

# Dr. Bhim Rao Ambedkar Govt. (P.G.)College, Jagdishpura-Kaithal

## Lesson Plan-Even Semester (Feb-May.: 2025)

Session: 2024-25

Class: B.Com- I Year Sec.-B

2<sup>nd</sup> Semester

Name of Teacher: Ram Gopal

Subject: VAC- Human Values and Ethics: B-VAC-101

Month	Week	Topic
Feb-2025	II	Introduction to Value Education: Meaning, Definitions, Objectives, Importance and Need
	III	Introduction to Value Education: Types of Value Education, Life Skills, Content, Process and its Relevance
	IV	Classification of value Education: Introduction, Classification and Comparison; Ideology: components
Mar-2025	I	Classification of value Education: Concept of Harmony: history, Understanding
	II	<b>Holi Vacations</b>
	III	Human Values and Ethics: Meaning, Definitions, Need, Nature, Significance, Importance, Principles, Constitution of India.
	IV	The Relevance of Human Values: Integrity, Empathy, Lok Sangrah, BrahmVihar
Apr-2025	I	The Relevance of Human Values: Doctrine of Naya in Jainism, Dantology, Virtue Ethics, Utilitarianism
	II	Integrated Personality and Well-being: Understanding Relationships between Self, Identities, Personality, Three Guna
	III	Integrated Personality and Well-being: Integrated Personality with four Conscience, Panchkosha and Upnishda
	IV	Professional Ethics: Importance of Business Ethics, Principles, Nature, Scope Types
May-2025	I	Global Citizenship: Meaning, Features, Advantages, Values of Citizenship: Equality, Justice, Human Dignity
	II	Competency-Based Education: Meaning, Definition, Nature, Requirement of CBE, Types, Implementation and Assessment
	III	Dhyaan and Yoga ( Practical Work): Bhramadhya, Chakra, Preksha, Shakshi Bhav, Vipassana,
	IV	Yoga and Yog-Nidra

  
Teacher 's Signature

# Dr. Bhim Rao Ambedkar Govt. (P.G.)College, Jagdishpura-Kaithal

## Lesson Plan-Even Semester (Jan.-April: 2025)

Session: 2024-25

Class: BBA- III Year

6<sup>th</sup> Semester

Name of Teacher: Ram Gopal

Subject: Logistics Management: BBA-310

(1-4)

Month	Week	Topic
Jan-2024	II	Logistics: Definition, Concept, Scope, Role and importance.
	III	Coordination Function of Logistics: Inter-Corporate and Intra-Corporate.
	IV	Total Cost concept and System Approach to Logistics.
Feb-2024	I	Objectives, Need and importance of Logistics Management.
	II	Customer Services: Concept and Practices.
	III	Supply Chain management: Definitions, Components, Role of Logistics in SCM.
	IV	Order Processing: Meaning, Definitions, Process, Components and Factors Affecting Order Processing.
Mar-2024	I	Warehousing: Meaning, Definitions; Decisions in warehousing.
	II	<b>Holi Vacations</b>
	III	Warehousing: Types, functions, factors Affecting Cost and Options of warehousing.
	IV	Inventory Management: Meaning, Definitions; Types, Cost and Control.
Apl-2024	I	Transportation: Meaning, Definitions; Role, Need, Types and Network
	II	Logistics packaging: Meaning, Definitions; Role, Need, Packaging Materials and Cost.
	III	Role of technology in Logistics.
	IV	Logistics Performance Measurement and Control

  
Teacher's Signature

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## Lesson Plan-Even Semester (Feb-May.: 2025)

Session: 2024-25

Class: B.Com- I Year

Sec.-B

2<sup>nd</sup> Semester

Name of Teacher: Ram Gopal

Subject: Principles of Marketing

Code: CC- B-23-COM-203

Month	Week	Topic
Feb-2025	II	<b>Marketing:</b> Meaning, Concept, Nature, Scope and Importance; Evolution of Marketing; Understanding in New Perspective.
	III	<b>Marketing Environment:</b> Concept, Importance, Micro Environmental Factors
	IV	Macro Environmental Factors, Environmental Scanning, Importance for developing countries.
Mar-2025	I	<b>Consumer Behaviour:</b> Concept, Nature and Importance, Consumer Buying Decision Process
	II	<b>Holi Vacations</b>
	III	Determinants of Consumer Buying Behaviour, Need of Studying Consumer Behaviour
	IV	<b>Market Segmentation:</b> Concept, Importance and bases.
Apl-2025	I	Target Market Selection and Positioning
	II	<b>Product:</b> Concept, Importance and Classification
	III	Branding, Packaging and Labeling
	IV	Product Life Cycle and New Product Development
May-2025	I	<b>Pricing:</b> Concept, Significance, Methods, Policies and Strategies
	II	<b>Promotion:</b> Nature and Importance, Advertising and Personal Selling. Factors affecting Promotion
	III	<b>Distribution:</b> Concept, Importance and Channels of Distribution, Retailing and whole selling
	IV	An Overview of recent developments in Marketing.

  
Teacher's Signature

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## Lesson Plan-Even Semester (Jan-Apl.: 2025) According to NEP-2020

Session: 2024-25

Class: M. Com (P)

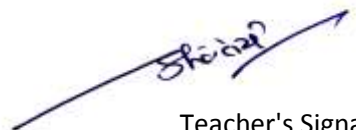
Semester-2<sup>nd</sup>

Name of Teacher: Ram Gopal

**Subject: *International Business***

**Paper: M-24-COM-203**

Month	Week	Topic
Jan-2025	III	International Business: Meaning, Nature, Importance and Scope; Framework for Analyzing International Business Environment
	IV	Internationalization and Orientation; International Product Life Cycle
Feb-2025	I	Modes of Entry into International Business; Technology Transfer
	II	Multinational Corporations: Nature, Types and Role; Foreign Investment: Nature , Types and Barriers
	III	Tariff and Non-Tariff barriers
	IV	Theories of International Business; Balance of Payments (BOP)
Mar-2025	I	Regional Economic Cooperation: Concept, Types and Rationale
	II	<b>Holi Vacations</b>
	III	Structure and Functioning of EU, USMCA, ASEAN and SAFTA
	IV	International Economic Institution: WTO, UNTAD, IMF and World Bank.
Apl-2025	I	Generalized System of Preferences; International Commodity Agreements
	II	Foreign Exchange Markets: Nature, Participants; FOREX Rate, Concept, Determinants
	III	Exchange Rate System: Fixed and Floating, Peg, Free float, Managed Float.
	IV	Exchange Rates Arrangements in India; Foreign Exchange Risks and Exposure.
May-2025	I	Revision
	II	Mid-Term Exam and Revision



Teacher's Signature

