

## Lesson Plan

**Name Of College: SMSD Govt. College, Nangal Chaudhary.**

**Academic Session:2024-2025**

**Semester:Even**

Class:B.Com.2ndSem.

Subject:Principles of Marketing

NameOfAssistant Professor:Dr. Manoj Kumar Saini

<b>Week Of Month</b>	<b>Topics/Chapters To Be Covered</b>
Week1	Marketing:Concept, Nature,Importance,Scope, Evolution
Week 2	Marketing Environment, Consumer behaviour: Concept, Nature, Importance
Week 3	Market Segmentation : Concept, Importance and bases
Week 4	Target Marketing and Positioning: Concept, Importance and bases
Week 5	Product: Concept, Importance and classification
Week 6	Branding, Packaging, Labelling, Product Life cycle
Week 7	New product development
Week 8	Pricing: Concept, Classification, Method and Policies of price determination
Week 9	Production mix: Nature and Importance
Week 10	Advertising , Personal Selling
Week 11	Sales Promotion, Distribution: Concept, Importance and Types
Week 12	Online Marketing, Green Marketing
Week 13	Social Marketing
Week 14	Direct Marketing, Relationship Marketing
Week 15	Revision and test
Week 16	Revision and test

Class:B.Com.2ndSem.

Subject: Business Mathematics

Name Of Assistant Professor: Dr. Jile Singh

Week Of Month	Topics/Chapters To Be Covered
Week1	Differentiation
Week 2	Do
Week 3	Applications of Differentiation: Maxima and Minima
Week 4	Do
Week 5	Integration
Week 6	Do
Week 7	Do
Week 8	Permutations
Week 9	Combinations
Week 10	Binomial Theorem
Week 11	Do
Week 12	Linear Programming
Week 13	Do
Week 14	Do
Week 15	Revision and test
Week 16	Revision and test

Class:B.Com.2ndSem.

Subjects: Computerized Accounting system

Name of Assistant Professor: Dr. KavitaKumari

Week Of Month	Topics/Chapters To Be Covered
Week 1	Introduction to computerized accounting
Week 2	Introduction to Tally Prime
Week 3	Installation of Tally and licensing Configuration
Week 4	Creation of Company and security controls
Week 5	Back-up, Restore and Splitting of Data
Week 6	Voucher, Debit note and credit in Tally
Week 7	Budgets and cost Centres in Tally
Week 8	Final Accounts in Tally
Week 9	Multi currency option in Tally
Week 10	Interest calculation in Tally
Week 11	Stock Maintenance in Tally
Week 12	Taxation in Tally TDS
Week 13	Taxation in Tally GST
Week 14	Payroll Processing in Tally
Week 15	Revision and test
Week 16	Revision and test

Class - B.Com.2<sup>nd</sup>sem  
Subject –Business Communication  
Name Of Teacher : Dr. Jile Singh

Week Of Month	Topics/Chapters To Be Covered
Week 1	Basics of Communication
Week 2	Objectives of communication
Week 3	Media's of Communication
Week 4	Barriers to Communication
Week 5	Writing skills
Week 6	Letter writing
Week 7	Report writing
Week 8	Drafting Miscellaneous writing communication
Week 9	Interviewing skill
Week 10	Group discussion
Week 11	Audio visual communication
Week 12	Non - verbal communication
Week 13	Public Relations and Mass communication
Week 14	Revision
Week 15	Revision
Week 16	Test And Revisions.

Class: B.Com.2nd Sem

Subject: Company Law.

Name of Assistant Professor: Dr. Jile Singh

<b>Week Of Month</b>	<b>Topics/Chapters To Be Covered</b>
Week 1	Company: An introduction
Week 2	Types of Company
Week 3	Private Company
Week 4	Formation of Company
Week5	Memorandum of Association
Week 6	Article of Association
Week 7	Prospectus
Week 8	Share Capital
Week 9	Alteration in share capital
Week 10	Company Management and Administration
Week 11	Company Secretary
Week 12	Dividend
Week 13	Winding up of Company
Week 14	Revision
Week 15	Revision
Week 16	Test And Revisions.

Class: B.A.2nd Sem. (MDC) Section – A & B

Subject: Fundamental of Banking and Insurance

Name of Assistant Professor: Dr. Manoj Kumar Saini, Dr.Jile Singh

Week Of Month	Topics/Chapters To Be Covered
Week 1	Banking: Concept and Evolution
Week 2	Classification of Banks
Week 3	Bank Instruments
Week 4	Loans and Advances
Week5	Bank Draft
Week 6	E- Banking
Week 7	Internet Banking
Week 8	Bank locker Facility
Week 9	Insurance: Concept and Evolution
Week 10	Insurance and Economic development
Week 11	Life Insurance: Concept and Procedure
Week 12	General Insurance: Concept and Procedure
Week 13	Fire Insurance: An overview
Week 14	Marine Insurance: An overview
Week 15	Health insurance: An overview
Week 16	Test And Revisions.