

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

CLASS:M.COM. Final			पाठ्यक्रम योजना : सत्र २०१६-२०१७		Subject: Str. M. & In. Mar.
दिनांक	व्याख्यान	प्राध्यापक का नाम	ग्रुप-प्रश्नपत्र	अध्याय	शीर्षक
16.07.2016	01	Sri Nandan sharma	Str. M.	Introduction	Discussion Over Syllabus
18.07.2016	02	Sri Nandan sharma	Str. M.	Concept of Strategy	Definition of Strategy
19.07.2016	03	Sri Nandan sharma	Str. M.	Concept of Strategy	Definition of Strategy
20.07.2016	01		In. Mar.	Introduction	Discussion Over Syllabus
21.07.2016				Class Teaching	
22.07.2016	02		In. Mar.	International Marketing	International Marketing and its Environment
23.07.2016	04	Sri Nandan sharma	Str. M.	Concept of Strategy	Levels of Strategy
25.07.2016	05	Sri Nandan sharma	Str. M.	Concept of Strategy	Levels of Strategy
26.07.2016	06	Sri Nandan sharma	Str. M.	Concept of Strategy	Levels at which strategy Operates
27.07.2016	03		In. Mar.	International Marketing & its Evi.	Nature
28.07.2016				Class Teaching	
29.07.2016	04		In. Mar.	International Marketing & its Evi.	Significance
30.07.2016	07	Sri Nandan sharma	Str. M.	Concept of Strategy	Approaches to Strategy
01.08.2016	08	Sri Nandan sharma	Str. M.	Concept of Strategy	Strategic Decision Making
02.08.2016	09	Sri Nandan sharma	Str. M.	Strategic Decision Making	Mission and Purpose
03.08.2016	05		In. Mar.	International Marketing & its Evi.	Complexities in in international marketing
04.08.2016				Class Teaching	
05.08.2016	06		In. Mar.	International Marketing & its Evi.	Transition from domestic to transnational marketing
08.08.2016	10	Sri Nandan sharma	Str. M.	Strategic Decision Making	Objects and Goals
09.08.2016	11	Sri Nandan sharma	Str. M.	Strategic Decision Making	Strategic Business Unit (SBU)
10.08.2016	12	Sri Nandan sharma	Str. M.	Strategic Decision Making	Functional Level Strategies
11.08.2016	07		In. Mar.	International Marketing & its Evi.	International market orientation
12.08.2016				Class Teaching	
13.08.2016	08		In. Mar.	International Marketing & its Evi.	EPRG framework
16.08.2016	13	Sri Nandan sharma	Str. M.	Env. Analysis & Diagnosis	Concept of Environment
17.08.2016	14	Sri Nandan sharma	Str. M.	Env. Analysis & Diagnosis	Environment and its Components
19.08.2016	15	Sri Nandan sharma	Str. M.	Env. Analysis & Diagnosis	Environment and its Components
20.08.2016	09		In. Mar.	International Marketing & its Evi.	International market entry strategies
22.08.2015				Class Teaching	
23.08.2016	10		In. Mar.	International Marketing & its Evi.	Impact on marketing decisions

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दिनांक	व्याख्यान	प्राध्यापक का नाम	ग्रुप-प्रश्नपत्र	अध्याय	शीर्षक
24.08.2016	16	Sri Nandan sharma	Str. M.	Env. Analysis & Diagnosis	Environment scanning and appraisal
26.8.2016	17	Sri Nandan sharma	Str. M.	Env. Analysis & Diagnosis	SWOT Analysis
27.08.2016	18	Sri Nandan sharma	Str. M.	Env. Analysis & Diagnosis	Organisational Appraisal
29.08.2016	11		In. Mar.	Foreign Market Selection	Global market segmentation
30.08.2016				Monthly Evaluation	
01.09.2016	12		In. Mar.	Foreign Market Selection	Global market segmentation
02.09.2016	19	Sri Nandan sharma	Str. M.	Env. Analysis & Diagnosis	Strategic Advantage Analysis
03.09.2016	20	Sri Nandan sharma	Str. M.	Env. Analysis & Diagnosis	Strategic Advantage Analysis & Diagnosis
05.09.2016	21	Sri Nandan sharma	Str. M.	Env. Analysis & Diagnosis	Strategic Advantage Analysis & Diagnosis
06.09.2016	13		In. Mar.	Foreign Market Selection	Selection of foreign Markets
07.09.2016				Class Teaching	
08.09.2016	14		In. Mar.	Foreign Market Selection	International Positioning
09.09.2016	22	Sri Nandan sharma	Str. M.	Formulation & Choice of Stra.	Modernisation
10.09.2016	23	Sri Nandan sharma	Str. M.	Formulation & Choice of Stra.	Diversification
14.09.2016	24	Sri Nandan sharma	Str. M.	Formulation & Choice of Stra.	Integration
15.09.2016	15		In. Mar.	Foreign Market Selection	Issues in international Marketing planning
16.09.2016				Class Teaching	
20.09.2016	16		In. Mar.	Foreign Market Selection	International marketing information System
21.09.2016	25	Sri Nandan sharma	Str. M.	Formulation & Choice of Stra.	Merger
22.09.2016	26	Sri Nandan sharma	Str. M.	Formulation & Choice of Stra.	Take-Over
23.09.2016	27	Sri Nandan sharma	Str. M.	Formulation & Choice of Stra.	Joint Strategies
24.09.2016	17		In. Mar.	Foreign Market Selection	International marketing information System
26.09.2016				Monthly Test	
27.09.2016	18		In. Mar.	Foreign Market Selectio	International Marketing operations
28.09.2016	28	Sri Nandan sharma	Str. M.	Formulation & Choice of Stra.	Turnaround
29.09.2016	29	Sri Nandan sharma	Str. M.	Formulation & Choice of Stra.	Divestment
03.10.2016	30	Sri Nandan sharma	Str. M.	Formulation & Choice of Stra.	Liquidation Strategies

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04.10.2016	19		In. Mar.	Product & pricing Decisions	Product planning for global market
05.10.2016				Class Teaching	
06.10.2016	20		In. Mar.	Product & pricing Decisions	Standardisation vs. Product Adaptation
07.10.2016	31	Sri Nandan sharma	Str. M.	Formulation & Choice of Stra.	Process of strategic Choice-Industry
08.10.2016	32	Sri Nandan sharma	Str. M.	Formulation & Choice of Stra.	Competitor and SWOT analysis
14.10.2016	21		In. Mar.	Product & pricing Decisions	New product development
15.10.2016	22		In. Mar.	Product & pricing Decisions	Management of international Brands
17.10.2016				Class Teaching	
18.10.2016	23		In. Mar.	Product & pricing Decisions	Packaging and Labeling
19.10.2016	33	Sri Nandan sharma	Str. M.	Formulation & Choice of Stra.	Factors affecting Strategic Choice
20.10.2016	34	Sri Nandan sharma	Str. M.	Formulation & Choice of Stra.	Generic competitive Strategies
21.10.2016	24		In. Mar.	Product & pricing Decisions	Provision of sales related services
22.10.2016	25		In. Mar.	Product & pricing Decisions	Environmental influences on Pricing decisions
24.10.2016				Monthly Evaluation	
25.10.2016	26		In. Mar.	Product & pricing Decisions	Environmental influences on Pricing decisions
26.10.2016	35	Sri Nandan sharma	Str. M.	Formulation & Choice of Stra.	Cost Leadership differentiation focus
02.11.2016	36	Sri Nandan sharma	Str. M.	Formulation & Choice of Stra.	Value Chain analysis
03.11.2016	27		In. Mar.	Product & pricing Decisions	International pricing policies and strategies
04.11.2016	28		In. Mar.	Product & pricing Decisions	International pricing policies and strategies
05.11.2016				Class Teaching	
08.11.2016	29		In. Mar.	Promotion & Logistic Decisions	Complexities and issues
09.11.2016	37	Sri Nandan sharma	Str. M.	Formulation & Choice of Stra.	Bench Marking Service
10.11.2016	38	Sri Nandan sharma	Str. M.	Formulation & Choice of Stra.	Blue Printing
11.11.2016	30		In. Mar.	Promotion & Logistic Decisions	International advertising
12.11.2016	31		In. Mar.	Promotion & Logistic Decisions	International advertising
15.11.2016				Class Teaching	
17.11.2016	32		In. Mar.	Promotion & Logistic Decisions	Personal selling
18.11.2016	39	Sri Nandan sharma	Str. M.	Strategy Implimentation	Inter-relationship between formulation &
					implementation

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19.11.2016	40		Str. M.	Strategy Implimentation	formulation & implementation
21.11.2016	33		In. Mar.	Promotion & Logistic Decisions	Sales Promotion and Public relations
23.11.2016	34		In. Mar.	Promotion & Logistic Decisions	Funtions and Types of Channels
25.11.2016				Monthly test	
26.11.2016	35		In. Mar.	Promotion & Logistic Decisions	Channel Selection decisions
28.11.2016	41	Sri Nandan Sharma	Str. M.	Strategy Implimentation	Issue in strategic implementation
29.11.2016	42	Sri Nandan Sharma	Str. M.	Strategy Implimentation	Issue in strategic implementation
30.11.2016	36		In. Mar.	Promotion & Logistic Decisions	Channel Selection decisions
01.12.2016	37		In. Mar.	Promotion & Logistic Decisions	Selection of foreign distributors
02.12.2016				Class Teaching	
03.12.2016	38		In. Mar.	Promotion & Logistic Decisions	Agents and managing relationship with them
06.12.2016	43	Sri Nandan Sharma	Str. M.	Strategy Implimentation	Resource allocation
07.12.2016	44	Sri Nandan Sharma	Str. M.	Strategy Implimentation	Stuctural resource Allocation
08.12.2016	39		In. Mar.	Promotion & Logistic Decisions	International logistic decisions
09.12.2016	40		In. Mar.	Promotion & Logistic Decisions	International logistic decisions
12.12.2016				Class Teaching	
14.12.2016	41		In. Mar.	Emerging Issues & developments	Ethical and social issues
15.12.2016	45	Sri Nandan Sharma	Str. M.	Strategy Implimentation	Stuctural resource Allocation
16.12.2016	46	Sri Nandan Sharma	Str. M.	Strategy Implimentation	Non-Stuctural resource Allocation
17.12.2016	42		In. Mar.	Emerging Issues & developments	International Marketing of services
19.12.2016	43		In. Mar.	Emerging Issues & developments	International marketing of services
20.12.2016				Class Teaching	
21.12.2016	44		In. Mar.	Emerging Issues & developments	International technology
22.12.2016	47	Sri Nandan Sharma	Str. M.	Strategy evaluation & Control	Overview of strategic evaluation
24.12.2016	48	Sri Nandan Sharma	Str. M.	Strategy evaluation & Control	Strategic control
26.12.2016	45		In. Mar.	Emerging Issues & developments	Technology and international marketing
27.12.2016	46		In. Mar.	Emerging Issues & developments	Impact of globalisation
28.12.2016				Monthly Test	
29.12.2016	47		In. Mar.	Emerging Issues & developments	Impact of globalisation
30.12.2016	49	Sri Nandan Sharma	Str. M.	Strategy evaluation & Control	Techniques of evaluation

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