

Name of Assistant Professor: Swati

Class and Section: B.com 2nd Semester

Subject: Business Environment

Lesson Plan: (21 March -30 June 2022)

Week 1 : [21 March to 26th March 2022]
Business Environment: concept; components and importance
Week 2:[28th March to 2nd March 2022]
Environment Scanning :- SWOT Analysis
Week 3:[4th April to 9th April 2022]
Economic Trends (overview): income; savings and investment
Week 4:[11th April to 16th April 2022]
Industry; Trade and balance of payments
Week 5: [18th April to 23rd April 2022]
Problems of Growth: Unemployment
Week 6: [25th April to 30th April 2022]
Regional imbalances, and Inflation
Week 7: [2nd May to 7th May 2022]
Parallel economy and Industrial sickness.
Week 8: [9th May to 14th May 2022]
Role of Govt. in Indian Economy
Week 9: [16th May to 21st May 2022]
Monetary and Fiscal Policy
Week 10: [23rd May to 28th May 2022]
Industrial Policy

Week 11: [30th May to 4th June 2022]
Concept of Liberalization, privatization and globalization.
Week 12: [6th June to 11th June 2022]
Revision of Unit-1
Week 13: [13th June to 18th June 2022]
Revision of Unit- 2
Week 14: [20th June to 25th June 2022]
Revision of Unit- 3
Week 15: [27th June to 30th June 2022]
Revision of Unit- 4

Name of Assistant Professor: Swati

Class and Section: B.com 2nd Semester

Subject: Business Management II

Lesson Plan: (21 March -30 June 2022)

Week 1 : [21 March to 26th March 2022]
Staffing: concept, nature and scope, Matching job and people
Week 2:[28th March to 2nd March 2022]
Recruitment, Selection and Training of employees.
Week 3:[4th April to 9th April 2022]
Motivation and Leadership: Motivation-concepts, Financial and Non-Financial Incentives.
Week 4:[11th April to 16th April 2022]
Motivational Theories-Maslow, Herzberg, Macgregor and Quchi

Week 5: [18th April to 23rd April 2022]
Leadership: concept and Leadership styles, Leadership Theories.
Week 6: [25th April to 30th April 2022]
Communication Concept and Nature
Week 7: [2nd May to 7th May 2022]
Barriers and Remedies.
Week 8: [9th May to 14th May 2022]
Control: Concept, Process
Week 9: [16th May to 21st May 2022]
Techniques of controlling , Effective Control System
Week 10: [23rd May to 28th May 2022]
Management of Change: Concept, Nature and Process of Planned Change
Week 11: [30th May to 4th June 2022]
Resistance to Change; Emerging Horizons of management in a changing environment
Week 12: [6th June to 11th June 2022]
Revision of Unit-1
Week 13: [13th June to 18th June 2022]
Revision of Unit- 2
Week 14: [20th June to 25th June 2022]
Revision of Unit- 3
Week 15: [27th June to 30th June 2022]
Revision of Unit- 4

Name of Assistant Professor: Swati

Class and Section: B.com 4th Semester

Subject: Business Statistics

Lesson Plan: (21 March -30 June 2022)

Week 1 : [21 March to 26th March 2022]
Index Numbers:- Meaning, Types and Uses; Methods of Constructing price and Quantity indices (Simple and Aggregate)
Week 2:[28th March to 2nd March 2022]
Tests of adequacy; Chain-base Index numbers, Base shifting, Splicing and Deflating; Problems in constructing index numbers; Consumer price index.
Week 3:[4th April to 9th April 2022]
Analysis of Time Series: - Causes of Variations in time series data; Components of a time series.
Week 4:[11th April to 16th April 2022]
Decomposition- Additive and Multiplicative models; determination of trend. Moving averages method and method of least squares (Including linear second degree, Parabolic and Exponential trend);
Week 5: [18th April to 23rd April 2022]
Computation of seasonal indices by simple averages, Ratio to Trend, Ratio to moving average and link relative methods.
Week 6: [25th April to 30th April 2022]
Addition and Multiplication laws of probability
Week 7: [2nd May to 7th May 2022]
Conditional probability, Baye's Theorem.
Week 8: [9th May to 14th May 2022]
Probability Distribution : - Probability distribution as a concept

Week 9: [16th May to 21st May 2022]
Binomial- Their Properties and Parameters.
Week 10: [23rd May to 28th May 2022]
Poisson- Their Properties and Parameters.
Week 11: [30th May to 4th June 2022]
Normal Distribution- Their Properties and Parameters.
Week 12: [6th June to 11th June 2022]
Revision of Unit-1
Week 13: [13th June to 18th June 2022]
Revision of Unit- 2
Week 14: [20th June to 25th June 2022]
Revision of Unit- 3
Week 15: [27th June to 30th June 2022]
Revision of Unit- 4

Name of Assistant Professor: Swati

Class and Section: B.com 6th Semester

Subject: Financial Management

Lesson Plan: (21 March -30 June 2022)

Week 1 : [21 March to 26th March 2022]
Nature of Financial Management : Scope of Finance, Finance functions, Financial Manager's role, Financial goal; Profit maximization Vs Wealth maximization, Objective of financial Management,
Week 2:[28th March to 2nd March 2022]

Finance and related disciplines, Financial planning
Week 3:[4th April to 9th April 2022]
Cost of capital : Significance and determination, capitalisation;
Week 4:[11th April to 16th April 2022]
Leverage analysis: operating, financial and composite leverage: EBIT-EPS Analysis.
Week 5: [18th April to 23rd April 2022]
Capital structure theory and policy: Relevance of capital structure; Net income and traditional views, Irrelevance of capital structure;
Week 6: [25th April to 30th April 2022]
NOI Approach and the MM Hypothesis without taxes, capital structure planning and policy
Week 7: [2nd May to 7th May 2022]
Dividend Theory and Policy : Issues in dividend policy, Walter's and Golden's model of dividend relevance objections of dividend policy
Week 8: [9th May to 14th May 2022]
Considerations in dividend policy, stability of dividends, forms of dividend.
Week 9: [16th May to 21st May 2022]
Working Capital Management : Meaning, nature and planning of Working Capital. Permanent and variable Working Capital
Week 10: [23rd May to 28th May 2022]
Balanced working position, determinates of working Capital, Issues of working Capital Management.
Week 11: [30th May to 4th June 2022]
Management of cash and Marketable Securities and Receivables Management.
Week 12: [6th June to 11th June 2022]
Revision of Unit-1

Week 13: [13th June to 18th June 2022]
Revision of Unit- 2
Week 14: [20th June to 25th June 2022]
Revision of Unit- 3
Week 15: [27th June to 30th June 2022]
Revision of Unit- 4

Name of Assistant Professor: Swati

Class and Section: B.com 6th Semester

Subject: International Marketing

Lesson Plan: (21 March -30 June 2022)

Week 1 : [21 March to 26th March 2022]
International Marketing: Nature and Concept; Domestic Vs International Marketing;
Week 2:[28th March to 2nd March 2022]
Opportunities and Challenges for marketing in International Environment
Week 3:[4th April to 9th April 2022]
Foreign market selection and entry modes.
Week 4:[11th April to 16th April 2022]
Product Planning and Pricing: International product life cycle research and information's
Week 5: [18th April to 23rd April 2022]
Product designing and packaging; Pricing process and methods
Week 6: [25th April to 30th April 2022]
International price quotations and payment terms.

Week 7: [2nd May to 7th May 2022]
International Distribution: Channel structure and selection decisions; Managing channel conflicts
Week 8: [9th May to 14th May 2022]
Selection and appointment of foreign sales agents
Week 9: [16th May to 21st May 2022]
Basic export procedure and documentation.
Week 10: [23rd May to 28th May 2022]
Product Promotion: Methods of International product Promotion; challenges in International advertising and media strategy
Week 11: [30th May to 4th June 2022]
Web marketing; Organising trade fairs and exhibitions.
Week 12: [6th June to 11th June 2022]
Revision of Unit-1
Week 13: [13th June to 18th June 2022]
Revision of Unit- 2
Week 14: [20th June to 25th June 2022]
Revision of Unit- 3
Week 15: [27th June to 30th June 2022]
Revision of Unit- 4

Name of Assistant Professor: Swati

Class and Section: B.com 4th Semester

Subject: Marketing Management

Lesson Plan: (21 March -30 June 2022)

Week 1 : [21 March to 26th March 2022]
Introduction: - Nature, Scope, Importance of marketing; Marketing concepts- Traditional and Modern.
Week 2:[28th March to 2nd March 2022]
Market Segmentation: - Concept, Importance and basis of market segmentation
Week 3:[4th April to 9th April 2022]
Consumer Behavior: - Nature, Scope, Importance, Factors affecting buyer behavior.
Week 4:[11th April to 16th April 2022]
Product Planning and Development: - Importance and scope of product Planning in marketing
Week 5: [18th April to 23rd April 2022]
Product Lifecycle: - Stages of Product life cycle; factors affecting product life cycle.
Week 6: [25th April to 30th April 2022]
Branding and Trademark: - Difference between brand and trademark; advantages and criticism of branding
Week 7: [2nd May to 7th May 2022]
Types of branding; Brand Polices and Strategies.
Week 8: [9th May to 14th May 2022]
Pricing: - Meaning; Importance, Factors affecting pricing, pricing objectives,
Week 9: [16th May to 21st May 2022]
Types of price policy and pricing strategies.
Week 10: [23rd May to 28th May 2022]
Advertising: - Concept; Importance and criticism of advertising; Media of advertising; Evaluating advertising effectiveness.
Week 11: [30th May to 4th June 2022]

Sales Promotion: - Importance, Methods, Functions and Publicity
Week 12: [6th June to 11th June 2022]
Revision of Unit-1
Week 13: [13th June to 18th June 2022]
Revision of Unit- 2
Week 14: [20th June to 25th June 2022]
Revision of Unit- 3
Week 15: [27th June to 30th June 2022]
Revision of Unit- 4

Name of Assistant Professor: Swati

Class and Section: B.com 4th Semester

Subject: Secretarial Practices

Lesson Plan: (21 March -30 June 2022)

Week 1 : [21 March to 26th March 2022]
Secretary : Meaning, definitions, functions, duties, responsibilities, powers
Week 2:[28th March to 2nd March 2022]
Appointment, procedure; qualifications and disqualifications; position and removal of secretary
Week 3:[4th April to 9th April 2022]
Duties of Secretary regarding formation of M/A and A/A and their alterations
Week 4:[11th April to 16th April 2022]
Duties of secretary regarding issue of share certificate, share warrant and share stock
Week 5: [18th April to 23rd April 2022]

Calls-in-arrear, forfeiture and re-issue of shares, transfer and transmission of shares.
Week 6: [25th April to 30th April 2022]
Company Meeting & Secretary: Duties of Secretary regarding meetings
Week 7: [2nd May to 7th May 2022]
Requisites of a valid meeting,
Week 8: [9th May to 14th May 2022]
Meetings of Board of directors.
Week 9: [16th May to 21st May 2022]
secretarial duties regarding meetings of shareholders,
Week 10: [23rd May to 28th May 2022]
Company Secretary and motion and Resolution
Week 11: [30th May to 4th June 2022]
Voting and proxy
Week 12: [6th June to 11th June 2022]
Revision of Unit-1
Week 13: [13th June to 18th June 2022]
Revision of Unit- 2
Week 14: [20th June to 25th June 2022]
Revision of Unit- 3
Week 15: [27th June to 30th June 2022]
Revision of Unit- 4