

महाराणा प्रताप पी.जी. कालेज, जंगल धूसड़, गोरखपुर

कक्षा : एम.कॉम. भाग-एक			पाठ्यक्रम योजना : सत्र २०१५-२०१६		विषय : HRM
दिनांक	व्याख्यान	प्राध्यापक का नाम	ग्रुप-प्रश्नपत्र	अध्याय	शीर्षक
01.07.2015	01	Subhash Gupta	HRM	HRM	concept of HRM
03.07.2015	02	„ „	HRM	HRM	Meaning and Definitions of HRM
04.07.2015	03	„ „	HRM	HRM	Scope of HRM
05.07.2015	01	„ „	MM	Marketing management	Discussion over syllabus
06.07.2015	02	„ „	MM	Marketing	concept and nature
07.07.2015				Class-Teaching	
08.07.2015	04	Subhash Gupta	HRM	HRM	objective of HRM
10.07.2015	05	„ „	HRM	HRM	Nature and significances of HRM
11.07.2015	06	„ „	HRM	HRM	Organinsation and structure of poisonal
					Department
12.07.2015	03	„ „	MM	Marketing	scope and Importance of marketing
13.07.2015	04	„ „	MM	Marketing	Marketing concept and it evolution
17.07.2015				Class-Teaching	
18.07.2015	07	Subhash Gupta	HRM	HRM	Role and status accorded to personal depart ment
20.07.2015	08	„ „	HRM	HRM	Professionalisation of HRM of India
21.08.2015	09	„ „	HRM	HRM	Dimensions of HRM poliues
22.08.2015	05	„ „	MM	Marketing	Marketing Mix
23.08.2015	06	„ „	MM	Marketing Envirment	concept
24.08.2015				Monthly Evaluation	
25.08.2015	10	Subhash Gupta	HRM	HRM	Present status of HRM India
26.08.2015	11	„ „	HRM	Manpower planning	Meaning and objectivies
27.08.2015	12	„ „	HRM	„	job analysis
31.08.2015	07	„ „	MM	Marketing Envirment	Marketing ENVIRONMENT
01.09.2015	08	„ „	MM	„	Marco and micro components
03.09.2015				Class-Teaching	
04.09.2015	13	Subhash Gupta	HRM	Manpower planning	job-description
07.09.2015	14	„ „	HRM	„	job-speification
08.09.2015	15	„ „	HRM	Recruitment	Recruitment and sources
09.09.2015	09	„ „	MM	Marketing Envirment	Inpact of marco and mirco Envirment factar

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10.09.2015	10	,,	MM	Marketing Segmentation and	Concept and Objectives
				Positioning	
11.09.2015				Class- Teaching	
12.08.2015	16	Subhash Gupta	HRM	Recruitment	Evaluation
14.08.2015	17	,,	HRM	Selection	Selection Techniqgues
15.08.2015	18	,,	HRM	,,	Induction and Placement
16.08.2015	11	,,	MM	Marketing Segmentation	Marketing Strategy
				Marketing Segmentation	and Positioning
18.08.2015	12	,,	MM	Buyer Behaviour	Concept
19.08.2015				Class-Teaching	
21.08.2015	19	Subhash Gupta	HRM	Selection	Promotion,Transters
22.08.2015	20	,,	HRM	,,	Demotion and Discharge
23.09.2015	21	,,	HRM	Training and Development	Nature and concept
24.09.2015	13	,,	MM	Buyer Behaviour	Factors Affecting Consumer Behaviour
26.09.2015	14	,,	MM	,,	Theories of consumer Behaviour
28.09.2015				Monthly Evaluation	
29.09.2015	22	Subhash Gupta	HRM	Traning and Development	Objective and Significance
01.10.2015	23	,,	HRM	,,	Principles of Training needs
03.10.2015	24	,,	HRM		Methods of Training and Development
05.10.2015	15	,,	MM	Buyer Behaviour	Consumer Behaviour Models
06.10.2015	16	,,	MM	Marketing Research	concept ,Nature,scape
07.10.2015				Class-Teaching	
08.10.2015	25	Subhash Gupta	HRM	Traning and Development	Principles of Evaluation
09.10.2015	26	,,	HRM	Performance Apprassal	Meaning and Employee's Appraisal
10.10.2015		27			Activities
14.10.2015	17	,,	HRM	,,	Objective and Impartance
15.10.2015	18	,,	MM	Marketing Research	Utility and Procedure
16.10.2015		,,	MM	,,	Marketing Research Procedure
17.10.2015	28			Class-Teaching	
19.10.2015	29	Subhash Gupta	HRM	Performance Appraisal	Methods of Performance Appraisal

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28.10.2015	30		HRM	..	Potential Appraisal
29.10.2015	19		MM	Product	Concept of Product
30.10.2015	20		MM	..	Classification of Product
31.10.2015				Monthly Evaluation	
02.10.2015	31	Subhash Gupta	HRM	Compensation	Wages and salary Administration
03.10.2015	32		HRM	..	Significance Wages and Salary Administration
04.10.2015	21		MM	Product	Main Product Decisions
05.10.2015	22		MM	..	Product Mix
06.10.2015	23		MM	..	Product line Policies
07.10.2015				Class-Teaching	
14.10.2015	33	Subhash Gupta	HRM	Compensation	Factors determining Wages levels
16.10.2015	34		HRM	Job-Evaluation	Meaning and Definition
18.10.2015	24		MM	Product Identification	Brand,Brand Policies
19.10.2015	25		MM		Diff.between Brand and Trademark
20.10.2015	26		MM	Packaging	Cconcept and Classification
21.10.2015				Class- Teaching	
23.10.2015	35	Subhash Gupta	HRM	Job-Evaluation	Objectivies
24.10.2015	36		HRM	System of wage Payment	Methods determination of Wages Structure
25.10.2015	27		MM	Lebelling	Concept and Classifications
26.10.2015	28		MM	Product Life cycle	Concept,stages
			MM		Stratigic Implication and New Product Develop
27.11.2015	29				ment
28.11.2015				Monthly Evaluation	
30.11.2015	37	Subhash Gupta		System of Wage Payment	Methods of Wages Payment
01.11.2015	38		HRM		Incentive Wages Plans
03.11.2015	30		HRM	Pricing Decisions	Factors of Afecting Price Determenation
07.11.2015	31		MM		Price Strategies
08.11.2015	32		MM		Pricing Policies,discount & Rebates
09.11.2015			MM	Class-Teaching	
10.11.2015	39	Subhash Gupta	HRME	Employee benefit and Sercices	Concept, objectives and services

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12.12.2015	40	„ „		Financial and non-Financial benefit	concept objectives and services
14.12.2015	33	„ „		Promotion Decisions	Nature importance and Functions
15.12.2015	34	„ „		„ „	Promotion Mix
16.12.2015	35	„ „		Channels of Distributions	Concept and Functions
19.12.2015				Class-Teaching	
21.12.2015	41	Subhash Gupta		Job-Satisfaction	Concept Factors Relating to job satisfaction
22.12.2015	42	„ „		„ „	Importance
28.12.2015	36	„ „		Channels of Distribution	Type of distribution channels
29.12.2015	37	„ „		„ „	distribution Channels Intermede diaries
30.12.2015	38	„ „		„ „	Channel- Management Decisions
31.12.2015				Monthly Evaluations	
01.01.2016	43	Subhash Gupta	HRM	Morale	Employee Morale and Development Theory
02.01.2016	44	„ „	HRM	„ „	Morale Determinants
04.01.2016	39	„ „	HRM	Retailing	Concept and Classifications
06.01.2016	40	„ „	MM	Whole saling	Concept and Utility
07.01.2016	41	„ „	MM	Sales Promotion	Concept
08.01.2016				Class-Teaching	
09.01.2016	45	Subhash Gupta	HRM	Morale	Measurement of Moral
11.01.2016	46	„ „	HRM	Employee Discipline	Causes of Indiscipline
12.01.2016	42	„ „	HRM	Sales Promotions	Differance Between Advertising and sales Promotion
13.01.2016	43	„ „	MM	„ „	Tools of sale Promotions
16.01.2016	44	„ „	MM	Personal Selling	Concept,Strategy
18.01.2016				Class-Teaching	
19.01.2016	47	Subhash Gupta	HRM	Employee Discipline	Types of Discipline
20.01.2016	48	„ „	HRM	„ „	Action and its Procedure
21.01.2016	45			Publicity and Public Relations	Concept
22.01.2016	46	„ „	HRM	„ „	Methods

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