

Lesson PlanSession 2023-24

Subject: International Business

Class: M.Com-2ndSemester: 4th

| Month/Week | | Topic |
|------------|----------------------|--|
| January | 1st Week | International Business: Importance, nature and scope; Management of international business. |
| | 2 nd Week | Operations – complexities and issues; IT and international business; India's involvement in International Business. |
| | 3 rd Week | Factors affecting International Business: Social and Cultural, Economic, Political, Legal and technological advancement. |
| | 4 th Week | Globalization - Features and Components, Advantages and Disadvantages. Assignment |
| February | 1st Week | Theories of international trade: Classical and modern theories of international trade. Test |
| | 2 nd Week | Exporting, Licensing, Franchising, Contract Manufacturing decision. |
| | 3 rd Week | Trunk projects, Foreign Direct Investments and Joint Ventures. |
| | 4 th Week | Multinationals (MNCs) in International Business: Issue in investment. Surprise Test |
| March | 1st Week | Technology transfer, pricing and regulations. International collaborations and strategic alliances. |
| | 2 nd Week | Trade barriers: tariff and non-tariff barriers, optimal tariff; Balance of payments; Exchange rate determination. Quiz |
| | 3 rd Week | International Economic Institutions: WTO, IMF, World Bank. Test |
| | 4 th Week | Holi Vacation(From 25/03/2024 to 31/03/2024) |
| April | 1st Week | WTO and India; Regional Economic Integration, Emerging markets: BRICS and ASEAN |
| | 2 nd Week | Theory of customs union: Partial and General Equilibrium analysis. Group Discussion |
| | 3 rd Week | Presentations by Students |
| | 4 th Week | Revision..... |
| May | | Examination..... |

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Lesson Plan
Session 2023-24

Class: M.Com-1st

Subject: Marketing Management

Semester: 2nd

| Month/Week | | Topic |
|------------|----------------------|--|
| January | 1st Week | Nature, scope and concept of marketing; Corporate orientations towards the marketplace |
| | 2 nd Week | Marketing Mix; Understanding 4 A's of Marketing |
| | 3 rd Week | Marketing Environment and Environment Scanning; Marketing Information System and Marketing Research, Test |
| | 4 th Week | Understanding Consumer and Industrial Markets; Market Segmentation, Targeting and Positioning |
| February | 1st Week | Product decisions: Product concept and classification |
| | 2 nd Week | Product mix, product life cycle, new product development. Assignment |
| | 3 rd Week | Pricing decisions: Factors affecting pricing decisions |
| | 4 th Week | Setting the price, Pricing strategies and methods. Test |
| March | 1st Week | Distribution channels and Logistics management: nature, types and role of intermediaries. |
| | 2 nd Week | factors influencing the channel selection, intensity of market coverage, Channel behavior and Organization. Presentations by Student |
| | 3 rd Week | Holistic marketing: Trends in marketing practices, Internal marketing. Quiz |
| | 4 th Week | Holi Vacation(From 25/03/2024 to 31/03/2024) |
| April | 1st Week | Socially responsible marketing, Marketing implementation and control |
| | 2 nd Week | New issues in marketing-Globalization, Consumerism. Surprise Test |
| | 3 rd Week | Green Marketing, Direct Marketing, Network Marketing, Event Marketing, Ethics in Marketing. |
| | 4 th Week | Revision..... |
| May | Examination..... | |

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Lesson Plan

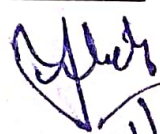
Session 2023-24

Class: B.Com-3rd

Subject: Income-Tax-II

Semester: 6th

| Month/Week | | Topic |
|------------|----------------------|--|
| January | 1st Week | Computation of Total Income of Individual, Test |
| | 2 nd Week | Computation of Tax Liability of Individual, |
| | 3 rd Week | Computation of Tax Liability of Hindu Undivided Family |
| | 4 th Week | Alternate Minimum Tax (AMT), Partnership Firm / LLP. Assignment |
| February | 1st Week | Classification and Tax Incidence on Companies |
| | 2 nd Week | Computation of taxable income of Company |
| | 3 rd Week | Tax liability of Company, Surprise Test |
| | 4 th Week | Practical Questions of Tax Assessment of company, Minimum Alternate Tax (MAT). |
| March | 1st Week | Procedural Compliance: Permanent Account Number , Tax Collection Account Number |
| | 2 nd Week | Income tax authorities and their powers; different types of returns; Procedure of filing e-return and revised return. Group Discussion |
| | 3 rd Week | Procedure for assessment, Types of Assessment. Quiz |
| | 4 th Week | Holi Vacation(From 25/03/2024 to 31/03/2024) |
| April | 1st Week | Tax Deduction at Source & Tax Collection at Source Advance Tax & Self Assessment Tax. Presentation on various topics by Student. |
| | 2 nd Week | Recovery of Tax, Refunds Assessment, Appeals & Revision, Test |
| | 3 rd Week | Appeals, Revisions, Search, Seizure, Penalty and Offences. |
| | 4 th Week | Revision..... |
| May | | Examination..... |


01/01/2024

Lesson Plan

Session 2023-24

Subject: Business Environment

Class: B.Com-1st

Semester: 2nd

| Month/Week | | Topic |
|------------|----------------------|---|
| January | 1st Week | Business Environment – Meaning, Nature and Significance, A brief overview of business environments and their impact on business |
| | 2 nd Week | Business Environment – strategic decisions – political environment, sociocultural environment, legal |
| | 3 rd Week | Business Environment – environment, economic environment. Assignment |
| | 4 th Week | Business Environment – political environment, global environment |
| February | 1st Week | Globalized Business Environment; Meaning and rationale for Globalization |
| | 2 nd Week | Composition and Direction of Foreign Direct Investments |
| | 3 rd Week | WTO and the trading blocks; Opportunities and challenges for MNCs in India. Test |
| | 4 th Week | Indian Foreign Trade and its Impact on Balance of Payment. Group Discussion |
| March | 1st Week | Social Responsibilities of Business; Social Responsibility Models; Social Audit – Nature, Evolution and Benefits; Ethics and Business Environment |
| | 2 nd Week | Recent Monetary and Fiscal Policy and their impact on Business Environment. Surprise Test |
| | 3 rd Week | Privatization in India; Public sector enterprises; Micro, Small and Medium Enterprises- growth, significance, problems and remedial. Test |
| | 4 th Week | Holi Vacation (From 25/03/2024 to 31/03/2024) |
| April | 1st Week | Concepts of Economic systems; Economic Reforms Test |
| | 2 nd Week | The Evolving Idea of Social Responsibility in Indian Scenario. Presentation on various topics by Student. Quiz |
| | 3 rd Week | Corporate Governance - factors influencing corporate governance, Regulatory framework. Surprise Test, Presentations by Student |
| | 4 th Week | Revision..... |
| May | | Examination..... |

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Lesson Plan

Session 2023-24

Subject: Industrial Marketing

Class: M.Com-2nd

Semester: 4th

| Month/Week | | Topic |
|------------|----------------------|--|
| January | 1st Week | Industrial Marketing: concept, nature and scope of industrial marketing; Difference between industrial and consumer marketing. |
| | 2 nd Week | Economics of industrial demand, Understanding industrial markets and environment. Types of industrial customers, Classification of industrial products. Assignment |
| | 3 rd Week | Marketing implications for different customers and different product types, Purchase practices of industrial customers, Environmental analysis in industrial marketing. |
| | 4 th Week | Organizational Buying and Buyer behavior: Buyer motives, Phases in industrial buying decision process. Test |
| February | 1st Week | Types of buying situations, Interpersonal Dynamics of industrial buying behaviour, Buyer Seller relationship |
| | 2 nd Week | Models of industrial buying behavior, Industrial Marketing Research process, Industrial market segmentation. |
| | 3 rd Week | Product Strategy: Meaning and Concept of an industrial product, Determinants of product mix. Product Strategy: Meaning and Concept of an industrial product, Determinants of product mix. Group Discussion |
| | 4 th Week | Industrial Product Life Cycle and strategies, New product development process; Marketing strategies for product related services and pure services. Test |
| March | 1st Week | Industrial pricing decisions: Factors influencing pricing decisions, Pricing strategies, Pricing methods. Surprise Test |
| | 2 nd Week | Industrial distribution channels and marketing logistics: Distinctive nature of industrial distribution channels, Factors affecting the nature of industrial channels, Role of intermediaries. |
| | 3 rd Week | Types of industrial intermediaries, Channel design decisions, Role of logistics and customer services in industrial marketing, Quiz |
| | 4 th Week | Holi Vacation(From 25/03/2024 to 31/03/2024) |
| April | 1st Week | Major components/Major decision areas of logistics, Total cost approach; Industrial marketing communication: Role of personal selling and direct marketing in industrial marketing. |
| | 2 nd Week | Personal selling process, Importance of advertising, and sales promotion in industrial marketing. Sales force management, Strategic planning, Implementing and Controlling in industrial marketing. |
| | 3 rd Week | Presentations by students |
| | 4 th Week | Revision..... |
| May | | Examination..... |

01/01/2024

Lesson Plan
Session 2023-24

Class: B.Com-3rd

Subject: Income-Tax-II

Semester: 6th

| Month/Week | | Topic |
|------------|----------------------|--|
| January | 1 st Week | Computation of Total Income of Individual, Test |
| | 2 nd Week | Computation of Tax Liability of Individual, |
| | 3 rd Week | Computation of Tax Liability of Hindu Undivided Family |
| | 4 th Week | Alternate Minimum Tax (AMT), Partnership Firm / LLP. Assignment |
| February | 1 st Week | Classification and Tax Incidence on Companies |
| | 2 nd Week | Computation of taxable income of Company |
| | 3 rd Week | Tax liability of Company, Surprise Test |
| | 4 th Week | Practical Questions of Tax Assessment of company, Minimum Alternate Tax (MAT). |
| March | 1 st Week | Procedural Compliance: Permanent Account Number , Tax Collection Account Number |
| | 2 nd Week | Income tax authorities and their powers; different types of returns; Procedure of filing e-return and revised return. Group Discussion |
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