

## Commerce Department

Name of College: Govt. College Jind

Academic Session: 2022-23

For the Even Semester

Feb. to May

Sr. No.	Name of Assistant/Associate Professor	Subject/ Class/Semester	Topic/Chapter to be covered
01.	Shri Bhupender	1. B.com 1st Year  2nd Semester  Sec- D  Paper: Fundamentals of Marketing	<b>Feb. 2023</b>  1. *MARKETING: AN INTRODUCTION* Introduction, Core Concept of Marketing, Nature and Scope of Marketing, Functions of Marketing, Importances of Marketing, Role of Marketing in different Economies, Selling and Merchandising.  <b>March. 2023</b>  2. *MARKETING CONCEPTS*  Introduction, Historical Development of Marketing Concepts, Different Marketing Concepts, Significance of Marketing Concepts, Affecting Factors, Limitations.  3. *MARKETING MANAGEMENT*  Introduction, Meaning and Definition, Functions of Marketing Management, Importances of Marketing Management in India, Problems of Marketing Management in India, Marketing Management and Sales Management  4. *MARKETING MIX*  Meaning and Definition, Nature of Marketing Mix, Elements of Marketing Mix, Affecting Factors of Marketing Mix, Importances of Marketing Mix  5. *MARKETING ENVIRONMENT*  Meaning, Nature and Characteristics of Marketing Environment, Components of Marketing Environment, Importance and Scanning of Marketing Environment, Major Problems of Marketing Environment in India, Globalization, Liberalization and Privatization.  6. *MARKET SEGMENTATION*  Meaning and Definition of Marketing

Segmentation, Concept, Basis and Methods of Marketing Segmentation, Marketing Segmentation Strategies, Importances of Marketing Segmentation, Product Differentiation, Shotgun Approach, Rifle Approach, Niche Market

1st Assignment and 1st Class Test

**April. 2023**

**7. \*CONSUMER BEHAVIOR\***

Meaning and Definition, Determinants of Consumer Behavior, Importances of Studying Consumer Behavior, Behavior of Indian Consumers, Difficulties in understanding consumer behavior.

**8. \*PRODUCT CONCEPT AND CONSUMER BEHAVIOR\***

Meaning and Definition, Characteristics and Importance, Product Concept, Product Classification, Comparison between convenience, Shopping and Specialty Products, Consumer and Industrial Product, Modern Product Classification.

**9. \*PRODUCT MIX STRATEGIES\***

Introduction, Product Decision, Product Item, Product Line, Product Mix, Affecting Factors, Optimum Product Mix, Advantages of Product Mix, Product Mix Strategies

**10. \*BRANDING, PACKAGING AND LABELLING\***

Introduction, Importances and Strategies of Branding

Packaging- Meaning, Importances, Objectives, Need and Features of Good Packaging

Labelling- Meaning, Importances, Features and Objectives, Types of Labelling

**11. \* PRODUCT LIFE CYCLE"**

Meaning, Different Shapes of Product Life Cycle, Different Stages of Product Life

			<p>Cycle, Lenth of Product Life Cycle, Limitations of Product Life Cycle,</p> <p>2nd Assignment &amp; Class Test</p> <p><b>May. 2023</b></p> <p>12. *NEW PRODUCT DEVELOPMENT PROCESS*</p> <p>Meaning of New Product, Process, Product Testing and Test Marketing, Advantages of Test Marketing</p> <p>13. *PRODUCT PRICING*</p> <p>Introduction, Pricing Objectives, Pricing Policies, Affecting Factors of Pricing Decisions, Pricing Methods, Pricing Strategies, Discount Policies, Resale Price Maintenance</p> <p>14. *PROMOTION MIX*</p> <p>Meaning and Definition, Selling and Sales Promotion, Need of Promotional Activities, Objective and Importance of Promotion in Marketing.</p> <p>Second Assignment, 2nd Class Test</p> <p>15. *DISTRIBUTION CHANNEL*</p> <p>Concept of Distribution Channels- Definition, Characteristics, Functions,Types of Distribution Channels, Market Consideration, Distribution policies,Conclusion.</p> <p>Revision.</p>
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Commerce Department

Name of College: Govt. College Jind

Academic Session: 2022-23

Feb. to May

Sr. No.	Name of Assistant/Associate Professor	Subject/ Class/Semester	Topic/Chapter to be covered
01.	Shri Bhupender	B.com 2nd Year 4th Semester Sec- A & C Paper: Advertising	<p><b>Feb. 2023</b></p> <p>1. *ADVERTISING: MEANING, SCOPE AND FUNCTIONS*</p> <p>Meaning, Introduction, Evolution, Characteristics, Functions, Principles, Scope of Advertising, Players of Advertising, Advertisability, Advertising as a tool of Marketing, Recent Trends in Advertising.</p> <p><b>March. 2023</b></p> <p>2. *PROMOTION MIX AND ADVERTISING*</p> <p>Meaning, Components of Promotion Mix, Affecting factors of Promotion mix, Integrated Marketing Communication, Advertising and Sales Promotion.</p> <p>3. *ADVERTISING PROCESS: AN OVERVIEW*</p> <p>Meaning, Advertising Planning, Advertising Strategy</p> <p>4. *COMMUNICATION PROCESS*</p> <p>Meaning and Definition, Characteristics, Objectives, Marketing Communication Process, Role of Communication, Steps in effective Marketing Communication, Source in Marketing Communication, Barriers in Marketing Communication, Suggestions.</p> <p>5. *TYPES OF ADVERTISING*</p> <p>Introduction, Advertising Mix, E-Advertising, Advantages and Dis-Advantages of E-advertising</p> <p>6. *ECONOMIC AND SOCIAL ASPECTS OF ADVERTISING*</p> <p>Issues of Advertising, Social Aspects, Importances, Economic and Social</p>

Objections, Advertising Justified,  
Limitations of Advertising

1st Assignment & Class Test

**April. 2023**

7. \*LEGAL AND ETHICAL ASPECTS OF  
ADVERTISING\*

Introduction, Need for Regulating  
Advertising, Legal Control, Unfair Trade  
Practices, Ethical Aspects of Advertising,  
Control over Unethical Advertising

8. \*ADVERTISING OBJECTIVES AND DAGMAR  
APPROACH\*

Meaning, Types of Advertising Objectives,  
Affecting Factors, DAGMAR, Conclusion

9. \* ADVERTISING BUDGET\*

Meaning, Process of Advertising Budget,  
Methods for Determination of Budget, Factors  
Affecting Advertising Budget.

10. \*CREATIVE ASPECTS OF ADVERTISING\*

Advertising and Creativity, Creative Design  
Process in Advertising, Advertising Copy  
writing, Types of Advertising Copy,

Message, Message Content, Message Format,  
Message Source, Advertising Appeals,  
Components of Print Advertising Copy,

Broadcast Advertising Copy: Tv & Internet

11. \*TYPES OF ADVERTISING MEDIA\*

Print Media, Broadcast Media, Outdoor  
or Mural Advertising Media, Direct mail  
Advertising Media, Internet Advertising  
Media, Other Types of Advertising Media

2nd Assignment & Class Test

**May. 2023**

		<p style="text-align: center;"><b><u>Commerce</u></b> <b><u>Department</u></b></p> <p>Name of College: Govt. College Jind</p> <p>Academic Session: 2022-23</p> <p>Feb. to May</p> <p>B.com Final Year</p> <p>6th Semester</p> <p>Sec- A</p> <p>Paper: Business Environment</p>	<p>12. *MEDIA PLANNING AND SCHEDULING*</p> <p>Meaning, Factors Affecting Media Planning, Steps involved in Media Planning, Importance and Limitations in Media Planning, Media Scheduling, Media Scheduling Strategies, Factors Affecting Media Scheduling, Media Testing, Media Strategy.</p> <p>13. *ADVERTISING AGENCY AND IT'S ROLE*</p> <p>Introduction, Meaning and Definition, Features, Functions of Ad-Agency, Role of Ad-Agency, Types of Advertising Agency, Organization of Ad-Agency.</p> <p>14. *CLIENT AGENCY RELATIONSHIP AND ADVERTISING DEPARTMENT*</p> <p>Introduction and Meaning, Principles of Client Agency, Methods of Remunerating Ad-Agencies, Commission System, Service Changes, Fee System,</p> <p>Advertising Department: Meaning, Organizational Structure and Functions.</p> <p>15. * ADVERTISING AND CONSUMER BEHAVIOR</p> <p>Meaning and Elements of Consumer Behavior, Factors Affecting Consumer Behavior, Buying Process, Buying Motives and Advertising, Organizational Buying Behavior, Difficulties in the study of Buyer Behavior.</p> <p>16. * MEASURING ADVERTISING EFFECTIVENESS</p> <p>Introduction, Meaning and Importance, Approaches, Methods of Measuring Advertising Effectiveness, Difficulties in Evaluating Advertising Effectiveness, Conclusion.</p> <p>REVISION</p>
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Feb. 2023

1. Business environment- concept, components and importance

March. 2023

2.Environmental and organizational scanning- concept importance and techniques

3.Public sector in india

4.Private sector in india

5. Joint sector in india

6.Economic systems - capitalist ,socialist and mixed economy

7. Economic planning in india and NITI

Aayog

8.Monetary Policy

1st Assignment & Class Test

April, 2023

9. Fiscal Policy

10. Make in india Programme

11.Foreign investment in India

12.MNC's

13.Globalisation

14.COMPETITION ACT

2nd Assignment & Class Test

May, 2023

15.Foreign exchange management act

			16. Foreign exchange market  Revision
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Lesson Plan(even semester)2022-23 [Tentative]:

Munish Kumar

Associate Professor Commerce

Govt. College Jind



Subject: Marketing Management

Class: M.Com 2<sup>nd</sup> Sem

February 2023:

Introduction to subject and discussion on syllabus

March 2023:

Nature and significance of marketing, marketing management, evolution marketing. Marketing Management orientation Production concept, selling concept, selling vs marketing, societal marketing concept and holisting marketing. Marketing Mix. Marketing environment in India

Consumer behavior, Market Segmentation, Marketing research and marketing information. Product classification. Product mix strategy.

April 2023:

Branding packaging and labelling product support services, new development process. PLC . Marketing of services. Price determination methods, Pricing strategies, free determination. Distribution channel and physical distribution decision. Selecting, management of distribution channel. Distribution logistics. Retailing and wholesaling.

Class Test & Presentation by students

May 2023:

Production Mix, advertising personal selling, public relation and publicity , sales promotion. Consumer protection, social marketing , rural marketing, online marketing, social and ethical aspects of marketing.

Presentation by students.

Subject: International Marketing

Class: M.Com 4<sup>th</sup> Sem

February 2023:

Introduction to syllabus and content

March 2023:

Nature, importance and scope of IM, IM orientation and involvement, management process MIS International marketing environment various factors and their impact on IM decision. Global Trading environment and development, international market segmentation, international market entry strategies. Major product decision product design labelling, packaging, branding and product support services Product standardization vs adaptation Managing product line PLC, New product development. Factors affecting international prize determination, international pricing process and policies, delivery terms and currency for export price quotation, transfer pricing, pricing in the context of countertrade

April 2023:

Distribution channel strategy- international distribution channel, their roles and function, selection and management of overseas agent, international distribution logistics- inventory management transportation and insurance. Communication across countries complexities and issues, country of origin effect, international promotion tools and planning, advertising, personal selling, publicity and sales promotion international public relation.

Class Test & presentation by students

May 2023:

Developing international campaign, standardization vs adaptation, planning for direct mail, sales literature, trade fair and exhibition. International marketing through the internet, ecological concerns and international marketing ethics.

Presentation by students.

Subject: Retail Management

Class: B.Com 6<sup>th</sup> Sem Section A

February 2023:

Introduction to syllabus and content

March 2023:

Meaning, nature, scope & importance of retailing. Theories of retailing, strategic planning in retailing, planning location of retail institutions: trading area analysis, deciding the most desirable type of location

April 2023:

Choice of general location, choosing and evaluating a particular site, material handling. Organization structures in retail institutions, classification of retail institutions, store based and non store based retail organisations, process of setting up a retail organization

Class Test & Assignment I and II

May 2023:

Process of setting up a retail organization. Store management: blueprinting operations, deciding store layout, energy management, security issues, application of IT in retailing. Trends in retailing in India, FDI in retail.

## Commerce Department

**Name of College:** Govt. College, Jind.

**Academic Session:** 2022-2023(Even Semester)

FEB 2023 to May 2023

Sl. No.	Name of Assistant/Associate Professor/Extension Lecturer	Subject/Class/Semester	Topic/Chapter to be covered
01.	Mr.Naveen Extension Lecturer	B. Com. IIInd year 4th Semester Sec- A,B&C Business Statistics	February 2023 to May23 <b>February</b> 1.Simple Correlation. <b>March</b> 2.simple Regression Analysis <b>April</b> 3.Probability-1 4.Probability-2 Class test Assignment-I <b>May</b> 5.Probability Distribution-1 6.Probability Distribution -2 7.Probability Distribution -3 Assignment -2 Revision
02.	Mr.Naveen Extension Lecturer	B. Com. 6th Sem. Sec- B,C Management	<b>February</b> 1.Nature and scope of Management Accounting

		Accounting	2.Management Reporting  <b>March</b> 3.MIS 4.Analysis of financial statement 5.Marginal costing and Break even analysis  <b>April</b> 6.Budgeting and Budgetary Control 7.Ratio Analysis Assignment-I Class Test May 8.Cash Flow Statement 9.Fund Flow Statement Assignment-2 Revision

### Commerce Department

**Name of College:** Govt. College, Jind.

**Academic Session:** 2022-2023(Even Semester)

FEB 2023 to May 2023

Sl. No.	Name of Assistant/Associate Professor/Extension Lecturer	Subject/ Class/Semester	Topic/Chapter to be covered
01.	Ms.Renu Extension Lecturer	B. Com. IInd year 4th Semester Sec- A,C Corporate Acc.	February 2023 to May23 <b>February</b> 1.Valuation of Goodwill <b>March</b>

			<p>2.Valuation of Share</p> <p>3.Liquidation of company</p> <p><b>April</b></p> <p><b>4.accounts of holding company .</b></p> <p>Class test</p> <p>Assignment-I</p> <p><b>May</b></p> <p>5.Account of banking company</p> <p>6.Account of insurance company</p> <p>Assignment -2</p> <p>Revision</p>
02.	Ms.Renu Extension Lecturer	B. Com. 6th Sem. Sec- C Management Accounting	<p><b>February</b></p> <p>1.Nature and scope of Management Accounting</p> <p>2.Management Reporting</p> <p><b>March</b></p> <p>3.MIS</p> <p>4.Analysis of financial statement</p> <p>5.Marginal costing and Break even analysis</p> <p><b>April</b></p> <p>6.Budgeting and Budgetary Control</p> <p>7.Ratio Analysis</p> <p>Assignment-I</p> <p>Class test</p> <p>May</p> <p>8.Cash Flow Statement</p> <p>9.Fund Flow Statement</p> <p>Assignment-2</p> <p>Revision</p>

03	Ms.Renu Extension lecturer	B.com6th sem Sec C Income Tax	<b>February</b> 1.deduction under sec 80c to 80u <b>March</b> 2.Computation of tax liability of individual 3. Rebate and relief of tax 4.Assesment of partionorship firm <b>April</b> 5.income tax authoriti prepartion and fileing of return of income 6. Deduction and collection of tax at source Assignment -1 Class test <b>May</b> 7.advance payment of tax 8.recovery and refund of tax 9.dispute resolution of committee 10.appeal and revision 11.offence and prosecution Assignment -2 Revision

Commerce Department

Name of College: Govt. College, Jind.

Academic Session: 2022-23(Even Semester)

Feb2023 to May.2023

Sr. No.	Name of Assistant/Associate Professor/Extension Lecturer	Subject/ Class/Semester	Topic/Chapter to be covered
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01.	Mrs Usha	B.com 2ndYear 4 <sup>h</sup> Semester Sec- A&B Paper: Company law	<p><b>Feb.-march.- 2023</b></p> <p>1. *Membership in companies*</p> <p>Introduction of member, who may be member? Method or termination of membership</p> <p>2. *Company management and Administration*</p> <p>Director , qualification of director,Appointment of director , Removal of director, Right ,duties and liabilities of directors</p> <p>3. *Company Secretary*</p> <p>Meaning of secretary , types,qualification, Position of a company secretary</p> <p>1<sup>st</sup> ASSIGNMENT</p> <p><b>April. 2023</b></p> <p>4. *Company Meeting And Resolution*</p> <p>Meeting ,kinds of meetings ,legal provision of Meetings ,resolution</p> <p>5.* Meeting ‘ Procedure or Requisites of valid Meetings</p> <p>Validity of meeting , Voting and poll , proxy</p>
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			<p>E- voting</p> <p>6. *Dividend , Account and Audit*</p> <p>Profit ,divisible profits ,determination of divisible profit</p> <p>CLASS TEST</p> <p><b>May 2022</b></p> <p>7. *prevention from oppression and mismanagement*</p> <p>Condition or procedure for oppression</p> <p>Mismanagement, power</p> <p>8.*Reconstrucation and Amalagamation*</p> <p>9*Winding up of the company*</p> <p>Meaning of winding up ,modes of winding up</p> <p>Official liquidator, power /rights of liquidator</p> <p>2<sup>nd</sup> ASSIGNMENT</p>
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Commerce Department

Name of College: Govt. College, Jind

Academic Session: 2022-23Even Semester)

Feb.2023 to May.2023

Sr. No.	Name of Assistant/Associate Professor	Subject/ Class/Semester	Topic/Chapter to be covered
01.	Mrs Usha	B.com 2nd Year 4 <sup>th</sup> Semester Sec- B Paper: Business law	<p>February to May 2023</p> <p><b>Feb –March 2023</b></p> <ol style="list-style-type: none"><li>1. *Negotiable instrument 1881* Meaning</li><li>2. *Types of Negotiable instrument* Promissary notes Bill of exchange Cheque</li><li>3.*Parties of Negotiable instrument* Parties of promissory note , bill of exchange, cheques holder, holder in due course</li><li>4.*Dishonor and discharge of negotiable Instruments*</li></ol> <p>1 st ASSIGNMENT</p> <p><b>April 2023</b></p>

5 \*Indian partnership Act 1932\*

Nature of firm ,duties of firm ,Rights of partners, Relations of partners to third parties

6. \*Dissolution of partnership and firm \*

Method of Dissolution of firm, liabilities towards third parties after dissolution

7 \* Registration of partnership firm\*

Introduction, procedure for registration, consequences of non. Registration, partnership deed

8\*Limited Liabilities Partnership Act 2008\*  
an overview

Meaning ,characteristics Of LLP

9.\*Limited liabilities partners: their relations and Liability

CLASS TEST

**May. 2023**

10 \* Information Technology Act 2000\*

Purpose ,digital, signature,electronic Governance attribution acknowledgement and dispatch of electronic records, penalties and other provision

11. \*Right to Information Act, 2005\*

			<p>Important provision</p> <p>2<sup>nd</sup> ASSISGNMENT</p>
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COMMERCE DEPARTMENT

Name of College: Govt. College Jind

Academic Session: 2022-23(Odd Semester)

Aug.2022 to Jan.2023

Sr. No.	Name of Assistant/Associate Professor	Subject/ Class/Semester	Topic/Chapter to be covered
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01.	Mrs Usha	<p>B.com 2nd Year</p> <p>4th Semester</p> <p>Sec.- C</p> <p>Paper: Computerized Accounting System</p>	<p>February to May 2023</p> <p><b>Feb. March 2023</b></p> <p>1. *Computerized Accounting System*</p> <p>Introducation , Manual Accounting system</p> <p>Types of accounting , advantage</p> <p>2. Introduction to Tally.ERP P</p> <p>Introducation, Features , Advantages of Tally, Installation of Tally.ERP9. ,creating ,company setup feature, shutor delete company, security control in Tally.ERP 9</p> <p>3.*Accounting with Tally.ERP 9</p> <p>Introducation , groups , uses of groups, creating of groups ,Ledger , Voucher Entry</p> <p>1<sup>st</sup> ASSIGNMENT</p> <p><b>April. 2023</b></p> <p><b>4 Advanced Accounting Features</b></p> <p>Cost centre,cost categories,cost centre reports, budget and control,Multi-currency. Interest calculations, data backup</p> <p><b>5 * Inventory system in Tally.ERP 9*</b></p> <p>Activation of inventory system,stock groups</p> <p>Stock category,unit of measure , Godown or location, stock items, inventory voucher</p>
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			<p><b>CLASS TEST</b></p> <p><b>MAY. 2023</b></p> <p><b>6. *Payroll in Tally.ERP 9*</b></p> <p><b>Features of payroll in tally . ERP 9,Configuring a payroll setting ,payroll master, payroll accounting system,creation of pay head, pay roll reports</b></p> <p>7.Computerized tax liability calculation</p> <p>TDS – FEATUES,TDSsetup, create a tax ledger,</p> <p>GST – Activation of GST features, create CGST,SGST,IGST LEDGER</p> <p>Create/alter party ledger, display GST report</p> <p>2<sup>nd</sup> ASSISGNMENT</p>
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### **Commerce Department**

**Name of College:** Govt. College, Jind.

**Academic Session:** 2022-2023(Even Semester)

FEB 2023 to May 2023

<b>Sl. No.</b>	<b>Name of Assistant/Associate Professor/Extension Lecturer</b>	<b>Subject/ Class/Semester</b>	<b>Topic/Chapter to be covered</b>
01.	Ms Priti Extension Lecturer	B. Com. IInd year	February 2023 to May23 <b>February</b>

		4th Semester Sec- C Company Law	<p>1. Company law 2013 an introduction and mechanism</p> <p>2. Company meaning, characteristics and nature</p> <p>3. Types of companies</p> <p>4. Private company</p> <p><b>March</b></p> <p>5. Formation promotion and incorporation of a company</p> <p>6. Memorandum of association</p> <p>7. Articles of association</p> <p>8. Prospectus</p> <p>Assignment-I</p> <p><b>April</b></p> <p>9. Shares and stocks</p> <p>10. Allotment of shares</p> <p>11. Share capital of company</p> <p>12. Share certificate and share warrant</p> <p>Class test</p> <p>Assignment-II</p> <p><b>May</b></p> <p>13. Issue and allotment of debentures</p> <p>14. Transfer and transmission of shares and debentures</p> <p>15. Depository system</p> <p>16. borrowing powers debentures and charges</p> <p>Revision</p>
02.	Ms Priti Extension Lecturer	B. Com. Ist year 2nd Semester Sec- B,D & C Business environment of haryana	<p><b>February</b></p> <p>1. Business environment- an introduction</p> <p>2. Nature of haryana economy</p> <p>3. Haryana economy since it's inception</p> <p>4. Agriculture in haryana</p> <p>Assignment-I</p>

			<p><b>March</b></p> <p>5.Agricultural credit</p> <p>6.NABARD</p> <p>7.Rural Indebtedness</p> <p>8.Micro,Small and Medium Enterprises in HARYANA</p> <p>Class test</p> <p><b>April</b></p> <p>9.Multinational corporations in haryana</p> <p>10.HSIIDC</p> <p>11.special economic zones</p> <p>12.HFC</p> <p>Assignment-II</p> <p><b>May</b></p> <p>13.HAFED</p> <p>14.HKVIB</p> <p>15.Haryana Budget</p> <p>Revision</p>
3.	Ms Priti Extension Lecturer	B. Com. Final year 6th Semester Sec- C Business environment	<p><b>February</b></p> <p>1. Business environment- concept, components and importance</p> <p>2.Environmental and organizational scanning- concept importance and techniques</p> <p>3.Public sector in india</p> <p>4.Private sector in india</p> <p>Assignment-I</p> <p><b>March</b></p> <p>5. Joint sector in india</p> <p>6.Economic systems - capitalist ,socialist and mixed economy</p> <p>7. Economic planning in india and NITI Aayog</p>



			8.Monetary Policy Class test <b>April</b> 9. Fiscal Policy 10. Make in india Programme 11.Foreign investment in India 12.MNC's Assignment-II <b>May</b> 13.Globalisation 14.COMPETITION ACT 15.Foreign exchange management act 16. Foreign exchange market Revision

### LESSON PLAN

February 2023 to may 2023

Name of the assistant professor : Sonu

Name of college : Govt. College Jind

Class. : B.Com. 6<sup>th</sup> Semester section A

Department : Commerce

Subject : Income Tax-II

Name of the Month	Name of topics
February	<b>Deduction under section 80C to 80U in computing total income</b>
MARCH	Computation of total income and tax liability of an individual, H.U.F and Firm  Income Tax authority, Procedure for assessment
April	<b>Deduction of tax at source, Advance payment of tax</b>  <b>Procedure of filing e-return and revised return</b>  <b>Assigement-1 and class test</b>

May	Recovery and refund of tax Penalties and prosecution : appeal and revision Assignement-2 Revision
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### LESSON PLAN

February 2023 to may 2023

Name of the assistant professor : Sonu

Name of college : Govt. College Jind

Class : M.Com. 4<sup>th</sup> Semester

Department : Commerce

Subject : Entrepreneurship Development

Name of the Month	Name of topics
February	<b>Introduction</b>
MARCH	Entrepreneurship and micro, small and medium enterprises Support to entrepreneurs
April	<b>Source of business idea and test of feasibility</b> <b>Assignement-1 and Class test</b>
May	Mobilising resources Assignement-2 Revision

### LESSON PLAN

February 2023 to may 2023

Name of the assistant professor : Sonu

Name of college : Govt. College Jind

Class : M.Com. 4<sup>th</sup> Semester

Department : Commerce

Subject : Corporate Tax Planning

Name of the Month	Name of topics
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February	<b>Introduction</b>
MARCH	Computation of total income and tax liability of companies Tax planning for new business
April	<b>Tax planning and financial Management decisions</b> <b>Special tax provision</b> <b>Assignment-1 and Class test</b>
May	Amalgamation and demerger TDS and advance payment of tax Assignment-2 Revision

### LESSON PLAN

February 2023 to may 2023

Name of the assistant professor : Pankaj Batra

Name of college : Govt. College Jind

Class : B.Com. 6<sup>th</sup> Semester section B

Department : Commerce

Subject : Income Tax-II

Subject : Income Tax-II

Name of the Month	Name of topics
February	<b>Deduction under section 80C to 80U in computing total income</b>
MARCH	Computation of total income and tax liability of an individual, H.U.F and Firm Income Tax authority, Procedure for assessment
April	<b>Deduction of tax at source, Advance payment of tax</b> <b>Procedure of filing e-return and revised return</b> <b>Assignment-1 and class test</b>
May	Recovery and refund of tax Penalties and prosecution : appeal and revision Assignment-2 Revision

February 2023 to may 2023

Name of the Assistant professor : Pankaj Batra

Name of college : Govt. College Jind

Class. : M.Com. 4<sup>th</sup> Semester

Department : Commerce

Subject : Working Capital Management

Name of the Month	Name of topics
February	<b>Introduction to Working Capital Mgt., Factors Affecting WCM, Working Capital Financing, Approaches, Concepts</b>
MARCH	Cash Management, Motives for Holding Cash, Cash Management Models: Baumol Model, Bernak Model, Strategies, Receivables Management Assignment 1 and Test
April	<b>Inventory Management: Objectives, Need, Scope, Techniques : EOQ, ABC, Perpetual Inventory, Stock Levels and Limits</b>
May	Assignement-2 Revision

February 2023 to may 2023

Name of the Assistant professor : Pankaj Batra

Name of college : Govt. College Jind

Class. : M.Com. 2<sup>nd</sup> Semester

Department : Commerce

Subject : Research Methodology

Name of the Month	Name of topics
February	<b>Introduction To Business Research, Types of Research, Research Process, Research Design</b>
MARCH	Sampling, Methods of Sampling, Sampling Errors, Sampling Distribution, Central Limit Theorem, Standard Error,

	Estimation Assignment 1 and Test
April	<b>Partial and Multiple Correlation, Multiple Regression Techniques ( up to 3 variables), Hypothesis Testing , Z test, T test, Non parametric Tests ( Chi square, H test etc)</b>
May	Reports Writing, Types of Reseach Reports, Bibliography, Refrences, Footnotes, Checklist Assignement-2, Revision

<b>SUMMARY OF LESSON PLAN OF COLLEGE FACULTY</b>				
NAME OF THE COLLEGE- GOVT. COLLEGE, JIND ACADEMIC SESSION 2022-23 EVEN SEMESTER				
Sr. NO	Name of the Assistant / Associate Professor / Class	Subject/ Month	Topic/ Chapters to be covered	Topic of Assignments/ Tests to be given
1	Mrs. Yashwanti	Commerce	<b>Fundamental of Insurance</b>	
	<b>B.Com - 6 Sem - (Section A , B &amp; C)</b>	<b>Feb-23</b>	<b>Introduction to Insurance:</b> Life and general insurance.	
			<b>Insurance :</b> purpose, need and principles of insurance, insurance as a social security tool	
			<b>Insurance and economic development.</b>	
			<b>Contract of Life Insurance:</b> Principles and practice of life insurance	
			<b>Contract of Life Insurance:</b> Parties to the contract their rights and duties, conditions and terms of policy, effects of non-compliance	
		<b>March, 2023</b>	<b>Contract of Life Insurance-</b> nominations and assignment practices in connection with collection of premium, revivals, loans, surrenders claims	
			<b>Contract of Life Insurance-</b> bonuses and annuity payments,	
			<b>Contract of Life Insurance-</b> Present structure & growth of life insurance in India claims settlement procedure.	
			<b>Fire Insurance:</b> Principles of fire insurance contracts fire insurance policy	
		<b>April,2023</b>	<b>Fire Insurance</b> Conditions	
			<b>Fire Insurance -</b> Assignment of policy, claims settlement procedure	Assignment - 1
			<b>Marine Insurance:</b> Marine insurance policy and its conditions, premium, double insurance assignment of policy warranties	

			<b>Marine Insurance:</b> Voyage, loss and abandonment, partial losses and particular charges, salvage	
			<b>Marine Insurance:</b> Total losses and measures of indemnity, claims settlement procedures.	Class Test - 1
			<b>Accident and Motor Insurance:</b> Policy and claims settlement procedures	
		<b>May,2023</b>	<b>Accident and Motor Insurance:</b> Policy and claims settlement procedures .. Continues	Assignment - 2
			<b>Insurance Intermediaries</b> - Role of agents and procedure for becoming an agent, cancellation of license	
			<b>Insurance Intermediaries</b> - revocation/suspension/termination of agent appointment; code of conduct, unfair practices.	
			Revision	

Commerce Department Lesson plan

**Name of College:** Govt. College, Jind. **Academic**

**Session:** 2022-2023(Even Semester)FEB 2023 to

May 2023

Sl. No.	Name of Assistant/Associate Professor/Extension Lecturer	Subject/ Class/Semester	Topic/Chapter to be covered
01.	Ms sushil devi Extension Lecturer	B. Com. Ist year 2 <sup>nd</sup> sem Sec B & C Fundamental of marketing	February 2023 to May23 <b>February</b> Marketing March 2 Marketing concept 3 Marketing management 4 Marketing mix 5 Marketing environment 6 Marketing segmentation April consumer behaviour8 product 9 product mix 10 branding packaging labelling Assignment 1 11 product life cycle 12 new product development 13 product pricing 14 product mix 15 distribution channels Assignment-II Class test

02.	Ms Sushila devi Extension Lecturer	B. Com. Final year 6 <sup>th</sup> Semester Sec- B & C Human resource management	<b>February</b> <b>Human resource management</b> <b>March</b> <b>2 Human resource planning</b> <b>3 job analysis</b> <b>April</b> <b>4 Recruitment and selection</b> <b>5 placement and</b> 6 internal mobility 7 training Assignment 1 May 8 performance appraisals and potential appraisals Assignment-II Class test
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3.	Ms Sushila devi Extension Lecturer	B. Com. Final year 6th Semester Sec- C Business environment	<p><b>February</b></p> <p>1. Business environment- concept, components and importance</p> <p><b>March</b></p> <p><b>2 environmental and organisational scanning</b></p> <p><b>3 public sector in india</b></p> <p><b>4 Private sector in india</b></p> <p>5. Joint sector in india</p> <p>6. Economic systems - capitalist ,socialist and mixed economy</p> <p>7. Economic planning in india and NITI Aayog</p> <p><b>8. Monetary Policy</b></p> <p>Class test</p> <p>Assignment 1</p> <p><b>April</b></p> <p>9. Fiscal Policy</p> <p>10. Make in india Programme</p> <p>11. Foreign investment in India</p> <p>12. MNC's</p> <p>Assignment-II</p> <p><b>May</b></p> <p>13. Globalisation</p> <p>14. COMPETITION ACT</p> <p>15. Foreign exchange management act</p> <p>16. Foreign exchange market</p> <p>Revision</p>