Weekly Lesson Plan (January 2020 - April 2020)

Name of the Paper:- Business Environment in Haryana CLASS-B.Com.-I Sec.-(A-D)

Name of the Teachers: Prof. Madhvi, Prof. Ritika Jatana, Prof. Sakshi Munjal

WEEK	DATE	TOPICS
	January (1 - 4)	Chapter 1: Business Environment: An Introduction
1		Components of business environment
•		Characteristics of business environment, Relationship between business and environment
		Significance & needs of business Environment, Revision
		SUNDAY - 05.01.2020
		Chapter 2 : Nature Of Haryana Economy
		Introduction of Haryana economy ,growth of state domestic product in Haryana, structure of state Income
•	January	Development meaning of Economic ,Features & needs of Economic Development
2	(6-11)	Determinants of Economic Development, Difference between Economic growth and Economic Development
		·
		Problems of Haryana Economy, Group Discussion
		Rivision
		SUNDAY - 12.01.2020
	January (13-18)	Chapter 3: Haryana economy on the Eve Of Inception
		Meaning & features of population in Haryana
3		Banking in Haryana, Industrialization In Haryana and Foreign Trade From Haryana
		Components of Budget: Budget expenditure
		Chapter4: Agriculture in Haryana
		Meaning and role of Agriculture
		SUNDAY - 19.01.2020
		Agriculture Production and Productivity
		Causes of slow growth of agriculture and Remedies to overcome
4	January	Measures for achieving sustainable agricultural growth and development
•	(20 -25)	Cropping pattern &Trends of investment in Agriculture
		Trends of investment in agriculture(contd.)Evaluation of agricultural
		Revision

		January - 26.01.2020
		Chapter 5:Agricultural Credit
		Meaning and non-institutional Sources of Agriculture Credit
	January	Institutional Sources of agriculture credit
5	(27- 31)	Problems faced by farmers in getting finance and Suggestions to remove
	February (1)	limitations of agricultural credit and review committees
		Revision
		Extempore activity
		SUNDAY - 02.02.2020
		Chapter 6:NABARD: Introduction , Features and Objectives
		Organizational structure and Functions Of NABARD
6	February	Functions of NABARD(Contd.) and Evaluation
	(3 -8)	Revision
		Revision
		Revision
		SUNDAY - 09.02.2020
		Chapter:Rural Indebtedness:Meaning and Features
		Extent of Rural Indebtedness
_	February	Causes and Consequences of Rural Indebtedness
7	(10 -15)	Solution to the Problems of Rural Indebtedness in Haryana(contd
		Revision
		Revision
		SUNDAY - 16.02.2020
		Chapter 8: Small Scale And Cottage Industries in Haryana
		Present position of small scale industries in Haryana and importance
	February (17-22)	Problems faced by cottage and small scale industries and suggestions for
8		improvement
		Government & small scale industries
		small scale industries and five year plans,new policy for small scale industries
		Recent policy incentives and facilities for small scale industries
		SUNDAY - 23.02.2020 Prominent sectors of MSME investment in Haryana and Haryana state small industries and
		exports
		Revision
9	February	Revision
	(24-29)	Revision
		Class Test
-		

	SUNDAY - 01.03.2020		
		CHAPTER 9: HSIIDC	
		Role / functions of HSIIDC	
10	March (02 -07)	Role/ functions of HSIIDC(contd.) and Failures	
		Oral Presentation	
		Revision	
		Revision	
		SUNDAY - 08.03.2020	
		Holidays	
		Holidays	
11	March (09 -14)	Holidays	
11	March (09-14)	Holidays	
		Holidays	
		Holidays	
		SUNDAY - 15.03.2020	
		Chapter 10: Special Economic Zones	
		Introduction, meaning and objectives of SEZ act	
12	March (16 -21)	Incentives offered to SEZ and minimum land requirement of SEZ	
		Approval mechanism and present status of SEZ	
		Advantages & criticism of SEZ	
		Revision	
		SUNDAY - 22.03.2020	
		Conditional test on Chapter 1	
	March (23-28)	Chapter 11:HFC Introduction	
		Eligible units to obtain loan from HFC AND organizational structure of HFC,	
13		procedure for providing financial assistance and recovery of loan by HFC and financial performance of HFC	
		Functions of HFC and failures	
		Oral Presentation	
		Revision	
	SUNDAY - 29.03.2020		
		Assignment 2nd SEZs	
	March (30 -31) April 1-4)	Chapter12: HAFEDntroduction, features and objectives	
14		Organizational structure of HAFED, financial performance of HAFED	
14		Role of HAFED	
		Revision	
		Revision	

SUNDAY - 05.04.2020			
		Chapter 13 : planning in Haryana Introduction	
		Structure and functions of Haryana state planning board	
15	April (06 -11)	District level planning in Haryana, Achievements of planning in Haryana	
15	April (00 -11)	Achievements of planning in Haryana(Contd.)	
		Revision	
		Revision	
		SUNDAY - 12.04.2020	
		Chapter 14 : Haryana Budget	
		Funds and objectives of Government Budget	
16	April (13-18)	Importance of Budget	
10	April (13-10)	Components of Budget: Budget receipt	
		Components of Budget: Budget expenditure	
		Revision	
		SUNDAY - 19.04.2020	
	April (20-25)	Revision	
		Revision	
17		Revision	
	SUNDAY - 26.04.2020		
		Revision	
18	April (27-30)	Revision	
		Revision	
		Revision	

Weekly Lesson Plan (January 2020 - April 2020)

Name of the Paper:- Business Mathematics Class: B.Com-I Sec.- (A-D)

Name of the Teacher:- Prof. Bhanu Sachdeva & Prof. Shailja

WEEK	DATE	TOPICS
	January (1 - 4)	Permutations and Combinations
1		Continue
1		Continue
		Continue
		SUNDAY - 05.01.2020
		Continue
		Problem Discussion
2		Permutations and Combinations
_		Continue
		Continue
		Continue
		SUNDAY - 12.01.2020
		Continue
		Problem Discussion
3	January	Revision
	(13-18)	Class Test
		Binomial Theorem
		Continue
		SUNDAY - 19.01.2020
		Continue
		Continue
4		Continue
		Continue
		Continue
		Continue

	January - 26.01.2020		
		Continue	
	January (27- 31) February (1)		
		Continue	
5		Continue Problem Discussion	
		Revision	
		Class test SUNDAY - 02.02.2020	
		Linear Inequalities in Two Variables	
		Continue	
6	February (3 -8)	Continue	
	, ,	Continue	
		Continue	
		Problem Discussion SUNDAY - 09.02.2020	
		Revision	
	February (10 -15)	Class Test	
7		Linear Programming	
		Continue	
		Continue	
		Continue SUNDAY - 16.02.2020	
	February (17-22)	Continue	
		Continue	
8		Continue	
		SUNDAY - 23.02.2020	
		Continue	
		Assignment 1	
9	February (24-29)	Linear Programming	
		Problem Discussion	
		Revision	
		cLass Test	

	SUNDAY - 01.03.2020		
		Data-Introduction, Classification and Tabulation	
		Continue	
		Continue	
10	March (02 -07)	Continue	
		Continue	
		Continue	
		SUNDAY - 08.03.2020	
		Vacation	
		Vacation Vacation	
11	March (09 -14)		
		Vacation	
		Vacation	
		Vacation SUNDAY - 15.03.2020	
		Problem Discussion Revision	
12	March (16 -21)	Conditional Test	
		Diagrammatic Representation of Data	
		Continue	
		Continue	
	SUNDAY - 22.03.2020		
		Continue	
		Continue	
13	March (23-28)	Continue	
	, ,	Problem Discussion	
		Revision	
		Class Test	
	SUNDAY - 29.03.2020		
		Assignment-2	
		Graphical Representation of Data	
14	March (30 -31)	Continue	
	April 1-4)	Continue	
		Continue	
		Continue	

	SUNDAY - 05.04.2020		
		Continue	
		Problem Discussion	
15	April (06 -11)	Revision	
	Αριίί (00 -11)	Class test	
		Data Interpretation	
		Continue	
		SUNDAY - 12.04.2020	
		Continue	
		Continue	
16	April (13-18)	Continue	
	. , , ,	Problem Discussion	
		Revision	
		Class Test	
		SUNDAY - 19.04.2020	
		Revision	
		Revision	
17	April (20-25)	Revision	
		Revision	
		Revision	
		Revision	
	SUNDAY - 26.04.2020		
		Revision	
18	April (27-30)	Revision	
		Revision	
		Revision	

Weekly Lesson Plan (January 2020 - April 2020)

Name of the Paper:- E-Commerce Class: B.Com-I Sec.- (A-D)
Name of the Teachers: Dr. Ranju Gandhir, Prof. Neetu Bhatia & Prof. Charu

WEEK	DATE	TOPICS
	January (1 - 4)	DISCUSSION OF SYLLABUS
1		INTERNET: INTRODUCTION & DEFINITION
		HISTORY OF INTERNET
		MODES TO CONNECT TO INTERNET
		SUNDAY - 05.01.2020
		USES OF INTERNET
		APPLICATIONS OF INTERNET
2	January	CONTINUE
2	(6-11)	DATA & INFORMATION: CONCEPT
		DIFFERENCE BETWEEN THEM
		DATA PROCESSING
		SUNDAY - 12.01.2020
		EDP: INTRODUCTION
		APPLICATIONS
3	January (13-18)	INTORMATION TECHNOLOGY : DEFINITION
		COMPONENTS
		IMPORTANCE
		CONTINUE
		SUNDAY - 19.01.2020
		EFFECT OF IT ON BUSINESS
		CONTINUE
4	January	ORAL TEST
	(20 -25)	INFORMATION SYSTEM : OVERVIEW
		TYPES
		TPS
		January - 26.01.2020
		FEATURES
		TYPES
5	January (27- 31) February (1)	CONTINUE
-		CONTINUE
		MIS
		CHARACTERISTICS

	SUNDAY - 02.02.2020		
		BENEFITS	
	February (3 -8)	CONTINUE	
		REVISION	
6		CLASS TEST	
		E-COMMERCE :INTRODUCTION	
		DEFINITION	
		SUNDAY - 09.02.2020	
		DIFF. B/W TRADITIONAL & E-COMMERCE	
		ELEMENTS	
7	February	FEATURES	
	(10 -15)	BENEFITS OF E-COMMERCE	
		CONTINUE	
		CONTINUE	
		SUNDAY - 16.02.2020	
		LIMITATIONS	
		ORAL TEST	
8	February (17-22)	TYPES OF E-COMMERCE	
		CONTINUE	
		CONTINUE	
		REVISION	
		SUNDAY - 23.02.2020	
		FRAMEWORK OF E-COMMERCE	
		CONTINUE	
9	February (24-29)	E-COMMERCE & WWW	
		CONTINUE	
		ARCHITECTURAL FRAMEWORK OF E-COMMERCE	
		CONTINUE	
		SUNDAY - 01.03.2020	
		E-COMMERCE APPLICATION SERVICES	
		CONTINUE	
10	March (02 -07)	CONTINUE	
		CONTINUE	
		ORAL TEST	
		ASSIGNMENT - 1	

	CUNDAY OF 62 2020				
	SUNDAY - 08.03.2020				
		HOLIDAY			
		HOLIDAY			
11	March (09 -14)	HOLIDAY			
	, ,	HOLIDAY			
		HOLIDAY			
		HOLIDAY			
	SUNDAY - 15.03.2020				
		MODELS OF E-COMMERCE			
		CONTINUE			
12	March (16 -21)	CONTINUE			
12	iviaicii (10 -21)	EDI			
		INTRODUCTION			
		FEATURES			
		SUNDAY - 22.03.2020			
		COMPONENTS			
		CONTINUE			
		CONTINUE			
13	March (23-28)	FINANCIAL EDI			
		EDI STANDARDS			
		IMPLEMANTATION			
		SUNDAY - 29.03.2020			
		CONTINUE			
		CONTINUE			
	March (30 -31)	REVISION			
14	March (30 -31) April 1-4)	REVISION CONDITIONAL TEST			
14		REVISION			
14		REVISION CONDITIONAL TEST SECURITY ISSUES IN E-COMMERCE CONTINUE			
14		REVISION CONDITIONAL TEST SECURITY ISSUES IN E-COMMERCE CONTINUE CONTINUE			
14		REVISION CONDITIONAL TEST SECURITY ISSUES IN E-COMMERCE CONTINUE CONTINUE SUNDAY - 05.04.2020			
14		REVISION CONDITIONAL TEST SECURITY ISSUES IN E-COMMERCE CONTINUE CONTINUE SUNDAY - 05.04.2020 CONTINUE			
14		REVISION CONDITIONAL TEST SECURITY ISSUES IN E-COMMERCE CONTINUE CONTINUE SUNDAY - 05.04.2020 CONTINUE CONTINUE			
14		REVISION CONDITIONAL TEST SECURITY ISSUES IN E-COMMERCE CONTINUE CONTINUE SUNDAY - 05.04.2020 CONTINUE CONTINUE CONTINUE			
	April 1-4)	REVISION CONDITIONAL TEST SECURITY ISSUES IN E-COMMERCE CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE			
	April 1-4)	REVISION CONDITIONAL TEST SECURITY ISSUES IN E-COMMERCE CONTINUE CONTINUE SUNDAY - 05.04.2020 CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE REVISION			
	April 1-4)	REVISION CONDITIONAL TEST SECURITY ISSUES IN E-COMMERCE CONTINUE SUNDAY - 05.04.2020 CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE REVISION ASSIGNMENT - 2			
	April 1-4)	REVISION CONDITIONAL TEST SECURITY ISSUES IN E-COMMERCE CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE SUNDAY - 12.04.2020			
	April 1-4)	REVISION CONDITIONAL TEST SECURITY ISSUES IN E-COMMERCE CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE SUNDAY - 05.04.2020 MOBILE COMMERCE			
	April 1-4)	REVISION CONDITIONAL TEST SECURITY ISSUES IN E-COMMERCE CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE SUNDAY - 12.04.2020 MOBILE COMMERCE CONTINUE CONTINUE			
	April 1-4)	REVISION CONDITIONAL TEST SECURITY ISSUES IN E-COMMERCE CONTINUE SUNDAY - 05.04.2020 CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE REVISION ASSIGNMENT - 2 SUNDAY - 12.04.2020 MOBILE COMMERCE CONTINUE CONTINUE			
15	April 1-4) April (06 -11)	REVISION CONDITIONAL TEST SECURITY ISSUES IN E-COMMERCE CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE SUNDAY - 12.04.2020 MOBILE COMMERCE CONTINUE CONTINUE			
15	April 1-4) April (06 -11)	REVISION CONDITIONAL TEST SECURITY ISSUES IN E-COMMERCE CONTINUE SUNDAY - 05.04.2020 CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE REVISION ASSIGNMENT - 2 SUNDAY - 12.04.2020 MOBILE COMMERCE CONTINUE CONTINUE			

	SUNDAY - 19.04.2020			
		REVISION		
	April (20-25)	REVISION		
17		REVISION		
		SUNDAY - 26.04.2020		
		REVISION		
18	April (27-30)	REVISION		
10		REVISION		
		REVISION		

Weekly Lesson Plan (January 2020 - April 2020)

Name of the Paper:- Financial Accounting-II Class: B.Com-I Sec.- (A-D)

Name of the Teachers (Section wise): Dr. Sunit Sharma, Prof. Rajesh Bala & Prof. Reeta

WEEK	DATE	TOPICS
1		Discussion of syllabus
	January	CHAPTER: PARTNERSHIP ACCOUNTS:Meaning. Features and partnership deed
	(1 - 4)	Concept of Profit & Loss Appropriation Account, Interest on capital and
		interest on partners loan account
		SUNDAY - 05.01.2020
		Concept of Interest on drawings, Practical questions related to above topics
		Adjustment before and after closed accounts
2	January	Guarantee of Profit to Partner and discussion of problems
_	(6-11)	ADMISSION OF A PARTNER:-Meaning of Admission of a partner
		calculation of new profit sharing ratio and sacrificing ratio
		Goodwill: meaning, nature, factors, classification and need
		SUNDAY - 12.01.2020
	January (13-18)	Methods of Valuation of Goodwill – Average profit method
		Super Profit and Capitalisation Method
3		Accounting treatment of Goodwill
3		Revaluation of Asset and Liabilities
		Preparation of Memorandum Revaluation Account
		Adjustment of reserves and accumulated profits or losses
		SUNDAY - 19.01.2020
		Practical questions related to all concepts
		Concept of hidden goodwill and calculation of new partner's capital
4	January	Discussion of problems
7	(20 -25)	Adjustment of old partner's capital accounts on the basis of new partner's
		capital. Practical questions related to all concepts of admission
		Discussion of problems

	January - 26.01.2020				
		RETIREMENT OR DEATH OF A PARTNER: Meaning of Retirement of a partner			
		calculation of new profit sharing ratio and gaining ratio			
5	January (27- 31)	Accounting treatment of Goodwill , Revaluation of Asset and Liabilities			
	February (1)	adjustment of reserves and accumulated profits or losses			
		Payment of amount due to retiring partner and its practical questions			
		Practical questions related to all concepts of retirement			
	SUNDAY - 02.02.2020				
		Retirement and Settlement of Loan and its practical questions			
		Practical questions related to Retirement and Admission			
6	February	Death of a Partner			
	(3 -8)	Practical questions related to Death of a Partner and discussion of problem			
		discussion of problem			
	SUNDAY - 09.02.2020				
	February (10 -15)	Chapter : DISSOLUTION OF A PARTNERSHIP FIRM			
		Dissolution: Meaning, Modes, Settlement of accounts			
7		Accounting procedure of Dissolution of firm			
		Oral test of accounting procedure and preparation of accounts			
		Practical questions			
		Preparation of Balance Sheet (if not given in question)			
		SUNDAY - 16.02.2020			
		Discussion of problems and concept of Garner VS Murray			
		Discussion of problems and concept of Garner VS Murray Practical questions related to Garner VS Murray			
8	February	·			
8	February (17-22)	Practical questions related to Garner VS Murray			
8	•	Practical questions related to Garner VS Murray practical questions related to Garner VS Murray and discussion of problems			

SUNDAY - 23.02.2020					
		Assignment-One			
		HIRE PURCHASE AND INSTALMENT PAYMENT SYSTEM; Meaning, characteristics			
	February	Difference between Hire Purchase System and Credit Sales			
9	(24-29)	Accounting records under Hire Purchase System- Total Asset Value Method			
		accounting procedure & preparation of accounts in Total Asset Value Method			
		accounting procedure & preparation of accounts in Total Asset value Method			
	SUNDAY - 01.03.2020				
		Practical questions related to Total Asset Value Method			
		Calculation of cash price			
10	Marrie (02, 07)	Calculation of interest when rate of interest is not given			
10	March (02 -07)	Discussion of problems and concept of After Sales Service			
		Practical question related to After Sales Service			
		Problem discussion			
SUNDAY - 08.03.2020					
		Vacation			
		Vacation			
11	March (09 -14)	Vacation			
11	March (09 -14)	Vacation			
		Vacation			
		Vacation			
	SUNDAY - 15.03.2020				
	March (16 -21)	Repossession of entire goods and its practical questions			
		Repossession of part of goods and its practical questions			
12		Some more practical questions related to repossession of part of goods			
12		Some more practical questions related to repossession of part of goods			
		Concept and practical questions of Transfer of Asset to Third			
		Concept and practical questions of Sale of Asset by Hire Purchaser			
		SUNDAY - 22.03.2020			
		Purchase through Financial Intitution			
		Accounting procedure and practical questions related to Asset Accrual Method			
13	March (23-28)	Instalment Payment System : Meaning, characteristics			
	1 1 1 (23-20)	difference between Hire Purchase and Instalment Payment System			
		Accounting procedure , practical questions under Instalment Payment system			
		Problem discussion			

	SUNDAY - 29.03.2020				
		BRANCH ACCOUNTS;Meaning and types			
		Direct or Debtors Method: Dependent branch that sells only for cash and its			
	March (30 -31)	practical question			
14	April 1-4)	Direct or Debtors Method: Dependent branch that sells for cash and on			
		credit and its practical questions			
		Direct or Debtors Method: Head Office sent goods on Invoice price to branch			
	SUNDAY - 05.04.2020				
		Practical questions related to head office sent goods on Invoice price .			
		Assignmrnttwo			
15	April (06 -11)	Final Accounts Method and its practical questions			
13	April (00 -11)	Preparation of Memorandum Branch Stock Account and its practical question			
		Stock and Debtors System			
		Practical questions related to Stock and Debtors System			
	SUNDAY - 12.04.2020				
		Some more practical questions related to Stock and Debtors System			
		Some more practical questions related to Stock and Debtors system			
16	April (13-18)	Discussion of problems			
10		Concept of Wholesale Branch			
		Practical questions related to Wholesale Branch			
		Discussion of problems			
		SUNDAY - 19.04.2020			
		Discussion of problems			
		Test of branch account			
17	April (20-25)	Revision			
	F (/	Revision			
		Revision			
		Revision			
		SUNDAY - 26.04.2020			
		Revision			
18	April (27-30)	Revision			
	, , ,	Revision			
		Revision			

Weekly Lesson Plan (January 2020 - April 2020)

Name of the Paper:- Fundamentals of Marketing Class: B.Com. I Sec.- (A-D)

Name of the Teachers (Section wise): : Prof. Ajaypal Singh & Prof. Sonia Dhingra

WEEK	DATE	TOPICS			
1		Chapter : Marketing: An Introduction			
	January	Meaning and Concept of Marketing, Nature and Scope of Marketing			
	(1 - 4)	Functions and Importance of Marketing, Principles of Marketing			
		Objectives of Marketing, Selling Vs. Marketing			
		SUNDAY - 05.01.2020			
		Different Concepts of Marketing, Difference Between Traditional and Modern			
		Concepts of Marketing			
2	January	Chapter : Marketing Management			
-	(6-11)	Introduction, Objectives, Nature and Scope of Marketing Management			
		Importance of Marketing Management in Indian Economy, Problems of Marketing			
		Management in India			
	SUNDAY - 12.01.2020				
		Marketing Management Vs. Sales Management, Qualities of Marketing Manager			
		Revision			
_	January	Chapter- Marketing Mix			
3	(13-18)	Meaning of Marketing-Mix, Historical Development of Marketing-Mix			
		Nature, Elements of Marketing-Mix, Importance of Marketing-Mix			
		Determining the Marketing Mix, Factors Affecting Marketing-Mix			
		SUNDAY - 19.01.2020			
	January	Expanded Marketing-Mix, Expanded Marketing-Mix in Case of Service Sector			
		Chapter- Marketing Environment			
A		Marketing Environment: Meaning and Nature, Components/Factors Affecting			
4	(20 -25)	Marketing Environment, Major Problems of Marketing in India			
		Concept of Global Marketing			
		Chapter : Marketing Segmentation			
		January - 26.01.2020			
		Meaning of Marketing Segmentation, Objectives of Marketing Segmentation,			
		Reasons for the development of Market Segmentation, Requisites/Criteria for			
5	January (27- 31)	Effective Segmentation, Methods of Market Segmentation, Approaches to			
3	(27-31) February (1)	Market Segmentation, Basis for Market Segmentation, Selection of a Marketing			
		Strategy, Advantages & Importance of Marketing Segmentation			
		Revision			

SUNDAY - 02.02.2020					
		Chapter : Consumer Behaviour			
6	February	Meaning and Nature of Consumer Behaviour, Types of Consumers, Significance			
		of Studying the Consumer Behaviour, Scope or Determinants of Consumer			
	(3 -8)	Behaviour, Difficulties in Understanding Consumer Behaviour, Change in			
		Consumer Behaviour and its effect on Marketing, Behaviour of Indian			
		Consumer, Revision			
	SUNDAY - 09.02.2020				
		Chapter : Product: Concept and Nature			
		Meaning and Nature of Product, Essential Features of Product, Importance of			
7	February	Product, Product Concept, Levels of Product, Product Classifications:Consumer			
	(10 -15)	Products and Industrial Products			
		Chapter- Product-Mix			
		Meaning of Product-Mix, Factors Affecting the Product-Mix, Optimum Product-Mix			
SUNDAY - 16.02.2020					
		Product Line Policies and Strategies, Product Differentiation and its Variables			
		Chapter : Product Identification: Branding, Packaging and Labeling			
8	February	Reasons for Branding, Advantages and Disadvantages of Branding			
	(17-22)	Factors Affecting the Selection of a Good Brand, Brand Policies and Strategies			
		Reasons for not using Brand, Brand Testing, Meaning and Importance of Packaging			
		Advantages of Packaging, Essentials of Good Packaging			
		SUNDAY - 23.02.2020			
	February (24-29)	Assignment - I			
		Classification of Packaging, Functions of Packaging, Packaging Policies and			
9		Strategies, Packaging Decisions, Change in Packaging Decision, Reasons for			
		Growth of Packaging			
		Chapter : Labeling			
		Meaning of Label, Contents of a Good Label, Types of Labels, Objectives or			
		SUNDAY - 01.03.2020			
		Significance or Advantages of Labeling			
		Chapter- Product Life Cycle			
10	March (02 -07)	Meaning and Features of Product Life Cycle, Stages of Product Life Cycle			
		Marketing Strategies during the PLC, Factors Affecting the PLC, Importance and			
		Limitations of PLC; Chapter : New Product Development			
		Meaning of New Product, New Product Development Process, Test Marketing			

	SUNDAY - 08.03.2020			
		VACATIONS		
11		VACATIONS		
	March (09 -14)	VACATIONS		
11	March (09 -14)	VACATIONS		
		VACATIONS		
		VACATIONS		
		SUNDAY - 15.03.2020		
		Procedure of Test Marketing, Principles of Test Marketing, Difference Between		
		Test Marketing and Product Testing, Advantages and Limitations of Test Marketing		
12	March (16 -21)	Test Marketing in India, Failure of a New Product		
	(20 22)	Chapter- Product Pricing		
		Meaning of Price and Pricing, Importance of Price in Marketing-Mix, Pricing		
		Objectives, Pricing Policies, Factors Affecting Pricing Decisions, Procedure		
SUNDAY - 22.03.2020				
		for Price Determination, Pricing Methods, New Product Pricing Policies and		
		Strategies, Pricing Strategies over the Product Life Cycle, Discount Policies		
13	March (23-28)	Conditional Test		
	111011 (23 20)	Chapter : Promotion-Mix		
		Meaning of Promotion, Need for Promotional Activities, Nature and Objectives of		
		Promotion, Importance of Promotion in Marketing, Components or Elements		
		SUNDAY - 29.03.2020		
	March (30 -31) April 1-4)	of Promotion-Mix, Factors affecting Promotion-Mix, Optimum Promotion-Mix		
		Chapter- Advertising		
14		Meaning and Characteristics of Advertising, Objectives of Advertising, Principles		
		of an Effective Advertisement, Revision		
		Chapter : Personal Selling		
		Meaning and Characteristics of Personal Selling, Functions of Personal Selling		
		SUNDAY - 05.04.2020		
		Objectives of Personal Selling, Personal Selling Process, Importance and		
		Limitations of Personal Selling		
15	April (06 -11)	Assignment-II		
	, (OU 11)	Chapter : Sales Promotion		
		Meaning, Characteristics and Objectives of Sales Promotion, Importance of Sales		
		Promotion, Methods or Tools of Sales Promotion, Advantages of Sales Promotion		

	SUNDAY - 12.04.2020				
16		Limitations of Sales Promotion			
		Chapter- Publicity and Public Relation			
	April (13-18)	Meaning, Characteristics and Various Forms of Publicity, Meaning of Public			
	7.6 (20-20)	Relations, Public Relation Department, Public Relation Officer (P.R.O.)			
		Functions of P.R.O.			
		Chapter : Distribution Channels : - Concept of Distribution Channel,			
	SUNDAY - 19.04.2020				
	April (20-25)	Characteristics of Distribution Channel, Role/Significance of Distribution Channel			
17		Functions of Distribution Channel, Types of Distribution Channel, Factors			
		Affecting the Choice of Distribution Channel, Policies and Strategies of			
17		Distribution, Revision			
		Chapter: Physical Distribution- Logistics: - Meaning, Characteristics and			
		Objectives of physical Distribution, Role of Physical Distribution Management			
		SUNDAY - 26.04.2020			
		Revision			
10	April (27, 20)	Revision			
18	April (27-30)	Revision			
		Revision			

Weekly Lesson Plan (January 2020 - April 2020)

Name of the Paper:- Macro Economics Class: B.Com-I Sec.- (A-D)

Name of the Teacher:- Dr. Anita Bajaj & Prof. Sukhjinder Singh

WEEK	DATE	TOPICS			
1	January (1 - 4)	Macroeconomics: Concept, nature, scope and variables			
		Continue			
-		Continue			
		Continue			
	SUNDAY - 05.01.2020				
		Continue			
		Continue			
2	January	National Income: Concept and measurement			
_	(6-11)	Continue			
		Continue			
		Continue			
		SUNDAY - 12.01.2020			
	January (13-18)	Measurement of National Income			
		Continue			
3		Continue			
		Continue			
		Problems & Querries, Revision			
		Class Test			
		SUNDAY - 19.01.2020			
		Circular Flow of Income			
		Continue			
4		Continue			
		Continue, Revision			
		Consumption Function			
		Continue			

Continue Continue Continue Continue Continue Continue Problems & Querries Revision Class Test SUNDAY - 02.02.2020 Investment Function Continue Continue Continue Continue Continue Continue Continue Continue Continue Continue
5 January (27-31) Continue
5 (27- 31) February (1) Continue Problems & Querries Revision Class Test SUNDAY - 02.02.2020 Investment Function Continue
February (1) Continue Problems & Querries Revision Class Test SUNDAY - 02.02.2020 Investment Function Continue Continue Continue Continue Continue
Problems & Querries Revision Class Test SUNDAY - 02.02.2020 Investment Function Continue Continue Continue Continue
Class Test SUNDAY - 02.02.2020 Investment Function Continue Continue Continue Continue
SUNDAY - 02.02.2020 Investment Function Continue Continue Continue Continue
6 February (3-8) Continue Continue
6 February (3-8) Continue Continue
6 February (3 -8) Continue
(3 -8) Continue
Cantinua
Continue
Presentation SUNDAY - 09.02.2020
Multipier Concepts & Measurement
Continue
February Continue
7 (10 -15) Continue
Continue
Continue
SUNDAY - 16.02.2020
Inflation: Meaning, types, theories, causes, effects and remedial measures
Continue
February Continue
8 (17-22) Continue
Continue
Continue
SUNDAY - 23.02.2020
Principles of acceleration
Continue
February Continue
9 (24-29) Continue
Continue
Assignment 1

SUNDAY - 01.03.2020				
		Business Cycles: Meaning, and Phases, Theories & measures		
		Continue		
		Continue		
10	March (02 -07)	Continue		
		Continue		
		Continue		
		SUNDAY - 08.03.2020		
		Vacation		
		Vacation		
44	(00 da)	Vacation		
11	March (09 -14)	Vacation		
		Vacation		
		Vacation		
	SUNDAY - 15.03.2020			
		Meaning & Types of Investment		
		Conditional Test		
12	March (16 -21)	Conditional Test		
1	Water (10 21)	Classical theory of Income		
		Continue		
		Continue		
		SUNDAY - 22.03.2020		
	March (23-28)	Continue		
		Continue		
13		Continue		
		Keynesian thoery of income and employment		
		Continue		
		Continue		
		SUNDAY - 29.03.2020		
		Continue		
		Assignment 2		
14	March (30 -31)	Continue		
	April 1-4)	Continue		
		Continue		
		Continue		

	SUNDAY - 05.04.2020				
		Income determination in closed economy			
		Continue			
15	Amril (OC 11)	Continue			
15	April (06 -11)	Continue			
		Continue			
		Continue			
	SUNDAY - 12.04.2020				
		Problem Discussion			
		Problems and Revision			
16	April (13-18)	Class Test			
	- Αριπ (13-10)	Problem Discussion			
		Problems and Revision			
		Class Test			
	SUNDAY - 19.04.2020				
	April (20-25)	Revision			
		Revision			
17		Revision			
	SUNDAY - 26.04.2020				
		Revision			
18	April (27-30)	Revision			
	r (=: -3)	Revision			
		Revision			