

**Name of Assistant Professor: sh. Vijay Kumar**

**Class and Section: B.Com 6<sup>th</sup> Semester**

**Subject: Financial Market Operation**

**Lesson Plan:**

**1st april to 15th april**

**Over view of Indian Financial System**

**Classification of Financial Structure**

**Financial Market and types**

**Financial Intermediaries and types**

**Financial Instrument**

**Introduction to money Market**

**Intuitions of Money Market**

**Measures to Return the Indian Money Market**

**Introduction to Primary Market**

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**Role of Capital Market to Industrial Growth**

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**GILT Edged Market**

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**Corporate Security Market**

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**15th April to 30th april**

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**Bones Share, Book Building**

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**Capital Market Instrument**

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**Preference Share, Sweet Equity Share**

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**Debt Securities - Debentures**

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**Port of lie Consultants**

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**Meaning and Definition of Secondary Market**

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**Stock Exchange and It's Function**

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**SCRA-1956, SEBI**

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**Procedure for Dealing at Stock Exchange**

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**Speculators and Types**

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**Feed Back**

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**Provisions to Stock Exchange**

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**Listing of Securities**

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**Delisting of Securities**

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**Problems in Secondary Market**

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**Reforms in Capital Market**

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**Meaning OTCEI and Objective of OTCEI**

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**Requirement and Procedure for Listing**

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**Methods of Offering New Issue and Gem**

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**Benefits of OTCEI**

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**NSE**

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**Investor and Investor Protection Find**

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**Subsidiaries of NSE**

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**Introduction to SEBI**

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**Function and Power of Board**

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**SEBI Guidelines**

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**SEBI Guidelines**

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**1st may to 15th may**

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**Introduction and Characteristics of Investors**

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**Objectives of Investment**

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**Investor's Protection and Grievances**

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**Redressal of grievances**

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**SEBI and Investor Protection**

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**Feedback**

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**Stock Broker**

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**Sub Broker**

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**Market Maker**

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**Jobber, Portfolio Consultant**

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**Code of Conduct**

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**NRI and Accounts**

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**Merchant Banking**

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**Issue of Merchant Banking**

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**Objective and categories of mrt. banker**

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**Registration of Merchant Banker**

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**Obligation and Responsibilities**

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**Inspection by SBEI**

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**Credit Rating Meaning Significance**

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**Types of Credit Rating**

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**Registration of Credit Rating Agencies**

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**Obligation of CRA**

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**CRISIL**

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**ICRA**

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**CARE**

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**16th May to onward**

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**Development Bank**

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**Types of Development Banks**

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**IDBI**

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**ICICI**

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**IFCI**

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**IIBI**

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**NSICL**

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**SFC**

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**STDC**

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**ADB**

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**Central Co-operative Bank**

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**Exim bank**

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**UTI**

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Lesson plan for the session April 2023 to may 2023

Name of the lecture:-Sh. Vijay Kumar

Sub:- GST

**1stAprilto15thApril**

1. Tax Structure in India
2. Overview of GST
3. Taxable event and scope of supply under GST
4. Registration

**16thAprilto30thApril**

5. Tax invoice, credit and debit notes
6. Offences and penalties
7. Small taxable person: exemptions and composition scheme
8. Levy and collection of tax

**1stmayto15thmay**

9. Nature of supplies inter state and intra state
10. Place of supply
11. Value of taxable supply

**15thmaytoonward**

12. Returns, assessment and audit
13. Payment of tax
14. Refunds

Lesson plan for the session April 2023 to may 2023

Name of the lecture:-Sh. Vijay Kumar

Sub: - Business communication

**1stAprilto15thApril**

1. Basics of communication
2. Seven C's of effective communication
3. Barriers or miscommunication
4. Ethical context of communication
5. Business communication of workplace letter writing

**16thAprilto30thApril**

6. E-mailing
7. Bad news letter
8. Persuasive written communication
9. Memos or memorandum

**1stmayto15thmay**

10. Notice agenda and minutes of meeting
11. Report writing
12. Abstracts, summaries and proposals
13. Reading skills
14. Listening skills

**15thmaytoonward**

15. Note making
16. Persuasive speaking
17. Body language, gestures

Lesson plan for the session April 2023 to may 2023

Name of the lecture: - Sh. Vijay Kumar

Sub: - banking and banking law

**1st April to 15th April**

1. Bank and banking system
2. Function and importance of commercial banks
3. Structure of commercial banking in India
4. Problems of non - performing assets

**16th April to 30th April**

5. Credit creation.
6. Regional rural Banks
7. Cooperative Banks
8. Reserve Bank of India

9. Monetary policy in India
10. Determination and regulation of interest rate in India
11. Banker and customer relationship
12. Some special types of bank customers

**15th may to onward**

13. Negotiable instruments:- meaning, features and holders.
14. Rights and liabilities of parties for negotiable instruments
15. Endorsement of negotiable instruments.

## **Lesson Plan (2022-23)**

### **Odd Sem**

Name of the Assistant/ Associate Professor: - Sh. Vijay Kumar

Class and Section: B.com 3rd

Subject: ASM

Week	Topics
1	Introduction of advertising:- evaluation of advertising and promotion, emergence of integrated marketing communication strategy.
2	Developing marketing planning program, role of advertising and promotion types and role of advertising agencies.
3	Sales management:- participants in IMC process of sales management, position of sales management in promotion, characteristics and responsibility of sales management.
4	Basic Skills and changing role of sales managers, theory of selling, Sale planning- objective and process.
5	Territory management:- requirements and system of sitting up sales territories, time management, routing,
6	Sales quotes:- objective and type of quotas, management of sales quotas, management of sales forces.
7	Recruitment and selection and training
8	Controlling process and distribution channels.
9	Analysis of sales, cost and profitability.
10	Sales expenses managing, performance evaluation of sales forces.
11	Ethical issue in sales management.
12	Web marketing emerging issues in advertising and sales management.
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## **Lesson Plan (2022-23)**

### **Odd SEM**

Name of the Assistant/ Associate Professor: - Sh. Vijay Kumar

Class and Section: B.com 2nd

Subject: Computerised accounting system

<b>class B.com 2nd</b>			Computerised accounting system
Sr. No.	Month	week	Topic
1	Sep 22	1	computerised accounting; accounting information system; manual accounting and computerised accounting; difference b/w manual and computerised accounting
2		2	Advantage and disadvantage of CAS. Sourcing of accounting software
3		3	consideration before sourcing accounting software
4		4	accounting packages;
5	Oct 22	1	ready to use customised
6		2	tailored
7		3	choosing accounting packages;
8		4	Verious accounting software in trend; entry level software;. ERP Software, Introduction of tally
9	Nov 22	1	creation of company,
10		2	creation of groups and accounts, designing and creating vouchers; sales and purchase vouchers
11		3	sales return and purchase return, contra, journal and practical,
12		4	data entry through vouchers
13	Dec 22	1	Processing for reports to prepare ledger accounting.
		2	trail balance and Balance sheet
		3	practical with the help of workbook

# **Lesson Plan (2022-23)**

## **Odd SEM**

Name of the Assistant/ Associate Professor: - Sh. Vijay Kumar

Class and Section: B.com 1st

Subject: Business Economics

Week	Topics
Sep 1	Basic problems of an Economy, Three principal reasons behind economic problems, Basic problems of an economy, Production possibility curve, Why is production possibility curve concave to the origin or shape of production possibility curve, Straight line production possibility curve, Production possibility curve and solution of basic problems or usage of production possibility curve.
Sep 2	Working of price mechanism meaning definition and working of price mechanism, Solution of basic economic problems by price mechanism, Solution of Central problems in a capitalist economy, Solution of Central problems in a socialist economy, Solutions of Central problems in a mixed economy, Limitations or defects of price mechanism.
Sep 3	Elasticity of demand an introduction and law of demand, Meaning of elasticity of demand and what is the price elasticity of demand, Degree of price elasticity of demand, Measurement of price elasticity of demand, total outlay or expenditure method, Proportionate or percentage method, Point elasticity of demand for point elasticity method, Arc elasticity, Revenue method.
Sep 4	Concepts of revenue, Relation between total average and marginal revenue, Relation of average revenue and marginal revenue and elasticity of demand, Mutual determination of elasticity of demand average and marginal revenue, Factors determining the price elasticity of demand, Income elasticity of demand and measurement of income elasticity, Degree of income elasticity of demand, Importance of income elasticity in business, Income sensitivity and income elasticity, Cross elasticity of demand and degree of cross elasticity, measurement of cross elasticity, Degree of cross elasticity, Price elasticity of demand- its importance and business / managerial use, Advertisement and elasticity of demand, advertising elasticity of demand and factor affecting advertising elasticity.
Oct 5	Theory of supply meaning and definition, Distinction between stock and supply and distinction between supply and quantity supplied, Individual supply versus market supply, Supply curve, Supply function or factors affecting supply of a commodity, Law of supply, explanation and assumption of law of supply, Exception of the law of supply, Change in quantity supplied and change in supply, increasing or decreasing in supply, Price elasticity of supply and degree of elasticity of supply, Elasticity and supply curve, Elasticity of supply and slope of the supply curve, Factors influencing elasticity of supply and importance of elasticity of supply.
Oct 6	Theory of production, Production decision and what is the theory of production, Production function and types of production function, Laws of production, face in a variable input or factors of production, Time periods and variation of output and production in short run, Laws of production a detailed study, returns to a factor of production with one variable input, Law of variable proportions and three stage of production, A simplified variation of the stages of production, Conditions of applicability for causes of application, Postponement of the law and application of the law, Increasing returns to a factor, Applications of the increasing returns to a factor, Constant returns to a factor, Dimension returns to a factor or the law of diminishing Returns, Causes of the operation of law of diminishing returns, Application of the law, Why does the law of diminishing returns apply mainly to agriculture, Returns to scale, Laws of returns to scale and isoquant approach, Isoquant curve and returns to a factor, difference between returns to scale and returns to a factor.
Oct 7	Economics of scale and cause of increasing returns to scale, External economies and types of external economies, Diseconomies of scale for cause of diminishing

	returns to scale, Producers Optimization isoquant curve analysis, Slope of isoquant curve for marginal rate of Technical substitution, Characteristics or properties of isoquant curves, Producer's equilibrium or Optimum combination of factors or least cost combination, Expansion path.
Oct 8	Theory of cost and concept of cost, Cost function, and theories of cost :- traditional approach cost in the short run, Why is short run average cost curve u shaped, Marginal cost why is marginal cost curve u shaped, Relation between average and marginal cost and relationship of different cost curve in the short period, Cost in long- run, long run total cost and long run average cost curve or envelope curve, Relationship between long run average cost and short run average cost curve, Modern theory of cost curve.
nov 9	Utility analysis meaning and concept of utility and relationship between total utility and marginal utility, Laws of utility analysis, law of diminishing marginal utility, Derivation of demand curve with the help of diminishing marginal utility, Criticism and consumer equilibrium utility analysis, Derivation of demand curve with the help of the law of equi marginal utility, Criticism of Cardinal utility analysis, Indifference curve analysis and Indifference schedule, Law of diminishing marginal rate of substitution, Budget Line or price line consumer equilibrium indifference curve analysis, Effect of change in income and price of a commodity on consumer equilibrium, Substitution effect and price effect, Separation of substitution effect and income effect, Comparison between utility and indifference curve analysis and superiority of indifference curve analysis, Use and significance of indifference curve analysis and criticism.
Nov 10	Market structure introduction meaning and forms of market structure, Perfect competitive market.
Nov 11	Monopoly, duopoly
Nov 12	Imperfect competitive market oligopoly.
Dec 13	

## **Lesson Plan (2022-23)**

### **Odd SEM**

Name of the Assistant/ Associate Professor: - Sh. Vijay Kumar

Class and Section: B.com 5<sup>th</sup>

Subject: retail management

<b>Lesson plan for the session 2022-23</b>			
<b>class B.com 5<sup>th</sup> Sem</b>			<b>subject:- retail management</b>
Sr. No.	Month	week	Topic
5	Sep-22	1	Introduction: Concept, Characteristics, Theories of Retail Development,
6		2	Evolution of Retailing and Present size, Functions of Retail Management.
7		3	Career in retailing, Technology Induction in Retailing,
8		4	Retail Mix and Potential of Retailing in India, E-Retailing.
9	Oct 22	1	Types of Retailing- Stores classified by owners, Stores classified by merchandising categories
10		2	Wheel of retailing, Traditional retail formats vs. modern retail formats in India,
11		3	Store and non-store based formats; Cash and Carry Business - Features,
12		4	Fundamentals and scope; Retailing models - Franchiser franchisee, directly owned.
13	Nov 22	1	Management of Retailing Operations: Wheel of retailing and retailing life cycle,
14		2	Retailing management and "the total performance model; Strategic retail management process.
15		3	Retail planning - Significance and Process; Developing Retailing Strategies,
16		4	Objectives, Action Plans, Retail Pricing Strategies.
17	Dec-22	1	Retail Locations: Planned and Unplanned, Location Strategies.
18		2	Test and assignment
19		3	
20		4	