

Lesson Plan for the Semester Starting: 16th Feb. 2023

Name of the subject: Environmental Issues

Subject Code: 16ENVO1

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Dr. Anjali Ahuja (Asstt. Prof.)

Department: MBA

Class Time: 1Hr. (3 Hrs./Sec./Week) (Sec. A)

Class	Date of Class taken	Topic/Chapter Covered	Academic Activity	Test/ Assignment	Deviation if any
1	Feb.	Overview of Syllabus	Lecture		
2		Green House Effect	Lecture, ppt		
3		Causes and Associated Hazards	Lecture, ppt		
4		Green House Effect	Article Discussion		
5		Ozone layer depletion: Causes and Associated hazards	Lecture, ppt		
6	March	Human Population Growth	Student Presentation & discussion		
7		Environmental problems associated with urbanization, Industrialization	Student Presentation & discussion		
8		Modernization of agriculture	Lecture, ppt		
9		Modernization of agriculture	Article Discussion	Assignment-1	
10		Forest and Wildlife management	Lecture, ppt		
11		Forest and Wildlife management	Lecture, ppt		
12		Desertification	Lecture, ppt		
13		Reclamation of degraded land	Lecture, ppt		
14		Reclamation of degraded land	Case Study, Article discussion		
15		Human intervention on wetlands	Lecture, ppt, Article discussion		

16	April	Siltation and eutrophication	Lecture, ppt		
17		Reclamation of wetlands	Lecture, ppt		
18		Mining and Environment	Lecture, ppt		
19		Open cast mining	Lecture, ppt		
20		Oil exploration and transportation	Lecture, ppt		
21		Deforestation and their impact on environment	Student Presentation & discussion	Assignment-2	
22		Air pollution: Causes of air pollution	Student Presentation & discussion		
23		Important pollutants of air- their sources and effects on living and non-living organisms	Student Presentation & discussion		
24		Water pollution: Sources of pollution of surface and ground water	Student Presentation & discussion		
25		Types of water pollutants	Student Presentation & discussion		
26		Solid waste- Sources, Characterization	Student Presentation & discussion		
27	May	Disposal and Management	Student Presentation & discussion		
28		Soil pollution: Sources	Student Presentation & discussion		
29		Pollution and residual toxicity from application of insecticides, pesticides and fertilizers	Lecture & ppt		
30		Soil Erosion	Student Presentation & discussion		
31		Revision & Doubts	Discussion	Assignment-3	

*Above are the minimum number of classes to be scheduled for the subjects having classes 5 days per week. For subjects having classes 4 days per week and 3 days per week, the number of lectures are to be reduced to 40 and 30 minimum number of classes respectively. Guest lectures, Workshops, merit classes and remedial classes would be conducted apart from this

Lesson Plan for Semester Starting w.e.f. 16th February' 2023

IT Infrastructure: MBA 2nd Sem (Feb'2023-June'2023)

Name of Institute: DAV Institute of Management, Faridabad

Faculty Name: Dr. Ashima Tandon, Assistant Professor

<i>Class</i>	<i>Date</i>	<i>Topic Covered</i>	<i>Academic Activity</i>	<i>Assignment & Test</i>	<i>Deviation, if any</i>
1.		Unit 1- Introduction to IT Infrastructure	Class Discussion		
2.		Data Networks and API			
3.		Corporate network functions, Business uses			
4.		Wireless and mobile infrastructure			
5.		Messaging and collaboration technology			
6.		Data breaches and cyber security challenges			
7.		IT Risk management			
8.		Mobile app and cloud security challenges			
9.		Financial Crimes and fraud defences			

10.		Sustainability and the triple bottom line approach			
11.		Search technology, organic search and search engine optimization			
12.		Paid search strategies and metrics,Semantic web and search		Assignment - I	
13.			Revision	Test - I	
14.		Unit 2-Information Technology in business			
15.		Information Technology in business...contd.			
16.		Digital Technology transforming business processes			
17.		Competitive advantage and SWOT Analysis			
18.		Data Governance strategy			
19.		Enterprise IT Architecture			
20.		Information and Decision Support Systems			
21.		Data centres and cloud computing			
22.		Data centres and cloud computing			

23.		Cloud services delivery model			
24.		Cloud services delivery model			
25.		Building business capabilities with data governance and cloud services	Class Discussion	Assignment – 2	
26.			Revision	Test-2	
27.		Unit 3-Data Management technologies and techniques			
28.		Transaction Processing & analytics processing systems			
29.		Dirty data costs and consequences			
30.		Data ownership and organizational politics			
31.		Data Life Cycle			
32.		Big data analytics			
33.		Data and text mining			
34.		Data Visualization			
35.		Enterprise data mashups			
36.		Digital dashboards			

37.		Business Intelligence		Assignment – 3	
38.			Revision	Test - 3	
39.		Unit 4 -Networked Economy			
40.		Impact of Computer Networks on Business	Class Discussion		
41.		Elements of Networked Economy			
42.		Using IS functions to deal with business risks			
43.		Privacy in Networked Economy			
44.		Health issues & Ethical issues in Networked Economy	Class Discussion		
45.		Future of Networked Economy		Assignment – 4	
46.			Revision	Test - 4	

Marketing Management
MBA 2nd semester
Lecture Plan
Subject Faculty: Meera Wadhwa

Lecture/date	Topic	Academic Activity	Assignment /Test
1	Introduction Seller's vs. Buyer's Market	lecture and discussion	
2	Core concepts of Marketing	lecture and discussion	Assignment on societal marketing
3	Corporate Orientation towards market place	lecture and discussion	
4	Marketing Myopia, Holistic marketing	lecture and discussion	Assignment on Marketing Myopia
5	Nature and Scope of marketing	lecture and discussion	Objective type Test
6	How marketing practices are changing: old Vs New economy	lecture and discussion	
7	consumer Behaviour: concept, buying process,	lecture and discussion	
8	Factors affecting buying behaviour	lecture and discussion	Objective type Test
9	Industrial buying Behaviour	lecture and discussion	
10	Market Segmentation: concept , Levels	lecture and discussion	

s11	Basis of market segmentation	lecture and discussion	Assignment on segmentation
12	Targeting and Positioning strategies	lecture and discussion	Assignment positioning strategy Café Coffee Day Vs. Barista
13	Marketing Environment	lecture and discussion	
14	Marketing strategy	lecture and discussion	
15	Customer value and Satisfaction	lecture and discussion	Objective type Test
16	Relationship Marketing	lecture and discussion	
17	Product classification	lecture and discussion	
18	Product mix decision	lecture and discussion	
19	Product Life Cycle	lecture and discussion	
20	New product development	lecture and discussion, Case study:haldiram,ITC	Assignment on brand Extension
21	Reasons for Product Failure	lecture and discussion	
22	Branding: concept, importance	lecture and discussion	Case study: Kerala Tourism
23	Branding Strategies	lecture and discussion	Objective type Test
24	Packaging, labelling	lecture and discussion	
25	Pricing process and Techniques	lecture and discussion	Objective type Test
26	Designing Marketing Channels:Types, Roles	lecture and discussion	Assignment
27	Group Presentations		
28	Group Presentations		
29	Channel management decisions, current trends	lecture and discussion	
30	Marketing Communication mix: elements, objectives	lecture and discussion	
31	Advertising media and their Effectiveness	lecture and discussion	

32	Sales promotion, Tools , Objectives and kinds	lecture and discussion	
33	Personal -Selling: Process, merits, limitations	lecture and discussion	Objective type Test
34	Marketing research, Marketing Information System	lecture and discussion	
35	International Marketing	lecture and discussion	
36	Marketing Audit and Control	lecture and discussion	
37	revision session unit I	lecture and discussion	
38	revision session unit II	lecture and discussion	
39	revision session unit III	lecture and discussion	
40	revision session unit IV	lecture and discussion	

Lesson Plan for the Semester Jan. 2022- June 2022

DAV Institute of Management

Subject: Human Resource Management

MBA IInd Semester

Faculty Name: Dr. Ritu Gandhi Arora

Associate Professor (Post Graduate Department of Management Studies)

Month	Lecture	Date	Topic	Academic Activity	Test/Assignment	Deviation
April	1		Ice Breaking session: Importance of the subject	Discussion		
	2		Why should future managers study HRM : importance of HR factor, Meaning and evolution of HRM	Interactive Session	1. Google – A Great Place to work” 2. Coca Cola India	
	3		Role, competencies and functions of HR Manager/ Department	Lecture		
	4		Major HR Influencing Factors-	Lecture with	Ethics at work Place	

			Challenges and Opportunities	discussion		
	5		HR Environment	Discussion		
	6		HR Outsourcing: Meaning, Types and Why?	Lecture and Discussion		
	7		Strategic HRM: Meaning, Importance	Exercise- Know your Emotional Quotient		
	8		Job Analysis- Meaning, Types, Importance and process	Lecture		
	9		Job Analysis- Practical Implications		Case study	
	10		Human Resource Planning- Responsibility for HRP, Factors for HRP	Lecture		
	11		Human Resource Information Systems-	Lecture and Discussion	Saving the Internet: We Googled You- Case Study	
	12		HRIS: Practical Aspects in today's industry	Lecture method		
	13		Talent Acquisition: Recruitment: Meaning, factors		Quid Pro Quo: A Reality	
	14		Recruitment: Sources: Traditional and Modern, Importance	Lecture		
	15		Talent Acquisition: Selection: Meaning, Importance of putting right people at	Lecture		

			the right place at right time.			
May	1		Selection Process: In detail (Stages in selection process)	Discussion	Right Person on the Right Job: Case Study	
	2		Downsizing and Rightsizing	Lecture with Discussion		
	3		Induction and Orientation: Meaning, Purpose and Importance	Lecture		
	4		Employee Retention: Meaning, Reasons	Lecture		
	5		Strategies to retain employees	Lecture		
	6		Career Planning, Succession Planning and Management	Lecture		
	7		Employee Training: Meaning, Need Assessment Methods of Training		The Other Side of HR Function: Case Study	
	8		Methods of Training: On the Job and Off the Job Training methods	Lecture		
	9		Evaluation of Training Programmes	Discussion/Lecture		
	10		Management Development: Meaning, Methods	Lecture		
	11		Difference between Training and Management Development, Evaluation of Development programmes	Lecture/Discussion		

	12		Succession Planning: Meaning and Importance	Lecture		
	13		Career Planning: Meaning, Importance, Steps in career Planning	Lecture/Discussion		
	14		Performance Management: Development of Performance Management System, Methods.	Lecture		
	15		Performance Management: Development of Performance Management System, Methods (Cont...)	Lecture		
	16		Job Evaluation: Meaning and Importance	Lecture		
	17		Compensation Management: Meaning and Structure, Importance of Good compensation package	Lecture and Discussion		
	18		Compensation Management: Cont...	Lecture		
	19		Incentives : Meaning, Importance	Lecture		
	20		Types of Incentive Plans/Pay for performance			
June	1		Fringe Benefits: Meaning, Benefits and Types	Lecture		
	2		HR in Knowledge Era	Lecture		

	3		HR in Virtual Organizations	Lecture/Discussion		
	4		HR in Merger & Acquisitions/ International HRM	Lecture/Discussion	HR Manager: A Change Agent- Case Study	
	5		Employee Leasing and HR Audit	Lecture		

- Internals, Presentations and other evaluations for the Internal Assessment purpose will organize / arrange as per department schedule;
- No. of hrs. may exceed or reduce according to class participation or understanding of the topic.

Lesson Plan for the Semester Starting : 16th February 2023

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Dr Bhawna Sharma

Department: MBA

Semester -2nd

Class Time: 1Hr.

Name of the subject: Financial Managment

Month	Class	Date of Class taken	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation if any
Feb	1		Introduction to Financial Management	Lecture		
	2		Functions and Scope	Lecture		
	3		Objectives of financial management	Lecture		
	4		Time value of Money	Lecture		
	5		Practical On Time Value of money	Lecture		
	6		Practical On Time Value of money	Lecture		
	7		Capital Budgeting- Meaning, Types, Features	Lecture		
	8		Capital Budgeting Techniques -Net present Value	Lecture		
	9		Capital Budgeting Techniques -Profitability Index	Lecture		

	10		Capital Budgeting Techniques -Internal rate of return		Class test	
March	1		Capital Budgeting Techniques -Pay back period,ARR			
	2		Capital rationing	Lecture		
	3		Practical on Capital Budgeting Technique	Lecture		
	4		Long term sources of finance	Lecture		
	5		Capital Structure-Overview	Lecture		
	6		Net operating Income approach of Capital structure	Lecture		
	7		Net Income approach of Capital structure	Lecture		
	8		Traditional Approach of capital structure	Lecture		
	9		Overview of Leverage	Lecture		
	10		Financial Leverage & Operating Leverage		Class test	
April	1		Combined Leverage	Lecture		
	2		Dividend Policy	Lecture		
	3		Walter Model & Gordon model	Lecture		
	4		EBIT & EPS Analysis-Part 1	Lecture		
	5		Indifference Point & Financial Analysis	Lecture		
	6		Working Capital-needs ,determinants and Factors	Lecture	Assignment on Commercial	

					Banks	
	7		Operating Cycle & Estimation of working Capital Need	Lecture		
	8		Financing Approaches of Working Capital	Class presentations		
May	1		Management of cash- Motives & Objectives	Class presentations		
	2		Models of cash Management	Lecture		
	3		Cash Budget	Lecture		
	4		Inventory Management- Motives & Objectives	Lecture	Class Test	
	5		Models of Inventory Management-EOQ	Lecture		
	6		ABC Analysis	Lecture		
	7		Management of Receivables-Costs & Benefits	Lecture		
	8		Management of Receivables:Liquidity Vs Profitability Trade off			
	9		Revision of UNIT-1			
	10		Revision of UNIT-2			
	11		Revision of UNIT-3			
	12		Revision of UNIT-4			

Lesson Plan for the Semester Starting: 16th Feb. 2023

Name of the subject: B2B Marketing

Subject Code: 201MG24C1

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Dr. Anjali Ahuja (Asstt. Prof.)

Department: MBA

Class Time: 1Hr. (3 Hrs./Week)

Month	Class	Date of Class taken	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation if any
Feb.	1		Introduction to B2B Marketing	Lecture		
	2		Market opportunity Identification-Analysis and Evaluation	Lecture & ppt		
	3		Customer Analysis: Purchase Process	Lecture & ppt		
	4		Buying Teams	Lecture & ppt		
	5		Business Buying and the Individual Manager	Lecture & ppt		
	6		The effect of IT on purchase behavior	Lecture & ppt		
March	7		Customer relationship management strategies for business markets	Lecture & ppt		
	8		Relationship theories and variables	Lecture & ppt		
	9		Business marketing as network analysis and management	Lecture & ppt		
	10		Revision Unit-1	Discussion	Assignment	
	11		Assessing Market opportunities	Lecture & ppt		
	12		Environmental changes impacting supply chain power	Lecture & ppt		
	13		Strategic market planning: The purpose of strategy	Lecture & ppt		
	14		Approaches to strategy	Lecture & ppt		

	15		Business Marketing Strategy	Lecture & ppt		
April	16		Revision Unit-2	Discussion	Assignment	
	17		Managing products for business markets	Lecture & ppt		
	18		Managing business marketing channels	Lecture & ppt		
	19		Pricing: cost, customers and competitors	Lecture & ppt		
	20		Pricing strategy and organization	Lecture & ppt		
	21		Relational aspects of business-to-business pricing	Lecture & ppt		
	22		Bid Pricing	Lecture & ppt		
	23		Key Account Management	Lecture & ppt		
	24		Revision Unit-3	Discussion	Assignment	
	25		Business marketing communication: Integrated communication strategy	Lecture & ppt		
May	26		Relationship communication: Direct Marketing	Lecture & ppt		
	27		Personal Selling	Lecture & ppt		
	28		Relationship communication process, Coordinating Relationship Communication	Lecture & ppt		
	29		B2B Branding	Lecture & ppt		
	30		Revision Unit-IV	Discussion	Assignment	

*Above are the minimum number of classes to be scheduled for the subjects having classes 5 days per week. For subjects having classes 4 days per week and 3 days per week, the number of lectures are to be reduced to 40 and 30 minimum number of classes respectively. Guest lectures, Workshops, merit classes and remedial classes would be conducted apart from this.

Lesson Plan for the Semester Starting : 16th feb 2023

Name of the subject: Integrated Marketing Communication

Subject Code:

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Dr. Parul Nagi, Asst. Professor

Department: MBA 4th Sem

Class Time: 1Hr.

Month	Class	Date of Class taken	Topic/Chapter Covered	Academic Activity	Test/ Assignment	Deviation if any
			UNIT I			
Feb	1		Integrated Marketing Communication - Intro, concept	Discussion		
	2		marketing communication mix, factor affecting	Lecture & Discussion		
	3		drivers of integrated marketing mix	Lecture & Discussion		
	4		Models - Blade Box Model, AIDAS model	Lecture & Discussion		
	5		Lavidge Steiner model, DAGMAR model	Group discussion		
	6		PCB model	Group discussion		
	7		marketing communication planning process	Case study & Discussion		
	8		Managing the Marketing Communication Process	Case study & Discussion		

			UNIT II			
	9		Analysis of promotional opportunities	Discussion		
	10		concepts of segmentation and target marketing	Discussion		
	11		promotional strategy of formulation and competitive positioning	Lecture & Discussion		
	12		determination of promotional objectives	Lecture & Discussion		
	13		deciding promotional appropriation, programme	Discussion		
	14		commissioning and contracting external resources	Discussion		
			UNIT III			
	15		Advertising and Media Planning	Lecture & Discussion		
	16		Advertising plan, creative strategy	Discussion		
	17		advertising appeal, creative formats	Lecture & Discussion		
	18		stages of creative strategy – idea generation,	Lecture & Discussion		
	19		copy writing, layout, copy testing and diagnosis			
	20		media planning–traditional & contemporary media	Lecture & Discussion		
	21		media objectives – reach, frequency, cost etc	Lecture & Discussion		
	22		media strategy, media scheduling, media planning models	Lecture & Discussion		

	23		key issues in advertising – comparative advertising, web advertising	Lecture & Discussion		
	24		adv agency – functions and types, outdoor adv	Lecture & Discussion		
			UNIT IV			
	25		Sales promotions, personal selling, direct marketing	Lecture & Discussion		
	26		public relations, publicity and corporate advertising	Lecture & Discussion		
	27		unconventional promotional media, marketing communication budgeting	Lecture & Discussion		
	28		measuring promotional performance, global mark comm	Lecture & Discussion		
	29		legal and ethical issues in integrated mark comm	Case study & Discussion		
	30		Revision	Revision		
	31		Revision	Revision		
	32		Revision	Revision		
	33		Revision	Revision		
	34		Revision	Revision		

Lesson Plan for the Semester Starting: 16th Feb' 2023

Name of the subject: Training & Development

Subject Code: 20IMG24GH2

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Dr. Dhrity Ahuja

Department: MBA

Class Time: 1Hr. (3 Hrs./Week)

Month	Class	Date of Class taken	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation if any
Feb.	1		Overview of Syllabus	Lecture		
	2		Training- Concept & Rationale (Unit-1)	Lecture & ppt		
	3		Training system	Lecture & ppt		
	4		Training Process	Lecture & ppt		
	5		Trends in training	Lecture & ppt		
	6		KSA'S – Meaning & Types	Lecture & ppt		
	7		Aligning training its strategy	Lecture & ppt		
	8		Role of Stakeholders in training program	Lecture & ppt		
	9		Training Need Assessment: All 3 analysis	Lecture & ppt		
	10		Learning Concept (Unit-2)	Lecture & ppt		
	11		Reinforcement theory	Lecture & ppt		

	12		Social Learning Theory, Need Theory	Lecture & ppt		
	13		Goal Setting Theory	Lecture & ppt		
	14		Expectancy Theory	Lecture & ppt		
	15		Adult Learning Theory	Lecture & ppt		
	16		Information Processing Theory	Lecture & ppt		
	17		Learning process	Lecture & ppt		
	18		Factors affecting learning process	Lecture & ppt		
	19		Participants Learning style	Lecture & ppt		
	20		Consideration in designing effective training program	Lecture & ppt	Assignment	
	21		Presentation Methods (1)	Lecture & ppt		
	22		Presentation Methods (2)	Lecture & ppt		
	23		Behavior Modelling, Group building methods, Adventure learning	Lecture & ppt		
	24		Team Building, Action Learning	Lecture & ppt	Assignment	
	25		Evaluation of training	Lecture & ppt		
	26		ROI in training	Lecture & ppt		
	27		Training Issues	Lecture & ppt		
	28		Managing workforce diversity	Lecture & ppt		
	29		Internal needs of the company	Lecture & ppt		
	30		Succession Planning	Lecture & ppt	Assignment	
	31		Developing managers with dysfunctional behaviors	Lecture & ppt		
	32		Management Development	Lecture & ppt		
	33		Skill acquisition	Lecture & ppt		
	34		Training for executive level Management	Lecture & ppt	Assignment	

Lesson Plan for the Semester Starting 16th Feb 2023

Management of Financial Services – MBA 4th Sem

Subject Code:

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Dr. Rashmi Bhargava (Assistant Professor)

Department: MBA

Class Time : 1 Hr

No. of Lectures	Date of Lecture Taken	Topic	Academic Activity	Test/Assignment	Deviation if any
February					
1		Introduction to Financial Services	Lecture		
2		Features, scope and problems in Financial Services	Lecture		
3		Mutual Funds: Concept, classification, merits , demerits	Lecture		
4		Venture Capital Financing: Concept, process, types, challenges and opportunities	Lecture		
5		Leasing: Concept, Classification, Merits	Lecture		
6		Legal Framework of leasing	Lecture		

MARCH					
1		Issue Management: Process, intermediaries	Lecture		
2		Merchant Banking functions and regulatory framework	Lecture		
3		Credit Rating: Concept, Agencies in India, Procedure	Lecture		
4		Factoring: Meaning, classification, Merits	Lecture		
5		Forfaiting: Concept and diff between factoring and forfeiting	Lecture		
6		Housing Finance: Concept, advantage, Legal and Financial Framework	Lecture		
7		Merger/amalgamation and Acquisition/Takeover: Meaning, classification, motives	Lecture		
8		Merger/amalgamation and Acquisition/Takeover: Process of valuation	Lecture		
9		Merger	Lecture		
10		Debt Securitisation: Concept, advantages and process	Lecture		
11		Development Banks: Operational policies	Lecture		
12		Practices of IDBI, ICICI	Lecture		
April					
1		Development Banks: Operational policies and	Lecture		

		practices of SIDBI			
2		EXIM Bank	Lecture		
3		Development Banks: Operational policies and practices of LIC,	Lecture		
4		UTI	Lecture		
5		Instruments of Money Market	Lecture		
6		Mechanics of Security Trading	Lecture		
7		NSE	Lecture		
8		OTCEI	Lecture		
9		Scripless Trading	Lecture		
10		Depository System	Lecture		
11		Custodial Services	Lecture		
12		SEBI-Its Objectives, Functions and Powers	Lecture		

Lesson Plan for the Semester starting w.e.f Feb'2023

Information Security and Cyber Law MBA 4th Sem , Paper Code: 201MG24GT2

Name of Institute: DAV Institute of Management

Name of Teacher with designation: Ms.Pooja Sachdev(Assistant professor)

Department: BCA

Class Time: 1 Hour

Month	Hours	Date	Topic/Chapter Covered	Academic activity	Test/Assignment
FEB	Lecture 1		Introduction to security and its basic concept.		
	Lecture 2		Unit -1 Define about confidentiality, integrity and availability.		
	Lecture 3		Differentiate between threat and attack,Types of threats		
	Lecture 4		Discuss about information security principles ,hacker principle (MOM)		
	Lecture 5-7		Operational and human issues in information and network security		
	Lecture 8-9		What is security policies conduct a discussion.		

	Lecture 10		Types of development and management in security policies. Ctd..		
Marc h	Lecture 11-12		Types of development and management in security policies		Assignment no-1 based on unit -1 consists of 4 questions. Time duration:1 week
	Lecture 13		Unit-11 Define and differentiate between authorization and authentication		
	Lecture 14-15		Discussed about access controls mechanism like cryptography, firewall and ids		
	Lecture 16-17		Discussed about physical control and operation controls		
	Lecture 18		About operational security		
	Lecture 19-21		Introduction to cryptography		
	Lecture 22-23		Define concept of encryption and decryption with key management.		
	Lecture 24		Types of cryptography symmetric and asymmetric		
	Lecture 25		Detailed description of symmetric and asymmetric		
	Lecture 26-28		Revision of unit 1		
	Lecture 29		Introduction to firewall		

	Lecture 30-31		Types of firewall and design issues		
	Lecture 32		Introduction to IDS		
April	Lecture 33		Types of IDS		
	Lecture 34		Malware detection and its techniques		
	Lecture 35		Revision of unit -2		Assignment 2 unit 2 4 question Duration : 1 week
	Lecture 36-37		Unit -3 Discussion about legal issues in communication and information.		
	Lecture 38		Cyber crime and ITact 2000		
	Lecture 39-40		Legal resources against hacking, cyber frauds, defamation an abuse.contracts in cyber world. Pornography and other effects.		Assignment 3 unit 3 4 question Duration: 1 week
	Lecture 41-42		Unit-IV Cybersquattiung,legal and other innovatives ways in cybersquatting.		
	Lecture 43-46		Copyrighta and software privacy ,e-commerce taxation and protection of cyber consumers in india.		Assignment 4: unit 4 4 question Duration : 1 week

Lesson Plan for the Semester Starting 16th Feb 2023

International Trade Theory and Practice – MBA 4th Sem

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Dr.Priyanka Gaur (Assistant Professor)

Department: **MBA**

Class Time : 1 Hr

No. of Lectures	Date of Lecture Taken	Topic	Academic Activity	Test/Assignment	Deviation if any
January					
1		Evolution of International trade: Introduction	Lecture		
2		Interdependence of countries	Lecture		
3		Internal trade vs international trade	Lecture		
4		Classical theory of International trade theory of absolute cost	Lecture		
5		Gains from International trade	Lecture		
6		Comparative cost doctrine term of money	Lecture		

7		Evaluation of classical theory of International Trade	Lecture		
8		General equilibrium theory of International Trade	Lecture		
9		Exchange rate system	Lecture		
10		Complex model of ohlin	Lecture		
February					
1		Criticism of Modren theoy of International trade	Lecture		
2		Superiority of modern theory of International trade	Lecture		
3		Porter's national competitive advantage theory	Lecture		
4		Product life cycle	Lecture		
5		Regional economic grouping	Lecture		
6		Tariff and non-Tariff trade barrier	Lecture		
7		Effects of trade barriers	Lecture		
8		Positive and negative effects of Regional economic grouping	Lecture		

9		Major Trade Bocks, free trade Vs Protection	Lecture		
10		Tariff retaliation	Lecture		
11		Anti-dumping duties	Lecture		
12		Export Subsidies	Lecture		
March					
1		Concept of FDI and MNC	Lecture		
2		Function of FDI in developing countries	Lecture		
3		FDI operation in India	Lecture		
4		FDI policy in India	Lecture		
5		FIPB	Lecture		
6		FIPC	Lecture		
7		Indian joint venture abroad	Lecture		
8		Project and consultancy export	Lecture		
9		Policy on Foreign collaboration and counter trade arrangement	Lecture		
10		Indian Foreign trade: Introduction	Lecture		

11		Significance Of foreign Trade	Lecture		
12		Growth of foreign Trade	Lecture		
13		Direction of Indian's export	Lecture		
14		Direction of Indian's Import	Lecture		
15		Major exports of india(commodities)	Lecture		
16		Major Imports(commodities)	Lecture		
April					
1		Major Imports(service) of India	Lecture		
2		Major exports of india(services)	Lecture		
3		India's Share in world Trade	Lecture		
4		FTP 2015-20	Lecture		
5		Prospects for Indian Foreign trade	Lecture		
6		Challenges to Indian Foreign trade	Lecture		
7		Development in Indian Foreign trade	Lecture		
8		FDI operation in India	Lecture		

9		Revision-Unit 1	Lecture		
10		Revision-Unit 2	Lecture		
11		Revision-Unit 3	Lecture		
12		Revision-Unit 4	Lecture		