter to be covered
Jän.18	1	Introduction of Subject and brief discussion about syllabus
	2	Unit - 1 Concept and types of consumer
	3	Need for consumer protection
	4	Approaches to consumer protection
	5	Consumer buying motives
	6	Doctrines of caveat emptor & Caveat venditor
	7	Concept of consumer's sovereignty
	8	Basic consumer rights
	9	Revision of Unit 1
	10	Class Test of Unit 1 & Assignment 1
Feb.18	11	Unit - 2 Measures for consumer protection in India
	12	Basic provisions of the CPA Act 1986
	13	Organizational set up for consumer protection under CPA
	14	Procedure of filing a complaint
	15	Relief available
	16	CPA Act Summary
	17	Revision of Unit 2
	18	Class Test of Unit 2 and Assignment 2
Feb/Mar 2018	19	Unit -3 MRTP Act
	20	Competition Act
	21	Provisions relating to consumer protection
	22	Role of voluntary consumer organization
	23	Formation of a voluntary consumer organization
	24	Registration of a voluntary consumer organization
	25	Business self-regulation
	26	Consumer Awareness
	27	Role of media
	28	Role of govt.
29	Revision of third unit	
30	Class Test 3 and Assignment 3	
Apr.18	31	Unit - 4 Recent development in consumer protection movement
	32	Consumer information and knowledge as means of protection
	33	Sources of consumer information
	34	Ethical marketing as an instrument of consumer protection
	35	Role of advertising standard council of india in consumer protection
	36	Revision of Unit 4
	37	Class test - 4 and Assignment 4
	38	Revision

Lecture Planning Starting w.e.f Jar

Name of the Institute : Aravali College of Engineering and Management

Name of teacher with designation: Mr. Nalin Sharma, Assistant Professor

Department: Computer Science

Month	Class
January	1
January	2
January	3
January	4
January	5
January	6
January	7
January	8
January	9
	10
February	11
February	12
February	13
February	14
February	15
February	16
February	17
February	18
February	19
February	20

February	21
February	22
March	23
March	24
March	25
March	26
March	27
March	28
March	29
March	30
March	31
March	32
April	33
April	34
April	35

BBAN-601)

Academic Activity	Test/Assignment
Verbal Presentation	ASSIGNMENT
Written Test	ASSIGNMENT
Test	ASSIGNMENT
Presentation	ASSIGNMENT

l within the same week against it.

C11: Discussion: US Policies and its impact on India's International trade	Assignment
C12: Discussion China: Barriers to trade	C13: Test
C20: Presentation Walmart in India Journey till now	C19: Test
C27: GD Mc. Donald Product Adaptation and Sourcing	C 29: Test
C 28: Discussion: What role does logistics play in pricing policies	
C36: Discussion Japan and US: Difference and Business Culture	C37: Test
C38, C39: Students will summarize their learnings during the whole course	

18	
EMENT	

Academic Activity	Test / Assignment
Group Discussion on Seller beware or buyer beware	Assignment No. 1

How can we file complain against seller.

Assignment no. 2

PPT on each topic of Unit 3	Assignment No. 3
A short report on developments in consumer protection movement.	Assignment no. 4

Topic/ Chapter to be covered	Academic Activity	Test / Assignment
Introduction – meaning, nature		
concepts, advantages and reasons for transacting online		
categories of e-commerce		
planning online business		
nature and dynamics of the internet		Assignment-1
pure online vs. brick and click business		
assessing requirement for an online business		
designing, developing and deploying the system		
one to one enterprise		
Revision		
Technology for online business – internet		
IT infrastructure; middleware contents		
text and integrating e-business applications		
mechanism of making payment through internet		
online payment mechanism,		
electronic payment systems,		
payment gateways, visitors to website, tools for promoting website;		
plastic money: debit card, credit card		
laws relating to online transactions.		Assignment-2
Revision		

Applications in e-commerce – e-commerce applications in manufacturing		
Applications in e-commerce – e-commerce applications in manufacturing		
wholesale, retail and service sector.		Assignment-3
Revision		
Virtual existence – concepts, working advantages and pitfalls of virtual organizations		
workface, work zone and workspace and staff less organization		
designing on E-commerce model for a middle level organization		
the conceptual design, giving description of its transaction handling		
infrastructure and resources required and system flow chart		
security in e-commerce: digital signatures, network security		
data encryption secret keys		Assignment-4
data encryption		
Revision		

Lecture Planning Starting w.e.f]

Name of the Institute : Aravali College of Engineering and Management

Name of teacher with designation: Rashmi Chauhan (Assistant Professor)

Department: Management

Subject: HRM (MBA 2ND Sem)

Month	Class	Topic/ Chapter to be covered
UNIT 1		
January	C1,C2	HRM concept evolution and scope.
	C3, C4	Objectives of HRM,roles responsibilities.
	C5,C6	Competencies of HR managers.
	C7	Challenges to HR .
	C8,C9	HRP&forecasting
	C10	HRIS Significance and process.
UNIT 2		
February	C11,C12	HR sourcing
	C13	Recruitment & Selection.
	C14	Placement & Induction
	C15	Job Analysis, Job design.
	C16	Job description, specification, Approaches and methods
UNIT 3		
	C17	Performance management system
	C18	Performance appraisal system

March	C19	TNA methods of training
	C20	Training evaluation
	C21	Career planing.
UNIT 4		
April	C22	Employee compensation basic concepts .
	C23	New trends in compensation management.
	C24	I.R&Grievance handling
	C33,	Employee welfare.Dispute resolution.
	C34,	Innternational HRM.
	C35	Knowledge management.
	C36	HR Audit&Accounting
	C37	CSR
	C38	Revision.

Marketing Management (Lecture Planning St
MBA 2nd Semester

Name of the Institute : Aravali College of Engineering and Management

Name of teacher with designation: Munish Nagar (Assistant Professor)

Department: Management Studies

Month	Class	Topic/ Chapter to be covered
Unit -1		
January	1	Nature and scope of marketing
January	1	Philosophies of marketing management
January	1	Attracting, retaining and developing Customers
January	1	Relationship with customers
January	1	Marketing environment
January	1	Marketing research
January	1	Marketing information system
February	1	Ethical issues in marketing

February	1	Revision
February	1	Test
Unit -2		
February	1	Understanding consumer behavior
February	1	Factors influencing consumer buying behavior
February	1	Organizational buying behavior
February	1	Market segmentation
February	1	Targeting and positioning
February	1	Marketing strategies in the different stage of the product life cycle
February	1	New product development process
February	1	Revision
Unit- 3		
March	1	Product mix
March	1	Product line decisions
March	1	Branding and packaging decisions
March	1	Pricing strategies and practices
March	1	Factors affecting selection of marketing channels
March	1	Introduction to wholesaling and retailing
March	2	Promotion Mix: Advertising, Sales promotion
March	1	Public relations, Personal selling
March	1	Revision
March	1	Test
Unit -4		
April	1	Marketing organization structures
April	1	Implementation and Control of the marketing programme
April	1	Sales Forecasting Methods
April	1	Green Marketing, Event Marketing
April	1	Direct marketing, Network Marketing
April	1	Holistic Marketing, Permission Marketing, Social Marketing
April	1	Revision
	36	

Lecture Planning Starting w.e.f]

Name of the Institute : ARAVALI COLLEGE OF ENGINEERING AND MANAGE

Name of teacher with designation: DEEKSHA BHATLA,ASSOCIATE PROFESSOR

Department:

MANAGEMENT

Month	Class	Topic/ Chapter to be covered
		UNIT-I
January	1	Financial management-Meaning
January	2	Financial management-scope
January	3	functions of Financial management
January	4	objectives of financial management
January	5	time value of money
January	6	time value of money-numericals
febraury	7	sources of long term finance
febraury	8	Revision
		Unit-II
febraury	9	Investment decision
febraury	10	Investment decisions importance
febraury	11	difficulties
febraury	12	determining cash flows
febraury	13	methods of capital budgeting
febraury	14	methods of capital budgeting with excel
febraury	15	risk analysis
febraury	16	(risk adjusted discount rate method and certainty equivalent method)
febraury	17	cost of different sources of raising capital
febraury	18	weighted average cost of capital
febraury	19	Revision
		Unit-III
March	20	Capital structure decisions
March	21	financial and operating leverage
March	22	EBIT/EPS Analysis
March	23	EBIT/EPS Analysis numericals
March	24	capital structure theories
March	25	NI, NOI
March	26	traditional and M-M theories
March	25	M-M theories
March	26	determinants of dividend policy
March	27	dividend models
March	28	Walter
March	29	Gordon & M.M. models.
March	30	Revision
		Unit-IV
April	31	Working Capital- meaning
April	32	Working Capital needs
April	33	determinants of working capital

April	34	working capital need
April	35	Estimation of working capital need
April	36	management of cash
April	37	Inventory and Receivables
April	38	Receivables
April	39	Revision

Lecture Planning Starting w.e.f]

Name of the Institute : Aravali College of Engineering and Management

Name of teacher with designation: Rashmi Chauhan (Assistant Professor)

Department: Management

Subject: IBE (MBA 2ND Sem)

Month	Class	Topic/ Chapter to be covered
UNIT 1		
January	C1,C2	Introduction of IBE.
	C3, C4	Domestic vs International business
	C5,C6	Stages of internationalization
	C7	Tariff and non tariff barriers.
	C8,C9	Risk involved in International business
	C10	Revision of First unit
UNIT 2		
February	C11,C12	Theories of international trade.
	C13	Adam Smith,Ricardo and Ohlin
	C14	PLC
	C15	Leontif paradox
	C16	Approaches of International business
	C17	Revision.
UNIT 3		
March	C18	International Monetary Systems
	C19	Historical background & structure
	C20	International Financial Institution
	C21	IMF
	C22	World bank,Euro Currency
	C23	International Financial markets.
UNIT 4		
	C24	Free trade zones

April	C25	Bilateral & Multilateral trade laws
	C26	General Agreements on Trade&Tariff
	C27,	GATT,WTO,IPR,TRIPS,TRIMS,GATS.
	C28	Regional Economic Integrations.
	C29	NAFTA,EU
	C30	Trade Blocks,ASEAN
	C31	SAAARC,BRICS
		Revision.

Lecture Planning Starting w.e.f]		
Name of the Institute :	ARAVALI COLLEGE OF ENGINEERING	
Name of teacher with designation :	GEETIKA PATEL (ASSISTANT	
Department	MANAGEMENT	
Month	Class	Topic/ Chapter to be covered
Jän.18	1	Unit – 1 Concept and scope of Operations Management.
	2	System perspectives of Operations Management.
	3	Operations as a competitive strategy.
	4	Emerging trends and implications for operations.
	5	Facility location
	6	Types of manufacturing system
	7	Layouts and its types
	8	Line balancing and Material handling
	9	Principles and equipment used in material handling.
	10	Class test-1 and Assignment - 1
Feb.18	11	Unit – 2 Capacity planning – its techniques
	12	Aggregate planning – its strategy

	13	Analytical models in APP
	14	Master production scheduling
	15	Maintenance management
	16	Work study – Method study
	17	Work measurement
	18	Material management
	19	Inventory control
	20	Purchase and store management
	21	Class test-2 and Assignment - 2
Feb/Mar 2018	22	Unit – 3 JIT Manufacturing
	23	Business Process Reengineering
	24	Enterprise resource planning
	25	Supply chain management
	26	Techniques of supply chain management
	27	Lean manufacturing
	28	Poka yoke
	29	Class test -3 and Assignment - 3
Apr.18	30	Unit – 4 Quality and its management
	31	Cost of quality
	32	Continuous improvement kaizen
	33	5'S
	34	ISO
	35	Six Sigma
	36	Statistical quality control
	37	Control tools
	38	TQM
	39	Class test – 4 and Assignment - 4
	40	Revision

Lecture planning Starting w.e.f. January 2018 (Legal)

1. Name of the Institute: Aravali College of Engineering & Management
2. Name of the Teacher with Designation: Dr. Dolly Kumar, Assistant Professor
3. Department: Management

Month	Class	Topic to be covered
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		Unit-1
Jan. 18	1...4	Essentials of a valid contract, void Agreements
	5...8	Performance of contracts, Breach of contract
	9,10	Quasi contracts, Contract of sale of goods
	11..13	Conditions & Warranties, Transfer of Property
	13-15	Rights of an unpaid seller, Rights of Consumers
		Unit-2
Feb. 18	16-17	Nature & types of Negotiable Instruments Holder in due course, Dishonour & Discharge
	18-20	Arbitration, Objective, Anti competitive Agreements
	21-23	Abuse of dominant Position
	24-25	Regulations of Combinations, Powers & Functions
		Unit-3
18.Mär	26-28	Nature & Types of Companies, Incorporation
	29-30	Memorandum & Articles of Association, Prospectus
	31	Meaning & Essential Elements of Partnership
	32	Formation, Registration & Types of partners
	33	Rights & Duties of partners
		Unit-4
18.Apr		Listing of Securities, Penalties & Procedures
		Rights & Obligations of Depositories
		Depository Participants, Issuers & Beneficial
		Foreign Exchange Management Act, Cyber Law

If any lecture is cancelled due to unavoidable circumstances, another lecture shall be held.

Lesson Planning for the semester start

Name of Institute : Aravali College of Engineering and Management
Name of teacher with designation : Mrs. Himanshi Gupta, Assistant Professor
Department : Department of Applied Sciences and Humanities

Month	Class	Topic/Chapter covered
Jan	Lecture 1	Selection interview-1
Jan	Lecture 2	Selection interview-2

Jan	Lecture 3	Selection interview-3
Jan	Lecture 4	Selection interview-4
Jan	Lecture 5	Placement Interview-1
Feb	Lecture 6	Placement Interview-2
Feb	Lecture 7	Placement Interview-3
Feb	Lecture 8	Placement Interview-4
Feb	Lecture 9	Appraisal Interview-1
Feb	Lecture 10	Appraisal Interview-2
Feb	Lecture 11	Appraisal Interview-3
Feb	Lecture 12	Appraisal Interview-4
Feb	Lecture 13	Exit Interview-1
Feb	Lecture 14	Exit Interview-2
March	Lecture 15	Exit Interview-3
March	Lecture 16	Exit Interview-4
March	Lecture 17	Personal Interview-1
March	Lecture 18	Personal Interview-2
March	Lecture 19	Personal Interview-3
March	Lecture 20	Personal Interview-4
March	Lecture 21	Telephonic Interview-1
March	Lecture 22	Telephonic Interview-2
March	Lecture 23	Telephonic Interview-3
April	Lecture 24	Telephonic Interview-4
April	Lecture 25	Group Mock Interviews
April	Lecture 26	Group Mock Interviews
April	Lecture 27	Group Mock Interviews
April	Lecture 28	Group Mock Interviews
April	Lecture 29	Group Mock Interviews
April	Lecture 30	Group Mock Interviews

Strategic Management (Lecture Planning Sta

MBA 2nd Semester

Name of the Institute : Aravali College of Engineering and Management

Name of teacher with designation: Munish Nagar (Assistant Professor)

Department: Management Studies

Month	Class	Topic/ Chapter to be covered
Unit -1		
January	1	An introduction to strategy
January	2	Nature, Objective and importance of Strategies
January	1	An overview of strategic management

January	1	Strategic Management Process
January	1	Company's vision, mission and objectives
January	1	Revision
January	1	Test
Unit -2		
February	1	Strategic Formulation:
February	1	Overview of Environmental and Organisational Appraisal
February	1	Concentration, Integration, Diversification,
February	1	Internationalization, stability, retrenchment
February	1	Strategic Analysis and choice using BCG Matrix,
February	1	General Electric matrix,
February	1	Balance score card approach, Types of strategies.
February	1	Revision
Unit- 3		
March	1	Strategy implementation
March	1	Designing organizational structure
March	1	Structural, Behavioral Implementation
March	2	Functional and operational implementation.
March	1	Revision
March	1	Test
March	1	GD
Unit -4		
April	1	Strategy Evaluation
April	1	Strategy Control
April	1	Nature and Importance
April	1	Strategic Control
April	1	Operational Control
April	1	Techniques of evaluation and control
April	1	Revision
	31	

January 2018

Academic Activity	Test / Assignment
Discussion on Competencies of HR manager and challenges.	Assignment
Case study on HRM	
Presentation on various topics related to HRM	Test of first unit
Presentation on Performance management	Assignment

Roles plays on Training&Development	Assignment.
Revision	Class test on Employee Compensation Management.
Case study on Employee welfare	
Discussion on CSR	Revision test

starting w.e.f January 2018)

Academic Activity	Test / Assignment
PPT	Test

Case Study	Assignment
Group Discussion	Test
Marketing Quiz	Assignment

January 2018

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Academic Activity	Test / Assignment
<p style="text-align: center;">presentation on functions of financial management.</p>	<p style="text-align: center;">Assignment on sources of finance</p>
	<p style="text-align: center;">Test on methods of capital budgeting</p>
<p style="text-align: center;">group discussion on advantages and disadvantages of theories of capital structure</p>	<p style="text-align: center;">Test of practical problems on capital structure</p>

Presentation on working capital management	assignment on working capital management
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January 2018

Academic Activity	Test / Assignment
C11:Discussion: US Policies and its impact on India's International trade	Assignment
Comparisons of different theories of IBE	Test of first unit
Presentation by students on International Monetary System	Class test on International financial market
Discussion on role of International agencies	
presentation by students on	

International agencies	
Case studies on IBE	
Discussion on SAARC & BRICS	Revision test

January 2018	
3 AND MANAGEMENT	
7 PROFESSOR)	
T	
Academic Activity	Test / Assignment
Make Design of layout with proper line balancing and material handling.	Assignment on Layout of different companies and their benefits.

Make a list of examples of capacity planning, purchase and store management	Assignment on Material management and inventory control
Case Study on Toyota company	Assignment on different types of techniques for manufacturing
Case study on General Cable	Minor project file on different quality control tools

Aspect of Business, MBA/115)

Academic Activity	Test/Assignment
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Test	ASSIGNMENT
Presentation	ASSIGNMENT
Written Test	ASSIGNMENT
Test	ASSIGNMENT

be rescheduled within the same week against it.

started w.e.f Januray

Academic activity	Test/assignment

PPT	Test
Case Study	Assignment
Group Discussion	Test
Business Quiz	Assignment

Lecture Planning Starting w.e.f January 2018

Name of the Institute : Aravali College of Engineering & Management Faridabad

Name of teacher with designation: Seema Rawat (Assistant Professor)

Department: Computer Science Engineering

Month	Class	Topic/ Chapter to be covered	Academic Activity	Test / Assignment
Jan	1	Introduction to Electronic Commerce: origin and need		Assignment Framework of Ecommerce
	2	Framework, applications; network infrastructure (including internet		
	3	internet commercialization; factors affecting e-commerce		
	4	business and technological dimensions of e-commerce		
	5	Practical		
	6	Practical		
Feb	7	Electronic payment system		EDI and short note on e payment system
	8	inter-organizational commerce & intra-organizational commerce		
	9	EDI		
	10	value-added network; digital library		
	11	smart card, credit card and emerging financial instrument		
	12	Practical		
March	13	Practical		Programs on Ecommerce website
	14	smart card, credit card and emerging financial instrument		
	15	B2B e-commerce		
	16	e-procurement, supply -chain coordination		
	17	on-line research; organizing for online marketing		
	18	Internet retailing; multi-channel retailing		
	19	channel design; selling through online intermediaries		
	20	Mobile commerce: Introduction to mobile commerce		
	21	Practical		
	22	Practical		
April	23	benefits of mobile commerce; mobile commerce framework; Internet advertising;		Programs on Ecommerce website
	24	Security; advertising & marketing in the internet		
	25	introduction to marketing & CRM, consumer search & resource discovery		
	26	computer based education & training		
	27	digital copyrights		
	28	Search engines & directory services		
	29	Agents in electronic commerce		
	30	Practical		
	31	Practical		

Lecture Planning Starting w.e.f January 2018

Name of the Institute : Aravali College of Engineering and Management

Name of teacher with designation: Ms. Rashmi Chauhan, Assistant Professor

Department: Management

Month	Class	Topic/ Chapter to be covered	Academic Activity	Test / Assignment
UNIT 1				
January	C1,C2	Industrial Relations Concepts	C11:Discussion: socio - economic and techno economic profile	Assignment
	C3, C4	Scope and Objectives of Industrial Relations		
	C5,C6	Emerging socio -economic and techno economic profile		
	C7, C8	Impact of technological change in industrial relations	C12:Discussion Impact of technological changes	C13:Test
	C8,C9, C10	Role of state in managing industrial relations factors affecting industrial relations.		
UNIT 2				
February	C14,C15	Trade Unions Objectives and functions	C20: History and Evolution of Trade Unions in India and Present forms	C19: Test
	C16	Development of trade Union movement in India		
	C17	Challenges of trade union movement ;Forms of union, Trade union response towards liberalization and change		
	C18	Role and objectives of ILO.Prevention and settlement of disputes.		
UNIT 3				
March	C21, C22	Objectives, forms and significance of Labor legislation	C20: Nature of Labor legislation	C 29: Test
	C23, C24	Grievance handling Legislation, Social security legislations		
	C25,C26	Regulatory legislation and protective and employment legislation; Harmony and discipline.		
UNIT 4				
April	C30	Co ownership management, Concept and significance	C36, C37: Students will summarize their learnings during the whole course	C38:Test
	C31,C32	Involvement of workers with management processes, Strategic implementation of WPM		
	C33,	Collective bargaining and empowerment :role		
	C34	Methods and significance to quality management, Quality of work life.		

Planning Starting w.e.f January 2018 Strategic Human Resource Management 171V

Name of the Institute : Aravali College of Engineering & Manag

Name of teacher with designation: Gunjan Chawla ,Assistant

Department: Management

Month	Class	Topic/ Chapter to be covered	Academic Activity	Test / Assignment
		UNIT 1		
JAN	Class 1	HR environment	Case Study on Role of HR in Strategic Planning	Investment Perspective of HRM
JAN	Class 2	HRM in knowledge economy		
JAN	Class 3	Concept of SHRM		
JAN	Class 4,5	Investment perspective of SHRM		
JAN	Class 6,7	Evolution of SHRM		
JAN	Class 8	Strategic HR vs. traditional HR		
JAN	Class 9	Barrier to strategic HR		
JAN	Class 10,11	Role of HR in strategic planning		
		UNIT 2		
FEB	Class 12	Strategic fit frameworks	Presentati on on Business Strategy and Human Resource Planning	Gaining Competitive Advantage through HR Practices
FEB	Class 13	Linking business strategy and HR strategy		
FEB	Class 14,15	HR bundles approach		
FEB	Class 16	Best practice approach		
FEB	Class 17	Business strategy and human resource planning		
FEB	Class 18,19	HRM and firm performance linkages – measures of HRM performance;		
FEB	Class 20,21	Sustained competitive advantages through inimitable HR practices		
		UNIT 3		
MAR	Class 22,23	HR Systems: staffing systems	Presentati on on Employee	
MAR	Class 24	Reward and compensation systems		

MAR	Class 25,26	Employee and career development systems	and Career Development	Impact of Reward and Compensation on Employees Performance
MAR	Class 27	Performance management systems		
		UNIT 4		
MAR	Class 28,29,30	Strategic options and HR decisions – Downsizing and restructuring	Presentati on on Outsourci ng and Off shoring	Report on Mergers And Acquisitions
APRIL	Class 31,32	Domestic and international labour market		
APRIL	Class 33	Mergers and acquisitions		
APRIL	Class 34,35	Outsourcing and off shoring		

Lecture Planning Starting w.e.f January 2018 Management of Banking and Insurance 17IMG24GF1

Name of the Institute : Aravali College of Engineering & Man

Name of teacher with designation: Gunjan Chawla ,Assistant

Department: Management

Month	Class	Topic/ Chapter to be covered	Academic Activity	Test / Assignment
		UNIT 1		
JAN	Class 1	An overview of the banking sector- growth and structure	Presentati on on Marketing in Banking Industry	Role of Technology in Banking
JAN	Class 2	Functions and operations – RBI		
JAN	Class 3	Commercial Banks		
JAN	Class 4	RRBs		
JAN	Class 5	Cooperative Banks		
JAN	Class 6,7	NABARD		
JAN	Class 8,9	Regulatory issues for governance of banking sector– role of RBI and Ministry of Finance		
JAN	Class 10,11	Marketing in banking industry - component of bank marketing strategy		
JAN	Class 12	Role of technology in banking		
		UNIT 2		

FEB	Class 13,14	Component of ALM and their management	Case Study on Interest Rate Management	Managing Non Performing Assets
FEB	Class 15	Liquidity management		
FEB	Class 16	Interest rate management		
FEB	Class 17,18	Management of credit and operational risk		
FEB	Class 19	Treasury operations and management		
FEB	Class 20,21	Managing capital adequacy and profit planning		
FEB	Class 22	Managing NPAs.		
		UNIT 3		
FEB	Class 23	Origin and development of insurance sector	Presentation on Challenges of Insurance Marketing	Types and Structure of Insurance Plans
MAR	Class 24	Objective and process of risk management		
MAR	Class 25	Types and structure of insurance plans		
MAR	Class 26	Investment pattern and policies of insurance companies		
MAR	Class 27	Challenges of insurance marketing		
MAR	Class 28	Role of IRDA		
MAR	Class 29	Pension funds in India		
		UNIT 4		
MAR	Class 30	Organizational forms	Case Study on Life Insurance and its Use	Financial Management of Life Insurance Companies
MAR	Class 31,32	Structure and administration of life insurance companies		
APRIL	Class 33	Structure and administration of non life insurance companies		
APRIL	Class 34,35	Life and non-life insurance management – strategic management		
APRIL	Class 36	Planning and control cycle		
APRIL	Class 37	Use of life insurance in personal and business planning;		
APRIL	Class 38,39	Life and non-life (health and motor vehicle) insurance		
APRIL	Class 40	Financial management of life insurance companies		

Lecture Planning Starting w.e.f January 2018

Lecture Planning Starting w.e.f January 2018				
Name of the Institute :	ARAVALI COLLEGE OF ENGINEERING AND MANAGEMENT			
Name of teacher with designation:	GEETIKA PATEL (ASSISTANT PROFESSOR)			
Department:	MANAGEMENT			
Month	Class	Topic/ Chapter to be covered	Academic Activity	Test / Assignment
Jän.18	1	Introduction of Subject and brief discussion about syllabus		
	2	Unit-1 Investment- meaning , nature	Presentati on on risk and return	Theoretical assignment
	3	Process and alternatives		
	4	Return and risk		
	5	Components of risk		
	6	Historical and expected return and risk		
	7	Systematic and unsystematic risk		
	8	Measurement of systematic risk		
	9	Revision		
	10	Class test – 1 and Assignment 1		
Feb.18	11	Unit-2 Investment analysis- objectives and benefits	Search and analyse any one company's investment and fundamental analysis	Class test on full Unit.
	12	Security valuation – theories		
	13	Theories – Income and fixed securities		
	14	Efficient market theory		
	15	Fundamental Analysis		
	16	Economic, industry and company analysis		
	17	Technical analysis		
	18	Revision		
	19	Class test – 2 and Assignment 2		
Feb/Mar 2018	20	Unit – 3 Portfolio – Meaning, advantages	Compare and make list of companies opting different models for portfolio management	Theoretical assignment
	21	Selection, Problems – Markowitz portfolio theory		
	22	Expected return and standard deviation for portfolio		
	23	Efficient frontier and investor utility		
	24	Selection of the optimal portfolio		
	25	Sharpe-single index model		
	26	Capital Asset pricing model		
	27	Arbitrage pricing theory		
	28	Revision of Unit-3		
	29	Class test – 3 and Assignment 3		

	30	Unit – 4 Bond portfolio management strategies	Case Study	Make a minor project on portfolio revision
Apr.18	31	Portfolio revision – meaning, need		
	32	Constraints and strategies		
	33	Formula plan, constant-dollar-value plan		
	34	Constant ratio plan, variable ratio plan		
	35	Portfolio performance evaluation		
	36	Risk adjusted measures of performance		
	37	Revision of Unit 4		
	38	Class test – 4 and Assignment 4		
	39	Revision		

1 Marketing Communication (17IMG24GM1) Lecture Planning Starting w.e.f Jan

Name of the Institute : Aravali College of Engineering and Management

Name of teacher with designation: Ms. Smriti Khanna Assistant Professor

Department: Management

Month	Class	Topic/ Chapter to be covered	Academic Activity	Test / Assignment
		UNIT 1		
January	C 1	Introduction – Concept of marketing communication	C 8 Discussion: VIVO Mobile phones Virtual space and traditional advertising who is the winner	Assignment
	C 2	Marketing communication mix, factor affecting marketing communication mix,		
	C 3	Drivers of integrated marketing mix;		
	C 4	models of marketing communication – Blade Box Model,		
	C 5	AIDAS model, Lavidge Steiner model,		
	C 6	DAGMAR model, PCB model;		
	C 7	marketing communication planning process		
		UNIT 2		

February	C 9	Managing the Marketing Communication Process	C 17 Election: Analysis of Communi cation process by any two major parties	C18 Test
	C 10	Analysis of promotional opportunities,		
	C 11	Concepts of segmentation and target marketing,		
	C 12	Promotional strategy of formulation and competitive positioning		
	C 13	Determination of promotional objectives,		
	C14	Deciding promotional appropriation,		
	C 15	Integrating marketing communication programme,		
	C 16	Commissioning and contracting external resources		
		UNIT 3		
March	C 19	Advertising and Media Planning –	C 26 Assignme nt: Select a product of your choice, create a company and design their 1. Media plan 2. Advertisin g Plan 3. Stages of creative strategy 4. Media Planning	Assignment
	C 20	Advertising plan, creative strategy		
	C 21	Advertising appeal, creative formats		
	C 22	Stages of creative strategy – idea generation, copy writing, layout, copy testing and diagnosis;		
	C 23	Media planning –traditional and contemporary media; media objectives – reach, frequency, cost etc.;		
	C 24	Media strategy, media scheduling, media planning models,		
	C25	Key issues in advertising – comparative advertising, web advertising;		

	C 25	Advertising agency – functions and types, outdoor advertising		
		UNIT 4		
April	C 26	Wider Issues and Dimensions – Sales promotions, .	C 34 Revision of the entire syllabus	C 35 Test
	C 27	personal selling		
	C 28	Direct marketing,		
	C 29	public relations, publicity		
	C 30	Corporate advertising, unconventional promotional media,		
	C 31	marketing communication budgeting, measuring promotional performance,		
	C 32	global marketing communication,		
	C33	Legal and ethical issues in integrated marketing communication		

Service Marketing(17IMG24GM2) Lecture Planning Starting w.e.f January 2018

Name of the Institute : Aravali College of Engineering and Management

Name of teacher with designation: Ms. Smriti Khanna Assistant Professor

Department: Management

Month	Class	Topic/ Chapter to be covered	Academic Activity	Test / Assignment
		UNIT 1		
January	C1	Foundation of Service Marketing – Definition and	C 7 Group Discussion: Service Economy the advent	C8 Test
	C 2	concept of service marketing,		
	C3	distinctive characteristics and classification of services		
	C4	growth in service sector		
	C 5	service marketing mix,		
	C 6	emergence of service economy		
		UNIT 2		
Feburary	C 9	Customer Focus – Understanding customer needs and expectations,	C 18 Education Sector: Customer Focus – Understa nding customer needs and expectati ons,proce	Assignment
	C 10	process of market segmentation,		
	C 11	selecting customer portfolio,		
	C 12	creating valued relations with customer		
	C 13	customer loyalty, service encounters		
	C 14	measuring customer satisfaction,		
	C 15	SERVQUAL and GAP Model,		

	C 16	handling complaints, service failure and recovery	SS or market segmenta	
	C 17	Revision		
		UNIT 3		
March/ April	C 19	Designing and Delivery services – Positioning a service in the market	C 29, 30 Bluestone: Taking Jewelry business online. Discuss: 1. Designing and Delivery services – Positioning a service in the market	Assignment
	C 20	value addition to service product,		
	C 21	planning and branding service product,		
	C 22	new service development,		
	C 23	pricing the service product,		
	C 24	advertising		
	C 25	personnel hiring and other communication in services industries		
	C 26	challenges in distribution of services,		
	C 27	role of employees, customers and intermediaries in service industry		
	C 28	Revision		
		UNIT 4		
April	C 31	Special Issues in Service Marketing	on of the en	C 35 Test
	C32	e-services, online consumer behavior, self-service technologies,		
	C33	understanding specific service industries		