

# Lesson Plan

**Dr.Ritu Rani( Assistant Professor in Commerce)**  
**Subject: Marketing Management**  
**Session:2023-24( Even)**

<b>Date</b>	<b>Topics</b>
01/01/2024 to 05/01/2024	Introduction:Nature ,scope,Importance of Marketing.
06/01/2024 to 10/01/2024	Marketing concepts - Traditional and Modern.
11/01/2024 to 15/01/2024	Market Segmentation:Concept, Importance and basis of market Segmentation.
16/01/2024 to 20/01/2024	Market Segmentation:Concept, Importance and basis of market Segmentation.
21/01/2024 to 25/01/2024	Consumer Behavior: Nature ,Scope , Importance.
26/01/2024 to 31/01/2024	Factor affecting buyer behaviour.
01/02/2024 to 05/02/2024	Product Planning and development: Importance and Scope of product planning Marketing. in marketing.
01/02/2024 to 05/02/2024	Stages of New Product development.
06/02/2024 to 09/02/2024	Product life Cycle : Stages of product life cycle.
10/02/2024 to 15/02/2024	Factor affecting product life cycle.
16/02/2024 to 18/02/2024	Branding
19/02/2024 to 21/02/2024	Branding and Trademark : Difference between brand and trademark.
22/02/2024 to 25/02/2024	Advantages and criticism of Branding.
26/02/2024 to 29/02/2024	Types of Branding.
01/03/2024 to 05/03/2024	Brand policies and Strategies.
06/03/2024 to 10/03/2024	Pricing: Meaning, Importance,factors affecting pricing.
11/03/2024 to 15/03/2024	Pricing objectives.
16/03/2024 to 20/03/2024	Types of price policy and pricing strategies.
21/03/2024 to 22/03/2024	Revision Test, Presentations
01/04/2024 to 03/04/2024	Advertising:Concept ;Importance and criticism of advertising.
04/04/2024 to 08/04/2024	<u>Media of advertising.</u>
09/04/2024 to 12/04/2024	Evaluation advertising effectiveness.
13/04/2024 to 15/04/2024	<u>sales promotion : importance.</u>
16/04/2024 to 24/04/2024	Methods of sales promotion.
25/04/2024 to 30/04/2024	Functions and publicity of sales and promotion.
01/05/2024 onwards	Revision Test



Name of Assistant/Associate Professor: Dr. Ritu Rani  
 Class and section: Bcom 2nd year (2023-24) Even  
 Subject: Business Statistics

Date	Topics
01/01/2024 to 05/01/2024	Index number: Meaning, types and uses; Methods of constructing price and quantity indices (simple and Aggregate).
06/01/2024 to 10/01/2024	Index number: tests of adequacy; chain base index numbers, Base shifting, splicing and deflating.
11/01/2024 to 15/01/2024	problems in constructing index numbers; consumer price index.
16/01/2024 to 20/01/2024	Revision test, Presentation
21/01/2024 to 25/01/2024	Analysis of time series: causes of variations in time series data; components of a time series.
26/01/2024 to 31/01/2024	Decomposition: Additive and Multiplicative models; determination of trends.
01/02/2024 to 05/02/2024	Moving averages method of least squares (including linear second degree, parabolic and exponential trend).
06/02/2024 to 09/02/2024	Computation of seasonal indices by simple averages, Ratio to trend, Ratio to moving average and link relative methods.
10/02/2024 to 15/02/2024	Revision test, Presentation
16/02/2024 to 18/02/2024	Theory of probability: probability as a concept.
19/02/2024 to 21/02/2024	Approaches to defining probability.
22/02/2024 to 25/02/2024	Addition and Multiplication laws of probability.
26/02/2024 to 29/02/2024	conditional probability, Baye's theorem.
01/03/2024 to 05/03/2024	Revision test, Presentation
06/03/2024 to 10/03/2024	Probability Distribution: probability Distribution as a concept.
11/03/2024 to 15/03/2024	Binomial probability Distribution.
16/03/2024 to 20/03/2024	<b>poisson and normal Distribution-Their properties and parameters.</b>
21/03/2024 to 22/03/2024	Revision test
01/04/2024 to 03/04/2024	Probability Distribution: probability Distribution as a concept.
04/04/2024 to 08/04/2024	Binomial probability Distribution.
09/04/2024 to 12/04/2024	Presentations
13/04/2024 to 15/04/2024	Presentations
16/04/2024 to 24/04/2024	Presentations
25/04/2024 to 30/04/2024	Presentations
01/05/2024 onwards	Revision Test



## Lesson Plan

Name of Assistant/Associate Professor: Dr. Ritu Rani

Class and Section: Bcom First year (2023-2024) Even Sem

Subject: Business Management

Date	Topics
01/01/2024 to 05/01/2024	Staffing: Concept, nature.
06/01/2024 to 10/01/2024	Scope of Staffing.
11/01/2024 to 15/01/2024	Matching job and people of Staffing.
16/01/2024 to 20/01/2024	Recruitment .
21/01/2024 to 25/01/2024	Selection and training of employees.
26/01/2024 to 31/01/2024	Presentation, Doubt clearing session, Revision test.
01/02/2024 to 05/02/2024	Motivation and leadership: Motivation concept .
	theories - Maslow.
01/02/2024 to 05/02/2024	Motivation and leadership: Herzberg.
06/02/2024 to 09/02/2024	McGregor and Ouchi.
10/02/2024 to 15/02/2024	Financial and Non - Financial Incentives .
16/02/2024 to 18/02/2024	Leadership: Concept and leadership styles .
19/02/2024 to 21/02/2024	Leadership Theories.
22/02/2024 to 25/02/2024	Presentation, Doubt clearing session, Revision test.
26/02/2024 to 29/02/2024	Communication and Control: communication Concept, Nature.
01/03/2024 to 05/03/2024	Types and process of communication and control.
06/03/2024 to 10/03/2024	Barrier and Remedies of Communication and Control.
11/03/2024 to 15/03/2024	Control: Concept.
16/03/2024 to 20/03/2024	Process and techniques of Control.
21/03/2024 to 22/03/2024	Effective Control system.
01/04/2024 to 03/04/2024	Presentation, Doubt clearing session, Revision test.
04/04/2024 to 08/04/2024	Management of change: Concept, Nature.

09/04/2024 to 12/04/2024	Process of Planned Change.
13/04/2024 to 15/04/2024	Resistance to Change.
16/04/2024 to 24/04/2024	Emerging Horizons of management in a changing environment.
25/04/2024 to 30/04/2024	Presentation, Doubt clearing session, Revision test.
01/05/2024 onwards	



# Lesson Plan

Name of Assistant/Associate Professor: Dr. Ritu Rani  
Class and section: Bcom 3rd year (2023-24) Even  
Subject: Taxation

Date	Topics
01/01/2024 to 05/01/2024	Rebate and Relief of Tax
06/01/2024 to 10/01/2024	Computation of Total Income of Individuals
11/01/2024 to 15/01/2024	Computation of Tax Liability of Individuals
16/01/2024 to 20/01/2024	Doubt sessions
21/01/2024 to 25/01/2024	Preparation and Filing Of Return of Income
26/01/2024 to 31/01/2024	Presentations and Test revisions
01/02/2024 to 05/02/2024	Introduction of Assessment of Hindu Undivided Family
	Practical Questions of Hindu Undivided Family
01/02/2024 to 05/02/2024	Assessment of Partnership Firms
06/02/2024 to 09/02/2024	Assessment of Association of Persons or Body of individuals
10/02/2024 to 15/02/2024	Presentations , Doubt sessions and Test
16/02/2024 to 18/02/2024	Income Tax Authorities
19/02/2024 to 21/02/2024	Assessment Procedure
22/02/2024 to 25/02/2024	Deduction And Collection of Tax at Source
26/02/2024 to 29/02/2024	Advance Payment of Tax
01/03/2024 to 05/03/2024	Presentations , Doubt sessions and Test
06/03/2024 to 10/03/2024	Recover and Refund of Tax
11/03/2024 to 15/03/2024	Appeals and Revision
16/03/2024 to 20/03/2024	Penalties
21/03/2024 to 22/03/2024	Offences and Prosecutions
01/04/2024 to 03/04/2024	Presentations , Doubt sessions and Test
04/04/2024 to 08/04/2024	<b>poisson and normal Distribution-Their properties and parameters.</b>
09/04/2024 to 12/04/2024	Revision test
13/04/2024 to 15/04/2024	Probability Distribution: probability Distribution as a concept.
16/04/2024 to 24/04/2024	Binomial probability Distribution.
25/04/2024 to 30/04/2024	Presentations
01/05/2024 onwards	Revision Test

