Name of the Teacher: **Mr. Satbir Singh** Class: **BCOM III SEM. (GENERAL) SEC A**

Subject: PRINCIPLES OF MARKETING

**Lesson Plan**

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| **S No** | **Period** | **Topics to be Covered** | **Academic Activity to be Organized** |
|  | **18-31 July 2017** | Introduction : nature, scope and importance of marketing  marketing concepts – traditional Vs modern; marketing management; marketing mix. | **Group Discussion** |
|  | **01-31 Aug 2017** | Analysis of marketing environment – demographic, political, economic, socio-cultural, natural, technological, and legal; growing relevance of marketing in India; impact of global marketing Market | **Case study and Group Discussion** |
|  | **01-30 Sept 2017** | Segmentation: concept, target market, bases of market segmentation; niche market understanding consumer behavior Product: meaning, classification, product mix and product line decisions, product differentiation;  branding; packaging; labeling  product life cycle; new product development process | **Group Discussion** |
|  | **01-31 Oct 2017** | Pricing: pricing objectives; factors influencing pricing; pricing policies and strategies; Promotion: elements of promotion mix; roles of advertising; publicity; personal selling; sales promotion; public relations  logistics and channel decisions: channel types, role and factors affecting choice of channels. Marketing Information System (MIS): concept, components; | **Role Play and Oral Discussion** |
|  | **01-13 Nov 2017** | Marketing Research: meaning. Recent trends in marketing; online marketing; changing retailing scenario | **Role Play and Oral Discussion** |

**Topics of Assignments/ Class Tests to be given to the Students:**

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| **Assignment 1** | **Market Segmentation** |
| **Assignment 2** | **Pricing** |
| **Class Test** | **Chapter 1-8** |

Name of the Teacher: **Mr. Satbir Singh**  Class: **B.COM III SEM(General) Sec A.**

Subject: **BUSINESS LAW-I**

**Lesson Plan**

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| **S No** | **Period** | **Topics to be Covered** | **Academic Activity to be Organized** |
|  | **18-31 July 2017** | Law of Contract (1872): nature and classification of contract  offer and acceptance; capacity of parties to contract | **Group Discussion** |
|  | **01-31 Aug 2017** | free consent; consideration;  legality of object; agreement declared void; performance of contract; discharge of contract, remedies for breach of contract; | **Case study and Group Discussion** |
|  | **01-30 Sept 2017** | Special contracts: indemnity & guarantee, bailment and pledge; contact of agency | **Oral discussion and Case studies** |
|  | **01-31 Oct 2017** | Negotiable Instrument Act 1881: definition of negotiable instruments, features, promissory note; bill of exchange & cheque; types and effects of crossing; dishonour and discharge of negotiable instruments  Sale of Goods Act 1930: formation of contracts of sale; goods and their classification, price; conditions and warranties; transfer of property in goods; | **Group Discussion** |
|  | **01-13 Nov 2017** | performance of the contract of Sales, unpaid seller and his rights. Right to Information Act, 2005 (RTI): salient features | **Role Play and Oral Discussion** |

**Topics of Assignments/ Class Tests to be given to the Students:**

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| **Assignment 1** | **Contractual capacity of contract** |
| **Assignment 2** | **Contract of agency** |
| **Class Test** | **Chapter 6 to 10** |

Name of the Teacher: **Mr. SATBIR SINGH** Class: **B.COM V SEM.(GENERAL) SEC A**

Subject: **INCOME TAX-I**

**Lesson Plan**

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| **S No** | **Period** | **Topics to be Covered** | **Academic Activity to be Organized** |
|  | **18-31 July 2017** | Basic Concepts; Income, agricultural income, casual income, assessment year, previous year, gross total income, total income, person  Tax evasion, avoidance, and tax planning and tax management | **Group Discussion** |
|  | **01-31 Aug 2017** | Basis of Charges: Scope of total income, residence and tax liability  income which does not form part of total income. | **Oral discussion** |
|  | **01-30 Sept 2017** | Heads of Income: Salaries (Including retirement benefit  Income from house property | **Group Discussion** |
|  | **01-31 Oct 2017** | Profit and gains of business or profession  Capital Gain , other Sources | **Oral Discussion** |
|  | **01-13 Nov 2017** | Clubbing and aggregation of income, provisions regarding set-off and carry forward of losses | **Oral Discussion** |

**Topics of Assignments/ Class Tests to be given to the Students:**

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| **Assignment 1** | **Salary Head Practical’s** |
| **Assignment 2** | **Define Annual Value in detail** |
| **Class Test** | **Salary, House Property** |

Name of the Teacher: **Mr. Satbir Singh** Class: **B.COM I SEM (General) Section A.**

Subject: **Principles of Business Management.**

**Lesson Plan**

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| **S No** | **Period** | **Topics to be Covered** | **Academic Activity to be Organized** |
|  | **18-31 July 2017** | Introduction to commerce: concept, nature, importance and scope, components of commerce, evolution of commerce, commerce and business. | **Group Discussion** |
|  | **01-31 Aug 2017** | Introduction to Management: concept, characteristics and significance, Process/Functions of Management, Coordination. Management: as Science, Art and profession.  Approaches to Management: Classical and Neo classical approach, Behavioral approach, Management science approach, Systems approach and Contingency approach; Management thought in ancient India | **Case study and Group Discussion** |
|  | **01-30 Sept 2017** | Planning: concept, process & importance, Types of Plans: Policy, Programme, Strategy, Vision, Mission, Goals, and Objectives  Organizing: meaning, principles and benefits of organizations Organizational structure: Functional, Line vs. Staff, matrix, Formal vs. Informal; | **Group Discussion** |
|  | **01-31 Oct 2017** | Motivation: concept, objectives & significance, Approaches to motivation. Leadership: concept, significance & functions, Leadership styles, approaches to leadership. | **Role Play and Oral Discussion** |
|  | **01-13 Nov 2017** | Controlling: meaning and characteristics of control, process of control, prerequisites of an effective control system; controlling techniques. | **Role Play and Oral Discussion** |

**Topics of Assignments/ Class Tests to be given to the Students:**

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| **Assignment 1** | **Scientific Management** |
| **Assignment 2** | **Organizational Structure** |
| **Class Test** | **Chapter 2 to 10** |