Academic session 2023-24

Class: B. Com Final year 6th semester. Subject: BC 601 Management accounting

Dr. Sandeep Bansal, Associate Professor

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| Months | Topic | Academic Activities |
| January/February 2024 | Management accounting: concept, scope, techniques and significance, comparison between financial accounting, cost accounting and management accounting. Management reporting: need and type of reports. Management Information System. Budgeting and budgetary control: need, methods and types of budgets | Introduction of Syllabus and Course outcomes. Assignment and Discussion on assignment  |
| March 2024 | Essentials of budgetary control system. Analysis of financial statements: comparative statements, common size statements, ratio analysis: liquidity, solvency, profitability and turnover; trend analysis. Cash flow: need and method of preparing statement.  | Class test. Q/Ans. Sessions promoting students to ask questions.  |
| April 2024 | Funds flow statement: need and method of preparing statement.Absorption V/S variable costing: features and income determination, cost volume profit analysis, break-even analysis, contribution; P/V ratio, break-even point.  | Assignment and Discussion on assignment. Presentation by students & Doubts taken session |
| May 2024 | Margin of safety, Angle of incidence, determination of cost indifference point.Revision of syllabus. Doubts will be taken. |  |
|  | Assignment 1st in February 2024Class test in March 2024Assignment 2nd in April 2024 |  |

Academic session 2023-2024

Class: B. Com Second year 4th semester Subject: BC: 404 Company Law-II

Dr. Sandeep Bansal, Associate Professor

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| Months | Topic | Academic Activities |
| February 2024 | Membership in companies; Company management and administration; Directors: legal position, qualification, appointment, removal; Powers, duties & liabilities of directors; managerial remuneration; Key management personnel: managing director, whole time director, manager; | Introduction of Syllabus and Course outcomes. Assignment and Discussion on assignment  |
| March 2024 | Company Secretary: Role, appointment, duties, liabilities, rights and dismissal. Meetings: kinds of meetings, Requisites of a valid meeting: authority, notice & agenda, quorum, chairperson & conduct of meeting,  | Class test. Q/Ans. Sessions promoting students to ask questions.  |
| April 2024 | Resolutions, minutes & proxy.Dividend; accounts of companies; audit & auditors; Prevention of oppression & mismanagement; compromise, arrangement, Reconstruction and Amalgamation;  | Assignment and Discussion on assignment. Presentation by students & Doubts taken session |
| May 2024 | Winding up: meaning, modes of winding up: procedure and consequences of winding up.Revision of syllabus. Doubts taken session |  |
|  | Assignment 1st in February 2024Class test in March 2024Assignment 2nd in April 2024 |  |

Academic session 2023-2024

Class: B. Com Second year 4th semester. Subject: BC: 406 Advertising.

Dr. Sandeep Bansal, Associate Professor

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| Months | Topic | Academic Activities |
| February 2024 | Advertising: meaning, importance & scope, advertising vs. publicity, promotion mix, advertising process.Communication and advertising mix: communication process; advertising functions; types of advertising; e-advertising; economic, legal, ethical and social aspects of advertising;  | Introduction of Syllabus and Course outcomes. Assignment and Discussion on assignment  |
| March 2024 | Setting advertising objectives, Dagmar approach;Advertising budget. Creative aspects of advertising: advertising appeals, copy writing, headlines, illustrations and message. | Class test. Q/Ans. Sessions promoting students to ask questions.  |
| April 2024 | Advertising media: types of media, merits and demerits; media planning and scheduling Advertising agency: concept, role & relationship with clients, advertising department. Advertising and consumer behavior.  | Assignment and Discussion on assignment. Presentation by students &. Doubts taken session |
| May 2024 | Advertising Effectiveness: concept and benefits; measuring advertising effectiveness: pre, post and concurrent tests.Revision of syllabus. Doubts taken session |  |
|  | Assignment 1st in February 2024Class test in March 2024Assignment 2nd in April 2024 |  |

Academic session 2023-2024

Class: B. Com First year 2nd semester.

Subject: BC: 206 Principles of Marketing.

Dr. Sandeep Bansal, Associate Professor

Course Learning Outcomes (CLO)

After completing this course, the learner will be able to:

1. understand the basic concepts of marketing and assess the marketing environment.

2. analyse the consumer behaviour in the present scenario and marketing segmentation.

3. discover the new product development and factors affecting the price of a product in the present context.

4. understand the promotional and distribution strategies along with the recent developments in the field of marketing.

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| Months | Topic | Academic Activities |
| February 2024 | Marketing: Concept, nature, scope and importance; Evolution of Marketing; Understanding marketing in new perspectives; Marketing environment: Concept, importance; Micro environmental factors: Suppliers, marketing intermediaries, customers, competitors, public; Macro environmental factors: Demographic, economic, natural, 15 technological, politico-legal and socio- cultural. | Introduction of Syllabus and Course outcomes. Assignment and Discussion on assignment  |
| March 2024 | Consumer behaviour: Concept, nature and importance, consumer buying decision process, factors Influencing consumer buying behaviour; Market segmentation: Concept, importance and bases; Target market selection; Positioning: Concept, importance and bases. | Class test. Q/Ans. Sessions promoting students to ask questions.  |
| April 2024 | Product: Concept, importance and classification; Branding, Packaging and Labelling; Product life cycle; New product development; Pricing: Concept, significance, price determination, pricing methods, pricing policies and strategies. Promotion: Nature and importance; Advertising. | Assignment and Discussion on assignment. Presentation by students & Doubts taken session |
| May 2024 | Personal selling, sales promotion and publicity/public relations; Factors affecting promotion mix decisions; Distribution: Concept, importance and types of distribution channels; Factors affecting choice of distribution channel; Retailing; Wholesaling. Overview of recent developments in marketing: Social marketing; Online marketing; Direct marketing; Green marketing; Relationship marketing. | Revision of syllabus. Doubts will be taken. |
|  | Assignment 1st in February 2024Class test in March 2024Assignment 2nd in April 2024 |  |