**Lesson Plan: Jan to April 2024 Class: - M. Com Previous**

**Name of Assistant Professor: Dr. Vikas Kumar Subject: Strategic Marketing**

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| **Week** | **Topic** |
| **January** |
| Week 1  | Concept and hierarchy of strategies; Strategic role of marketing |
| Week 2  | Strategic marketing planning process; |
| Week 3  | The marketing plan; Corporate strategy decisions – Corporate mission, vision, goals and objectives, |
| **February** |
| Week 4  | Corporate Growth Strategies, Resource Allocation |
| Week 5  | Business Strategies and their Marketing Implications. |
| Week 6  | Environmental Analysis – Internal environment, external environment, custom environment; Industry and competitor analysis; |
| Week 7  | SWOT analysis; Portfolio analysis; Market segmentation |
| Week 8  | Targeting and positioning. |
| **March** |
| Week 9  | Continue, Assignment |
| Week 10  | Marketing strategies for new market entries; marketing strategies for growth markets; marketing strategies for mature markets and declining markets. |
| Week 11  | Continue, test |
| **April** |
| Week 12  | Relationship between business strategies and marketing mix |
| Week 13  | Marketing strategy implementation; controlling marketing strategies. |
| Week 14  | Continue, Assignment |
| Week 15 | Revision |

**Lesson Plan: Jan to April 2024 Class: - B.Com 4th Sem**

**Name of Assistant Professor: Dr. Vikas Kumar Subject: Business environment**

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| **Week** | **Topic** |
| **January** |
| Week 1  | Business environment: nature and importance. |
| Week 2  | Interaction matrix of different environment Factors, Environmental scanning. |
| Week 3  | Economic planning in India: objectives, strategies and problems; |
| **February** |
| Week 4  | Privatization, Globalization, Disinvestment in Public Sector Units. |
| Week 5  | Business Ethics; Corporate Governance, Social Responsibility of Business. |
| Week 6  | Fiscal Policy, Monetary Policy. |
| Week 7  | Continue…  |
| Week 8  | Test and Assignment |
| **March** |
| Week 9  | Foreign Exchange Management Act. |
| Week 10  | Foreign investment: concept, need, types & barrier; multinational corporations in India, globalization of Indian business. |
| Week 11  | Continue… |
| **April** |
| Week 12  | Assignments |
| Week 13  | Competition Act |
| Week 14  | Foreign exchange market: an overview |
| Week 15 | Revision and Queries |

**Lesson Plan: Jan to June 2024 Class: - B. Com 4th Sem**

**Name of Assistant Professor: Dr. Vikas Kumar Subject: Business Law**

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| **Week** | **Topic** |
| **January** |
| Week 1  | Introduction of Partnership |
| Week 2  | Partnership Act, 1932 |
| Week 3  | Continued… |
| **February** |
| Week 4  | Duties and rights of partnership, Dissolution of Firms and partnership |
| Week 5  | Continue |
| Week 6  | LLP Act, 2008 |
| Week 7  | Continue, Assignment |
| Week 8  | Negotiable Instrument Act, 1881 |
| **March** |
| Week 9  | Continues… |
| Week 10  | Problems and Test |
| Week 11  | RTI Act, 2005 |
| **April** |
| Week 12  | IT Act, 2000; Assignments |
| Week 13  | Continue and Problems, Assignment |
| Week 14  | Revision |
| Week 15 | Revision |

 **Lesson Plan: 15th Feb onwards Class: - B. Com (2nd Sem.)**

**Name of Assistant Professor: Dr. Vikas Kumar Subject: Computerized Accounting**

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| Week | Topic |
| Week 1  | Introduction: installation of Tally |
| Week 2  | ERP9–Licensing configurations–Tally Vault Password–Security Control in Tally,  |
| Week 3  | ERP9–Splitting Company Data–Backup and Restore. |
| Week 4  | Accounting: voucher entry, Budget, Cost Centre |
| Week 5  | Balance sheet, profit and loss account,  |
| Week 6  | Currency, debit note, credit note, Interest calculation. |
| Week 7  | Inventory: stock item, sales order, Purchase order, delivery note, rejection out |
| Week 8  | Computerized Tax Liability Calculation. |
| Week 9  | Payroll: Salary Accounting–Introduction to Payroll–Payroll Masters |
| Week 10  | Payroll Vouchers–Overtime Payment |
| Week 11  | Gratuity–Advanced Payroll Transactions, Basic Salary, Overtime, Bonus, Gratuity Loan |
| Week 12  | ESI, Provident Fund. Pension, Commission and Revision |

**Lesson Plan: 15th Feb onwards Class: - B.Com (2nd Sem.)**

**Name of Assistant Professor: Dr. Vikas Kumar Subject: Business Communication (SEC)**

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| **Week** | **Topic** |
| Week 1  | Introduction to communication (Unit-1) |
| Week 2  | Continue  |
| Week 3  | Continue |
| Week 4  | Written Communication (Unit-2) |
| Week 5  | Continue |
| Week 6  | Oral Communication (Unit-3) |
| Week 7  | Continue  |
| Week 8  | Continue |
| Week 9  | Audio-Visual Communication (Unit-4) |
| Week 10  | Continue  |
| Week 11  | Continue |
| Week 12  | Revision |