Lesson Plans (Even Semester) 2024-25

Services Marketing

|  |  |
| --- | --- |
| Date/Month | Topics |
| 01Jan to 31 Jan,2025 | Services Marketing: Concept, characteristics, and classification; |
| 1 Feb to 8 Feb 2025 | Customer expectations of services; Customer  perception of services; |
| 10 Feb to 15 Feb 2025 | Marketing Mix in Services. |
| 17 Feb to 22 Feb, 2025 | Service Quality: Concept, dimensions, and models |
| 24 Feb to 28 Feb 2025 | Relationship marketing: Concept, importance, and strategies |
| 1 March to 8 March 2025 | Service market segmentation and targeting; customer retention strategies |
| 17 March to 22 March 2025 | Service Development process; Service blueprinting; Approaches to service  delivery |
| 24 March to 31 March 2025 | Customer feedback and service recovery; Physical environment of services; and strategies, |
| 1 April to 5 April 2025 | Communication and promotion of services: Main problems, objectives, communication mix, |
| 7 April to 12 April 2025 | pricing of Services: Characteristics, approaches, and pricing strategies. |
| 15 April to 19 April 2025 | Distribution of Services: Channels. key intermediaries. Strategies for effective service delivery; Managing service employees |
| 21 April to 30 April 2025 | The importance and roles of contact personnel include managing service delivery employees, managing customers and strategies for enhancing customer participation, And protecting customers and ethics in services. |

Shama Rani

Assistant Professor of Commerce

GCG, Palwal (Kurukshetra)

Lesson Plans (Even Semester) 2024-25

International Human Resource Management

|  |  |
| --- | --- |
| Date/Month | Topics |
| 01 Jan to 31 Jan,2025 | International management: Concept and trends, relationships between international management and international HRM; |
| 1 Feb to 8 Feb 2025 | Models of international HRM, cultural dimensions, and their impact on International HRM; |
| 10 Feb to 15 Feb 2025 | Hofstede's model for studying culture;  Globalization and its implications for HRM practices. |
| 17 Feb to 22 Feb, 2025 | comparative management concept, importance & scope |
| 24 Feb to 28 Feb 2025 | Models & approaches of comparative management, issues in comparative management |
| 1 March to 8 March 2025 | Legal, political, ethical, cultural, national, and regional differences in human resource management practices. |
| 17 March to 22 March 2025 | Managing International assignments: Expatriate management |
| 24 March to 31 March 2025 | Selection, training and repatriation, cross-cultural training and development, managing diversity in a global workforce; Assessing the challenges and opportunities of internationalization of HRM practices. |
| 1 April to 5 April 2025 | Managing international business operations: HRM in MNCs |
| 7 April to 12 April 2025 | Motivation, perception. leadership at  global business units |
| 15 April to 19 April 2025 | leadership, communication, job satisfaction, attitudes & performance appraisal at  global business units |
| 21 April to 30 April 2025 | Negotiation across cultures; Management styles &practices in the US. Japan, China, Korea, Europe, and India; Organizational design in different countries. |

Shama Rani

Assistant Professor of Commerce

GCG, Palwal (Kurukshetra)