

(Lesson Plan (April 2022-July2022))

Name of the Extension lecturer- Anukriti Chauhan Subject- Commerce

Subject /Month	B.Com And B.Com Cav (III Sem) Business Law	B.Com And B.Com Cav (III Sem) Business Statistics	B.Com (VI Sem) Retail Management
April	Simple Correlation: concept, types: multiple and partial; linear and non-linear; Scatter diagram, Methods:Karl Pearson's co-efficient of correlation, Spearman's Rank Correlation, Concurrent deviation method;Probable and standard errors.	Negotiable Act 1881: Scope, features and types; Negotiation; Crossing; Dishonor and discharge of Negotiable instruments.	Rural Marketing: meaning, nature, characteristics; opportunities and challenges to rural markets in India , Sociocultural, economic, demographic, technological and other environmental factor affecting rural marketing
May	Regression Analysis: meaning, difference between correlation and regression, regression coefficients, Methods of calculation Simple regression Standard error of estimate.	Indian Partnership Act, 1932: nature of firm, duties and rights of partners, relations of partners to third parties, liabilities of firm and partner, minor, reconstitution of partnership firm, dissolution of a firm and Consequences, settlement of accounts, registration of firms, effect of non-registration.	rural consumer behavior; segmentation of rural market; strategies for rural marketing; rural marketing mix; difference in rural and urban market; problems in rural marketing; Strategies for ruralMarketing.
June	Probability; concept and approaches; addition and multiplication laws of probability; Conditional probability: Bayes' Theorem.	Limited Liability Partnership Act, 2008: meaning, characteristics of Limited Liability Partnership (LLP); Incorporation of LLP; partners and the liability of LLP and partners; accounts, audit and taxation of LLPs, conversion to LLP from firm/private company/unlisted public company; winding up and dissolution of LLP.	Product planning, pricing, promotion and management of distribution channels for marketing of durables and non-durables in rural areas; Planning and organizing personnel selling in rural markets;
July	Probability distributions: concept, Binomial, Poisson and Normal distributions: their properties and Parameters.	Information Technology Act 2000: purpose, digital signature, electronic governance; attribution, acknowledgement and dispatch of electronic records, certifying digital signature, penalties and other provisions. RTI Act, 2005: important provisions	Innovation inrural market; E-commerce in rural markets, e-chaupal & other similar initiatives in rural markets.

Subject/Month	April	May	June	July
B.Com AND B.COM CAV (VI Sem) Human Resource Management	Human resource management: meaning, nature, history and scope, objectives, functions, importance; HRM vs. HRD and personal management. Human resource planning: meaning, importance, objectives, 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. 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: meaning & need; transfer: purpose, types; benefits and problems, transfer policy; promotion: purpose, basis, promotion policy; demotion: causes, demotion policy.	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.

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