

Lesson Plan

Name of the Institute : Vaish College of Engineering
 Name of Teacher With : Dr Rohit Bansal
 Designation: A.P
 Department : MBA
 Semester : 4th
 Subject : INDUSTRIAL RELATIONSAND LABOR LEGISLATIONS
 Lesson Plan Duration : 15 weeks (January 2018 to April 2018)

Work load (Lecture) per week (in hours) : Lecture-03, Tutorial-01

Week	Theory		Academic Activity	Assignment
	Lecture Day	Topic		
1	1 st	Industrial Relations Concept, Scope, Objectives		
	2 nd	Do		
	3 rd	Do		
2	1 st	Emerging socio -economic and techno-economic profile;	Case Study	Explore Different Socio economic profile cases in corporates
	2 nd	Impact of technological change on industrial relations		
	3 rd	Do		
3	1 st	Role of State in managing industrial relations factors affecting industrial relations.	Student Presentation	
	2 nd	ILO and Trade Unions: Objectives and functions		

	3 rd	Do		
4	1 st	Development of trade Union movement in India		
	2 nd	Challenges of Trade Union movement; Forms of union		
	3 rd	Do	Case Study	
5	1 st	Do		
	2 nd	Trade Union response toward liberalization and change		Identify real time examples to study trade union response to liberalisation and change
	3 rd	Do	Student Presentation	
6	1 st	Role and objectives of ILO.	Student Presentation	
	2 nd	Prevention and settlement of disputes.		
	3 rd	Do		
7	1 st	Do		
	2 nd	Labor Legislations: Objectives	Student Presentation	
	3 rd	Do		
8	1 st	Forms and significance		
	2 nd	Grievance handling legislations	Case Study	

	3 rd	Do		Identify different real time cases corresponding to Grievance Handling
9	1 st	Do		
	2 nd	Social security legislations		
	3 rd	Do		
10	1 st	Regulatory legislations and protective and employment legislations	Student Presentation	
	2 nd	Do		
	3 rd	Do		
11	1 st	Harmony and discipline	Student Presentation	
	2 nd	Do		
	3 rd	Do		
12	1 st	Co-ownership management		Explore different types of Coownership in Real Time
	2 nd	Concept and significance; Involvement of workers with management processes		
	3 rd	Do		
13	1 st	Strategic implementation of WPM		
	2 nd	Do	Student Presentation	
	3 rd	Do		
14	1 st	Collective bargaining and empowerment		

	2 nd	Role, methods and significance to quality management	Case Study	
	3 rd	Do		
15	1 st	Quality of work life		
	2 nd	Do	Student presentation	
	3 rd	Do		

Lesson Plan

Name of the Institute : Vaish College of Engineering

Name of Teacher With

Designation: Dr Ashutosh Nigam

Department : MBA

Semester : 4th

Subject : e-commerce

Lesson Plan Duration : 15 weeks (January 2018 to April 2018)

Work load (Lecture/Practical) per week (in hours) : Lecture-03, Tutorial-01

Week	Theory		Academic Activity	Assignment
	Lecture Day	Topic		
1	1 st	Introduction to Electronic Commerce: origin and need;		
	2 nd	Framework, applications		
	3 rd	network infrastructure (including internet), internet commercialization		
2	1 st	factors affecting e-commerce	Case Study	Explore E-commerce Sites to identify the factors affecting it
	2 nd	Do		
	3 rd	Business dimensions of e-commerce;		
3	1 st	Do		
	2 nd	Technological dimension of e-commerce		

	3 rd	Do		
4	1 st	Electronic payment system		
	2 nd	inter-organizational commerce		Identify the Payment Systems Possible on different e-commerce sites
	3 rd	intra-organizationalcommerce	Case Study	
5	1 st	do		
	2 nd	Do		
	3 rd	EDI	Student Presentation	
6	1 st	value-added network	Student Presentation	
	2 nd	Digital library		Visit Different e-library to understand their functioning
	3 rd	smartcard,creditcard		
7	1 st	Do		
	2 nd	Emerging financial instruments.	Student Presentation	
	3 rd	Do		
8	1 st	B2B e-commerce		
	2 nd	e-procurement,supply-chaincoordination	Case Study	
	3 rd	on-lineresearch ,organizing for online marketing		

9	1 st	Internet retailing; selling through online intermediaries	Role Play	
	2 nd	multi-channel retailing, channel design		Explore different e-channels possible on e-commerce sites
	3 rd	Do		
10	1 st	Mobile commerce: benefits of mobile commerce;	Student Presentation	
	2 nd	Introduction to mobile commerce;		
	3 rd	mobile commerce framework; Internet advertising;		
11	1 st	Security;	Student Presentation	
	2 nd	Do		
	3 rd	Advertising & marketing in the internet		
12	1 st	Introduction to marketing & CRM		Explore different types of advertising on e-commerce
	2 nd	Do		
	3 rd	Do		
13	1 st	Consumer search & resource discovery		
	2 nd	Computer based education & training	Student Presentation	
	3 rd	Do		
14	1 st	Do		
	2 nd	Search engines & directory services;		
	3 rd	Do		

15	1 st	Agents in electronic commerce		
	2 nd	Do	Student presentation	
	3 rd	Do		

Lesson Plan

Name of the Institute : Vaish College of Engineering

Name of Teacher With

Designation: Dr Ashutosh Nigam

Department : MBA

Semester : 4th

Subject : INTEGRATEDMARKETINGCOMMUNICATION

Lesson Plan Duration : 15 weeks (January 2018 to April 2018)

Work load (Lecture) per week (in hours) : Lecture-03, Tutorial-01

Week	Theory		Academic Activity	Assignment
	Lecture Day	Topic		
1	1 st	Introduction– Concept of marketing communication		
	2 nd	Marketing communication mix		
	3 rd	Factor Affecting Marketing communication mix		
2	1 st	Drivers of integrated marketing mix	Case Study	Explore Different promotional campaign identify marketing mix communication
	2 nd	Models of marketing communication – Blade Box Model		
	3 rd	AIDAS model, Lavidge Steiner model		
3	1 st	DAGMAR model, PCB model	Student Presentation	Identify real time situation where

				models can be fit up
	2 nd	Do		
	3 rd	Marketing communication planning process		
4	1 st	Do		
	2 nd	Managing the Marketing Communication Process		
	3 rd	Analysis of promotional opportunities	Case Study	
5	1 st	Concepts of segmentation and target marketing		
	2 nd	Promotional strategy of formulation and competitive positioning		
	3 rd	Determination of promotional objectives	Student Presentation	
6	1 st	Integrating marketing communication programme	Student Presentation	
	2 nd	Do		
	3 rd	Do		
7	1 st	Do		
	2 nd	Commissioning and contracting external resources.	Student Presentation	
	3 rd	Do		
8	1 st	Advertising and Media Planning		
	2 nd	Advertising plan	Case Study	

	3 rd	Creative strategy, advertising appeal, creative formats,		Identify different real time cases corresponding to different advertising Appeal
9	1 st	Stages of creative strategy– idea generation,copy writing, layout, copy testing and diagnosis		
	2 nd	Media planning – traditional and contemporary media;		
	3 rd	Do		
10	1 st	Media objectives – reach, frequency, cost etc.; media strategy	Student Presentation	
	2 nd	Media objectives – reach, frequency, cost etc.; media strategy,		
	3 rd	media scheduling, media planning models, key issues in advertising – comparative advertising,		
11	1 st	web advertising; advertising agency– functions and types,	Student Presentation	
	2 nd	Out door advertising		
	3 rd	Advertising & marketing in the internet		
12	1 st	Wider Issues and Dimensions – Sales promotions,personal selling, direct marketing,		Explore different types of advertising on e-commerce
	2 nd	Public relations		
	3 rd	Publicity and corporate advertising		
13	1 st	Unconventional promotional media		

	2 nd	Do	Student Presentation	
	3 rd	Do		
14	1 st	Do		
	2 nd	Marketing communication budgeting		
	3 rd	Measuring promotional performance		
15	1 st	Global marketing communication		
	2 nd	Do	Student presentation	
	3 rd	Legal and ethical issues in integrated marketing communication		

Lesson Plan

Name of the Institute : Vaish College of Engineering
 Name of Teacher With : Mr Tarun Jain
 Designation: AP
 Department : MBA
 Semester : 4th
 Subject : MANAGEMENT OF BANKING AND INSURANCE
 Lesson Plan Duration : 15 weeks (January 2018 to April 2018)

Work load (Lecture) per week (in hours) : Lecture-03, Tutorial-01

Week	Theory		Academic Activity	Assignment
	Lecture Day	Topic		
1	1 st	An overview of the banking sector- growth and structure; function and operations		
	2 nd	Do		
	3 rd	Do		
2	1 st	RBI, Commercial Banks, RRBs, Cooperative Banks and NABARD	Case Study	Explore importance of Cooperative Banks
	2 nd	Do		
	3 rd	Do		
3	1 st	Regulatory issues for governance of banking sector	Student Presentation	
	2 nd	Role of RBI and Ministry of Finance		
	3 rd	Marketing in banking industry		
4	1 st	Do		

	2 nd	Do		
	3 rd	Component of bank marketing strategy	Case Study	
5	1 st	Do		
	2 nd	Role of technology in banking		Identify real time examples of Role of technology in banking
	3 rd	Component of ALM and their management	Student Presentation	
6	1 st	liquidity management	Student Presentation	
	2 nd	Interest rate management		
	3 rd	Do		
7	1 st	Management of credit and operational risk		
	2 nd	Treasury operations and management	Student Presentation	
	3 rd	Do		
8	1 st	Managing capital adequacy and profit planning		
	2 nd	;managing NPAs.	Case Study	
	3 rd	Do		Identify and gather real time cases of NPA
9	1 st	Do		
	2 nd	Do		
	3 rd	Do		
10	1 st	Origin and development of insurance sector	Student Presentation	
	2 nd	Do		

	3 rd	Do		
11	1 st	Objective and process of risk management	Student Presentation	
	2 nd	Do		
	3 rd	Do		
12	1 st	Types and structure of insurance plans		Explore different types of Insurance Plans
	2 nd	Do		
	3 rd	Do		
13	1 st	Investment pattern and policies of insurance companies		
	2 nd	Do	Student Presentation	
	3 rd	Do		
14	1 st	Challenges of insurance marketing; role of IRDA		
	2 nd	Do	Case Study	
	3 rd	Do		
15	1 st	Organizational forms, structure and administration of life and non-life insurance companies		
	2 nd	life and nonlife insurance management–strategic management, planning and control cycle,	Student presentation	
	3 rd	Use of life insurance in personal and business planning; life and non-life (health and motor vehicle) insurance underwriting; financial management of life insurance companies		

Lesson Plan

Name of the Institute : Vaish College of Engineering
 Name of Teacher With : Mr Tarun Jain
 Designation: A.P.
 Department : MBA
 Semester : 4th
 Subject : SECURITY ANALYSISANDPORTFOLIOMANAGEMENT
 Lesson Plan Duration : 15 weeks (January 2018 to April 2018)

Work load (Lecture) per week (in hours) : Lecture-03, Tutorial-01

Week	Theory		Academic Activity	Assignment
	Lecture Day	Topic		
1	1 st	Investment-Meaning, nature, process and alternatives		
	2 nd	Do		
	3 rd	return and risk		
2	1 st	Concept and components of total risk	Case Study	Explore importance of understanding total risk
	2 nd	Measuring historical and expected return and risk	Case Study	
	3 rd	Do		
3	1 st	Systematic and unsystematic risk	Student Presentation	
	2 nd	.Measurement of systematic risk.		
	3 rd	Do		

4	1 st	Do		
	2 nd	Objectives and benefits of investment analysis and security valuation		
	3 rd	Do	Case Study	
5	1 st	Theories of fixed and variable income securities		
	2 nd	Efficient Market Theory		Identify real time examples of Efficient market theory
	3 rd	do	Student Presentation	
6	1 st	Fundamental Analysis – Economic	Student Presentation	
	2 nd	Do		
	3 rd	Do		
7	1 st	Industry and Company Analysis		
	2 nd	Do	Student Presentation	
	3 rd	Do		
8	1 st	TechnicalAnalysis.		
	2 nd	Portfolio– Meaning ,advantages and selection; Selection Problems	Case Study	
	3 rd	Do		Identify and gather real time cases of Portfolio development
9	1 st	Markowitz portfolio theory		

	2 nd	Do		
	3 rd	Expected return and standard deviation for portfolios		
10	1 st	The efficient frontier	Student Presentation	
	2 nd	Do		
	3 rd	Do		
11	1 st	The efficient frontier and investor utility	Student Presentation	
	2 nd	The selection of the optimal portfolio; Sharpe single-index model		
	3 rd	Capital Asset Pricing Model ; Arbitrage Pricing Theory		
12	1 st	Do		Explore different types of Pricing models in real time
	2 nd	Bond portfolio management strategies – passive portfolio strategies, active management strategies		
	3 rd	Do		
13	1 st	Do		
	2 nd	Portfolio revision – meaning, need, constraints and strategies	Student Presentation	
	3 rd	Do		
14	1 st	formula plans - constant-dollar-value plan, constant ratio plan		
	2 nd	Do	Numerical Problems	
	3 rd	Do		

15	1 st	Variable ratio plan; Portfolio performance evaluation: risk adjusted measures of performance		
	2 nd	Do	Student presentation	
	3 rd	Do		

Lesson Plan

Name of the Institute : Vaish College of Engineering

Name of Teacher With

Designation: Dr Ashutosh Nigam

Department : MBA

Semester : 4th

Subject : SERVICE MARKETING

Lesson Plan Duration : 15 weeks (January 2018 to April 2018)

Work load (Lecture) per week (in hours) : Lecture-03, Tutorial-01

Week	Theory		Academic Activity	Assignment
	Lecture Day	Topic		
1	1 st	Foundation of Service Marketing – Definition and concept of service marketing		
	2 nd	Distinctive characteristics and classification of services		
	3 rd	Growth in service		
2	1 st	Service marketing mix	Case Study	Explore Different Service marketing mix in different service sectors
	2 nd	Emergence of service economy		
	3 rd	Do		

3	1 st	Do	Student Presentation	
	2 nd	Customer Focus – Understanding customer needs and expectations		
	3 rd	Do		
4	1 st	Advertising, personnel selling and other communication in services industry		
	2 nd	Do		
	3 rd	Challenges in distribution of services	Case Study	
5	1 st	Service encounters, measuring customer satisfaction marketing		
	2 nd	SERVQUAL and GAP Model, handling complaints, service failure and recovery		Identify real time situation where models can be fit up
	3 rd	Process of market segmentation,	Student Presentation	
6	1 st	Do	Student Presentation	
	2 nd	Selecting customer portfolio		
	3 rd	Do		
7	1 st	Do		

	2 nd	Role of employees,	Student Presentati on	
	3 rd	Do		
8	1 st	Customers and intermediaries in service industry		
	2 nd	Do	Case Study	
	3 rd	Special Issues in Service Marketing		Identify different real time cases correspond ing to Special issues of service marketing
9	1 st	Do		
	2 nd	Do		
	3 rd	e-services		
10	1 st	online consumer behavior	Student Presentati on	
	2 nd	Do		
	3 rd	Do		
11	1 st	Do	Student Presentati on	
	2 nd	Self-service technologies		
	3 rd	Do		

12	1 st	Understanding specific service industries selling, direct marketing,		Explore different types of advertising on e-commerce
	2 nd	Do		
	3 rd	Do		
13	1 st	Financial, hospitality		
	2 nd	Do	Student Presentation	
	3 rd	Do		
14	1 st	Do		
	2 nd	Health, telecom, retail, public utilities, NGOs	Case Study	
	3 rd	Do		
15	1 st	Travel and tourism, professional services		
	2 nd	Do	Student presentation	
	3 rd	Do		

Lesson Plan

Name of the Institute : Vaish College of Engineering
 Name of Teacher With : Mr Vipin Mittal
 Designation: AP
 Department : MBA
 Semester : 4th
 Subject : STRATEGIC HUMAN RESOURCE MANAGEMENT
 Lesson Plan Duration : 15 weeks (January 2018 to April 2018)

Work load (Lecture) per week (in hours) : Lecture-03, Tutorial-01

Week	Theory		Academic Activity	Assignment
	Lecture Day	Topic		
1	1 st	HR environment; HRM in knowledge economy		
	2 nd	Do		
	3 rd	Do		
2	1 st	Concept of SHRM;	Case Study	Explore importance of SHRM
	2 nd	Investment perspective of SHRM		
	3 rd	Do		
3	1 st	Evolution of SHRM,.	Student Presentation	
	2 nd	Strategic HR vs. traditional HR		
	3 rd	Do		
4	1 st	Barrier to strategic HR		
	2 nd	Role of HR in strategic planning		

	3 rd	Do	Case Study	
5	1 st	Do		
	2 nd	Strategic fit frameworks		Identify real time examples to strategic fit framework
	3 rd	Do	Student Presentation	
6	1 st	Linking business strategy and HR strategy	Student Presentation	
	2 nd	HR bundles approach		
	3 rd	Do		
7	1 st	Best practice approach; business strategy and human resource planning		
	2 nd	Do	Student Presentation	
	3 rd	Do		
8	1 st	HRM and firm performance linkages		
	2 nd	Measures of HRM performance	Case Study	
	3 rd	Do		Identify different real time cases corresponding to HRM performance
9	1 st	Sustained competitive advantages through inimitable HR practices		
	2 nd	Do		
	3 rd	Do		
10	1 st	Do	Student Presentation	
	2 nd	HR Systems		

	3 rd	Do		
11	1 st	Do	Student Presentation	
	2 nd	Staffing systems, reward and compensation systems		
	3 rd	Do		
12	1 st	Do		Explore different types of Staffing System in Real Time
	2 nd	Do		
	3 rd	Do		
13	1 st	Employee and career development systems		
	2 nd	Do	Student Presentation	
	3 rd	Performance management systems		
14	1 st	Strategic options and HR decisions – Downsizing and restructuring		
	2 nd	Do	Case Study	
	3 rd	Domestic and international labour market		
15	1 st	Mergers and acquisitions		
	2 nd	Outsourcing and off shoring	Student presentation	
	3 rd	Do		

Lesson Plan

Name of the Faculty	:	Ms. Parul
Discipline	:	MBA
Semester	:	4 th Sem.
Subject	:	E Commerce
Lesson Plan Duration	:	15 Weeks (10 th January 2018 to 25 th April 2018)
Work Load (Lecture)	:	04 per week

Week	Theory	
	Lecture Day	Topic (including assignment/Test)
1	1.	Introduction to Electronic Commerce
	2.	Origin and need
	3.	Framework
	4.	Applications
2	5.	Network infrastructure (including internet)
	6.	continue...
	7.	Internet commercialization
	8.	Factors affecting e-commerce
3	9.	Business and technological dimensions of e-commerce
	10.	continue...
	11.	Electronic payment system
	12.	Inter-organizational commerce
4	13.	Intra-organizational commerce
	14.	continue...
	15.	EDI
	16.	Value-added network
5	17.	Digital library
	18.	Smart card
	19.	Credit card
	20.	Emerging financial instruments
6	21.	B2B e-commerce
	22.	continue...
	23.	E-procurement
	24.	Supply -chain coordination
7	25.	continue...

	26.	Assignment
	27.	On-line research
	28.	Organizing for online marketing
8	29.	Internet retailing
	30.	continue...
	31.	Multi channel retailing
	32.	Channel design
9	33.	Selling through online
	34.	Sessional -1
	35.	Mobile commerce
	36.	Introduction to mobile commerce
10	37.	Benefits of mobile commerce
	38.	Assignment
	39.	Mobile commerce framework
	40.	Internet advertising
11	41.	continue...
	42.	Security
	43.	Advertising & marketing in the internet
	44.	Introduction to marketing & CRM
12	45.	Assignment
	46.	Consumer search & resource discovery
	47.	continue...
	48.	Computer based education & training
13	49.	Digital copyrights
	50.	Search engines
	51.	continue...
	52.	Assignment
14	53.	Directory services
	54.	continue...
	55.	continue...
	56.	EDI Implementation
15	57.	Agents in electronic commerce
	58.	Assignment
	59.	continue...
	60.	Sessional – 2