

Lesson Plan

Name of Assistant Professor:

Class: B. Com 1st (Semester 2nd)

Subject: Marketing Management

Lesson Plan: 15th Feb. 2024 to April End.

15 th Feb. to 28 th Feb. 2024	Introduction to Marketing, difference between marketing and selling, Core concepts of marketing, Marketing Mix, marketing process; marketing environment.
29 th Feb. 2024 to 13 th March 2024	Determinants of consumer behavior; consumer's purchase decision process (exclude industrial purchase decision process), Market segmentation, targeting, and positioning
14 th March 2024 to 27 th March 2024	Marketing research and marketing information system, Product decisions: New Product Development, product line decisions; Product Life Cycle;
28 th March 2024 to 10 th April 2024	Branding decisions; packaging and labeling decisions, Pricing decisions, Marketing channels: Retailing, wholesaling, warehousing and physical distribution, conceptual introduction to supply chain management; Presentation
11 th April 2024 to 24 th April 2024	conceptual introduction to customer relationship marketing, Promotion mix: personal selling, advertising, sales promotion, public relations, Direct marketing
24 th April 2024 Onwards	Test and Revision of Syllabus


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Lesson Plan

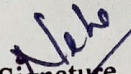
Name of Assistant Professor:

Class: B. Com 3rd (Semester 6th)

Subject: Digital Marketing

Lesson Plan: From 15th Feb. 2024 to April End

15 th Feb. to 28 th Feb. 2024	Introduction to Digital Marketing, Advantages of digital medium over other media, Impact of internet on consumer buying behavior
29 th Feb. 2024 to 13 th March 2024	Domain names and types, website hosting and types
14 th March 2024 to 27 th March 2024	Understanding basics of web analytics, search engine optimization, introduction to SEO, understanding search engines, basics of keyword search
28 th March 2024 to 10 th April 2024	On page and off page search engine optimization, basics of search engine marketing (SEM), content marketing, Presentation
11 th April 2024 to 24 th April 2024	Affiliate marketing, email marketing, mobile marketing, ethical and legal issues in the field of digital marketing
24 th April 2024 Onwards	Test and Revision of Syllabus


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Lesson Plan

Name of Assistant Professor:

Class: M. Com 1st (Semester 2nd)

Subject: Human Resource Management

Lesson Plan: From January 24, 2023 to May 14, 2023.

15 th Feb. to 28 th Feb. 2024	Concepts and perspectives of human resource management, human resource management in changing environment, managerial and operatives' functions of HRM
29 th Feb. 2024 to 13 th March 2024	Recruitment, placement and retention strategies. Human resource planning, job analysis, methods of manpower search, attracting and retaining human resources
14 th March 2024 to 27 th March 2024	Induction and socialization, manpower training and development, performance appraisal and potential evaluation, career and succession planning
28 th March 2024 to 10 th April 2024	Talent Management, employee relation and compensation management, job evaluation and compensation management, Presentation
11 th April 2024 to 24 th April 2024	Incentive and employee benefits, employee welfare, industrial relation, employee separation practices, HR accounting and audit
24 th April 2024 Onwards	Test and Revision of Syllabus


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Lesson Plan

Name of Assistant Professor:
Class: B. Com 1st (Semester 2nd)
Lesson Plan: From January 24, 2023 to May 14, 2023.

Subject: Organizational Behavior

15 th Feb. to 28 th Feb. 2024	Organizational behavior: concepts, determinants, challenges and opportunities of OB, Contributing Disciplines of OB, Organizational Behavior Models
29 th Feb. 2024 to 13 th march 2024	Individual Behaviour: Nature of People, Factors affecting Individual behaviour; Personality: Determinants, Traits and Theories of personality. Learning: Characteristics and theories of learning.
14 th March 2024 to 27 th march 2024	Perception: Perceptual Process, Factors Affecting Perception, Theories of Perception and Perceptual Errors. Attitudes: Definition, Theories of Attitude Formation, Interpersonal Behaviour: Transactional Analysis; Group Behavior: Definition, Types of groups, Group Formation and Group Development Process, Group Decision Making
28 th march 2024 to 10 th April 2024	Group Dynamics: Meaning and Concept, Group Roles, Group Norms, Group Cohesiveness and its relation to productivity. UNIT-IV Organizational Behaviour in changing Environment: Organizational Change, Presentation
11 th April 2024 to 24 th April 2024	Organizational Conflict, Organizational Development, Organizational Culture and Climate, Managing Employee Stress, Managing Emotions in Organizations: Emotional Intelligence
24 th April 2024 Onwards	Test and Revision of Syllabus


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Lesson Plan

Name of Assistant Professor:

Class: B. Com 2nd (Semester 4th)

Subject: Cost Accounting

Lesson Plan: From January 24, 2023 to May 14, 2023.

15 th Feb. to 28 th Feb. 2024	Cost Accounting: Meaning, objectives and functions, Distinction between cost accounting and financial accounting, Cost concepts and classification, Installation of a costing system. Preparation of cost sheet
29 th Feb. 2024 to 13 th March 2024	Accounting for material and labour: Material control, Pricing of material issues, treatment of material losses. Accounting and control of labour cost,
14 th March 2024 to 27 th March 2024	treatment of over time, idle time and fringe benefits. Incentive Schemes, Job costing
28 th March 2024 to 10 th April 2024	Batch costing and contract costing. Process costing, Presentation
11 th April 2024 to 24 th April 2024	Standard costing and variance analysis (material, labour and overhead). Responsibility accounting and reporting.
24 th April 2024 Onwards	Test and Revision of Syllabus


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