

## 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 |
|---------------|------------|--|---|-------------------|
| <b>UNIT 1</b> |            |  |   |                   |
| 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.                     |   |                   |
| <b>UNIT 2</b> |            |  |   |                   |
| 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.  |   |                   |
| <b>UNIT 3</b> |            |  |   |                   |
| 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.                  |   |                   |
| <b>UNIT 4</b> |            |  |   |                   |
| 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 17IV

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                                  |
|-------|-------------|--|--|--|
|       |             | <b>UNIT 1</b>  |  |  |
| 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                                 |  |  |
|       |             | <b>UNIT 2</b>  |  |  |
| 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 |  |  |
|       |             | <b>UNIT 3</b>  |  |  |
| 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                                    |   |  |
|       |                | <b>UNIT 4</b>   |   |  |
| 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             |
|-------|-------------|---|--|-------------------------------|
|       |             | <b>UNIT 1</b>   |  |                               |
| 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   |  |                               |
|       |             | <b>UNIT 2</b>   |  |                               |

|       |             |   |   |  |
|-------|-------------|---|---|--|
| 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.  |   |  |
|       |             | <b>UNIT 3</b>   |   |  |
| 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  |   |  |
|       |             | <b>UNIT 4</b>   |   |  |
| 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**

|   |  |   |   |                          |
|---|--|---|---|--------------------------|
| <b>Lecture Planning Starting w.e.f January 2018</b> |  |   |   |                          |
| <b>Name of the Institute :</b>                      | <b>ARAVALI COLLEGE OF ENGINEERING AND MANAGEMENT</b> |   |   |                          |
| <b>Name of teacher with designation:</b>            | <b>GEETIKA PATEL (ASSISTANT PROFESSOR)</b>           |   |   |                          |
| <b>Department:</b>                                  | <b>MANAGEMENT</b>                                    |   |   |                          |
| <b>Month</b>  | <b>Class</b>   | <b>Topic/ Chapter to be covered</b>                         | <b>Academic Activity</b>  | <b>Test / Assignment</b> |
| 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 |
|---------|-------|--|--|-------------------|
|         |       | <b>UNIT 1</b>  |  |                   |
| 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                                   |  |                   |
|         |       | <b>UNIT 2</b>  |  |                   |

|          |      |   |   |            |
|----------|------|---|---|------------|
| February | C 9  | Managing the Marketing Communication Process  | C 17<br>Election:<br>Analysis<br>of<br>Communi<br>cation<br>process<br>by any<br>two<br>major<br>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  |   |            |
|          |      |   |   |            |
|          |      | <b>UNIT 3</b>   |   |            |
| March    | C 19 | Advertising and Media Planning –  | C 26<br>Assignme<br>nt: Select<br>a product<br>of your<br>choice,<br>create a<br>company<br>and<br>design<br>their<br>1. Media<br>plan<br>2.<br>Advertisin<br>g Plan<br>3. Stages<br>of<br>creative<br>strategy<br>4. Media<br>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         |   |           |
|       |      | <b>UNIT 4</b>   |   |           |
| April | C 26 | Wider Issues and Dimensions – Sales promotions, .                     | C 34<br>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                | <b>C 7<br/>Group<br/>Discussion:<br/>Service<br/>Economy<br/>the<br/>advent</b>  | 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<br>Education<br>Sector:<br>Customer<br>Focus –<br>Understand<br>ing<br>customer<br>needs<br>and<br>expectati<br>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/<br>April | C 19 | Designing and Delivery services – Positioning a service in the market | C 29, 30<br>Bluestone:<br>Taking Jewelry business online.<br>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                             |  |            |