

“Let COVID-19 not stop learning”

Name of the Department: PG Department of Commerce and Business Management

Class: M.Com. 1st

Name of the Teacher	Subject	Name of the Topic	Web Link/ PDF link/ Any other material supplied
Ms Shaileja	Production & Material Management	<ul style="list-style-type: none">• Production Planning & Control Demand Forecast• Location & layout• Logistic Management• Process Planning• Purchase Management• Product development• CPM & PERT• Material Control• Product Design• Budget• Product Life Cycle• Purchase Management• Production Planning & Control Purchase Management• Process Planning and Analysis	https://youtu.be/VENTEOrVAOE https://www.slideshare.net/mobile/zaibazia9/purchasing-management-42337603 https://youtu.be/VENTEOrVAOE https://youtu.be/w1N1BlIgiNE M.Com 1 Notes
Ms. Rama Bansal	Financial Management and policy	<ul style="list-style-type: none">• Time value of Money• MMA approach• Working capital	https://www.slideshare.net/mobile/MeenuKhurana7/modigliani-and-millerapproach https://www.slideshare.net/mobile/MeenuKhurana7/modigliani-and-

		<ul style="list-style-type: none"> • Receivables management and inventory management • Raghuram Rajan Exclusive on Impact of COVID-19 crisis on Indian and global economy • Gordon Model • financial management and ethics in marketing • Accounts Receivable and Inventory Management • forecasting techniques • Previous year Question paper discussion • Capital structure • Revision of Dividend Policy 	miller-approach https://www.slideshare.net/mobile/AbhishekStephen/gordons-model https://www.slideshare.net/mobile/technoManagementsood/financial-management-2950139 https://www.slideshare.net/mobile/technoManagementsood/financial-management-2950139
Dr. Sonia Sharma	BPN	<ul style="list-style-type: none"> • E-commerce and strategic management • process of strategic management • Opinion Leadership and Diffusion of Innovation • Business Models for e-commerce Strategy implication • E Commerce • SBU-Product and product line 	https://youtu.be/n7bMietU-Sc https://youtu.be/n7bMietU-Sc https://youtu.be/Y70XM9nzHe0 https://youtu.be/Zyvqi69ZyLY https://youtu.be/BDRt_KAwYqE https://youtu.be/tFYuLqfsKJA M.Com 1 Notes

		<ul style="list-style-type: none"> • Impact of covid 19 on Indian business strategies 	
Mrs. Pooja Gaur	Research Methodology	<ul style="list-style-type: none"> • Data analysis and interpretation • Report writing and parametric and non parametric tests and some important questions • online lecture through zoom app on 'Report Writing • Research design • Research process • research design • Data Collection • Data Collection Surveys and observation • Multivariate Techniques 	https://youtu.be/w1N1BIlgiNE https://youtu.be/h96bsqTM4yw https://youtu.be/T7m3yG3ThDo https://youtu.be/uz5tt-KYCWo https://youtu.be/3SMA4kC2Za4 https://youtu.be/Y0wDYLploTw
Mr. Lalit	OR	<ul style="list-style-type: none"> • Replacement Theory • OR - Group Replacement Method of Game Theory • Simulation • Game Theory • PERT and CPM • Decision Tree Analysis • Decision Tree Analysis - Practical illustrations of Decision Tree 	http://www.slideshare.net/NiteshSinghPatel/big-m-32360766?from_m_app=android http://www.slideshare.net/itsmedv91/special-cases-in-simplex?from_m_app=android https://youtu.be/X9SPpPSi43

		<ul style="list-style-type: none">• LPP Formulation• LPP Big M Method• Special cases in Simplex• Two Phase Simplex Method• Duality in LPP• Dual simplex Method• Revision of VAM method	
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Name of the Department: PG Department of Commerce and Business Management

Class: M.Com. 2

Name of the Teacher	Subject	Name of the Topic	Web Link/ PDF link/ Any other material supplied
Ms Shaileja	Service Marketing	<ul style="list-style-type: none"> • Service Quality • Demand & Supply of service • Work Measurement • Pricing Policy • Service Recovery • Marketing Mix • Advertisement • Factors Affecting Consumer Behaviour • Consumer Behaviour • Buying Behaviour • Branding and Packaging 	https://www.slideshare.net/mobile/zaibazia9/purchasing-management-42337603 https://www.slideshare.net/mobile/deepu2000/types-of-advertising-media-69751165 https://www.slideshare.net/princesstong/consumer-behaviourattitude https://www.slideshare.net/MohitSirOhi4/brand-loyalty-consumer-behaviour https://youtu.be/czSaMNbdazE https://www.slideshare.net/mobile/zaibazia9/purchasing-management-42337603 https://youtu.be/vzl7oJolQwE https://www.slideshare.net/mobile/deepu2000/types-of-advertising-media-69751165
Ms. Rama Bansal	Ethics	<ul style="list-style-type: none"> • Notes for OECD • Cadbury, Hample, Kumar Mangalam, Raghuram Rajan • Exclusive on Impact of COVID-19 crisis on indian and global economy • Corporate Governance, • financial management and ethics 	https://www.slideshare.net/mobile/MeenuKhurana7/modigliani-and-millerapproach https://www.slideshare.net/mobile/MeenuKhurana7/modigliani-and-miller-approach https://www.slideshare.net/mobile/kareemveerani/corporate-governance-presentation-karim-virani https://www.slideshare.net/mobile/mohitmahajan0771/ethics-in-

		<p>in marketing</p> <ul style="list-style-type: none"> • Corporate Governnace in India • models of corporate governance • Previous year Question paper discussion • Ethics in HRM • Revision of all the case study 	<p>marketing-57147769 https://www.slideshare.net/mobile/sahilnagpal79025/corporate-governance-in-india-46923846 https://www.slideshare.net/mobile/mohitmahaian0771/ethics-in-marketing-57147769</p>
Dr. Sonia Sharma	Consumer Behaviour	<ul style="list-style-type: none"> • Culture and Consumer Behaviour • Consumer Behaviour and Family influence - Lecture and notes • Group influences on consumer behaviour • Stress Management • Leadership theories • Change in consumer behaviour due to the pandemic disease covid 19 	<p>https://youtu.be/BDRt_KAwYqE https://youtu.be/XoR820CkuKo https://youtu.be/WxVTaguBt5A https://youtu.be/WOtBp0D85LI https://youtu.be/cOyGF1iSVhg https://youtu.be/xCTf7sozoxE https://youtu.be/XoR820CkuKo https://youtu.be/Db5HiXN8q3Q M.Com 2 Notes</p>
Mrs. Pooja Gaur	Project Planning	<ul style="list-style-type: none"> • Project Planning - Important questions • Project Life Cycle • Project finance • Areas of feasibility study • Distribution Channel • Factors affecting capital structure • Project Monitoring and Control Systems 	<p>https://youtu.be/w1N1BIlgiNE https://youtu.be/h96bsqTM4yw https://youtu.be/SfloGRi2crE https://youtu.be/Q52eTM4wRGE https://youtu.be/sswtPK2fzj0 https://youtu.be/2Alku1dIGAc</p>

Mr. Lalit	Knowledge Management	<ul style="list-style-type: none"> • Critical enabling conditions for knowledge creation • cross leveraging knowledge • KM - Strategies, Theories and Myths • KM in Management Theories • Phases of Knowledge Creation • Knowledge Management System and Technology • Models of Knowledge Creation • KM Infrastructures: Organisation Culture • Knowledge Reward System • Expert System • Knowledge Management Challenges • KM Positions and Roles 	https://youtu.be/aAfyIxqCkiQ https://www.tlu.ee/~sirvir/Information%20and%20Knowledge%20Management/Framework%20for%20IKM/knowledge_management_infrastructure_organizational_culture.html https://dzone.com/articles/11-knowledge-management-challenges-managers-face https://youtu.be/39uebUF0VuU
Ms. Shallu	Advertising and sales management	<ul style="list-style-type: none"> • Advertising Media Planning • Sales Territory • Sales Executives functions • Ethical and legal aspects of advertising • Advertisement effectiveness • Sales territory • Integrated marketing communication • Advertising budget 	https://youtu.be/60v0_k7rL2Y https://youtu.be/egaKYjipyZY https://youtu.be/QtSB51s6Jxw https://www.slideshare.net/mobile/devikasree78/advertising-creativity https://www.slideshare.net/mobile/ashuchopra98/advertising-effectiveness-15097790 https://www.slideshare.net/mobile/shishir200988/sales-force-motivation-role-scope-and-methods https://www.slideshare.net/mobile/onishisainadd/aida-amp-dagmar

		<ul style="list-style-type: none">• Advertising agency• Training and development of sales personnel• Advertisement creativity• Advertisement effectiveness• Salesforce motivation• Advertisement regulatory framework• Advertisement: nature and importance• Models of advertising• Sales Management• Advertising layout• Sales Organization structure• Sales performance evaluation	<p>https://youtu.be/MPZgEJMS97o</p> <p>https://www.slideshare.net/mobile/vivekgautamsmk/sales-organization-structure</p> <p>https://youtu.be/F8k2-dq7_A4</p>
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