

Lesson Plan of Stock Market Operations (MC-407)

Name of the Teacher: Ms Ashu
Class: M.com II
Session: Jan-June 2024
Internal Marks: 20

Subject: Rural Marketing
Semester: IV
External Marks: 80

Course Objectives

- To introduce the students with the basic concepts of Rural Markets.
- To understand the latest developments in techniques used in Rural Market.

Course Outcome

At the end of the course, students will be able to:

- Explain the role and importance of Rural Markets.
- Understand the marketing mix in relation with rural area.
- Understand the concept of e-commerce in rural market.
- It help to understand the behavior of consumer in rural market.

Lesson Plan from 01.01.2024 to 30.04.2024

Month	Tentative Dates	Topic
January	01.01.24 to 06.01.24	Nature, features of rural market
	08.01.24 to 13.01.24	Opportunities, challenges of rural market
	16.01.24 to 24.01.24	Rural market environment
	25.01.24 to 31.01.24	Rural marketing research
February	01.02.24 to 10.02.24	Revision and Test
	12.02.24 to 17.02.24	Consumer behaviour
	19.02.24 to 29.02.24	Segmentation
March	01.03.24 to 09.03.24	rural marketing strategies
	11.03.24 to 16.03.24	new product development
	18.03.24 to 22.03.24	Revision and Test
	23.03.24 to 31.03.24	HOLI BREAK
April	01.04.24 to 06.04.24	Rural marketing mix
	08.04.24 to 13.04.24	Marketing of durable and non-durable products
	15.04.24 to 20.04.24	E-Commerce in rural market
	22.04.24 to 30.04.24	Revision and Test

Teacher's Signature

Head/Coordinator Signature

Lesson Plan of Management Accounting (BC -601)

Name of the Teacher: Ms Ashu

Class: B.com III

Session: Jan-June 2024

Internal Marks: 20

Subject: Management Accounting

Semester: VI

External Marks: 80

Course Objectives

- To introduce the students with the basic knowledge of Management Accounting

Course Outcome

At the end of the course, students will be able to:

- Understand the concept of Management Accounting
- Understand various types of accounts prepared and their practical application

Lesson Plan from 01.01.2024 to 30.04.2024

(Tentative Dates)

Month	Tentative Dates	Topic
January	01.01.24 to 06.01.24	Nature
	08.01.24 to 13.01.24	Scope of
	16.01.24 to 24.01.24	Management Reporting
	25.01.24 to 31.01.24	Management information system
February	01.02.24 to 10.02.24	Analysis of financial statement
	12.02.24 to 17.02.24	Ratio Analysis
	19.02.24 to 29.02.24	Numerical Question
March	01.03.24 to 09.03.24	Cash flow statement
	11.03.24 to 16.03.24	Numerical Question
	18.03.24 to 22.03.24	Revision and Test
	23.03.24 to 31.03.24	HOLI BREAK
April	01.04.24 to 06.04.24	Fund flow statement
	08.04.24 to 13.04.24	Marginal costing and Break even analysis
	15.04.24 to 20.04.24	Budgeting and Budgeting control
	22.04.24 to 30.04.24	Revision and Test

Teacher's Signature

Head/Coordinator Signature

Lesson Plan of Company Law (BC-404)

Name of the Teacher: Ms Ashu

Class: B.com II

Session: Jan-June 2024

Internal Marks: 20

Subject: Company Law

Semester: IV

External Marks: 80

Course Objectives

- ✚ To introduce the students with the basic knowledge of the provisions of Companies Act.

Course Outcome

At the end of the course, students will be able to:

- ✚ Understand the concept of company as form of business organization, regulatory framework.
- ✚ Elaborate on important documents of the company and their operational usefulness.
- ✚ Understand the process of reconstruction and winding up of the company

Lesson Plan from 01.01.2024 to 30.04.2024 (Tentative Dates)

Month	Tentative Dates	Topic
January	01.01.24 to 06.01.24	Membership
	08.01.24 to 13.01.24	Acquiring and termination of Membership
	16.01.24 to 24.01.24	Register of Members
	25.01.24 to 31.01.24	Rights and liabilities of Members
February	01.02.24 to 10.02.24	Revision and Test
	12.02.24 to 17.02.24	Company Management
	19.02.24 to 29.02.24	Company Secretary
March	01.03.24 to 09.03.24	Company Meeting and Process
	11.03.24 to 16.03.24	Dividend, Account and audit
	18.03.24 to 22.03.24	Revision and Test
	23.03.24 to 31.03.24	HOLI BREAK
April	01.04.24 to 06.04.24	Prevention of Oppression and Mismanagement
	08.04.24 to 13.04.24	Reconstruction and Amalgamation
	15.04.24 to 20.04.24	Winding up of Company
	22.04.24 to 30.04.24	Revision and Test

Teacher's Signature

Head/Coordinator Signature

Lesson Plan of Strategic Marketing (MC-203)

Name of the Teacher: Ms Ashu

Class: M.com I

Session: Jan-June 2024

Internal Marks: 20

Subject: Strategic Marketing

Semester: II

External Marks: 80

Course Objectives

+ To introduce the students with the basic concept of strategy and its relation with marketing

Course Outcome

At the end of the course, students will be able to:

- + Understand the concept of strategy.
- + Understand important strategy used in marketing
- + Understand the relationship between strategy and marketing mix

Lesson Plan from 01.01.2024 to 30.04.2024 (Tentative Dates)

Month	Tentative Dates	Topic
January	01.01.24 to 06.01.24	Concept of Strategy
	08.01.24 to 13.01.24	Strategic role in Marketing
	16.01.24 to 24.01.24	Corporate strategy decision
	25.01.24 to 31.01.24	Corporate growth strategies
February	01.02.24 to 10.02.24	Revision and Test
	12.02.24 to 17.02.24	Environmental Analysis
	19.02.24 to 29.02.24	Portfolio Analysis
March	01.03.24 to 09.03.24	Swot Analysis
	11.03.24 to 16.03.24	Segmentation, target and positioning
	18.03.24 to 22.03.24	Revision and Test
	23.03.24 to 31.03.24	HOLI BREAK
April	01.04.24 to 06.04.24	Strategies for new, growth, mature and decline market
	08.04.24 to 13.04.24	Strategies and marketing mix
	15.04.24 to 20.04.24	Marketing strategy implementation
	22.04.24 to 30.04.24	Revision and Test

Teacher's Signature

Head/Coordinator Signature

Lesson Plan of Business Statistics

Name of the Teacher: Ms Ashu

Class: M.com I

Session: Jan-June 2024

Internal Marks: 20

Subject: Business Statistics

Semester: II

External Marks: 80

Course Objectives

+ To introduce the students with the basic knowledge of the business Statistic

+ Course Outcome

At the end of the course, students will be able to:

- + Understand the concept of Statistics
- + Understand the practical application of various statistical tools.

Lesson Plan from 01.01.2024 to 30.04.2024 (Tentative Dates)

Month	Tentative Dates	Topic
January	01.01.24 to 06.01.24	Regression
	08.01.24 to 13.01.24	correlation
	16.01.24 to 24.01.24	Index Number
	25.01.24 to 31.01.24	Numerical Question
February	01.02.24 to 10.02.24	Revision and Test
	12.02.24 to 17.02.24	Time series Analysis
	19.02.24 to 29.02.24	Models and Methods
March	01.03.24 to 09.03.24	Numerical Question
	11.03.24 to 16.03.24	Probability
	18.03.24 to 22.03.24	Revision and Test
	23.03.24 to 31.03.24	HOLI BREAK
April	01.04.24 to 06.04.24	Bayes Theorem - Numerical Question
	08.04.24 to 13.04.24	Binomial, Poisson
	15.04.24 to 20.04.24	Normal distribution
	22.04.24 to 30.04.24	Revision and Test

Teacher's Signature

Head/Coordinator Signature