

TEACHER'S LESSON PLAN 2018-19

Teacher's name	Department	Course	Subjects
Dr. Anu Jain	Commerce	B.Com (P) Sem II	

SUBJECT NAME Business Laws

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1	The Indian Contract Act, 1872: General Principles of Contract		13
	a) Contract – meaning, characteristics and kinds		
	b) Essentials of a valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects		
	c) Void agreements		
	d) Discharge of a contract – modes of discharge, breach and remedies against breach of contract		
	e) Contingent contracts		
	f) Quasi - contracts		
2	The Indian Contract Act, 1872: Specific Contracts		13
	a) Contract of Indemnity and Guarantee		
	b) Contract of Bailment		
	c) Contract of Agency		
3	The Sale of Goods Act, 1930		13
	a) Contract of sale, meaning and difference between sale and agreement to sell.		
	b) Conditions and warranties		
	c) Transfer of ownership in goods including sale by a non-owner		
	d) Performance of contract of sale, Auction Sale		
	e) Unpaid seller – meaning, rights of an unpaid seller against the goods and the buyer.		
4	The Limited Liability Partnership Act, 2008		13
	a) Salient Features of LLP		
	b) Differences between LLP and Partnership, LLP and Company		
	c) LLP Agreement,		
	d) Partners and Designated Partners		
	e) Incorporation Document		
	f) Incorporation by Registration , Registered office and change therein		
	g) Partners and their Relationship		
	h) Change of name		
	i) Whistleblowing , Taxation , Conversion of LLP		
5	The Information Technology Act, 2000		13
	a) Definitions		
	b) Digital Signature, Digital Signature Certificate		
	c) Electronic Governance		
	d) Attribution, Acknowledgement and Dispatch		
	e) Regulation of Certifying Authorities		
	f) Duty of Subscribers		

g) Penalties, Adjudication, Offences

h) Appellate Tribunal

TOTAL

65

SUBJECT NAME	Sub Topics of Units		No. of Lectures
UNITS		sub topics	

a

1 b

c

d

a

2 b

a

3 b

TEACHER'S LESSON PLAN FOR YEAR 2020-21

Teacher's name	Department	Course	Subjects
Dr. Anu Jain	Commerce	B.Com (H) 6th Sem	Industrial Relation and Labour Laws

SUBJECT NAME	Industrial Relation and Labour Laws		No. of Lectures
UNITS	Sub Topics of Units	sub topics	
1 Industrial Relations	a) Concept, Nature, Objectives, Factors Affecting IR, IR in changing Environment		3
	b) Evolution of IR in India; Role of State; Trade Union; Employers' Organisation		3
	c) Human Resource Management and IR Role of ILO in Industrial Relations, International Dimensions of IR		4
	d) Concept of GIG Economy and ramifications for industrial relations.		3
2 Trade Union	a) Origin and growth, unions after Independence, unions in the era of liberalisation; Factors Affecting Growth of Trade Unions in India		7
	b) Multiplicity & Recognition of Trade Unions; Major Provisions of Trade Union Act 1926		6
3 Collective Bargaining and Workers' Participation in	a) Collective Bargaining: Meaning, Nature, Types, Process and Importance of Collective Bargaining, pre-requisites, issues involved		4
	b) Status of Collective Bargaining in India, Functions and role of Trade Unions in collective bargaining		4
	c) Workers' Participation in Management: Concept, practices in India, Works Committees, Joint management councils; Participative Management and co-ownership; Productive Bargaining and Gain Sharing		5
4 Discipline and Grievance	a) Discipline: Causes of indiscipline, Maintenance of discipline. Misconduct; Highlights of domestic enquiries; Principle of Natural Justice		4
	b) Labour turnover; Absenteeism; Grievance: Meaning of Grievance, Grievance redressal machinery in India		4
	c) Grievance handling procedure; salient features of Industrial Employment (Standing orders) Act 1946		5
5 Labour Laws	a) The Industrial Disputes Act, 1947: Definitions of Industry, workman, and Industrial Dispute; Authorities under the Act: Procedure, Powers and Duties of Authorities		4
	b) Strikes and Lock outs: Lay-off and Retrenchment: Provisions relating to Layoff, Retrenchment, and closure		4
	c) The Factories Act, 1948: Origin, Growth and Objectives, Provisions relating to Health, Safety, Welfare facilities, working hours, Employment of young persons, Annual Leave with wages		5
			65

Teacher's name	Department	Course	Subjects
Dr. Anu Jain	Commerce	B.Com (H) 3rd Sem	Training and Development

SUBJECT NAME	Training and Development		No. of Lectures
UNITS	Sub Topics of Units	sub topics	
1 Nature of Training and	a) Theories of management training and development and practical application of these theories in today's organisations		7
	b) inputs and gaps in training		2
	c) Training and development as a source of competitive advantage		2

	d) Resistance to change	2
	<hr/>	
	a) Training process and practical application of designing programmes in today's	
	2 environment	4
Designing	b) methods of training; Human re-engineering, managing change, workmen	
Training	training, re-training	5
	c) government initiatives, self-directed work teams, learning curves, managing a	
	diverse workforce	4
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	a) Executive development; Role of development officers, administrators,	
	3 consultants, designers and instructors	4
Executive	b) Trends towards performance management and its impact on training	
Development	professionals	4
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	4 a) Evaluation of training and development programmes- statistical methods	3
Evaluation of		
Training and		
Development	b) Use of appropriate training and development software packages	3
	c) Application of distance learning packages, effective training follow-up	4
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	a) Career development and planning, career development programmes and	
	5 counseling	4
Development	b) group projects, training for international assignments	4
	<hr/>	
		52

C.B.& N.S.

NAME OF TEACHER: Dr. ANU JAIN

SUBJECT NAME: **Collective Bargaining & Negotiation Skills** B.C.H. Sem IV

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1 Issues in Collective Bargaining	a Meaning,	Characteristics	3
	b Importance	Hick's Model	4
	c Conflict Choice Model		3
	d Behavioural Theory		2
2 Collective Bargaining in India	a Pre Requisites of Collective Bargaining	Levels of Bargaining	5
	b Scope of agreements Difficulties in Bargaining		5
3 Negotiating a Contract	a Meaning,	Charter of Demands	6
	b Bargaining Team Creation	Contract Costing	7
4 Negotiating Skills	a. Negotiation Process		3
	b. Integrative Agreements		2
	c. Phases in Collective Bargaining		3
	d. Contract Ratification		3

C.B.& N.S.

e. Grievance Management	3
f. Emerging Trends in Collective Bargaining	2
TOTAL	51

TEACHER'S LESSON PLAN 2018-19

Teacher's name	Department	Course	Subjects
Dr. Bhawna Rajput	Commerce	B.Com(H) & B.Com	Fundamental of Investment

SUBJECT NAME Fundamental of Investment B.Com(H) III

UNITS	Sub Topics of Units		No. of Lectures
1	The Investment Environment		5
	Indian securities market		3
	the market participants and trading of securities		2
	Concept of return and risk		8
2	Bond features, types of bonds		2
	estimating bond yields		7
	types of bond risks		1
	default risk and credit rating		2
3	Approaches to Equity Analysis		10
	Technical Analysis and Efficient Market Hypothesis		6
	dividend capitalisation models, and price-earnings multiple approach to equity valuation		4
4	Portfolio and Diversification		2
	Portfolio Risk and Return.		6
	Financial Derivatives		4
5	Investor Protection		8
	investor grievances and their redressal system		2
	insider trading,		2
	Total		75

SUBJECT NAME Management Principles & Applications B.Com(H) II

UNITS	Sub Topics of Units		No. of Lectures
1	Concept of Managerial function		5
	Evolution of Management Thoughts		8
	Trends and Challenges		2

2 Types of Plans	2
Strategic Plans	9
ETOP	5
Decision Making	4
3 Concept and Process of organising	2
Formal vs. Informal Organisation	2
Principles of Organising	4
Types of Organisation Structure	6
4 Staffing	2
Motivation	5
Leadership	5
Communication	6
5 Control Process	2
Control Techniques	6
Total	75

SUBJECT NAME Fundamental of Investment B.Com(P) III

UNITS	Sub Topics of Units		No. of Lectures
1	The Investment Environment		5
	Indian securities market		3
	the market participants and trading of securities		2
	Concept of return and risk		8
2	Bond features, types of bonds		2
	estimating bond yields		7
	types of bond risks		1
	default risk and credit rating		2
3	Approaches to Equity Analysis		10
	Technical Analysis and Efficient Market Hypothesis		6
	dividend capitalisation models, and price-earnings multiple approach to equity valuation		4
4	Portfolio and Diversification		2
	Portfolio Risk and Return.		6
	Financial Derivatives		4

5 Investor Protection	8
investor grievances and their redressal system	2
insider trading,	2
Total	75

SUBJECT NAME Business Organisation & Management B.Com(P) I

UNITS	Sub Topics of Units		No. of Lectures
1 spectrum of business			5
Globalisation & Liberalisation			2
MNCs			1
Social Responsibility			2
Emerging Trends			2
E-Commerce			2
Franchising			1
BPOs			2
2 Sole Proprietorship			1
OPC			1
HUFs			1
Companies			2
LLP			2
Choice of Suitable form of organisation Structure			2
3 Planning			4
Organising			2
Departmentation			2
Delegation & Decentralisation			2
Group Behavior			4
4 Leadership Theories			4
Motivation			4
Communication			2
Transaction Analysis			3
Johari Window			2
Change Management			2
Conflict Management			2
Emerging Issues in management			2
5 Marketing Management			5
Financial Management			5
Human Resource Management			4

TEACHER'S LESSON PLAN FOR YEAR 2019-20

Teacher's name	Department	Course	Subjects
Dr. Hema Gupta	Commerce	BCOM SEM V	

SUBJECT
NAME

HUMAN RESOURCE MANGEMENT

UNITS

Sub Topics of Units		No. of Lectures
	sub topics	

<p>1 <u>Introduction to HRM</u></p> <p>a. Nature, importance, evolution and scope of HRM, difference between HRM and HRD,</p> <p>b. competencies of HR manager; Human resource planning—quantitative and qualitative dimensions;</p> <p>c. Job analysis—Job description and Job specification; HR policies.</p>	10
<p>2 <u>Recruitment, Selection & Development</u></p> <p>a. Recruitment, selection, placement</p> <p>b. induction, and socialization – an overview</p> <p>c. Training and development- concept, importance, methods</p> <p>d. role specific and competency based training</p>	12
<p>3 <u>Performance Appraisal</u></p> <p>a. Performance appraisal—meaning, objectives and methods</p> <p>b. Potential appraisal and employee counseling</p> <p>c. Job changes-transfers (meaning and reasons)</p> <p>d. promotion (meaning and basis) and demotion (meaning, causes and guiding principles)</p>	13
<p>4 <u>Compensation Management</u></p> <p>a. Job evaluation</p> <p>b. Compensation- base and supplementary compensation</p> <p>c. methods of wage payment</p> <p>c. fringe benefits, incentive plans (individual, group and organisation wide).</p>	15
<p>5 <u>Employee Maintenance and Emerging Issues in HRM</u></p> <p>a. Employee welfare, safety and health; Grievance redressal</p> <p><u>b. Emerging issues and challenges of HRM</u></p> <p><u>c. workforce diversity, employee empowerment, downsizing, work-life balance,</u></p> <p><u>d. use of technology in HRM functions, e- HRM, green- HRM</u></p>	15

e. outsourcing HRM, ethics in HRM (surveillance vs. privacy),
employee retention.

SUBJECT

NAME Management Accounting

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1	<u>Introduction</u>		5
	Meaning, objectives, nature and scope of management accounting, difference between different forms of accounting— Cost, Financial and Management accounting, . Cost control and Cost reduction		
2	<u>Marginal Costing</u>		10
	Concept of marginal cost and marginal costing Absorption versus Variable Costing: Distinctive features and income determination; Cost-volume-profit analysis; Break-even analysis - mathematical and graphical approaches; Profit-volume ratio, angle of incidence, margin of safety Cash break-even point and Composite break-even point, determination of cost indifference point.		
3	<u>Decision Making</u>		15
	Steps in Decision Making Process, Concept of Relevant Costs and Benefits Various short -term decision making situations –Profitable product mix Acceptance or Rejection of special/ export offers, Make or buy Addition or Elimination of a product line, Sell or process further Operate or shut down, Fixation of selling price		
4	<u>Budgetary Control and Standard Costing System</u>		15
	Budgeting and Budgetary Control: Concept of budget, budgeting and budgetary control; Objectives, merits and limitations; Budget Administration; Functional Budgets; Fixed and Flexible budgeting Zero base budgeting; Programme and Performance budgeting		
5	<u>Standard Costing and Variance Analysis</u>		15
	Meaning of standard cost and standard costing; advantages, limitations and applications; Variance Analysis – material and labour variances only; Control ratios.		

6 Performance Measurement

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Responsibility Accounting: Concept, Significance, Different
Responsibility Centres

Divisional Performance Measurement: Financial and Non-
Financial measures; Transfer pricing.

TEACHER'S LESSON PLAN 2017-18

Teacher's name	Department	Course	Subjects
Dr. Nitu Dabas	Commerce	B.Com. Sem V	Commerce

SUBJECT NAME Human Resource Management

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	

1	Introduction	Concept and functions; Role, status and competencies of HR manager; Organization of HR Department, HR policies; Evolution of HRM;	8	13
		Emerging challenges of human resource management like workforce diversity, downsizing, work life balance, etc.	5	
2	Acquisition of Human Resource	Human resource planning; Job analysis- Job description and job specification;	5	13
		Recruitment- concept and sources;	3	
		Selection- concept and process; Testing and interview;	3	
		Placement and induction.	2	
		Concept and importance; Identifying training and development needs; Designing training programmes	4	

3	Training and Development	Training and development methods- Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In-basket, management games, coaching and mentoring, management development programmes; Evaluating Training Effectiveness	8 1	13
4	Performance Appraisal	Nature and objectives; Performance Appraisal process; Methods of performance appraisal; Job changes- Transfers and promotions, Potential appraisal; Compensation- Concept and policies, Job Evaluation;	6 4 4	10
5	Compensation and Maintenance of Employees	Methods of wage payments and incentive plans; Fringe benefits; Performance linked compensation; Employee health and safety; Employee welfare; Social security (excluding legal provisions); Grievance handling and redressal.	5 7	16
Total			65	

**TEACHER'S
LESSON PLAN
2018-19**

Teacher's name	Department	Course	Subjects
Dr. Nitu Dabas	Commerce	B.Com (Hons.) Sem VI	Commerce

**Auditing and
SUBJECT Corporate
T NAME Governance**

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1	Auditing	Basic Principles and Techniques; Classification of Audit: Continuous and Final Audit, Statutory Audit, Internal Audit and Government Audit; Auditor's Report – Contents and Types of Reports, Liabilities of Statutory Auditors under the Companies Act, 2013-Civil and Criminal.	5
		Audit Planning; Internal Control and Internal Check: Cash Sales, Purchases, Wages;	2
		Audit Procedure-Vouching: Cash Book, Sales Book, Purchases Book; Verification of Assets: Land & Building, Plant & Machinery, Cash, Receivables and Stock (Cases: Kingston Cotton Mills, Westminster and Robbins); Verification of Liabilities: Loan & Advances, Sundry Creditors.	5
		Company Auditor- Qualifications and Disqualifications, Appointment, Rotation, Removal, Remuneration, Rights & Duties;	2
		Auditor's Report – Contents and Types of Reports, Liabilities of Statutory Auditors under the Companies Act, 2013-Civil and Criminal.	3
		Special Areas of Audit (To be Covered briefly) - Cost Audit, Tax Audit and Management Audit; Recent Trends in Auditing: Basic Considerations of Audit in EDP Environment; Relevant Auditing and Assurance Standards (AASs).	3

		Meaning; Theories: Agency Theory and Stakeholder Theory; Models: US Models, German Model, Japanese Models, Indian Model;	5
		Benefits of Corporate Governance: Politics and Governance; Board Committees and Their Functions- Audit Committee, Remuneration and Nomination Committee, Risk Committee, CSR Committee, Stakeholder Grievance Committee;	4
2	Corporate Governance	Insider Trading; Rating Agencies- Role of Credit Rating Agencies (to be covered in brief); Green Governance/E-Governance (Relevant to Indian Context);	4
		Clause 49 of Listing Agreement(Only Historical Brief), Listing Obligation and Disclosure Requirement, 2015 (LODR) to be done in detail; Corporate Governance in Public Sector Undertakings; Corporate Funding of Political Parties (to be covered in brief); Class Action as per provisions of Companies Act, 2013; Whistle Blowing; Shareholder Activism.	7
3	Major Corporate Governance Failures	Maxwell Communication (UK), Enron (USA), WorldCom (USA), Satyam Computer Services Limited (all need to be more emphasized); BCCI (UK), Anderson Worldwide (USA), Vivendi (France), Harshad Mehta and Kingfisher Airlines Scam (all to be covered in brief); Common Governance Problems noticed in various corporate failures;	5
		Cadbury, OECD, Oxley Act; Initiatives in India: CII, SEBI, Clause 49 of Listing Agreement, Kumar	5

4 Business Ethics

Morality and Ethics; Business Values and Ethics; Various Approaches to Business Ethics; Ethical Theories: Utilitarian Theory, Virtues Theory, Deontological Theory; Ethical Governance; Corporate Ethics; CSR- Extension of Business Ethics; Benefits of adopting Ethics in Business; Ethics Programme; Code of Ethics: Ethics Committee (Major Emphasis is to be given).

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Corporate Social Responsibility

Corporate Philanthropy; Meaning of CSR; CSR and CR; CSR and Corporate Sustainability; CSR and Business Ethics; CSR and Corporate Governance; Environmental Aspect of CSR; CSR Provisions under the Companies Act, 2013 (Section 135); CSR Committees; CSR Models: Stakeholders Model and Carroll Model; Drivers of CSR (Why Companies Adopting CSR); Codes and Standards on CSR; Global Reporting Initiative (GRI), Tripple Bottom Line (Meaning and Concept), ISO 26000.

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TOTAL

65

**TEACHER'S
LESSON PLAN 2018-
19**

Teacher's name	Department	Course	Subjects
Dr. Nitu Dabas	Commerce	B.Com (Hons.) Sem V	Commerce

SUBJECT NAME **Financial Markets, Institutions and Financial Services**

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1	An Introduction to Financial System and its Components	a. Financial Markets and Institutions	2
		b. Financial Intermediation	2
		c. Flow of funds matrix	2
		d. Financial system and economic development	2
		e. An overview of Indian Financial System	2
2	Financial Markets	a. Money market- Functions, organization and instruments	3
		b. Role of central bank in money market	2
		c. Indian money market- An overview	2
		d. Capital Markets- functions, organization and instruments	4
		e. Indian debt market;	2
		f. Indian equity market- primary and secondary markets	5
		g. Role of stock exchanges in India	2
3	Financial Institutions	a. Depository and non-depository institutions	3
		b. Commercial Banking- introduction, its role in project finance and working capital finance	4
		c. Development Financial Institutions (DFIs)- An overview and role in Indian economy	4
		d. Life and non-life insurance companies in India	3
		e. Mutual Funds- Introduction and their role in capital market development	3
		f. Non - banking financial companies (NBFCs)	3
4	Overview of Financial Services Industry	a. Fund based and fee based financial services, Merchant banking- pre and post issue management, underwriting.	5
		b. Regulatory framework relating to merchant banking in India	2

5	Leasing and hire-purchase	a. Consumer and housing finance; Venture capital finance;	2
		b. Factoring services, bank guarantees and letter of credit;	3
		c. Credit rating; Financial Counselling and Portfolio management Services.	3
Total			65

TEACHER'S LESSON PLAN 2018-19

Teacher's name	Department	Course	Subjects
Dr. Nitu Dabas	Commerce	B.Com Sem 6	Financial Markets and Institutions

SUBJECT NAME **Financial Markets and Institutions**

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1	An Introduction to Financial System and its Components	a. Financial Markets and Institutions	3
		b. Financial Intermediation	3
		c. Flow of funds matrix	3
		d. Financial system and economic development	3
		e. An overview of Indian Financial System	3
		f. Financial Regulators in India: RBI, Ministry of Corporate Affairs, SEBI, IRDA	5
		g. Financial Conglomerates	1
TOTAL			21
		a. Money market- Functions, organization and instruments	3
		b. Role of central bank in money market	2
		c. Indian money market- An overview	3

2	Financial Markets	d.Capital Markets- functions, organization and instruments	3
		e. Indian debt market; corporate debt market; slow growth of corporate debt market; development of corporate bond market abroad	4
		f. Indian equity market- primary and secondary markets	5
		g. Role of stock exchanges in India	2
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	TOTAL		22
3	Financial Institutions	a. Depository and non-depository institutions	2
		b. Commercial Banking- introduction, its role in project finance and working capital finance	2
		c. Development Financial Institutions (DFIs)- An overview and role in Indianeconomy	3
		d. Life and non-life insurance companies in India	2
		e. Mutual Funds- Introduction and their role in capital market development	2
		f. Non - banking financial companies (NBFCs)	3
		g. Regional Rural Banks, Urban Cooperative Banks	4
		h.Rural Cooperative Credit Institutions	2
		i. Pension Fund Regulatory and Development Authority	2
	TOTAL		22
	Grand Total		65

**TEACHER'S
LESSON PLAN 2018-
19**

Teacher's name	Department	Course	Subjects
Dr. Nitu Dabas	Commerce	B.Com (Hons.) Sem VI	Commerce

SUBJECT Human Resource
NAME Maangement

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1	Human Resource Management	Concept and functions; Role, status and competencies of HR manager; HR policies; Evolution of HRM;	5
		Emerging challenges of human resource management- Workforce diversity, empowerment, downsizing, VRS, work life balance.	5
2	Acquisition of Human Resource	Human resource planning- Quantitative and qualitative dimensions; Job analysis- Job description and job specification;	4
		Recruitment- concept and sources;	2
		Selection- concept and process; Test and interview;	3
		Placement, induction and socialization; Retention.	3
3	Training and Development	Concept and importance; Role specific and competency based training;	4
		Training and development methods- Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In-basket, management games, conferences and seminars, coaching and mentoring, management development programmes;	8
		Training process outsourcing	3
		Performance appraisal - Nature, objectives and process; Performance Management; Methods of performance appraisal; Potential appraisal;	4

4	Performance Appraisal and Compensation Management	Employee counselling; Job changes- Transfers and promotions, Human resource audit;	4
		Compensation- Concept and policies, Base and supplementary compensation; Individual, group and organization incentive plans; Fringe benefits;	4
		Performance linked compensation; Employee stock option; Pay band compensation system; Job evaluation.	4
		Employee health and safety; Employee welfare; Social security (excluding legal provisions); Employer-employee relations- An overview;	4
5	Maintenance of employees and Emerging Horizons of HRM	Grievance handling and redressal; Industrial disputes: Causes and settlement machinery;	2
		e- HRM; Human Resource Information System and e-HRM	2
		Impact of HRM practices on organisational performance; HR audit, Contemporary issues in human resource management.	4
	Total		65

Teacher's name	Department	Course	Subjects
Dr. Nitu Dabas	Commerce	B.Com SemIV	Investing in Stock Markets

SUBJECT Investing in Stock
NAME Markets SEC

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1 Investing Fundamentals	a. Types of Investments- Equity Shares, IPO/FPO, Bonds		3
	b. Indian Securities Market: the market participants, tradi		3
	c. Sources of Financial Information		1

	d. Stock exchanges in India: BSE, NSE, MCX	2
	e. Buying and Selling of Stocks: Using Brokerage and Anal	2
	f. Use of limit order and market order	1
Total		12
3 Investing in Mutual Funds	a. Background of Mutual Funds: Needs and advantages of	2
	b. Net Asset Value	3
	c. Types of Mutual Funds: Open ended, closed ended, equ	3
	d. Factors affecting choice of mutual funds	2
	e. CRISIL Mutual Fund Ranking and its Usage	2
TOTAL		12

**TEACHER'S
LESSON PLAN 2020-
21, 2021-22**

Teacher's name	Department	Course	Subjects
Dr. Nitu Dabas	Commerce	B.Com (Hons.) Sem III	Commerce

SUBJECT Human Resource
NAME Maanagement

UNITS	Sub Topics of Units		No. of Lectures
		Sub topics	
1	Introduction	Meaning , Importance and Scope of HRM, Evolution of HRM, functions; Status and competencies of HR manager;	5
		Human resource planning- Quantitative and qualitative dimensions; Job analysis- Job description and job specification; HR Policies	8
		Recruitment, Selection, Placement, induction and soc	4

2	Recruitment, Selection & Development	Developing Human Resources	2	
		Training-need, types and evaluation	6	
3	Performance Appraisal	Role specific and competency based training;	1	13
		Performance appraisal - Nature and objectives,	4	
		Methods of performance appraisal, Potential Appraisal & employee counselling	5	
4	Compensation	Job Changes- transfers and promotions, HR Audit	3	12
		Job Evaluation	2	
		Compensation- Concept and policies, Base and supplementary compensation;	3	
		Performance linked compensation- Individual, group and organisation level	4	
5	Employee Maintenance and Emerging Issues in HRM	Employee health and safety; Employee welfare; Social security (excluding legal provisions); Grievance handling and redressal; Industrial disputes and settlement machinery;	3	12
			4	
		Emerging Issues and Challenges of HRM- Employee Empowerment, Downsizing, Work- Life Balance	4	
		Use of technology in HRM functions, e- HRM, Green HRM, Outsourcing HRM, Ethics in HRM (surveillance Vs. privacy)	3	
			4	15
Total			65	

TEACHER'S LESSON PLAN 2019-20 onwards

Teacher's name	Department	Course	
Dr. Parul Goel	Commerce		
SUBJECT NAME	Principles of Marketing	B.Com	
UNITS	Sub Topics of Units		No. of Lectures
		sub topics	

1 **Unit I** **13 lec**

Introduction to Marketing::Meaning, Nature, Scope and Importance; Marketing Philosophies; Marketing Mix. Marketing Environment: Need for studying marketing environment; Micro environmental factors- company, suppliers, marketing intermediaries, customers, competitors, publics; Macro environmental factors – demographic, economic, natural, technological, politico-legal and socio-cultural.

2 **Unit II** **13 lec**

Consumer Behaviour: Need for studying consumer behaviour; Types; Stages in Consumer buying decision process; Factors influencing consumer buying decisions. Market Selection: Market Segmentation- concept, importance, levels and bases of segmenting consumer markets. Market Targeting- concept and factors affecting the choices for market targeting. Product Positioning– concept and bases. Product differentiation- concept and bases.

3 **Unit III** **13 lec**

Product Decisions: Concept and classification; Levels of Product; Product-mix dimensions; Branding- concept, functions, types and qualities of good brand name; Packaging and Labeling- concept and functions; Product support services. New Product Development: Product life cycle– concept and marketing strategies; New product development process.

4 **Unit IV** **13 lec**

5

Pricing Decisions: Objectives; Factors affecting price of a product; Pricing methods; Pricing strategies.
 Distribution Decisions: Channels of distribution-meaning and importance; types of distribution channels and their functions; Factors affecting choice of distribution channel; Distribution logistics – concept, importance and major logistics decisions.
 Wholesaling and retailing.

Unit V**13 lec**

Promotion Decisions: Communication process; Nature and Importance of Promotion; Promotion mix concept and distinctive characteristics of advertising, personal selling, sales promotion, public relations, publicity and direct marketing; Factors influencing promotion mix decisions. Contemporary Issues in Marketing: Relationship Marketing; Sustainable Marketing; Rural marketing; Social marketing; Digital marketing; Ethical issues in marketing.

SUBJECT NAME		B.Com (H)	
UNITS	Sub Topics of Units		No. of Lectures
	sub topics		
1	Introduction		12 lec
	Conceptual Framework: Accounting principle, Concepts and Conventions Introduction to Accounting Standards and Indian Accounting Standards (AS & Ind AS), Accounting Process: Journal, ledger, Trial Balance, Financial Statements (overview) Capital Expenditure (and Receipts), Revenue Expenditure (and Receipts) and Deferred Revenue Expenditure. Preparation of Financial Statements of a profit making sole proprietorship trading firm with additional information, Preparation of Financial Statements of a not for profit organisations.		
2	Depreciation Accounting and Inventory Valuation		8 lec

	Accounting for Plant Property and Equipment & Depreciation: Meaning of Depreciation, Depletion and amortization, Objective and Methods of depreciation (Straight line, Diminishing Balance), Change of Method, Inventory Valuation: Meaning, Significance of Inventory Valuation, Inventory Record System- Periodic and Perpetual, Methods of Inventory Valuation FIFO, LIFO and Weighted Average	
3	Special types of Accounting	20 lec
	Hire Purchase Accounting: Calculation of Interest, Partial and Full Repossession, profit Computation (Stock & Debtors System only), Accounting for Leases: Concept, Classification of leases (Simple practical problems), Accounting for Branches (excluding foreign branches): Dependent branches ('Debtors system' and 'Stock & debtors System') and overview of Independent branches. Departmental Accounting: Concept, Type of departments, Basis of allocation of departmental expenses, Methods of departmental accounting (excluding memorandum stock and memorandum mark-up account method)	
4	Accounting for Partnership Firm	10 lec
	Partnership accounts: Fundamentals, Admission, Retirement and Death of a partner (only an overview), Accounting for Dissolution of Partnership Firm: Dissolution of Partnership Firm including Insolvency of partners (excluding sale to a limited company), Gradual realization of assets and piecemeal payment of liabilities	
5	Computerized Accounting System	2 lec per week per batch
	Computerized Accounting System: Computerized accounts by using any popular accounting software: Creating a company; Configure and Features settings; Creating Accounting Ledgers and Groups, Creating Stock Items and Groups; Vouchers Entry; Generating Reports – Cash Book, Ledger Accounts, Trail Balance, Profit and Loss Account, Balance Sheet, Funds Flow Statement, Cash Flow Statement, Selecting and Shutting a Company; Backup and Restore of Data of a Company.	

SUBJECT NAME	Consumer Affairs and Customer Care	B.Com(H)	
UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1		Introduction	13 lec
		Experiencing and Voicing Dissatisfaction: Concept of Consumer, Consumer buying process and Post-Purchase behaviour, Factors affecting voicing of consumer grievances, Alternatives available to Dissatisfied Consumers: Private action and Public Action; Conciliation and Intermediation for out-of-court Redressal. Consumer and Markets: Nature of markets: online and offline, urban and rural; Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP), Fair Price, Grey Market, GST, ethical and legal aspects of misleading advertisements and deceptive packaging; Concept of Consumerism, Consumer Organisations: Formation, functioning, and their role in consumer protection. Recent Developments in consumer protection in India.	
2		The Consumer Protection Act (CPA), 1986	13 lec
		Objectives and Basic Concepts: Consumer rights and UN Guidelines on consumer protection, Consumer, goods, defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice, restrictive trade practice. Organisational set-up under the Consumer Protection Act: Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels; Adjudicatory Bodies: District Forums, State Commissions, National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.	
3		Grievance Redressal Mechanism under the CPA, 1986	13 lec

		Filing and handling of Complaints: Who can file a complaint; Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases; Relief/Remedy available; Temporary Injunction; Enforcement of order; Appeal; Frivolous and vexatious complaints; Offences and penalties. Leading Cases decided under Consumer Protection law by Supreme Court/National Commission: Medical Negligence; Banking; Insurance; Housing & Real Estate; Electricity Supply; Telecommunication; Education; Defective Products; Unfair Trade Practices.	
			13 lec
4		Consumer Protection in India Quality and Standardisation: Voluntary and Mandatory standards; Indian Standards Mark (ISI), Ag-mark, Hallmarking, Consumer Grievance Redressal under the BIS Act, 2016; ISO 10000 suite. Industry Regulators and Consumer Complaint Redressal Mechanism Banking Ombudsman; Insurance Ombudsman; Telecommunication: TRAI; Food Products: FSSAI; Advertising Standard Council of India; Real Estate Regulatory Authority.	
5		Competition Act, 2002 Objectives and basic concepts: Consumer, goods, service; Prohibition of anti-competitive agreements; Prohibition of Abuse of Dominant Position; Regulation of Combination; Composition and Powers of Competition Commission of India, Complaints and Procedures For Investigation, Hearings and Enquiry and Appeal Provisions.	13 lec
SUBJECT NAME	Company Law	B.Com	
Sub Topics of Units			
UNITS	sub topics		No. of Lectures
1	Introduction		13 lec

	<p>Meaning and characteristics of a company; Lifting of corporate veil; Administration of Company Law including National Company Law Tribunal (NCLT), National Company Law Appellate Tribunal (NCLAT), Special Courts; Types of companies including private and public company, government company, foreign company, one person company, small company, associate company, dormant company and producer company; Association not for profit; Illegal association; Formation of company, promoters, their legal position, pre incorporation contract and Online registration of a company.</p>	
2	<p>Documents and shares</p> <p>Memorandum of Association and its alteration, Articles of Association and its alteration, Doctrine of constructive notice and indoor management; Prospectus: shelf and red herring prospectus, misstatement in prospectus; Book building; Issue, allotment and forfeiture of share, call on shares; Issue of sweat capital; employee stock option; Issue of bonus shares; Transfer and transmission of shares, buyback and D-Mat system.</p>	13 lec
3	<p>Management</p> <p>Classification of directors; Director Identity Number (DIN); Appointment , removal of directors; Legal positions, powers and duties ; Key managerial personnel, managing director, manager Committee of board of directors- audit committee, nomination and remuneration committee, stakeholder relationship committee and corporate social responsibility committee.</p>	13 lec
4	<p>Company Meetings</p> <p>Meetings of shareholders and board; Types of meeting, convening and conduct of meetings, requisites of a valid meeting-notice, agenda, chairman, quorum, proxy, resolutions, minutes; postal ballot, meeting through video conferencing, e-voting.</p>	13 lec
5	<p>Dividends, Audit and Winding Up</p>	13 lec

		Provisions relating to payment of dividend; Company Audit; Provisions relating to audit, Auditors' qualification, appointment, rotation of auditors, auditors' report, Concept and modes of winding up; Liquidator; National company Law Tribunal (NCLT); Appellate Tribunal (NCLAT), Special Courts; Relevant provisions of Insolvency and Bankruptcy Code 2016.	
SUBJECT NAME	Business Mathematics	B.Com(H)	
UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1		Matrices and Determinants	8 lec

1.1 Definition and types of matrix, Algebra of matrices, Inverse of a matrix- Business Applications.
 1.2 Solution of system of linear equations (having unique solution and involving not more than three variables) using matrix inversion method and Cramer's Rule. 1.3 Leontief Input Output Model (Open Model Only).

2

Basic Calculus

6 lec

2.1 Mathematical functions and their types (linear, quadratic, polynomial, exponential, logarithmic and logistic function). Concepts of limit and continuity of a function. 2.2 Concept of Marginal Analysis. Concept of Elasticity, Applied Maxima and Minima problems including effect of Tax on Monopolist's Optimum price and quantity, Economic Order Quantity.

3

Advanced Calculus

14 lec

3.1 Partial Differentiation: Partial derivatives up to second order. Homogeneity of functions and Euler's theorem. Total differentials. Differentiation of implicit functions with the help of total differentials. 3.2 Maxima and Minima involving two variables – Applied optimization problems and Constraint optimization problems using Lagrange multiplier involving two variables having not more than one constraint. 3.3 Integration: Standard forms & methods of integration- by substitution, by parts and by use of partial fractions. Definite integration. Finding areas in simple cases 3.4 Application of Integration to marginal analysis; Consumer's and Producer's Surplus. Rate of sales, The Learning Curve.

4

Mathematics of Finance

10 lec

4.1 Rates of interest: nominal, effective and their inter-relationships in different compounding situations. 4.2 Compounding and discounting of a sum using different types of rates. Applications relating to Depreciation of assets and Equation of value. 4.3 Types of annuities: ordinary, due deferred, continuous, perpetual. Determination of future and present values using different types of rates of interest. Applications relating to Capital expenditure, Leasing, Valuation of simple loans and debentures, sinking fund. (excluding general annuities).

5

Linear Programming

14 lec

5.1 Formulation of Linear programming problems (LPPs), Graphical solutions of LPPs. Cases of unique solutions, multiple optional solutions, unbounded solutions, infeasibility, and redundant constraints. 5.2 Solution of LPPs by simplex method - maximization and minimization cases. Shadow prices of the resources, Identification of unique and multiple optimal solutions, unbounded solution, infeasibility and degeneracy. 5.3 The dual problem: Formulation, relationship between Primal and Dual LPP, Primal and Dual solutions (excluding mixed constraints LPPs). Economic interpretation of the dual.

* Practical Lab

26 Lec

TEACHER'S LESSON PLAN FOR YEAR **2016-17 even mode****

Teacher's name	Department	Course	Subjects
Dr Rajeev kaur	commerce	B. COM	Marketing mgt.

SUBJECT NAME	Sub Topics of Units		No. of Lectures
	MARKETING MANAGEMENT	sub topics	
UNITS			
	a nature,scope,philosophiesof marketing, modern marketing concept, marketing mix and marketing process		8
Introduction to mkt. mgt.1	b. Introduction to mkt. mgt.		
Mkt.environment Unit2	c Macro micro envt., consumer buying behaviour and factors influencing consumer buying behaviour		10
	Market segmentation-meaning,benefits and bases;Positioning and its major bases		10
Product unit 3	decisions, product attributes,Branding,Packaging and labelling ,PLC		10
Pricing unit 4	bSignificance,Factors affecting price determination		5
	aMajor pricing methods, market skimming and penetration pricing policies		7
Distribution unit 5	b Channels of distribution-meaning,importance and Distribution logistics: meaning,importance and decisions		10
	Promotion: meaning and importance,communication process,promotion mix		7
			8

TEACHER'S LESSON PLAN 2018-19

Teacher's name	Department	Course	Subject
Dr. Rajeev Kaur	commerce	B.com 6th sem	Organisational behaviour

UNITS		Sub Topics of Units	No. of Lectures
Introduction 1	a	concepts ,determinants,challaneges and opportunities	4
	b	contributing disciplines of OB	2
	c	OB models :autocratic,custodial,supportive and collegial	4
Individual behaviour 2	a	personality:meaning and importance,type A and type B personality,Big 5 personality trait model,factors influencing personality	3
	b	values and attitudes: concept and types of values, terminal values , instrumental values,concept and nature of attitudes,components of attitude (cognitive,affective and behavioural) job related attitudes (job satisfaction,job involvement and organisational comittment)	4
	c	Learning- concept,theories (classical conditioning,operant conditioning,cognitive learning,social learing) Reinforcement (concept,strategies and schedules of reinforcement)	4
	d	Perception and Emotions- concept,perceputal process,imortance,factors infulencing perceptions,peceptual errors and distrotions,emotional intelligence,concept and managing emotions at work place.	4
Group Decison making and communication 3	a	concept and nature of decison making process,individual vs group decison making, merits and demerits of group decison making,techinques of group decison making	5
	b	communication and feedback,transactional analysis: ego states and its utility,types of transactions,johari window (concept and utility)	5
Motivation 4	a	Meaning and importance-maslow's need hierarchy,equity theory,vrooms valence -expectancy theory	4
	b	Ken thomas intrinsic motivation theory	4
	c	Mc Clland's model, motivation and orgnisation effectiveness	2
Leadership, Power and Conflict 5	a	Leadership - meaning and concept of leadership, trait theory, transactional charismatic and transformational leadership`	5
	b	Power and Conflict - power tactics,bases of power,souces of conflict, conflict resolution strategies	5
Dynamics of OB 6	a	Organisational culture and climate- concept and determinants of organisational culture, importance of culture,socialization process,creation and maintenance of culture	4

Dynamics of OB	b	Organisational change-,meaning and importance ,resistance to change,managing change,kurt lewin's model	3
	c	Stress management - individual and orgnisational factors to stress,prevention of managerial stress	3
TOTAL			65

Teacher's name	Department		Subject
Dr. Rajeev Kaur	commerce	B.com 6th sem (SEC)	Personal Selling and Salesmanship

UNITS		Sub Topics of Units	No. of Lectures
Introduction to Personal Selling 1	a	Evolution of PS -meaning, nature and importance, difference between personal selling,salesmanship and sales management, objectives of PS, myths of selling,difference between PS and advertising	5
	b	Relationship marketing,its process,role of PS in relationship marketing	3
	c	Types of selling situations,types of sales persons	3
	d	Career opportunities in selling,measures to make selling as attractive career, characteristics of good salesman	3
Theories of Selling 2	a	Traditional and modern: AIDAS model of selling,problem solving approach	3
	b	Right set of circumstances approach,modern sales approach	4
Buying motives 3	a	concept of motivation,maslow's need hierarchy	2
	b	freudian theory,dynamic nature of motivation	4
	c	buying motives and their uses in P.S	2
Selling process 4	a	steps in selling process,prospecting and qualifying,pre approach, approach	5
	b	presentation and demonstration,handling of objections	4
	c	closing the sale,techniques for closing the sale	4
	d	customer relation,follow up and its benefits and dealing with customer complains	2
sales reports 5	a	reports and documents	2
	b	sales manual,order book,cash memo,tour diary	4
	c	daily and periodical reports,ethical aspects of selling	2
TOTAL			52

TEACHER'S LESSON PLAN 2018-19

Teacher's name	Department	Course	Subject
Dr. Rajeev Kaur	commerce	B.com 5th sem	Financial Managment

UNITS		Sub Topics of Units	No. of Lectures
	a	nature ,scope and objective of financial management	2

Introduction 1	b	time value of money-compounding and discounting	3
	c	risk and return(including capital asset pricing model).	1
long term investment decisions 2	a	The capital budgeting process,cash flow estimation.	4
	b	payback period method,accounting rate of return	5
	c	net present value(NPV),internal rate of return(IRR),net terminal value,profitability index	8
financing decisions 3	a	sources of long term financing	3
	b	estimation of components of cost of capital.methods for calculating cost of equity,cost of retained earnings,cost of debt and cost of preference capital,weighted average cost of capital(WACC)	5
	c	capital structure-theories of capital structure(net income,net operating income,MM hypothesis,traditional approach	6
	d	operating and financial leverage,determinants of capital structure	4
dividend decisions 4	a	theories for relevance and irrelevance of dividend decision for corporate valuation.residual theory,MM model ,walter model and gordon model.	6
	b	cash and stock dividend model;dividend policies in practice	3
working capital decisions 5	a	concept of working capital,operating and cash cycles	3
	b	sources of short-term finance,working capital estimation	3
	c	cash management	3
	d	receivables management	3
	e	inventory management	3

TOTAL 65

	Department		Subject
Teacher's name	commerce	B.com(H) 5th sem	Fundamentals of financial management
Dr. Rajeev Kaur			

	Sub Topics of Units		No. of Lectures
UNITS	a	Nature,scope and objectives of financial management,agency problem	2
Introduction 1	b	time value of money	3
	c	risk and return-concept and calculation(including capital asset pricing model)	1
Capital budgeting 2	a	the capital budgeting process,cash flow estimation.	2
	b	pay period method,discounted payback period method,accounting rate of return.	7
	c	net present value(NPV),internal rate of return(IRR),net terminal value,profitability index.	5
	d	capital budgeting under risk-certainty approach and risk adjusted discount rate	3

cost of capital and financing decisions 3	a	sources of long term financing	3
	b	estimation of components of cost of capital.methods for calculating cost of equity,cost of retained earnings,cost of debt and cost of preference capital,weighted average cost of capital(WACC) and marginal cost of capital.	6
	c	theories of capital structure (net incime,net operating income,MM hypothesis,traditional approach	7
	d	operating and financial leverage ;determinants of capital structure.	4
dividend decisions 4			
	a	theories for relevance and irrelevance of dividend decision for corporate valuation-walter's model,gordon model,MM theory and residual theory	6
	b	cash and stock dividends;dividend policies in practice and determinants of dividend.	2
working capital decision	a	concept of working capital,operating and cash cycles	3
	b	the risk return-trade off,sources of short term finance	2
	c	working capital estimation,cash management	3
	d	receivables management ,inventory management	5
	TOTAL		64

TEACHER'S LESSON PLAN 2018-19

Teacher's name	Department	Course	Subjects
INDU	COMMERCE	B.COM(H) VI SEM	international business

TOTAL
international
business

SUBJECT NAME

UNITS	Sub Topics of Units		No. of Lectures	
		sub topics		
unit 1	introductory of international business	Globalization and its growing importance in world and its impact	18	
		International business contrasted with domestic business; complexities of international business; Internationalization stages and orientation (EPRG framework); Modes of entry into international business.		
	International Business Environment	National and foreign environments and their components- physical, economic, demographic, cultural and politico-legal environments;		
		Global trading environment- recent trends in world trade in goods and services and trends in India's foreign trade		
unit 2	International Trade	Theories of international trade (mercantilist, classical, factor proportion, Leontief Paradox, Linder's Income Preference, PLC, National Competitive Advantage theories); tariff and non-tariff measures (diagrammatic explanation); Balance of Payment account (as per latest IMF standards) and its components (structure, components, equilibrium and disequilibrium).		
	International and Economic Organizations:	WTO (also WTO and India), UNCTAD, World Bank and IMF		
	Regional Economic Integration:	Forms of regional integration; Integration efforts among countries in Europe (EU), North America (NAFTA) and Asia (SAARC and ASEAN); cost and benefit of regional economic integration		
unit 3	6. International Financial Environment:	International financial system and institutions; Foreign		13

		exchange markets, spot market, spot rate quotations, bid-ask spreads, trading in spot markets, cross	
		exchange rates, forward market: forward rate, long and short forward positions, forward premium	
		and discount. Arbitrage, hedging and speculation; Foreign investments-types and flows; Foreign	
		investment in Indian perspective (only policy decisions post liberalization).	
unit 4	Exchange Rate Determination	Factors affecting exchange rate- relative inflation rates,	13
		relative interest rates, relative income levels, government controls (only overview), expectations	
		(only overview), etc. Government intervention and government influence on exchange rates (only	
		fixed and floating exchange rates and convertibility). Theories of exchange rate- Purchasing Power	
		Parity, Interest Rate Parity and Fisher's Effect.	
unit 5	Foreign Trade Promotion Measures and Organizations in India:	Special economic zones	8
		(SEZs) and 100% export-oriented units (EOUs); Measures for promoting foreign investments into	
		and from India; Indian joint ventures and acquisitions abroad.	

TEACHER'S LESSON PLAN FOR YEAR 2019-20 AND 2020-21

Teacher's name	Department	Course	Subjects
INDU & DR PARU	COMMERCE	B.COM V SEM SKILL	PERSONAL FINANCE

SUBJECT NAME	Sub Topics of Units		No. of Lectures
		sub topics	
UNITS	Introduction to Financial Planning	Unit I: Introduction to Financial Planning Financial goals, Time value of money, steps of financial planning, personal finance/loans, education loan, car loan & home loan schemes. Introduction of savings, benefits of savings, management of spending & financial discipline, Net banking and UPI, digital wallets, security and precautions against Ponzi schemes and online frauds such as phishing, credit card cloning, skimming etc.	18
	1 Investment planning	Unit: II Investment planning Process and objectives of investment, Concept and measurement of return & risk for various assets class, Measurement of portfolio risk and return, Diversification & Portfolio formation. Real estate, financial derivatives & Commodity market in India. Mutual fund schemes including SIP	13

Personal Tax Planning Tax Structure	Unit III: Personal Tax Planning Tax Structure in India for personal taxation, Steps of Personal tax planning, Exemptions and deductions for individuals, tax avoidance versus tax evasion	13
Insurance Planning	Unit IV: Insurance Planning Need for Protection planning. Risk of mortality, health, disability and property. Importance of Insurance: life and non-life insurance schemes.	11
Retirement Planning	Unit V: Retirement Planning Retirement Planning Goals, Process of retirement planning, Pension plans available in India, Reverse mortgage, New Pension Scheme	10

Teacher's name	Department	Course	Subjects
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INDU COMMERCE B.A PROG V SEM SKILL Entrepreneurship

SUBJECT NAME	Sub Topics of Units		No. of Lectures
UNITS	sub topics		
Entrepreneurship INTRODUCTION	Unit I: Introduction Entrepreneurship- meaning, importance and determinants; Entrepreneurship in Indian scenario as a career option; Understanding intrapreneurship, technoentrepreneurship, netentrepreneurship, ecoentrepreneurship, and social entrepreneurship		13
1 Entrepreneurial Eco-System	Unit II: Entrepreneurial Eco-System Socio-economic support system for entrepreneurship, public and private system of stimulation; Role of development institutes; Availability of finance, marketing, technology and project related assistance; Role of trade associations and self-help groups for promotion of entrepreneurship; Types of business entities- micro, small and medium enterprises; Role of MSME sector in Indian economy; Nature of family business in India		18
Enterprise Formation Process	Unit III: Enterprise Formation Process Understanding and analyzing business opportunities; Market demand analysis, preparation of business plan, project feasibility study; Start ups and basic start ups problems; Cases of Indian start ups, sources of financing business start ups (practical knowledge on preparation of business plan/project report shall be taught in the class		13
Managerial Aspects of Business	Unit IV: Managerial Aspects of Business Managing finance- preparation of operating/cost budget, cash budget; Understanding management of short term and long term capital; Human resource planning; Contract management; Understanding marketing methods; Understanding of GST and other tax compliances		11
Managing Growth	Unit V: Managing Growth Business growth strategies specific to small enterprises; Enterprise life cycle and various growth strategies; Business collaboration and outsourcing of resources; Network management; Business succession planning for sustenance; Managing family business and its conflicts.		10

Teacher's name	Department	Course	Subjects
INDU	COMMERCE	B.COM HONOURS	
SUBJECT NAME	Human Resource Management GENERIC 3RD SEM		
UNITS	Sub Topics of Units	sub topics	No. of Lectures
1	Human Resource Management	Concept and functions; Role, status and competencies of HR manager; HR policies; Evolution of HRM;	5
		Emerging challenges of human resource management- Workforce diversity, empowerment, downsizing, VRS, work life balance.	5
2	Acquisition of Human Resource	Human resource planning- Quantitative and qualitative dimensions; Job analysis- Job description and job specification;	4
		Recruitment- concept and sources;	2
		Selection- concept and process; Test and interview;	3
		Placement, induction and socialization; Retention.	3
3	Training and Development	Concept and importance; Role specific and competency based training;	4
		Training and development methods- Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In-basket, management games, conferences and seminars, coaching and mentoring, management development programmes;	8
		Training process outsourcing	3
4	Performance Appraisal and Compensation Management	Performance appraisal - Nature, objectives and process; Performance Management; Methods of performance appraisal; Potential appraisal;	4
		Employee counselling; Job changes- Transfers and promotions, Human resource audit;	4
		Compensation- Concept and policies, Base and supplementary compensation; Individual, group and organization incentive plans; Fringe benefits;	4
		Performance linked compensation; Employee stock option; Pay band compensation system; Job evaluation.	4
5	Maintenance of employees and Emerging Horizons of HRM	Employee health and safety; Employee welfare; Social security (excluding legal provisions); Employer-employee relations- An overview;	4
		Grievance handling and redressal; Industrial disputes: Causes and settlement machinery;	2
		e- HRM; Human Resource Information System and e-HRM	2

	Impact of HRM practices on organisational performance; HR audit, Contemporary issues in human resource management.	4
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Teacher's name	Department	Course	Subjects
INDU	COMMERCE	B.COM sem I	financial accounting

SUBJECT NAME financial accounting

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
unit 1	theoretical framework	accounting as an information system, users, characteristics, functions, advantages, limitations, branches, bases of accounting	4
		basic concepts and conventions, financial accounting standards concepts, benefits, procedure for issuing.	
		Accounting process, recording and preparations of trial balance profit & loss, balance sheet	
unit 2	business income	measurement of business income, objectives, revenue-concept, principal, recognitions of expenses	12
		depreciation - nature, factor, advantage, methods- (SLM, WDM)	
		inventories- meaning, significance, valuation, methods, FIFO, LIFO, WEIGHTED AVERAGE	
UNIT 3	Accounting for hire purchase, consignment, joint venture	accounting for hire purchase, journal entries, ledgers, books of hire vendor, hire purchase, full and default repossession, stock and debtors methods	20
		consignment- features, treatment in the books of consigner and consignee	
		joint venture- procedure records maintained by venturers, memorandum joint venture,	
unit 4	inland branches	inland branches- dependent, debtors and stock and debtors methods	6
unit 5	computerised accounting	Machine Handling.	20 class per student
		• Company Creation	
		(A/c with inventory, use of security control, features and configuration)	
		• Creation of Groups and Ledger (using single & multiple	
		• Voucher Entry (15 entries including compound entries & Trade discount	
		• Reports (generation of reports for specific period	

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Teacher's name	Department	Course	Subjects
INDU	COMMERCE	B.COM SEM V	advertising

TOTAL

SUBJECT NAME advertising

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
unit 1	introduction	communication process,basic elements,models of communication,advertising-meaning,importancetypes,objectives,advertising budget,audience selection	15
unit 2	media decision	types of media,merits demrits,media issues ,factors influencing media choice media selection, media schedueling	15
unit3	message developments	advertising creativity ,appeals,advertising copy,its elements,creativity,tactics of print advertising	15
unit 4	mesuring advertising effectiveness	arguments for and against measuring effectiveness, testing process,evaluating communication and its sales effect,pre and post testing techniques	10
unit 5	organisational arrangements	advertising agency-role,types,selection ,reasons for evaluating agencies, social,ethical legal aspects of advertising in india,recent issues developments in advertising	10

Teacher's name	Department	Course	Subjects
INDU	COMMERCE	B.COM(h) SEM V	advertising

TOTAL

SUBJECT NAME advertising

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
unit 1	introduction	communication process,basic elements,models of communication,advertising-meaning,importancetypes,objectives,advertising budget,audience selection	15
unit 2	media decision	types of media,merits demrits,media issues ,factors influencing media choice media selection, media schedueling	15
unit3	message developments	advertising creativity ,appeals,advertising copy,its elements,creativity,tactics of print advertising	15
unit 4	mesuring advertising effectiveness	arguments for and against measuring effectiveness, testing process,evaluating communication and its sales effect,pre and post testing techniques	10

unit 5	organisational arrangements	advertising agency-role,types,selection , reasons for evaluating agencies, social,ethical legal aspects of advertising in india,recent issues developments in advertising	10
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Teacher's name	Department	Course	Subjects
INDU	COMMERCE	B.COM SEMIV	cost accounting

TOTAL

SUBJECT NAME cost accounting

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
UNIT 1	introduction of cost accounting	meaning ,objectives and advantages of cost accounting,difference between financial ,cost and management accounting	8
		cost concept and classification(element,traceability,function,behaviour,expired &unexpired)	
		role of cost accountant in an organisation	
unit 2	material and labour	material control concept and techniques (stock levels, economic order quantity,ABC analysis), inventory systemperiodic and perpetual	20
		methods of pricing of material(LIFO,FIFO,simple average,weighted average,replacement,standard)	
		treatment of material losses(waste,scrap,defective,and spoilage)	
		accounting and control of labour cost	
		time keeping and time booking	
		treatment of idle time,overtime,labour turnover and fringe benefits	
unit 3	overhead costing	meaning,classification(element,functions,behaviour)	15
		allocation,apportionment and absorption of overheads	
		under and over absorption of overheads	
		capacity cost ,treatment of certain items in costing like interest on capital, packing expenses,debts, research and development expenses	
		activity based costing	
unit 4	methods of costing	unit costing(procedure,cost sheet,treatment of stocks,scrap,) problems and solutions	
		job costing(objectives,procedure,completion of job	
		contractcosting(difference between job and contract costing,features,procedure,work certified uncertified,problems & solution on contract costing, distribution of notional profit,retention money escalation clause	
		process costing(characteristics of process difference between job,contract,and process)procedure of process costing	
		work in progress (FIFO AND AVERAGE method) normal loss abnormal loss	
		opening as well as closing stock procedure problems &solutions	
		joint and by products	

		service costing (transport problems & solutions)	20
unit 5	cost accounting systems	integral and non integral (ledger, principal, advantage disadvantage, features)	
		reconciliation of cost and financial accounts	
		need for reconciliation, reasons for disagreement in profit/loss, methods of reconciliation	12

Teacher's name	Department	Course	Subjects
INDU	COMMERCE	B.COM SemIV	investment in stock market

TOTAL
investment in stock
market

SUBJECT NAME

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
UNIT2	online trading & stock valuation	online trading introduction, mechanism, types of orders, price quotations, order conditions, buying and selling	
		stock valuation fundamental analysis, company analysis, valuation models, technical analysis, tools of	12
unit 4	futures and options, derivatives	introduction to forward, future, option, trading in futures and options	
		quotes in future market and option market, types of orders in future and options	
		trading in future and options	
		commodity derivatives, evolution, valuation, procedure, benefits and risk	
		currency derivatives - concept, introduction participants, trading mechanism, steps for placing an order, basic strategies	12

Teacher's name	Department	Course	Subjects
Dr. Nitu Dabas	Commerce	B.Com SemIV	Investing in Stock Markets
SUBJECT NAME	Investing in Stock Markets	SEC	

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1	Investing Fundamentals	a. Types of Investments- Equity Shares, IPO/FPO, Bonds	3
		b. Indian Securities Market: the market participants, trading of securities, security market indices	3
		c. Sources of Financial Information	1
		d. Stock exchanges in India: BSE, NSE, MCX	2
		e. Buying and Selling of Stocks: Using Brokerage and Analysts' recommendations	2
		f. Use of limit order and market order	1
	Total		12
3	Investing in Mutual Funds	a. Background of Mutual Funds: Needs and advantages of investing in Mutual Funds	3
		b. Net Asset Value	4

		c. Types of Mutual Funds: Open ended, closed ended, equity, debt, hybrid, money market, load vs. no load funds	3
		d. Factors affecting choice of mutual funds	3
		e. CRISIL Mutual Fund Ranking and its Usage	3
	TOTAL		16

Teacher's name	Department	Course	Subjects
INDU	COMMERCE	B.COM SEM IV	e commerce

TOTAL

SUBJECT NAME e-commerce

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
unit 1	introduction of e-commerce	introduction to e-commerce, based activities, goals, technical components, function, advantage, and disadvantage, scope, framework, supply chain management	8
unit 2	planning online business	natures and dynamic of the internet, electronic business models, B2B, B2C, C2B, web site design, website as market place, assessing requirement of an online business designing, developing and deploying the system	8

TEACHER'S LESSON PLAN 2017-18			
Teacher's name	Department	Course	Subject's name
MS. Lovely	COMMERCE	BCP 3 RD SEMESTER	INCOME TAX LAW & PRACTICES
UNITS	UNIT NAME		No. of Lectures
		sub topics	
1	Basic concepts	a. Income, agricultural income, person, assessee, assessment year, previous year, gross total income, maximum marginal rate of tax	2 LECTURES
		b. PAN, Residential status, scope on total income on the basis of residential status	5 LECTURES
		Exempted income under section 10	2 LECTURES
2	Computation of income under different heads	a. salaries	10 LECTURES
		b. Income from house property	6 LECTURES
3	Computation of income under different heads	a. Profits and gains of business or profession	10 LECTURES
		b. Capital gains	5 LECTURES
		c. Income from other sources	5 LECTURES
4	Total income and tax computation	a. Income of other persons included in assessee's total income	2 LECTURES
		b. Aggregation of income and set-off and carry forward of losses	2 LECTURES
		c. Deductions from gross total income	4 LECTURES
		d. Rebate and relief's	2 LECTURES
5	Computation of total Income of individuals and firms	a. Tax liability of individual and firm	5 LECTURES
		b. Preparation of return of income	5 LECTURES
	TOTAL		65

SUBJECT NAME **E-marketing**

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1	a	Concepts of marketing, scope and importance of marketing	2
	b	marketing versus selling; Marketing mix;	2
	c	Concept of segmentation, targeting	2
	d	Concept of positioning, levels of segmentation	2
	e	Brief overview of marketing decisions.	2
2	a	E-marketing: concept, nature, comparison with traditional marketing	2
	b	Issues, challenges, and opportunities for e-marketing;	2
	c	Reasons for its growth and need;	2
	d	Popular tools/techniques of emarketing;	2
	e	Introduction to e-marketing situations with caselets.	2
3	a	Bases and significance of market segmentation in an e-environment;	3
	b	Positioning strategies in an e-environment	3
	c	E-marketing mix	3
	d	Concept and scope of e-CRM	3
	e	E-marketing and customer satisfaction;	3
	f	Types of e-customers, their buying process including Hierarchy of Response model;	5
	g	Types and role of communities and social networks.	5
	a	Concept, scope, and significance of internet marketing	1
4	b	distinction between internet marketing and e-marketing	1
	c	Website: importance, types, requisites, designing (with emphasis on the visual design of the website);	3
	d	Domain name branding: types and benefits;	1
	e	Search engine optimization: functions, types of traffic, keywords, and steps involved;	3
5	f	Types of internet advertising; Online PR, news and reputation management.	3
	a	Direct marketing: scope and growth	1
	b	E-mail marketing: types, strategies, importance;	2
	c	Social media marketing: concept and techniques;	2
	d	Blogging: types and role, PPC marketing	1
	e	marketing for business purposes: tools and techniques	2
TOTAL			

**Cyber crime
and laws**

SUBJECT NAME

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1	a	Computer crimes and cyber crimes. Distinction between Cyber Crimes and Conventional crime. Categories of Cyber Crime. Cyber forensic	2
	b	Kinds of Cyber Crimes- cyber stalking. cyber terrorism. forgery and fraud	2
	c	computer Security, cyber Security, crimes related to IPRs.	2
	d	Copyright issues: Coverage of Copyright protection. Copyright infringement. privacy of online data.	2
	e	Cyber Space Jurisdiction. Domain Name: Meaning. examples of Domain Name. Difference between Trademarks and Domain Names,	3
	f	Internet Corporation for Assigned Names and Numbers (ICANN).Types of Domain Name Disputes. Remedies for Domain Name Disputes	4
2	a	Concept of Internet, Meaning,Advantages and Disadvantages of Internet. Basic Services /Applications of Internet. Internet Governance	2
	b	Electronic Contract (E-Contract):Meaning and Essentials of E-Contracts. Modes of entering into E-Contracts.	2
	c	Kinds of E- Contracts ,Electronic Forms(E-Forms) vs Paper based forms.	1
	d	Encryption. Meaning of Cryptography. Encryption. Decryption	2
	e	Types of Cryptography. Advantages of Encryption.	2
	f	Data Security: Meaning. Methods of Protection/Security of Computer Data. Scope and objectives of IT Act.	3
3	a	Definition and Uses of Digital Signature, Authentication of Electronic Records	2
	b	Private key Vs Public Key. Electronic Signature (Inserted vide ITAA. 2008(Sec.3A)	1
		Digital Signature Vs Electronic Signature. Provisions which facilitate or strengthen Electronic Governance (Secs. 4-10),	2
		Validity of Contracts formed through Electronic Means (Inserted vide ITAA.2.008(Sec. 10A)	1
		Attribution of Electronic Records (Sec. 11). Acknowledgement of Receipt of Electronic Record	2

		Time and Place of Dispatch and Receipt of Electronic Record (Sec.13). Secure Electronic Records and Secure Electronic Signature	2
4	a	Regulation of Certifying Authorities; Appointment of Controller and other Officers. Functions of CCA	3
	b	Rules regarding issue of License. Powers of CCA , Definition and role of Certifying Authority. Duties of Certifying Authority	3
	c	Electronic Signature Certificates (ESC), Purpose of Digital Signature Certificate, Contents of Digital Signature Certificate	3
	d	Procedures relating to Electronic Signature Certificate(Secs. 35-39), Duties of Subscriber, Penalties and Compensation	3
	e	Procedures relating to Electronic Signature Certificate(Secs. 35-39), Duties of Subscriber, Penalties and Compensation	3
	TOTAL		52

Teacher's name	Department	Course	Subject's name
Ms. Lovely	COMMERCE	B.COM(H) V SEM	PRINCIPLES OF MARKETING
UNITS	UNIT NAME		No. of Lectures
		sub topics	
1	INTRODUCTIO N	A) NATURE, SCOPE AND IMPORTANCE OF MARKETING; EVOLUTION OF MARKETING CONCEPTS; MARKETING MIX;MARKETING ENVIRONMENT. MICRO AND MACRO ENVIRONMEMT	8LECTURES
	CONSUMER BEHAVIOUR	B)AN OVERVIEW : CONSUMER BUYING PROCESS; FACTORS INFLUECING CONSUMER BUYING DECISIONS	
2	MARKET SELECTION	A)MARKET SEGMENTATION - CONCEPT, IMPORTANCE AND BASES; TARGET MARKET SELECTION;POSITIONING CONCEPT, IMPORTANCE AND BASES; PRODUCT DIFFERNTIATION VS. MARKET SEGMENTATION	7 LECTURES
	PRODUCT	B)MEANING AND IMPORTANCE. PRODUCT CLASSIFICATION ;CONCEPT OF PRODUCT MIX; BRANDING; PACKAGING AND LABELING; AFTER SALE SERVICE; PRODUCT LIFE CYCLE; NEW PRODUCT DEVELOPMENT.	8 LECTURES

3	PRICING	A) SIGNIFICANCE; FACTOR AFFECTING PRICE OF A PRODUCT; MAJOR PRICING METHODS; PRICING POLICIES AND STRATEGIES	7 LECTURES
	PROMOTION	B)NATURE AND IMPORTANCE OF PROMOTION ; PROMOTION TOOLS: ADVERTISING, PERSONAL SELLING, PUBLIC RELATION; SALES PROMOTION AND PUBLICITY- CONCEPT AND THEIR DISTINCTIVE CHARACTERISTICS; PROMOTION MIX;FACTORS AFFECTING PROMOTION MIX DECISIONS; INTEGRATED MARKETING COMMUNICATION APPROACH	8 LECTURES
4	DISTRIBUTION	A)CHANNELS OF DISTRIBUTION- MEANING AND IMPORTANCE; TYPES OF DISTRIBUTION CHANNELS; WHOLESSELLING AND RETAILING; FACTORS AFFECTING CHOICE OFCHANNEL; DISTRIBUTION LOGISTICS ; MEANING IMPORTANCE AND DECISIONS	9 LECTURES
	RETAILING	B)TYPES OF RETAILING- STORE BASED AND NON STORE BASED RETAILING, CHAIN STORES,SPECIALTY STORES, SUPERMARKETS, RETAIL VENDING MACHINES, MAIL ORDER HOUSES, RETAIL CO-OPERATIVES; MANAGEMENT OF RETAILING OPERATIONS: AN OVERVIEW; RETAILING IN INDIA: CHANGING SCENARIO	6 LECTURES
5	DEVELOPMENTS AND ISSUES IN MARKETING	A)RURAL MARKETING, SOCIAL MARKETING, ONLINE MARKETING, DIRECT MARKETING, SERVICE MARKETING, GREEN MARKETING, RELATIONSHIP MARKETING, MARKETING ETHICS	5 LECTURES
	TOTAL		65

Teacher's name	Department	Course	Subjects
Ms. Lovely	COMMERCE	B.COM SEMIV	cost accounting

TOTAL
cost
accounting

SUBJECT NAME

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
UNIT 1	introduction of cost accounting	meaning ,objectives and advantages of cost accounting,difference between financial ,cost and management accounting	8
		cost concept and classification(element,traceability,function,behaviour, expired &unexpired)	
		role of cost accountant in an organisation	

unit 2	material and labour	materiaal control concept and techniques (stock levels, economic order quantity,ABC analysis), inventory systemperiodic and perpatual	
		methods of pricing of material(LIFO,FIFO,simple average,weighted average,replacement,standard)	
		treatment of material lossess(waste,scrap,defective,and spoilage	
		accounting and control of labour cost	
		time keeping and time booking	
		treatment of idle time,overtime,labour turnover and fringe benefits	20
unit 3	overhead costing	meaning,classification(element,functions,behviour)	
		allocation,apportionment and absorption of overheads	
		under and over absorption of overheads	
		capcity cost ,treatment of certain items in costing like interst on capital, packing expenses,debts, research and development expenses	
		activity based costing	15
unit 4	methods of costing	unit costing(procedure,cost sheet,treatment of stocks,scrap,) problems and sloutions	
		job costing(objectives,procedure,completion of job	
		contractcosting(difference between job and contact costing,features,procedure,work cerified uncertified,problems & soution on contract costing, distribution of notional profit,retention money escalation clause	
		process costing(charactersitics of process difference between job,contract,and process)procedure of process costing	
		work in progress (FIFO AND AVERAGE method) normal loss abnormal loss	
		opening as well as closing stock procedure problems &solutions	
		joint and by products	
		service costing (transport problems &soutions)	20
unit 5	cost accounting systems	integral and non integral(legders,principal,advantage disadvantage,features	
		reconciliationof cost and financial accounts	
		need for reconciliation,reasons for disagreement in profit /loss ,methods of reconciliation	12

Teacher's name	Department	Course	Subjects
Ms. Lovely	Commerce	B.COM PROG	E-marketing

SUBJECT NAME E-marketing

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1		Concepts of marketing, scope and importance of marketing	2
		b marketing versus selling; Marketing mix;	2
		c Concept of segmentation, targeting	2
		d Concept of positioning, levels of segmentation	2
		e Brief overview of marketing decisions.	2
2		E-marketing: concept, nature, comparison with a traditional marketing	2
		b Issues, challenges, and opportunities for e-marketing;	2
		c Reasons for its growth and need;	2
		d Popular tools/techniques of emarketing;	2
3		e Introduction to e-marketing situations with caselets.	2
		Bases and significance of market segmentation in an e-environment;	3
		a e-environment;	3
		b Positioning strategies in an e-environment	3
		c E-marketing mix	3
		d Concept and scope of e-CRM	3
		e E-marketing and customer satisfaction;	3
	Types of e-customers, their buying process including f Hierarchy of Response model;	5	
4		g Types and role of communities and social networks.	5
		Concept, scope, and significance of internet marketing	1
		a distinction between internet marketing and e-marketing	1
5		b Website: importance, types, requisites, designing (with emphasis on the visual design of the website);	3
		c Domain name branding: types and benefits;	1
		Search engine optimization: functions, types of e traffic, keywords, and steps involved;	3
		Types of internet advertising; Online PR, news and f reputation management.	3
		a Direct marketing: scope and growth	1
		b E-mail marketing: types, strategies, importance;	2
	c Social media marketing: concept and techniques;	2	

d Blogging: types and role, PPC marketing	1
marketing for business purposes: tools and techniques	2

**TOTAL
Training and
development**

SUBJECT NAME

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1	a	Concept and functions of HRM	2
	b	Relationship of training to organizational and individual goals	3
	c	Essence of training and development in HRM	5
	d	Skills of a successful trainer- internal and external trainer	5
	e	Training and Learning	5
2	a	Identification of T&D needs- determining training needs	3
	b	Training needs assessment- various approaches (job& individual)	3
	c	Advantages and disadvantages of basic needs assessment techniques	2
	d	Assessing curriculum needs	3
	e	Matching organizational training needs	3
	f	Developing training material-developing training modules	4
3	a	Three stages of training (preparatory, implementation and follow up stage)	4
	b	On the job and off the job methods	4
	c	Experiential (vestibule)versus non experiential (lecture)	4
4	a	Reason of evaluating training: purpose	2
	b	Criteria for evaluation: criteria for evaluating training effectiveness: Kirkpatrick Model: Reaction, Learning, Behavior, result	3
	c	Problems of evaluation & Steps involved in evaluations: pre and post training evaluation	2
	d	Methods for training evaluation: observation, questionnaire, discussions, meeting	2
	e	Analysis and costing of training	2
	f	Emerging pattern: new challenges of t & d in Indian context	2
	g	Indian case studies: discussion on recent and relevant cases to be discussed in class	2

**Cyber crime
and laws**

SUBJECT NAME

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
		Computer crimes and cyber crimes. Distinction between Cyber Crimes and Conventional crime.	
1	a	Categories of Cyber Crime. Cyber forensic	2
	b	Kinds of Cyber Crimes- cyber stalking. cyber terrorism. forgery and fraud	2
	c	computer Security, cyber Security, crimes related to IPRs.	2
	d	Copyright issues: Coverage of Copyright protection. Copyright infringement. privacy of online data.	2
	e	Cyber Space Jurisdiction. Domain Name: Meaning. examples of Domain Name. Difference between Trademarks and Domain Names,	3
	f	Internet Corporation for Assigned Names and Numbers (ICANN).Types of Domain Name Disputes. Remedies for Domain Name Disputes	4
2	a	Concept of Internet, Meaning,Advantages and Disadvantages of Internet. Basic Services /Applications of Internet.	2
	b	Internet Governance	2
	c	Electronic Contract (E-Contract):Meaning and Essentials of E-Contracts. Modes of entering into E-Contracts.	2
	d	Kinds of E- Contracts ,Electronic Forms(E-Forms) vs Paper based forms.	1
	e	Encryption. Meaning of Cryptography. Encryption. Decryption	2
	f	Types of Cryptography. Advantages of Encryption. Data Security: Meaning. Methods of Protection/Security of Computer Data. Scope and objectives of IT Act.	3
3	a	Definition and Uses of Digital Signature, Authentication of Electronic Records	2
	b	Private key Vs Public Key. Electronic Signature (Inserted vide ITAA. 2008(Sec.3A)	1
		Digital Signature Vs Electronic Signature. Provisions which facilitate or strengthen Electronic Governance (Secs. 4-10),	2
		Validity of Contracts formed through Electronic Means (Inserted vide ITAA.2.008(Sec. 10A)	1
		Attribution of Electronic Records (Sec. 11).	2
		Acknowledgement of Receipt of Electronic Record	2

		Time and Place of Dispatch and Receipt of Electronic Record (Sec.13). Secure Electronic Records and Secure Electronic Signature	2
4	a	Regulation of Certifying Authorities; Appointment of Controller and other Officers. Functions of CCA Rules regarding issue of License. Powers of CCA , Definition and role of Certifying Authority. Duties of Certifying Authority	3
	b	Electronic Signature Certificates (ESC), Purpose of Digital Signature Certificate, Contents of Digital Signature Certificate	3
	c	Procedures relating to Electronic Signature Certificate(Secs. 35-39), Duties of Subscriber, Penalties and Compensation	3
	d	Procedures relating to Electronic Signature Certificate(Secs. 35-39), Duties of Subscriber, Penalties and Compensation	3
	e		3
	TOTAL		52

Jan-19

**Business
mathematics
and statistics**

SUBJECT NAME

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1	a	Defintion,types and algebra of matrices	1
		Applications of matrices to simple business and economic situations	2
		Calculations of values of determinants of upto third order	2
		inverse of a matrix	1
		system of linear equations	2
2		Mathematcal functions and their types	2
		Concept and rules of differentiation	3
		Applications of differentiation of DD and SS	3
		Applications of differentiation of maxima and minima	2
3	a	Simple & compound interest	2
		Different rates of interest	3
		Compounding and discounting of a sum	3
4	a	AM,GM,HM-properties and applications	2
	b	Mode and median	2
	c	Measures of variation	4
	d	Standard deviation and variance	4
5	a	Simple linear correlation analysis	2

b	Karl pearson's and spearsman correlation	4
c	Simple linear regression analysis	3
	Relationship between regression and correlation coefficient	3
d		
6 a	Meaninf and uses of index numbers	1
b	Construction of index numbers	2
c	test and adequacy of index numbers	3
d	Construction of consumer price indices	2
e	Components of time series	3
	Trend analysis- moving average and least square method	4
f		
TOTAL		65

**Business
management**

SUBJECT NAME

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
2 a		Meaning,importance and process of planning	2
b		Decision making-meaning,process and types	3
c		Forcasting and strategic planning	5
5 a		meaning, Process and imortance of controlling	3
b		Techniques- Budgetry control	3
c		Techniques- return on investment and six sigma	3
3 a		Orgaisation struture by product, matrix and team	4
		Total	23

**Indian
economy**

SUBJECT NAME

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
3 a		Meaning and objectives of planning	1
		Objectives of different plans and development strategy	3
b			
c		Achievements and failurs of economic planning	1
d		Role of economic planning in post liberalisation era	1
		Rationale of economic reforms and New economic policy	2
e			
f		Components of NEP	1
g		Achievements and challenges of economic reforms	1
		Types , measurement and causes of unemployment in india	2
4 a		Adverse effects of unemployment and measures to solve unemployment	2
b			
c		Concept, magntude and nature of poverty	2

d	Causes of poverty and policies and programmes to alleviate poverty	2
e	Demographic theory of population, demographic dividend and causes of population growth in India	2
f	The future; population growth and its effects on economic development	2
g	Population policy in india	1
TOTAL		23

Teacher's name	Department	Course	Subjects
Ms. Lovely	Commerce	B.COM PROG SEMESTER II	Business Mathematics and Statistics
Ms. Lovely	Commerce	B.A PROG-ASPSM- SEMESTER IV	Personal selling and salesmanship

SUBJECT NAME		Business mathematics and statistics	
UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1	a	Defintion,types and algebra of matrices	1
		Applications of matrices to simple business and economic situations	2
		Calculations of values of determinants of upto third order	2
		inverse of a matrix	1
		system of linear equations	2
2		Mathematcal functions and their types	2
		Concept and rules of differentiation	3
		Applications of differentiation of DD and SS	3
		Applications of differentiation of maxima and minima	2
3	a	Simple & compound interest	2
		Different rates of interest	3
		Compounding and discounting of a sum	3
4	a	AM,GM,HM-properties and applications	2
	b	Mode and median	2
	c	Measures of variation	4
	d	Standard deviation and variance	4
5	a	Simple linear correlation analysis	2
	b	Karl pearson's and spearsman correlation	4
	c	Simple linear regression analysis	3
	d	Relationship between regression and correlation coefficient	3
6	a	Meaninf and uses of index numbers	1

	b	Construction of index numbers	2
	c	test and adequacy of index numbers	3
	d	Construction of consumer price indices	2
	e	Components of time series	3
	f	Trend analysis- moving average and least square method	4
	TOTAL		65

Teacher's name	Department	Course
Ms. Lovely	Commerce	BA(Prog) ASPSM Sem 4

SUBJECT NAME		Personal Selling and Salesmanship	
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
Unit I	Introduction to Personal Selling	Nature and importance of personal selling, myths of selling	3
		Difference between Personal Selling,	1
		Salesmanship and Sales Force Management	2
		Characteristics of a good salesman	1
		Types of selling situations, types of salespersons	3
		Career opportunities in selling, Opportunities and difficulties,	1
		Measures for making selling an attractive career.	1
Unit II	Theories of Selling	Traditional and Modern: AIDAS model of selling	5
		Problem Solving Approach, Right Set of Circumstances Theory and Modern Sales Approaches	7
Unit III	Buying Motives	Concept of motivation	1
		Maslow"s theory of need hierarchy;	2
		Dynamic nature of motivation;	2
		Buying motives and their uses in personal selling	4
Unit IV	Selling Process	Prospecting and qualifying	2
		Pre-approach and call planning	2
		Approach	1
		Presentation and demonstration;	2
		Handling of objections;	2
		Closing the sale	2
		Post sales activities.	1
		Unit V	Sales Reports
Tour Diary, Daily and Periodical Reports;	4		
Other problems in Selling	3		

SUBJECT NAME **Training and development**

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1	a	Concept and functions of HRM	2
	b	Relationship of training to organizational and individual goals	3
	c	Essence of training and development in HRM	5
	d	Skills of a successful trainer- internal and external trainer	5
	e	Training and Learning	5
2	a	Identification of T&D needs- determining training needs	3
	b	Training needs assessment- various approaches (job& individual)	3
	c	Advantages and disadvantages of basic needs assessment techniques	2
	d	Assessing curriculum needs	3
	e	Matching organizational training needs	3
	f	Developing training material-developing training modules	4
3	a	Three stages of training (preparatory, implementation and follow up stage)	4
	b	On the job and off the job methods	4
	c	Experiential (vestibule)versus non experiential (lecture)	4
4	a	Reason of evaluating training: purpose	2
	b	Criteria for evaluation: criteria for evaluating training effectiveness: Kirkpatrick Model: Reaction, Learning, Behavior, result	3
	c	Problems of evaluation & Steps involved in evaluations: pre and post training evaluation	2
	d	Methods for training evaluation: observation, questionnaire, discussions, meeting	2
	e	Analysis and costing of training	2
	f	Emerging pattern: new challenges of t & d in Indian context	2
	g	Indian case studies: discussion on recent and relevant cases to be discussed in class	2

Teacher's name	Department	Course	Subject's name
Ms. Lovely	COMMERCE	B.COM(H) V SEM	PRINCIPLES OF MARKETING

UNITS	UNIT NAME		No. of Lectures
		sub topics	
1	INTRODUCTIO N	A) NATURE, SCOPE AND IMPORTANCE OF MARKETING; EVOLUTION OF MARKETING CONCEPTS; MARKETING MIX;MARKETING ENVIRONMENT. MICRO AND MACRO ENVIRONMEMT	8LECTURES
	CONSUMER BEHAVIOUR	B)AN OVERVIEW : CONSUMER BUYING PROCESS; FACTORS INFLUECING CONSUMER BUYING DECISIONS	
2	MARKET SELECTION	A)MARKET SEGMENTATION - CONCEPT, IMPORTANCE AND BASES; TARGET MARKET SELECTION;POSITIONING CONCEPT, IMPORTANCE AND BASES; PRODUCT DIFFERNTIATION VS. MARKET SEGMENTATION	7 LECTURES
	PRODUCT	B)MEANING AND IMPORTANCE. PRODUCT CLASSIFICATION ;CONCEPT OF PRODUCT MIX; BRANDING; PACKAGING AND LABELING; AFTER SALE SERVICE; PRODUCT LIFE CYCLE; NEW PRODUCT DEVELOPMENT.	8 LECTURES
3	PRICING	A) SIGNIFICANCE; FACTOR AFFECTING PRICE OF A PRODUCT; MAJOR PRICING METHODS; PRICING POLICIES AND STRATEGIES	7 LECTURES
	PROMOTION	B)NATURE AND IMPORTANCE OF PROMOTION ; PROMOTION TOOLS: ADVERTISING, PERSONAL SELLING, PUBLIC RELATION; SALES PROMOTION AND PUBLICITY- CONCEPT AND THEIR DISTINCTIVE CHARACTERISTICS; PROMOTION MIX;FACTORS AFFECTING PROMOTION MIX DECISIONS; INTEGRATED MARKETING COMMUNICATION APPROACH	8 LECTURES
4	DISTRIBUTION	A)CHANNELS OF DISTRIBUTION- MEANING AND IMPORTANCE; TYPES OF DISTRIBUTION CHANNELS; WHOLESSELLING AND RETAILING; FACTORS AFFECTING CHOICE OFCHANNEL; DISTRIBUTION LOGISTICS ; MEANING IMPORTANCE AND DECISIONS	9 LECTURES
	RETAINING	B)TYPES OF RETAILING- STORE BASED AND NON STORE BASED RETAILING, CHAIN STORES,SPECIALTY STORES, SUPERMARKETS, RETAIL VENDING MACHINES, MAIL ORDER HOUSES, RETAIL CO-OPERATIVES; MANAGEMENT OF RETAILING OPERATIONS: AN OVERVIEW; RETAILING IN INDIA: CHANGING SCENARIO	6 LECTURES

	DEVELOPMENTS AND ISSUES IN MARKETING	A)RURAL MARKETING, SOCIAL MARKETING, ONLINE MARKETING, DIRECT MARKETING, SERVICE MARKETING, GREEN MARKETING, RELATIONSHIP MARKETING, MARKETING ETHICS	5 LECTURES
	TOTAL		65

Teacher's name	Department	Course	Subject's name
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Ms. Lovely Commerce B.Com Prog V Semester Training and development

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1	a	Concept and functions of HRM	2
	b	Relationship of training to organizational and individual goals	3
	c	Essence of training and development in HRM	5
	d	Skills of a successful trainer- internal and external trainer	5
	e	Training and Learning	5
2	a	Identification of T&D needs- determining training needs	3
	b	Training needs assessment- various approaches (job& individual)	3
	c	Advantages and disadvantages of basic needs assessment techniques	2
	d	Assessing curriculum needs	3
	e	Matching organizational training needs	3
	f	Developing training material-developing training modules	4
3	a	Three stages of training (preparatory, implementation and follow up stage)	4
	b	On the job and off the job methods	4
	c	Experiential (vestibule)versus non experiential (lecture)	4
4	a	Reason of evaluating training: purpose	2
	b	Criteria for evaluation: criteria for evaluating training effectiveness: Kirkpatrick Model: Reaction, Learning, Behavior, result	3
	c	Problems of evaluation & Steps involved in evaluations: pre and post training evaluation	2
	d	Methods for training evaluation: observation, questionnaire, discussions, meeting	2
	e	Analysis and costing of training	2
	f	Emerging pattern: new challenges of t & d in Indian context	2

	g	Indian case studies: discussion on recent and relevant cases to be discussed in class	2

Teacher's name	Department	Course	Subject's name
Ms. Lovely/Ms. Rashi	COMMERCE	B.COM(P) IV SEM	CORPORATE ACCOUNTING
UNITS	UNIT NAME	sub topics	No. of Lectures
1	ACCOUNTING FOR SHARE CAPITAL & DEBENTURE	A) ISSUE, FORFEITURE AND REISSUE OF FORFEITED SHARES: CONCEPTS& PROCESS OF BOOK BUILDING ; ISSUE OF RIGHT SHARE AND BONUS SHARES; BUY BACK OF SHARES	5 LECTURE
		B) REDEMPTION OF PREFERENCE SHARE ; ISSUE AND REDEMPTION OF DEBENTURE	7 LECTURES
2	FINAL ACCOUNTS	A)PREPARATION OF P&L A/C AMD BALANCE SHEET OF CORPORATE ENTITIES , DISPOABLE OF COMPANY PROFITS	9 LECTURES
3	VALUATION OF GOODWILL AND VALUATION OF SHARES	A)CONCEPT AND METHOD OF GOODWILL CALCULATION	2 LECTURES
		B) CONCEPT AND CALCULATION OF VALUATION OF SHARE	4 LECTURES
4	AMALGAMATION OF COMPANIES	A)CONCEPT AND ACCOUNTING TREATMENT AS PER AS-14	7 LECTURES
		B) INTERNAL RECONSTRUCTION ; CONCEPT AND ACCOUNTUNG TREATMENT	5 LECTURES
5	ACCOUNTS OF HOLDING COMPANIES/ PARENT COMPANY	A)PREPARATION OF CONSOLIDATED BALANCESHEET WITH ONE SUBSIDIARY COMPANY. RELEVANT PROVISION OF AS-21	12 LECTUURES
6	BANKING COMPANIES	A) DIFFERENCE BETWEEN BALANCE SHEET OF BANKING AND NON BANKING COMPANY; ASSEST STRUCTURE OF A COMMERCIAL BANK. NON PERFORMING ASSESTS	7 LECTURES
7	CASH FLOW STATEMENT	A)CONCEPT OF FUNDS, PREPARATION OF CASH FLOW AS PER AS-7	7 LECTURES
	TOTAL		65

Teacher's name	Department	Course	Subject's name
Ms. Lovely	COMMERCE	B.COM(H) V SEM	PRINCIPLES OF MARKETING
UNITS	UNIT NAME		No. of Lectures
		sub topics	
1	INTRODUCTION	A) NATURE, SCOPE AND IMPORTANCE OF MARKETING; EVOLUTION OF MARKETING CONCEPTS; MARKETING MIX; MARKETING ENVIRONMENT. MICRO AND MACRO ENVIRONMENT	8 LECTURES
	CONSUMER BEHAVIOUR	B) AN OVERVIEW : CONSUMER BUYING PROCESS; FACTORS INFLUENCING CONSUMER BUYING DECISIONS	
2	MARKET SELECTION	A) MARKET SEGMENTATION - CONCEPT, IMPORTANCE AND BASES; TARGET MARKET SELECTION; POSITIONING CONCEPT, IMPORTANCE AND BASES; PRODUCT DIFFERENTIATION VS. MARKET SEGMENTATION	7 LECTURES
	PRODUCT	B) MEANING AND IMPORTANCE. PRODUCT CLASSIFICATION ; CONCEPT OF PRODUCT MIX; BRANDING; PACKAGING AND LABELING; AFTER SALE SERVICE; PRODUCT LIFE CYCLE; NEW PRODUCT DEVELOPMENT.	8 LECTURES
3	PRICING	A) SIGNIFICANCE; FACTOR AFFECTING PRICE OF A PRODUCT; MAJOR PRICING METHODS; PRICING POLICIES AND STRATEGIES	7 LECTURES
	PROMOTION	B) NATURE AND IMPORTANCE OF PROMOTION ; PROMOTION TOOLS: ADVERTISING, PERSONAL SELLING, PUBLIC RELATION; SALES PROMOTION AND PUBLICITY- CONCEPT AND THEIR DISTINCTIVE CHARACTERISTICS; PROMOTION MIX; FACTORS AFFECTING PROMOTION MIX DECISIONS; INTEGRATED MARKETING COMMUNICATION APPROACH	8 LECTURES
4	DISTRIBUTION	A) CHANNELS OF DISTRIBUTION- MEANING AND IMPORTANCE; TYPES OF DISTRIBUTION CHANNELS; WHOLESSELLING AND RETAILING; FACTORS AFFECTING CHOICE OF CHANNEL; DISTRIBUTION LOGISTICS ; MEANING IMPORTANCE AND DECISIONS	9 LECTURES

	RETAINING	B)TYPES OF RETAILING- STORE BASED AND NON STORE BASED RETAILING, CHAIN STORES,SPECIALTY STORES, SUPERMARKETS, RETAIL VENDING MACHINES, MAIL ORDER HOUSES, RETAIL CO-OPERATIVES; MANAGEMENT OF RETAILING OPERATIONS: AN OVERVIEW; RETAILING IN INDIA: CHANGING SCENARIO	6 LECTURES
	DEVELOPMENTS AND ISSUES IN MARKETING	A)RURAL MARKETING, SOCIAL MARKETING, ONLINE MARKETING, DIRECT MARKETING, SERVICE MARKETING, GREEN MARKETING, RELATIONSHIP MARKETING, MARKETING ETHICS	5 LECTURES
	TOTAL		65
Teacher's name	Department	Course	
Ms. Lovely	Commerce	Bcom Hons Sem III	

SUBJECT NAME		E-Commerce	
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
Unit I	Introduction	Introduction to E Commerce and Definition, E-Commerce based activities, Goals of E-Commerce,	2
		Technical Components of E-Commerce, Functions, Advantages and disadvantages of E-Commerce	2
		Scope of E-Commerce, Electronic Commerce Applications, Framework of E-Commerce	2
		Supply Chain Management, Electronic Commerce and Electronic Business.	2
Unit II	Planning Online-Business	Nature and dynamics of the internet.	2
		Electronic business models: B2B, B2C, C2C, C2B.	2
		Web-site Design: Web sites as market place	2
		E –commerce, pure online vs. brick and click business; assessing requirement for an online business designing, developing and deploying the system.	2
Unit III	Technology for Online-Business	Internet and its Evolution, IT Infrastructure, Middleware, Domain names, Contents: Text and Integrating E-business applications.	4
		Component of Internet Information technology structure	2
		Development of Intranet, Extranet and their Difference.	2
Unit IV	Operations of E Commerce	Online-payment mechanism; Electronic Payment systems; payment Gateways; Visitors to website;	4
		Tools for promoting websites;	2

		Risk management options for e - payment systems.	2
Unit V	Security and Legal Aspects of E-Commerce	Threats in E-Commerce, Security of Clients and Service-Provider;	2
		Cyber Laws – Relevant provisions of Information Technology Act 2000, offences, secure electronic records and digital signatures penalties and adjudication.	6
	Web Designing Software - HTML Lanugage		26 Practical Classes

SUBJECT NAME		Business mathematics and statistics	
UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1	a	Defintion,types and algebra of matrices	1
		Applications of matrices to simple business and economic situations	2
		Calculations of values of determinants of upto third order	2
		inverse of a matrix	1
		system of linear equations	2
2		Mathematcal functions and their types	2
		Concept and rules of differentiation	3
		Applications of differentiation of DD and SS	3
		Applications of differentiation of maxima and minima	2
3	a	Simple & compound interest	2
		Different rates of interest	3
		Compounding and discounting of a sum	3
4	a	AM,GM,HM-properties and applications	2
	b	Mode and median	2
	c	Measures of variation	4
	d	Standard deviation and variance	4
5	a	Simple linear correlation analysis	2
	b	Karl pearson's and spearsman correlation	4
	c	Simple linear regression analysis	3
	d	Relationship between regression and correlation coefficient	3
6	a	Meaninf and uses of index numbers	1
	b	Construction of index numbers	2
	c	test and adequacy of index numbers	3

	d	Construction of consumer price indices	2
	e	Components of time series	3
	f	Trend analysis- moving average and least square method	4
	TOTAL		65

Teacher's name	Department	Course
Ms. Lovely	Commerce	BA(Prog) ASPSM Sem 4

SUBJECT NAME		Personal Selling and Salesmanship	
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
Unit I	Introduction to Personal Selling	Nature and importance of personal selling, myths of selling	3
		Difference between Personal Selling,	1
		Salesmanship and Sales Force Management	2
		Characteristics of a good salesman	1
		Types of selling situations, types of salespersons	3
		Career opportunities in selling, Opportunities and difficulties,	1
		Measures for making selling an attractive career.	1
Unit II	Theories of Selling	Traditional and Modern: AIDAS model of selling	5
		Problem Solving Approach, Right Set of Circumstances Theory and Modern Sales Approaches	7
Unit III	Buying Motives	Concept of motivation	1
		Maslow's theory of need hierarchy;	2
		Dynamic nature of motivation;	2
		Buying motives and their uses in personal selling	4
Unit IV	Selling Process	Prospecting and qualifying	2
		Pre-approach and call planning	2
		Approach	1
		Presentation and demonstration;	2
		Handling of objections;	2
		Closing the sale	2
		Post sales activities.	1
Unit V	Sales Reports	Reports and documents; sales manual, Order Book, Cash Memo;	5
		Tour Diary, Daily and Periodical Reports;	4
		Other problems in Selling	3

**BUSINESS
LAW**

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
I		The Indian Contract Act, 1872	
	a	Contract – meaning, characteristics and kinds	2
	b	Essentials of valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects.	4
	c	Void agreements	1
	d	Discharge of contract – modes of discharge including breach & remedies	2
	e	Contingent Contracts	2
	f	Quasi Contract	3
	g	Contract of Indemnity and Guarantee	3
	h	Contract of Bailment	3
	i	Contract of Agency	2
II		The Sale of Goods Act, 1930	
	a	Contract of sale, meaning and difference between sale and agreement to sell	2
	b	Conditions and warranties	2
	c	Transfer of ownership in goods including sale by non-owners	2
	d	Performance of contract of sale	2
	e	Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer	2
III		The Limited Liability Partnership Act, 2008	
	a	Salient Features of LLP	1
	b	Difference between LLP and Partnership, LLP and Company	1
	c	LLP Agreement, Nature of LLP	1
	d	Partners and Designated Partners, Incorporation Agreement	2
	e	Incorporation by Registration, Registered office of LLP and change therein	3
	f	Change of name, Partners and their Relations	3
	g	Extent and limitation of liability of LLP and partners	3
	h	Whistle blowing, Taxation of LLP	2
	i	Conversion of LLP, Winding up and dissolution	4
IV		The Information Technology Act, 2000	
	a	a) Definitions	2
	b	b) Digital Signature, Digital Signature Certificate	2
	c	c) Electronic Governance	1

	d	d) Attribution, Acknowledgement and Dispatch	2
	e	e) Regulation of Certifying Authorities	1
	f	f) Duty of Subscribers	2
	g	g) Penalties, Adjudication, Offences	3
		h) Appellate Tribunal	65

Teacher's name	Department	Course
Ms.Lovely	Commerce	BA(Prog) ASPSM Sem 4

SUBJECT NAME		Personal Selling and Salesmanship	
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
Unit I	Introduction to Personal Selling	Nature and importance of personal selling, myths of selling	3
		Difference between Personal Selling,	1
		Salesmanship and Sales Force Management	2
		Characteristics of a good salesman	1
		Types of selling situations, types of salespersons	3
		Career opportunities in selling, Opportunities and difficulties,	1
		Measures for making selling an attractive career.	1
Unit II	Theories of Selling	Traditional and Modern: AIDAS model of selling	5
		Problem Solving Approach, Right Set of Circumstances Theory and Modern Sales Approaches	7
Unit III	Buying Motives	Concept of motivation	1
		Maslow"s theory of need hierarchy;	2
		Dynamic nature of motivation;	2
		Buying motives and their uses in personal selling	4
Unit IV	Selling Process	Prospecting and qualifying	2
		Pre-approach and call planning	2
		Approach	1
		Presentation and demonstration;	2
		Handling of objections;	2
		Closing the sale	2
		Post sales activities.	1
Unit V	Sales Reports	Reports and documents; sales manual, Order Book, Cash Memo;	5
		Tour Diary, Daily and Periodical Reports;	4
		Other problems in Selling	3

Teacher's name	Department	Course	Subjects
Ms. Lovely/Dr. Sunita Dahiya	Commerce	B.COM (HONOURS) IVTH SEM	Computer application in business
SUBJECT NAME	Computer application in business		
UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1. INTRODUCTION	a	Introduction to computer-Characterstics of computers. The computrr system.parts of computers	2 lectures
	b	Networking,mobile H/W Device and types of wireless Networking	1 lectures
	c	Operating System - Introduction to Operating systems,an over view of various computer & Mobile OS & Application	2 lectures
	d	Features of latest Windows Operating System & its Management & Networking	2 lectures
	e	Usage of payment gateway's	1 lecture
2. INTRODUCTION TO ESSENTIAL TOOLS	a. WORD	Working with word document,inserting,tiling and formatting table.	4 lectures
	b	Mail merge including linking with A ccess Database, creating Macros- sending E-mail from files Hyperlimks	4 lectures
	c	OLE Security features in MS WORD-Protection of Documents- Password for Documents	3 lectures
	d	Checking of viruses in macros, referencing,creating bibliography,manage sources and citations, review documents.	4 lectures
	a. POWER POINT	Preparing presentations	2 lectures
	b	slides, handouts	1 lectures
	c	speaker's Notes-Outlines- media clips	2 lectures
	d	charts-Graphs	2 lectures
	e	adding transition to the slideshow - special effects in detail- setting side timings	2 lectures
	a. SPREADSHEET	creating a workbook,rearranging Worksheets	2 lectures
	b	organising charts and graphs,ranges and functions & Fromulae; Mathematical,statistical financial functions such as NPV,IRR etc.	2 lectures
	c	auto calculate using names in a formula,formula editing	2 lectures
	d	Consolidation of data & data analysis- Sorting list, filter & More filtering techniques	2 lectures

	e	Consolidate data in multiple worksheets,look up function,what if analysis,solver	2 lectures
	f	statistical analysis;Data validation & Protection-Create a drop down list from range of cells- apply data validation to cells- copy data validation selling,remove data validation- find cell that have data validation	2 lectures
	g	Protect cell data,using password to protect sheet and workbook- Use validation to create dependent list	2 lectures
	h	Pivot table reports & pivot Chart Reports	1 lecture
3.USING SPREAD SHEET FOR DATA ANALYSIS & REPORTING FEATURES	a	a)using spreadsheet for following purpose and making reports:loan&lease statement, ratio analysis, payroll statements	5 lectures
		b)capital budgeting; depreciation accounting, graphical representation of data, frequency distribution and its statistical paramenters, correlation and regression	10 lectures
4.DATABASE DESIGN FOR ACCOUNTING AND BUSINESS APPLICATIONS		a)reality-expressing the application: creating initial design in entity relationship model;transforming er model to relational data model concepts: implementing rdm design using an appropriate dbms	5 lectures
		b)sql and retrievail of information: tales:form; queries; reports; modules;applying dbms in the areas of accounting. inventory, hrm and its accounting,managingthe data records of employees. suppliers and customers	5 lectures
5. CAAT TOOLS		a)importing data from accounting & other applications system- an introduction; analyticalreports, duplicates gaps,sorting&charling; stratification, summarization, statistics &aging- an introduction; sampling, macros and audit trail	6 lectures
	TOTAL		78 lectures

TEACHER'S LESSON PLAN 2018-19

Teacher's name	Department	Course	Subjects
Dr. Parul Chopra	Commerce	B.C.H. Sem II(2018-19)	Corporate Accounts

SUBJECT NAME Corporate Accounts

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1	a	Issue of Shares	4
	b	Redemption of Preference Shares	3
	c	Issue and Redemption of Debentures	8
	d.	Buy Back of Shares	2
2	a	Final Accounts of Companies	10
3		Holding Companies	10
4	a	Amalgamation	5
	b	External Reconstruction	2
	c	Internal Reconstruction	4
5		Final Accounts of Banking Companies	6
6	a	Valuation of Shares	4
	b	Valuation of Goodwill	4
7		Cash Flow Statement	8
		TOTAL	70 Lectures

SUBJECT NAME Industrial Relations & Labour Laws B.C.H. Sem VI

UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1	a	Industrial Relations	8
	b	Labour Unions	2
	c	Nature, Objectives	2
2	a	Trade Union	4
	b	Trade Union Act	4
3	a	Grievance Management	4
	b	Discipline	3
	c	Redressal	4
4		Factories Act, 1948	4
5		Doubt and Assignment Sessions	9
		TOTAL	44

TEACHER'S LESSON PLAN 2018-19

Teacher's name	Department	Course	Subject's name
RASHI PALIWAL	COMMERCE	B.COM(H) VI SEM	GOODS AND SERVICE TAX&CUSTOM LAWS

UNITS	UNIT NAME		No. of Lectures
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sub topics

1	INTRODUCTION	<p>A) CONSITUTIONAL FRAME WORK OF INDIRECT TAXES BEFORE GST;CONCEPT OF VAT: MEANING ;VARIANTS AND METHODS,MAJOR DEFECTS IN THE STRUCTURE OF INDIRECT TAXES PERIOR TO GST</p>	4 LECTURES
		<p>B) RATIONALE OF GST; STRUCTURE OF GST (CGST,SGST,UTGCT,IGST); GST COUNCIL;GST NETWORK; STATE COMPENSATION MECHANISM, REGISTRATION.</p>	8 LECTURES
2	LEVY AND COLLECTION OF GST	<p>A)TAXABLE EVENT-"SUPPLY"OF GOODS AND SERVICES; PLACE OF SUPPLT:WITHIN STATE,INTERSTATE,IMPORTAN D EXPORT; TIME OF SUPPLY;</p>	5 LECTURES
		<p>B)VALUATION FOR GST- VALUATION RULES,TAXABILITY OF REIMBURSEMENT OF EXPENSES;</p>	5LECTURES
		<p>C)EXEMPTION FROM GST: SMALL SUPPLIES AND COMPOSITION SCHEME; CLASSIFICATION OF GOODS AND SERVICES: COMPOSITE AND MIXED SUPPLIES</p>	5 LECTURES

	A) ELIGIBLE AND INELIGIBLE INPUT TAX CREDIT; APPORTIONMENTS OF CREDITS AND BLOCKED CREDITS ; TAX CREDIT IN RESPECT OF CAPITAL GOODS ;RECOVERY OF EXCESS TAX CREDIT;	5 LECTURES
3 INPUT TAX CREDIT		
	B) AVAILABILITY OF TAX CREDIT IN SPECIAL CIRCIMSTANCES; TRANSFER OF INPUT TAX CREDIT; PAYMENT OF TAXES;REFUND; DOCTRINE OF UNJUST ENRICHMENT; TDS;TCS REVERSE CHARGE MECHANISM , JOB WORK	7 LECTURES
4 PROCEDURES	A)TAX INVOICE, CREDIT AND DEBIT NOTES, RETURNS,	2LECTURE
	B)AUDIT IN GST, ASSESMENT : SELF ASSESSMENT, SUMMARY AND SCRUTINY.	2LECTURE
5 SPECIAL PROVISION	A) TAXABILITY OF E- COMMERCE, ANTI PROFITEERING	2LECTURE
	B) AVOIDANCE OF DUAL CONTROL, E-WAY BILLS, ZERO - RATED SUPPLY	2LECTURE
6 CUSTOM LAWS	A) BASIC CONCEPT, TERRITORIAL WATERS, HIGH SEAS, TYPES OF CUSTOM DUTIES	4 LECTURES
	B) VALUATION , BAGGAGE& EXEMPTIONS	4 LECTURES
TOTAL		65

TEACHER'S LESSON PLAN 2018-19

Teacher's name	Department	Course	Subject's name
RASHI PALIWAL	COMMERCE	B.COM(P) IV SEM	CORPORATE ACCOUNTING

UNITS	UNIT NAME	No. of Lectures
	sub topics	

	A) ISSUE, FORFEITURE AND REISSUE OF FORFEITED SHARES: CONCEPTS& PROCESS OF BOOK BUILDING ; ISSUE OF RIGHT SHARE AND BONUS SHARES; BUY BACK OF SHARES	5 LECTURE
ACCOUNTING FOR SHARE CAPITAL & DEBENTURE	B) REDEMPTION OF PREFERENCE SHARE ; ISSUE AND REDEMPTION OF DEBENTURE	7 LECTURES
1	A)PREPARATION OF P&L A/C AND BALANCE SHEET OF CORPORATE ENTITIES , DISPOABLE OF COMPANY PROFITS	9 LECTURES
2 FINAL ACCOUNTS VALUATION OF GOODWILL AND	A)CONCEPT AND METHOD OF GOODWILL CALCULATION	2 LECTURES
3 VALUATION OF	B) CONCEPT AND CALCULATION OF VALUATION OF SHARE	4 LECTURES
AMALGAMATION OF COMPANIES	A)CONCEPT AND ACCOUNTING TREATMENT AS PER AS-14	7 LECTURES
4	B) INTERNAL RECONSTRUCTION ; CONCEPT AND ACCOUNTUNG TREATMENT	5 LECTURES
ACCOUNTS OF HOLDING COMPANIES/ PARENT COMPANY	A)PREPARATION OF CONSOLIDATED BALANCESHEET WITH ONE SUBSIDIARY COMPANY. RELEVANT PROVISION OF AS-21	12 LECTUURES
5	A) DIFFERENCE BETWEEN BALANCE SHEET OF BANKING AND NON BANKING COMPANY; ASSEST STRUCTURE OF A COMMERCIAL BANK. NON PERFORMING ASSESTS	7 LECTURES
6 BANKING COMPANIES	A)CONCEPT OF FUNDS, PREPARATION OF CASH FLOW AS PER AS-7	7 LECTURES
7 CASH FLOW STATEMENT TOTAL		

TEACHER'S LESSON PLAN 2018-19

Teacher's name	Department	Course	Subject's name
RASHI PALIWAL	COMMERCE	B.COM(H) V SEM	PRINCIPLES OF MARKETING

UNITS	UNIT NAME		No. of Lectures
		sub topics	
1	INTRODUCTION	A) NATURE, SCOPE AND IMPORTANCE OF MARKETING; EVOLUTION OF MARKETING CONCEPTS; MARKETING MIX; MARKETING ENVIRONMENT. MICRO AND MACRO ENVIRONMENT	8 LECTURES
	CONSUMER BEHAVIOUR	B) AN OVERVIEW : CONSUMER BUYING PROCESS; FACTORS INFLUENCING CONSUMER BUYING DECISIONS	
2	MARKET SELECTION	A) MARKET SEGMENTATION - CONCEPT, IMPORTANCE AND BASES; TARGET MARKET SELECTION; POSITIONING CONCEPT, IMPORTANCE AND BASES; PRODUCT DIFFERENTIATION VS. MARKET SEGMENTATION	7 LECTURES
	PRODUCT	B) MEANING AND IMPORTANCE. PRODUCT CLASSIFICATION ; CONCEPT OF PRODUCT MIX; BRANDING; PACKAGING AND LABELING; AFTER SALE SERVICE; PRODUCT LIFE CYCLE; NEW PRODUCT DEVELOPMENT.	8 LECTURES
3	PRICING	A) SIGNIFICANCE; FACTOR AFFECTING PRICE OF A PRODUCT; MAJOR PRICING METHODS; PRICING POLICIES AND STRATEGIES	7 LECTURES

PROMOTION	B)NATURE AND IMPORTANCE OF PROMOTION ; PROMOTION TOOLS: ADVERTISING, PERSONAL SELLING, PUBLIC RELATION; SALES PROMOTION AND PUBLICITY- CONCEPT AND THEIR DISTINCTIVE CHARACTERISTICS; PROMOTION MIX;FACTORS AFFECTING PROMOTION MIX DECISIONS; INTEGRATED MARKETING COMMUNICATION APPROACH	8 LECTURES
4 DISTRIBUTION	A)CHANNELS OF DISTRIBUTION- MEANING AND IMPORTANCE; TYPES OF DISTRIBUTION CHANNELS; WHOLESELLING AND RETAILING; FACTORS AFFECTING CHOICE OFCHANNEL; DISTRIBUTION LOGISTICS ; MEANING IMPORTANCE AND DECISIONS	9 LECTURES
RETAINING	B)TYPES OF RETAILING- STORE BASED AND NON STORE BASED RETAILING, CHAIN STORES,SPECIALTY STORES, SUPERMARKETS, RETAIL VENDING MACHINES, MAIL ORDER HOUSES, RETAIL CO-OPERATIVES; MANAGEMENT OF RETAILING OPERATIONS: AN OVERVIEW; RETAILING IN INDIA: CHANGING SCENARIO	6 LECTURES
DEVELOPMENTS AND ISSUES IN	A)RURAL MARKETING, SOCIAL MARKETING, ONLINE MARKETING, DIRECT MARKETING, SERVICE MARKETING, GREEN MARKETING, RELATIONSHIP MARKETING, MARKETING ETHICS	5 LECTURES
5 MARKETING		
TOTAL		

TEACHER'S LESSON PLAN 2018-19

Teacher's name	Department	Course	Subject's name
RASHI PALIWAL	COMMERCE	B.COM &B.A(P) V SEM	ENTREPRENEURSHIP

UNITS	UNIT NAME	No. of Lectures
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sub topics

1	INTRODUCTION	A)MEANING,ELEMENTS, DETERMINANTS AND IMPORTANCE OF ENTREPRENEURSHIP AND CREATIVE BEHAVIOUR ENTREPRENEURSHIP AND CREATIVE RESPONSE TO THE SOCIETY'S PROBLEM AT WORK	5 LECTURES
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B)	DIMENSIONS OF ENTREPRENEURSHIP: INTRAPRENEURSHIP,TECHNOP RENEURSHIP, CULTURAL ENTREPRENEURSHIP, INTERNATIONAL ENTREPRENEURSHIP,NETPREN EURSHIP,ECOPRENEURSHIP,AN D SOCIAL ENTREPRENEURSHIP	5 LECTURES
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A)	ENTREPRENEURSHIP AND MICRO,SMALL AND MEDIUM ENTERPRISES CONCEPT OF BUSINESS GROUPS AND ROLE OF BUSINESS HOUSES AND FAMILY BUSINESS IN INDIA	5 LECTURES
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2	ENTITIES TYPES OF BUSINESS	5 LECTURES
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	<p>B)THE CONTEMPORARY ROLE MODELS IN INDIAN BUSINESS : THEIR VALUES,BUSINESS PHILOSOPHY AND BEHAVIOURAL ORIENTATIONS OF IMPORTANT BUSINESS IN INDIA.MANAGERIAL ROLES AND FUCTION IN SMALL BUSINESS. ENTREPRENEUR AS THE MANAGER OF HIS BUSINESS</p>	5LECTURE
ENTREPRENEURIAL 3 SUSTAINABILITY	<p>A)PUBLIC AND PRIVATE SYSTEM OF STIMULATION,SUPPORT AND SUSTAINABILITY OF ENTREPRENEURSHIP, REQUIREMENT, AVAILABILITY AND ACCESS TO FINANCE,MARKETING ASSISTANCE L, TECHNOLOGY,AND INDUSTRIAL ACCOMMODATION</p>	5 LECTURES
	<p>B)ROLE OF INDUSTRIES/ENTREPRENEUR'S ASSOCIATION AND SELF-HELP GROUPS,THE CONCEPT,ROLE AND FUNCTIONS OF BUSINESS INCUBATORS,ANGEL INVESTORS,VENTURE CAPITAL AND PRIVATE EQUITY FUND</p>	5 LECTURES
BUSINESS PLAN 4 PREPARATIONS	<p>A)SOURCES OF BUSINESS IDEAS AND TESTS OF FEASIBILITY,SIGNIFICANCE OF WRITING THE BUSINESS PLAN/PROJECT PROPOSAL,CONTENTS OF BUSINESS PLAN,DESIGNING BUSINESS PROCESSES,LOCATION,LAYOUT , OPERATION, PLANNING AND CONTROL</p>	5 LECTURES

	B)PREPARATION OF PROJECT REPORT,PROJECT SUBMISSION/PRESENTATION AND APPRAISAL THEREOF BY EXTERNAL AGENCIES,SUCH AS FINANCIAL/NON FINANCIAL INSTITUTIONS	5 LECTURES
5 STAR UP ISSUES	A)RESOURCE MOBILIZATION FOR START UPSPRELIMINARY CONTRACTS WITH THE VENDORS,SUPPLIERS,BANKERS, PRINCIPAL CUSTOMERS; CONTRACT AND MANAGEMENT	5LECTURES
	B)BASIC START UP PROBLEMS . FUNDING OPPORTUNITIES FOR START-UPS. MARKETING AND ORGANISATIONAL PLANS -AN OVERVIEW	3 LECTURES
TOTAL		

48

TEACHER'S LESSON PLAN 2018-19

Teacher's name RASHI PALIWAL **Department** COMMERCE **Course** B.A (P) 2 SEM **Subject's name** EVS

UNITS	UNIT NAME	sub topics	No. of Lectures
1	ENVIRONMENTAL	THE MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL AWARENESS	2 LECTURES
2	NATURAL RESOURCES	A)RENEWABLE AND NON-RENEWABLE RESOURCES,NATURAL RESOURCES AND ASSOCIATED PROBLEMS	2 LECTURES
		B) FOREST RESOURCES, WATER RESOURCES, MINERAL RESOURCES,FOOD RESOURCES,ENERGY RESOURCES,ENERGY RESOURCES,LAND RESOURCES	4 LECTURES

	C)ROLE OF AN INDIVIDUAL IN CONSERVATION OF NATURAL RESOURCES, EQUITABLE USE OF RESOURCES FOR SUSTAINABLELIFESTYLE	2 LECTURES
3 ECOSYSTEM	A) CONCEPT OF ECOSYSTEM,STRUCTURE AND FUNCTION OF AN ECOSYSTEM,ENERGY FLOW IN THE ECO SYSTEM, ECOLOGICAL SUCCESSION,	3 LECTURES
	B)FOOD CHAIN, FOOD WEBS AND ECOLOGICAL PYRAMIDS , INTRODUCTION ,TYPES, CHARACTERISTICS FEATURES , STRUCTURE AND FUNCTION OF THE FOLLOWING ECOSYSTEM: FOREST ECOSYSTEM, GRASSLAND ECOSYSTEM, DESERT ECOSYSTEM, AQUATIC ECOSYSTEM.	3 LECTURES
BIODIVERSITY AND 4 ITS CONSERVATION	A)DEFINATION : GENETIC, SPECIES AND ECOSYSTEM DIVERSITY,BIOGEOGRAPHICAL CLASSIFICATION OF INDIA, VALUE OF BIODEVERSITY: CONSUMPTIVE USE, PRODUCTIVE USE,SOCAIL, ETHICAL , AESTHETIC AND OPTION VALUES	4 LECTURES
	B)BIO DIVERSITY AT GLOBAL, NATIONAL AND LOCAL LEVELS,HOTSPOTS OD BIODIVERSITY, THREATS TO BIO DIVERSITY, ENDANGERED AND ENDEMIC SPECIES OF INDIA, CONSERVATION OF DIVERSITY	4 LECTURES

	A) DEFINITION ,CAUSES, EFFECTS AND CONTROL MEASURES OF: AIR POLLUTION, WATER POLLUTION, SOIL POLLUTION, MARINE POLLUTION, NOISE POLLUTION THERMAL POLLUTION,	
5 ENVIRONMENT POLLU	NUCLEAR HAZARDS	4LECTURE
	B)SOIL WASTE MANAGEMENT : CAUSES, EFFECTS& CONTROL MEASURES OF URBAN& INDUSTRIAL WASTE, ROLE OF AN INDIVIDUAL IN PREVENTION OF POLLUTION ,POLLUTION CASE STUDIES, SIASTER MANAGEMENT	4 LECTURES
	A) FROM UNSUSTAINABLE TO SUSTAINABLE DEVELOPMENT, URBAN PROBLEM RELATED TO ENERGY, WATER CONSERVATION, RAIN WATER HARVESTING ,WATERSHED MANAGEMENT,ENVIRONMENT AL ETHICS: ISSUES AND CLIMATE CHANGE, GLOBAL WARMING, ACID RAIN, OZONE LAYER DEPLETION, NUCLEAR ACCIDENTS AND HOLOCAUST T	4 LECTURES
SOCIAL ISSUES AND 6 THE ENVIRONMENT	B) ENVIRONMENT PROTECTION ACT, AIR ACT, WATER ACT,FOREST ACT, ISSUES INVOLVED IN ENFORCEMENT, PUBLIC AWARENESS	3 LECTURES
HUMAN POPULATION 7 & ENVIRONMENT	A)POPULATION GROWTH, ,VARIATION AMONG NATIONS ,POPULATION EXPLOSION, ENVIRONMENT AND HUMAN HEALTH , HUMAN RIGHTS	3 LECTURES

	B) VALUE EDUCATION,HIV/AIDS, WOMENAND CHILD WELFARE, ROLE OF INFORMATION TECHNOLOGY IN ENVIRONMENT AND HUMAN HEALTH CASE STUDIES	3 LECTURES
8	FIELD WORK TOTAL	5 LECTURES 50 LECTURES

TEACHER'S LESSON PLAN 2018-19

Teacher's name	Department	Course	Subject's name
RASHI PALIWAL	COMMERCE	B.COM(P)IIIRD SEM	COMPUTER APPLICATION IN BUSINESS

UNITS	UNIT NAME		No. of Lectures
		sub topics	
1.	INTRODUCTIO INTRODUCTION	A)INTRODUCTION TO COMPUTER-CHARACTERSTICS OF COMPUTERS. THE COMPUTRR SYSTEM.PARTS OF COMPUTERS	2 LECTURES
		B)NETWORKING,MOBILE H/W DEVICE AND TYPES OF WIRELESS NETWORKING	1LECTURES
		C)OPERATING SYSTEM - INTRODUCTION TO OPERATING SYSTEMS,AN OVER VIEW OF VARIOUS COMPUTER & MOBILE OS & APPLICATION	2 LECTURES
		D)FEATURES OF LATEST WINDOWS OPERATING SYSTEM & ITS MANAGEMENT & NETWORKING	2 LECTURES
		E)USAGE OF PAYMENT GATEWAY'S	1LECTURES

2. INTRODUCTIO a. WORD	A)WORKING WITH WORD DOCUMENT,INSERTING,TILING AND FORMATTING TABLE. 4LECTURES
	B)MAIL MERGE INCLUDING LINKING WITH A CESS DATABASE, CREATING MACROS-SENDING E-MAIL FROM FILES HYPERLINKS 4LECTURES
	C)OLE SECURITY FEATURES IN MS WORD-PROTECTION OF DOCUMENTS- PASSWORD FOR DOCUMENTS 3LECTURES
	CHECKING OF VIRUSES IN MACROS, REFERENCING,CREATING BIBLIOGRAPHY,MANAGE SOURCES AND CITATIONS, REVIEW DOCUMENTS. 4LECTURES
B POWER POINT	A)PREPARING PRESENTATIONS 2LECTURES
	B)SLIDES, HANDOUTS 1LECTURES
	C)SPEAKER'S NOTES-OUTLINES-MEDIA CLIPS 2LECTURES
	D)CHARTS-GRAPHS 2LECTURES
	E)ADDING TRANSITION TO THE SLIDESHOW - SPECIAL EFFECTS IN DETAIL- SETTING SIDE TIMINGS 2LECTURES
C. SPREADSHEET	A)CREATING A WORKBOOK,REARRANGING WORKSHEETS 2LECTURES
	B)ORGANISING CHARTS AND GRAPHS,RANGES AND FUNCTIONS & FROMULAE; MATHEMATICAL,STATISTICAL FINANCIAL FUNCTIONS SUCH AS NPV,IRR ETC. 2LECTURES
	C)AUTO CALCULATE USING NAMES IN A FORMULA,FORMULA EDITING 2LECTURES
	D)CONSOLIDATION OF DATA & DATA ANALYSIS- SORTING LIST, FILTER & MORE FILTERING TECHNIQUES 2LECTURES

E)CONSOLIDATE DATA IN MULTIPLE WORKSHEETS,LOOK UP FUNCTION,WHAT IF ANALYSIS,SOLVER 2LECTURES

F)STATISTICAL ANALYSIS;DATA VALIDATION & PROTECTION-CREATE A DROP DOWN LIST FROM RANGE OF CELLS- APPLY DATA VALIDATION TO CELLS-COPY DATA VALIDATION SELLING,REMOVE DATA VALIDATION- FIND CELL THAT HAVE DATA VALIDATION 2LECTURES

G)PROTECT CELL DATA,USING PASSWORD TO PROTECT SHEET AND WORKBOOK- USE VALIDATION TO CREATE DEPENDENT LIST 2LECTURES

H)PIVOT TABLE REPORTS & PIVOT CHART REPORTS 1LECTURES

A)USING SPREADSHEET FOR FOLLOWING PURPOSE AND MAKING REPORTS:LOAN&LEASE STATEMENT, RATIO ANALYSIS, PAYROLL STATEMENTS 5 LECTURES
USING SPREAD SHEET FOR DATA ANALYSIS & REPORTING 3 FEATURES

B)CAPITAL BUDGETING; DEPRECIATION ACCOUNTING, GRAPHICAL REPRESENTATION OF DATA, FREQUENCY DISTRIBUTION AND ITS STATISTICAL PARAMENTERS, CORRELATION AND REGRESSION 10 LECTURES

<p>DATABASE DESIGN FOR ACCOUNTING AND BUSINESS 4 APPLICATIONS</p>	<p>A)REALITY-EXPRESSING THE APPLICATION: CREATING INITIAL DESIGN IN ENTITY RELATIONSHIP MODEL;TRANSFORMING ER MODEL TO RELATIONAL DATA MODEL CONCEPTS: IMPLEMENTING RDM DESIGN USING AN APPROPRIATE DBMS</p>	<p>5 LECTURES</p>
	<p>B)SQL AND RETRIEVAL OF INFORMATION: TABLES;FORMS; QUERIES; REPORTS; MODULES;APPLYING DBMS IN THE AREAS OF ACCOUNTING. INVENTORY, HRM AND ITS ACCOUNTING,MANAGINGTHE DATA RECORDS OF EMPLOYEES. SUPPLIERS AND CUSTOMERS</p>	<p>5 LECTURES</p>
<p>5 CAAT TOOLS</p>	<p>A)IMPORTING DATA FROM ACCOUNTING & OTHER APPLICATIONS SYSTEM- AN INTRODUCTION; ANALYTICALREPORTS, DUPLICATES GAPS, SORTING&CHARLING; STRATIFICATION, SUMMARIZATION, STATISTICS &AGING- AN INTRODUCTION; SAMPLING, MACROS AND AUDIT TRAIL</p>	<p>6 LECTURES</p>
<p>TOTAL</p>		<p>78 LECTURES</p>

Teacher's	Department	Course	Subject's name
RASHI PALIWAL	COMMERCE	B.COM(H) VI SEM	GOODS AND SERVICE TAX&CUSTOM LAWS
UNITS	UNIT NAME		No. of Lectures
		sub topics	
1	INTRODUCTION	A) CONSITUTIONAL FRAME WORK OF INDIRECT TAXES BEFORE GST;CONCEPT OF VAT: MEANING ;VARIANTS AND METHODS,MAJOR DEFECTS IN THE STRUCTURE OF INDIRECT TAXES PERIOR TO GST	4 LECTURES
		B) RATIONALE OF GST; STRUCTURE OF GST (CGST,SGST,UTGCT,IGST); GST COUNCIL;GST NETWORK; STATE COMPENSATION MECHANISM, REGISTRATION.	8 LECTURES
2	LEVY AND COLLECTION OF GST	A)TAXABLE EVENT-"SUPPLY"OF GOODS AND SERVICES; PLACE OF SUPPLT:WITHIN STATE,INTERSTATE,IMPORTAND EXPORT; TIME OF SUPPLY;	5 LECTURES
		B)VALUATION FOR GST-VALUATION RULES,TAXABILITY OF REIMBURSEMENT OF EXPENSES;	5LECTURES
		C)EXEMPTION FROM GST: SMALL SUPPLIES AND COMPOSITION SCHEME; CLASSIFICATION OF GOODS AND SERVICES: COMPOSITE AND MIXED SUPPLIES	5 LECTURES
3	INPUT TAX CREDIT	A) ELIGIBLE AND INELIGIBLE INPUT TAX CREDIT; APPORTIONMENTS OF CREDITS AND BLOCKED CREDITS ; TAX CREDIT IN RESPECT OF CAPITAL GOODS ;RECOVERY OF EXCESS TAX CREDIT;	5 LECTURES

		B) AVAILABILITY OF TAX CREDIT IN SPECIAL CIRCUMSTANCES; TRANSFER OF INPUT TAX CREDIT; PAYMENT OF TAXES; REFUND; DOCTRINE OF UNJUST ENRICHMENT; TDS; TCS REVERSE CHARGE MECHANISM, JOB WORK	7 LECTURES
4	PROCEDURES	A) TAX INVOICE, CREDIT AND DEBIT NOTES, RETURNS,	2 LECTURE
		B) AUDIT IN GST, ASSESSMENT : SELF ASSESSMENT, SUMMARY AND SCRUTINY.	2 LECTURE
	SPECIAL PROVISION	A) TAXABILITY OF E-COMMERCE, ANTI PROFITEERING	2 LECTURE
		B) AVOIDANCE OF DUAL CONTROL, E-WAY BILLS, ZERO - RATED SUPPLY	2 LECTURE
5	CUSTOM LAWS	A) BASIC CONCEPT, TERRITORIAL WATERS, HIGH SEAS, TYPES OF CUSTOM DUTIES	4 LECTURES
		B) VALUATION, BAGGAGE & EXEMPTIONS	4 LECTURES
	TOTAL		65

Teacher's	Department	Course	Subject's name
RASHI	COMMERCE	B.COM(P) IV SEM	CORPORATE
UNITS	UNIT NAME		No. of Lectures
		sub topics	
1	ACCOUNTING FOR SHARE CAPITAL & DEBENTURE	A) ISSUE, FORFEITURE AND REISSUE OF FORFEITED SHARES: CONCEPTS & PROCESS OF BOOK BUILDING; ISSUE OF RIGHT SHARE AND BONUS SHARES; BUY BACK OF	5 LECTURE
		B) REDEMPTION OF PREFERENCE SHARE; ISSUE AND REDEMPTION OF DEBENTURE	7 LECTURES
2	FINAL ACCOUNTS	A) PREPARATION OF P&L A/C AND BALANCE SHEET OF CORPORATE ENTITIES, DISPOSABLE OF COMPANY PROFITS	9 LECTURES
3	VALUATION OF GOODWILL AND	A) CONCEPT AND METHOD OF GOODWILL CALCULATION	2 LECTURES
		B) CONCEPT AND CALCULATION OF VALUATION OF SHARE	4 LECTURES
4	AMALGAMATION OF COMPANIES	A) CONCEPT AND ACCOUNTING TREATMENT AS PER AS-14	7 LECTURES

		B) INTERNAL RECONSTRUCTION ; CONCEPT AND ACCOUNTUNG TREATMENT	5 LECTURES
5	ACCOUNTS OF HOLDING COMPANIES/	A)PREPARATION OF CONSOLIDATED BALANCESHEET WITH ONE SUBSIDIARY COMPANY. RELEVANT PROVISION OF AS-21	12 LECTUURES
6	BANKING COMPANIES	A) DIFFERENCE BETWEEN BALANCE SHEET OF BANKING AND NON BANKING COMPANY; ASSEST STRUCTURE OF A COMMERCIAL BANK. NON PERFORMING	7 LECTURES
7	CASH FLOW STATEMENT	A)CONCEPT OF FUNDS, PREPARATION OF CASH FLOW AS PER AS-7	7 LECTURES
	TOTAL		65

Teacher's	Department	Course	Subject's name
RASHI	COMMERCE	B.COM &B.A(P) V SEM	ENTREPRENEURSHIP
UNITS	UNIT NAME		No. of Lectures
		sub topics	
1	INTRODUCTION	A)MEANING,ELEMENTS, DETERMINANTS AND IMPORTANCE OF ENTREPRENEURSHIP AND CREATIVE BEHAVIOUR ENTREPRENEURSHIP AND CREATIVE RESPONSE TO THE SOCIETY'S PROBLEM AT WORK	5 LECTURES
		B)DIMENSIONS OF ENTREPRENEURSHIP: INTRAPRENEURSHIP,TECHNOPRENEURSHIP , CULTURAL ENTREPRENEURSHIP, INTERNATIONAL ENTREPRENEURSHIP,NETPRENEURSHIP,EC OPRENEURSHIP,AND SOCIAL	5 LECTURES
2	TYPES OF BUSINESS ENTITIES	A)ENTREPRENEURSHIP AND MICRO,SMALL AND MEDIUM ENTERPRISES CONCEPT OF BUSINESS GROUPS AND ROLE OF BUSINESS HOUSES AND FAMILY BUSINESS IN INDIA	5 LECTURES
		B)THE CONTEMPORARY ROLE MODELS IN INDIAN BUSINESS : THEIR VALUES,BUSINESS PHILOSOPHY AND BEHAVIOURAL ORIENTATIONS OF IMPORTANT BUSINESS IN INDIA.MANAGERIAL ROLES AND FUCTION IN SMALL BUSINESS. ENTREPRENEUR AS	5LECTURE

	3	ENTREPRENEURIAL SUSTAINABILITY	A)PUBLIC AND PRIVATE SYSTEM OF STIMULATION,SUPPORT AND SUSTAINABILITY OF ENTREPRENEURSHIP, REQUIREMENT, AVAILABILITY AND ACCESS TO FINANCE,MARKETING ASSISTANCE L, TECHNOLOGY,AND INDUSTRIAL ACCOMMODATION	5 LECTURES
			B)ROLE OF INDUSTRIES/ENTREPRENEUR'S ASSOCIATION AND SELF-HELP GROUPS,THE CONCEPT,ROLE AND FUNCTIONS OF BUSINESS INCUBATORS,ANGEL INVESTORS,VENTURE CAPITAL AND	5 LECTURES
	4	BUSINESS PLAN PREPARATIONS	A)SOURCES OF BUSINESS IDEAS AND TESTS OF FEASIBILITY,SIGNIFICANCE OF WRITING THE BUSINESS PLAN/PROJECT PROPOSAL,CONTENTS OF BUSINESS PLAN,DESIGNING BUSINESS PROCESSES,LOCATION,LAYOUT, OPERATION, PLANNING AND CONTROL	5 LECTURES
			B)PREPARATION OF PROJECT REPORT,PROJECT SUBMISSION/PRESENTATION AND APPRAISAL THEREOF BY EXTERNAL AGENCIES,SUCH AS FINANCIAL/NON	5 LECTURES
	5	STAR UP ISSUES	UPSPRELIMINARY CONTRACTS WITH THE VENDORS,SUPPLIERS,BANKERS,PRINCIPAL CUSTOMERS; CONTRACT AND MANAGEMENT	5LECTURES
			B)BASIC START UP PROBLEMS . FUNDING OPPORTUNITIES FOR START-UPS. MARKETING AND ORGANISATIONAL PLANS	3 LECTURES
		TOTAL		48

Teacher's	Department	Course	Subject's name
RASHI PALIWAL	COMMERCE	B.A &B.COM(P)IIIRD SEM	COMPUTER APPLICATION IN BUSINESS
UNITS	UNIT NAME		No. of Lectures
		sub topics	
1. INTRODUCTION	INTRODUCTION	A)INTRODUCTION TO COMPUTER- CHARACTERSTICS OF COMPUTERS. THE COMPUTRR SYSTEM.PARTS OF	2 LECTURES
		B)NETWORKING,MOBILE H/W DEVICE AND TYPES OF WIRELESS NETWORKING	1LECTURES

		C)OPERATING SYSTEM - INTRODUCTION TO OPERATING SYSTEMS,AN OVER VIEW OF VARIOUS COMPUTER & MOBILE OS & APPLICATION	2 LECTURES
		D)FEATURES OF LATEST WINDOWS OPERATING SYSTEM & ITS MANAGEMENT & NETWORKING	2 LECTURES
		E)USAGE OF PAYMENT GATEWAY'S	1LECTURES
2. INTRODUCTION TO	a. WORD	A)WORKING WITH WORD DOCUMENT,INSERTING,TILING AND FORMATTING TABLE.	4LECTURES
		B)MAIL MERGE INCLUDING LINKING WITH A CESS DATABASE, CREATING MACROS-SENDING E-MAIL FROM FILES HYPERLINKS	4LECTURES
		C)OLE SECURITY FEATURES IN MS WORD-PROTECTION OF DOCUMENTS- PASSWORD FOR DOCUMENTS	3LECTURES
		CHECKING OF VIRUSES IN MACROS, REFERENCING,CREATING BIBLIOGRAPHY,MANAGE SOURCES AND CITATIONS, REVIEW DOCUMENTS.	4LECTURES
	B POWER POINT	A)PREPARING PRESENTATIONS	2LECTURES
		B)SLIDES, HANDOUTS	1LECTURES
		C)SPEAKER'S NOTES-OUTLINES- MEDIA	2LECTURES
		D)CHARTS-GRAPHS	2LECTURES
		E)ADDING TRANSITION TO THE SLIDESHOW - SPECIAL EFFECTS IN DETAIL- SETTING SIDE TIMINGS	2LECTURES
	C. SPREADSHEET	A)CREATING A WORKBOOK,REARRANGING WORKSHEETS	2LECTURES
		B)ORGANISING CHARTS AND GRAPHS,RANGES AND FUNCTIONS & FROMULAE; MATHEMATICAL,STATISTICAL FINANCIAL FUNCTIONS SUCH AS NPV,IRR	2LECTURES
		C)AUTO CALCULATE USING NAMES IN A FORMULA,FORMULA EDITING	2LECTURES
		D)CONSOLIDATION OF DATA & DATA ANALYSIS- SORTING LIST, FILTER & MORE FILTERING TECHNIQUES	2LECTURES
		E)CONSOLIDATE DATA IN MULTIPLE WORKSHEETS,LOOK UP FUNCTION,WHAT IF ANALYSIS,SOLVER	2LECTURES

		F)STATISTICAL ANALYSIS;DATA VALIDATION & PROTECTION-CREATE A DROP DOWN LIST FROM RANGE OF CELLS- APPLY DATA VALIDATION TO CELLS- COPY DATA VALIDATION SELLIMG,REMOVE DATA VALIDATION- FIND CELL THAT HAVE DATA VALIDATION	2LECTURES
		G)PROTECT CELL DATA,USING PASSWORD TO PROTECT SHEET AND WORKBOOK- USE VALIDATION TO CREATE DEPENDENT LIST	2LECTURES
		H)PIVOT TABLE REPORTS & PIVOT CHART REPORTS	1LECTURES
3	USING SPREAD SHEET FOR DATA ANALYSIS & REPORTING	A)USING SPREADSHEET FOR FOLLOWING PURPOSE AND MAKING REPORTS:LOAN&LEASE STATEMENT, RATIO ANALYSIS, PAYROLL STATEMENTS	5 LECTURES
		B)CAPITAL BUDGETING; DEPRECIATION ACCOUNTING, GRAPHICAL REPRESENTATION OF DATA, FREQUENCY DISTRIBUTION AND ITS STATISTICAL PARAMENTERS, CORRELATION AND	10 LECTURES
4	DATABASE DESIGN FOR ACCOUNTING AND BUSINESS APPLICATIONS	A)REALITY-EXPRESSING THE APPLICATION: CREATING INITIAL DESIGN IN ENTITY RELATIONSHIP MODEL;TRANSFORMING ER MODEL TO RELATIONAL DATA MODEL CONCEPTS: IMPLEMENTING RDM DESIGN USING AN APPROPRIATE DBMS	5 LECTURES
		B)SQL AND RETRIEVAL OF INFORMATION: TALES:FORM; QUERIES; REPORTS; MODULES;APPLYING DBMS IN THE AREAS OF ACCOUNTING. INVENTORY, HRM AND ITS ACCOUNTING,MANAGINGTHE DATA RECORDS OF EMPLOYEES. SUPPLIERS AND CUSTOMERS	5 LECTURES
5	CAAT TOOLS	A)IMPORTING DATA FROM ACCOUNTING & OTHER APPLICATIONS SYSTEM- AN INTRODUCTION; ANALYTICALREPORTS, DPLICATES GAPS, SORTING&CHARLING; STRATIFICATION, SUMMARIZATION, STATISTICS &AGING- AN INTRODUCTION; SAMPLING, MACROS AND AUDIT TRAIL	6 LECTURES
	TOTAL		78 LECTURES

name	Department	Course	Subject
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RASHI PALIWAL	Commerce	BCH	Essentials of Organisational Behaviour
NAME	Essentials of Organisational Behaviour		
UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1	a	Organisational Behaviour : Concept, Nature & Challenges	2
	b	Models of Organisational Behaviour	2
	c	Functions, Roles & Skills of Professional Managers	3
2	a	Determinants of Individual Behaviour	2
	b	Values & Attitudes	4
	c	Personality & Emotions	3
	d	Learning	4
	e	Perception : Process & Errors	4
3	a	Organisation Structure & Design	3
	b	Organisational Climate & Culture	4
	c	Managerial Communication	3
	d	Motivation	4
	e	Stress at Work	3
	f	Decision Making & Problem Solving	3
4	a	Interpersonal Relations : Transactional Analysis & Johari Window	2
	b	Group Dynamics	2
	c	Conflict Management	3
	d	Leadership Styles	3
	e	Power & Politics in Organisations	3
	f	Organisational Change	2
	g	Organisational Effectiveness	2
	h	Vroom's Valence-Expectancy Theory & Behaviour Modification	2
	i	Organisational Theories	2
	TOTAL		65

name	Department	Course	Subject
PALIWAL	Commerce	B.COM & B.A-V SEM	Investing In Stock Markets
NAME	Investing In Stock Markets		
UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1	a	Fundamentals of Investment	4
	b	Indian Securities Market	4
	c	Stock Exchanges in India	5

2	a	Online Trading of Stock	4
	b	Risk in Securities Valuation & Mitigation	6
	c	Analysis of Company	6
	d	Valuation of Stock through Ratio Analysis	8
	e	Forecasting Stock Price Movement	6
3	a	Mutual Funds	9
4	a	Forwards, Future & Options	7
	b	Commodity & Currency Derivative Trading	6
	TOTAL		65

Teacher's name	Department	Course	Subject's name
RASHI PALIWAL	COMMERCE	B.COM(H) VI SEM	GOODS AND SERVICE TAX&CUSTOM LAWS
1	INTRODUCTION	BEFORE GST;CONCEPT OF VAT: MEANING ;VARIANTS AND METHODS,MAJOR DEFECTS IN THE STRUCTURE OF INDIRECT TAXES PERIOR TO GST	4 LECTURES
		B) RATIONALE OF GST; STRUCTURE OF GST (CGST,SGST,UTGCT,IGST); GST COUNCIL;GST NETWORK; STATE COMPENSATION MECHANISM, REGISTRATION.	8 LECTURES
2	LEVY AND COLLECTION OF GST	A)TAXABLE EVENT-"SUPPLY"OF GOODS AND SERVICES; PLACE OF SUPPLT:WITHIN STATE,INTERSTATE,IMPORTAND EXPORT; TIME OF SUPPLY;	5 LECTURES
		B)VALUATION FOR GST-VALUATION RULES,TAXABILITY OF REIMBURSEMENT OF EXPENSES;	5LECTURES
		C)EXEMPTION FROM GST: SMALL SUPPLIES AND COMPOSITION SCHEME; CLASSIFICATION OF GOODS AND SERVICES: COMPOSITE AND MIXED SUPPLIES	5 LECTURES
3	INPUT TAX CREDIT	A) ELIGIBLE AND INELIGIBLE INPUT TAX CREDIT; APPORTIONMENTS OF CREDITS AND BLOCKED CREDITS ; TAX CREDIT IN RESPECT OF CAPITAL GOODS ;RECOVERY OF EXCESS TAX CREDIT;	5 LECTURES
		B) AVAILABILITY OF TAX CREDIT IN SPECIAL CIRCIMSTANCES; TRANSFER OF INPUT TAX CREDIT; PAYMENT OF TAXES;REFUND; DOCTRINE OF UNJUST ENRICHMENT; TDS;TCS REVERSE CHARGE MECHANISM , JOB WORK	7 LECTURES
4	PROCEDURES	A)TAX INVOICE, CREDIT AND DEBIT NOTES, RETURNS,	2LECTURE
		B)AUDIT IN GST, ASSESMENT : SELF ASSESSMENT, SUMMARY AND SCRUTINY.	2LECTURE
		B) AVOIDANCE OF DUAL CONTROL, E-WAY BILLS, ZERO - RATED SUPPLY	2LECTURE
5	CUSTOM LAWS	A) BASIC CONCEPT, TERRITORIAL WATERS, HIGH SEAS, TYPES OF CUSTOM DUTIES	4 LECTURES
		B) VALUATION , BAGGAGE& EXEMPTIONS	4 LECTURES
	TOTAL		65
		B) VALUATION , BAGGAGE& EXEMPTIONS	4 LECTURES
	TOTAL		65
Teacher's name	Department	Course	Subject's name

RASHI PALIWAL	COMMERCE	B.COM(P) IV SEM	CORPORATE ACCOUNTING
UNITS	UNIT NAME		No. of Lectures
		sub topics	
	FOR SHARE CAPITAL & DEBENTURE	A) ISSUE, FORFEITURE AND REISSUE OF FORFEITED SHARES: CONCEPTS & PROCESS OF BOOK BUILDING ; ISSUE OF RIGHT SHARE AND BONUS SHARES; BUY BACK OF SHARES	5 LECTURE
		B) REDEMPTION OF PREFERENCE SHARE ; ISSUE AND REDEMPTION OF DEBENTURE	7 LECTURES
	2 FINAL ACCOUNTS	A) PREPARATION OF P&L A/C AND BALANCE SHEET OF CORPORATE ENTITIES , DISPOSABLE OF COMPANY PROFITS	9 LECTURES
	3 GOODWILL AND VALUATION OF SHARES	A) CONCEPT AND METHOD OF GOODWILL CALCULATION	2 LECTURES
		B) CONCEPT AND CALCULATION OF VALUATION OF SHARE	4 LECTURES
	4 AMALGAMATION OF COMPANIES	A) CONCEPT AND ACCOUNTING TREATMENT AS PER AS-14	7 LECTURES
		B) INTERNAL RECONSTRUCTION ; CONCEPT AND ACCOUNTING TREATMENT	5 LECTURES
	5 HOLDING COMPANIES/ PARENT	A) PREPARATION OF CONSOLIDATED BALANCE SHEET WITH ONE SUBSIDIARY COMPANY. RELEVANT PROVISION OF AS-21	12 LECTURES
	6 BANKING COMPANIES	A) DIFFERENCE BETWEEN BALANCE SHEET OF BANKING AND NON BANKING COMPANY; ASSET STRUCTURE OF A COMMERCIAL BANK. NON PERFORMING ASSETS	7 LECTURES
	7 CASH FLOW	A) CONCEPT OF FUNDS, PREPARATION OF CASH FLOW AS PER	7 LECTURES
	TOTAL		65
Teacher's name	Department	Course	Subject's name
RASHI PALIWAL	COMMERCE	B.COM & B.A(P) V SEM	ENTREPRENEURSHIP
UNITS	UNIT NAME		No. of Lectures
		sub topics	
	1 INTRODUCTION	A) MEANING, ELEMENTS, DETERMINANTS AND IMPORTANCE OF ENTREPRENEURSHIP AND CREATIVE BEHAVIOUR ENTREPRENEURSHIP AND CREATIVE RESPONSE TO THE SOCIETY'S PROBLEM AT WORK	5 LECTURES
		B) DIMENSIONS OF ENTREPRENEURSHIP: INTRAPRENEURSHIP, TECHNOPRENEURSHIP, CULTURAL ENTREPRENEURSHIP, INTERNATIONAL ENTREPRENEURSHIP, NETPRENEURSHIP, ECOPRENEURSHIP, AND SOCIAL ENTREPRENEURSHIP	5 LECTURES
	2 TYPES OF BUSINESS ENTITIES	A) ENTREPRENEURSHIP AND MICRO, SMALL AND MEDIUM ENTERPRISES CONCEPT OF BUSINESS GROUPS AND ROLE OF BUSINESS HOUSES AND FAMILY BUSINESS IN INDIA	5 LECTURES

		THEIR VALUES,BUSINESS PHILOSOPHY AND BEHAVIOURAL ORIENTATIONS OF IMPORTANT BUSINESS IN INDIA.MANAGERIAL ROLES AND FUCTION IN SMALL BUSINESS. ENTREPRENEUR AS THE MANAGER OF HIS BUSINESS	5LECTURE
	ENTREPRENEURIAL SUSTAINABILITY	AND SUSTAINABILITY OF ENTREPRENEURSHIP, REQUIREMENT, AVAILABILITY AND ACCESS TO FINANCE,MARKETING ASSISTANCE L, TECHNOLOGY,AND INDUSTRIAL ACCOMMODATION	5 LECTURES
		B)ROLE OF INDUSTRIES/ENTREPRENEUR'S ASSOCIATION AND SELF-HELP GROUPS,THE CONCEPT,ROLE AND FUNCTIONS OF BUSINESS INCUBATORS,ANGEL INVESTORS,VENTURE CAPITAL AND PRIVATE EQUITY FUND	5 LECTURES
	BUSINESS PLAN PREPARATIONS	A)SOURCES OF BUSINESS IDEAS AND TESTS OF FEASIBILITY,SIGNIFICANCE OF WRITING THE BUSINESS PLAN/PROJECT PROPOSAL,CONTENTS OF BUSINESS PLAN,DESIGNING BUSINESS PROCESSES,LOCATION,LAYOUT, OPERATION, PLANNING AND CONTROL	5 LECTURES
		SUBMISSION/PRESENTATION AND APPRAISAL THEREOF BY EXTERNAL AGENCIES,SUCH AS FINANCIAL/NON FINANCIAL INSTITUTIONS	5 LECTURES
	STAR UP ISSUES	CONTRACTS WITH THE VENDORS,SUPPLIERS,BANKERS,PRINCIPAL CUSTOMERS; CONTRACT AND MANAGEMENT	5LECTURES
		FOR START-UPS. MARKETING AND ORGANISATIONAL PLANS - AN OVERVIEW	3 LECTURES
	TOTAL		48
Teacher's name	Department	Course	Subject's name
RASHI PALIWAL	COMMERCE	B.A &B.COM(P)IIIRD SEM	COMPUTER APPLICATION
UNITS	UNIT NAME		No. of Lectures
		sub topics	
1. INTRODUCTION	INTRODUCTION	COMPUTERS. THE COMPUTRR SYSTEM.PARTS OF COMPUTERS	2 LECTURES
		B)NETWORKING,MOBILE H/W DEVICE AND TYPES OF WIRELESS NETWORKING	1LECTURES
		SYSTEMS,AN OVER VIEW OF VARIOUS COMPUTER & MOBILE OS & APPLICATION	2 LECTURES
		D)FEATURES OF LATEST WINDOWS OPERATING SYSTEM & ITS MANAGEMENT & NETWORKING	2 LECTURES
		E)USAGE OF PAYMENT GATEWAY'S	1LECTURES
TO ESSENTIAL TOOLS	a. WORD	A)WORKING WITH WORD DOCUMENT,INSERTING,TILING AND FORMATTING TABLE.	4LECTURES
		CREATING MACROS- SENDING E-MAIL FROM FILES HYPERLIMKS	4LECTURES
		C)OLE SECURITY FEATURES IN MS WORD-PROTECTION OF DOCUMENTS- PASSWORD FOR DOCUMENTS	3LECTURES

		CHECKING OF VIRUSES IN MACROS, REFERENCING, CREATING BIBLIOGRAPHY, MANAGE SOURCES AND CITATIONS, REVIEW DOCUMENTS.	4 LECTURES
	B POWER POINT	A) PREPARING PRESENTATIONS	2 LECTURES
		B) SLIDES, HANDOUTS	1 LECTURES
		C) SPEAKER'S NOTES- OUTLINES- MEDIA CLIPS	2 LECTURES
		D) CHARTS- GRAPHS	2 LECTURES
		E) ADDING TRANSITION TO THE SLIDESHOW - SPECIAL EFFECTS IN DETAIL- SETTING SIDE TIMINGS	2 LECTURES
	C. SPREADSHEET	A) CREATING A WORKBOOK, REARRANGING WORKSHEETS	2 LECTURES
		B) ORGANISING CHARTS AND GRAPHS, RANGES AND FUNCTIONS & FORMULAE; MATHEMATICAL, STATISTICAL FINANCIAL FUNCTIONS SUCH AS NPV, IRR ETC.	2 LECTURES
		C) AUTO CALCULATE USING NAMES IN A FORMULA, FORMULA EDITING	2 LECTURES
		D) CONSOLIDATION OF DATA & DATA ANALYSIS- SORTING LIST, FILTER & MORE FILTERING TECHNIQUES	2 LECTURES
		E) CONSOLIDATE DATA IN MULTIPLE WORKSHEETS, LOOK UP FUNCTION, WHAT IF ANALYSIS, SOLVER	2 LECTURES
		CREATE A DROP DOWN LIST FROM RANGE OF CELLS- APPLY DATA VALIDATION TO CELLS- COPY DATA VALIDATION SELLING, REMOVE DATA VALIDATION- FIND CELL THAT HAVE DATA VALIDATION	2 LECTURES
		SHEET AND WORKBOOK- USE VALIDATION TO CREATE DEPENDENT LIST	2 LECTURES
		H) PIVOT TABLE REPORTS & PIVOT CHART REPORTS	1 LECTURES
	3 SHEET FOR DATA ANALYSIS & REPORTING	A) USING SPREADSHEET FOR FOLLOWING PURPOSE AND MAKING REPORTS: LOAN & LEASE STATEMENT, RATIO ANALYSIS, PAYROLL STATEMENTS	5 LECTURES
		GRAPHICAL REPRESENTATION OF DATA, FREQUENCY DISTRIBUTION AND ITS STATISTICAL PARAMETERS, CORRELATION AND REGRESSION	10 LECTURES
	4 DESIGN FOR ACCOUNTING AND BUSINESS APPLICATIONS	DESIGN IN ENTITY RELATIONSHIP MODEL; TRANSFORMING ER MODEL TO RELATIONAL DATA MODEL CONCEPTS: IMPLEMENTING RDM DESIGN USING AN APPROPRIATE DBMS	5 LECTURES
		B) SQL AND RETRIEVAL OF INFORMATION: TABLES: FORM; QUERIES; REPORTS; MODULES; APPLYING DBMS IN THE AREAS OF ACCOUNTING. INVENTORY, HRM AND ITS ACCOUNTING, MANAGING THE DATA RECORDS OF EMPLOYEES. SUPPLIERS AND CUSTOMERS	5 LECTURES
	5 CAAT TOOLS	APPLICATIONS SYSTEM- AN INTRODUCTION; ANALYTICAL REPORTS, DUPLICATES GAPS, SORTING & CHARLING; STRATIFICATION, SUMMARIZATION, STATISTICS & AGING- AN INTRODUCTION; SAMPLING, MACROS AND AUDIT TRAIL	6 LECTURES
	TOTAL		78 LECTURES

Teacher's name	Department	Course	Subject
RASHI PALIWAL	Commerce	BCH-V SEM	Behaviour

SUBJECT NAME		Essentials of Organisational Behaviour	
UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1	a	Organisational Behaviour : Concept, Nature & Challenges	2
	b	Models of Organisational Behaviour	2
	c	Functions, Roles & Skills of Professional Managers	3
2	a	Determinants of Individual Behaviour	2
	b	Values & Attitudes	4
	c	Personality & Emotions	3
	d	Learning	4
	e	Perception : Process & Errors	4
3	a	Organisation Structure & Design	3
	b	Organisational Climate & Culture	4
	c	Managerial Communication	3
	d	Motivation	4
	e	Stress at Work	3
	f	Decision Making & Problem Solving	3
4	a	Window	2
	b	Group Dynamics	2
	c	Conflict Management	3
	d	Leadership Styles	3
	e	Power & Politics in Organisations	3
	f	Organisational Change	2
	g	Organisational Effectiveness	2
	h	Modification	2
	i	Organisational Theories	2
TOTAL			65

Teacher's name	Department	Course	Subject
RASHI PALIWAL	Commerce	B.COM &B.A-V SEM	Investing In Stock Markets

SUBJECT NAME		Investing In Stock Markets	
UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1	a	Fundamentals of Investment	4
	b	Indian Securities Market	4
	c	Stock Exchanges in India	5
2	a	Online Trading of Stock	4
	b	Risk in Securities Valuation & Mitigation	6
	c	Analysis of Company	6
	d	Valuation of Stock through Ratio Analysis	8
	e	Forecasting Stock Price Movement	6
3	a	Mutual Funds	9
4	a	Forwards, Future & Options	7
	b	Commodity & Currency Derivative Trading	6
TOTAL			65

Teacher's name	Department	Course	Subject
RASHI PALIWAL	Commerce	BCH-II	Corporate Laws

SUBJECT NAME		Corporate Laws	
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UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1	a	Administration of Company Law	3
	b	The Company	3
	c	Types of Company	4
	d	Producer Company	2
	e	Formation & Incorporation of a Company	3
2	a	Memorandum of Association	2
	b	Articles of Association	2
	c	Prospectus	3
	d	Allotment of Shares	1
	e	Calls & Forfeiture of Shares	1
	f	Shares	3
	g	Share Certificate	1
	i	Membership in a Company	1
	j	Transfer & Transmission of Securities	1
3	a	Company Management	11
	b	Meetings & Proceedings	9
4	a	Dividend	2
	b	Books of Account	2
	c	Audit & Auditors	3
	d	Winding Up	3
5	a	The Depositories Act, 1996	5
	TOTAL		65

Teacher's name	Department	Course	Subjects
Mrs. Shashi Kumari	Commerce	B.COM (HONOURS) IVTH SEM	Entrepreneurship
SUBJECT NAME	Entrepreneurship		
UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1. INTRODUCTION	a	Meaning,elements, determinants and importance of entrepreneurship and creative behaviour	3
	b	Entrepreneurship and creative response to the society's problem at work	2
	c	Dimensions of entrepreneurship. intrapreneurship,technopreneurship, cultural entrepreneurship, international entrepreneurship,netpreneurship,ecopreneurship,and social entrepreneurship	4
2. TYPES OF BUSINESS ENTITIES	a	Entrepreneurship and Micro,Small and medium enterprises	2
	b	Concept of business groups and role of business houses and family business in India	2
	c	The contemporary role models in Indian business : their values,business philosophy and behavioural orientations	3
	d	Conflict in family business and its resolution	2
3. Entrepreneurial sustainablilty	a	Public and private system of stimulation,support and sustainability of entrepreneurship, requirement, availability and access to finance,marketing assistance I, technology,and industrial accommodation	5
	b	Role of industries/entrepreneur's association and self-help groups,the concept,role and functions of business incubators,angel investors,venture capital and private fund	4
4. Business Plan preparation	a	Sources of business ideas and tests of feasibility,significance of writing the business plan/project proposal,contents of business plan,designing business processes,location,layout, operation, planning and control preparation or project report,project	3
	b	submission/presentation and appraisal thereof by external agencies,such as financial/non financial institutions	3
	c	business plan and project reports	3
5. SMALL BUSINESS MANAGEMENT	a	Resource mobilization for start ups	2
	b	Preliminary contracts with the vendors,suppliers,bankers,principal customers; Contract and management	3
	c	Basic start up problems	2

	d	Methods to solve start up problems	2
	TOTAL		45

Teacher's name	Department	Course	Subjects
Mrs. Shashi Kumari	Commerce	B.COM (HONOURS) IVTH SEM	Computer application in busine
SUBJECT NAME	Computer application in business		
UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1. INTRODUCTION	a	Introduction to computer-Characterstics of computers. The computrr system.parts of computers	2 lectures
	b	Networking,mobile H/W Device and types of wireless Networking	1 lectures
	c	Operating System - Introduction to Operating systems,an over view of various computer & Mobile OS & Application	2 lectures
	d	Features of latest Windows Operating System & its Management & Networking	2 lectures
	e	Usage of payment gateway's	1 lecture
2. INTRODUCTION TO ESSENTIAL TOOLS	a. WORD	Working with word document,inserting,tiling and formatting table.	4 lectures
	b	Mail merge including linking with A ccess Database, creating Macros- sending E-mail from files Hyperlimks	4 lectures
	c	OLE Security features in MS WORD-Protection of Documents- Password for Documents	3 lectures
	d	Checking of viruses in macros, referencing,creating bibliography,manage sources and citations, review documents.	4 lectures
	a. POWER POINT	Preparing presentations	2 lectures
	b	slides, handouts	1 lectures
	c	speaker's Notes-Outlines- media clips	2 lectures
	d	charts-Graphs	2 lectures
	e	adding transition to the slideshow - special effects in detail- setting side timings	2 lectures
	a. SPREADSHEET	creating a workbook,rearranging Worksheets	2 lectures
	b	organising charts and graphs,ranges and functions & Fromulae; Mathematical,statistical financial functions such as NPV,IRR etc.	2 lectures
	c	auto calculate using names in a formula,formula editing	2 lectures
	d	Consolidation of data & data analysis- Sorting list, filter & More filtering techniques	2 lectures
	e	Consolidate data in multiple worksheets,look up function,what if analysis,solver	2 lectures
	f	statistical analysis;Data validation & Protection-Create a drop down list from range of cells- apply data validation to cells- copy data validation selling,remove data validation- find cell that have data validation	2 lectures
	g	Protect cell data,using password to protect sheet and workbook- Use validation to create dependent list	2 lectures
	h	Pivot table reports & pivot Chart Reports	1 lecture

3.USING SPREAD SHEET FOR DATA ANALYSIS & REPORTING FEATURES	a	a)using spreadsheet for following purpose and making reports:loan&lease statement, ratio analysis, payroll statements	5 lectures
		b)capital budgeting; depreciation accounting, graphical representation of data, frequency distribution and its statistical paramenters, correlation and regression	10 lectures
4.DATABASE DESIGN FOR ACCOUNTING AND BUSINESS APPLICATIONS		a)reality-expressing the application: creating initial design in entity relationship model;transforming er model to relational data model concepts: implementing rdm design using an appropriate dbms	5 lectures
		b)sql and retrievail of information: tales:form; queries; reports; modules;applying dbms in the areas of accounting. inventory, hrm and its accounting,managingthe data records of employees. suppliers and customers	5 lectures
5. CAAT TOOLS		a)importing data from accounting & other applications system- an introduction; analyticalreports, duplicates gaps,sorting&charling; stratification, summarization, statistics &aging- an introduction; sampling, macros and audit trail	6 lectures
	TOTAL		78 lectures

Teacher's name	Department	Course	
MS.SHASHI KUMARI	Commerce	BA(Prog) ASPSM Sem 6	
SUBJECT NAME		Sales Force Management	
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
Unit – I	Introduction to Sales Force Management	Nature and importance of sales force and its management,	3
		Designing the Sales Force: sales force objectives and strategy, sales force structure, sales force size	5
		Functions of the Sales Manager.	2
Unit II	Organization of the Sales Department	Geographic	2
		Product wise	1
		Market based.	2
Unit III	Managing the Sales Force	Recruitment and selection of sales force	4
		Training and direction	4
		Motivating sales personnel,	4
		Sales force compensation;	4
		Performance appraisal.	4
Unit IV	Sales Planning and Control:	Market Analysis, and sales forecasting,	2
		Methods of forecasting sales	2
		Sales territory planning,	3
		Sales Budgeting: Importance, Process and uses of sales budget;	4

		Sales quota; Sales and cost Analysis.	4
Unit V	Emerging Trends in Sales Force Management	Global presence, innovative technology	2
		CRM	2
		Sales force diversity	1
		Team based selling approach	1
		Ethical and social issues in sales force management	4

SHASHI KUMARI	COMMERCE	BCP 3 RD SEMESTER	INCOME TAX LAW & PRACTICES
UNITS	UNIT NAME		No. of Lectures
		sub topics	
1	Basic concepts	a. Income, agricultural income, person, assessee, assessment year, previous year, gross total income, maximum marginal rate of tax	2 LECTURES
		b. PAN, Residential status, scope on total income on the basis of residential status	5 LECTURES
		Exempted income under section 10	2 LECTURES
2	Computation of income under different heads	a. salaries	10 LECTURES
		b. Income from house property	6 LECTURES
3	Computation of income under different heads	a. Profits and gains of business or profession	10 LECTURES
		b. Capital gains	5 LECTURES
		c. Income from other sources	5 LECTURES
4	Total income and tax computation	a. Income of other persons included in assessee's total income	2 LECTURES
		b. Aggregation of income and set-off and carry forward of losses	2 LECTURES
		c. Deductions from gross total income	4 LECTURES
		d. Rebate and relief's	2 LECTURES
5	Computation of total Income of individuals and firms	a. Tax liability of individual and firm	5 LECTURES
		b. Preparation of return of income	5 LECTURES
	TOTAL		65

Teacher's name	Department	Course	
MS. SHASHI KUMARI	Commerce	BA(Prog) ASPSM Sem 3	
SUBJECT NAME	Advertising		
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
Unit I	Introduction to Advertising	Nature and importance; Role of advertising in an economy	3
		Types of advertising,	3

		Setting of advertising objectives: communication and sales objectives,	2
		DAGMAR approach;	2
		Setting of advertising budget.	2
Unit II	Advertising Message	Advertising appeals	3
		Preparing an effective advertising copy	3
		Elements of a print copy: headlines, body copy, slogan, logo, seal of approval; Role of color;	5
		Elements of broadcast copy: Radio and television	3
Unit III	Advertising Media	Media scene in India	2
		Advertising media for rural markets - media options and their characteristics	3
		Developing Media Plan, Selection of a media category on the basis of its reach, frequency, impact, continuity, and GRP's and cost	5
		Other factors in influencing media choice; Media scheduling.	2
Unit IV	Advertising Agencies	Concept, Types of an advertising agency	3
		Functions of an advertising agency and Compensation,	5
		Agency-client relationship.	2
Unit V	Evaluating Advertising Effectiveness	Communication and sales effects	2
		Methods of measuring advertising effectiveness;	5
		Ethical and Legal Aspects of Advertising in India.	3
		Cost effectiveness of advertising.	2

Teacher's name	Department	Course	Subjects
MS. SHASHI KUMARI	COMMERCE	B.COM(h) SEM V	advertising
SUBJECT NAME	advertising		
UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
unit 1	introduction	communication process,basic elements,models of communication,advertising-meaning,importancetypes,objectives,advertising budget,audience selection	15
unit 2	media decision	types of media,merits demrits,media issues ,factors influencing media choice media selection, media scheduling	15
unit3	message developments	advertising creativity ,appeals,advertising copy,its elements,creativity,tactics of print advertising	15
unit 4	mesuring advertising effectiveness	arguments for and against measuring effectiveness, testing process,evaluating communication and its sales effect,pre and post testing techniques	10
unit 5	organisational arrangements	advertising agency-role,types,selection ,reasons for evaluating agencies, social,ethical legal aspects of advertising in india,recent issues developments in advertising	10

TEACHER'S LESSON PLAN 2018-19

Teacher's name	Department	Course	Subjects
Mrs. Shashi Kumari	Commerce	B.COM (HONOURS) IVTH SEM	Entrepreneurship
SUBJECT NAME	Entrepreneurship		
UNITS	Sub Topics of Units		No. of Lectures
	sub topics		
1. INTRODUCTION	a	Meaning,elements, determinants and importance of entrepreneurship and creative behaviour	3
	b	Entrepreneurship and creative response to the society's problem at work	2
	c	Dimensions of entrepreneurship: intrapreneurship,technopreneurship, cultural entrepreneurship, international entrepreneurship,netpreneurship,ecopreneurship,and social entrepreneurship	4
2. TYPES OF BUSINESS ENTITIES	a	Entrepreneurship and Micro,Small and medium enterprises	2
	b	Concept of business groups and role of business houses and family business in India	2
	c	The contemporary role models in Indian business : their values,business philosophy and behavioural orientations	3
	d	Conflict in family business and its resolution	2
3. Entrepreneurial sustainabilty	a	Public and private system of stimulation,support and sustainability of entrepreneurship, requirement, availability and access to finance,marketing assistance I, technology,and industrial accommodation	5
	b	Role of industries/entrepreneur's association and self-help groups,the concept,role and functions of business incubators,angel investors,venture capital and private fund	4
4. Business Plan preparation	a	Sources of business ideas and tests of feasibility,significance of writing the business plan/project proposal,contents of business plan,designing business processes,location,layout, operation, planning and control	3
	b	preparation of project report,project submission/presentation and appraisal thereof by external agencies,such as financial/non financial institutions	3
	c	business plan and project reports	3
5. SMALL BUSINESS MANAGEMENT	a	Resource mobilization for start ups	2
	b	Preliminary contracts with the vendors,suppliers,bankers,principal customers; Contract and management	3
	c	Basic start up problems	2
	d	Methods to solve start up problems	2
	TOTAL		45

TEACHER'S LESSON PLAN 2018-19

Teacher's name	Department	Course	Subject's name
SHASHI KUMARI	COMMERCE	B.A (P) 1 SEM	EVS
UNITS	UNIT NAME		No. of Lectures
		sub topics	
1	THE MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES	A)DEFINITION,SCOPE&IMPORTANCE, NEED FOR PUBLIC AWARENESS	2 LECTURES
2	NATURAL RESOURCES	A)RENEWABLE AND NON-RENEWABLE RESOURCES,NATURAL RESOURCES AND ASSOCIATED PROBLEMS	2 LECTURES
		B) FOREST RESOURCES, WATER RESOURCES, MINERAL RESOURCES, FOOD RESOURCES ,ENERGY RESOURCES, ENERGY RESOURCES, LAND RESOURCES	4 LECTURES
		C)ROLE OF AN INDIVIDUAL IN CONSERVATION OF NATURAL RESOURCES, EQUITABLE USE OF RESOURCES FOR SUSTAINABLELIFESTYLE	2 LECTURES
3	ECOSYSTEM	A) CONCEPT OF ECOSYSTEM,STRUCTURE AND FUNCTION OF AN ECOSYSTEM,ENERGY FLOW IN THE ECO SYSTEM, ECOLOGICAL SUCCESSION,	3 LECTURES
		B)FOOD CHAIN, FOOD WEBS AND ECOLOGICAL PYRAMIDS , INTRODUCTION ,TYPES, CHARACTERISTICS FEATURES , STRUCTURE AND FUNCTION OF THE FOLLOWING ECOSYSTEM: FOREST ECOSYSTEM, GRASSLAND ECOSYSTEM, DESERT ECOSYSTEM, AQUATIC ECOSYSTEM.	3 LECTURES
4	BIODIVERSITY AND ITS CONSERVATION	A)DEFINATION : GENETIC, SPECIES AND ECOSYSTEM DIVERSITY,BIOGEOGRAPHICAL CLASSIFICATION OF INDIA, VALUE OF BIODEVERSITY: CONSUMPTIVE USE, PRODUCTIVE USE,SOCAIL, ETHICAL , AESTHETIC AND OPTION VALUES	4 LECTURES
		B)BIO DIVERSITY AT GLOBAL, NATIONAL AND LOCAL LEVELS,HOTSPOTS OD BIODIVERSITY, THREATS TO BIO DIVERSITY, ENDANGERED AND ENDEMIC SPECIES OF INDIA, CONSERVATION OF DIVERSITY	4 LECTURES
5	ENVIRONMENT POLLUTION	A) DEFINITION ,CAUSES, EFFECTS AND CONTROL MEASURES OF:AIR POLLUTION, WATER POLLUTION, SOIL POLLUTION, MARINE POLLUTION, NOISE POLLUTION THERMAL POLLUTION, NUCLEAR HAZARDS	4LECTURE
		B)SOIL WASTE MANAGEMENT : CAUSES, EFFECTS& CONTROL MEASURES OF URBAN& INDUSTRIAL WASTE, ROLE OF AN INDIVIDUAL IN PREVENTION OF POLLUTION ,POLLUTION CASE STUDIES, SIASTER MANAGEMENT	4 LECTURES
6	SOCIAL ISSUES AND THE ENVIRONMENT	A) FROM UNSUSTAINABLE TO SUSTAINABLE DEVELOPMENT, URBAN PROBLEM RELATED TO ENERGY, WATER CONSERVATION, RAIN WATER HARVESTING ,WATERSHED MANAGEMENT,ENVIRONMENTAL ETHICS: ISSUES AND CLIMATE CHANGE, GLOBAL WARMING, ACID RAIN, OZONE LAYER DEPLETION, NUCLEAR ACCIDENTS AND HOLOCAUST T	4 LECTURES

		B) ENVIRONMENT PROTECTION ACT, AIR ACT, WATER ACT, FOREST ACT, ISSUES INVOLVED IN ENFORCEMENT, PUBLIC AWARENESS	3 LECTURES
7	HUMAN POPULATION & ENVIRONMENT	A) POPULATION GROWTH, VARIATION AMONG NATIONS, POPULATION EXPLOSION, ENVIRONMENT AND HUMAN HEALTH, HUMAN RIGHTS	3 LECTURES
		B) VALUE EDUCATION, HIV/AIDS, WOMEN AND CHILD WELFARE, ROLE OF INFORMATION TECHNOLOGY IN ENVIRONMENT AND HUMAN HEALTH CASE STUDIES	3 LECTURES
8	FIELD WORK	A) VISIT TO LOCAL AREA, VISIT TO LOCAL POLLUTED SITE, STUDY OF COMMON PLANTS, INSECTS, BIRDS, STUDY OF SIMPLE ECOSYSTEM - POND, RIVER, HILL SLOPES	5 LECTURES
	TOTAL		50 LECTURES

Teacher's name	Department	Course	Subjects
Mrs. Shashi Kumari	Commerce	B.COM (HONOURS) IVTH SEM	Computer application in business
SUBJECT NAME Computer application in business			
UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1. INTRODUCTION	a	Introduction to computer-Characteristics of computers. The computer system. parts of computers	2 lectures
	b	Networking, mobile H/W Device and types of wireless Networking	1 lectures
	c	Operating System - Introduction to Operating systems, an over view of various computer & Mobile OS & Application	2 lectures
	d	Features of latest Windows Operating System & its Management & Networking	2 lectures
	e	Usage of payment gateway's	1 lecture
2. INTRODUCTION TO ESSENTIAL TOOLS	a. WORD	Working with word document, inserting, tiling and formatting table.	4 lectures
	b	Mail merge including linking with Access Database, creating Macros- sending E-mail from files Hyperlinks	4 lectures
	c	OLE Security features in MS WORD-Protection of Documents- Password for Documents	3 lectures
	d	Checking of viruses in macros, referencing, creating bibliography, manage sources and citations, review documents.	4 lectures
	a. POWER POINT	Preparing presentations	2 lectures
	b	slides, handouts	1 lectures
	c	speaker's Notes-Outlines- media clips	2 lectures
	d	charts-Graphs	2 lectures
	e	adding transition to the slideshow - special effects in detail- setting side timings	2 lectures
	a. SPREADSHEET	creating a workbook, rearranging Worksheets	2 lectures
	b	organising charts and graphs, ranges and functions & Formulae; Mathematical, statistical financial functions such as NPV, IRR etc.	2 lectures
	c	auto calculate using names in a formula, formula editing	2 lectures
	d	Consolidation of data & data analysis- Sorting list, filter & More filtering techniques	2 lectures

	e	Consolidate data in multiple worksheets,look up function,what if analysis,solver	2 lectures
	f	statistical analysis;Data validation & Protection-Create a drop down list from range of cells- apply data validation to cells- copy data validation selling,remove data validation- find cell that have data validation	2 lectures
	g	Protect cell data,using password to protect sheet and workbook- Use validation to create dependent list	2 lectures
	h	Pivot table reports & pivot Chart Reports	1 lecture
3.USING SPREAD SHEET FOR DATA ANALYSIS & REPORTING FEATURES	a	a)using spreadsheet for following purpose and making reports:loan&lease statement, ratio analysis, payroll statements	5 lectures
		b)capital budgeting; depreciation accounting, graphical representation of data, frequency distribution and its statistical paramenters, correlation and regression	10 lectures
4.DATABASE DESIGN FOR ACCOUNTING AND BUSINESS APPLICATIONS		a)reality-expressing the application: creating initial design in entity relationship model;transforming er model to relational data model concepts: implementing rdm design using an appropriate dbms	5 lectures
		b)sql and retrievail of information: tales:form; queries; reports; modules;applying dbms in the areas of accounting. inventory, hrm and its accounting,managingthe data records of employees. suppliers and customers	5 lectures
5. CAAT TOOLS		a)importing data from accounting & other applications system- an introduction; analyticalreports, duplicates gaps,sorting&charling; stratification, summarization, statistics &aging- an introduction; sampling, macros and audit trail	6 lectures
	TOTAL		78 lectures

TEACHER'S LESSON PLAN 2018-19			
Teacher's name	Department	Course	Subject's name
SHASHI KUMARI	COMMERCE	BCP 3 RD SEMESTER	INCOME TAX LAW & PRACTICES
UNITS	UNIT NAME	sub topics	No. of Lectures
	1 Basic concepts	a.Income, agricultural income,person,assesse, assessment year, previous year,gross total income ,maximum marginal rate of tax	2 LECTURES
		b. PAN, Residential status,scope on total income on the basis of residential status	5 LECTURES
		Exempted income under section 10	2 LECTURES
	Computation of income under 2 different heads	a. salaries	10 LECTURES

	b. Income from house property	6 LECTURES
Computation of income under		
3 different heads	a. Profits and gains of business or profession	10 LECTURES
	b. Capital gains	5 LECTURES
	c. Income from other sources	5 LECTURES
Total income and	a. Income of other persons included in assessee's total	
4 tax computation	income	2 LECTURES
	b. Aggregation of income and set- off and carry forward of losses	2 LECTURES
	c. Deductions from gross total income	4 LECTURES
	d.Rebate and relief's	2 LECTURES
Computation of total Income of individuals and		
5 firms	a. Tax liability of individual and firm	5 LECTURES
	b. Preparation of return of income	5 LECTURES
TOTAL		65

Teacher's name	Department	Course	Subject's name
SHASHI KUMARI	COMMERCE	BA PROG ASPSM 5TH SEMESTER	PROMOTION & PUBLIC RELATION

UNITS	UNIT NAME	No. of Lectures
	sub topics	
1 sales promotion	a.Nature and importance of sales promotion	5LECTURES
	b. forms of sales promotion: comsumer oriented,trade oriented,sales force oriented sales promotion	10 LECTURES
Major tools of	a.features , strength and limitations of various sales promotion tools	15 LECTURES
2 sales promotion		
Developing Sales promotion	a.pre testing implementating,evalating the result and making necesy modifications	10 LECTURES
3 programmes		
4 Public Relation	a.meaning , features amd growing importance	3 LECTURES
	b.similiarites between publicity and public relation	3 LECTURES
	c. Major tools of public relation	6 LECTURES
Ethical and legal		
5 aspects	a. ethical and legal aspects of sales promotion	4 LECTURES
	b.ethical and legal aspects of public relatio	4 LECTURES
TOTAL		60 LECTURES

MARKETING COMMUNICATION		
BA (PROG) 2 nd SEM		
SUBJECT NAME		
UNITS	Sub Topics of Units	No. of Lectures
	sub topics	
1COMMUNICATI		
ON	a	Meaning , importance
		2

	b	Communication process and its elements	2
	c	Barrier's to effective communication	2
	d	Ways to overcome barriers	1
	e	Role of communication in marketing, effective communication	3
2. Developing marketing communication	a	Concept and Role	3
	b	Information response models;AIDA, Hierarchy etc	6
	c	steps for developing effective marketing communication	2
3.Promotion mix	a	Concept of Promtion mix	2
	b	Tools of promotion mix- features,functions	6
	c	Factors affecting promotion mix	3
	d	Direct marketing	2
4. Understanding consumers behaviour	a	Meaning & Importance	3
	b	Consumer buying process	2
	c	Factors influencing buying behaviour	2
	d	Types of consumer buying decisions	3
5.Integrated marketing communication	a	Types of media;advantages and disadvantages	4
	b	concept,reason of growing importance of IMC	3
	c	process of IMC	2
	d	Managing cultural diversity through communication	3
TOTAL			60

2019-20

Teacher's name	Department	Course	Subjects
Mrs. Shashi Kumari	Commerce	B.COM SEM 3	INCOME TAX LAW & PRACTICE
SUBJECT NAME			
UNITS	Sub Topics of Units		No. of Lectures
	sub topics		
1	Basic concepts	a. Income, agricultural income, person, assessee, assessment year, previous year, gross total income, maximum marginal rate of tax	2 LECTURES
		b. PAN, Residential status, scope on total income on the basis of residential status	5 LECTURES
		Exempted income under section 10	2 LECTURES
2	Computation of income under different heads	a. salaries	10 LECTURES
		b. Income from house property	6 LECTURES
3	Computation of income under different heads	a. Profits and gains of business or profession	10 LECTURES
		b. Capital gains	5 LECTURES
		c. Income from other sources	5 LECTURES
4	Total income and tax computation	a. Income of other persons included in assessee's total income	2 LECTURES

		b. Aggregation of income and set- off and carry forward of losses	2 LECTURES
		c. Deductions from gross total income	4 LECTURES
		d.Rebate and relief's	2 LECTURES
	Computation of total Income of individuals and firms		
5		a. Tax liability of individual and firm	5 LECTURES
		b. Preparation of return of income	5 LECTURES
	TOTAL		65
	TOTAL		

Teacher's name	Department	Course	Subjects
Mrs. Shashi Kumari	Commerce	BA PROG SEM 5	SALES PROMOTIONND PUBLIC
SUBJECT NAME	SALES PROMOTIONND PUBLIC RELATION		
UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1	sales promotion	a.Nature and importance of sales promotion	5LECTURES
		b. forms of sales promotion: comsumer oriented,trade oriented,sales force oriented sales promotion	10 LECTURES
2	Major tools of sales promotion	a.features , strength and limitations of various sales promotion tools	15 LECTURES
3	Developing Sales promotion programmes	a.pre testing implementating,evalating the result and making necesy modifications	10 LECTURES
4	Public Relation	a.meaning , features amd growing importance	3 LECTURES
		b.similiarites between publicity and public relation	3 LECTURES
		c. Major tools of public relation	6 LECTURES
5	Ethical and legal aspects	a. ethical and legal aspects of sales promotion	4 LECTURES
		b.ethical and legal aspects of public relatio	4 LECTURES
	TOTAL		60 LECTURES

Teacher's name	Department	Course	Subjects
Mrs. Shashi Kumari	Commerce	B.COM (HONOURS) IVTH SEM	Entrepreneurship
SUBJECT NAME	Entrepreneurship		
UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1.	a	Meaning,elements, determinants and importance of entrepreneurship and creative behaviour	3
INTRODUCTION		Entrepreneurship and creative response to the society's problem at work	2
	c	Dimensions of entrepreneurship: intrapreneurship,technopreneurship, cultural entrepreneurship, international entrepreneurship,netpreneurship,ecopreneurship,and social entrepreneurship	4

2. TYPES OF BUSINESS ENTITIES	a	Entrepreneurship and Micro,Small and medium enterprises	2
	b	Concept of business groups and role of business houses and family business in India	2
	c	The contemporary role models in Indian business : their values,business philosophy and behavioural orientations	3
	d	Conflict in family business and its resolution	2
3. Entrepreneurial sustainability	a	Public and private system of stimulation,support and sustainability of entrepreneurship, requirement, availability and access to finance,marketing assistance I, technology,and industrial accommodation	5
	b	Role of industries/entrepreneur's association and self-help groups,the concept,role and functions of business incubators,angel investors,venture capital and private fund	4
4. Business Plan preparation	a	Sources of business ideas and tests of feasibility,significance of writing the business plan/project proposal,contents of business plan,designing business processes,location,layout, operation, planning and control	3
	b	preparation of project report,project submission/presentation and appraisal thereof by external agencies,such as financial/non financial institutions	3
	c	business plan and project reports	3
5. SMALL BUSINESS MANAGEMENT	a	Resource mobilization for start ups	2
	b	Preliminary contracts with the vendors,suppliers,bankers,principal customers; Contract and management	3
	c	Basic start up problems	2
	d	Methods to solve start up problems	2
	TOTAL		45

MARKETING COMMUNICATION BA (PROG) 2 nd SEM			
SUBJECT NAME	SEM		
UNITS	Sub Topics of Units	No. of Lectures	
	sub topics		
1.COMMUNICATION			
	a	Meaning , importance	2
	b	Communication process and its elements	2
	c	Barrier's to effective communication	2
	d	Ways to overcome barriers	1
	e	Role of communication in marketing,effective communication	3
2.Developing marketing communication			
	a	Concept and Role	3
	b	Information response models;AIDA, Hierarchy etc	6

	c	steps for developing effective marketing communication	2
3.Promotion mix	a	Concept of Promtion mix	2
	b	Tools of promotion mix- features,functions	6
	c	Factors affecting promotion mix	3
	d	Direct marketing	2
4. Understanding consumers behaviour			
	a	Meaning & Importance	3
	b	Consumer buying process	2
	c	Factors influencing buying behaviour	2
	d	Types of consumer buying decisions	3
5.Integrated marketing communication			
	a	Types of media;advantages and disadvantages	4
	b	concept,reason of growing importance of IMC	3
	c	process of IMC	2
	d	Managing cultural diversity through communication	3
TOTAL			60

2020-21 & 21-22

Teacher's name	Department	Course	Subjects
Mrs. Shashi Kumari	Commerce	B.COM PROG 3	INCOME TAX LAW & PRACTICE
SUBJECT NAME INCOME TAX LAW & PRACTICE			
UNITS	Sub Topics of Units		No. of Lectures
	sub topics		
Unit 1:		Basic Concepts.	8
Unit 2:		Income under the head Salaries, Income under the head House property	20
UNIT-3		Income under the head Business or profession, Income under the head Capital gains, Income from other Sources	20
UNIT-4		Aggregation of income and computation of tax, Clubbing of Income, Set off and carry forward of losses, Deductions from Gross Total income	8
UNIT-5		Computation of Tax liability of individuals and firms, Preparation of return of Income Manually and online	9
	TOTAL		65

Teacher's name	Department	Course	
MS. SHASHI KUMARI	Commerce	BA(Prog) ASPSM Sem 5	
SUBJECT NAME Sales Force Management			
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
Unit – I	Introduction to Sales Force Management	Nature and importance of sales force and its management,	3
		Designing the Sales Force: sales force objectives and strategy, sales force structure, sales force size	5
		Functions of the Sales Manager.	2
Unit II	Organization of the Sales Department	Geographic	2
		Product wise	1
		Market based.	2

Unit III	Managing the Sales Force	Recruitment and selection of sales force	4
		Training and direction	4
		Motivating sales personnel,	4
		Sales force compensation;	4
		Performance appraisal.	4
Unit IV	Sales Planning and Control:	Market Analysis, and sales forecasting,	2
		Methods of forecasting sales	2
		Sales territory planning,	3
		Sales Budgeting: Importance, Process and uses of sales budget;	4
		Sales quota; Sales and cost Analysis.	4
Unit V	Emerging Trends in Sales Force Management	Global presence, innovative technology	2
		CRM	2
		Sales force diversity	1
		Team based selling approach	1
		Ethical and social issues in sales force management	4

SUBJECT NAME	Cyber crime and laws	SEM 4	
UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1 a		Computer crimes and cyber crimes. Distinction between Cyber Crimes and Conventional crime. Categories of Cyber Crime. Cyber forensic	2
b		Kinds of Cyber Crimes- cyber stalking. cyber terrorism. forgery and fraud	2
c		computer Security, cyber Security, crimes related to IPRs.	2
d		Copyright issues: Coverage of Copyright protection. Copyright infringement. privacy of online data.	2
e		Cyber Space Jurisdiction. Domain Name: Meaning. examples of Domain Name. Difference between Trademarks and Domain Names,	3
f		Internet Corporation for Assigned Names and Numbers (ICANN). Types of Domain Name Disputes. Remedies for Domain Name Disputes	4

2	a	Concept of Internet, Meaning, Advantages and Disadvantages of Internet. Basic Services /Applications of Internet. Internet Governance	2
	b	Electronic Contract (E-Contract): Meaning and Essentials of E-Contracts. Modes of entering into E-Contracts.	2
	c	Kinds of E- Contracts ,Electronic Forms(E-Forms) vs Paper based forms.	1
	d	Encryption. Meaning of Cryptography. Encryption. Decryption	2
	e	Types of Cryptography. Advantages of Encryption.	2
	f	Data Security: Meaning. Methods of Protection/Security of Computer Data. Scope and objectives of IT Act.	3
3	a	Definition and Uses of Digital Signature, Authentication of Electronic Records	2
	b	Private key Vs Public Key. Electronic Signature (Inserted vide ITAA. 2008(Sec.3A)	1
		Digital Signature Vs Electronic Signature. Provisions which facilitate or strengthen Electronic Governance (Secs. 4-10),	2
		Validity of Contracts formed through Electronic Means (Inserted vide ITAA.2.008(Sec. 10A)	1
		Attribution of Electronic Records (Sec. 11). Acknowledgement of Receipt of Electronic Record	2
		Time and Place of Dispatch and Receipt of Electronic Record (Sec.13). Secure Electronic Records and Secure Electronic Signature	2
4	a	Regulation of Certifying Authorities; Appointment of Controller and other Officers. Functions of CCA	3
	b	Rules regarding issue of License. Powers of CCA , Definition and role of Certifying Authority. Duties of Certifying Authority	3
	c	Electronic Signature Certificates (ESC), Purpose of Digital Signature Certificate, Contents of Digital Signature Certificate	3
	d	Procedures relating to Electronic Signature Certificate(Secs. 35-39), Duties of Subscriber, Penalties and Compensation	3
	e	Procedures relating to Electronic Signature Certificate(Secs. 35-39), Duties of Subscriber, Penalties and Compensation	3
	TOTAL		52

SUBJECT NAME		Cyber crime and laws	
UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
1	a	Computer crimes and cyber crimes. Distinction between Cyber Crimes and Conventional crime. Categories of Cyber Crime. Cyber forensic	2
	b	Kinds of Cyber Crimes- cyber stalking. cyber terrorism. forgery and fraud	2
	c	computer Security, cyber Security, crimes related to IPRs.	2
	d	Copyright issues: Coverage of Copyright protection. Copyright infringement. privacy of online data.	2
	e	Cyber Space Jurisdiction. Domain Name: Meaning. examples of Domain Name. Difference between Trademarks and Domain Names,	3
	f	Internet Corporation for Assigned Names and Numbers (ICANN).Types of Domain Name Disputes. Remedies for Domain Name Disputes	4
2	a	Concept of Internet, Meaning,Advantages and Disadvantages of Internet. Basic Services /Applications of Internet. Internet Governance	2
	b	Electronic Contract (E-Contract):Meaning and Essentials of E-Contracts. Modes of entering into E-Contracts.	2
	c	Kinds of E- Contracts ,Electronic Forms(E-Forms) vs Paper based forms.	1
	d	Encryption. Meaning of Cryptography. Encryption. Decryption	2
	e	Types of Cryptography. Advantages of Encryption.	2
	f	Data Security: Meaning. Methods of Protection/Security of Computer Data. Scope and objectives of IT Act.	3
3	a	Definition and Uses of Digital Signature, Authentication of Electronic Records	2
	b	Private key Vs Public Key. Electronic Signature (Inserted vide ITAA. 2008(Sec.3A)	1
		Digital Signature Vs Electronic Signature. Provisions which facilitate or strengthen Electronic Governance (Secs. 4-10),	2
		Validity of Contracts formed through Electronic Means (Inserted vide ITAA.2.008(Sec. IOA)	1

		Attribution of Electronic Records (Sec. 11). Acknowledgement of Receipt of Electronic Record	2
		Time and Place of Dispatch and Receipt of Electronic Record (Sec.13). Secure Electronic Records and Secure Electronic Signature	2
	4 a	Regulation of Certifying Authorities; Appointment of Controller and other Officers. Functions of CCA	3
	b	Rules regarding issue of License. Powers of CCA , Definition and role of Certifying Authority. Duties of Certifying Authority	3
	c	Electronic Signature Certificates (ESC), Purpose of Digital Signature Certificate, Contents of Digital Signature Certificate	3
	d	Procedures relating to Electronic Signature Certificate(Secs. 35-39), Duties of Subscriber, Penalties and Compensation	3
	e	Procedures relating to Electronic Signature Certificate(Secs. 35-39), Duties of Subscriber, Penalties and Compensation	3
	TOTAL		52

SUBJECT NAME	BUSINESS MANAGEMENT SEM 6		
UNITS	Sub Topics of Units		No. of Lectures
		sub topics	
I	Nature and Characteristics Of Management		1
	Meaning & Importance of Management		1
	Evolution of management		1
	Classical Model Theory, Taylor Theory		2
	Hrenri Fayol Theory		1
	Human Relations Model, Systems Approach, Contingency Approach		2
II	a	Meaning, importance and process of planning	2
	b	Decision making-meaning, process and types	3
	c	Forecasting and strategic planning	5
III	Organisational Structure		
	a	Orgaisation struture by product, matrix and team	4
	Factors affecting Structure		1
	Authority, Responsibility, Accountability		2
	Delegation, Centralization vs Decentralization		2
	Classification of Organizational Structure-by function, by geographical		2
	Classification of Organizational Structure- network, virtual, boundary-le		3
IV	Staffing and Directing		
	Recruitment & Selection Process		2
	Training and Orientation		2

	Motivation- Concept and Importance		2
	Theories of Motivation-Maslow, Herzberg, McGregor		4
	Leadership- Concept and Importance		2
	Styles of Leadership, Qualities of Good Leader		3
	Communication & its types		3
V	a	meaning, Process and importance of controlling	3
	b	Techniques- Budgetary control	3
	c	Techniques- return on investment and six sigma	3
		TOTAL	

TEACHER'S LESSON PLAN 2017-18

Teacher's name	Department
Dr Sunita Dahiya	Commerce

SUBJECT NAME		<u>ASPSM BA (PROG) SEMIII</u> <u>ADVERTISING</u>	
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
I	Unit I: Introduction to Advertising	Nature and importance; Types of advertising; Setting of advertising objectives: communication and sales objectives, DAGMAR approach; Setting of advertising budget.	12
II	Unit II: Advertising Message	Advertising Message- Advertising appeals; Elements of print and broadcast advertising copy.	8
III	Unit III: Advertising Media	Types of Advertising Media- strengths and limitations; Factors influencing selection of advertising media; Media Scheduling.	10
IV	Unit IV: Advertising Agency	Concept; Types of an Advertising Agency; Functions of an Advertising Agency; Compensation	12
V	Unit V: Evaluating Advertising Effectiveness	Communication and Sales effects; Methods of measuring advertising effectiveness; Ethical Aspects of Advertising in India; Role of Advertising Standards Council of India (ASCI)	12

SUBJECT NAME		<u>ASPSM BA (PROG) SEM-I</u> <u>MARKETING MANAGEMENT</u>	
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
I	Unit I: Introduction	Nature, scope and importance of marketing, Marketing Philosophies: production, product, selling, marketing, societal and holistic, Marketing mix, Marketing environment - micro & macro environmental components.	16
II	Unit II: Market Segmentation	Concept, Importance and Bases of segmentation; Market Targeting: concept and bases; Positioning: concept and bases.	12
III	Unit III: Product	Concept and Types of product; Major product decisions; Product attributes, Branding, Packaging and labelling, Product support service, Product life cycle: Concept and Strategies.	10
IV	Unit IV: Pricing	Concept, Significance, Factors affecting price, major pricing methods.	10
V	Unit V: Distribution	Channels of Distribution-Meaning and importance, Types of distribution channels, Functions of distribution middleman. Promotion: Communication process, Meaning and Importance of Promotion, Promotion mix tools	14

SUBJECT NAME		<u>BCP SEM III</u> <u>COMPUTER APPLICATION IN BUSINESS</u>	
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	

I	Unit I: Word Processing	Introduction to word Processing, Word processing concepts, Use of Templates, Working with word document: Editing text, Find and replace text, Formatting, spell check, Autocorrect, Autotext; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, Tables: Inserting, filling and formatting a table; Inserting Pictures and Video; Mail Merge: including linking with Database; Printing documents. Creating Business Documents using the above facilities.	10
II	Unit II: Preparing Presentations	Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, Media; Design; Transition; Animation; and Slideshow. Creating Business Presentations using above facilities.	8
III	Unit III: Spreadsheet and its Business Applications	Spreadsheet concepts, Managing worksheets; Formatting, Entering data, Editing, and Printing a worksheet; Handling operators in formula, Project involving multiple spreadsheets, Organizing Charts and graphs. Spreadsheet functions: Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and reference, Database, and Text functions.	12
IV	Unit IV: Creating Business Spreadsheet	Creating spreadsheet in the area of: Loan and Lease statement; Ratio Analysis; Payroll statements; Graphical representation of data; Frequency distribution and its statistical parameters; Correlation and Regression.	10
V	Unit V: Database Management System	Database Designs for Accounting and Business Applications: Reality-Expressing the Application; Creating Initial design in Entity Relationship(ER) Model; Transforming ER Model to Relational data model concepts; Implementing RDM design using an appropriate DBMS. DBMS Software: Environment; Tables; Forms; Queries; Reports; Modules; Applying DBMS in the areas of Accounting; Managing the data records of Employees, Suppliers and Customers.	15

		<u>Computer Applications in Business</u>	
		<u>BCH IV</u>	
SUBJECT NAME			
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	

I	Unit1: Data Processing, Networking and Recent trends in computing	<p>Computing: Concept of computing, Data and information; Computing Interfaces: GUI, CLI, Touch Interface, NLI; data processing; applications of computers in business. Computer Networks: Meaning of computer network; objectives/ needs for networking; Applications of networking; Basic Network Terminology; Types of Networks; Network Topologies; Distributed Computing: Client Server Computing, Peer- to- peer Computing; Wireless Networking; Securing Networks: firewall. Basic Internet Terminology: I.P. Address, Modem, Bandwidth, Routers, Gateways, Internet Service Provider (ISP), World Wide Web (www), Browsers, Search Engines ,Proxy Server, Intranet and Extranet; Basic Internet Services; Internet Protocols: TCP/IP, FTP, HTTP(s), Uses of Internet to Society; Cyber Security: Cryptography, digital signature. Recent trends in computing : Tools of business collaboration: emails, wikis, file sharing, screen sharing, web presenting, work scheduling; Cloud computing: meaning, types of cloud services: IaaS, PaaS, SaaS; Grid Computing; Virtualization; Green Computing; E-Commerce:meaning, business models , Electronic Data Interchange (EDI), Payment Gateways; Internet of Things (IoT)</p>	10
II	Unit 2: Word Processing	<p>Introduction to word Processing, Word processing concepts, Use of Templates, Working with word document: Editing text, Find and replace text, Formatting, spell check, Autocorrect, Autotext; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, Tables: Inserting, filling and formatting a table; Inserting Pictures and Video; Mail Merge: including linking with Databases and spreadsheet files; Printing documents; Citations and Footnotes.</p>	10
III	Unit 3: Preparing Presentations	<p>Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, hyperlinking, Media; Design; Transition; Animation; and Slideshow.</p>	6
IV	Unit 4: Spreadsheet and its Business Applications	<p>Spreadsheet concepts, Managing worksheets; Formatting, conditional formatting, Entering data, Editing, and Printing and Protecting worksheets; Handling operators in formula, Project involving multiple spreadsheets, Organizing Charts and graphs; Working with Multiple worksheets; controlling worksheet views, naming cells and cell ranges. Spreadsheet functions: Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and reference, Database functions, Text functions and Error functions Working with Data: Sort and filter; Consolidate; Tables; Pivot tables; What-if-analysis: Goal seek, Data tables and Scenario manager; Data analysis ToolPak: Descriptive Statistics, Moving averages, Histogram, Covariance, correlation and Regression analysis (only for projection) Creating business spreadsheet: Loan and Lease statement; Ratio Analysis; Payroll statements; Capital Budgeting; Constraint optimization, Assignment Problems, Depreciation Accounting; Graphical representation of data; Frequency distribution and its statistical parameters; Correlation and Regression Analysis</p>	20

V	Unit 5: Database Management System (Theory)	Theoretical background of Database Designs for Accounting and Business Applications: Database, Database Management System, Database System; Comparison of Database System with Traditional File System; Entity Relationship Model (ER-Model); Relational Database Model: Creating Relationship between Tables, Concept of Keys, Fundamental Integrity Rules; ERD to Relational Mapping; Normalization of databases upto 3 Normal Forms. B.Com.(Hons) CBCS Department of Commerce, University of Delhi 53 SQL and Retrieval of Information: Basic Queries in SQL; Embedded Queries in SQL; Insert, Delete and Update statements in SQL DBMS Software: Environment; Tables; Forms; Queries; Reports; Modules; Applying DBMS in the areas of Accounting, Inventory, HRM and its accounting, Managing the data records of Employees, Suppliers and Customers.	10
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<u>ASPSM SEM II</u>			
<u>Marketing Communication</u>			
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
I	Unit I: Communication	Meaning, Importance, Communication process and its elements, Barriers to effective communication, Ways to overcome barriers, Role of communication in marketing, Effective Communication.	16
II	Unit II: Developing Marketing Communication	Concept, its role; Communication response models AIDA, Hierarchy-of-effects, Steps for developing effective marketing communication.	10
III	Unit III: Promotion-mix	Concept of Promotion Mix, Tools of promotion-mix- advertising, personal selling, public relations, publicity, sales promotion and direct marketing: their meaning, distinctive characteristics and functions; Factors affecting promotion mix.	14
IV	Unit IV: Understanding Consumer Behaviour	Meaning, Importance, Consumer buying process, Factors influencing buying behavior. Types of consumer buying decisions	12
V	Unit V: Integrated Marketing Communication	Types of Media: advantages and disadvantages; Concept, reasons for growing importance of IMC, Process of integrated marketing communication. Managing cultural diversity through communication.	8

<u>Collective Bargaining and negotiation skills</u>			
<u>BCP VI</u>			
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
I	Unit I: Issues in Collective Bargaining	Meaning, Definitions and Characteristics of Collective Bargaining ; Critical Issues in Collective Bargaining; Theories of Collective Bargaining: Hick's Analysis of Wages Setting under Collective Bargaining, Conflict-choice Model of Negotiation, A Behavioural Theory of Labour Negotiation.	12
II	Unit II: Collective Bargaining in India	Pre-requisites for successful Collective Bargaining in any Country; Collective Bargaining in Practice; Levels of Bargaining, Coverage and Duration of Agreements; Difficulties in the Bargaining Process and Administration of Agreements. Select case studies from Indian perspective.	10

III	Unit III: Negotiating a Contract	Meaning of Negotiations, Pre-negotiation- Preparing the Charter of Demand(s), Creating the Bargaining Team, Submission of COD, Costing of Labour Contracts.	10
IV	Unit IV: Negotiation Skills	Negotiation Process; Effective Negotiation-Preparing for Negotiation, Negotiating Integrative Agreements; Negotiation and Collective Bargaining- Approaches and Phases in Collective Bargaining, Coalition Bargaining and Fractional Bargaining, Impasse Resolution, Contract Ratification.	14
V	Unit V: Negotiation and Administration	Post Negotiation-Administration of the Agreement, Grievance Management, Binding up the Wounds; Collective Bargaining & the emerging scenario.	12

TEACHER'S LESSON PLAN 2018-19

Teacher's name	Department	Course
Dr Sunita Dahiya	Commerce	Bcom Sem 3

SUBJECT NAME		Computer Application In Business (Shared with Dr. Sunita Dahiya / Dr. Nitu Dabas / Dr. Nishu Dabas)		BCOM Sem3
UNITS	Sub Topics of Units			No. of Lectures
	Title	sub topics		
Unit I:	Introduction	Introduction to Computer-Characteristics of Computers, The Computer System, Parts of Computers); Computer H/W Setup, Configuration, Networking, Mobile H/W Device and types, wireless Networking;		1
		Operating System- Introduction to Operating Systems, An overview of various Computer & Mobile OS & Application (UN IX / Linux, DOS, Windows, Android, windows mobile, iOS Like), Features of latest Windows Operating Systems & its Management & Networking (Installation, backup, security, User control), Usage of payment gateways.		1
Unit II:	Introduction to essential tools	Introduction to facilities & commonly used features of: a) Word: Working with word document, Inserting, filling and formatting a table, Mail Merge including linking with Access Database, Creating Macros -Sending E-mail from Word Import / Export of files Converting Word Document to Web Document, PDF files Hyperlinks; OLE Security features in MS-Word - Protection of Documents - Password for Documents - Checking for viruses in macros, referencing, creating bibliography, manage sources and citations, review documents.		4
		PowerPoint: Preparing Presentations, Slides, Handouts, Speaker's Notes - Outlines - Media Clips - Charts – Graphs, Adding the Transitions to the Slide Show - Special effects in detail, - Setting Slide timings.		2

		Excel: Creating a work book, Rearranging Worksheet, Organizing Charts and graphs, Ranges and Functions & Formulae: Mathematical, Statistical Financial Functions such as NPV (Net present value), Future value, IRR (Internal Rate of Return), EMI (Equated Monthly Installments, Compounding Yearly, periodic and monthly) - Auto Calculate Using Names in a Formula, Formula Editing, Macros, Consolidation of Data & Data Analysis - Sorting List, Filter & More Filtering Techniques - Consolidate data in multiple worksheets - What-if analysis, Goal Seek Scenario Manager, Solver, Lookup Function - Sub Totals, Nested-IF, Statistical Analysis; Data Validation & Protection - Create a drop-down list from a range of cells - Apply data validation to cells - Copy data validation setting, remove data validation - Find cell that have data validation, protect cell data, using password to protect sheet and workbook. - Use validation to create dependent list; Pivot table Reports & Pivot Chart Reports.	4
Unit III:	Using MS Excel for Data Analysis & Reporting Features:	Using spreadsheet for following purposes and making reports: Loan & Lease statement	1
		Ratio Analysis	1
		Payroll statements	1
		Capital Budgeting	1
		Depreciation Accounting	1
		Graphical representation of data & Correlation and Regression	1
		Frequency distribution and its statistical parameters	1
Unit IV:	RDBMS Concepts & Access	RDBMS Concepts, Terminology, Models - RDBMS, Data Modelling using ERD, DB Design using Normalization	2
		Access Creating Databases & Tables – An Introduction; Event Handling & Report Generation; Using Macros; Using Queries through Case Study.	3
Unit V:	CAAT Tools	Capabilities & Importing Data from Accounting & other Application Systems - An Introduction; Analytical Reports, Duplicates/ Gaps.	3
		Sorting & Charting; Stratification, Summarization, Statistics & Aging - An Introduction; Sampling, Macros and Audit Trail.	3

Teacher's name	Department	Course
Dr Sunita Dahiya	Commerce	Bcom Sem 4

SUBJECT NAME		E-Commerce	
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
Unit I	Introduction	Introduction to E Commerce and Definition, E-Commerce based activities, Goals of E-Commerce,	2
		Technical Components of E-Commerce, Functions, Advantages and disadvantages of E-Commerce	2
		Scope of E-Commerce, Electronic Commerce Applications, Framework of E-Commerce	2
		Supply Chain Management, Electronic Commerce and Electronic Business.	2

Unit II	Planning Online-Business	Nature and dynamics of the internet.	2
		Electronic business models: B2B, B2C, C2C, C2B.	2
		Web-site Design: Web sites as market place	2
		E –commerce, pure online vs. brick and click business; assessing requirement for an online business designing, developing and deploying the system.	2
Unit III	Technology for Online-Business	Internet and its Evolution, IT Infrastructure, Middleware, Domain names, Contents: Text and Integrating E-business applications.	4
		Component of Internet Information technology structure	2
		Development of Intranet, Extranet and their Difference.	2
Unit IV	Operations of E Commerce	Online-payment mechanism; Electronic Payment systems; payment Gateways; Visitors to website;	4
		Tools for promoting websites;	2
		Risk management options for e - payment systems.	2
Unit V	Security and Legal Aspects of E-Commerce	Threats in E-Commerce, Security of Clients and Service-Provider;	2
		Cyber Laws – Relevant provisions of Information Technology Act 2000, offences, secure electronic records and digital signatures penalties and adjudication.	6
	Web Designing Software - HTML Lanuage		26 Practical Classes

Teacher's name	Department	Course
Dr Sunita Dahiya	Commerce	BA(Prog) ASPSM Sem 1

SUBJECT NAME		Marketing Management	
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
Unit I	Introduction	Nature, scope and importance of marketing	2
		Approaches to marketing: production, product, selling, marketing an	3
		Marketing-mix with reference to goods & services	3
		Marketing environment - micro & macro environmental components	4
Unit II	Market segmentation	Meaning & Benefits, basis of segmentation;	5
		Positioning and Targeting – meaning and importance, major basis of positioning a product	5
Unit III	Product	Meaning, Product Mix: Concept, length, breadth and width; Product	4
		Major product decisions: Product attributes	4
		Branding, Packaging and labeling, after sales service	3
		product life cycle: concept and shapes, PLC strategies	3
Unit IV	Pricing	Concept, Significance,	2
		Factors affecting price determination	3
		Major pricing methods	5
Unit V	Distribution	Channels of Distribution-Meaning and importance,	2
		Types of distribution channels	3
		Functions of distribution middleman	2
	Promotion	Meaning, Importance and Tools of Promotion.	8

Teacher's name	Department	Course
Dr Sunita Dahiya	Commerce	BA(Prog) ASPSM Sem 3

SUBJECT NAME		<u>Advertising</u>	
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
Unit I	Introduction to Advertising	Nature and importance; Role of advertising in an economy	3
		Types of advertising,	3
		Setting of advertising objectives: communication and sales objectives	2
		DAGMAR approach;	2
		Setting of advertising budget.	2
Unit II	Advertising Message	Advertising appeals	3
		Preparing an effective advertising copy	3
		Elements of a print copy: headlines, body copy, slogan, logo, seal of approval; Role of color;	5
		Elements of broadcast copy: Radio and television	3
Unit III	Advertising Media	Media scene in India	2
		Advertising media for rural markets - media options and their charac	3
		Developing Media Plan, Selection of a media category on the basic of its reach, frequency, impact, continuity, and GRP"s and cost	5
		Other factors in influencing media choice; Media scheduling.	2
Unit IV	Advertising Agencies	Concept, Types of an advertising agency	3
		Functions of an advertising agency and Compensation,	5
		Agency-client relationship.	2
Unit V	Evaluating Advertising Effectiveness	Communication and sales effects	2
		Methods of measuring advertising effectiveness;	5
		Ethical and Legal Aspects of Advertising in India.	3
		Cost effectiveness of advertising.	2

Teacher's name	Department	Course
Dr Sunita Dahiya	Commerce	BA(Prog) ASPSM Sem 4

SUBJECT NAME		<u>Personal Selling and Salesmanship</u>	
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
Unit I	Introduction to Personal Selling	Nature and importance of personal selling, myths of selling	3
		Difference between Personal Selling,	1
		Salesmanship and Sales Force Management	2
		Characteristics of a good salesman	1
		Types of selling situations, types of salespersons	3
		Career opportunities in selling, Opportunities and difficulties,	1
		Measures for making selling an attractive career.	1
Unit II	Theories of Selling	Traditional and Modern: AIDAS model of selling	5
		Problem Solving Approach, Right Set of Circumstances Theory and Modern Sales Approaches	7
Unit III	Buying Motives	Concept of motivation	1
		Maslow"s theory of need hierarchy;	2
		Dynamic nature of motivation;	2
		Buying motives and their uses in personal selling	4
Unit IV	Selling Process	Prospecting and qualifying	2
		Pre-approach and call planning	2
		Approach	1

		Presentation and demonstration;	2
		Handling of objections;	2
		Closing the sale	2
		Post sales activities.	1
Unit V	Sales Reports	Reports and documents; sales manual, Order Book, Cash Memo;	5
		Tour Diary, Daily and Periodical Reports;	4
		Other problems in Selling	3

Teacher's name	Department	Course
Dr Sunita Dahiya	Commerce	BA(Prog) ASPSM Sem 6

SUBJECT NAME		Sales Force Management	
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
Unit – I	Introduction to Sales Force Management	Nature and importance of sales force and its management,	3
		Designing the Sales Force: sales force objectives and strategy, sales force	5
		Functions of the Sales Manager.	2
Unit II	Organization of the Sales Department	Geographic	2
		Product wise	1
		Market based.	2
Unit III	Managing the Sales Force	Recruitment and selection of sales force	4
		Training and direction	4
		Motivating sales personnel,	4
		Sales force compensation;	4
		Performance appraisal.	4
Unit IV	Sales Planning and Control:	Market Analysis, and sales forecasting,	2
		Methods of forecasting sales	2
		Sales territory planning,	3
		Sales Budgeting: Importance, Process and uses of sales budget;	4
		Sales quota; Sales and cost Analysis.	4
Unit V	Emerging Trends in Sales Force Management	Global presence, innovative technology	2
		CRM	2
		Sales force diversity	1
		Team based selling approach	1
		Ethical and social issues in sales force management	4

Teacher's name	Department
Dr Sunita Dahiya	Commerce

SUBJECT NAME		Computer Application In Business (Shared with Dr. Sunita Dahiya / Dr. Nitu Dabas / Dr. Nishu Dabas)		BCOM Sem3
UNITS	Sub Topics of Units		No. of Lectures	
	Title	sub topics		

I	Unit I: Word Processing	Introduction to word Processing, Word processing concepts, Use of Templates, Working with word document: Editing text, Find and replace text, Formatting, spell check, Autocorrect, Autotext; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, Tables: Inserting, filling and formatting a table; Inserting Pictures and Video; Mail Merge: including linking with Database; Printing documents. Creating Business Documents using the above facilities.	10
II	Unit II: Preparing Presentations	Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, Media; Design; Transition; Animation; and Slideshow. Creating Business Presentations using above facilities.	8
III	Unit III: Spreadsheet and its Business Applications	Spreadsheet concepts, Managing worksheets; Formatting, Entering data, Editing, and Printing a worksheet; Handling operators in formula, Project involving multiple spreadsheets, Organizing Charts and graphs. Spreadsheet functions: Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and reference, Database, and Text functions.	12
IV	Unit IV: Creating Business Spreadsheet	Creating spreadsheet in the area of: Loan and Lease statement; Ratio Analysis; Payroll statements; Graphical representation of data; Frequency distribution and its statistical parameters; Correlation and Regression.	10
V	Unit V: Database Management System	Database Designs for Accounting and Business Applications: Reality-Expressing the Application; Creating Initial design in Entity Relationship(ER) Model; Transforming ER Model to Relational data model concepts; Implementing RDM design using an appropriate DBMS. DBMS Software: Environment; Tables; Forms; Queries; Reports; Modules; Applying DBMS in the areas of Accounting; Managing the data records of Employees, Suppliers and Customers.	15

SUBJECT NAME		<u>ASPSM BA (PROG) SEM-I</u> <u>MARKETING MANAGEMENT</u>	
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
I	Unit I: Introduction	Nature, scope and importance of marketing, Marketing Philosophies: production, product, selling, marketing, societal and holistic, Marketing mix, Marketing environment - micro & macro environmental components.	16
II	Unit II: Market Segmentation	Concept, Importance and Bases of segmentation; Market Targeting: concept and bases; Positioning: concept and bases.	12
III	Unit III: Product	Concept and Types of product; Major product decisions; Product attributes, Branding, Packaging and labelling, Product support service, Product life cycle: Concept and Strategies.	10

IV	Unit IV: Pricing	Concept, Significance, Factors affecting price, major pricing methods.	10
V	Unit V: Distribution	Channels of Distribution-Meaning and importance, Types of distribution channels, Functions of distribution middleman. Promotion: Communication process, Meaning and Importance of Promotion, Promotion mix tools	14

ASPSM BA (PROG) SEMIII			
ADVERTISING			
SUBJECT NAME	Sub Topics of Units		No. of Lectures
	UNITS	Title	
I	Unit I: Introduction to Advertising	Nature and importance; Types of advertising; Setting of advertising objectives: communication and sales objectives, DAGMAR approach; Setting of advertising budget.	12
II	Unit II: Advertising Message	Advertising Message- Advertising appeals; Elements of print and broadcast advertising copy.	8
III	Unit III: Advertising Media	Types of Advertising Media- strengths and limitations; Factors influencing selection of advertising media; Media Scheduling.	10
IV	Unit IV: Advertising Agency	Concept; Types of an Advertising Agency; Functions of an Advertising Agency; Compensation	12
V	Unit V: Evaluating Advertising Effectiveness	Communication and Sales effects; Methods of measuring advertising effectiveness; Ethical Aspects of Advertising in India; Role of Advertising Standards Council of India (ASCI)	12

Computer Applications in Business			
BCH IV			
SUBJECT NAME	Sub Topics of Units		No. of Lectures
	UNITS	Title	
I	Unit1: Data Processing, Networking and Recent trends in computing	Computing: Concept of computing, Data and information; Computing Interfaces: GUI, CLI, Touch Interface, NLI; data processing; applications of computers in business. Computer Networks: Meaning of computer network; objectives/ needs for networking; Applications of networking; Basic Network Terminology; Types of Networks; Network Topologies; Distributed Computing: Client Server Computing, Peer- to- peer Computing; Wireless Networking; Securing Networks: firewall. Basic Internet Terminology: I.P. Address, Modem, Bandwidth, Routers, Gateways, Internet Service Provider (ISP), World Wide Web (www), Browsers, Search Engines ,Proxy Server, Intranet and Extranet; Basic Internet Services; Internet Protocols: TCP/IP, FTP, HTTP(s), Uses of Internet to Society; Cyber Security: Cryptography, digital signature. Recent trends in computing : Tools of business collaboration: emails, wikis, file sharing, screen sharing, web presenting, work scheduling; Cloud computing: meaning, types of cloud services: IaaS, PaaS, SaaS; Grid Computing; Virtualization; Green Computing; E-Commerce: meaning, business models , Electronic Data Interchange (EDI), Payment Gateways; Internet of Things (IoT)	10

II	Unit 2: Word Processing	Introduction to word Processing, Word processing concepts, Use of Templates, Working with word document: Editing text, Find and replace text, Formatting, spell check, Autocorrect, Autotext; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, Tables: Inserting, filling and formatting a table; Inserting Pictures and Video; Mail Merge: including linking with Databases and spreadsheet files; Printing documents; Citations and Footnotes.	10
III	Unit 3: Preparing Presentations	Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, hyperlinking, Media; Design; Transition; Animation; and Slideshow.	6
IV	Unit 4: Spreadsheet and its Business Applications	Spreadsheet concepts, Managing worksheets; Formatting, conditional formatting, Entering data, Editing, and Printing and Protecting worksheets; Handling operators in formula, Project involving multiple spreadsheets, Organizing Charts and graphs; Working with Multiple worksheets; controlling worksheet views, naming cells and cell ranges. Spreadsheet functions: Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and reference, Database functions, Text functions and Error functions Working with Data: Sort and filter; Consolidate; Tables; Pivot tables; What-if-analysis: Goal seek, Data tables and Scenario manager; Data analysis ToolPak: Descriptive Statistics, Moving averages, Histogram, Covariance, correlation and Regression analysis (only for projection) Creating business spreadsheet: Loan and Lease statement; Ratio Analysis; Payroll statements; Capital Budgeting; Constraint optimization, Assignment Problems, Depreciation Accounting; Graphical representation of data; Frequency distribution and its statistical parameters; Correlation and Regression Analysis	20
V	Unit 5: Database Management System (Theory)	Theoretical background of Database Designs for Accounting and Business Applications: Database, Database Management System, Database System; Comparison of Database System with Traditional File System; Entity Relationship Model (ER-Model); Relational Database Model: Creating Relationship between Tables, Concept of Keys, Fundamental Integrity Rules; ERD to Relational Mapping; Normalization of databases upto 3 Normal Forms. B.Com.(Hons) CBCS Department of Commerce, University of Delhi 53 SQL and Retrieval of Information: Basic Queries in SQL; Embedded Queries in SQL; Insert, Delete and Update statements in SQL DBMS Software: Environment; Tables; Forms; Queries; Reports; Modules; Applying DBMS in the areas of Accounting, Inventory, HRM and its accounting, Managing the data records of Employees, Suppliers and Customers.	10

SUBJECT NAME		ASPSM SEM II Marketing Communication	
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
I	Unit I: Communication	Meaning, Importance, Communication process and its elements, Barriers to effective communication, Ways to overcome barriers, Role of communication in marketing, Effective Communication.	16

II	Unit II: Developing Marketing Communication	Concept, its role; Communication response models AIDA, Hierarchy-of-effects, Steps for developing effective marketing communication.	10
III	Unit III: Promotion-mix	Concept of Promotion Mix, Tools of promotion-mix- advertising, personal selling, public relations, publicity, sales promotion and direct marketing: their meaning, distinctive characteristics and functions; Factors affecting promotion mix.	14
IV	Unit IV: Understanding Consumer Behaviour	Meaning, Importance, Consumer buying process, Factors influencing buying behavior. Types of consumer buying decisions	12
V	Unit V: Integrated Marketing Communication	Types of Media: advantages and disadvantages; Concept, reasons for growing importance of IMC, Process of integrated marketing communication. Managing cultural diversity through communication.	8

SUBJECT NAME		<u>E-COMMERCE</u> <u>BCP IV</u>	
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
I	Unit I: Introduction to E- Commerce	Scope of E- commerce, E -commerce Based Activities, Technical Components of Ecommerce, E -commerce Applications, Frame Work of E -commerce, Supply Chain Management, E- commerce and E- Business, M-commerce, Pure Online V/S Brick and Click business.	14
II	Unit II: Planning online business	Nature and dynamics of Internet ,electronic business models, B2B, B2C, C2C, C2B, B2G, website designing, assessing requirement for an online business, designing, developing and deploying the system.	12
III	Unit III: Technology for online business	Internet and its evolution, intranet and extranet, IT infrastructure, middleware, domain names, contents: text and integrating e - business application, components of internet Information technology structure.	14
IV	Unit IV: Operations of E- commerce	Online payment mechanism, electronic payment system, payment gateways, visitors to websites, tools for promoting websites, risk management options for e- payment systems.	10
V	Unit V: Security and Legal Aspects of E-commerce	Threats in E-commerce, security of clients and service provider, cyber laws-relevant provisions of Information Technology Act 2000: offences, secure electronic records and digital signatures, penalties, adjudication	12

TEACHER'S LESSON PLAN 2020-21

Teacher's name	Department
Dr Sunita Dahiya	Commerce

SUBJECT NAME		<u>Computer Application In Business (Shared with Dr. Sunita Dahiya / Dr. Nitu Dabas /)</u>		BCOM Sem3
UNITS	Sub Topics of Units		No. of Lectures	
	Title	sub topics		

I	Unit I: Word Processing	Introduction to word Processing, Word processing concepts, Use of Templates, Working with word document: Editing text, Find and replace text, Formatting, spell check, Autocorrect, Autotext; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, Tables: Inserting, filling and formatting a table; Inserting Pictures and Video; Mail Merge: including linking with Database; Printing documents. Creating Business Documents using the above facilities.	10
II	Unit II: Preparing Presentations	Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, Media; Design; Transition; Animation; and Slideshow. Creating Business Presentations using above facilities.	8
III	Unit III: Spreadsheet and its Business Applications	Spreadsheet concepts, Managing worksheets; Formatting, Entering data, Editing, and Printing a worksheet; Handling operators in formula, Project involving multiple spreadsheets, Organizing Charts and graphs. Spreadsheet functions: Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and reference, Database, and Text functions.	12
IV	Unit IV: Creating Business Spreadsheet	Creating spreadsheet in the area of: Loan and Lease statement; Ratio Analysis; Payroll statements; Graphical representation of data; Frequency distribution and its statistical parameters; Correlation and Regression.	10
V	Unit V: Database Management System	Database Designs for Accounting and Business Applications: Reality-Expressing the Application; Creating Initial design in Entity Relationship(ER) Model; Transforming ER Model to Relational data model concepts; Implementing RDM design using an appropriate DBMS. DBMS Software: Environment; Tables; Forms; Queries; Reports; Modules; Applying DBMS in the areas of Accounting; Managing the data records of Employees, Suppliers and Customers.	15

SUBJECT NAME		<u>ASPSM BA (PROG) SEMIII</u> <u>ADVERTISING</u>	
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
I	Unit I: Introduction to Advertising	Nature and importance; Types of advertising; Setting of advertising objectives: communication and sales objectives, DAGMAR approach; Setting of advertising budget.	12
II	Unit II: Advertising Message	Advertising Message- Advertising appeals; Elements of print and broadcast advertising copy.	8
III	Unit III: Advertising Media	Types of Advertising Media- strengths and limitations; Factors influencing selection of advertising media; Media Scheduling.	10
IV	Unit IV: Advertising Agency	Concept; Types of an Advertising Agency; Functions of an Advertising Agency; Compensation	12

V	Unit V: Evaluating Advertising Effectiveness	Communication and Sales effects; Methods of measuring advertising effectiveness; Ethical Aspects of Advertising in India; Role of Advertising Standards Council of India (ASCI)	12
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ADVERTISING AND PERSONAL SELLING				
BCH-V				
SUBJECT NAME	Sub Topics of Units			No. of Lectures
	UNITS	Title	sub topics	
I	Unit I: Introduction to Advertising	Communication Process; Information Response Hierarchy Models- AIDA Model & Hierarchy of Effects Model; Advertising: Importance, types and objectives; DAGMAR Approach; Target audience selection-basis; Methods of setting of Advertising Budget.	16	
II	Unit II: Advertising: Message and Media Decisions	Advertising Message-Advertising appeals; Elements of print and broadcast advertising copy; Types of Advertising Media- strengths and limitations; Factors influencing selection of advertising media; Media Scheduling.	12	
III	Unit III: Advertising Effectiveness and Institutional Framework	Rationale of measuring advertising effectiveness; Communication and Sales Effect; Pre and Post-testing Techniques; Advertising Agency: Role, types and selection. Ethical and legal aspects of advertising. Role of Advertising Standards Council of India (ASCI).	12	
IV	Unit IV: Introduction to Personal Selling	Concept of Personal Selling and Salesmanship; Qualities of a good salesperson; Types of salespersons; Role of Personal Selling in CRM; AIDAS model of selling. Buying Motives.	10	
V	Unit V: Personal Selling Process	Prospecting,; Pre Approach; Approach; Presentation and Demonstration; Handling of Objections; Closing the Sale; Follow-Up; Sales Reports and Sales Audit	12	

Computer Applications in Business				
BCH IV				
SUBJECT NAME	Sub Topics of Units			No. of Lectures
	UNITS	Title	sub topics	
I	Unit1: Data Processing, Networking and Recent trends in computing	Computing: Concept of computing, Data and information; Computing Interfaces: GUI, CLI, Touch Interface, NLI; data processing; applications of computers in business. Computer Networks: Meaning of computer network; objectives/ needs for networking; Applications of networking; Basic Network Terminology; Types of Networks; Network Topologies; Distributed Computing: Client Server Computing, Peer- to- peer Computing; Wireless Networking; Securing Networks: firewall. Basic Internet Terminology: I.P. Address, Modem, Bandwidth, Routers, Gateways, Internet Service Provider (ISP), World Wide Web (www), Browsers, Search Engines ,Proxy Server, Intranet and Extranet; Basic Internet Services; Internet Protocols: TCP/IP, FTP, HTTP(s), Uses of Internet to Society; Cyber Security: Cryptography, digital signature. Recent trends in computing : Tools of business collaboration: emails, wikis, file sharing, screen sharing, web presenting, work scheduling; Cloud computing: meaning, types of cloud services: IaaS, PaaS, SaaS; Grid Computing; Virtualization; Green Computing; E-Commerce: meaning, business models , Electronic Data Interchange (EDI), Payment Gateways; Internet of Things (IoT)	10	

II	Unit 2: Word Processing	Introduction to word Processing, Word processing concepts, Use of Templates, Working with word document: Editing text, Find and replace text, Formatting, spell check, Autocorrect, Autotext; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, Tables: Inserting, filling and formatting a table; Inserting Pictures and Video; Mail Merge: including linking with Databases and spreadsheet files; Printing documents; Citations and Footnotes.	10
III	Unit 3: Preparing Presentations	Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, hyperlinking, Media; Design; Transition; Animation; and Slideshow.	6
IV	Unit 4: Spreadsheet and its Business Applications	Spreadsheet concepts, Managing worksheets; Formatting, conditional formatting, Entering data, Editing, and Printing and Protecting worksheets; Handling operators in formula, Project involving multiple spreadsheets, Organizing Charts and graphs; Working with Multiple worksheets; controlling worksheet views, naming cells and cell ranges. Spreadsheet functions: Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and reference, Database functions, Text functions and Error functions Working with Data: Sort and filter; Consolidate; Tables; Pivot tables; What-if-analysis: Goal seek, Data tables and Scenario manager; Data analysis ToolPak: Descriptive Statistics, Moving averages, Histogram, Covariance, correlation and Regression analysis (only for projection) Creating business spreadsheet: Loan and Lease statement; Ratio Analysis; Payroll statements; Capital Budgeting; Constraint optimization, Assignment Problems, Depreciation Accounting; Graphical representation of data; Frequency distribution and its statistical parameters; Correlation and Regression Analysis	20
V	Unit 5: Database Management System (Theory)	Theoretical background of Database Designs for Accounting and Business Applications: Database, Database Management System, Database System; Comparison of Database System with Traditional File System; Entity Relationship Model (ER-Model); Relational Database Model: Creating Relationship between Tables, Concept of Keys, Fundamental Integrity Rules; ERD to Relational Mapping; Normalization of databases upto 3 Normal Forms. B.Com.(Hons) CBCS Department of Commerce, University of Delhi 53 SQL and Retrieval of Information: Basic Queries in SQL; Embedded Queries in SQL; Insert, Delete and Update statements in SQL DBMS Software: Environment; Tables; Forms; Queries; Reports; Modules; Applying DBMS in the areas of Accounting, Inventory, HRM and its accounting, Managing the data records of Employees, Suppliers and Customers.	10

		ASPSM SEM II	
		Marketing Communication	
SUBJECT NAME	UNITS		No. of Lectures
	Title	Sub Topics of Units sub topics	
I	Unit I: Communication	Meaning, Importance, Communication process and its elements, Barriers to effective communication, Ways to overcome barriers, Role of communication in marketing, Effective Communication.	16

II	Unit II: Developing Marketing Communication	Concept, its role; Communication response models AIDA, Hierarchy-of-effects, Steps for developing effective marketing communication.	10
III	Unit III: Promotion-mix	Concept of Promotion Mix, Tools of promotion-mix- advertising, personal selling, public relations, publicity, sales promotion and direct marketing: their meaning, distinctive characteristics and functions; Factors affecting promotion mix.	14
IV	Unit IV: Understanding Consumer Behaviour	Meaning, Importance, Consumer buying process, Factors influencing buying behavior. Types of consumer buying decisions	12
V	Unit V: Integrated Marketing Communication	Types of Media: advantages and disadvantages; Concept, reasons for growing importance of IMC, Process of integrated marketing communication. Managing cultural diversity through communication.	8

SUBJECT NAME		<u>E-COMMERCE</u> <u>BCP IV</u>	
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
I	Unit I: Introduction to E- Commerce	Scope of E- commerce, E -commerce Based Activities, Technical Components of Ecommerce, E -commerce Applications, Frame Work of E -commerce, Supply Chain Management, E- commerce and E- Business, M-commerce, Pure Online V/S Brick and Click business.	14
II	Unit II: Planning online business	Nature and dynamics of Internet ,electronic business models, B2B, B2C, C2C, C2B, B2G, website designing, assessing requirement for an online business, designing, developing and deploying the system.	12
III	Unit III: Technology for online business	Internet and its evolution, intranet and extranet, IT infrastructure, middleware, domain names, contents: text and integrating e - business application, components of internet Information technology structure.	14
IV	Unit IV: Operations of E- commerce	Online payment mechanism, electronic payment system, payment gateways, visitors to websites, tools for promoting websites, risk management options for e- payment systems.	10
V	Unit V: Security and Legal Aspects of E-commerce	Threats in E-commerce, security of clients and service provider, cyber laws-relevant provisions of Information Technology Act 2000: offences, secure electronic records and digital signatures, penalties, adjudication	12

TEACHER'S LESSON PLAN 2021-22

Teacher's name	Department
Dr Sunita Dahiya	Commerce

SUBJECT NAME		<u>Computer Application In Business (Shared with Dr. Sunita Dahiya / Dr. Nitu Dabas / Ms. Rashi Paliwal</u>	
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
			BCOM Sem3

I	Unit I: Word Processing	Introduction to word Processing, Word processing concepts, Use of Templates, Working with word document: Editing text, Find and replace text, Formatting, spell check, Autocorrect, Autotext; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, Tables: Inserting, filling and formatting a table; Inserting Pictures and Video; Mail Merge: including linking with Database; Printing documents. Creating Business Documents using the above facilities.	10
II	Unit II: Preparing Presentations	Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, Media; Design; Transition; Animation; and Slideshow. Creating Business Presentations using above facilities.	8
III	Unit III: Spreadsheet and its Business Applications	Spreadsheet concepts, Managing worksheets; Formatting, Entering data, Editing, and Printing a worksheet; Handling operators in formula, Project involving multiple spreadsheets, Organizing Charts and graphs. Spreadsheet functions: Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and reference, Database, and Text functions.	12
IV	Unit IV: Creating Business Spreadsheet	Creating spreadsheet in the area of: Loan and Lease statement; Ratio Analysis; Payroll statements; Graphical representation of data; Frequency distribution and its statistical parameters; Correlation and Regression.	10
V	Unit V: Database Management System	Database Designs for Accounting and Business Applications: Reality- Expressing the Application; Creating Initial design in Entity Relationship(ER) Model; Transforming ER Model to Relational data model concepts; Implementing RDM design using an appropriate DBMS. DBMS Software: Environment; Tables; Forms; Queries; Reports; Modules; Applying DBMS in the areas of Accounting; Managing the data records of Employees, Suppliers and Customers.	15

SUBJECT NAME		<u>ASPSM BA (PROG) SEMIII</u>	
		<u>ADVERTISING</u>	
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
I	Unit I: Introduction to Advertising	Nature and importance; Types of advertising; Setting of advertising objectives: communication and sales objectives, DAGMAR approach; Setting of advertising budget.	12
II	Unit II: Advertising Message	Advertising Message- Advertising appeals; Elements of print and broadcast advertising copy.	8
III	Unit III: Advertising Media	Types of Advertising Media- strengths and limitations; Factors influencing selection of advertising media; Media Scheduling.	10
IV	Unit IV: Advertising Agency	Concept; Types of an Advertising Agency; Functions of an Advertising Agency; Compensation	12

V	Unit V: Evaluating Advertising Effectiveness	Communication and Sales effects; Methods of measuring advertising effectiveness; Ethical Aspects of Advertising in India; Role of Advertising Standards Council of India (ASCI)	12
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SUBJECT NAME		<u>ADVERTISING AND PERSONAL SELLING</u>	
		<u>BCH-V</u>	
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
I	Unit I: Introduction to Advertising	Communication Process; Information Response Hierarchy Models- AIDA Model & Hierarchy of Effects Model; Advertising: Importance, types and objectives; DAGMAR Approach; Target audience selection- basis; Methods of setting of Advertising Budget.	16
II	Unit II: Advertising: Message and Media Decisions	Advertising Message-Advertising appeals; Elements of print and broadcast advertising copy; Types of Advertising Media- strengths and limitations; Factors influencing selection of advertising media; Media Scheduling.	12
III	Unit III: Advertising Effectiveness and Institutional Framework	Rationale of measuring advertising effectiveness; Communication and Sales Effect; Pre and Post-testing Techniques; Advertising Agency: Role, types and selection. Ethical and legal aspects of advertising. Role of Advertising Standards Council of India (ASCI).	12
IV	Unit IV: Introduction to Personal Selling	Concept of Personal Selling and Salesmanship; Qualities of a good salesperson; Types of salespersons; Role of Personal Selling in CRM; AIDAS model of selling. Buying Motives.	10
V	Unit V: Personal Selling Process	Prospecting,; Pre Approach; Approach; Presentation and Demonstration; Handling of Objections; Closing the Sale; Follow-Up; Sales Reports and Sales Audit	12

SUBJECT NAME		<u>Computer Applications in Business</u>	
		<u>BCH IV</u>	
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
I	Unit1: Data Processing, Networking and Recent trends in computing	Computing: Concept of computing, Data and information; Computing Interfaces: GUI, CLI, Touch Interface, NLI; data processing; applications of computers in business. Computer Networks: Meaning of computer network; objectives/ needs for networking; Applications of networking; Basic Network Terminology; Types of Networks; Network Topologies; Distributed Computing: Client Server Computing, Peer- to- peer Computing; Wireless Networking; Securing Networks: firewall. Basic Internet Terminology: I.P. Address, Modem, Bandwidth, Routers, Gateways, Internet Service Provider (ISP), World Wide Web (www), Browsers, Search Engines ,Proxy Server, Intranet and Extranet; Basic Internet Services; Internet Protocols: TCP/IP, FTP, HTTP(s), Uses of Internet to Society; Cyber Security: Cryptography, digital signature. Recent trends in computing : Tools of business collaboration: emails, wikis, file sharing, screen sharing, web presenting, work scheduling; Cloud computing: meaning, types of cloud services: IaaS, PaaS, SaaS; Grid Computing; Virtualization; Green Computing; E-Commerce: meaning, business models , Electronic Data Interchange (EDI), Payment Gateways; Internet of Things (IoT)	10

II	Unit 2: Word Processing	Introduction to word Processing, Word processing concepts, Use of Templates, Working with word document: Editing text, Find and replace text, Formatting, spell check, Autocorrect, Autotext; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, Tables: Inserting, filling and formatting a table; Inserting Pictures and Video; Mail Merge: including linking with Databases and spreadsheet files; Printing documents; Citations and Footnotes.	10
III	Unit 3: Preparing Presentations	Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, hyperlinking, Media; Design; Transition; Animation; and Slideshow.	6
IV	Unit 4: Spreadsheet and its Business Applications	Spreadsheet concepts, Managing worksheets; Formatting, conditional formatting, Entering data, Editing, and Printing and Protecting worksheets; Handling operators in formula, Project involving multiple spreadsheets, Organizing Charts and graphs; Working with Multiple worksheets; controlling worksheet views, naming cells and cell ranges. Spreadsheet functions: Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and reference, Database functions, Text functions and Error functions Working with Data: Sort and filter; Consolidate; Tables; Pivot tables; What-if-analysis: Goal seek, Data tables and Scenario manager; Data analysis ToolPak: Descriptive Statistics, Moving averages, Histogram, Covariance, correlation and Regression analysis (only for projection) Creating business spreadsheet: Loan and Lease statement; Ratio Analysis; Payroll statements; Capital Budgeting; Constraint optimization, Assignment Problems, Depreciation Accounting; Graphical representation of data; Frequency distribution and its statistical parameters; Correlation and Regression Analysis	20
V	Unit 5: Database Management System (Theory)	Theoretical background of Database Designs for Accounting and Business Applications: Database, Database Management System, Database System; Comparison of Database System with Traditional File System; Entity Relationship Model (ER-Model); Relational Database Model: Creating Relationship between Tables, Concept of Keys, Fundamental Integrity Rules; ERD to Relational Mapping; Normalization of databases upto 3 Normal Forms. B.Com.(Hons) CBCS Department of Commerce, University of Delhi 53 SQL and Retrieval of Information: Basic Queries in SQL; Embedded Queries in SQL; Insert, Delete and Update statements in SQL DBMS Software: Environment; Tables; Forms; Queries; Reports; Modules; Applying DBMS in the areas of Accounting, Inventory, HRM and its accounting, Managing the data records of Employees, Suppliers and Customers.	10

SUBJECT NAME		<u>ASPSM SEM II</u> <u>Marketing Communication</u>	
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
I	Unit I: Communication	Meaning, Importance, Communication process and its elements, Barriers to effective communication, Ways to overcome barriers, Role of communication in marketing, Effective Communication.	16

II	Unit II: Developing Marketing Communication	Concept, its role; Communication response models AIDA, Hierarchy-of-effects, Steps for developing effective marketing communication.	10
III	Unit III: Promotion-mix	Concept of Promotion Mix, Tools of promotion-mix- advertising, personal selling, public relations, publicity, sales promotion and direct marketing: their meaning, distinctive characteristics and functions; Factors affecting promotion mix.	14
IV	Unit IV: Understanding Consumer Behaviour	Meaning, Importance, Consumer buying process, Factors influencing buying behavior. Types of consumer buying decisions	12
V	Unit V: Integrated Marketing Communication	Types of Media: advantages and disadvantages; Concept, reasons for growing importance of IMC, Process of integrated marketing communication. Managing cultural diversity through communication.	8

SUBJECT NAME		<u>E-COMMERCE</u> <u>BCP IV</u>	
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
I	Unit I: Introduction to E- Commerce	Scope of E- commerce, E -commerce Based Activities, Technical Components of Ecommerce, E -commerce Applications, Frame Work of E -commerce, Supply Chain Management, E- commerce and E- Business, M-commerce, Pure Online V/S Brick and Click business.	14
II	Unit II: Planning online business	Nature and dynamics of Internet ,electronic business models, B2B, B2C, C2C, C2B, B2G, website designing, assessing requirement for an online business, designing, developing and deploying the system.	12
III	Unit III: Technology for online business	Internet and its evolution, intranet and extranet, IT infrastructure, middleware, domain names, contents: text and integrating e - business application, components of internet Information technology structure.	14
IV	Unit IV: Operations of E- commerce	Online payment mechanism, electronic payment system, payment gateways, visitors to websites, tools for promoting websites, risk management options for e- payment systems.	10
V	Unit V: Security and Legal Aspects of E-commerce	Threats in E-commerce, security of clients and service provider, cyber laws-relevant provisions of Information Technology Act 2000: offences, secure electronic records and digital signatures, penalties, adjudication	12

SUBJECT NAME		<u>Generic Paper option For Hons. Courses</u> <u>Business Organization and Management</u>	
UNITS	Sub Topics of Units		No. of Lectures
	Title	sub topics	
I	Introduction to Organisations & Management	Meaning and pervasiveness of organisations; Range of business activities; Meaning and importance of management in organisations; Perspectives on experiencing business- Consumer's point of view-app-based, web-based and in-store commerce; Producer's point of view- thinking end-to-end, from farm to fork, from the ultimate source of supply to the consumer, supply chain and distribution channels; Careers in business ownership and management point of view thinking domains (functions) and verticals (industries).	16

II	Entrepreneurship	Founding the Business Entrepreneur-Entrepreneurship-Enterprise; Process of entrepreneurship; Entrepreneurs as the persons behind businesses; Stories of local, national and international businesspersons.	10
III	Organisation of Business	Ownership forms- proprietary and corporate; Unorganized (informal enterprises) versus organized (registered/incorporated enterprises); Business families and family business, multinational businesses; Domains/functions of business- an overview-reinforcing career options- of production & operations, marketing, accounting, finance and HR.	14
IV	Management of Business	Overview of functions of management and managerial roles in business; Managerial levels, skills/competencies; Decision-making techniques; Motivation; Leadership and Communication – exemplary practices in developing people as individuals and teams.	12
V	Context of Business	Business Interface between business, government, society and natural environment; Industry analysis; business level strategy formulation.	8