

**Lesson Plan for Semester Starting w.e.f. Jan 2025**  
**IT for Managers 2- MBA 2nd Sem**  
**Name of The Institute- DAV Institute of Management, Faridabad**  
**Faculty Name- Dr. Pooja Kaul, Associate Professor**

Lecture No	Actual Class Taken	Covered Topic	Academic Activity	Test/ Assignment	Deviation Reason
1		Introduction to IT Infrastructure			
2		Fundamentals of Data Networks and Application Program Interface			
3		Corporate Network Functions			
4		Business uses of IT Infrastructure			
5		Wireless and Mobile infrastructure			
6		Messaging and Collaboration Technology			
7		Data breaches and cybersecurity challenges			
8		IT Risk Management			
9		Mobile applications and cloud security challenges			
10		Financial crimes and fraud defenses			
11		Sustainability and triple bottom line approach			
12		Internet technologies and search strategies			
13		Organic search and Search engine optimization			
14		Paid search strategies and metrics			
15		Semantic web and search			
16		Digital technology transforming business processes			
17		Competitive advantage, SWOT analysis and Porter's Competitive force model		presentation	
18		Building Business Capability with Data Governance and cloud services			
19		Enterprise IT architecture			
20		Information and decision support system			

21		Data centres and cloud computing, cloud service delivery model			
22		Data Management, Big data and Business Intelligence			
23		Data mgmt Technologies and Techniques			
24		Transaction processing system and Analytics Processing system		presentation	
25		Dirty Data costs and consequences, data ownership and organization politics			
26		Data life cycle, big data analytics, data and text mining			
27		data visualization, enterprise mashups, digital dashboards and business intelligence			
28		Impact of computer networks on Business and elementys of networked economy			
29		information system to deal with business risk, privacy issues		presentation	
30		health and ethical issues in networked economy and future of networked economy		presentation	
31		HTML Tags		lab assignment	
32		HTML Tags		lab assignment	
33		HTML Tags		lab assignment	
34		HTML Tags		lab assignment	
35		HTML Tags		lab assignment	
36		HTML Tags		lab assignment	
37		HTML Tags		lab assignment	
38		HTML Tags		lab assignment	
39		HTML Tags		lab assignment	
40		HTML Tags		lab assignment	

**Lesson Plan for the Semester Starting : 15<sup>th</sup> Jan 2025**

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Dr Priyanka Gaur

Department: MBA

Semester-2<sup>nd</sup> Sem

Class Time: 1Hr.

Name of the subject: Business Environment

Month	Class	Date of Class taken	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation if any
Jan	1		Business Environment	Lecture		
	2		Environment scanning-Meaning, nature	Lecture		
	3		Process of ES	Lecture		
	4		Interactions between environments	Lecture	Case	
	5		Concept of capitalism	Lecture		
	6		Concept of socialism			
	7		Concept of Mixed economy	Lecture		
	8		Overview of legal environment	Lecture		
	9		Overview of Political Env't			
	10		Overview of socio-cultural environment	Lecture		

	11		Overview of Technological Env't	Lecture		
Feb	1		Overview of Global environment	Lecture	Presentation	
	2		Recent development with business Laws	Lecture		
	3		MRTP Act	Lecture		
	4		SEBI act	Lecture	Presentation	
	5		Competition act and CCI	Lecture		
	6		FERA And FEMA Act	Lecture		
	7		Consumer protection Act	Lecture		
	8		Dimension of Laws and its impact on Business	Lecture		
	9		Current industrialization trends and industrial policy	Lecture		
	10		Skill development for startups	Lecture	Presentation	
	11		Infrastructure development policy	Lecture		
	12		Public sectors reforms	Lecture		
	13		Banking sector Reforms	Lecture		
March	1		Economic sector Reforms			
	2		Trends in service sector	Lecture		
	3		Opportunities in rural sector	Lecture		

	4		IPR-Intro	Lecture	Case	
	5		IPR	Lecture		
	6		PPP model	Lecture		
	7		R and D environment	Lecture		
	8		Globalization trends and challenges	Lecture		
	9		Globalization challenges			
April	1		BOP trends	Lecture		
	2		Foreign trade and investment	Lecture		
	3		Exchange rate Movement	Lecture		
	4		Exchange rate impact on business	Lecture		
	5		Environment for Skill development for MSME	Lecture		
	6		India's competitiveness in the world	Lecture		
	7		External influence on Indian business envt	Lecture		
	8		Policies with FTI,FDI	Lecture		
	9		Revision	Lecture		
	10		Revision	Lecture		

**DAV Institute of Management**  
**Personality and Soft Skills Development**  
**Faculty: Dr. Meera Wadhwa**

CLASS	TOPIC COVERED	ACADEMIC ACTIVITY	ASSIGNMENT/ TEST
1	Personality: Introduction to Personality	lecture and discussion	
2	Determinants of personality		Objective type Test
3	Understanding Self-Concept and Self-Esteem	lecture and discussion	Assignment
4	Emotional Intelligence and Self-Confidence, Managing emotions, empathy, and self-regulation	lecture and discussion	
5	Personal Values and Goal Setting	lecture and discussion	
6	Stress Management , Resilience	lecture and discussion	
7	Time Management	lecture and discussion	Objective type Test
8	Conflict Resolution and Negotiation	lecture and discussion	Assignment
9	Teamwork and Collaboration, Team Dynamics and Collaboration	lecture and discussion	Team building activity
10	Leadership Skills	lecture and discussion	Objective type Test
11	Professional Etiquettes	lecture and discussion	
12	Networking and Relationship Building, Career Development and Networking	lecture and discussion	
13	Introduction to Soft Skills, Communication Skills, Cross-Cultural Communication	lecture and discussion	
14	Problem-Solving and Critical Thinking	lecture and discussion	
15	Work Ethics and Dependability, Professionalism and Work Ethics	Presentations	
16	Creativity and Innovation	lecture and discussion	
17	Cultivating optimism and a growth mindset	lecture and discussion	
18	Revision	lecture and discussion	
19	Revision	lecture and discussion	
20	Revision	lecture and discussion	

**Lesson Plan for the Semester Starting : 15<sup>th</sup> Jan 2025**

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Dr Priyanka Gaur

Department: MBA

Semester-2<sup>nd</sup> Sem

Class Time: 1Hr.

Name of the subject: Business Environment

Month	Class	Date of Class taken	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation if any
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	5		Concept of capitalism	Lecture		
	6		Concept of socialism			
	7		Concept of Mixed economy	Lecture		
	8		Overview of legal environment	Lecture		
	9		Overview of Political Env't			
	10		Overview of socio- cultural environment	Lecture		

	11		Overview of Technological Env't	Lecture		
Feb	1		Overview of Global environment	Lecture	Presentation	
	2		Recent development with business Laws	Lecture		
	3		MRTP Act	Lecture		
	4		SEBI act	Lecture	Presentation	
	5		Competition act and CCI	Lecture		
	6		FERA And FEMA Act	Lecture		
	7		Consumer protection Act	Lecture		
	8		Dimension of Laws and its impact on Business	Lecture		
	9		Current industrialization trends and industrial policy	Lecture		
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	11		Infrastructure development policy	Lecture		
	12		Public sectors reforms	Lecture		
	13		Banking sector Reforms	Lecture		
March	1		Economic sector Reforms			
	2		Trends in service sector	Lecture		
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	4		IPR-Intro	Lecture	Case	
	5		IPR	Lecture		
	6		PPP model	Lecture		
	7		R and D environment	Lecture		
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	9		Globalization challenges			
April	1		BOP trends	Lecture		
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	4		Exchange rate impact on business	Lecture		
	5		Environment for Skill development for MSME	Lecture		
	6		India's competitiveness in the world	Lecture		
	7		External influence on Indian business envt	Lecture		
	8		Policies with FTI,FDI	Lecture		
	9		Revision	Lecture		
	10		Revision	Lecture		

**Lecture Plan for the semester starting (Jan 2025 –June 2025)**

**Management Information System – MBA 2<sup>nd</sup> Sem**

Name of the Institute: DAV Institute of Management, Faridabad

Name of teacher with designation: Dr.Ashima Tandon (Assistant Professor)

Department: MBA

Class Time: 1Hr.

Month	Class	Date of Class taken	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation if any
UNIT 1	1		Introduction to the Subject			
	2		Data and information, MIS-needs and concepts, Factors influencing MIS and characteristics of MIS			
	3		Data and information, MIS-needs and concepts, Factors influencing MIS and characteristics of MIS....contd.			
	4		Technology of MIS, Structure of MIS, Decision making and role of MIS			
	5		Classification of MIS			
	6		Classification of MIS...OAS			
	7		Classification of MIS...TPS, BES			
	8		Classification of MIS...EIS			
	9		Decision Support System : Overview, components and classification			
	10		Steps in constructing a DSS, Role in Business		Assignment 1	

	11		Group Decision Support System			
	12		Data Communication, Basic hardware required , Channel Features and concept of Distributed Databases.			

## Lesson Plan for Semester starting w.e.f. 5<sup>th</sup> February 2025

**Subject:** Information Security & Cyber Laws

**Subject Code:** 20IMG24GT2

**Name of Institute:** D.A.V. Institute of Management, Faridabad

**Department:** MBA

**Name of teacher with designation:** Dr. Priti Bali (Assistant Professor)

**Class Time:** 1 Hour

Month	Class	Date of Class Taken	Topic/Chapter Covered	Academic Activity	Test / Assignment	Deviations (if any)
Feb	1		Basic concepts of Cyberspace	Lecture/PPT		
	2		Basic concepts of Security: Confidentiality, Integrity and Availability	Lecture/PPT		
	3		Information Security	Lecture/PPT		
	4		Cyber Security	Lecture/PPT		
	5		Security threats	Lecture/PPT		
	6		Information security principles	Lecture/PPT		
	7		Operational and human issues in information and network security	Lecture/PPT		
	8		Security policies: Types	Lecture/PPT	Assignment on Information and Cyber Security	
	9		Security policies: Development and Management	Lecture/PPT		
	10		Authentication	Lecture/PPT		

	11		Access control mechanism	Lecture/PPT		
	12		Physical security control	Lecture/PPT		
	13		Operations security	Lecture/PPT		
<b>March</b>	14		Cryptography: Basic concepts	Lecture/PPT		
	15		Symmetric cryptography	Lecture/PPT		
	16		Asymmetric cryptography	Lecture/PPT		
	17		Key management	Lecture/PPT		
	18		Firewalls	Lecture/PPT		
	19		Intrusion detection	Lecture/PPT		
	20		Malware detection	Lecture/PPT	Assignment on Cryptography	
	21		Legal issues in information and communication technology	Lecture/PPT		
	22		Cyber crime	Lecture/PPT		
<b>April</b>	23		Indian IT Act 2000	Lecture/PPT		
	24		Hacking techniques and Legal resources against hacking	Lecture/PPT		
	25		Cyber fraud, defamation and abuse, other IT offences	Lecture/PPT		
	26		Contracts in cyber world and jurisdiction	Lecture/PPT		
	27		Cyber jurisdiction	Lecture/PPT		
	28		Cybersquatting	Lecture/PPT		

	29		Legal and other innovative moves against cybersquatting	Lecture/PPT		
	30		Copyright and protection of contents: software piracy	Lecture/PPT		
<b>May</b>	31		E-Commerce taxation	Lecture/PPT	Assignment on Cybersquatting	
	32		Protection of cyber consumers in India	Lecture/PPT		
	33		Revision	Lecture/PPT		
	34		Revision	Lecture/PPT		
	35		Revision	Lecture/PPT		
	36		Revision	Lecture/PPT		

**Lecture Plan**

**Subject: Performance Management Systems**

(MBA IVth Semester)

**Faculty Name: Dr. Ritu Gandhi Arora**

**Text Book: Performance Management Systems by Prem Chadha**

Lecture No.	Topic
1	<b>Ice Breaking session:</b> Importance of the subject
2	<b>Introduction:</b> Meaning, Objectives
3	Important terms of performance: Performance, efficiency, effectiveness, performance management, performance management systems.  Strategic Perspective of PMS
4	Performance Management and Performance Appraisal
5	Traditional Performance Management and Modern Performance Management Systems
6	Components of performance management and Pre-requisites of PMS implementation
7	Performance Management Process
8	Contd...
9	Key benefits of Performance Management to the organisations

10	Principles of PMS
11	“SMART” Objectives
12	Performance Management Cycle
13	Case study: Xerox Limited
14	<b>Performance Planning:</b> Meaning, Objectives, Prerequisites of performance planning
15	Performance planning cycle
16	Goal setting procedure: Important steps, Cultural Issues
17	Individual goal setting and Group goal setting
18	Linkage of individual and team goals to organizational goals. Advantages of goal setting, Pitfalls of goal setting
19	Competency Mapping: Overview and Methods of competency mapping.
20	<b>Performance Appraisal:</b> Meaning, Objectives, Characteristics and importance
21	Performance Appraisal Process
22	Performance Appraisal Methods: Individual and Group Appraisals
23	Contd...
24	Common Rating Errors
25	Advantages and disadvantages of Performance Appraisal
26	Ethical issues in performance appraisal implementation.



27	Performance Feedback for improving performance
28	360 degree evaluation method
29	<b>Performance management and Employee Development</b>
30	Personal development and reward system
31	Performance linked reward system
32	Career Planning and promotion policy
33	Performance Counseling
34	Ethics in performance Management: Meaning and ethical issues in performance management
35	Case Study: British Petroleum
36	Revision and doubt session

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

**Dr. Ritu Gandhi Arora**

(Associate Professor)

Department of Management Studies

**Lesson Plan for the Semester Starting : 1<sup>st</sup> January 2025**

Name of the subject: Insurance and Risk Management

Subject Code:- 20IMG24GF1

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Dr. Neelam Gulati

Department: MBA Final Year 4thSem.

Class Time: 1Hr.

Month	Class	Date of Class taken	Topic/Chapter Covered	Academic Activity(Online)	Test/Assignment	Deviation if any
February	1		Introduction to Risk	Class Teaching & E- content		
	2		Types Of Risk	Class Teaching & E- content		
	3		Brief on Risk management	Class Teaching & E- content		
	4		Insurance-Concept, Nature	Class Teaching & E- content		
	5		Classification of insurance -Life and Non-life	Class Teaching & E- content		
	6		Functions, Importance and Principles of Insurance	Class Teaching & E- content		
	7		Functions, Importance and Principles of Insurance Contd..	Class Teaching & E- content	Assignment of Unit I	

	8		Functions, Importance and Principles of Insurance Contd..	Class Teaching & E- content		
	9		IRDA Act 1999 - Organization, guidelines for life and Non-life insurance.	Class Teaching & E- content		
	10		IRDA Act 1999 Contd..	Class Teaching & E- content		
March	11		IRDA Act 1999 Contd..	Class Teaching & E- content		
	12		Life Insurance –Concept	Class Teaching & E- content		
	13		Public and Pvt. Sector companies in India - their products, schemes and plans	Class Teaching & E- content		
	14		LIC Act 1956-An overview	Class Teaching & E- content	Assignment of Unit II	
	15		LIC Act 1956-An overview Contd..	Class Teaching & E- content		
	16		General Insurance - Concept, Types; Public and Pvt. Sector companies in India	Class Teaching & E- content		
	17		General Insurance - products, schemes and plans	Class Teaching & E- content		
	18		Motor Insurance	Class Teaching & E- content		
	19		Health Insurance	Class Teaching & E- content		

	20		Bases and mechanism for Insurance Premium calculation	Class Teaching & E- content		
	21		Distribution channel(s) in Insurance- Introduction	Class Teaching & E- content		
April	22		Individual Agents-Appointment	Class Teaching & E- content		
	23		Functions, code of conduct and remuneration of agents	Class Teaching & E- content		
	24		Claims settlement in Life Insurance	Class Teaching & E- content		
	25		Claims settlement in General Insurance	Class Teaching & E- content		
	26		Risk and its Management, Objectives of Risk Management and Process of Risk Management	Class Teaching & E- content	Assignment of Unit III	
	27		Risk Identification and Measurement	Class Teaching & E- content		
	28		Risk Pooling Arrangements and Diversifications,	Class Teaching & E- content	Assignment Unit IV	
	29		Risk Management and Shareholder's Wealth. Risk Pricing	Class Teaching & E- content		
	30		Process of Risk Control, Loss Prevention, Techniques of Risk Retention and Reduction	Class Teaching & E- content		
	31		Revision	Class Teaching & E- content		

**Lesson Plan for the Semester Starting : 21<sup>st</sup> Aug 2023**

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Dr Rashmi Bhargava

Department: MBA

Semester -3rd

Class Time: 1Hr.

Name of the subject: IFS and Financial Market

Subject Code: 20IMG23GF1

Month	Class	Date of Class taken	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation if any
September	1		Meaning of Financial System	Lecture		
	2		Components of Financial System, Functions of Financial System	Lecture		
	3		Reforms in Indian Financial System	Lecture		
	4		Money market features	Lecture		
	5		Components	Lecture		
	6		Capital Market	Lecture		

			features			
	7		Capital Market intermediaries	Lecture		
	8		Capital Market segments	Lecture		
	9		New Issue market Functions	Lecture		
	10		Class test Capital and Money Market		Class test	
October	1					
	2		Process of new issue market	Lecture		
	3		Stock exchange and its functions	Lecture		
	4		Trading in stock exchange	Lecture		
	5		NSE , BSE	Lecture		
	6		OTCEI, DEPOSITORIES, Custodians	Lecture	Assignment on BSE and NSE	
	7		Role , Objectives and functions of SEBI	Lecture		
	8		Organisation of SEBI	Lecture		
	9		New Financial Instruments	Lecture		
	10		Class test 3 <sup>rd</sup> Unit		Class test	
November	1		Meaning and functions of commercial banks	Lecture		
	2		Credit Creation by commercial banks	Lecture		

	3		RRBs	Lecture		
	4		Developments banks	Lecture		
	5		NBFCs, EXIM Banks	Lecture		
	6		RBI	Lecture	Assignment on Commercial Banks	
	7		LIC, UTI	Lecture		
	8		Unit 2 and 3	Class presentations		
	9		Unit 2 and 3	Class presentations		
	10		SIDBI, NABARD, Micro Finance	Lecture		
	11		Financial Inclusion	Lecture		
	12		Class test 4 <sup>th</sup> unit		Class Test	

**Lecture Plan for the semester starting (Jan 2025 –June 2025)**  
**E-Business Information Systems Management – MBA 4<sup>th</sup> Sem**

Name of the Institute: DAV Institute of Management, Faridabad

Name of teacher with designation: Dr.Ashima Tandon (Assistant Professor)

Department: MBA

Class Time: 1Hr.

Month	Class	Date of Class taken	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation if any
UNIT 1	1		Introduction to the Subject			
	2		System Development Environment			
	3		Types of Information System	Presentations		
	4		Types of Information System	Presentations		
	5		Types of Information System	Presentations		



	6		Types of Information System	Presentations		
	7		SDLC			
	8		SDLC....Contd			
	9		SDLC...Contd.			
	10		System Analyst...Role, Responsibility			
	11		System Analyst...Skills			
	12		Basics of E-Business			
	13		E-Business Strategy, Planning to Action		Assignment 1	
	14		E-Business Design & E-Procurement			
	15		Test		Test	
<b>UNIT 2</b>	16		Managing Information System Project			
	17		Information System			

			Planning			
	18		Identifying & Selecting Systems Development Projects			
	19		Identifying & Selecting Systems Development Projects...contd.			
	20		Initiating and Planning Systems Development Projects		Assignment 2	
	21		Initiating and Planning Systems Development Projects...contd.			
	22		Revision			
	23		CASE I	CASE I		
	24		Test		Test	
<b>UNIT 3</b>	25		Information System Analysis...Introduc tion			

	26		Determining System Requirements			
	27		Structuring System Data Requirements			
	28		Structuring System Data Requirements			
	29		Structuring System Process Requirements			
	30		Structuring System Process Requirements			
	31		Structuring System Logic Requirements			
	32		Structuring System Logic Requirements		Assignment 3	
	33		CASE II			
	34		Test		Test	
<b>UNIT 4</b>	35		IS Implementation & Maintenance			
	36		System			

			Implementation			
	37		Software Application Testing			
	38		Installation			
	39		Documenting the system			
	40		Training & Supporting Users			
	41		Organisational Issues in System Implementation		Assignment 4	
	42		Maintaining Information Systems			
	43		Test		Test	

**NOTE:**

Classes might increase depending on students' doubt

**Lesson Plan for the Semester Starting: 5<sup>th</sup> Feb. 2025**

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
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	
	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	
March	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	
	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	
April	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	
	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: ' 2025**

Name of the subject: Training & Development

Subject Code: 21IMG24GH2

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Dr. Dhrity Ahuja

Department: BBA (II)

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

<b>Month</b>	<b>Class</b>	<b>Date of Class taken</b>	<b>Topic/Chapter Covered</b>	<b>Academic Activity</b>	<b>Test/Assignment</b>	<b>Deviation if any</b>
Feb	1		Overview of Syllabus	Lecture		
	2		Training- Concept & Rationale (Unit-1)	Lecture & ppt		
	3		Training system & process	Lecture & ppt		
	4		Trends in training	Lecture & ppt		
	5		KSA'S – Meaning &	Lecture &		

			Types	ppt		
	6		Aligning training its strategy	Lecture & ppt		
	7		Role of Stakeholders in training program	Lecture & ppt		
	8		Training Need Assessment: All 3 analysis	Lecture & ppt		
	9		Learning Concept (Unit-2)	Lecture & ppt		
	10		Reinforcement theory	Lecture & ppt		
	11		Social Learning Theory, Need Theory	Lecture & ppt		
	12		Goal Setting Theory & Expectancy Theory	Lecture & ppt		
	13		Adult Learning Theory	Lecture & ppt		
	14		Information Processing Theory	Lecture & ppt		
	15		Factors affecting learning process	Lecture & ppt		
	16		Participants Learning style	Lecture & ppt		
	17		Consideration in designing effective training program	Lecture & ppt	Assignment	
	18		Presentation Methods	Lecture & ppt		



	19		Behavior Modelling, Group building methods, Adventure learning	Lecture & ppt		
	20		Team Building, Action Learning	Lecture & ppt	Assignment	
	21		Evaluation of training	Lecture & ppt		
	22		ROI in training & Training Issues	Lecture & ppt		
	23		Managing workforce diversity	Lecture & ppt		
	24		Succession Planning & Skill acquisition	Lecture & ppt		
	25		Developing managers with dysfunctional behaviors & Management Development	Lecture & ppt		

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**DAV Institute of Management**  
**Product and Brand Management**  
**Faculty: Dr. Meera Wadhwa**

LECTURE	TOPIC COVERED	ACADEMIC ACTIVITY	ASSIGNMENT/ TEST
1.	Basic branding concepts	lecture and discussion	
2.	Brand strategy decisions		Objective type Test
3.	Importance of branding, Strategic brand management process	lecture and discussion Case Study: Bisleri	Assignment
4.	Branding challenges and opportunities	lecture and discussion	
5.	Concept of brand equity, sources and benefits of brand equity,	lecture and discussion	
6.	Model of customer based Brand equity	lecture and discussion	
7.	Model of customer based Brand equity contd.		
8.	Designing marketing programme to build brand equity (Role of Product)	lecture and discussion	
9.	Designing marketing programme to build brand equity (Role of Price)	lecture and discussion	
10.	Designing marketing programme to build brand equity (Role of Distribution)	lecture and discussion	

11.	Designing marketing programme to build brand equity (Role of Promotion)	lecture and discussion	Objective type Test
12.	Choosing Brand elements to build brand equity	lecture and discussion	Assignment
13.	Concept of Brand positioning and repositioning	lecture and discussion, Case Study : Starbucks	Objective type Test
14.	Identifying and establishing brand positioning and values.	lecture and discussion	
15.	Legal aspects of Branding, Copyright, Trademarks and IPR	lecture and discussion	Objective type Test
16.	Brand building and communication	lecture and discussion	
17.	Handling brand name changes	lecture and discussion	
18.	Brand extension, evaluating brand extension opportunities	lecture and discussion	Objective type Test
19.	Managing brands over time	lecture and discussion	
20.	New product Development	lecture and discussion	Objective type Test
21.	Global marketing programs- advantage and disadvantage, Standardisation versus customisation	lecture and discussion	
22.	Branding in rural marketing,	lecture and discussion	

23.	branding in specific sectors: retail, industrial, service brands	lecture and discussion	
24.	Revision		
25.	Revision		