**LESSON PLAN FOR ODD SEMESTER**

**Name- Ms. KAVLEEN BHAREJ Designation- Assistant professor**

**Subject- Commerce Lesson plan- 18 weeks (16 July- 17 Nov. 2018)**

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| **Week** | **Date** | **B.com Ist Semester**  **Business Communication Skills** | **B.com IIIrd Semester**  **Rural Marketing** | **B.com Vth Semester**  **Entrepreneurship Development** | **B.com Vth Semester**  **Material Management** |
| **1** | **16- 21 July, 2018** | Basics of Business communication | Rural Marketing: meaning, nature, characteristics | Entrepreneur: meaning, scope, need and significance | Materials Management: Concept, role and objectives |
| **2** | **23- 28 July, 2018** | Forms of electronic communication | Opportunities and challenges to rural markets in  India | Role and functions of entrepreneur in economic  development | Systems approach to materials management |
| **3** | **30 July- 4 August 2018** | Models and theories of communication | Socio-cultural, economic, demographic | Economic, social and psychological need for entrepreneurship | Organization of materials function |
| **4** | **6 -11 August 2018** | Audience Analysis | Technological and other environmental factor affecting  rural marketing | Characteristics, qualities  and pre-requisites of entrepreneur | Materials planning; Purchasing –concept |
| **5** | **13 – 18 August 2018** | Corporate communication: formal and informal communication | Rural consumer behaviour and Assignment 1 | Methods and procedures to start and expand one’s own business | Materials planning; Purchasing – principles and objectives; |
| **6** | **20-25 August, 2018** | Barriers of communication, improving communication and Assignment 1 | Segmentation of rural market | life cycle of a new business and relationship with large enterprises and Assignment 1 | Purchasing cycle; Purchasing policy and procedures and Assignment 1 |
| **7** | **27 August- 1 September 2018** | Effective Presentation Skills-individual and group presentations | Strategies for rural  marketing | Environmental factors affecting  success of a new business; | Materials Research and intelligence |
| **8** | **3- 8 Sept 2018** | Practices in business communication-group discussion, mock interview, seminars | Rural marketing mix | Reasons for the failure and visible problems for business  Feasibility Study | Quality  assurance in purchasing |
| **9** | **10- 15 Sept 2018** | Report writing: principles and contents | Differences in rural and urban market; problems in rural marketing. | Preparation of feasibility reports; economic, technical | Standardization and Materials Management |
| **10** | **17-22 Sept, 2018** | Self- development and communication: development of personal positive attitude, SWOT analysis | Product planning, pricing, promotion | Financial and managerial  feasibility of project | Value Analysis; Incoming  material quality control |
| **11** | **24- 29 Sept 2018** | Body language-kinesics, proxemics, paralanguage | Management of distribution channels for marketing of  durables and non-durables in rural areas | Selection of factory location; demand analysis and market potential measurement | Financial aspects and committee reports in materials management. |
| **12** | * 1. **Oct 2018** | Principles of effective listening: oral, written and video session and Assignment 2 | Planning and organizing personnel selling in rural markets  And Assignment 2 | Capital and project costing and assignment 2 | Inventory Management and control systems and Assignment 2 |
| **13** | **8- 13 Oct 2018** | Interviewing skills: appearing and conducting, writing resume | Innovation in rural market; | Working capital requirements | Spare parts management |
| **14** | **15-20 Oct 2018** | Writing business letters and emails, Etiquettes in verbal, written and online communication | E-commerce in rural markets, | Source of finance; profit and tax planning | Warehousing management; |
| **15** | **22- 27 Oct 2018** | Practical: emails, notices, circulars, memos and reports | E-chaupal & other similar initiatives | Govt. support and incentives to new enterprise; role of govt. and promotional agencies and institutes in  entrepreneurship development | Materials Accounting, Inventory Valuation, physical verification and Materials audit |
| **16** | **29 Oct- 3 Nov. 2018** | Practical: Report writing | Extra Notes Discussion | Entrepreneurship development programmes | Disposal of  obsolete and scrap items; Transportation and insurance for risk management; Legal and ethical aspects  of buying |
| **17** | **5-10 Nov. 2018** | Revision and Queries Session | Revision and Queries Session | Revision and Queries Session | Revision and Queries Session |
| **18** | **12- 17 Nov. 2018** | Revision and Queries Session | Revision and Queries Session | Revision and Queries Session | Revision and Queries Session |