

**Government College, Safidon (Jind)-
126112**

Session: 2023-24 (Odd Semester)

Lesson Plan M.Com 3rd Semester

Name of the Teacher: Ms. Manita

Subject: Consumer Behaviour

Sr. No	Month	Topic
1	July	Concept of consumer behavior, process of consumer behaviour
2		Why we study consumer behaviour, impact of consumer behaviour on marketing strategies, student presentation,
3	August	Changing profile of Indian consumer
4		Impact of technology on consumer behaviour, difference between consumer and costumer, how motivation and perception and emotion change consumer behaviour, student presentation
5	September	Internal determinants of consumer behaviour
6		Attitude and beliefs, values and life style
7		External determinants of buying behavior, class test
8	October	Cultural factors, family, influence of culture and sub culture on consumer behaviour, Class test, problem solving session
9		Buying decision process
10	November	Level of consumer decision making
11		Consumer influence and diffusion of innovation, class test
12		Model of buyer behaviour ,Diffusion and adaptation process, assignments ,
13	December	The economic model, Howard sheth model,
14		The sheth model of industrial buying, revision

Signature

Government College, Safidon (Jind)-126112

Session: 2023-24 (Odd Semester)

Lesson Plan M.Com 1st Semester

Name of the Teacher: Ms. Manita

Subject: principles of management

Sr. No	Month	Topic
1	August	Previous knowledge checked, Introduction to principles of management
2		Managerial functions- an overview; co-ordination: Essence of managership, student presentation,
3	September	Classical approach – Taylor, Fayol, neo-classical and Human relations approaches – mayo
4		MBO- Peter F.Drucker, Re-engineering -Hammer and Champy, student presentation, class test
5	October	Planning, type of plan: an overview to highlight the difference; Strategic planning: concept
6		Business environment; concept and components; decision-making: Concept,
7		Organising: concept and process of organising- an overview, span of management, class test, student presentation,
8	November	Delegation of authority; Formal and informal Structure; network organisation Structure
9		Staffing, motivation, leadership and communication
10		Control: concept, process limitations, assignments
11		Principles of effective control, major techniques of control: ratio analysis, ROI
12	December	Budgetary control: emerging issues in management, revision

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Government College, Safidon (Jind)-126112

Session: 2023-24 (Odd Semester)

Lesson Plan M.Com 1st Semester

Name of the Teacher: Ms. Manita

Subject: business communication

Sr. No	Month	Topic
1	August	Student's previous knowledge checked, Introduction to business communication
2		Meaning, role, functions and importance of communication in business organisation, student presentation,
3	September	Communication process; Principles of business communication; barriers to communication and strategies to overcome to barriers
4		Type of communication – Formal and informal communication
5		Verbal and non-verbal communication, oral and written communication, student presentation,
6	October	Cross cultural communication, techniques of cross cultural communication, Role of technology in communication, Electronic communication
7		Interactive communication- meetings, conference, interview , mock interview
8	November	class test, student presentation
9		Public speech; presentation skills; cross cultural communication- problems of cultural differences, mock interview
10		Report writing- types of reports, essential of good report writing, preparing a resume, assignments
11		Business letter-format and layout of business letter, Type of business letter; internal communications- circulars, memos
12	December	Office notes, employee newsletter, revision,

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Government College, Safidon (Jind)-126112

Session: 2023-24 (Odd Semester)

Lesson Plan B.Com 1st Semester

Name of the Teacher: Ms. Manita

Subject: principles and practice of management

Sr. No	Month	Topic
1	July	Student's previous knowledge checked, Introduction to management, characteristics and significance, process and functions of management;
2	August	Management: as science, art and profession; Approaches to management: Classical and neo classical approach, behavioral approach, management science approach, systems approach and contingency approach; Emerging management concepts. class test
3	September	Planning: process and importance; Types of plans, Organizing: Principles and benefits of organizations; Organizational structure, virtual organization, Staffing: Importance, scope, Delegation: Advantages, barriers to delegation, guidelines for effective delegation; Decentralization and Centralization: Advantages and disadvantages; Factors influencing decentralization, class test
4	October	Directing; Coordination; Controlling: Characteristics and process of control, prerequisites of an effective control system, controlling techniques, class test,
5	November	Motivation: Objectives and significance; importance of motivation; Leadership: Significance and functions, class test, assignments
6	December	Problem solving, revision,

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Govt. College, Safidon (Jind)-126112

Session: 2023-24 (Odd Semester)

Lesson Plan

B. Com-5th Semester

Name of the Teacher: Dr. Parveen Kumar

Subject: Income Tax-I

Sr. No.	Months	Topic
1	July	Introduction of income tax act
2		Important definition and concepts of income tax
3		Agriculture income
4	August	Residence and their tax liability
5		Non taxable income
6		Calculation of income from salary
7		Allowances
8	September	Perquisites
9		Calculation of gratuity, pension and other retirement benefits
10		Calculation of income from house property
11		Calculation of income from business
12	October	Calculation of income from profession
13		Calculation of Short term capital gain
14		Calculation of long term capital gain
15	November	Calculation of income from other sources
16		Tax Planning and Clubbing and aggregation of income
17		Assignments and Test
18	December	Set off and carry forward of losses

Govt. College, Safidon (Jind)-126112

Session: 2023-24 (Odd Semester)

Lesson Plan

M.Com- 3rd Semester

Name of the Teacher: Dr. Parveen Kumar

Subject: Income Tax Law

Sr. No.	Months	Topic
1	July	Introduction of income tax act
2		Important definition and concepts of income tax
3		Agriculture income
4	August	Residence and their tax liability
5		Non taxable income
6		Calculation of income from salary
7	September	Calculation of income from house property
8		Calculation of income from business and profession
9		Calculation of capital gain
10		Calculation of income from other sources
11	October	Deduction 80C to 80U
12		Calculation of Income of Individual
13		Tax Liability of Individual
14	November	Maximum Marginal Rate of Tax
15		PAN and Return Filling
16		Assignments and Test
17	December	Online Return Filling Process
18		TDS

Govt. College, Safidon (Jind)-126112

Session: 2023-24 (Odd Semester)

Lesson Plan

M. Com- Ist Semester

Name of the Teacher: Dr. Parveen Kumar

Subject: Statistical Analysis & Operational Research

Sr. No.	Months	Topic
1	August	Nature and Classification of Data
2		Measurement of Central tendency
3		Measurement of Variation
4	September	Skewness analysis
5		Simple Correlation, Multiple Correlation, Partial Correlation
6		Scatter Diagram, Karl Pearson, Spearman and Concurrent Deviation
7		Probable and Standard Error
8	October	Regression analysis Concept and Regression Lines
9		Difference Between Regression and Correlation
10		Finds out Equation X on Y and Y on X
11		Probability- Addition, Multiplication and Conditional Probability
12		Binomial Distribution and their Application
13	November	Poisson Distribution and their Application
14		Normal Distribution and their Application
15		Index Number-I and Index Number-II
16		Assignments and Test
17	December	Time Series Analysis
18		Seasonal Variation Analysis

Govt. College, Safidon (Jind)-126112

Session: 2023-24 (Odd Semester)

Lesson Plan

M. Com-Ist Semester

Name of the Teacher: Dr. Parveen Kumar

Subject: Management Accounting

Sr. No.	Months	Topic
1	August	Management Accounting Nature, Scope and Significance
2		Techniques of Management Accounting
3		Difference Between Cost Accounting and Management Accounting
4	September	Budgeting and Budgeting Control
5		Objective and Types of Budget
6		Zero Base Budgeting and Performance Budgeting
7		Marginal Costing- Cost-Volume-Profit Analysis
8		Break Even Point Calculation/PV Ratio/Contribution
9	October	Absorption and Variable Costing
10		Standard Costing & Variance Analysis
11		Control Ratio
12		Responsibility Accounting
13	November	Different Types of Decision Making
14		Acceptance, Rejection , make or buy , Shut down
15		Pricing Decision ,Transfer pricing and chain analysis,
16	December	Assignments and Test
17		ABC, Life cycle costing

Govt. College, Safidon (Jind)-126112

Session: 2023-24 (Odd Semester)

Lesson Plan

B. Com- 3rd Semester

Name of the Teacher: Dr. Parveen Kumar

Subject: Business Statistics-I

Sr. No.	Months	Topic
1	July	Statistics Concept and limitation
2		Data collection
3		Measurement of central tendency
4	August	Measurement of dispersion
5		Distrust of statistics and Usefulness
6		Standard Deviation and C.V.
7		Index number Mean, Types, Uses
8	September	Method of index number
9		Problems in preparation of index number
10		Test of adequacy
11		Base shifting, splicing, deflating
12	October	Consumer pricing index
13		Time series analysis
14		Components of time series
15	November	Determination of Trend
16		Assignment and Test
17		Seasonal Variation analysis
18	December	Ratio to trend, ratio to moving average and link relatives

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Session: 2023-24 (Odd Semester)

Lesson Plan

B. Com- 1st Semester

Name of the Teacher: Dr. Parveen Kumar

Subject: Financial Accounting

Sr. No.	Months	Topic
1	July	Nature and Scope of Financial Accounting
2		Limitation of Finan Accounting
3		Difference Between Accounting and Book-Keeping
4	August	Basis of Accounting
5		Accounting Concept and Principles
6		Accounting Conventions
7	September	Accounting Equations
8		Double Entry System
9		Types of Accounts with Rules
10		Journal Accounting and Ledger
11	October	Revenue and Capital Items
12		Rectification of Errors with Trial Balance
13		Final Accounts with Adjustments
14	November	Assignments and Test
15		Depreciation Mean and Methods
16		Combine use of Depreciation Methods
17	December	Consignments Accounts
18		Consignments Accounting

Signature

Govt. College, Safidon (Jind)-126112

Session: 2023-24 (Odd Semester)

Lesson Plan M. Com 3rd Semester

Name of the Teacher: Rajiv Kumar. Subject: Industrial relations & labour laws

Sr. No.	Month	Topic
1	July	Industrial relation meaning and importance
2		Approaches to Industrial relations
3	August	Role of state in Industrial relations
4		Industrial Disputes Act 1947
5		Trade Unions
6		Emerging change in Trade Unions
7	September	International Labour Organization
8		Trade Union Act 1926
9		Social Securities and Legislations
10		ESI Act 1948
11	October	The Factory Act 1948
12		Collective Bargaining, 1 st assignment
13		Level of collective Bargaining 2 nd assignment
14	November	Worker participation in management
15		International labour movement
16		World Federation of trade union
17	December	Grievance and discipline handling
18		Revision

Signature

Govt. College, Safidon (Jind)-126112

Session: 2023-24 (Odd Semester)

Lesson Plan B. Com 5th Semester

Name of the Teacher: Rajiv Kumar. Subject: Auditing

Sr. No.	Month	Topic
1	July	Introduction and Development of Auditing
2		Scope of Auditing and principles, procedure of Auditing
3	August	Quality of an Auditor, Duties regarding Errors and fraud
4		Advantage of Audit, limitations of audit, Types of Audit
5		Audit process and audit programmes
6		Test checking and auditor responsibility
7	September	Internal control and internal check
8		Vouching, vouchers
9		Important items of the Receipt side
10		Vouching of different books
11	October	Verification of assets and liability
12		Company Auditor, 1st Assignment
13		Liability of an Auditor, 2nd assignment
14	November	Investigation,
15		Auditing of E-commerce transaction
16		Conditional Test
17	December	Professional conduct and Ethics
18		Revision

Signature

Govt. College, Safidon (Jind)-126112

Session: 2023-24 (Odd Semester)

Lesson Plan B.Com 3rdSemester

Name of the Teacher: Rajiv Kumar. Subject: Rural Marketing

Sr. No.	Month	Topic
1	August	Introduction to rural marketing
2		Challenges of rural marketing
3	September	Rural marketing environment
4		Components of rural marketing environment
5		Rural consumer behavior
6		Rural consumer buying plan
7		Rural market segmentation
8	October	Bases of market segmentation
9		Rural marketing mix
10		Importance of rural marketing mix
11		Rural marketing strategies 1st assessment
12		Product, price, distribution, promotion strategy , 1stassessment
13	November	Marketing of Non - durable products, 2nd assignment
14		Rural marketing of consumer durable products, conditional test
15		Planning and organising personal selling rural markets
16		Innovation in rural marketing
17	December	E- commerce
18		Revision

Signature

Govt. College, Safidon (Jind)-126112

Session: 2023-24 (Odd Semester)

Lesson Plan B. Com 3rd Semester

Name of the Teacher: Rajiv Kumar. Subject: Business Law-1

Sr. No.	Month	Topic
1	July	Indian contract Act, 1872
2		Valid Contract & its Elements
3	August	Contractual capacity of the Parties
4		Free Consent of Parties
5		Lawful Consideration & Object
6		Agreements Expressly Declared as void
7	September	Legal Formalities – Return & registered
8		Performance of Contracts
9		Discharge or Termination Contracts
10		Contracts of Indemnity & guarantee
11	October	Contracts of Bailment & pledge
12		Contracts of Agency, 1 st Assignment
13		Sales of Good Act -1930, 2 nd Assignment
14	November	Condition & warranties
15		Transfer of Property & Ownership
16		Conditional Test
17	December	Unpaid Seller
18		Consumer protection Act, 1986 , revision

Signature

Govt. College, Safidon (Jind)-126112

Session: 2023-24 (Odd Semester)

Lesson Plan B. Com 1st Semester

Name of the Teacher: Rajiv Kumar. Subject: Business Law-1

Sr. No.	Month	Topic
1	July	Indian contract Act, 1872
2		Valid Contract & its Elements
3	August	Contractual capacity of the Parties
4		Free Consent of Parties
5		Lawful Consideration & Object
6		Agreements Expressly Declared as void
7	September	Legal Formalities – Return & registered
8		Performance of Contracts
9		Discharge or Termination Contracts
10		Sales of Good Act -1930
11	October	Condition & warranties
12		Transfer of Property & Ownership , Unpaid Seller 1 st Assignment
13		Indian partnership Act 1932, 2 nd Assignment
14	November	LLP Act, 2008
15		Negotiable instrument Act ,1881
16		Discharge and dishonor of negotiable instrument ,Conditional Test
17	December	IT Act, 2000
18		Revision

Signature

Govt. College, Safidon (Jind)-126112

Session: 2023-24 (Odd Semester)

Lesson Plan B.A 3rd Semester

Name of the Teacher: Rajiv Kumar. Subject: Macro Economic

Sr. No.	Month	Topic
1	August	nature and scope of macro economics
2		difference between micro and macro economics
3	September	importance of macro economics
4		concept circular flow of income of national income statistics
5		say' s law of market
6		classical theory of income and employment
7		Keynesian theory of income and employment
8	October	principle of effective demand
9		comparison between classical and Keynesian theory
10		consumption function
11		significance of MPC
12		short run and long run consumption curves,1 st assignment
13	November	meaning of capital and investment ,2 nd assignment
14		types of investment
15		marginal efficiency of capital
16		relation between MEC MEI
17	December	factor affecting inducement of invest
18		Revision

Signature

Govt. College, Safidon (Jind)-126112

Session: 2023-24 (Odd Semester)

Lesson Plan M. Com 3rd Semester

Name of the Teacher: Rajiv Kumar. Subject: International Business

Sr. No.	Month	Topic
1	July	Introduction – International business
2		International Business Environment
3	August	International Trade
4		WTO
5		Balance of payment Account
6		Regional Economic Integration
7	September	Political Union
8		International Economic Institutions
9		IMF
10		World Bank
11	October	UNCTAD
12		International Financial Environment
13		Structure of Indian Foreign Trade, 1 st Assignment
14	November	EXIM Bank, 2nd Assignment
15		EXIM Policy
16		Conditional Test
17	December	Foreign Direct Investment
18		Multinational corporation, Revision

Signature

Govt. College, Safidon (Jind)-126112

Session: 2023-24 (Odd Semester)

Lesson Plan B. Com 3rd Semester

Name of the Teacher: Deepak Kumar

Subject: COMPANY LAW –I (BC-304)

Sr. No.	Month	Topic
1	July	Company: Meaning, Characteristics
2		Types of Companies
3	August	Conversion of Private Into Public Company & Vice Versa.
4		Promotion of Companies
5		Incorporation of Companies Incorporation Procedure.
6		Promoters: Legal Position, Duty And Liability
7	September	Remuneration of Promoters
8		Memorandum of Association
9		Articles of Association
10		Prospectus: Meaning, Contents And Formalities
11		Types of Prospectus
12	October	Types of Share Capital
13		Allotment of Shares And Debentures
14		Share Certificate And Share Warrant
15	November	Reduction of Share Capital
16		Transfer & Transmission of Shares And Debentures
17	December	Depository System
18		Revision And Assignment

Signature

Govt. College, Safidon (Jind)-126112

Session: 2023-24 (Odd Semester)

Lesson Plan B. Com 3rd Semester

Name of the Teacher: Deepak Kumar

Subject: IFS (BC-305)

Sr. No.	Month	Topic
1	July	Nature And Role Of Financial System
2		Financial System And Economic Development
3		And Overview Of Indian Financial System
4	August	Financial Market And Financial Instruments
5		Money Market
6		Capital Market
7	September	Primary And Secondary Market
8		Depository System
9		SEBI: Its Formation
10		SEBI: Role And Recent Developments
11	October	Debit Market
12		PSU And Government Securities Market
13		Reserve Bank Of India
14	November	Management And Function Of RBI
15		Commercial Banks
16		Development Banks
17	December	Recent Developments In Development Banking
18		Revision And Assignment

Signature

Govt. College, Safidon (Jind)-126112

Session: 2023-24(Odd Semester)

Lesson Plan B. Com 5th Semester

Name of the Teacher: Deepak Kumar

Subject: GOODS AND SERVICES TAX (BC-503)

Sr. No.		Month	Topic
1		July	GST: Introduction & Meaning
2			GST: Features, Advantages & Limitation
3		August	Taxable Person
4			Registration: Procedure And Documents Required
5			Levy of GST
6			Collection of GST
7		September	Time of Goods and Services
8			Place of Supply of Goods and Services
9			Value of Taxable Supply
10			Computation of ITC And Transfer Of ITC
11		October	Tax Invoice Credit And Debit Note
12			Various Returns to be Filed Under GST
13			TDS & TCS Under GST
14		November	Interest Provisions on Delayed Payment
15			Conditional Test And Assignment
16			Offences Under GST
17		December	Penalties Under GST
18			Revision

Signature

Govt. College, Safidon (Jind)-126112

Session: 2023-24(Odd Semester)

Lesson Plan B. Com. 5th Semester

Name of the Teacher: Deepak Kumar

Subject: SCM

Sr. No.	Month	Topic
1	July	SCM :Concept , scope and Importance
2		Approaches to SCM
3	August	Role of SCM in a firm and Economy
4		SCM as Coordination Function
5		Integrated Supply Chain Management
6		SCM Total Cost Approach
7	September	Strategic SCM
8		SCM and Marketing
9		Role of Transportation In SCM
10		Warehousing
11	October	Distribution Channels
12		Distribution Channels design
13		Customer Service
14	November	ERP and SCM
15		IT for SCM
16		Recent development in SCM
17	December	Third Party Logistics
18		Revision and assignments

Signature

Govt. College, Safidon (Jind)-126112

Session: 2023-24(Odd Semester)

Lesson Plan B.A. 1st Semester

Name of the Teacher: Deepak Kumar

Subject: Micro Economics

Sr. No.		Month	Topic
1		August	Nature and scope of economics
2			Methods of economics
3			Economic system
4		September	Theory of demand
5			Elasticity of demand
6			Demand determinants and Law of Supply
7			Utility analysis
8		October	Consumer equilibrium
9			Law of Diminishing Marginal Utility
10			Ordinal utility
11			Production function
12		November	Laws of production
13			Consumer surplus
14			Budget line
15		December	Theory of cost
16			Concept of revenue
17			TR,MR,AR and their Relationship
18			Revision and assignments

Signature

Govt. College, Safidon (Jind)-126112

Session: 2023-24(Odd Semester)

Lesson Plan B.A. 5th Semester

Name of the Teacher: Deepak Kumar

Subject: Indian Economy

Sr. No.	Month	Topic
1	August	Capitalist socialist and mixed economy
2		Developed and developing economy concept
3		Basic features of Indian economy
4	September	Comparison of Indian economy with developed economics
5		Problems of overpopulation and population control
6		Features of Indian population
7		Problems of poverty in India
8	October	Problems of unemployment in India
9		Agriculture in India
10		Green revolution
11		Agriculture finance
12	November	Sources of agriculture finance
13		Agriculture marketing
14		Agriculture marketing measures
15	December	Special economic zone
16		Special economic zone problems
17		Revision
18		Assignments

Signature

Govt. College, Safidon (Jind)-126112

Session: 2023-24(Odd Semester)

Lesson Plan B. Com 3rd Semester

Name of the Teacher: Deepak Kumar

Subject: Managerial Economics MCC 103

Sr. No.		Month	Topic
1		August	Nature scope and significance of managerial economics
2			Role of managerial economics
3		September	Fundamental economics concepts
4			Theory of demand
5			Consumer equilibrium
6			Utility and indifference curve approach
7		October	Demand analysis
8			Elasticity of demand
9			Demand forecasting and its technique
10			Production function
11		November	Theory of cost
12			Economics of scale and economics of scope
13			Price and output determination under perfect competition
14			Monopoly
15		December	Monopolistic competition
16			Oligopoly
17			Pricing practices
18			Revision and assignments

Signature

Govt. College, Safidon (Jind)-126112

Session: 2023-24 (Odd Semester)

Lesson Plan B. Com 5th Semester

Name of the Teacher: Bhavna Grover Subject: Financial Management

Sr. No.	Month	Topic
1	August	Nature and scope of financial Mgt.
2		Financial planning
3	September	Capitalisation
4		Financial forecasting
5		Sources of finance-I
6	October	Sources of finance-II
7		Cost of capital
8		Capital structure
9	November	Capital budgeting
10		Management of working capital
11		Management of cash
12	December	Management of Cash
13		2 Assignments and 1 test will be taken as per schedule

Signature

Govt. College, Safidon (Jind)-126112

Session: 2023-24 (Odd Semester)

Lesson Plan B. Com 5th Semester

Name of the Teacher: Bhavna Grover Subject: Cost Accounting

Sr. No.	Month	Topic
1	August	Cost Accounting Introduction
2		Cost: Elements, concepts and classification
3	September	Material cost accounting
4		Material Cost control
5		Labour Cost accounting
6		Methods of Wage Payment
7		Unit or output costing I
8		Unit or output costing II
9	October	Contract Costing
10		Job costing
11		Overhead I
12		Overhead II
13		Cost Control and Cost reduction
14	November	Standard costing
15		Service Costing
16		Process Costing
17	December	Cost audit standard
		2 Assignments and 1 test as per schedule

Signature

Govt. College, Safidon (Jind)-126112

Session: 2023-24 (Odd Semester)

Lesson Plan M. Com 1st Semester

Name of the Teacher: Bhavna Grover Subject: Business Environment

Sr. No.	Month	Topic
1	August	Theoretical framework of Business Environment
2		Techniques of environmental scanning and monitoring.
3	September	Consumerism in India, Consumer protection Act, 1986,
4		Competition policy and competition Act, 2002, Business Environment challenges
5		Liberalization, Privatization and Disinvestment of Public Enterprises, Globalization.
6		Fiscal Policy, Monetary policy, Problem of NPA in Banking sector
7	October	SEBI – functions, objectives and powers.
8		Role of Government in Business,
9		Economic implications of Indian constitution
10		Foreign investment policy, FEMA 1999.
11	November	Importance problems and policies of small scale industries
12		Multinational corporations and its role, EXIM Policy, RTI Act 2005,
13		WTO, Economic Groupings and their relevance.
14	December	Economic Groupings and their relevance
		2 Assignments and 1 test as per schedule

Signature

Govt. College, Safidon (Jind)-126112

Session: 2023-24 (Odd Semester)

Lesson Plan M. Com 3rd Semester

Name of the Teacher: Bhavna Grover Subject: International HRM

Sr. No.	Month	Topic
1	August	Introduction to international HRM
2		Role of culture in international HRM
3		International workforce planning and staffing
4	September	International labour market
5		Types of international assignments
6		Interview for international selection
7		International staffing issue
8		Developing global mindset
9	October	Current Scenario in international training and development
10		Training and development of international staff
11		Performance management
12		HRIS
13		Role of IT in HR
14	November	Application of HRIS in employee management
15		International compensation
16		International employment laws
17		The international framework of ethics and labour standards
18	December	Key issues in international Relations and Trade Unions
		2 Assignments and 1 test as per schedule

Govt. College, Safidon (Jind)-126112

Session: 2023-24 (Odd Semester)

Lesson Plan M. Com 3rd Semester

Name of the Teacher: Bhavna Grover Subject: Strategic Management

Sr. No.	Month	Topic
1	August	Introduction of Strategic Management,
2		Strategic Management Process
3	September	Establishment of Strategic Intent
4		Environmental Appraisal
5		Organizational Appraisal
6		Corporate level Strategies
7	October	Business level Strategies
8		Strategic analysis and choice
9		Strategy implementation
10		Structure for Strategies
11	November	Organizational design and change
12		Behavioral implementation
13		Functional Strategies
14	December	Strategic Evaluation and control
15		2 Assignments and 1 test as per schedule

Govt. College, Safidon (Jind)-126112

Session: 2023-24 (Odd Semester)

Lesson Plan B. Com 3rd Semester

Name of the Teacher: Bhavna Grover Subject: Corporate Accounting

Sr. No.	Month	Topic
1	August	Issue of Shares
2	September	Issue of shares
3		Redemption of Preference Shares
4		Issue of Debentures
5	October	Redemption of Debentures
6		Final Accounts of Companies
7	November	Amalgamation of Companies
8		Internal reconstruction
9	December	Revision
		2 Assignments and 1 test as per schedule

Signature

Govt. College, Safidon (Jind)-126112

Session: 2023-24 (Odd Semester)

Lesson Plan M. Com 3rd Semester

Name of the Teacher: Bhavna Grover Subject: Marketing Research

Sr. No.	Month	Topic
1	August	Introduction to Marketing Research
2	September	Defining the Marketing Research problem
3		Research Design
4		Exploratory Research
5		Descriptive Research
6		Conclusive Research
7	October	Secondary Data Sources
8		Online Data Sources
9		Primary Data Collection Method
10		Attitude Measurement and Scaling Techniques
11		Field work and Survey Error-Sampling and Non-Sampling errors
12	November	Data Analysis
13		Report preparation and presentation
14		Product Research
15		Advertising Research
16	December	Sales and Market Research
17		2 Assignments and one test as per schedule

Signature

