

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

कक्षा :एम.काम.भाग-एक		पाठ्यक्रम योजना : सत्र 2016-2017			विषय :HRM & MM वाणिज्य
1.8.2016	01	Subhash Gupta	HRM	HRM	concept of HRM
2.8.2016	02	Subhash Gupta	HRM	HRM	Meaning and Definitions of HRM
3.8.2016	03	Subhash Gupta	HRM	HRM	Scope of HRM
4.8.2016				Class-Teaching	
5.8.2016	01	Subhash Gupta	MM	Marketing management	Discussion over syllabus
8.8.2016	02	Subhash Gupta	MM	Marketing	concept and nature
9.8.2016	04	Subash Gupta	HRM	HRM	objective of HRM
10.8.2016	05	Subhash Gupta	HRM	HRM	Nature and significances of HRM
11.8.2016	06	Subhash Gupta	HRM	HRM	Organisation and structure of personnel Department
12.8.2016				Class-Teaching	
13.8.2016	03	Subhash Gupta	MM	Marketing	scope and Importance of marketing
16.8.2016	04	Subhash Gupta	MM	Marketing	Marketing concept and it evolution
17.8.2016	07	Subhash Gupta	HRM	HRM	Role and status accorded to personal departament
19.8.2016	08	Subhash Gupta	HRM	HRM	Professionalisation of HRM of India
20.8.2016	09	Subhash Gupta	HRM	HRM	Dimensions of HRM poliues
22.8.2016				Class-Teaching	
23.8.2016	05	Subhash Gupta	MM`	Marketing	Marketing Mix
24.8.2016	06	Subhash Gupta	MM	Marketing Envirment	concept
26.8.2016	10	Subhash Gupta	HRM	HRM	Present status of HRM India

27.8.2016	11	Subhash Gupta	HRM	Manpower planning	Meaning and objectives
29.8.2016	12	Subhash Gupta	HRM	Manpower planning	job analysis
30.8.2016				Monthly Evaluation	
01.09.2016	07	Subhash Gupta	MM	Marketing Envirnment	Marketing Environment
02.09.2016	08	Subhash Gupta	MM	Marketing Envirnment	Macro and micro components
03.09.2016	13	Subhash Gupta	HRM	Manpower planning	job-description
05.09.2016	14	Subhash Gupta	HRM	Manpower planning	job-speification
06.09.2016	15	Subhash Gupta	HRM	Recruitment	Recruitment and sources
07.09.2016				Class-Teaching	
08.09.2016	09	Subhash Gupta	MM	Marketing Envirnment	Impact of marco and mircoEnvirnmentfactor
09.09.2016	10	Subhash Gupta	MM	Marketing Segmentation and Positioning	Concept and Objectives
10.09.2016	16	Subhash Gupta	HRM	Recruitment	Evaluation
14.09.2016	17	Subhash Gupta	HRM	Selection	Selection Technigues
15.09.2016	18	Subhash Gupta	HRM	,Selection	Induction and Placement
16.09.2016				Class-Teaching	
20.09.2016	11	Subhash Gupta	MM	Marketing Segmentation	Marketing Strategyand Positioning
21.09.2016	12	Subhash Gupta	MM	Buyer Behaviour	Concept
22.09.2016	19	Subhash Gupta	HRM	Selection	Promotion,Transtfers
23.09.2016	20	Subhash Gupta	HRM	Selection	Demotion and Discharge
24.09.2016	21	Subhash Gupta	HRM	Training and Development	Nature and concept
26.09.2016				Monthly Evaluation	
27.09.2016	13	Subhash Gupta	MM	Buyer Behaviour	Factors Affecting Consumer Behaviour

28.09.2016	14	Subhash Gupta	MM	Buyer Behaviour	Theories of consumer Behaviour
29.09.2016	22	Subhash Gupta	HRM	Traning and Development	Objective and Significance
03.10.2016	23	Subhash Gupta	HRM	Traning and Development	Principles of Training needs
04.10.2016	24	Subhash Gupta	HRM	Traning and Development	Methods of Training and Development
05.10.2016				Class-Teaching	
06.10.2016	15	Subhash Gupta	MM	Buyer Behaviour	Consumer Behaviour Models
07.10.2016	16	Subhash Gupta	MM	Marketing Research	concept ,Nature,scape
08.10.2016	25	Subhash Gupta	HRM	Traning and Development	Principles of Evaluation
14.10.2016	26	Subhash Gupta	HRM	Performance Apprassal	Meaning and Employee's Appraisal
15.10.2016	27	Subhash Gupta	HRM	Performance Appraisal	Objective and Impartance
17.10.2016				Class-Teaching	
18.10.2016	17	Subhash Gupta	MM	Marketing Research	Utility and Procedure
19.10.2016	18	Subhash Gupta	MM	Marketing Research	Marketing Research Procedure
20.10.2016	28	Subhash Gupta	HRM	Performance Appraisal	Methods of Performance Appraisal
21.10.2016	29	Subhash Gupta	HRM	Performance Appraisal	360 ⁰ Performance Appraisal
22.10.2016	30	Subhash Gupta	HRM	Performance Appraisal	Potential Appraisal
24.10.2016				Monthly Evaluation	
25.10.2016	19	Subhash Gupta	MM	Product	Concept of Product
26.10.2016	20	Subhash Gupta	MM	Product	Classification of Product
02.11.2016	31	Subhash Gupta	HRM	Compensation	Wages and salary Administration
03.11.2016	32	Subhash Gupta	HRM	Compensation,	Significance Wages and Salary Administration
04.11.2016	33	Subhash Gupta	HRM	Compensation	Factors determining Wages levels

05.11.2016				Class-Teaching	
8.11.2016	21	Subhash Gupta	MM	Product	Main Product Decisions
09.11.2016	22	Subhash Gupta	MM	Product	Product Mix
10.11.2016	34	Subhash Gupta	HRM	Job-Evaluation	Meaning and Definition
11.11.2016	35	Subhash Gupta	HRM	Job-Evaluation	Objectives
12.11.2016	36	Subhash Gupta	HRM	System of wage Payment Methods	determination of Wages Structure
15.11.2016				Class-Teaching	
17.11.2016	23	Subhash Gupta	MM	,Product	Product line Policies
18.11.2016	24	Subhash Gupta	MM	Product Identification	Brand,Brand Policies
19.11.2016	37	Subhash Gupta	HRM	System of Wage Payment	Methods of Wages Payement
21.11.2016	38	Subhash Gupta	HRM	System of Wage Payment	Incentive Wages Plans
22.11.2016	25	Subhash Gupta	MM	Packaging	Cconcept and Classfication
23.11.2016	26	Subhash Gupta	MM	Packaging	Diff.between Brand and Trademark
25.11.2016				Monthly Evaluation	
26.11.2016	39	Subhash Gupta	HRM	Employee benefit and Sercices	Concept, objectives and services
28.11.2016	40	Subhash Gupta	HRM	Financial and non-Financial	concept objectives and services
29.11.2016	27	Subhash Gupta	MM	Lebelling	Concept and Classifications
30.11.2016	28	Subhash Gupta	MM	Product Life cycle	Concept,stages
01.12.2016	29	Subhash Gupta	MM	Product Life cycle	Stratigic Implication and New Product Development
02.12.2016				Class-Teaching	
03.12.2016	41	Subhash Gupta	HRM	Job-Satisfaction	Concept Factors Relating to job satisfaction

06.12.2016	42	Subhash Gupta	HRM	Job-Satisfaction	Importance
07.12.2016	30	Subhash Gupta	MM	Pricing Decisions	Factors of Afecting price Determination
08.12.2016	31	Subhash Gupta	MM	Pricing Decisions	Price Strategies
09.12.2016	32	Subhash Gupta	MM	Pricing Decisions	Pricing Policies,discount& Rebates
12.12.2016				Class-Teaching	
14.12.2016	43	Subhash Gupta	HRM	Morale	Employee Morale and Development Theory
15.12.2016	44	Subhash Gupta	HRM	Morale	Morale Determinants
16.12.2016	33	Subhash Gupta	MM	Promotion Decisions	Nature importance and Functions
17.12.2016	34	Subhash Gupta	MM	Promotion Decisions	Promotion Mix
19.12.2016	35	Subhash Gupta	MM	Channels of Distributions	Concept and Functions
20.12.2016				Class-Teaching	
21.12.2016	45	Subhash Gupta	HRM	Morale	Measurement of Moral
22.12.2016	46	Subhash Gupta	HRM	Employee Discipline	Causes of Indiscipline
24.12.2016	36	Subhash Gupta	MM	Channels of Distribution	Type of distribution channels
26.12.2016	37	Subhash Gupta	MM	Channels of Distribution	distribution Channels Intermede diaries
27.12.2016	38	Subhash Gupta	MM	Channels of Distribution	Channel- Management Decisions
28.12.2016				Monthly Evaluations	
29.12.2016	47	Subhash Gupta	HRM	Employee Discipline	Types of Discipline
30.12.2016	48	Subhash Gupta	HRM	„ „	Action and its Procedure
31.12.2016	39	Subhash Gupta	HRM	Retailing	Concept and Classifications
02.01.2017	40	Subhash Gupta	MM	Whole saling	Concept and Utility
03.01.2017	41	Subhash Gupta	MM	Sales Promotion	Concept
04.01.2017				Class-Teaching	
06.01.2017	49	Subhash Gupta	HRM	Employee Discipline	Ms-Gregor's Hot STOVE Rule
07.01.2017	50	Subhash Gupta	HRM	Employee Discipline	„ „
09.01.2017	42	Subhash Gupta	MM	Sales Promotions	Differance Between Advertising and sales

10.01.2017	43	Subhash Gupta	MM	Sales Promotions	Tools of sale Promotions
11.01.2017	44	Subhash Gupta	MM	Personal Selling	Concept,Strategy
12.01.2017				Class-Teaching	
13.01.2017	51	Subhash Gupta	HRM	Grievance	Model Grievance Redressed Procedure
16.01.2017	52	Subhash Gupta	HRM	Grievance	Type of Grievance
17.01.2017	45	Subhash Gupta	MM	Publicity and public Relation	Concept
18.01.2017	46	Subhash Gupta	MM	Publicity and public Relation	Methods
19.01.2017	47	Subhash Gupta	MM	Media Election	Concept
20.01.2017				Monthly Evaluation	
21.01.2017	53	Subhash Gupta	HRM	Human Resource Accounting and Audit	Concept
23.01.2017	54	Subhash Gupta	HRM	Human Resource Accounting and Audit	Concept
24.01.2017	48	Subhash Gupta	MM	Issue and Development in Marketing	Social c Marketing and Ethical
25.01.2017	49	Subhash Gupta	MM	Issue and Development in Marketing	Legal aspects of Marketing
27.01.2017	50	Subhash Gupta	MM	International Marketing	Concept
28.01.2017				Monthly Evaluation	
30.01.2017	51	Subhash Gupta	MM	Green Marketing	Concept
31.01.2017	52	Subhash Gupta	MM	Cyber Marketing	Concept
				Additional Classes	
	53	Subhash Gupta	MM	Development of Marketing	Concept
	54	Subhash Gupta	MM	Relationship Marketing	Concept
	55	Subhash Gupta	MM	Marketing of services	Concept