

LESSON PLAN

Name of Assistant Professor: SAVITA KUMARI

Class: B.Com. IIIrd Semester

Subject: Rural Marketing

Lesson Plan: August to 15th December 2022

Week 1	Introduction to Rural Marketing
Week 2	Rural Marketing Environment
Week 3	Rural Consumer Behaviour
Week 4	Rural Consumer Behaviour
Week 5	Rural Market Segmentation
Week 6	Rural Market Segmentation & Assignment
Week 7	Rural Marketing Mix
Week 8	Rural Marketing Mix
Week 9	Strategies for Rural Marketing
Week 10	Strategies for Rural Marketing & Sessional Test
Week 11	Marketing of Non-Durable Products
Week 12	Marketing of Durable Products
Week 13	Planning & Organising Personal Selling in R.M.
Week 14	Innovation in Rural Marketing & Assignment
Week 15	Innovation in Rural Mkt.
Week 16	Revision
Week 17	Revision
Examinations	

Savita

LESSON PLAN

Name of Assistant Professor: SAVITA KUMARI

Class: B. Com. IIIrd Semester

Subject: Corporate Accounting - I

Lesson Plan: August to 15th December 2022.

Week 1	Issue of Share
Week 2	Issue of Share
Week 3	Redemption of Preference Shares
Week 4	Redemption of Preference Shares
Week 5	Issue of Debentures
Week 6	Issue of Debentures & Assignment
Week 7	Redemption of Debentures
Week 8	Redemption of Debentures & Sessional Test
Week 9	Final Accounts of Companies
Week 10	Final Accounts of Companies
Week 11	Amalgamation of Companies
Week 12	Amalgamation of Companies
Week 13	Amalgamation of Companies & Sessional Test & Assign.
Week 14	Internal Reconstructions
Week 15	Internal Reconstructions
Week 16	Revision
Week 17	Revision
Examinations	

Savita

LESSON PLAN

Name of Assistant Professor: SAVITA KUMARI

Class: B. Com. Vth Semester

Subject: Financial Management

Lesson Plan: August to 15th Dec. 2022

Week 1	Financial Management - Nature & Scope
Week 2	Objectives and Importance of financial Mgt., Recent Developments in financial Mgt.
Week 3	Financial Planning
Week 4	Capitalisation & Assignment
Week 5	Financial forecasting
Week 6	Sources of finance - Long-term - Own Sources
Week 7	Sources of Long-term finance - Debt Sources
Week 8	Sources of Medium and Short-term finance
Week 9	Cost of Capital & Sessional Test
Week 10	Practicals of Cost of Capital
Week 11	Capital Structure
Week 12	Capital Budgeting & Assignment.
Week 13	Practicals of Capital Budgeting
Week 14	Management of Working Capital.
Week 15	Management of Cash.
Week 16	Revision
Week 17	Revision
Examinations	

Savita

LESSON PLAN

Name of Assistant Professor: SAVITA KUMARI
Class: B. Com. Vth Semester
Subject: Supply Chain Management
Lesson Plan: August to 15th December 2022

Week 1	Introduction to Supply Chain Management
Week 2	Approaches & Importance of SCM
Week 3	SCM Co-ordination
Week 4	Integrated Supply Chain Mgt.
Week 5	Total Cost Approach of SCM
Week 6	Strategic SCM & Assignment
Week 7	SCM and Marketing
Week 8	Transportation in Supply Chain
Week 9	Warehousing & Seasonal Test
Week 10	Distribution Channels
Week 11	Customer Service
Week 12	Information Technology in SCM
Week 13	- do -
Week 14	Recent developments in SCM
Week 15	Third Party Logistics
Week 16	Revision
Week 17	Revision
Examinations	

Savita

LESSON PLAN

Name of Assistant Professor: SAVITAKUMARI

Class: B. Com. 1st Semester

Subject: Business Management

Lesson Plan: August to 15th December 2022

Week 1	Introduction to Business & Commerce
Week 2	Introduction to Management
Week 3	Management as Science Art & Profession
Week 4	Approaches to Management & Assignment
Week 5	Planning - Concept & Management, Importance
Week 6	Types of Plans
Week 7	Organising
Week 8	Organisation Structures
Week 9	Delegation of Authority & Sessional Test
Week 10	Decentralisation & Centralisation
Week 11	Staffing
Week 12	Directing
Week 13	Motivation
Week 14	Leadership & Assignment
Week 15	Controlling
Week 16	Techniques of Controlling
Week 17	Revision
Examinations	

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