**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 |