

Name : Ms. Sanjana
Designation : Assistant Professor
Department : Commerce

LESSON PLAN (Odd Sem.)

CLASS – B.Com^{1st Sem.}

Subject : BC 1.3: BUSINESS LAWS

- Week 1 : The Indian Contract Act, 1872: General Principle of Law of Contract: Contract – meaning, characteristics and kinds, Essentials of a valid contract ,Offer and acceptance
- Week 2 :Consideration, Contractual capacity of Parties
- Week 3 : Free consent, legality of objects.
- Week 4 : Void agreements, Discharge of a contract – modes of discharge
- Week 5 : Breach and remedies against breach of contract.
- Week 6 : Contingent contracts, Quasi - contracts
- Week 7 : The Sale of Goods Act, 1930 :Contract of sale, meaning and difference between sale and agreement to sell.
- Week 8 : Conditions and warranties, Transfer of ownership in goods including sale by a non-owner
- Week 9 :Performance of contract of sale, Unpaid seller – meaning, rights of an unpaid seller against the goods and the buyer.
- Week 10 : The Limited Liability Partnership Act, 2008:Salient Features of LLP, Differences between LLP and Partnership, LLP and Company, LLP Agreement,
- Week 11 : Partners and Designated Partners, Incorporation Document, Incorporation by Registration, Partners and their Relationship
- Week 12 :The Indian Contract Act, 1872: Specific Contract : Contract of Indemnity and Guarantee
- Week 13 : Contract of Bailment,
- Week 14 : Contract of Agency
- Week 15 : Revision
- Week 16 : Revision

CLASS : B.Com 3rd Sem.
Subject : BC 3.5(i): INDIAN ECONOMY

Week 1 : Capitalist, Socialist & Mixed economy.

Week 2 : Developed and Developing Economy –Concepts

Week 3 : Basic Characteristics of Indian Economy as a Developing Economy.

Week 4 : Comparison of Indian Economy with Developed Economies

Week 5 : Major Issues of Development in India, Structural Shifts with Economic Development in India

Week 6 : Relative importance of Agriculture, Industry and Services

Week 7 : Role of Infrastructure in Economic Development: Physical and Social Infrastructure

Week 8 : Trade and Development – Classical, Structuralist and Eclectic views.

Week 9 : Trade and Development -- Classical, Structuralist and Eclectic views.

Week 10 :Export Promotion and Import Substitution

Week 11 : Export Promotion and Import Substitution

Week 12 : Trade as an Engine of Growth

Week 13 : Terms of Trade and Gains from Trade.

Week 14 :Revision

Week 15 :Revision

Week 16: Revision

CLASS : B.Com 5th Sem.

Subject : BC 5.6: ADVERTISING

Week 1 : Introduction: Communication Process; Advertising as a tool of communication

Week 2 : Meaning, nature and importance of advertising; Types of advertising; Advertising objectives.

Week 3 : Audience analysis; Setting of advertising budget: Determinants and major methods

Week 4 : Media Decisions: Major media types - their characteristics, internet as an advertising media, merits and demerits

Week 5 : Media Decisions: Factors influencing media choice; media selection, media scheduling, Advertising through the Internet-media devices

Week 6 : Message Development: Creative aspects of Advertising: advertising appeals,

Week 7 : Message Development: copy writing, headlines, illustrations and message.

Week 8 : Advertising appeals, preparing ads for different media

Week 9 : Measuring Advertising Effectiveness: Pre- and Post-testing techniques

Week 10 : Advertising Agency: Role, types and selection of advertising agency

Week 11 : Advertising and consumer behavior

Week 12 : Advertising and consumer behavior

Week 13 : Social, ethical and legal aspects of advertising in India

Week 14 : Social, ethical and legal aspects of advertising in India

Week 15 : Revision

Week 16 : Revision



CLASS – M.com 1st Sem.

Subject : MCOM/GEN/1/CC1: Management Process and Organizational Behaviour

Week 1 : Meaning, nature and scope of management; Management thoughts

Week 2 : Approaches to management: Scientific process, Decisions theory school, Quantitative and system school

Week 3: Contingency theory of management; Managerial skills; Social responsibility of managers.

Week 4 : Managerial Functions: Planning - concepts significance, types; Organizing – concept principles, types of organizations

Week 5 : Managerial Functions: authority responsibility, power, delegation

Week 6 : Managerial Functions: decentralization, Staffing; Directing (Leading, Motivating and Communicating)

Week 7 : Managerial Functions: Coordinating; controlling, process and techniques.

Week 8 : Organizational Behaviour: concepts, determinants, challenges and opportunities of OB; contributing disciplines to the OB; Organizational culture and climate

Week 9 : Organizational Behaviour: Factors affecting OB; Understanding and managing individual behavior, Personality, Perception, Values, Attitudes and Learning.

Week 10 : Understanding and managing group behavior: Interpersonal and group dynamics; Transactional Analysis; Applications of Emotional Intelligence in organizations.

Week 11: Understanding and managing group behavior: Communication: process, models of communication, issues in organizational communication.

Week 12: Understanding and managing group behavior: Organizational Change; to analyze the major concepts of organizational behaviour in business

Week 13: Understanding and managing group behavior: Organizational Development; Conflict Management and Stress Management.

Week 14: Revision

Week 15: Revision

Week 16 : Revision

Week 17: Revision

CLASS – M.com 1st Sem,

Subject : MCOM/GEN/1/CC4: Financial Accounting and Reporting

Week 1 : Introduction to Accounting: Meaning, nature and scope, branches of accounting; Generally accepted accounting principles (GAAP)

Week 2 : Introduction to Accounting: Demand and supply of financial statement information: Parties demanding financial statement information

Week 3 : Introduction to Accounting: Conflicts among parties, factors affecting demand for financial statement information.

Week 4 : Accounting Cycle: Business transactions and source documents, Analyzing transactions, Journalizing and posting transactions

Week 5 : Accounting Cycle: preparing a trial balance, adjusted trial balance and preparation of financial statements of trading concerns. Final Accounts with adjustments.

Week 6 : Accounting Cycle: preparing a trial balance, adjusted trial balance and preparation of financial statements of trading concerns. Final Accounts with adjustments.

Week 7 : The conceptual framework of financial Statements: Purpose of the framework, scope and coverage,

Week 8 : The conceptual framework of financial Statements: Qualitative characteristics of financial statements, Concept of capital and capital maintenance

Week 9 : The conceptual framework of financial Statements: Performa financial statements of corporate entities. Significance of notes to financial statements and accounting policies.

Week 10 : The conceptual framework of financial Statements: Other financial reports: Auditor's report, Chairpersons report and corporate Governance report.

Week 11 : Quality of earnings: Window dressing, Creative financial practices

Week 12 : Quality of earnings: impact of extraordinary items, Quality of disclosure in reported earnings.

Week 13 : Quality of earnings: Financial Distress: meaning, indicators, models of distress prediction.

Week 14 : Revision

Week 15 : Revision

Week 16 : Revision

Week 17: Revision

CLASS – M.com 3rd Sem.

Subject : MCOM/GEN/3/CC11: Ethics, Corporate Governance and Sustainability

Week 1 : Evolution of corporate governance; developments in India

Week 2 : Regulatory framework of corporate governance in India;

Week 3 : SEBI guidelines on corporate governance; reforms in the Companies Act.

Week 4 : Corporate management vs. governance; internal constituents of the corporate governance

Week 5 : Key managerial personnel (KMP); chairman- qualities of a chairman, powers

Week 6: Chairman: responsibilities and duties of a chairman

Week 7 : Chief executive officer (CEO), role and responsibilities of the CEO.

Week 8 : Introduction to Business Ethics: The concept, nature and growing significance of Ethics in Business,

Week 9 : Introduction to Business Ethics: Ethical Principles in Business, Ethics in Management

Week 10 : Introduction to Business Ethics: Theories of Business Ethics, Ethical Issues in Business, Business Ethics
in 21st Century

Week 11 : Ethics in various functional areas of Business: Ethics in Finance

Week 12 : Ethics in various functional areas of Business: Ethics in HRM, Ethics in Marketing

Week 13 : Ethics in various functional areas of Business: Ethics in Production and Operation Management

Week 14 : Revision

Week 15 : Revision

Week 16 : Revision

Week 17:Revision



CLASS – M.com 3rd Sem.

Subject : (MCOM/GEN/3/DSC3/MM- Integrated Marketing Communication)

- Week 1 : The growth of advertising and promotion, the evolution of IMC and a contemporary perspective,
- Week 2 : Promotional Mix: a tool for IMC, Analysis of the communication process,
- Week 3: Role of IMC in the marketing process, Developing Marketing Planning Programme, Role of Advertising and Promotion
- Week 4 : Participants in the IMC process: The clients Role, Role of advertising agencies,
- Week 5 : Types of Ad agencies, Agency compensation, evaluating agencies
- Week 6 : An Overview of Consumer Behavior: Consumer decision- making process,
- Week 7 : Environmental influences on consumer behavior, Alternate approaches to consumer behavior
- Week 8 : Analyzing the communication process: A basic model of Communication, cognitive response approach, elaboration likelihood model; Source;
- Week 9 : Channel factors; Objectives and budgeting for IMC programmes: Establishing objectives and budgeting for promotional programmes;
- Week 10: Message DAGMAR: An approach to setting objectives, problems in setting objectives, Establishing and allocating the promotional budget
- Week 11 : Developing the IMC programme: Creative Strategy: Planning & development, Implementation and evaluation
- Week 12: Media planning and Strategy: Developing the media plan, Establishing media objectives, Developing and implementing media strategies, Evaluation and follow-up;
- Week 13 : Evaluation of media: television & Radio, Evaluation of Print Media: Support Media, Direct Marketing, Direct Selling, The internet and interactive media, sales promotion, public relation, publicity and corporate advertising.
- Week 14 : Measure the effectiveness of the promotional programme. International advertising and promotion, regulation of advertising and promotion,
- Week 15 : Evaluating the social, ethical and economic Aspects of advertising and promotion
- Week 16 : Revision
- Week 17: Revision