Lesson Plan

Name- Nancy Chopra

Designation- Assistant professor

Subject- Commerce

Lesson Plan- 18 weeks (18 July- 17 November 2018)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Week | Date | B.com lst  Semester  Marketing  communication | B.com IIIrd  Semester  Business Statistics | B.com lllrd  Semester  Indian  Financial  System  (4-6 days) | B.com IIIrd  Semester  Business Statistics | B.com Vth  Semester  Entrepreneurship  Development |
| 1 | 18-21 July  2018 | Nature of communication. | Introduction of statistics: concept, scope, usefulness & limitations of statistics, distrust of statistics. | Introduction: Nature and role of financial system | Introduction of statistics: concept, scope, usefulness & limitations of statistics, distrust of statistics. | Meaning and scope of Entrepreneur |
| 2 | 23-28 July  2018 | Nature of communication. | Collection of data: primary and secondary data, methods of collection of data. | Financial system and economic development | Collection of data: primary and secondary data, methods of collection of data. | Need and significance of Entrepreneur |
| 3 | 30 July-4 August 2018 | Importance of communication. | Measure of central tendency: mean | An overview of Indian financial system | Measure of central tendency: mean | Role and functions of Entrepreneur in economic development |
| 4 | 6-11 August 2018 | Types of communication | Median, quartiles, Deciles, percentile | Components of Indian financial system | Median, quartiles, Deciles, percentile | Economic, social and psychological need for entrepreneurship |
| 5 | 13-18 August 2018 | Fundamental aspects of communication | Mode | Financial markets and financial instruments | mode | Characteristics and qualities and pre-requisites of Entrepreneur |
| 6 | 20-25 August 2018 | Fundamental aspects of communication  &  Assignment 1 | Harmonic mean and geometric mean  &  Assignment 1 | Money market meaning, constituents instruments and functions  &  Assignment 1 | Harmonic mean and geometric mean  &  Assignment 1 | Methods and procedures to start and expand one’s own business  &  Assignment 1 |
| 7 | 27 August-1 September 2018 | Communication process | Measure of dispersion: range, inter-quartile range, quartile deviation, mean deviation | Recent development in Indian money market | Measure of dispersion: range, inter-quartile range, quartile deviation, mean deviation | Life cycle of a new business and relationship with large enterprises |
| 8 | 3-8 September 2018 | Communication process | standard deviation, coefficient of variation, Lorenz curve | Capital market: primary and secondary market | standard deviation, coefficient of variation, Lorenz curve | Environmental factors affecting success of a new business. |
| 9 | 10-15 September 2018 | Application of communication process in developing effective marketing communication. | Index numbers: meaning, types and uses of index numbers, methods of preparation of index numbers: simple or unweighted | Depository system | Index numbers: meaning, types and uses of index numbers, methods of preparation of index numbers: simple or unweighted | Reasons for the failure and visible problems for business & source of finance |
| 10 | 17-22 September 2018 | Application of communication process in developing effective marketing communication  &  Assignment 2 | weighted index number, problems in the preparation of index numbers  &  Assignment 2 | Recent developments in Indian capital market  &  Assignment 2 | weighted index number, problems in the preparation of index numbers  &  Assignment 2 | Preparation of feasibility reports  &  Assignment 2 |
| 11 | 24-29 September 2018 | Emerging trends in marketing communication | Tests of adequacy; Chain-base index numbers; Base shifting | SEBI: its formation role and recent developments | Tests of adequacy; Chain-base index numbers; Base shifting | Economic, technical, financial and managerial feasibility of project |
| 12 | 1-6 October 2018 | Emerging trends in marketing communication | Splicing and deflating, Consumer price index  &  Sessional | SEBI: its formation role and recent developments | Splicing and deflating, Consumer price index  &  Sessional | Selection of factory location & Profit and tax planning. |
| 13 | 8-13 October 2018 | Social, ethical aspects of marketing communication. | Analysis of Times Series: causes of variation in time series data; Components of a time series; Decomposition: additive and multiplicative models; determination of trend: moving averages method | The debt market: meaning, features, participants, instruments | Analysis of Times Series: causes of variation in time series data; Components of a time series; Decomposition: additive and multiplicative models; determination of trend: moving averages method | Demand analysis and market potential measurement |
| 14 | 15-20 October 2018 | Social, ethical aspects of marketing communication. | Analysis of Times Series: causes of variation in time series data; Components of a time series; Decomposition: additive and multiplicative models; determination of trend: moving averages method | Private, PSUs and government securities market | Analysis of Times Series: causes of variation in time series data; Components of a time series; Decomposition: additive and multiplicative models; determination of trend: moving averages method | Capital and project costing & Working capital requirements |
| 15 | 20-27 October 2018 | legal and economic aspects of marketing communication. | method of Least Squares (including linear second degree, parabolic, and exponential trend); | The debt market: meaning, features, participants, instruments | method of Least Squares (including linear second degree, parabolic, and exponential trend); | Govt. support and incentives to new enterprise, Role of govt. and promotional agencies and institutes in entrepreneurship development |
| 16 | 29 October-3 November 2018 | legal and economic aspects of marketing communication. | Computation of seasonal-indices by sample averages, ratio-to-trend, ratio-to moving average and link relative method | Private, PSUs and government securities market | Computation of seasonal-indices by sample averages, ratio-to-trend, ratio-to moving average and link relative method | Entrepreneurship development programmes |
| 17 | 5-10 November 2018 | Revision and Queries Session | Revision and Queries Session | Revision and Queries Session | Revision and Queries Session | Revision and Queries Session |
| 18 | 12-17 November 2018 | Revision and Queries Session | Revision and Queries Session | Revision and Queries Session | Revision and Queries Session | Revision and Queries Session |