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Department : Commerce

LESSON PLAN (Odd Sem.)

CLASS : B.com 3rd Sem.

Subject : BC 3.3: INCOME TAX LAW AND PRACTICE-I

Week 1 : **Basic concepts:** Income, agricultural income, person, assesses, assessment year, previous year, gross total income, total income, maximum marginal rate of tax;

Week 2 : Permanent Account Number, Tax evasion, avoidance, and tax planning and tax management. Basis of Charges: Scope of total income, residence and tax liability.

Week 3 : **Residential status:** Scope of total income on the basis of residential status Exempted income under section 10

Week 4 : **Computation of Income under different heads:** Income from Salaries,

Week 5 : Income from Salaries,

Week 6 : Income from house property

Week 7 : Income from house property

Week 8 : **Computation of Income under different heads:** Profits and gains of business or profession;

Week 9 : **Computation of Income under different heads:** Profits and gains of business or profession;

Week 10 : Capital gains;

Week 11 : Capital gains;

Week 12 : Depreciation

Week 13 : Income from other sources

Week 14 : Income from other sources

Week 15 : Revision

Week 16 : Revision



CLASS : B.com 5th Sem.
Subject : BC 5.2: PRINCIPLES OF MARKETING

Week 1 : Introduction: Nature, scope and importance of marketing; Evolution of marketing; Selling vs Marketing;

Week 2 : Marketing mix, Marketing environment: concept, importance, and components (Economic, Demographic, Technological, Natural, Socio-Cultural and Legal).

Week 3 : Consumer Behaviour: Nature and Importance, Consumer buying decision process; Factors influencing consumer buying behaviour.

Week 4 : Market segmentation: concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation.

Week 5 : Product: Concept and importance, Product classifications; Concept of product mix; Branding, packaging and labeling;

Week 6 : Product-Support Services; Product life-cycle; New Product Development Process; Consumer adoption process.

Week 7 : Pricing: Significance, Factors affecting price of a product, Pricing policies and strategies

Week 8 : Distribution Channels and Physical Distribution: Channels of distribution - meaning and importance; Types of distribution channels; Functions of middle man;

Week 9 : Factors affecting choice of distribution channel; Wholesaling and retailing; Types of Retailers; e-tailing, Physical Distribution.

Week 10 :Promotion: Nature and importance of promotion; Communication process;

Week 11 : Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics;

Week 12 : Promotion mix and factors affecting promotion mix decisions;

Week 13 : Recent developments in marketing: Social Marketing, online marketing, direct marketing,

Week 14 : services marketing, green marketing, Rural marketing; Consumerism

Week 15 : Revision

Week 16 : Revision

CLASS : B.com 5th Sem.
Subject : 5.4(i): INTERNATIONAL BUSINESS

Week 1 : Introduction to International Business: Globalization and its growing importance in world economy; Impact of globalization;

Week 2 : International business contrasted with domestic business– Complexities of international business; Modes of entry into international business

Week 3 : International Business Environment: National and foreign environments and their components–economic, cultural and political–legal environments;

Week 4 : Global trading environment– recent trends in world trade in goods and services; Trends in India's foreign trade.

Week 5 : Theories of International Trade: An overview; Commercial Policy Instruments – tariff and non– tariff measures; Balance of payment account and its components

Week 6 : International Organizations and Arrangements: WTO – Its objectives, principles, organizational structure and functioning;

Week 7 : an overview of other organizations – UNCTAD, World Bank and IMF.

Week 8 : Regional Economic Co–operation: Forms of regional groupings; Integration efforts among countries in Europe,

Week 9 : North America and Asia

Week 10 : International Financial Environment: International financial system and institutions; Foreign exchange markets and risk management;

Week 11 : Foreign investments – types and flows; Foreign investment in Indian perspective.

Week 12 : Foreign Trade promotion measures and organizations in India; Special economic zones (SEZs) and 100% export oriented units (EOUs);

Week 13 : Measures for promoting foreign investments into and from India

Week 14 : Measures for promoting foreign investments into and from India

Week 15 : Revision

Week 16 : Revision

CLASS – M.com 1st Sem.

Subject : MCOM/GEN/I/CC2: Business Environment

Week 1 : Indicators of Internal and External Business environment; Environmental scanning and risk assessment

Week 2 : Indicators of Internal and External Business environment; Concepts of Economic systems; New Industrial Policy-1991 and Recent Financial and Economic Reforms.

Week 3 : Indicators of Internal and External Business environment; Recent Monetary and Fiscal Policy and their impact on Business Environment.

Week 4 : Impact of Political, Economic, Social and Technological Environment on the Emerging Sectors of Indian Economy

Week 5 : Public Sector, Private Sectors, Services Sector and SME Sector; Privatization in India

Week 6 : Public Private Partnership; Challenges and Opportunities in the Rural sector.

Week 7 : Globalization Business Environment; Opportunities and challenges for MNCs in India; Foreign investment in India; Indian Foreign Trade and its Impact on Balance of Payment

Week 8 : Globalization Business Environment; Exchange rate Movements and India's Competitiveness in the world economy; World Trade Trends and Economic Integration.

Week 9 :Contemporary Issues: Climate change, Food security, Geopolitics Sustainable Development and De-Globalization.

Week 10 : Legislations for Social Responsibilities- Consumer protection Act, 1986 and its Amendments

Week 11 : Legislations for Social Responsibilities- Competition Act, 2002 and its Amendments and Environmental Protection Act, 1986

Week 12 :Legislations for Social Responsibilities- Foreign Exchange Management Act,1999 (FEMA) and their influences on the Business Environment.

Week 13 : Revision

Week 14 : Revision

Week 15 : Revision

Week 16 :Revision

Week 17:Revision



CLASS – M.com 3rd Sem.

Subject : (MCOM/GEN/3/DSC2/MM- Consumer Behaviour)

Week 1 : Consumer Behaviour- Introduction to consumer behaviour; Its Roots in Various Disciplines,

Week 2 : Consumer Behaviour- Interrelationship between Consumer Behaviour and Marketing Strategy

Week 3: Consumer Behaviour- Consumer Research; Process, Research Methods & Tools, Types and its Relevance.

Week 4 : Consumer as an Individual -Consumer Needs and Motivation; Goals, Dynamics of Motivation, Measurement of Motives

Week 5 : Personality and Consumer Behaviour; Nature, Theories of Personality and Self Concept, Consumer Perception and Information Processing

Week 6: Dynamics of Perception, Consumer Imagery, and Perceived Risk, Learning & Consumer Involvement; Meaning,

Week 7 : Behavioural & Cognitive Learning Theories and application to marketing, Consumer

Week 8 : Attitude; Meaning, Attitude Formation & Change, Relationship in Behaviour & Attitude Formation, and Structural Models.

Week 9 : Group Dynamics and Consumer Behaviour - Reference Groups; Meaning, Types, Affects, Relevance and Applications, The Family; Functions, Decision Making and Family Life Cycle,

Week 10 : Social Class; Meaning, Types of Status, Lifestyle Profiles and Mobility in Social Classes, Measurements, Influence of Culture; Characteristics

Week 11 : Measurements & Core Values of Culture, Sub Cultural Aspects on Consumer's Mind Set; Meaning, Types & Understanding of Multiple Sub cultural Membership Interaction & Influence.

Week 12 : Consumer Decision Making Process- Personal Influence and the Opinion Leadership; Meaning and Dynamics of Opinion Leadership Process,

Week 13 : Consumer Decision Making Process- Measurement of Opinion Leadership, Diffusion of Innovations; Process of Diffusion & Adoption,

Week 14 : Consumer Decision Making Process- Profile of Consumer Innovator, Consumer Decision Making; Meaning of Decision, Levels of Decision Making. Consumer Behaviour Models, Current trends and ethical issues in Consumer Behavioural Studies.

Week 15: Revision

Week 16 : Revision

Week 17: Revision



CLASS - M.com 3rd Sem.

Subject : (MCOM/GEN/J/DSCI/MM- Marketing of Services)

Week 1 : Introduction to Services: Service and Technology, Goods versus Services, Service Marketing Mix

Week 2: Introduction to Services: Gap model of Services, important service industries- Hospitality and Tourism

Week 3 : Introduction to Services: Transportation, Telecom, Banking and Insurance, Education and Entertainment, Healthcare

Week 4 : Service classification and challenges in Service Business.

Week 5 : Focus on the Customer: Consumer behaviour in Services, Customer Expectation of Services

Week 6 : Focus on the Customer: Customer perception of services Elements in an effective services marketing research programme

Week 7 : Focus on the Customer: Building customer relationship, Relationship development strategies

Week 8 : Focus on the Customer: Reasons of Service failure, Service recovery and strategies.

Week 9 : Aligning Service design and standards: Challenges of Services Innovation and design

Week 10 : new service development process Service Blueprinting, Customer-defined service standards and its types,

Week 11 : Physical evidence and types of services cape, Strategic roles of services cap;

Week 12 : Delivering and performing services: Employees role in service delivery, Customers role in-service delivery,

Week 13 : Delivering services through intermediaries and electronic channels, Strategies for matching capacity and demand

Week 14 : Key service communication challenges, Approaches to pricing services, Financial and Economic impact of services.

Week 15: Revision

Week 16 : Revision

Week 17: Revision

