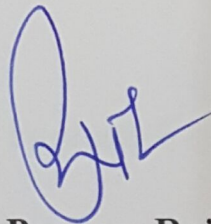


LESSON PLAN Even Semester (2019-20)

Class: M.Com Previous (2nd Semester) Paper: Strategic Management

Concerned Teacher: Ms. Poonam Rajora (Assistant Professor)

Month	TOPIC	Lecture Required
January	Concept and hierarchy of mkt. strategies	05
	Strategies Planning Process	06
	Marketing Plan	06
	Class Activities & Revision	Rest of the days
February	Corporate strategy decision	05
	Business Strategies	06
	Environmental Analysis	05
	Class Activities & Revision	Rest of the days
March	Industry & Competitor Analysis	04
	Marketing Segmentation	04
	Mkt. strategies for new market ,growth market	06
	Class Activities & Revision	Rest of the days
April	Relationship b/w business strategies	04
	Marketing Mix	05
	Marketing strategies implementation	05
	Class Activities & Revision	Rest of the days
May	Examination	



Signature of Concerned Teacher: Ms. Poonam Rajora (Assistant Professor)