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| --- | --- |
| Jan, 2018 Date | Topics |
| 1Jan | Meaning and scope of International marketing |
| 2 Jan | Importance of international marketing |
| 3 Jan | Marketing environment |
| 4 Jan | Continue |
| 5 Jan | Continue |
| 6 Jan | Sunday |
| 7 Jan | Continue |
| 8 Jan | Market Entry modes |
| 9 Jan | Continue |
| 10 Jan | Continue |
| 11 Jan | Continue |
| 12 Jan | Revision |
| 13 Jan | Sunday |
| 14 Jan | Holiday |
| 15 Jan | Product planning for International markets |
| 16 Jan | Standardisation |
| 17 Jan | Continue |
| 18 Jan | Continue |
| 19 Jan | Continue |
| 20 Jan | Sunday |
| 21 Jan | Adaptation |
| 22 Jan | Continue |
| 23 Jan | Continue |
| 24 Jan | Revision |
| 25 Jan | Revision |
| 26 Jan | Republic Day |
| 27 Jan | Sunday |
| 28 Jan | Test |
| 29 Jan | New Product Development |
| 30 Jan | Continue |
| 31 Jan | Continue |

**Subject :INTERNATINAL MARKETING**

**Name of Associate Prof: SUNAINA**

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| --- | --- |
| 1 Feb | Branding |
| 2 Feb | Continue |
| 3 Feb | Sunday |
| 4 Feb | Continue |
| 5 Feb | Packaging |
| 6 Feb | Continue |
| 7 Feb | Continue |
| 8 Feb | Solution to the Problem |
| 9 Feb | Revision |
| 10 Feb | Sunday |
| 11 Feb | Labelling |
| 12 Feb | Continue |
| 13 Feb | Continue |
| 14 Feb | Conditional test |
| 15 Feb | International pricing |
| 16 Feb | Continue |
| 17 Feb | Sunday |
| 18 Feb | Continue |
| 19 Feb | Holiday |
| 20 Feb | Factors influencing international pricing |
| 21 Feb | International price quotations and payment terms |
| 22 Feb | Continue |
| 23 Feb | Continue |
| 24 Feb | Sunday |
| 25 Feb | Solution to the problem |
| 26 Feb | Promotion of product abroad |
| 27 Feb | Direct mail |
| 28 feb | Holiday |
| 1March | Continue |
| 2 March | Sales literature |
| 3 March | Continue |
| 4 March | Holiday |
| 5 March | Personal selling |
| 6 March | Continue |
| 7 March | Advertising |
| 8 March | Revision |
| 9 March | Group discussion on advertising |
| 10 March | Sunday |
| 11 March | Trade fairs and Exhibitions |
| 12 March | Continue |
| 13 March | Test |
| 14 March | International distributions |
| 15 March | Management of distributions channels |
| 16 March | Continue |
| 17 March | Sunday |
| 18 March -24march | Vacations |

|  |  |
| --- | --- |
| 25 March | Logistics |
| 26 March | Selection and Appointments of foreign sales Agents |
| 27 March | Continue |
| 28 March | Continue |
| 29 March | Continue |
| 30 March | Test |
| 31 March | Sunday |
| 1 April | Solution to the problem |
| 2April | Revision |
| 3 April | Revision |
| 4 April | Revision |
| 5 April | Revision |
| 6 April | Revision |
| 7 April | Sunday |
| 8 April | Test |
| 9 April | Revision |
| 10 April | Revision |
| 11 April | Revision |
| 12 April | Revision |
| 13 April | Holiday |
| 14 April | Sunday |
| 15 April |  |

Subject: BC-202 **Macro Economics**

Name of the Assistant Professor: KAVITA CHOUDHARY

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| --- | --- |
| **Date** | **Topic** |
| 1Jan-18 | Macro Economics: An Overview |
| 2Jan-18 | Macro Economics: Scope, and Variables (Contd.....) |
| 3Jan-18 | Macro Economics : Scope, and Variables (Contd.....) |
| 4Jan-18 | Difference between Micro and Macro Economics |
| 5Jan-18 | National Income: Meaning and Concepts (Introduction) |
| 6Jan-18 | National Income: Meaning and Concepts (Contd.....) |
| **7-Jan-18** | **Sunday** |
| 8-Jan-18 | National Income: Meaning and Concepts (Contd.....) |
| 9-Jan-18 | National Income: Methods of Measurement – Overview |
| 10-Jan-18 | National Income: Methods of Measurement (Contd.....) |
| 11-Jan-18 | Circular Flow of Income- Overview |
| 12-Jan-18 | Circular Flow of Income (Contd.....) |
| 13-Jan-18 | Circular Flow of Income (Contd.....) |
| **14-Jan-18** | **Sunday** |
| 15-Jan-18 | Group Discussion (National Income) |
| 16-Jan-18 | Test |
| 17-Jan-18 | Consumption Function- Introduction |
| 18-Jan-18 | Consumption Function (Contd.....) |
| 19-Jan-18 | Consumption Function (Contd.....) |
| 20-Jan-18 | Revision |
| **21-Jan-18** | **Sunday** |
| 22-Jan-18 | **VasantPanchami** |
| 23-Jan-18 | Multiplier- An Overview |
| 24-Jan-18 | **Sir Chhotu Ram Jayanti** |
| 25-Jan-18 | Multiplier: Concepts and Importance (Contd.....) |
| 26-Jan-18 | **Republic Day** |
| 27-Jan-18 | Multiplier: Concepts and Importance (Contd.....) |
| **28-Jan-18** | **Sunday** |
| 5 29-Jan-18 | Multiplier: Concepts and Importance (Contd.....) |
| 30-Jan-18 | Revision |
| 31-Jan-18 | Test |
| 5 1-Feb-18 | Theory of Accelerator- An Overview |
| 2- Feb -18 | Theory of Accelerator (Contd…) |
| 3- Feb -18 | Theory of Accelerator (Contd…) |
| **4- Feb -18** | **Sunday** |
| 6 5- Feb -18 | Theory of Accelerator (Contd…) |
| 6- Feb -18 | Super Multiplier |
| 7- Feb -18 | Super Multiplier (Contd…) |
| 8- Feb -18 | Difference between Multiplier and Accelerator |
| 9- Feb -18 | Revision |
| **10- Feb -18** | **Maharishi DyanandSaraswatiJayanti** |
| **11- Feb -18** | **Sunday** |
| 12- Feb -18 | Test |
| **13- Feb -18** | **MahaShivratri** |
| 14- Feb -18 | Classical Theory of Income, Output and Employment – An Overview |
| 15- Feb -18 | Classical Theory of Income, Output and Employment (Contd) |
| 16- Feb -18 | Classical Theory of Income, Output and Employment (Contd) |
| 17- Feb -18 | Classical Theory – Importance |

**18-Feb-18 Sunday**

19- Feb -18 Classical Theory – Critical Analysis

20- Feb -18 Revision

21- Feb -18 Test

22- Feb -18 Keynesian theory of Income, Output and Employment- Overview

23- Feb -18 Keynesian theory of Income, Output and Employment (Contd)

24- Feb -18 Keynesian theories of Income, Output and Employment (Contd...)

25- Feb -18 **Sunday**

26- Feb -18 Keynesian Theory - Importance

27- Feb -18 Keynesian Theory - Critical Analysis

28- Feb -18 **University Vacations**

1-March-18 **University Vacations**

2- March-18 **University Vacations**

3- March-18 **University Vacations**

4- March-18 **Sunday**

5- March-18 Difference between Classical and Keynesian Theory

6- March-18 Difference between Classical and Keynesian Theory(Contd.)

7- March-18 Revision

8- March-18 Test

9- March-18 Inflation- Overview

10- March-18 Inflation- Meaning & types

11- March-18 **Sunday**

12- March-18 Inflation- Meaning & Types (contd…)

13- March-18 Inflation- Meaning & Types (contd…)

14- March-18 Inflation- Theories

15- March-18 Inflation- Theories (Contd….)

16- March-18 Inflation- Theories (Contd….)

17- March-18 Inflation- Theories (Contd….)

18- March-18 **Sunday**

13 19- March-18 Inflation- Theories (Contd….)

20- March-18 Revision

21- March-18 Test

22- March-18 Effects of Inflation

23- March-18 Effects of Inflation (Contd……)

24- March-18 Effects of Inflation (Contd……)

25- March-18 **Sunday**

26- March-18 Effects of Inflation (Contd……)

27- March 18 Revision

28- March-18 Remedial Measures to Control Inflation

29- March-18 Remedial Measures to Control Inflation (Contd...)

30- March-18 Group Discussion

31- March-18 Test

**1-April-18 Sunday**

2- April -18 Business Cycle-Overview

3- April -18 Business Cycle: meaning, and phases

4- April -18 Business Cycle: meaning, and phases (Contd….)

5- April -18 Hicks Theory of Business Cycle - Introduction

6- April -18 Hicks Theory of Business Cycle (Contd….)

7- April -18 Revision

**8- April -18 Sunday**

9- April -18 Samuelson Theory of Business Cycle- Introduction

10- April -18 Samuelson Theory of Business Cycle (Contd….)

11- April -18 Samuelson Theory of Business Cycle (Contd….)

12- April -18 Comparison of Hicks and Samuelson Theory

13- April -18 Revision

14- April -18 **Dr. AmbedkarJayanti/ Vaisakhi**

**15- April -18 Sunday**

16- April -18 Measures to Control Business Cycles

17- April -18 Test

18- April -18 **ParshuramJayanti**

19- April -18 Revision (Macro Economics- Meaning and Concept)

20- April -18 Revision (National Income – Concept and Measurement)

21- April -18 Test

**22- April -18 Sunday**

23- April -18 Revision (Classical Theory of Income, Output and Employment)

24- April -18 Revision (Keynesian Theory of Income, Output and Employment)

25- April -18 Test

**NAME: KAVITA CHOUDHARY**

**Subject :MICRO ECONOMICS**

**CLASS:B.A SEM 2ND**

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| **WEEK – 1 DAY** | | **DATE** | | **TOPIC** |
| **1** | | **1.1.18** | | **Market structure** |
| **2** | | **2.1.18** | | **Discussion on market structure** |
| **3** | | **3.1.18** | | **Perfect competition: Meaning & Features** |
| **4** | | **4.1.18** | | **Price determination under perfect competition** |
| **5** | | **5.1.18** | | **Equilibrium of a firm** |
| **6** | | **6.1.18** | | **Equilibrium of a firm in the short & long run** |
| **WEAK 2 DAY** | | **DATE** | | **TOPIC** |
| **1** | | **8.1.18** | | **Discussion on previous chapter** |
| **2** | | **9.1.18** | | **Test of the previous chapter** |
| **3** | | **10.1.18** | | **Monopoly & its features** |
| **4** | | **11.1.18** | | **Equilibrium of monopoly in the short run** |
| **5** | | **12.1.18** | | **Equilibrium of monopoly in the long run** |
| **6.** | | **13.1.18** | | **Difference between perfect competition & Monopoly** |
| **WEAK 3DAY** | | **DATE** | | **TOPIC** |
| **1** | | **15.1.18** | | **Supply curves under Monopoly** |
| **2** | | **16.1.18** | | **Price discrimination** |
| **3** | | **17.1.18** | | **Price discrimination** |
| **4** | | **18.1.18** | | **Dumping** |
| **5** | | **19.1.18** | | **Questions – answers** |
| **6.** | | **20.1.18** | | **Test** |
| **WEAK 4DAY** | | **DATE** | | **TOPIC** |
| **1** | | **23.1.18** | | **Monopolistic competition – its features** |
| **2** | | **24.1.18** | | **Equilibrium in the short run** |
| **3** | | **25.1.18** | | **Equilibrium in the long run** |
| **4** | | **27.1.18** | | **Selling cost & Equilibrium** |
| **WEAK 5DAY** | | **DATE** | | **TOPIC** |
| **1** | | **29.1.18** | | **Comparison between Monopolistic Competition & other markets** |
| **2** | | **30.1.18** | | **Questions and answers** |
| **3** | | **1.2.18** | | **Tests** |
| **4** | | **2.2.18** | | **Excess capacity** |
| **5** | | **3.2.18** | | **Discussion, questions-answers & Test** |
| **WEAK 6DAY** | | **DATE** | | **TOPIC** |
| **1** | | **5.2.18** | | **Oligopoly: Meaning & features** |
| **2** | | **6.2.18** | | **Cournot’s Model** |
| **3** | | **7.2.18** | | **Bertrand’s Model** |
| **4** | | **8.2.18** | | **Edgeworth’s Model** |
| **5** | | **9.2.18** | | **Questions – answers** |
| **6** | | **10.2.18** | | **HOLIDAY** |
| **WEAK 7DAY** | | **DATE** | | **TOPIC** |
| **1** | | **12.2.18** | | **Price rigidity model** |
| **2** | | **13.2.18** | | **HOLIDAY** |
| **3** | | **14.2.18** | | **Price rigidity** |
| **4** | | **15.2.18** | | **Collusive Oligopoly** |
| **5** | | **16.2.18** | | **Various types of Collusive Oligopoly** |
| **6** | | **17.2.18** | | **Problems & Questions – answers** |
| **WEAK 8DAY** | | **DATE** | | **TOPIC** |
| **1** | | **19.2.18** | | **Meaning of Distribution** |
| **2** | | **20.2.18** | | **Marginal Productivity Theory** |
| **3** | | **21.2.18** | | **Marginal Productivity theory** |
| **4** | | **22.2.18** | | **Modern theory of Distribution** |
| **5** | | **23.2.18** | | **Modern theory of Distribution** |
| **6.** | | **24.2.18** | | **Discussion** |
| **WEAK 9DAY** | | **DATE** | | **TOPIC** |
| **1** | | **26.2.18** | | **Test** |
| **2** | | **27.2.18** | | **Rent & its types** |
| **HOLIDAYS** | | | | |
| **WEAK 10DAY** | **DATE** | | **TOPIC** | |
| **1** | **5.3.18** | | **Ricardian theory of Rent** | |
| **2** | **6.3.18** | | **Ricardian theory of Rent** | |
| **3** | **7.3.18** | | **Modern theory of rent** | |
| **4** | **8.3.18** | | **Modern theory of Rent** | |
| **5** | **9.3.18** | | **Rent and Price** | |
| **6.** | **10.3.18** | | **Problems – discussion** | |
| **WEAK 11DAY** | **DATE** | | **TOPIC** | |
| **1** | **12.3.18** | | **Test** | |
| **2** | **13.3.18** | | **Wages: Money wage & Real Wage** | |
| **3** | **14.3.18** | | **Marginal productivity theory of Wages** | |
| **4** | **15.3.18** | | **Marginal productivity theory of Wages** | |
| **5** | **16.3.18** | | **Test** | |
| **6.** | **17.3.18** | | **Wage determination under perfect competition in the short run** | |
| **WEAK 12DAY** | **DATE** | | **TOPIC** | |
| **1** | **19.3.18** | | **Wage determination under perfect competition in the long run** | |
| **2** | **20.3.18** | | **Wage determination under imperfect competition** | |
| **3** | **21.3.18** | | **Questions – answers** | |
| **4** | **22.3.18** | | **Test** | |
| **5** | **23.3.18** | | **HOLIDAY** | |
| **6.** | **24.3.18** | | **Problems & discussions** | |
| **WEAK 13DAY** | **DATE** | | **TOPIC** | |
| **1** | **26.3.18** | | **Interest: Meaning & Concepts** | |
| **2** | **27.3.18** | | **Problems of Interest determination** | |
| **3** | **28.3.18** | | **Classical theory of Interest** | |
| **4** | **29.3.18** | | **HOLIDAY** | |
| **5** | **30.3.18** | | **Loanable Funds Theory** | |
| **6.** | **31.3.18** | | **Liquidity Preference theory** | |
| **1** | **2.4.18** | | **Liquidity Preference theory** | |
| **2** | **3.4.18** | | **Test** | |
| **3** | **4.4.18** | | **Modern theory of Interest** | |
| **4** | **5.4.18** | | **Modern theory of Interest** | |
| **5** | **6.4.18** | | **Problems** | |
| **6.** | **7.4.18** | | **Test** | |
| **WEAK 14DAY** | **DATE** | | **TOPIC** | |
| **1** | **9.4.18** | | **Case study – Lesson 1** | |
| **2** | **10.4.18** | | **Case study – Lesson 2** | |
| **3** | **11.4.18** | | **Case study – lesson 3** | |
| **4** | **12.4.18** | | **Case study – lesson 4** | |
| **5** | **13.4.18** | | **Case study – lesson 5** | |
| **6.** | **HOLIDAY** | | | |
| **WEAK 15DAY** | **DATE** | | **TOPIC** | |
| **1** | **23.4.18** | | **Practice of case studies** | |
| **2** | **24.4.18** | | **Practice of case studies** | |
| **3** | **25.4.18** | | **Test** | |
| **4** | **26.4.18** | | **Revision of the syllabus** | |
| **5** | **27.4.18** | | **Revision of syllabus** | |
| **6.** | **28.4.18** | | **Revision of syllabus** | |