

**GOVT. DIGVIJAY AUTONOMOUS P.G. COLLEGE,  
RAJNANDGAON (C.G.)**



**TEACHING PLAN 2023-24  
DEPARTMENT OF COMMERCE**

## Teaching-Plan

Class - B.Com - I<sup>st</sup> semester

Paper - Business Law - DSC - II

Credits - 04

Month	Unit & Topic	Credit allotted	Period/ Hours Required
July - August 2023	Unit I: Law of contract 1872 - Nature of Contract, classification: offer and Acceptance; Capacity of Parties to Contract, Free consent, consideration, Legality of Object, Agreement declared void, Breach of Contract.	1	15
August - September 2023	Unit-II: Special Contract: Indemnity, Guarantee, Bailment and Pledge, Agency.	1	15
September - October	Unit-III - sale of Goods Act 1930, Formation of contract of sale, Goods and their classification, price condition and warranties, transfer of property in goods, Performance of the contract of sales, Unpaid seller and his rights, sale by auction.	1	15
October - November	Unit-IV; Introduction of intellectual property right act - Copy right, Patent and trademark The Consumer Protection Act 2019 definition of Consumer, Consumer dispute.	1	15

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## Teaching-Plan

Class - B.Com - III<sup>rd</sup> semester (A+B)

Paper - Business Statistics (DSE - VIII)

Credits - 04

Month 2023	Unit & Topic	Credit allotted	Period/ Hours Required
July - August	<u>Unit - I</u> Measurement of Central-tendency - Arithmetic mean, Geometric mean, harmonic-mean, Properties and Application; median, mode, and other Partition values - quartiles, deciles and Percentiles.	1	15
August - September	<u>Unit - II</u> Measures of Dispersion, absolute and relative - Rang, quartiles deviation, mean deviation, standard deviation and their coefficients, Properties of standard deviation variance.	1	15
September - October	<u>Unit - III</u> Simple and linear correlation Analysis; meaning, measurement Karl Pearson's co-efficient and Spearman's rank correlation and Properties. Simple and linear Regression analysis. Regression equation and estimation Properties of regression coefficients relationship between correlation and regression.	1	15
October - November	<u>Unit - IV</u> : Index Number - construction of index numbers; Aggregative and average of relatives Simple and weighted; Test of adequacy of index no. Computation and uses of consumer Price index.	1	15

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## Teaching-Plan

Class - M. Com - 3<sup>rd</sup> semester

Paper - Statistical Analysis

Credits - .....

Month/ Unit	Unit & Topic	Credit allotted	Period/ Hours Required
Unit. I July - August 2023	Collection of data: Primary and secondary data methods of collection. Primary data Questionnaire. Schedule and interviews.		
Unit. II August - September 2023	Univariate Analysis: Measures of Center tendency: Arithmetic mean, median, mode, Geometric mean and Harmonic mean.		
Unit. III September October 2023	Partition value: Quartile, Deciles and Percentile. Measures of Dispersion - Quartile deviation, mean deviation, standard deviation and its coefficient. Skewness of measures - Karl Pearson's and Bowley's coefficient of Skewness. Probability theory - Probability theorem Addition and multiplication probability theorem, Conditional probability, Permutation and combination in Probability theory.		
Unit. IV October - November 2023	Sampling - Sampling and non-sampling error, central limit theorem, law of large number, method of sampling. Statistical Testing - Hypthesis and Errors Sample size - Large and Small sampling test - T Test, F-test, Z Test; Association of attributes.		

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Teaching-Plan

Class - M. Com - III Sem.

Paper - Statistical Analysis

Credits - .....

Month	Unit & Topic	Credit allotted	Period/ Hours Required
January 2024	Unit-I (अ) अप्राथमिक परीक्षण: कार्क परीक्षण, चिन्ह परीक्षण, विलक्षणता चिह्नित मोटे परीक्षण, वाल्ड गुल्फ विज परीक्षण, क्रुस्कल-वैलिस परीक्षण (ब) कल्प श्रेणी का विश्लेषण।		
Feb- 2024	Unit-II (अ) सहसंबन्ध-विश्लेषण (ब) प्रतीपगमन-विश्लेषण		
March 2024	Unit-III (अ) निर्देशांक: अर्थ, प्रकृति स्थिर आधार एवं सूचकांका आधार विधि, सरल-सूचकांकपात माध्य (अ) सरल सूचकांका श्रेणी, भारित निर्देशांक, प्रमोद-निर्देशांक, उद्योग या उपभोगका सूचकांका निर्देशांक। (ब) सौरिष्य सूचकांका नियंत्रण-उद्देश्य नियंत्रण चार्ट-प-चार्ट, np चार्ट, C चार्ट, उत्पाद नियंत्रण सूचकांक, रजिस्ट्रार निर्देशांक। इ. एवं रिचार्ट		
April 2024	Unit-IV (अ) आंतरगतन एवं बाह्यगतन प्रत्यक्ष विपद विस्तार, न्यून की प्रगाभी कालश्रमिती एवं लोचन की शक्ति। (ब) व्यापसायिक पूर्वानुमान		

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Month	Unit
January 2024	Unit I
Feb. 2024	Unit II
March 2024	Unit III
April 2024	Unit IV

## Teaching-Plan

Class - B.Com II sem (B)

Paper - Corporate Law

Credits - 04

Month	Unit & Topic	Credit allotted	Period/ Hours Required
January 2024	Unit I Corporate personality, kinds of companies, Nature & scope, Promotion and incorporation of company.	1	15
Feb. 2024	Unit II Memorandum of Association, Article of Association, Prospectus	1	15
March 2024	Unit III Company meetings, kinds, Notice, quorum, Voting, proxy, resolutions, minutes.	1	15
April 2024	Unit IV Directors - managing director, whole time director, appointment, remuneration & duties. winding up - kinds & conduct.	1	15

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Teaching-Plan

Class - B.COM. I<sup>st</sup> & III<sup>rd</sup> sem.

Paper - Business Environment, Communication & Auditing

Credits - .....

Month	Unit & Topic	Credit allotted	Period/ Hours Required
November	B.COM. I <sup>st</sup> sem - Business Environment UNIT-IV ⇒ Problem of Unemployment in India, Regional & sectoral, imbalance, Parallel Economy, Industrial sickness.		
November	B.COM. I <sup>st</sup> sem - Business Communications UNIT-IV ⇒ Non verbal Aspect of communicating, body language, kinesics, proxemics, Para Language Interview skills, Appearing in interview, conducting interview, mock interview		
November	B.COM. III <sup>rd</sup> sem - Auditing Audit of specialized institution Auditor's report on Audit Report Recent trends in Audit	1	15

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## Teaching-Plan

Class - B.COM: Final Year.

Paper - Principle of Marketing

Credits - .....

Month	Unit & Topic	Credit allotted	Period/ Hours Required
November	<p>I-Introduction: Nature and scope of marketing, Importance marketing concept, marketing mix marketing environment.</p> <p>II- Consumer Behaviour Market segmentations</p> <p>III- Product:- Concept Product planning and development Packaging, Brand and Trademark After sales service Product Life cycle, Price Discount and rebates.</p>		
December	<p>IV- Distribution Channels Physical Distribution of goods Transportation, Warehousing Inventory Control, Order processing</p>		
January February	<p>V- Promotion: Advertising media Personal selling, selling as a career Classification of successful sales person, Functions of sales man Recent development in marketing.</p>		

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# Teaching-Plan

Class - B.com. Final Year

Paper - Income Tax

Credits -

Month	Unit & Topic	Credit allotted	Period/ Hours Required
November	I- Basic concept : Income Agricultural Income, Casual Income, Gross Total Income, person Basis of charge : scope of total income, residence and tax liability income which does not form part of it		
November & December	II- Heads of Income : salaries Income from house property. III- Profit and gains of business or profession, Capital gains Income from other sources.		
December & January	IV- Computation of Tax Liability : set off and carry forward of losses, Deduction from gross total income, Aggregation of income, Computation of Total income and tax liability of individual & HUF		
January & February	V- Tax Management : Tax deduction at source, Advance payment of tax Assessment procedures, Tax planning for individuals. Tax evasion, Tax Avoidance and Tax planning, Tax Administration Authorities, appeals, penalties. Preparation of return of Income - Manually and online.		

# Teaching-Plan

Class - ...M.COM: FINA. 1 - III<sup>rd</sup> semester

Paper - ...Marketing Management

Credits - .....

Month	Unit & Topic	Credit allotted	Period/ Hours Required
November	I- Introduction: Marketing Marketing concept, marketing mix strategic marketing, planning and overview		
November	II- Market analysis and selection- Marketing Environment Market segmentation and positioning Buyer behaviour, Consumer vs. organizational Buyers Consumer decision making process.		
December	III- Product decision - Product, Product line & product mix Branding, packaging & Labelling Product Life cycle strategic implications New product development Consumer adoption process.		
December	IV- Pricing decisions - Factors affecting price determination Pricing policies and strategic discounts and rebates.		

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## Teaching-Plan

Class - B.Com. 2<sup>nd</sup> sem.

Paper - Business Mathematics

Credits - .....

Month	Unit & Topic	Credit allotted	Period/ Hours Required
January & February	I-- Simultaneous Equations meaning of solving equation in two variables - Elimination (Including three variables) • Logarithms & Antilogarithms		
February	II-- Simple interest and Compound interest Average		
March	III-- Commission Discount Profit & Loss		
April	IV-- Basic Ratio & Proportion Percentage		

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## Teaching-Plan

Class - ...B...Cams...III...Sema...

Paper - Personnel Management (SEC - III)

Credits - .....02.....

(40 Marks)

Month	Unit & Topic	Credit allotted	Period/ Hours Required
July	Unit I - Human Resource Management: meaning, characteristics, objective and scope and importance.	1/2	3
August	Functions and responsibilities of human resource manager Modern philosophy of Human Resource Management	1/2	5
August September	Unit II - Principles of Human Resource Management: X theory and Y theory Manpower planning: meaning, importance and their affecting factor, determination objectives and elements of manpower planning, forms of manpower planning.	1/2	7
October	Recruitment and selection: meaning, sources and selection process interview Unit III promotion: meaning, definition, principles and policies. Training and development: meaning, definition, objectives, types, principles, importance and programs.	1/2	7
November	Unit IV Performance Appraisal: meaning, definition, step, limitations, elements and constraints of performance Appraisal. Job Evaluation: meaning, definitions, characteristics, merit procedure, importance and method.	1/2	8

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## Teaching-Plan

Class - M. Com. Final

Paper - (III) Accounting for Managerial Decisions

Credits - .....

Month	Unit & Topic	Credit allotted	Period/ Hours Required
July	<u>Unit I</u> Introduction of Accounting - nature, objective and Area of management, Accounting area of financial accounting, cost accounting and management Accounting, Managerial Accounting and managerial decision.		
August	<u>Unit II</u> - Accountant's position, role and responsibilities. <u>Unit II</u> - Accounting plan and responsibility centres. Meaning and significance of responsibility accounting, responsibility centres, cost Centre and investment centre. Problems in transfer pricing, objectives and determinants of responsibility centres.		
September	<u>Unit III</u> Budgeting - Definition of budget, Essential of budgeting, Types of budgets - functional, master, fixed and flexible budget.		
October	<u>III</u> - Budgetary control, zero based budgeting, performance budgeting <u>IV</u> - Standard costing and control technique, establishment of standard cost and their revision.		
November	<u>IV</u> - Variance analysis - Material, Labour, Overhead variance and.		

# Teaching-Plan

Class - ...B.com: Final.....

Paper - ..Management Accounting

Credits - .....

Month	Unit & Topic	Credit allotted	Period/ Hours Required
July →	Unit I - Management Accounting: Meaning, nature scope and functions of Management Accounting in decision making, management Accounting vs financial accounting. Tools and techniques of Ma. Acc, financial statement objective and method of Ma acc		
August →	Unit I Ratio Analysis → classification of Ratio - Profitability Ratio, turnover Ratio, Liquidity Ratio, Advantage of Ratio Analysis, Limitation of accounting Ratio		
September	Unit II Fund flow statement as per Indian Accounting standard 3, cash flow statement		
October + November	Unit III - Absorption and Marginal and differential costing: Marginal and differential costing as a tool for decision making, make or buy, change of product mix, Pricing, Break-even analysis, Exploring new markets shut down		
December + January	Unit IV - Budgeting for Profit, planning and control; Meaning of budget and budgetary control, objective merits and limitation, Types of budgets, fixed and flexible budget, Control ratio, zero base budgeting, Responsibility accounting, Performance budgeting		
Jan + February	Standard costing and variance Analysis: meaning of standard cost and standard cost Advantage and application, Variance analysis - Material, Labour and overhead (Two-way analysis) variance		

## Teaching-Plan

Class - B.Com. IV sem

Paper - Management Principle & Application

Credits - D.S.C (4 Credits)

Month	Unit & Topic	Credit allotted	Period/ Hours Required
Jan + Feb	Unit I Introduction: definition, importance, functions, nature of Profession, science and art, classical school - contributions, of Taylor and Henri Fayol.	1	15
March	(II) Planning: concept, importance, steps, strategic, planning - concept forecasting - concept. Organisation: concept, importance, Principles.	1	15
March	Unit III Directing and Staffing: Directing: concepts, importance, of directing. Leadership: concept, importance, types, leadership traits. Staffing: concepts, importance	1	15
April	(IV) Motivation: concept, importance of need theory and contributions of McGregor, Maslow, Herzberg. Co-ordination: concept, importance, principles and implementation techniques. Control: concepts, importance and tools of control.	1	15

Teaching-Plan

Class - ...M. Com. IV Sem. ...

Paper - Accounting For Management Decision

Credits - .....

Month	Unit & Topic	Credit allotted	Period/ Hours Required
जनवरी	I सीमोन लागत तथा समवित्तियेद विश्लेषण :- सीमोन लागत का अर्थ, सीमोन लागत एवं सेविलियन लागत सीमोन लागत बनाम प्रत्यक्ष लागत - लागत-भण्डारण विश्लेषण उत्पादन सीमा हतर के अनुमान तथा व्यापक उपयोग		
फरवरी	II (A) विद्युत निष्काश के निर्णय, निर्माण या इस निर्णय तथा उत्पादन रेखा की रकावटें । (B) प्रबंधकीय लेवोडन में समकालीन सलति :- इस्य भूत्वला विश्लेषण अर्थ आधार लागत, गुण लागतोंके लक्ष्य तथा जीवन-चक्र लागत		
मार्च	III क्तिम विवरणों की विश्लेषण - समोवल, लेखक तथा अनुपात विश्लेषण		
अप्रैल	IV प्रबंध प्रतिवेदन :- प्रतिवेदन के उद्देश्य, विभिन्न प्रबंधकीय स्तरों पर प्रतिवेदन की आवश्यकताएं प्रतिवेदनोंके प्रकार, प्रतिवेदनो की मांडल, विभिन्न प्रबंधकीय स्तरों पर प्रतिवेदन ।		



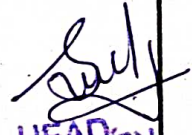
## Teaching-Plan

Class - ..... M.Com Pre-.....

Paper - Advance Cost Accounting. VI

Credits - ..... 8 .....

th	Unit & Topic	Credit allotted	Period/ Hours Required
<p>1st</p> <p>2nd</p>	<p>I- Process Cost Accounting</p> <p>II uniform costing and estimate costing, Standard costing and variance analysis (material, labour and overhead)</p> <p>III Budgetary Control, importance of budget in accounting, nature of budgetary control, preparation of fixed variable of budget cash budget, production and sales budget</p> <p>IV Marginal costing - contribution marginal vs net profit analysis, cost volume, Profit studies and break even charts, Managerial decision based on marginal and differential costing.</p>	<p>8</p>	<p>8</p>

  
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## Teaching-Plan

Class - ..... B.Com IV sem .....

Paper - ..... Cost Accounting .....

Credits - ..... 04 .....

h	Unit & Topic	Credit allotted	Period/ Hours Required
y	I - Cost elements And Concept, method of Material Issue pricing.	01	15
I	I - Method of wage payment Machine Hour Rate	01	15
II	II - Cost Sheet and cost Statement		
III	III contract costing.	01	15
IV	IV Process costing.		
IV	IV Process costing. Joint product and byproduct Cost volume - profit Analysis (Break even point)	01	15

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## Teaching-Plan

Class - B. Com II sem.

Paper - GE - Insurance

Credits - 04

Month	Unit & Topic	Credit allotted	Period/ Hours Required
January	Unit I Life insurance agent: Definition of insurance agent, procedure of appointment of insurance agent, Code of conduct for insurance agent, function of agent, challenges before insurance agent.	01	15
February	II - Term insurance concept of term insurance, need of term insurance, importance of term insurance	01	15
March	Group insurance concept of group insurance, importance of term insurance, type of Group insurance	01	15
April	Insurance organization and IRDA LIC - Introduction objectives and functions IRDA - Introduction objective structure and function Private insurance sector - need of Privatization of insurance business in India.	01	15

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Teaching-Plan

Class - ..... B.Com I sem.....

Paper - ..... Communication.....

Credits - ..... 04.....

Month	Unit & Topic	Credit allotted	Period/ Hours Required
August	Introducing Business Communication - Definition concept and significance of communication basic form of communicating Communication models & process.	04	15
September	principle of effective communication Theories of comm., self development comm. development of positive personal attitude SWOT analysis.	04	15
October	Corporate Communication - formal & informal network Grapevine Misscommunication improving Comm. Practice in business. Communication Group Discussion Seminars	04	15
November	Effective listening. - principles of effective listening Factor affective listening. exercise oral written and video session audience analysis and feedback.	01	15

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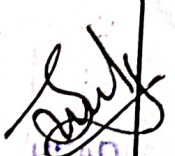
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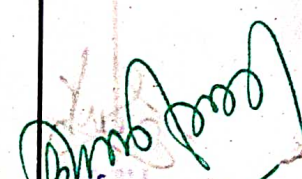
Class - B.Com III Sem

Paper - Business Economics

Credits - 04

Month	Unit & Topic	Credit allotted	Period/ Hours Required
August	Defination and scope of Economics Micro and macro Economics methods of economics.	01	15
September	Basic problem of An economics problem. utility Analysis - cardinal Approach The Law of diminishing marginal utility. The Law of Equi marginal utility	01	15
October	Demand Analysis Elasticity of Demand. Returns To scale.	01	15
November	Market and its classification price determination under perfect competition. Monopolistic (Imperfect) competition.	01	15

  
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## Teaching-Plan

Class - ..... M.Com Pre. ....

Paper - Advance Cost Accounting.

Credits - .....

Month	Unit & Topic	Credit allotted	Period/ Hours Required
August	Defination, importance and objects of costin accounting Elements of cost and their accounting Store Control and record. methods of issue of materials.		
September.	Record of wages, method of remunerating labour and their effect on cost, machine Hour rate, Costsheet, statement of cost		
October	operating costing Financial and costing records. and their reconciliation		
November.	Contract cost account profit and loss on incomplete contract and valuation of work in progress <i>making</i>		

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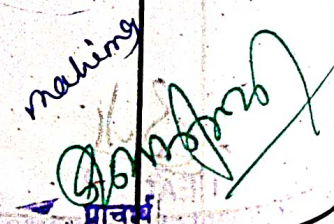
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Class - ..... B.com I sem. ....

Paper - ..... Insurance .....  
 Credits - ..... 04 .....  
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Month	Unit & Topic	Credit allotted	Period/ Hours Required
August	Introduction of insurance Concept history need and Significance of insurance principle of insurance primary and secondary	01	15
September	Re-insurance Concept and Feature. Concept of Co-insurance Life insurance Concept and significance of life insurance. procedure of taking life insurance policy. Conditions of life insurance policy	01	15
October	Type- whole life policy. endowment policy. surrender value - concept Paid up value - concept Settlement of life insurance Claim	01	15
November	Fire insurance - Concept feature and significance. procedure of taking fire insurance types and condition. Of fire insurance policy procedure of settlement of claims.	01	15

  
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## Teaching-Plan

Class - ...*B.Com T sem*.....

Paper - .....*Taxation I.P.*.....

Credits - .....*04*.....

Month	Unit & Topic	Credit allotted	Period/ Hours Required
Aug.	Introduction of insurance Concept history needs & significance of insurance Principle of insurance. primary and secondary	01	15
Aug-Sep.	Re-insurance. concept & feature concept of co-insur- ance. life insurance. concept and significance of life insurance procedure of taking life insurance policy conditions of life insurance policy	01	15
Oct.	Type-whole life policy endowment policy surrender Value - concept paid up value Concept settlement of life insurance claim.	01	15
Nov.	Fire insurance. - concept feature and significance. procedure. of taking fire insurance. types & condition of fire. insurance policy procedure. of settlement of claims.	01	15

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## Teaching-Plan

Class - *B. Com. Sem. I*

Paper - *Business Environment*

Credits - *02*

Month	Unit & Topic	Credit allotted	Period/ Hours Required
Aug.	Indian business environment: Concepts, components and importance, business Environment Analysis.	$\frac{1}{2}$	8
Aug-sep.	National Income in India Saving and investment in India, balance of payment, money and finance in India	$\frac{1}{2}$	7
Oct.	Inflation and price trends in India, poverty in India, Demonetisation, devaluation & over valuation or falling value of Rupee	$\frac{1}{2}$	8
Nov.	Problem of unemployment in India, Regional and sectoral imbalance, Parallel Economy industrial sickness	$\frac{1}{2}$	7

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## Teaching-Plan

Class - B.Com Sem IIIPaper - Corporate A/cCredits - 04

Month	Unit & Topic	Credit allotted	Period/ Hours Required
Aug.	Issue, forfeiture; reissue and buy back of shares	1	15
Aug-Sep.	Issue and redemption of preference share	1	15
Oct.	Issue and redemption of debentures. Final accounts of company	1	15
Nov	Amalgamation of Companies: Concepts and accounting treatment as per Accounting Standard:14, Internal reconstruction: Concepts and accounting treatment excluding Scheme of reconstruction.	1	15

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## Teaching-Plan

Class - ...B.com Sem.II.....

Paper - ...Environmental Studies

Credits - .....02.....

Month	Unit & Topic	Credit allotted	Period/ Hours Required
Aug.	<p><u>Introduction to Environmental Studies</u></p> <ul style="list-style-type: none"> <li>• Multidisciplinary nature of environmental studies; components, atmosphere, hydrosphere, lithosphere &amp; biosphere.</li> <li><u>Ecosystem</u></li> <li>• Definition &amp; concept of Ecosystem.</li> </ul>		7
Aug-sep	<p><u>Natural Resources</u></p> <p>Land resources, Minerals, soil, land cover, land use change, land degradation, soil erosion &amp; desertification</p> <p>Water resources, Natural &amp; man-made sources, uses of water, over exploitation of surface &amp; ground water resources, floods &amp; drought</p> <p>• Biodiversity &amp; conservation</p>		5+3
Oct	<p><u>Environmental Pollution</u></p> <p>Environmental Pollution (air, water, soil, thermal &amp; noise); Causes, effects &amp; controls, Primary &amp; secondary air pollutants,</p>		8
Nov.	<p>Causes of climate change, Global warming, Ozone layer depletion &amp; Acid rain, impact on human communities</p>		7

17/11/20

## Teaching-Plan

Class - ... Banking Sem III .....

Paper - ... Banking .....

Credits - ... 02 .....

Month	Unit & Topic	Credit allotted	Period/ Hours Required
Aug.	Indian Banking System: Definition and concept, importance of Bank	$\frac{1}{2}$	08
Aug-sep.	The Social Responsibility of Bank	$\frac{1}{2}$	07
Oct.	Function & Working of Banking System	$\frac{1}{2}$	08
Nov.	Types of Accounts & their operating System	$\frac{1}{2}$	07

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Teaching-Plan

Class - ...B.com... III sem...

Paper - ...Insurance (VAC)

Credits - ...02.....

Month	Unit & Topic	Credit allotted	Period/ Hours Required
Jan-Feb	Insurance : Introduction, Purpose & Need, Importance of insurance function	$\frac{1}{2}$	08
Feb-Mar	Economic Development & Insurance, Insurance Contract	$\frac{1}{2}$	07
Mar-Apr	Insurable Interest, General Introduction of Life insurance	$\frac{1}{2}$	08
Apr-May	Insurance Agent : Procedure Licence, Appointment termination, Code of Conduct etc.	$\frac{1}{2}$	07

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Teaching-Plan

Class - ...B.Com...II...Sem.  
 Paper - ...Insurance...II...(G.E)  
 Credits - .....04.....

Month	Unit & Topic	Credit allotted	Period/ Hours Required
Jan-Feb	Life Insurance agent: Definition of insurance agent, procedure of appointment of an insurance agent, code of conduct for insurance agent functions of insurance agent, challenges before insurance agent.		10
March	Term insurance: Concept; its needs & importance of term insurance		05
April	Group insurance - Concept, importance, types of group insurance		05
Apr-May	Insurance organization & IRDA, LIC - introduction, objectives, functions. IRDA - Introduction, objective, Structure & function. Private insurance sector - need of privatization of insurance business in India		10

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Teaching-Plan

Class - ....B.com II semm.

Paper - ....Insurance II (GE)

Credits - .....04.....

Month	Unit & Topic	Credit allotted	Period/ Hours Required
Jan-Feb	Life Insurance agent: Definition of insurance agent, procedure of appointment of an insurance agent, code of conduct for insurance agent functions of insurance agent, challenges before insurance agent.		10
March	Term insurance: Concept; its needs & importance of term insurance		05
April	Group insurance - Concept, importance, types of group insurance		05
Apr-May	Insurance organization & IRDA, LIC - introduction, objectives, functions. IRDA - Introduction, objective, Structure & function. Private insurance sector - need of privatization of insurance business in India		10

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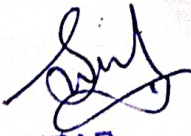
## Teaching-Plan

Class - ...M. Com. II. S.E.M.


Paper - ...Research Methodology IV

Credits - .....

Month	Unit & Topic	Credit allotted	Period/ Hours Required
Jan-Feb	Planning & organising the Research Project - Statement of the problem, Collection of the data, Consideration for presenting & interpreting data.		
Feb-Mar	Major consideration in sampling & types of sampling (A) use of library (B) Observation (C) Interviews (D) Constructing questionnaire.		
Mar-Apr	Scaling techniques processing the data:- (A) Editing (B) Coding (C) Tabulation		
Apr-May	Analysis, Interpretation & presenting, Writing a research report.		

  
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Teaching-Plan

Class - ...B.com II sem.....

Paper - ...Business Mathematics

Credits - .....04.....

Month	Unit & Topic	Credit allotted	Period/ Hours Required
Jan-feb	Simultaneous Equations - meaning, characteristics, Method of solving Eq. in two variables - Elimination (Excluding 3 variable) Logarithms & Antilogarithms	01	15
Feb-Mar	Simple interest & compound interest, Average	01	15
Mar-Apr	Commission; discount, Profit & Loss	01	15
Apr-May	Basic Ratio & Proportion, Percentage	01	15

  
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# Teaching-Plan

Class - B.Com. IV sem

Paper - E-Marketing

Credits -

nth	Unit & Topic	Credit allotted	Period/ Hours Required
1-Feb	Introduction - Concept, nature, Basics Importance of Marketing, Segmentation & targeting. overview of marketing decisions.	$\frac{1}{2}$	08
2-Mar	E-marketing - Concept, nature, issues, challenges, opportunities Traditional vs E-Marketing. Reasons for growth, Tools & techniques, advantages, disadvantages, situations		
3-Apr	Segmentation, targeting & positioning, E-Marketing Mix; Customer relationship mangt:- Concept & scope; E-customers & their buying process; E marketing & customer loyalty & satisfaction Communities & Social networks	$\frac{1}{2}$	07
4-May	Internet marketing, Website design, domain name branding, Search engine optimization, internet advertising, Online PR, News & reputation management	$\frac{1}{2}$	07
	Direct marketing - scope & growth Email marketing, Social media marketing, Blogging, Video marketing for business purpose, pay per click marketing issue & challenges	$\frac{1}{2}$	08

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## Teaching-Plan

Class - ...B.com II<sup>nd</sup> Sem

Paper - ...Business Environment 2

Credits - ...02

Month	Unit & Topic	Credit allotted	Period/ Hours Required
Jan-Feb	Industrial Development of India, Public & Private sectors, Foreign Trade in India	$\frac{1}{2}$	08
Feb-Mar	Economic Function of a modern state, monetary policy & fiscal policy, Industrial policy	$\frac{1}{2}$	07
Mar-Apr	Economic reforms in India L.P.G, Export & import policy of India, foreign Capital, Collaboration & multinational corporation, international trading environment, World Trade & problems of various countries.	$\frac{1}{2}$	07 08
Apr-May	WTO, IBRD, IMF, UNCTAD	$\frac{1}{2}$	07

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