

Teaching Plan Academic Session: 2025-26

Department of Commerce

Jagannath Barooah College, Jorhat

Name of the Teacher: Miss Suchibrata Chellang

Semester: Odd & Even

Class/Semester	Title & Code of The Paper Allotted (Credit)	Method of Teaching	Teaching Material	Unit	Topic	Period/Hours Required	Contents	Remarks / Books
Sem II (Even) Section A	Management Principles and Application (COMMJ-021)(4)	Lecture, PPT, Discussion	Textbook, Diagrams, OER	I, IV, V	Management- Introduction Directing and Controlling, Management challenges of the 21 st Century	30	Meaning and importance of management; Coordination mechanisms; Management theories, Managerial functions; Managerial roles and competencies. Indian Ethos for Management: Value-Oriented Holistic Management; Directing, supervision, leadership, motivation; recent challenges	Chhabra, T.N. (2020). Management Principles and Applications. Sun India Publications- New Delhi.
Sem II (Even) Section B	Management Principles and	Lecture, PPT, Discussion	Textbook, Diagrams, OER	I, IV, V	do	30	do	do

	Application(COMMJ-021)(4)							
Sem IV (Even)Section A	Human Resource Management(COMMJ-044)(4)	Lecture, PPT, Discussion	Textbook, Diagrams, OER	III, IV	Training and Development , Performance Appraisal	30	Training and Development(T&D) :Concept and Importance; Identifying T&D Needs; Designing Training Programmes; Evaluating Training Effectiveness; Training Process Outsourcing; Management Development; Career Development; Performance Appraisal : Nature, objectives and importance; Modern techniques of performance appraisal; potential appraisal and employee counseling; job changes - transfers and promotions; Compensation: concept and policies; job evaluation; methods of wage payments and incentive plans; fringe benefits; performance linked compensation.	Aswathappa, K.(2023) Human Resource Management: Text and cases. McGraw Hill Publisher
Sem IV (Even)Section B	Human Resource Management(COMMJ-044)(4)	Lecture, PPT, Discussion	Textbook, Diagrams, OER	III, IV	do	30	do	do
Sem VI(Even)	Industrial Relations and Labour Laws(CO	Lecture, PPT, Discussion	Textbook, Diagrams, OER	I, II V(a)	Industrial relations: concept, nature, objectives;	30	Concept & Nature of Industrial Relations(IR); Objectives of IR; Factors affecting IR in changing Environment, Evolution of IR in India; Role of State; Trade Union;	Venkata Ratnam, C.S.(2020) Industrial Relations. Oxford University Press.

	MD-601B)(6)				Trade Union, The Industrial Disputes Act, 1947		Employers' Organisation; HRM and IR Role of ILO in Industrial Relations, International Dimensions of IR ; Origin and growth of TU; Factors Affecting Growth of TUs in India, Multiplicity & Recognition of TUs; Major Provisions of Trade Union Act1926; The Factories Act, 1948.	
Sem VI(Even) Section A	Business Research Methods and Project Work(CO MD-602)(6)	Lecture, PPT, Discussion, Project	Textbook, Diagrams, OER	II, IV, V	Research Process, Selection of basic research methods, Existing data based research; report preparation, Citation, Referencing styles	30	Research Process, Problem Identification and Definition; Selection of Basic Research Methods- Field Study, Laboratory Study, Survey Method, Observational Method, Existing Data Based Research, Longitudinal Studies, Panel Studies; Meaning, types and layout of research report; Steps in report writing; Citations, Bibliography and Annexure in report; JEL Classification	Kothari, C.R., Garg, G.(2023).Research Methodology. New Age International Publisher.
Sem VI(Even) Section B	Business Research Methods and Project Work(CO MD-602)(6)	Lecture, PPT, Discussion, Project	Textbook, Diagrams, OER	II, IV	do	30	do	do.

Sem PG IV Sem	Supply Chain Management & Logistics(4)	Lecture, PPT, Discussion	Textbook, Diagrams, OER	III, IV, V	Logistics functions and supply chain management, IT enabling logistics , Challenges in Logistics	30	Transportation-Importance of effective transportation system; Service choices and their characteristics; inter-modal services; Transport cost characteristics and rate fixation; In-company management vs. out-sourcing; World sea borne trade; International shipping-characteristics and structure; Liner and tramp operations; Liner freighting; Chartering-Types, principles and practices; Development in sea transportation Unitization, containerisation, inter and multimodal transport; Air transport: Set up for air transport and freight rates; Carriage of Goods by sea -Role and types of cargo intermediaries. Warehousing and inventory management: Reasons for warehousing; Warehousing evaluation and requirements; Warehousing location strategies; Inventory management principles and approaches; Inventory categories -EOQ, LT, ICC; Material management systems and techniques – JIT purchasing, manufacturing and in-bound logistics; Packing and marking; Control and communication.	Christopher, M.(2022).Logistics and Supply Chain Management. Prentice Hall
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							Technology in logistics – EDI, bar Coding, RFID etc., data warehousing, electronic payment transfers; Business management systems; TRADITIONAL ERP, SPECIAL ERP, MR, DRP, PDM, EIP, CPFR, WMS, TMS; Re-engineering the supply chain- Future directions. Third party logistic outsourcing – challenges and future directions.	
Sem III (Odd)(Sec A)	Principles of Marketing (COMMJ-033)(4)	Lecture, Assignments	Textbook, Diagrams, OER	I, II, V(b)	Marketing- Introduction Consumer behaviour & Market segmentation, recent developments in marketing	30	Nature, scope and importance of marketing; Evolution ; Selling vs Marketing; Marketing mix, Marketing environment: concept, importance, and components Consumer Behaviour: Nature and Importance, Consumer buying decision process; Factors influencing consumer buying behaviour; Market segmentation: concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation. Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing; Consumerism	Chhabra, T.N.(2021). Principles of Marketing. Golden book depot.
Sem III (Odd)(Sec B)	Principles of Marketing	Lecture, Assignments	Textbook, Diagrams, OER	I, II, V(b)	do	30	do	do

	(COMMJ-033)(4)							
Sem PG I(Odd)	Marketing Management(PCOM D101B)	Lecture, PPT, Discussion	Textbook, Diagrams, OER	III, IV, V	Distribution decisions, Promotion decisions, Market planning , organising and control, recent trends in marketing	30	<p>Channels of distribution – concept and importance; Different types of distribution middlemen and their functions; Channel management, selection, motivation and performance appraisal of distribution middlemen; Distribution logistics – concept, importance and major logistics decisions; Channel integration and systems. Ethical issues in distribution decisions. Retailing and Wholesaling: Types of retail formats; Retail theories; Retailing strategies; Non-Store retailing; Wholesaling-nature and importance, types of wholesalers; Developments in retailing and wholesaling in Indian perspective.</p> <p>Role of promotion in marketing; Promotion methods; Integrated Marketing Communication – Concept; Communication process and promotion; Determining promotion mix; Factors influencing promotion mix; Developing advertising campaigns. Ethical issues in promotion decisions; Marketing planning process; Different ways of organising marketing department; Sales, cost</p>	<p>Kotler,P., Armstrong,G., Agnihotri, P. (2021) Principles of Marketing. 17th edn. Pearson publisher</p> <p>Sherlekar, S.A. & Krishnamoorthy, R.(2020). Marketing Management. Himalaya Publishing House.</p>

							and profit analysis, Trends in Marketing.	
Sem PG III (Odd)	Business Strategy(P COMC301)(4)	Lecture, PPT, Discussion	Textbook, diagrams, OER	III, IV, V	Designing corporate level strategies, business level strategies; Strategy implementation and strategic choice	30	Designing Corporate Level Strategies: Concentration, Integration and Diversification, Internationalization, Cooperation, Stability, Retrenchment and Restructuring; Designing Business Level Strategies: Cost Leadership, Differentiation, Focus; Strategic Analysis and Choice: Tools and Techniques of Strategic Analysis; Strategy Implementation, Repositioning the Organization, Structural, Behavioural, Functional and operational implementation, Strategic Change.	Kazmi,A.(2021).Strategic Management. McGraw Hill
Sem PG III(Odd)	Consumer Behaviour (PCOMD301B)(4)	Lecture, PPT, Discussion	Textbook, diagrams, OER	I, II, V	Consumer behaviour- Nature and importance, Consumer decision making process, Models of consumer behaviour and business buying behaviour	30	Importance and nature of consumer behaviour; Types of consumers and their role; Consumer behaviour and marketing concept; Changing profile of Indian consumers and impact of technology. Conducting consumer research – overview of process, complexities and issues; Consumer Decision Making Process: Buying Motives; Buying Roles; Levels of Consumer Decision Making. Models of Consumer Behaviour and Business Buying Behaviour:	Schiffman,L.G., Kanuk,L.L. Consumer Behaviour . PrenticeHall.