

LESSON PLAN FOR EVEN SEM
SESSION 2017-18

NAME OF ASSISTANT PROFESSOR : JASBEER KAUR
CLASS/SECTION : B.Com VI Sem (C& D)
SUBJECT : Security Market Operations

UNIT/PART I	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 1-1-18	Introduction (Primary Market) Nature	
DAY2 DATE 2-1-18	Functions of Primary Market	
DAY3 DATE 3-1-18	Role and Capital Structure	
DAY4 DATE 4-1-18	Government Securities Market, Process of Issue	
DAY5 DATE 5-1-18	Dealers in Securities Market	
DAY6 DATE 6-1-18	SEBI Regulations 2009 for Right issue	
DAY7 DATE 8-1-18	Capital Market instruments	
DAY8 DATE 9-1-18	Intermediaries in NIM	
DAY9 DATE 10-1-18	Rights of Investors	
DAY10 DATE 11-1-18	Role of Stock Exchanges	
DAY11 DATE 12-1-18	Differences between Primary and Secondary Market	
DAY12 DATE 13-1-18	SEBI Introduction	
DAY13 DATE 15-1-18	Securities contracts	
DAY 14 DATE 16-1-18	Procedure for Dealing in Stock Exchanges	
DAY15 DATE 17-1-18	Factors Influencing Prices on Stock Exchange	
DAY16 DATE 18-1-18	Types of Speculators, Provision to Stock Exchange	
DAY17 DATE 19-1-18	Listing of Securities	

DAY18 DATE 20-1-18	Evaluating of Listing	
DAY19 DATE 22-1-18	HOLIDAY	
DAY20 DATE 23-1-18	SPORTS DAY	
DAY21 DATE 24-1-18	HOLIDAY	
DAY22 DATE 25-1-18	Factors Contributing to the Growth of Capital Market India	
DAY23 DATE 26-1-18	HOLIDAY	
DAY 24 DATE 27-1-18	Defects of Secondary Market	
UNIT/PART II	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 29-1-18	Trading Mechanism - BSE	
DAY2 DATE 30-1-18	BSE online Trading	
DAY3 DATE 31-1-18	HOLIDAY	
DAY4 DATE 1-2-18	Process of Placing and Execution order	
DAY5 DATE 2-2-18	Sport Selling , Settlement Agency	
DAY6 DATE 3-2-18	Trading Mechanism at NSE	
DAY7 DATE 5-2-18	Internet Trading	
DAY8 DATE 6-2-18	Risk Management Measures	
DAY9 DATE 7-2-18	Doubts	
DAY10 DATE 8-2-18	Class Test OF NSE	
DAY11 DATE 9-2-18	Introduction of BSE, ASSIGNMENT 1	
DAY12 DATE 10-2-18	HOLIDAY	
DAY13 DATE 12-2-18	Role of BSE	
DAY14 DATE 13-2-18	HOLIDAY	
DAY15 DATE 14-2-18	Listing of BSE	

DAY16 DATE 15-2-18	Listing Procedure at NSE	
DAY17 DATE 16-2-18	Introduction of NSE	
DAY18 DATE 17-2-18	Delisting of Companies from NSE	
DAY19 DATE 19-2-18	Membership of NSE, BSE	
DAY20 DATE 20-2-18	Subsidiaries of NSE	
DAY21 DATE 21-2-18	Revision	
DAY22 DATE 22-2-18	Doubt Session	
DAY23 DATE 23-2-18	Class Test OF NSE	
UNIT/PART III	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 24-2-18	SEBI Regualtions , 2009	
DAY2 DATE 26-2-18	Regulations of 1996 (SEBI)	
DAY3 DATE 27-2-18	Regulationsof 1996	
DAY4 DATE 28-2-18	HOLIDAY	
DAY5 DATE 1-3-18	HOLIDAY	
DAY6 DATE 2-3-18	HOLIDAY	
DAY7 DATE 3-3-18	HOLIDAY	
DAY8 DATE 5-3-18	Test of 1996 SEBI regulations	
DAY9 DATE 6-3-18	Introduction of NSDL	
DAY10 DATE 7-3-18	Legal Framework of NSDL	
DAY11 DATE 8-3-18	Admission of Participants	
DAY12 DATE 9-3-18	Termination of Partnership with Participant	
DAY13 DATE 10-3-18	Depostory System Assignment 2	
DAY 14 DATE 12-3-18	Functions of NSDL	

DAY15 DATE 13-3-18	Advantages of NSDL	
DAY16 DATE 14-3-18	Charges of NSDL	
DAY17 DATE 15-3-18	Test of NSDL	
DAY18 DATE 16-3-18	Derivatives (Introduction)	
DAY19 DATE 17-3-18	Characteristic	
DAY20 DATE 19-3-18	Regulatory Framework	
DAY21 DATE 20-3-18	Types of Derivatives	
DAY22 DATE 21-3-18	CONDITIONAL TEST	
DAY23 DATE 22-3-18	CONDITIONAL TEST	
DAY 24 DATE 23-3-18	HOLIDAY	
DAY 25 DATE 24-3-18	Revision	
UNIT/PART IV	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 26-3-18	Differences between Future, and Forwards	
DAY2 DATE 27-3-18	Difference between warrants, and options	
DAY3 DATE 28-3-18	Difference between convertibles and warrants	
DAY4 DATE 29-3-18	HOLIDAY	
DAY5 DATE 30-3-18	Uses of Derivatives	
DAY6 DATE 31-3-18	Shortcomings of Derivatives	
DAY7 DATE 2-4-18	Introduction of Futures	
DAY8 DATE 3-4-18	Mechanics of Trading	
DAY9 DATE 4-4-18	Participants in Future Market	
DAY10 DATE 5-4-18	Option (Introduction & Meaning)	

DAY11 DATE 6-4-18	Types of Options	
DAY12 DATE 7-4-18	Raising Funds from International Markets	
DAY13 DATE 9-4-18	Foreign Direct Investment	
DAY14 DATE 10-4-18	Incentives , Euro issues	
DAY15 DATE 11-4-18	Global Depository receipts (GDRs)	
DAY16 DATE 12-4-18	Guidelines Regarding GDR	
DAY17 DATE 13-4-18	Eligibility Criteria	
DAY18 DATE 14-4-18	HOLIDAY	
DAY19 DATE 16-4-18	Guidelines for Listed Companies	
DAY20 DATE 17-4-18	Guidelines for Unlisted Companies	
DAY21 DATE 18-4-18	HOLIDAY	
DAY22 DATE 19-4-18	Doubt Session	
DAY23 DATE 20-4-18	Revision	

CLASS/SECTION
SUBJECT

: BBA VI SEM
: Entrepreneurship Development

UNIT/PART I	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 1-1-18	Entrepreneurship - Meaning (Brief)	
DAY2 DATE 2-1-18	Nature of Entrepreneurship	
DAY3 DATE 3-1-18	Scope	
DAY4 DATE 4-1-18	Meaning of Entrepreneur	
DAY5 DATE 5-1-18	Nature of Entrepreneurship	

DAY6 DATE 6-1-18	Qualities of a Successful Entrepreneur	
DAY7 DATE 8-1-18	Role of Entrepreneurs in Economic Development	
DAY8 DATE 9-1-18	Problems of Entrepreneurs	
DAY9 DATE 10-1-18	Difference Between Entrepreneurship and Entrepreneur	
DAY10 DATE 11-1-18	Barriers of Entrepreneurship	
DAY11 DATE 12-1-18	Economic and Social Benefits of Entrepreneurship	
DAY12 DATE 13-1-18	Relationship Between Entrepreneurship and Economic Development	
DAY13 DATE 15-1-18	Type of Entrepreneur	
DAY 14 DATE 16-1-18	On the Basis of Types of Business	
DAY15 DATE 17-1-18	Classification Based on the use of technology	
DAY16 DATE 18-1-18	On The Basis of Motivation	
DAY17 DATE 19-1-18	On the Basis of Ownership	
DAY18 DATE 20-1-18	On the Basis of Stage of Development	
DAY19 DATE 22-1-18	HOLIDAY	
DAY20 DATE 23-1-18	SPORTS DAY	
DAY21 DATE 24-1-18	HOLIDAY	
DAY22 DATE 25-1-18	On the Basis of Growth	
DAY23 DATE 26-1-18	HOLIDAY	
DAY 24 DATE 27-1-18	On the Basis of Types of Business	
UNIT/PART II	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 29-1-18	Functions of Entrepreneur	
DAY2 DATE 30-1-18	Discussion , Doubts.	
DAY3 DATE 31-1-18	HOLIDAY	

DAY4 DATE 1-2-18	Introducion - New Venture Development	
DAY5 DATE 2-2-18	Method of Procedure	
DAY6 DATE 3-2-18	Proeject Classification	
DAY7 DATE 5-2-18	Object of Project	
DAY8 DATE 6-2-18	Quantifiable and Non Quantifiable Project	
DAY9 DATE 7-2-18	Sectoral Projects	
DAY10 DATE 8-2-18	Tecxo-Economic Projects	
DAY11 DATE 9-2-18	Financial Institutions classification ASSIGNMENT 1	
DAY12 DATE 10-2-18	HOLIDAY	
DAY13 DATE 12-2-18	Welfare Project, Service Project	
DAY14 DATE 13-2-18	HOLIDAY	
DAY15 DATE 14-2-18	Research, and Development Projects	
DAY16 DATE 15-2-18	Educational Projects	
DAY17 DATE 16-2-18	Stages - An Introduction of New Business	
DAY18 DATE 17-2-18	Development Statge	
DAY19 DATE 19-2-18	Starup Stage	
DAY20 DATE 20-2-18	Growth Stage	
DAY21 DATE 21-2-18	Established Stage	
DAY22 DATE 22-2-18	Expansion Stage	
DAY23 DATE 23-2-18	Maturity Stage,	
UNIT/PART III	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 24-2-18	Exit Stage	
DAY2 DATE 26-2-18	Sources of Finance - Meaning	

DAY3 DATE 27-2-18	Classification	
DAY4 DATE 28-2-18	HOLIDAY	
DAY5 DATE 1-3-18	HOLIDAY	
DAY6 DATE 2-3-18	HOLIDAY	
DAY7 DATE 3-3-18	HOLIDAY	
DAY8 DATE 5-3-18	Long Term Sources of Finance Meaninig	
DAY9 DATE 6-3-18	Medium - Term Financial Sources Meaning	
DAY10 DATE 7-3-18	Short - term Financial Sources Meaning	
DAY11 DATE 8-3-18	Types of Long Term Sources	
DAY12 DATE 9-3-18	Equity shares, Preferences Shares Capital	
DAY13 DATE 10-3-18	Internal Accruals Term Loans ASSIGNMENT 2	
DAY 14 DATE 12-3-18	Debenture Miscellianeous Source	
DAY15 DATE 13-3-18	Difered Credit Lease Finance	
DAY16 DATE 14-3-18	Hire Purchase, Public Deposit	
DAY17 DATE 15-3-18	Venture Capital, Export Finance	
DAY18 DATE 16-3-18	Short term Sources Meaning	
DAY19 DATE 17-3-18	Types of Shortterm Sources of Finance	
DAY20 DATE 19-3-18	Bank Sources- Cash Credit	
DAY21 DATE 20-3-18	Overdraft, Discounting of Mills , Letter of Credit	
DAY22 DATE 21-3-18	CONDITIONAL TEST	
DAY23 DATE 22-3-18	CONDITIONAL TEST	
DAY 24 DATE 23-3-18	HOLIDAY	

DAY 25 DATE 24-3-18	Non Bank Sources	
UNIT/PART IV	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 26-3-18	Trade Credit , Commercial Papers	
DAY2 DATE 27-3-18	Advance from customers, Accrued Expenses	
DAY3 DATE 28-3-18	Factoring , Short - Term Loan from Institutions	
DAY4 DATE 29-3-18	HOLIDAY	
DAY5 DATE 30-3-18	Test- Short term source of Finance	
DAY6 DATE 31-3-18	Role of Government and Non Government Agencies	
DAY7 DATE 2-4-18	Introduction - Objectives of Agencies	
DAY8 DATE 3-4-18	Types of Agencies	
DAY9 DATE 4-4-18	Financial Institutions (Meaning)	
DAY10 DATE 5-4-18	Non-Financial Institutions (Meaning)	
DAY11 DATE 6-4-18	NSIC , NIESBUD, ICO's, KVIC	
DAY12 DATE 7-4-18	SSIDC, IIC	
DAY13 DATE 9-4-18	Financial Institution : IFCI, KVIC	
DAY14 DATE 10-4-18	IDBI, IIBIL, SIDBI,SFC's RRBs,	
DAY15 DATE 11-4-18	Test- Difference Agencies	
DAY16 DATE 12-4-18	Government Support Incentives	
DAY17 DATE 13-4-18	Different Forms of Incentives	
DAY18 DATE 14-4-18	HOLIDAY	
DAY19 DATE 16-4-18	Difference Forms of Subsidies & Need for Incentives and Subsidies	
DAY20 DATE 17-4-18	Advantage of Incentives	
DAY21 DATE 18-4-18	HOLIDAY	

DAY22 DATE 19-4-18	Government scheme – CGFS, MMS, REGP, EDPS, ESDP, MDPS, IMCS	
DAY23 DATE 20-4-18	Doubt Session	

CLASS/SECTION:

B.COM IV SEM (E)

SUBJECT:

COMPANY LAW – 1

UNIT/PART I	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 1-1-18	Introduction to Company Law	
DAY2 DATE 2-1-18	Historical Development of Company Law in India	
DAY3 DATE 3-1-18	Indian company act 1913 & 1956	
DAY4 DATE 4-1-18	The Companies Act 2013	
DAY5 DATE 5-1-18	Meaning of Company	
DAY6 DATE 6-1-18	Characteristics of Company	
DAY7 DATE 8-1-18	Lifting the Corporate Veil	
DAY8 DATE 9-1-18	Difference Between Joint Stock Company and Partnership	
DAY9 DATE 10-1-18	Advantages of Joint Stock Company and Partnership	
DAY10 DATE 11-1-18	Disadvantages of Joint Stock Company	
DAY11 DATE 12-1-18	Revision	
DAY12 DATE 13-1-18	Introduction to the types of Companies	
DAY13 DATE 15-1-18	Classification on the Basis of Incorporation	
DAY 14 DATE 16-1-18	Classification on basis of liability and transferability of shares	

DAY15 DATE 17-1-18	Classification on the basis of ownership and nationality	
DAY16 DATE 18-1-18	One Person Company	
DAY17 DATE 19-1-18	Different cases related with Company Law Discussion	
DAY18 DATE 20-1-18	Doubt Session	
DAY19 DATE 22-1-18	HOLIDAY	
DAY20 DATE 23-1-18	SPORTS DAY	
DAY21 DATE 24-1-18	HOLIDAY	
DAY22 DATE 25-1-18	Exemption Procedure of Conversion	
DAY23 DATE 26-1-18	HOLIDAY	
DAY 24 DATE 27-1-18	Doubt session	
UNIT/PART II	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 29-1-18	Difference between Private and Public Company	
DAY2 DATE 30-1-18	Privileges and Exemption of Private Company	
DAY3 DATE 31-1-18	HOLIDAY	
DAY4 DATE 1-2-18	Conversion of a Private Company into a Public and Public Company into a Private Company	
DAY5 DATE 2-2-18	Introduction to the Formation, of a Company.	
DAY6 DATE 3-2-18	Stages of Promotion/Meaning of Promoter	
DAY7 DATE 5-2-18	Importance, Function, legal Position of Promoter	
DAY8 DATE 6-2-18	Rights, Liabilities and Duties of Promoters	
DAY9 DATE 7-2-18	Preliminary Contracts and Registration of a Company	
DAY10 DATE 8-2-18	Certificate of Incorporation	
DAY11 DATE 9-2-18	Capital subscription and Commencement of Business	
ASSIGNMENT		

DAY12 DATE 10-2-18	HOLIDAY	
DAY13 DATE 12-2-18	Revision of the Previous Chapter and Doubts Session	
DAY14 DATE 13-2-18	HOLIDAY	
DAY15 DATE 14-2-18	Introduction to Memorandum of Association	
DAY16 DATE 15-2-18	Features, Purposes and Importance of m/a	
DAY17 DATE 16-2-18	Contents of Memorandum of Association	
DAY18 DATE 17-2-18	Name / Situation Clause	
DAY19 DATE 19-2-18	Object Clause Liability Clause	
DAY20 DATE 20-2-18	Alteration and Limitations	
DAY21 DATE 21-2-18	Introduction to Articles of Association.	
DAY22 DATE 22-2-18	Nature, Object and Importance of a/a	
DAY23 DATE 23-2-18	Alteration and Limitations	
UNIT/PART III	Topic	
	THEORY	PRACTICAL
DAY1 DATE 24-2-18	Doctrine of constructive notice	
DAY2 DATE 26-2-18	Doctrine of indoor management	
DAY3 DATE 27-2-18	Doctrine of ultraviras	
DAY4 DATE 28-2-18	HOLIDAY	
DAY5 DATE 1-3-18	HOLIDAY	
DAY6 DATE 2-3-18	HOLIDAY	
DAY7 DATE 3-3-18	HOLIDAY	
DAY8 DATE 5-3-18	Effects of ultra viras acts.	
DAY9 DATE 6-3-18	Introduction to the prospectus	
DAY10 DATE 7-3-18	Form and contents of the prospectus	

DAY11 DATE 8-3-18	The Golden Rule in Prospectus	
DAY12 DATE 9-3-18	Legal Requirement Regarding Prospectus.	
DAY13 DATE 10-3-18	Misstatement in Prospectus. ASSIGNMENT	
DAY 14 DATE 12-3-18	Deemed, Shelf, Red Herring and Foreign Company Prospectus.	
DAY15 DATE 13-3-18	Group Discussion (group 1st)	
DAY16 DATE 14-3-18	Group Discussion (group 2nd)	
DAY17 DATE 15-3-18	Meaning and Definition of Shares.	
DAY18 DATE 16-3-18	Types of shares	
DAY19 DATE 17-3-18	Meaning of Stock and Conversion of Shares into Stock	
DAY20 DATE 19-3-18	Difference Between Share and Stock	
DAY21 DATE 20-3-18	Introduction to the Prospectus	
DAY22 DATE 21-3-18	Conditional test	
DAY23 DATE 22-3-18	Conditional test	
DAY 24 DATE 23-3-18	Holiday	
DAY 25 DATE 24-3-18	Discussion on Current Topic	
UNIT/PART IV	Topic	
	Theory	PRACTICAL
DAY1 DATE 26-3-18	Allotment of Shares	
DAY2 DATE 27-3-18	Provisions Regarding Allotment.	
DAY3 DATE 28-3-18	Irregular Allotment - its Effects	
DAY4 DATE 29-3-18	HOLIDAY	
DAY5 DATE 30-3-18	Underwriting Commission / Brokerage	
DAY6 DATE 31-3-18	Issue of Shares / Bonus Shares/ Sweat Equally Share	
DAY7	Meaning of Share Capital	

DATE 2-4-18		
DAY8 DATE 3-4-18	Kinds of Share Capital	
DAY9 DATE 4-4-18	Reduction of Share Capital	
DAY10 DATE 5-4-18	Meaning of Share Certificate	
DAY11 DATE 6-4-18	Contents / Provisions of Share Certificate	
DAY12 DATE 7-4-18	Legal Effect of Share Certificate	
DAY13 DATE 9-4-18	Provision Relating to Share Certificate	
DAY14 DATE 10-4-18	Share Warrant	
DAY15 DATE 11-4-18	Content of Share Warrant	
DAY16 DATE 12-4-18	Effect of issues of shares warrant	
DAY17 DATE 13-4-18	Provision of Articles related with share warrant	
DAY18 DATE 14-4-18	HOLIDAY	
DAY19 DATE 16-4-18	Meaning and Characteristic of Debentures	
DAY20 DATE 17-4-18	Difference Between Debenture and Debenture Stock	
DAY21 DATE 18-4-18	HOLIDAY	
DAY22 DATE 19-4-18	Types of Debentures Remedies available to Debenture holder	
DAY23 DATE 20-4-18	Issue and allotment Debentures	

CLASS/SECTION
SUBJECT

: A,B
: FGH

UNIT/PART I	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 1-1-18	Introduction to Strategic Marketing	
DAY2 DATE 2-1-18	Strategic Marketing Plan	
DAY3	Strategic Role of Marketing	

DATE 3-1-18		
DAY4 DATE 4-1-18	Marketing Strategic Planning Process	
DAY5 DATE 5-1-18	Marketing Strategy	
DAY6 DATE 6-1-18	Distinction Between Strategy and Tactics	
DAY7 DATE 8-1-18	Strategic Planning	
DAY8 DATE 9-1-18	Specific Aspects of Strategic Planning	
DAY9 DATE 10-1-18	Strategic Entry	
DAY10 DATE 11-1-18	Formulating Strategies	
DAY11 DATE 12-1-18	Marketing Strategies and Policies	
DAY12 DATE 13-1-18	Test of Strategic Marketing	
DAY13 DATE 15-1-18	Environmental Analysis and Scanning	
DAY 14 DATE 16-1-18	Meaning and Concepts of Environment	
DAY15 DATE 17-1-18	The Strategically Relevant	
DAY16 DATE 18-1-18	Components of Companies External Environment	
DAY17 DATE 19-1-18	Environmental ANalysis	
DAY18 DATE 20-1-18	Characterstics and Nature of Environment	
DAY19 DATE 22-1-18	HOLIDAY	
DAY20 DATE 23-1-18	SPORTS DAY	
DAY21 DATE 24-1-18	HOLIDAY	
DAY22 DATE 25-1-18	Components of General Environment	
DAY23 DATE 26-1-18	HOLIDAY	
DAY 24 DATE 27-1-18	Approaches to Environmental Scanning	
UNIT/PART II	TOPIC	
	THEORY	PRACTICAL
DAY1	Environmental Scanning Revised	

DATE 29-1-18		
DAY2 DATE 30-1-18	Factors Governing the choice of Environmental Analysis	
DAY3 DATE 31-1-18	HOLIDAY	
DAY4 DATE 1-2-18	Preparation to ETOP	
DAY5 DATE 2-2-18	Internal Environmental Analysis	
DAY6 DATE 3-2-18	Strategic Advantages Factors	
DAY7 DATE 5-2-18	Identifying Company Resources	
DAY8 DATE 6-2-18	Strength and competitive deficiencies	
DAY9 DATE 7-2-18	Portfolio Analysis	
DAY10 DATE 8-2-18	Doubt Session	
DAY11 DATE 9-2-18	Test of Factors Governing the Environment ASSIGNMENT	
DAY12 DATE 10-2-18	HOLIDAY	
DAY13 DATE 12-2-18	Market Segmentation - Meaning	
DAY14 DATE 13-2-18	HOLIDAY	
DAY15 DATE 14-2-18	Benefits of Market Segmentation	
DAY16 DATE 15-2-18	The Cost of Market Segmentation	
DAY17 DATE 16-2-18	The Bases for Market Segmentation	
DAY18 DATE 17-2-18	Requisites of sound Market Segmentation Strategy	
DAY19 DATE 19-2-18	Marketing Mix	
DAY20 DATE 20-2-18	Target Marketing	
DAY21 DATE 21-2-18	Alternative Market Targeting Strategies	
DAY22 DATE 22-2-18	Selecting a Viable Marketing Strategy	
DAY23 DATE 23-2-18	Market Integration	
UNIT/PART III		TOPIC

	THEORY	PRACTICAL
DAY1 DATE 24-2-18	Market Orchestration	
DAY2 DATE 26-2-18	Product Positioning	
DAY3 DATE 27-2-18	CONDITIONAL TEST	
DAY4 DATE 28-2-18	HOLIDAY	
DAY5 DATE 1-3-18	HOLIDAY	
DAY6 DATE 2-3-18	HOLIDAY	
DAY7 DATE 3-3-18	HOLIDAY	
DAY8 DATE 5-3-18	Test of Market Segmentation	
DAY9 DATE 6-3-18	Meaning of Market Entry Strategy	
DAY10 DATE 7-3-18	Issues inMarket Entry	
DAY11 DATE 8-3-18	New Market Entrics	
DAY12 DATE 9-3-18	Strategies for Entering in International Markets	
DAY13 DATE 10-3-18	Strategies for Growth Markets	
DAY 14 DATE 12-3-18	Strategic for Nature Market	
DAY15 DATE 13-3-18	Strategic for Declining Markets	
DAY16 DATE 14-3-18	Test of Segmentation	
DAY17 DATE 15-3-18	Test of Growth Markets	
DAY18 DATE 16-3-18	Test of Environmental Analysis	
DAY19 DATE 17-3-18	Meaning of Business Strategy	
DAY20 DATE 19-3-18	The Slope of Business Strategy	
DAY21 DATE 20-3-18	contents of a Business Strategy	
DAY22 DATE 21-3-18	COMPETENTCE OF BUSINESS STRATEGY	

DAY23 DATE 22-3-18	CONDITIONAL TEST	
DAY 24 DATE 23-3-18	HOLIDAY	
DAY 25 DATE 24-3-18	Test of Business Strategy	
UNIT/PART IV	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 26-3-18	Meaning of Marketing Mix	
DAY2 DATE 27-3-18	The Elements of Marketing Mix	
DAY3 DATE 28-3-18	Benefits and importance of marketing	
DAY4 DATE 29-3-18	HOLIDAY	
DAY5 DATE 30-3-18	Expanded Marketing Mix	
DAY6 DATE 31-3-18	Factors Affecting the Marketing Mix	
DAY7 DATE 2-4-18	Relationship Between Business Strategy and Marketing Mix	
DAY8 DATE 3-4-18	Marketing Strategy implementation	
DAY9 DATE 4-4-18	Strategy formulation	
DAY10 DATE 5-4-18	Reason that Make Strategy Implemenation	
DAY11 DATE 6-4-18	Approaches to Strategy Implementation Difficult	
DAY12 DATE 7-4-18	Strategic Programming	
DAY13 DATE 9-4-18	Elements of Strategic Programming	

DAY14 DATE 10-4-18	Limitations of Strategic Programming	
DAY15 DATE 11-4-18	Organisational Learning	
DAY16 DATE 12-4-18	Behavioural Implementation	
DAY17 DATE 13-4-18	Leadership	
DAY18 DATE 14-4-18	HOLIDAY	
DAY19 DATE 16-4-18	Strategic Evaluation and Control	
DAY20 DATE 17-4-18	Meaning of Strategy Evaluation & Barriers in Strategic Evaluation and Control	
DAY21 DATE 18-4-18	Techniques of Strategic Evaluation and Control	
DAY22 DATE 19-4-18	Operational Control Technique , of Evaluation	
DAY23 DATE 20-4-18	Role of organizational Systems in Evaluation	

NAME OF TEACHER