**Teaching Plan Session Even Semester**

**(2017-18)**

**Class: MCOM 2 SEM Name of the Teacher:Dr. Mamta Malhotra**

**Subject: B.POLICY & STRTGY MGT. Period :3**

**Paper : Room No : 305**

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| **S. No** | **Date From** | **Date Upto** | | **Topics to be covered** |
| Week 1 | Jan 08, 2018 | Jan 13, 2018 | | **Business policy-introduction** |
| Week 2 | Jan 15, 2018 | Jan 20, 2018 | | **Basics of strategic management** |
| Week 3 | Jan 22, 2018 | Jan 27, 2018 | | **Basics of strategic management** |
| Week 4 | Jan 29, 2018 | Feb 3, 2018 | | **Strategic management process** |
| Week 5 | Feb 5, 2018 | Feb 10, 2018 | | **Strategy analysis and choice of alternatives** |
| Week 6 | Feb 12, 2018 | Feb 17, 2018 | | **Strategy analysis and choice of alternatives, functional strategy** |
| Week 7 | Feb 19, 2018 | Feb 24, 2018 | | **functional strategy** |
| Week 8 | Feb 26, 2018 | Mar 03 , 2018 | | **Strategic intent and strategy formulation** |
| **2nd week March (Mid Semester Exam)** | | | | |  |  | **First Week March (Mid Semester Exam)** |
| Week 9 | March 12, 2018 | | March 17, 2018 | **Strategy implementation1** |
| Week 10 | March 19 , 2018 | | March 24, 2018 | **Strategy implementation1** |
| Week 11 | March 26, 2018 | | March 31, 2018 | **Strategy implementation2** |
| Week 12 | April 02, 2018 | | April 07, 2018 | **Strategy implementation2** |
| Week 13 | April 09, 2018 | | April 14 , 2018 | **Strategy implementation2** |
| Week 14 | April 16, 2018 | | April 21, 2018 | **Strategy evaluation and control** |
| Week 15 | April 23, 2018 | | April 28, 2018 | **Strategy evaluation and control** |
| Week 16 | April 30, 2018 | | May 05, 2018 | **Ecommerce and strategy** |

**Class: BCOM 4 SEM Name of the Teacher:Dr. Mamta Malhotra**

**Subject: Consumer Beh. Period :7**

**Paper : Room No : 203**

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| **S. No** | **Date From** | **Date Upto** | | **Topics to be covered** |
| Week 1 | Jan 08, 2018 | Jan 13, 2018 | | **Consumer behavior- nature, process** |
| Week 2 | Jan 15, 2018 | Jan 20, 2018 | | **Determinants, relevance of CB** |
| Week 3 | Jan 22, 2018 | Jan 27, 2018 | | **CB BUYING PROCESS** |
| Week 4 | Jan 29, 2018 | Feb 3, 2018 | | **Information search** |
| Week 5 | Feb 5, 2018 | Feb 10, 2018 | | **Individual determinants of CB** |
| Week 6 | Feb 12, 2018 | Feb 17, 2018 | | **Consumer perception, attention, buying behaviour** |
| Week 7 | Feb 19, 2018 | Feb 24, 2018 | | **Learning and CB** |
| Week 8 | Feb 26, 2018 | Mar 03 , 2018 | | **Consumer attitude and buying behaviour** |
| **2nd week March (Mid Semester Exam)** | | | | |  |  | **First Week March (Mid Semester Exam)** |
| Week 9 | March 12, 2018 | | March 17, 2018 | **Culture, sub-culture and CB** |
| Week 10 | March 19 , 2018 | | March 24, 2018 | **social class and CB** |
| Week 11 | March 26, 2018 | | March 31, 2018 | **Reference groups, family influence and CB** |
| Week 12 | April 02, 2018 | | April 07, 2018 | **Diffusion of innovation,** |
| Week 13 | April 09, 2018 | | April 14 , 2018 | **CB models** |
| Week 14 | April 16, 2018 | | April 21, 2018 | **models** |
| Week 15 | April 23, 2018 | | April 28, 2018 | **Researching CB** |
| Week 16 | April 30, 2018 | | May 05, 2018 | **Diversity of CB** |

**Class: MCOM 4 SEM Name of the Teacher:Dr. Mamta Malhotra**

**Subject: Knowledge mgt. Period :4**

**Paper : Room No : 205**

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| **S. No** | **Date From** | **Date Upto** | | **Topics to be covered** |
| Week 1 | Jan 08, 2018 | Jan 13, 2018 | | **Concept of KM** |
| Week 2 | Jan 15, 2018 | Jan 20, 2018 | | **KM system, tacit knowledge and explicit knowledge** |
| Week 3 | Jan 22, 2018 | Jan 27, 2018 | | **Knowledge management models, knowledge sharing** |
| Week 4 | Jan 29, 2018 | Feb 3, 2018 | | **Expert systems, knowledge value creation** |
| Week 5 | Feb 5, 2018 | Feb 10, 2018 | | **Knowledge vaue chain, knowledge based economy** |
| Week 6 | Feb 12, 2018 | Feb 17, 2018 | | **Knowledge based competitive advantage, knowledge in management theories** |
| Week 7 | Feb 19, 2018 | Feb 24, 2018 | | **Knowedge intensive firms, critical enabling conditions of knowledge** |
| Week 8 | Feb 26, 2018 | Mar 03 , 2018 | | **Knowledge architecture** |
| **2nd week March (Mid Semester Exam)** | | | | |  |  | **First Week March (Mid Semester Exam)** |
| Week 9 | March 12, 2018 | | March 17, 2018 | **Role of top and middle level mgt.** |
| Week 10 | March 19 , 2018 | | March 24, 2018 | **Leveraging knowledge** |
| Week 11 | March 26, 2018 | | March 31, 2018 | **Reward system** |
| Week 12 | April 02, 2018 | | April 07, 2018 | **KM excellence model** |
| Week 13 | April 09, 2018 | | April 14 , 2018 | **Knowledge taxonomies** |
| Week 14 | April 16, 2018 | | April 21, 2018 | **Knowledge taxonomies** |
| Week 15 | April 23, 2018 | | April 28, 2018 | **Knowledge codification** |
| Week 16 | April 30, 2018 | | May 05, 2018 | **Knowledge codification** |