

Lesson Plan (2023-24)

Name of Lecturer:- Vijay Kumar

Class and Section:- B.com 2<sup>nd</sup> (4<sup>th</sup> sem)

Subject:-Banking and Banking Law

Sr. no.	Week/months	Topic / particulars
1	1 <sup>st</sup> / Feb.	Bank and Banking System
2	2 <sup>nd</sup> /Feb.	Fucntion and importance of Commerical Banks
3	3 <sup>rd</sup> / Feb.	Structure of Commerical Banking in India
4	4 <sup>th</sup> / Feb	Problems of Non-performing Assets. Credit Creation
5	1 <sup>st</sup> / March.	Regional Rural Banks . Corporative Banks
6	2 <sup>nd</sup> / March	Reserve Bank of India. Monetary Policy of India
7	3 <sup>rd</sup> / march	Determination and Regulation of Intrest Rates in India. Banking and customer Relationship
8	4 <sup>th</sup> / March	Some Special Types of Banking Customers
9	1 <sup>st</sup> / April	Negotiable Instrument : Meanings, Features and Holders
10	2 <sup>nd</sup> / April	Rights and Liabilities of Parties for Negotiable Instruments
11	3 <sup>rd</sup> / April	Endorsement of Negotiable Instruments
12	4 <sup>th</sup> / April	Test and Practical

Signature

Lesson Plan (2023-24)

Name of Lecturer:- Vijay Kumar

Class- B-com and Section- B.Com 1<sup>st</sup>(2<sup>nd</sup> sem)

Subject:- Business Communication Skills

Sr. no.	Week/months	Topic / particulars
1	1 <sup>st</sup> / Feb.	Basic of Communication Seven C's of Effective Communication
2	2 <sup>nd</sup> /Feb.	Barriers of Miscommunication Ethical Context of Communication
3	3 <sup>rd</sup> / Feb.	Business Communication at Work Place -letter writing
4	4 <sup>th</sup> / Feb	E-mail Bad News Letter Persuasive Written Communication
5	1 <sup>st</sup> / March.	Memos or Memorandum Notice, Agenda and Minutes of meeting
6	2 <sup>nd</sup> / March	Report Writing
7	3 <sup>rd</sup> / march	Abstract, Summaries and Proposals Reading Skills
8	4 <sup>th</sup> / March	Listening Skills Note Making
9	1 <sup>st</sup> / April	Persuasive Speaking
10	2 <sup>nd</sup> / April	Body Language - Gesture
11	3 <sup>rd</sup> / April	Test and Practical
12	4 <sup>th</sup> / April	

Signature

Lesson Plan (2023-24)

Name of Lecturer:- Vijay Kumar

Class- B-com and Section- B.Com 1<sup>st</sup>(2<sup>nd</sup> sem)

Subject:- Business Communication Skills

Sr. no.	Week/months	Topic / particulars
1	1 <sup>st</sup> / Oct.	Basic of Communication Seven C's of Effective Communication
2	2 <sup>nd</sup> / Oct.	Barriers of Miscommunication Ethical Context of Communication
3	3 <sup>rd</sup> / Oct.	Business Communication at Work Place -letter writing
4	4 <sup>th</sup> / Oct.	E-mail Bad News Letter Persuasive Written Communication
5	1 <sup>st</sup> / Nov.	Memos or Memorandum Notice, Agenda and Minutes of meeting
6	2 <sup>nd</sup> / Nov.	Report Writing
7	3 <sup>rd</sup> / Nov.	Abstract, Summaries and Proposals Reading Skills
8	4 <sup>th</sup> / Nov.	Listening Skills Note Making
9	1 <sup>st</sup> / Dec.	Persuasive Speaking
10	2 <sup>nd</sup> / Dec.	Body Language - Gesture
11	3 <sup>rd</sup> / Dec.	Test and Practical
12	4 <sup>th</sup> / Dec.	

Signature

Lesson Plan (2023-24)

Name of Lecturer:-Vijay Kumar

Class and Section B.com Final 6<sup>th</sup> Sem

Subject:-F.M.O.

Sr. no.	Week/months	Topic / particulars
1	1 <sup>st</sup> / Feb.	1. Overview of Indian Financial System
2	2 <sup>nd</sup> /Feb.	2. Indian Money Market
3	3 <sup>rd</sup> / Feb.	3. Primary Market
4	4 <sup>th</sup> / Feb	Test
5	1 <sup>st</sup> / March.	4. Secondary Market
6	2 <sup>nd</sup> / March	5. The Securities Exchange Board of India
7	3 <sup>rd</sup> / march	6. Investor Protection
8	4 <sup>th</sup> / March	Test
9	1 <sup>st</sup> / April	7. Functionaries on Stock Exchange
10	2 <sup>nd</sup> / April	8. Merchant Banking
11	3 <sup>rd</sup> / April	9. Development Bank
12	4 <sup>th</sup> / April	Test and Assignment

Signature

Lesson Plan (2023-24)

Name of Lecturer:- Vijay Kumar

Class and Section:- B.com Final 6<sup>th</sup> Sem

Subject:- GST

Sr. no.	Week/months	Topic / particulars
1	1 <sup>st</sup> / Feb.	1. Tax Structure in India
2	2 <sup>nd</sup> /Feb.	2. Overview of GST
3	3 <sup>rd</sup> / Feb.	3. Taxable Event and Scope of Supply
4	4 <sup>th</sup> / Feb	4. Registration 5. Tax Invoice, Credit and Debit Notes
5	1 <sup>st</sup> / March.	6. Offences and Penalties
6	2 <sup>nd</sup> / March	7. Small Taxable Persons: Exemptions and Composition Scheme
7	3 <sup>rd</sup> / march	8. Levy and Collection of Tax
8	4 <sup>th</sup> / March	9. Nature of Supplies: Interstate and Intrastate
9	1 <sup>st</sup> / April	10. Place of Supply 11. Value of Taxable Supply
10	2 <sup>nd</sup> / April	12. Returns and Assessment
11	3 <sup>rd</sup> / April	13. Payment of Tax 14. Refunds
12	4 <sup>th</sup> / April	Test and Assignment

Signature

# **Lesson Plan (2023-24)**

## **Odd Sem**

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

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

Subject: ASM

Sr. no.		Week	Topics
1	Oct. 23	1	Introduction of advertising:- evaluation of advertising and promotion, emergence of integrated marketing communication strategy.
2		2	Developing marketing planning program, role of advertising and promotion types and role of advertising agencies.
3		3	Sales management:- participants in IMC process of sales management, position of sales management in promotion, characteristics and responsibility of sales management.
4		4	Basic Skills and changing role of sales managers, theory of selling, Sale planning- objective and process.
5	Nov. 21	5	Territory management:- requirements and system of sitting up sales territories, time management, routing,
6		6	Sales quotes:- objective and type of quotas, management of sales quotas, management of sales forces.
7		7	Recruitment and selection and training
8		8	Controlling process and distribution channels.
9	Dec. 21	9	Analysis of sales, cost and profitability.
10		10	Sales expenses managing, performance evaluation of sales forces.
11		11	Ethical issue in sales management.
12		12	Web marketing emerging issues in advertising and sales management.
13		13	

# **Lesson Plan (2023-24)**

## **Odd SEM**

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

Class and Section: B.com 1st

Subject: Business Economics

Week	Topics
Oct /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.
Oct /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.
Oct /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.
Oct/ 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.
Nov/ 1	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.
Nov/ 2	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.
Nov /3	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.
Nov/ 4	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.
Dec/ 1	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.
Dec./ 2	Market structure introduction meaning and forms of market structure, Perfect competitive market.
Dec. /3	Monopoly, duopoly
Dec. /4	Imperfect competitive market oligopoly.
Jan. /1	Test and assignment



## **Lesson Plan (2023-24)**

### **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 2023-24</b>			
Sr. No.	months	week	Topic
5	Oct. 23	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	Nov. 23	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	Dec. 23	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	Jan. 23	1	Retail Locations: Planned and Unplanned, Location Strategies.
18		2	Test and assignment
19		3	
20		4	