

(Lesson Plan (Jan-April 20234-25))

Name of the Assistant Professor-Ms Mamta Rani

Subject- Commerce

Subject/month	B.Com And B.Com Cav (2nd Sem) Marketing	B.Com and B.Com Cav (6 th Sem) HRM	B.Com and B.Com Cav (4 th Sem) Corporate accounting	B.Com (6th Sem) Business ENV
Jan		Human resource management: meaning, nature, history and scope, objectives, functions, importance; HRM vs. HRD and personal management. Human resource planning: meaning, importance, objectives,		Business environment: concept, components, and importance; environmental and organizational scanning: concept importance & techniques. Public, private and joint sectors in India.
Feb	Introduction: meaning, concepts & principles of marketing; marketing management; marketing mix. Analysis of marketing environment: internal environment, external environment: demographic, sociocultural, political, economic, natural, technological, and legal.	process, factors affecting manpower planning, problems and suggestions for making HR planning effective. Job Analysis: meaning, process of job analysis, methods of collecting job analysis data, potential problems with job analysis; job description and job specification.	Valuation of goodwill; valuation of shares: concepts and calculation - simple problem only. Accounts of holding companies: preparation of consolidated balance sheet with one subsidiary company, relevant provisions of Accounting Standard 21	Economic systems: capitalist, socialist & mixed economy. Economic planning in India: achievement & failures, planning machinery in India
March	Market Segmentation: concept & bases of market segmentation; understanding consumer behavior. Product: meaning, classification, product mix and product line decisions; product life cycle; new product development process; branding; packaging; labelling.	Recruitment: meaning, purpose, recruitment policy, factors affecting recruitment; source of recruitment, internal and external methods of recruitment. Selection: meaning, purpose, difference between recruitment and selection; process of selection; barriers to effective selection. Placement, induction and internal mobility: placement; induction/orientation: meaning, objectives, content and responsibility for induction; internal mobility:	Accounts of banking organizations. Accounts of insurance companies	Role of Government: monetary policy, fiscal policy, make in India. Foreign investment: concept, need, types & barrier; multinational corporations in India, globalization of Indian business.

		<p>meaning & need; transfer: purpose, types; benefits and problems, transfer policy; promotion: purpose, basis, promotion policy; demotion: causes, demotion policy.</p>		
April	<p>Pricing: pricing objectives; factors influencing pricing; pricing strategies. Promotion: element of promotion mix Distribution channel: meaning, types, role and factors affecting choice of distribution channel.</p>	<p>Training: meaning, training and education, training and development, objectives, importance, steps in designing training programme; training methods: on-the-job and off-the-job methods. Performance appraisal: meaning, features, merits, limitations, process and methods of performance appraisal.</p>	Liquidation of companies.	<p>Competition Act, Foreign Exchange Management Act. Foreign exchange market: an overview</p>