

Name of Faculty: Satish Singla B.COM.I SEM-II Subject : VAC-Business Ettiquate	
<i>Month</i>	<i>Topics to be covered</i>
14Feburary,2025	Introduction to Business Etiquette: Definition and Importance of business etiquette. Cultural considerations in global business etiquette. Impact of etiquette on professional reputation and Success.
March 2025	Verbal and Non-verbal Communication: Effective communication skills in business. Verbal etiquette: tone, language, and clarity. Non-verbal cues: body language, gestures, and eye contact. Workplace Etiquette and Ethics: Office etiquette: behavior, dress code, and punctuality. Ethical considerations in business interactions. Handling conflicts and disagreements professionally
April 2025	Business Meetings and Presentations: Etiquette in meetings and presentations. Preparation and conduct during meetings. Delivering effective presentations with confidence. Job Search and Career Etiquette: Job interview etiquette: preparation, behavior, and follow-up. Etiquette in workplace scenarios: promotions, resignations, and networking for career advancement.

Session: 2024-25

Name of Faculty : Parveen Kumari Subject Code: C24BCM201T : INDIAN FINANCIAL SYSTEM		B.COM. I SEM-II
Months	Topics to be covered	
14 th February to 28 th February, 2025	<ul style="list-style-type: none">• Introduction: nature and role of financial system; Financial system and economic development;• An overview of Indian financial system.• Components of financial system:• Financial markets and financial instruments: money and capital markets:	
March, 2025	<ul style="list-style-type: none">• Money market: meaning, constituents instruments and functions, recent developments in Indian money market;• Capital market:• Primary and secondary market• Depository system, recent developments in Indian capital market;• SEBI: its formation, role and recent developments.• The Debt Market: meaning, features, participants, instruments; private,	
April, 2025	<ul style="list-style-type: none">• PSUs & Government securities market.• Financial institutions:• Reserve Bank of India: organization, management and functions;• credit creation and credit control.• Commercial banks; meaning and functions.	
1 st May to 24 th May, 2025	<ul style="list-style-type: none">• structure and recent developments in commercial banking in India;• E-banking,• NPA's in Commercial Banks• Payments Banks, Development banks concept, objectives and functions recent developments in development banking.	
25 May – 31 May, 2025	<ul style="list-style-type: none">• Revision of Units I to IV• Question Paper Discussion• Doubt Clearing Sessions• Final Exam Preparation	

Session 2024-25 (Even Sem.)

Lesson Plan

Class: B.Com. I

Subject: Advanced Accounting

Name of Teacher: Ms. Shaina Tehria, Ms. Heena Pahuja

Month	Topics to be covered
February, 2025	<ul style="list-style-type: none">• Consignment Accounting: Meaning, features, need and importance of consignment• Preparation of accounts of consignment
March, 2025	<ul style="list-style-type: none">• Preparation of accounts of consignment• Valuation of Losses and Stock• Assignment 1• Hire Purchase System• Instalment Payment System• Assignment 2
April, 2025	<ul style="list-style-type: none">• Partnership Accounts: Meaning, nature and partnership deed• Capital account, fixed capital account and fluctuating capital account• Profit and loss appropriation account• Interest on capital and drawing• Change in profit sharing ratio• Reconstitution of partnership: Admission of partner• Sacrifice Ratio, Goodwill and methods of valuation of goodwill• Retirement or Death of a partner• Calculation of gaining ratio• Revaluation account• Unit Test
May, 2025	<ul style="list-style-type: none">• Dissolution of partnership & Partnership Firm'• Insolvency of the partners• Gradual Realisation and piecemeal distribution(including Garner v/s Murrey Rule)

Lesson Plan

Session: 2024-25

Name of Teacher: Rakesh

Class: B.Com-I (2nd Semester)

Paper : Basics of Digital Marketing

BCOM- C24MIC203T

Month	Topics
February, 2025	Introduction of Digital Marketing: Meaning & Characteristics. Difference between Digital and Traditional Marketing.
March, 2025	Scope of Digital Marketing, Tools used for Digital Marketing Domain names and types. Website hosting and types. SWOT Analysis of Business for Digital Marketing.
April, 2025	Search Engine Optimization (SEO): Introduction to SEO; understanding search engines; basics of keyword research; On-page and off-page Search Engine Optimization.
May, 2025	Basics of Search Engine Marketing (SEM). Ethical and Legal Issues in the field of digital marketing.

Lesson Plan

Session: 2024-25

Class: B.A., B.A. Geo. Hons., B.Sc. L.S., B.Sc. Phy. Sci. 1st year

Semester: 2nd

Subject: Basics of Digital Marketing (MDC), Subject Code: C24MDC206T

Teacher's Name: Mr. Gagan

Month	Topic
February 2025	Introduction of Digital Marketing: Meaning & Characteristics. Difference between Digital and Traditional Marketing. Scope of Digital Marketing.
March 2025	Tools used for Digital Marketing Domain names and types. Website hosting and types. SWOT Analysis of Business for Digital Marketing.
April 2025	Search Engine Optimization (SEO): Introduction to SEO; understanding search engines; basics of keyword research; On-page and off-page Search Engine Optimization. Basics of Search Engine Marketing (SEM). Ethical and Legal Issues in the field of digital marketing.
May 2025	Revision

Session: 2024-25

Name of Faculty : Parveen Kumari		B.COM. I SEM-II
Subject Code: C24SEC202T : BUSINESS COMMUNICATION SKILLS		
Months	Topics to be covered	
14 th February to 28 th February, 2025	<ul style="list-style-type: none">• Overview of Business Communication Skills and Course Objectives• Basics of Communication – Definition, Objectives, and Importance for Business Organization• Process of Communication – Elements and Types of Communication• Communication Models, Principles of Effective Communication, and Dimensions of Communication	
March, 2025	<ul style="list-style-type: none">• Barriers to Effective Communication – Types and Examples• Strategies to Overcome Communication Barriers• Verbal Communication – Importance and Methods• Delivering Effective Oral Presentations and Speech Techniques• Debates and Group Discussions – Strategies for Effective Participation• Interview Techniques and Meeting Etiquette• Vocabulary Building for Professional Communication• Application of Communication in Daily Life – Developing Listening Skills	
April, 2025	<ul style="list-style-type: none">• Understanding Kinesics, Proxemics, and Paralanguage• Impact of Culture on Communication – Global Business Perspective• Fundamentals of Business Writing – Importance and Types Business Letters – Structure and Writing Techniques• Business Proposal Writing – Components and Format• Report Writing – Process and Effective Structure• Notices, Memos, and Office Orders – Differences and Writing Guidelines	
1 st May to 24 th May, 2025	<ul style="list-style-type: none">• Employment Applications and Resume Writing• Preparing Effective Presentation Slides – Design and Content Guidelines• Public Speaking and Effective Delivery Techniques• Final Review and Preparations for Examination	
25 May – 31 May, 2025	<ul style="list-style-type: none">• Revision of Units I to III• Question Paper Discussion• Doubt Clearing Sessions• Final Exam Preparation	

Lesson Plan
Indian Financial System (DSC A2)
B.Com. II Semester
2024-25 (Even Semester)

Month	Topics of Syllabus
Feb, 2025	<ul style="list-style-type: none"> • Meaning, nature, functions and role of financial system; • Financial system and economic development; • Component of financial system: Financial institutions, Financial instruments, Financial markets and Financial services. • Tests and Revision
March, 2025	<ul style="list-style-type: none"> • Financial markets and financial instruments: money and capital markets: • Money market: meaning, constituents instruments and functions, recent developments in Indian money market; • Capital market: primary and secondary market; • Depository system, • Recent developments in Indian capital market; • SEBI: its formation, • Role and recent developments. • Tests and Revision
April, 2025	<ul style="list-style-type: none"> • Debt Market: Meaning, features, participants, • instruments; private, PSUs & Government securities market. • Financial institutions: Reserve Bank of India: organization, management and functions; • credit creation and credit control. Commercial Banks: Meaning and functions, structure and recent developments in commercial banking in India; • E-banking, NPA's in Commercial Banks, Payment Banks. • Development banks: concept, objectives and functions; recent developments in development banking. • Tests and Revision
May, 2025	<ul style="list-style-type: none"> • Tests and Revision

Dr. Anita Taneja

Signature of Teacher

Govt. College for Women, Hisar
Department of Commerce
Lesson Plan
Session 2024-25

Class: B.Com 2nd year

Semester: 4th

Subject: Cost Accounting (BCOM 401)

Teacher's Name: Dr. Suman Bansal

Month	Topic
January, 2025	Cost Accounting: Meaning, objectives and functions, Distinction between cost accounting and financial accounting, Cost concepts and classification, Installation of a costing system. Preparation of cost sheet
February, 2025	Accounting for material and labour: Material control, Pricing of material issues, treatment of material losses. Accounting and control of labour cost, treatment of over time, idle time and fringe benefits. Incentive Schemes.
March, 2025	Job costing, batch costing and contract costing. Process costing.
April, 2025	Standard costing and variance analysis (material, labour and overhead). Responsibility accounting and reporting.

Govt. College for Women, Hisar
Department of Commerce
Lesson Plan
Session 2024-25

Class: B.Com 2nd year

Semester: 4th

Subject: Business Statistics –II (BCOM 402)

Teacher's Name: Ms. Kirti and Ms. Suman

January, 2025	Time series components & models of time series, measurement of trend by different methods graphic method, least square method, analysis of trend time series
February, 2025	Index number uses & types, problem in the construction of index number methods of constructing price & quantity index by different methods simple & weighted, test of consistency time & factor reversal test
March, 2025	Probability concept & evolution concept, mathematical & statistical probability, addition & multiplication, Bayes theorem
April, 2025	Theoretical distribution binominal distribution, Poisson distribution, properties of normal distribution, relation between normal & Poisson distribution

Govt. College for Women, Hisar
Department of Commerce
Lesson Plan
Session 2024-25

Class: B.Com 2nd year

Semester: 4th

Subject: Auditing (BCOM 403)

Teacher's Name: Mr. Gagan

Month	Topic
January, 2025	Introduction: Meaning, Objectives and Scope of Auditing; Types of Audit: Internal and External Audit, Proprietary and Efficiency Audit. Audit process: Audit programme; Audit Documentation and Evidences.
February, 2025	Internal Control; Internal check vs. internal control. Fraud and Responsibilities of the Auditor in this regard. Vouching: Meaning, Objectives and Importance.
March, 2025	Audit of Limited Companies: Company Auditor – Appointment, Powers, Duties and Liabilities, Directions of Comptroller and Auditor General of India, Audit of Banks. Audit Reports: various types of Audit Reports. Verification of Assets and Liabilities.
April, 2025	Investigation: Meaning, Nature, Procedure and Objectives, Investigation and Due Diligence. Professional Ethics of Auditing.

Govt. College for Women, Hisar
Department of Commerce
Lesson Plan
Session 2024-25

Class: B.Com 2nd year

Semester: 4th

Subject: Company Law (BCOM 404)

Teacher's Name: Mr. Satish Pannu and Ms. Anu Goyal

Month	Topics to be covered
January, 2025	Meaning and nature of Company, Kinds of Company, Formation and Incorporation of Company, Memorandum of Association, Articles of Association, Meaning and Definition of Prospectus; Mis Statement in a Prospectus and their consequences.
February, 2025	Membership of a company, Meaning, Need and requisition of valid meeting, Voting, Proxy and resolutions; Kinds of General Body Meetings, Meaning , Qualification, Appointment and Removal of directors.
March, 2025	Duties and liabilities of directors, remuneration of directors, distinction between managing director and manager distinction between managing director and whole time director, Meeting of board of directors, inspection and Investigation.
April, 2025	Compromise, Arrangements and Amalgamations, Prevention of oppression and mismanagement, Meaning and modes of Winding up of a company, Power and Duties of a Liquidator in winding up.

Govt. College for Women, Hisar
Department of Commerce
Lesson Plan
Session 2024-25

Class: B.Com 2nd year

Semester: 4th

Subject: Entrepreneurship Development (BCOM 405)

Teacher's Name: Ms. Anu Goyal

Month	Topics to be covered
January, 2025	Entrepreneurship- Meaning, Nature and Scope. Characteristics and Qualities of a Successful Entrepreneur. Role of Entrepreneurship Development in the Economic Development.
February, 2025	Women entrepreneurship. Rural entrepreneurship, Factors affecting entrepreneurship growth. Entrepreneurial motivation. Entrepreneurial competencies. Assignment I and II.
March, 2025	Role, relevance and achievements of Entrepreneurial Development Programmes (EDP); Role of government in organizing EDP's-critical evaluation. Micro and small enterprises. Opportunity Identification and selection. Unit Test and Viva
April, 2025	Formulation of business plans. Project appraisal. Financing of Enterprise. Institutional finance to entrepreneurs. Institutional support to entrepreneurs. Government policy for small-scale enterprises.

Govt. College for Women, Hisar
Department of Commerce
Lesson Plan
Session 2024-25

Class: B.Com 2nd year

Semester: 4th

Subject: Retail Management, BCOM 406 (i)

Teacher's Name: Ms. Anu Goyal

Month	Topic
January, 2025	Retailing : Concept, importance, functions, organized vs. unorganized retail, key drivers of growth of retailing in India. Understanding retail customer.
February, 2025	Theories of retailing. Retail formats: Store and Non- store formats. Retail Locations: Planned and Unplanned, Retail Site Characteristics, and Site Evaluation. Store Layout and Design.
March, 2025	Merchandise planning and process. Forecasting sales. Retail mix: Developing Assortment Plans, National Brands and Private Labels; Retail Pricing- Setting Retail Prices, Price Adjustments, Pricing Strategies.
April, 2025	Retail Communication Mix. Logistics in retail. Human Resource Management in Retailing – Manpower planning, recruitment, training, and compensation. Use of Information Technology in retailing.

Govt. College for Women, Hisar
Department of Commerce
Lesson Plan
Session 2024-25

Class: B.Com 3rd year

Semester: 6th

Subject: Sales Management (BCOM 601)

Teacher's Name: Dr. Suman Bansal

Month	Topic
January, 2025	Concept of Sales Management. Sales vs Marketing. Modern Roles and Required Skills for Sales Managers.
February, 2025	Sales Planning: Importance, approaches and process of sales planning. Sales Organization: Purpose, Determining size of sales force.
March, 2025	Territory Management: Need, procedure for setting up sales territories; Time management; Routing. Sales Quotes: Purpose, types of quotas, administration of sales quotas.
April, 2025	Managing the Sales – force: Requirement, selection, training, compensation. Evaluating sales force performance; Ethical issues in sales management.

Govt. College for Women, Hisar
Department of Commerce
Lesson Plan
Session 2024-25

Class: B.Com 3rd year

Semester: 6th

Subject: Financial Services (BCOM 602)

Teacher's Name: Ms. Anu Goyal

Month	Topics to be covered
January, 2025	Financial services: Concept and nature. Indian Financial system- structure and functions; An overview of Financial markets in India; Money market and capital market- instruments, participants and segments.
February, 2025	Merchant banking: Meaning, functions and Regulatory framework; Mutual Funds; Insurance; Micro Finance Institutions. Assignment I and II.
March, 2025	Fund-based Financial Services: Leasing and hire-purchase, Consumer and housing finance; Venture capital finance; Factoring services, Securitization. Unit Test and viva
April, 2025	Fee-based Financial Services: Stock Broking, Custodial services, Portfolio management service, Wealth management service. Credit rating.

Govt. College for Women, Hisar
Department of Commerce
Lesson Plan
Session 2024-25

Class: B.Com 3rd year

Semester: 6th

Subject: Goods and Services Tax (BCOM 603)

Teacher's Name: Ms. Kirti and Mr. Gagan

January, 2025	GST meaning, taxable person ,registration, procedure and documents required, Levy and collection of GST
February, 2025	Time and supply of goods and services, value of taxable supply ,computation of input tax credit and transfer of input tax credit
March, 2025	Tax invoice debit and credit note ,various returns to be filled under GST
April, 2025	Payment of tax ,TDS, Interest provisions on delayed payment, Offencies and penalties

Govt. College for Women, Hisar
Department of Commerce
Lesson Plan
Session 2024-25

Class: B.Com 3rd year

Semester: 6th

Subject: Income Tax (BCOM 604)

Teacher's Name: Mr. Satish Pannu

Month	Topic
January, 2025	Computation of Total Income of Individuals and Computation of Tax Liability of Individuals,
February, 2025	Assessment of Hindu Undivided Famillies, Assessment of Partnership Firms, Income Tax Authorities
March, 2025	Preparation and Filling of Return of Income, Assessment Procedure, Deduction and Collection of Tax at Source, Advance Payment of Tax, Recovery and Refund of Tax, Appeals and Revision
April, 2025	Penalties, Offences and Prosecutions, Mode of Acceptance or Repayment of Certain Deposits, Assessment of companies

Govt. College for Women, Hisar
Department of Commerce
Lesson Plan
Session 2024-25

Class: B.Com 3rd year

Semester: 6th

Subject: Investment Management, BCOM 606 (ii)

Teacher's Name: Ms. Parveen Kumari

Months	Topics to be covered
January, 2025	<ul style="list-style-type: none">• Introduction to Investment Management – Meaning, Nature, and Importance• Investment Process and Investment Objectives• Speculations vs. Investment, Gambling vs. Investment• Concept of Return and Risk – Calculation and Trade off between Return and Risk
February, 2025	<ul style="list-style-type: none">• Overview of Investment Avenues – Introduction and Classification• Post Office Small Saving Schemes and Bank Deposits• Insurance Schemes, Company Bonds & Deposits• Mutual Fund Schemes and Real Estate Investment
March, 2025	<ul style="list-style-type: none">• Introduction to Financial Markets – Meaning and Functions• Capital Market and Money Market Overview• New Issue Market and Secondary Market• SEBI and its Regulations•
April, 2025	<ul style="list-style-type: none">• Security Analysis – Meaning and Objectives• Fundamental Analysis – Economy Analysis• Industry Analysis and Company Analysis• Revision

Lesson Plan
(Session 2024- 2025) Even Sem

Name of Teacher: Heena Pahuja

Class: M.Com-I (2nd Sem.)

Internal Marks: 40

Paper: Management and Cost Accounting (MC205)

External Marks: 60

Month	Topics
January, 2025	Unit-1- Introduction to Management accounting: meaning, concept and scope of management accounting, Functions, Significance and techniques of Management Accounting, Comparison between financial, cost and management accounting. Role of Management Accountant in a Business Organization. Cost Accounting: Meaning, concepts and Classifications. Assignment I
February, 2025	Unit- III- Absorption V/S variable costing: distinctive features and income determination Cost Volume Profit analysis-contribution, break-even point, margin of safety, P/V ratio, break even analysis-algebraic and graphic methods, Cost-Volume Profit analysis: Angle of incidence, Determination of cost indifference point, Application of Marginal Costing to managerial decision making. Minor Test-1 Unit-II- Budgeting-Concept of budget, Difference between budget, budgeting and budgetary control, Need and methods of budgeting,
March, 2025	Types of budgets, Zero Based Budgeting. Behavioural Aspects of Budgeting and Installation of System. Activity- Preparation of Budget and interpret the results. Standard Costing and Variance Analysis: Concept of Setting Standards. Analysis of different types of material, labour, overhead and Sales Variance. Minor Test-II
April, 2025	Unit-IV- Accounting: Concept and Significance, Organisational Structure and Decentralisation, Responsibility Centres: Cost Centre, Revenue Centre, Profit Centre and Investment Centre. Case Study Transfer Pricing: Methods, Divisional Performance Measurement: Return on Investment, Residual Income, And Economic Value Added and Return on Sales, Non-Financial Performance Measures, Balanced Scorecard. Activity- MCQ Test of Full Syllabus. Student problems and revisionary classes

Session 2024-25 (Even Sem.)

Lesson Plan

Class: M.Com. (P)

Subject: Financial Management

Name of Teacher: Ms. Shaina Tehria

Month	Topics to be covered
January, 2025	<ul style="list-style-type: none">• Financial Management: Meaning, objective and scope• Types of financial decisions• Risk and Return framework for financial decision-making• Time value of money• Assignment 1
February, 2025	<ul style="list-style-type: none">• Capital Budgeting Decisions: Nature• Importance and types of investment decision• Techniques of evaluating capital budgeting decision• Risk analysis in capital budgeting• Capital Structure Decisions: Optimum capital structure• Theories of capital structure• Factors determining capital structure• Unit Test 1
March, 2025	<ul style="list-style-type: none">• Sources of Long term and short-term finance• Cost of capital: Concept and importance• Computations of cost of various sources of finance• Weighted average cost of capital• Assignment 2• Working capital management: Concept and types of working capital• Operating cycle, Determinants of working capital• Estimation of working capital requirement• Working capital policy
April, 2025	<ul style="list-style-type: none">• Management of cash, Accounts Receivables and inventories• Financing working capital• Assignment 3• Dividend Policy: Dividend and its forms• Theories of dividend policies and their impact on the value of a firm• Types of dividend policy• Unit Test 2• Corporate Restructuring: Types of Business combinations• Motives of mergers and acquisitions• Valuation of mergers and acquisitions• Assignment 4

Session : 2024-25	
Name of Faculty: Satish Singla M.COM.I SEM-II Subject MC-204: HRM	
<i>Month</i>	<i>Topics to be covered</i>
January, 2025	<ul style="list-style-type: none"> • Concept and perspectives of Human Resource Management • Human Resources Management in a changing environment • Managerial and operative functions of HRM • Recruitment • Placement and Retention Strategies • Human Resource planning • Job analysis • Methods of Manpower Search
February, 2025	<ul style="list-style-type: none"> • Attracting • Selecting and Retaining Human Resources • Induction and Socialization • Training and Development • Manpower Training and Development • Performance Appraisal and Potential Evaluation • Career and Succession Planning
March, 2025	<ul style="list-style-type: none"> • Talent Management • Employee Relation and Compensation Administration • Job Evaluation and Compensation Management
April, 2025	<ul style="list-style-type: none"> • Incentives and Employee Benefits • Employee Welfare Industrial Relation • Employee Separation Practices • HR Accounting and audit

Lesson Plan

Session: 2024-25

Name of Teacher: Rakesh

Class: M.Com-I (2nd Semester)

Paper : Marketing Management

MC-203

Month	Topics
January, 2025	Nature, scope and concept of marketing; Corporate orientations towards the marketplace; Marketing Mix; Understanding 4 A's of Marketing; Marketing Environment and Environment Scanning; Marketing Information System and Marketing Research; Understanding Consumer and Industrial Markets;
February, 2025	Market Segmentation, Targeting and Positioning, Product decisions: Product concept and classification, product mix, product life cycle, new product development; Product branding, packaging and labeling decisions; Pricing decisions: Factors affecting pricing decisions, setting the price, Pricing strategies and methods. Distribution channels and Logistics management: nature, types and role of intermediaries,
March, 2025	factors influencing the channel selection, intensity of market coverage; Channel behavior and Organization: conflict management, vertical marketing system, horizontal marketing system, hybrid marketing system; Logistics management: objectives and major decisions areas of logistics. Promotional and communication decisions: promotion as communication, elements of promotion mix, factors influencing promotion mix, role of advertising,
April, 2025	sales promotion, personal selling and public relations, Holistic marketing: Trends in marketing practices, Internal marketing, Socially responsible marketing, Marketing implementation and control; New issues in marketing- Globalization, Consumerism, Green Marketing, Direct Marketing, Network Marketing, Event Marketing, Ethics in Marketing.

Lesson Plan

Session: 2024-25

Name of Teacher: Rakesh

Class: M.Com-I (2nd Semester)

Paper : International Business

MC-201

Month	Topics
January, 2025	International Business: Importance, nature and scope; Management of international business operations – complexities and issues; IT and international business, India's involvement in International Business;
February, 2025	Factors affecting International Business: Social and Cultural, Economic, Political, Legal and technological advancement; Globalization - Features and Components, Advantages and Disadvantages. Classical and modern theories of international trade; Modes of entry into International Business: Exporting, Licensing, Franchising,
March, 2025	Contract Manufacturing, Trunk projects, Foreign Direct Investments and Joint Ventures. Multinationals (MNCs) in International Business: Issue in investment, technology transfer, pricing and regulations; International collaborations and strategic alliances. Trade barriers: tariff and non-tariff barriers, optimal tariff; Balance of payments; Exchange rate determination.
April, 2025	International Economic Institutions: WTO, IMF, World Bank. WTO and India; Regional Economic Integration; Theory of customs union: Partial and General Equilibrium analysis; Emerging markets: BRICS and ASEAN.

Lesson Plan
Research Methodology (MC 206)
M.Com. II Semester
2024-25 (Even Semester)

	Topics of Syllabus
January,2025	<ul style="list-style-type: none"> • Introduction of subject. • Introduction to Business Research. • Formulation of the research problem and development of research hypotheses. • Characteristics of Good Research, Ethics in Business Research. • Research Process: Problem definition, • Research Process, Research Design (Exploratory Research, Descriptive research and Experimental Research)
February,2025	<ul style="list-style-type: none"> • Data collection, measurement and scaling: Secondary data collection methods, qualitative methods of data collection, attitude measurement and scaling. • attitude measurement and scaling, and questionnaire designing. • Sampling Design: Sampling concepts, sampling techniques, sample size determination. • Data processing. • Revision and Test
March, 2025	<ul style="list-style-type: none"> • Preliminary data analysis and interpretation: Univariate and Bivariate analysis of data. • Testing of hypotheses, Analysis of variance techniques (one way and two way ANOVA). • non-parametric tests (chi-square test, run test, one sample and two sample sign test, Mann- Whitney U test, Wilcoxon Signed Rank Test and Kruskal – Wallis Test). • Advance Data analysis techniques: Correlation and regression analysis. • Revision and Test
April, 2025	<ul style="list-style-type: none"> • Factor Analysis. • Discriminant analysis. • Cluster analysis and multidimensional scaling. • Report writing and presentation of results. • Revision and Test

Dr. Anita Taneja

Signature of Teacher

Lesson Plan
(Session 2024-25) Even Sem

Name of Teacher: Heena Pahuja
Class: M.Com.-II (4th sem.)

MCM-422
Paper: Rural Marketing

Month	Topics
Jan.	Rural marketing- Features, Scope and Limitations Environmental factors affecting rural markets Changing focus of corporate towards rural markets Assignment I
Feb.	Demographic and Psychographic Profile of Rural Consumers Classification of products and services in Rural marketing, Rural Demands and problems. Marketing Mix for rural markets. Role of Financial Institutions in rural marketing. Assignment II
March	Agricultural Marketing- Definition, Scope, Objectives. Differences in Agricultural and Consumer Marketing Constraints in Agricultural Marketing Role of Agriculture in Economic Development of India. Role of Govt. in Agricultural Development. Agribusiness Export Potential for farm products. Supporting Services. Minor Test I and II
April	Cooperative Marketing- Concept, History , Functions- Reasons for slow progress of cooperative sector, Advantages and Limitations of Organized retailing in Agri Inputs and Outputs, Trends in Agri Marketing, Supply Chain Management in Agri Business i.e Cold Chains, Organized procurement and warehousing. Case Studies of corporate, Innovative Distribution Channels. Activity- MCQ Test of Full Syllabus.

Session 2024-25 (Even Sem.)

Lesson Plan

Class: M.Com. (F)

Subject: Counselling skills for managers

Name of Teacher: Ms. Shaina Tehria

Month	Topics to be covered
January, 2025	<ul style="list-style-type: none">• Introduction to Counselling-Emergence, Growth, Definition• Need, Goal, Role and Characteristics of counsellor and counselee• Difference between counselling and psychotherapy• General Principles of counselling• Assignment 1• Approaches to counselling-psycho-analytical
February, 2025	<ul style="list-style-type: none">• Approaches to counselling- Therapeutic approach• Behaviouristic approach• Cognitive approach• Humanistic Approach• Unit Test 1• Counselling Process- 5-D Model
March, 2025	<ul style="list-style-type: none">• The Phases of counselling Process• Counselling Environment and Procedure• Core condition of counselling• Assignment 2• Counselor's attitude and skills of counselling• Verbal and non-verbal communication modalities• Listening Skills• Language Barriers• Strategies to overcome listening barriers• Unit Test 2
April, 2025	<ul style="list-style-type: none">• Organisational Application of Counselling skills• Identifying Problems and coping Strategies with regard to occupational stress• Performance Management• Assignment 3• Special Problems in counselling• Selection of counselling strategies and interventions• Changing behaviour through counselling• Ethical and legal aspects of counselling• Current trends in counselling• Assignment 4

<p align="center">Name of Faculty: Satish Singla M.COM.II SEM-IV</p> <p align="center">Subject : MCH-436: Global Human Resource Management (GHRM)</p>	
<i>Month</i>	<i>Topics to be covered</i>
January 2025	<ul style="list-style-type: none"> • Human and Cultural Variables in Global Organizations: Culture and values, Cross Cultural • Differences and Managerial Implications
February	<ul style="list-style-type: none"> • Cultures in Organizations and Hofstede's Study – Cultural dimensions and their HR and Managerial implications • Evolution of Global Organizations: Cross Cultural Leadership
March	<ul style="list-style-type: none"> • . Motivation and Decision Making, • Cross Cultural Communication and Negotiation • Human Resource Management in Global Organizations: Selection, Source criteria for International Assignment,
April	<ul style="list-style-type: none"> • Compensation and Appraisal System

Lesson Plan
Retail Management (MC-421)
Indian Financial System
M.Com. IV Semester
2024-25 (Even Semester)

Month	Topics of Syllabus
January, 2025	<ul style="list-style-type: none"> • Introduction to Retail- Evolution of Retail. • Organised Vs Unorganised retailing. • Retail Mix. • theories of retail development. • Types of Retailers, Careers in Retailing. • Understanding Consumers. • Revision and Test
February, 2025	<ul style="list-style-type: none"> • Retail Locations- Planned and Unplanned. • Retail Site Location- Site Characteristics. • Trade Area Characteristics. • Location and Site Evaluation. • Store Layout and Design, Space Management. • Visual Merchandising, Atmospherics • Revision and Test
March, 2025	<ul style="list-style-type: none"> • Managing Merchandise - Merchandise Planning, Process. • Forecasting Sales. • Developing Assortment Plans. • National Brands and Private Labels. • Retail Pricing- Setting Retail Prices. • Price Adjustments, Pricing Strategies. • Retail Communication Mix. • Revision and Test
April, 2025	<ul style="list-style-type: none"> • Information and Supply Chain Management- Information Flows. • Logistics, Distribution Centre. • Contemporary issues in Retail-Significance of retail as an industry. • Retail scenario at International and National Level. • Technology in Retailing. • Multi-channel Retailing. • E-Retailing: Future of e-retailing. • Challenges for traditional retail and e-retail. • FDI in Retail. • Revision and Test

Dr. Anita Taneja
Signature