

GOVT. P.G. COLLEGE FOR WOMEN, SECTOR-14, PANCHKULA

LESSON-PLAN (Session 2024-25) EVEN SEMESTER

Name of Teacher: Ms Priyanka

Designation: Assistant Professor

Class: Principles of Marketing (B Com I A)

Subject/ Paper: B23-COM-203

S. No.	Month	Topics to be covered	Teaching Learning Strategy	Learning Outcomes of Students	Remarks
1.	February 2025	Marketing: Concept, nature, scope and importance; Evolution of Marketing; Understanding marketing in new perspectives; Marketing environment: Concept, importance; Micro environmental factors: Suppliers, marketing intermediaries, customers, competitors, public; Macro environmental factors: Demographic, economic, natural, technological, politico-legal and socio-cultural.	Group learning & teaching Individual learning Peer Teaching	understand the basic concepts of marketing and assess marketing environment	
2.	March 2025	Consumer behaviour: Concept, nature and importance, consumer buying decision process, factors Influencing consumer buying behaviour; Market segmentation: Concept, importance and bases; Target market selection; Positioning: Concept, importance and bases.	Group learning & teaching Individual learning Peer Teaching	analyse the consumer behaviour in the present scenario and marketing segmentation	
3.	April 2025	Product: Concept, importance and classification; Branding, Packaging and Labelling; Product life cycle; New product development; Pricing: Concept, significance, price determination, pricing methods, pricing policies and strategies.	Group learning & teaching Individual learning Peer Teaching	discover the new product development and factors affecting the price of a product in the present context.	
4.	May, 2025	Promotion: Nature and importance; Advertising, personal selling, sales promotion and publicity/public relations; Factors affecting promotion mix decisions; Distribution: Concept, importance and types of distribution channels; Factors affecting choice of distribution channel; Retailing; Wholesaling. Overview of recent developments in marketing; Social marketing; Online marketing; Direct marketing; Green marketing; Relationship marketing	Group learning & teaching Individual learning Peer Teaching	understand the promotional and distribution strategies along with the recent developments in the field of marketing.	

❖ Seminar/Presentation/Assignment/Quiz/Class Test/Mid-Term Exam will be taken as per schedule.

Signature of Teacher

Principal

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LESSON-PLAN (Session 2024-25) EVEN SEMESTER

Name of Teacher: Dr. Isha Goyal

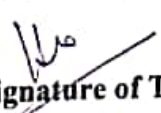
Designation: Associate Prof. Commerce

Subject/ Paper: Company Law (B23-COM-202)

Class: B.Com 2nd Sem (Sec A)

S. No.	Month	Topics to be covered	Teaching Learning Strategy	Learning Outcomes of Students	Remarks if any
1.	February	Company: Concept, characteristics, types; Conversion of private company into public company & vice versa; Incorporation of a company; Legal position of promoters; Pre-incorporation contracts.	Group-Learnig & Teaching. Self-Study. Peer Teaching	Students will understand the concept of company as form of business organization, regulatory framework and the process of incorporation.	
2.	March	Memorandum of Association: Clauses and alteration procedure, Doctrine of ultra vires; Articles of Association: Clauses and alteration; Doctrine of indoor management; Doctrine of constructive notice; Prospectus: Concept, types, contents and formalities of red herring & shelf prospectus, mis-statement and remedies, liabilities for misstatements in Prospectus.	Group-Learnig & Teaching. Self-Study. Peer Teaching	Students will be able to elaborate on important documents of the company and their operational usefulness.	
3.	April	Share capital: Types, issue and allotment of shares; Reduction of share capital; Board of Directors: Composition, legal position, qualification, appointment, powers, duties & liabilities and removal of directors; Company secretary: Role, appointment, duties, liabilities, rights and removal.	Group-Learnig & Teaching. Self-Study. Peer Teaching	Students will understand the procedure of raising capital, knowing rights & duties of Directors and Company Secretary.	
4.	May	Dividend: Types, factors affecting dividend decisions, Legal provisions, dividend practices prevalent in India; Winding up of a company: Reasons, modes, procedure and implications of winding up.	Group-Learnig & Teaching. Self-Study. Peer Teaching	Students will be able to apply the understanding of the regulatory provisions relating to dividend decisions and winding up of the company.	

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Signature of Teacher

Principal

LESSON-PLAN (Session 2024-25) EVEN SEMESTER

Name of Teacher: Ms. Navpreet Kaur

Designation: Assistant Professor of Commerce

Subject/ Paper: Computerized Accounting System Course Code- B23-COM-201

Class: B.Com I A (2ndSem)

S. No.	Month	Topics to be covered	Teaching Learning Strategy	Learning Outcomes of Students	Remarks if any
1.	February 2025	Computerized Accounting System: Concept, Tally Prime, installations of Tally Prime, licensing configurations; Tally vault password; Security control in Tally Prime, data backup and restore, export and import data, edit log feature in tally; Gateway of Tally. Company creation: Setup features, accounting features, configuration, shutting and deleting a company.	Group Learning and Teaching Individual Learning/Self Study Peer Teaching Blackboard	The learner will be able to understand the concept of computerized accounting and be familiar with accounting software.	1 st Assignment
2.	March 2025	Ledger creation: Creating single and multiple ledgers, altering, deleting and displaying ledger; Invoicing; Budgets. Cost centres; Interest calculations; Inventory: Stock items, purchase and sales orders processing, godowns. Financial Statements: Profit & loss account, balance sheet; Bank reconciliation; Debit and credit note; Tally audit features; Printing features; Management Information System & different reports in tally.	Group Learning and Teaching Individual Learning/Self Study Peer Teaching Blackboard	The students will be able to create company ledger, vouchers in accounts software and prepare financial statements in Tally.	2 nd Assignment

Navpreet Kaur

3.	April 2025	Income tax and GST in Tally Prime; TDS; TCS; Payroll in Tally: Introduction, salary accounting, payroll masters, payroll vouchers, gratuity, provident fund, ESI, payroll reports. Procedures to create a company, prepare a profit and loss account, prepare Balance Sheet.	Individual Learning/Self Study Peer Teaching Blackboard	Able to know about the comply with tax regulations GST, Income Tax, etc. and make journal entries, ledgers, trial balance, profit and loss account, balance sheet and records, other business operations on Computerized accounting software, such as Tally Prime (Latest Version).	Mid Term Exam
4.	May 2025	Show some entries of TDS and TCS, GST entries in Tally Payroll in Tally. Revision.	Individual Learning/Self Study Blackboard	The students will be able to know the GST entries in Tally Payroll in Tally.	

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Signature of Teacher

Principal

LESSON-PLAN (Session 2024-25) EVEN SEMESTER

Name of Teacher: Pooja Girotra

Designation: Extension Lecturer

Class: B.Com. IInd Sem

Subject/ Paper: Business Mathematics-II (B23-COM-204)

S. No.	Month	Topics to be covered	Teaching Learning Strategy	Learning Outcomes of Students	Remarks
1.	February	Differentiation; derivative of simple functions and other functions (excluding trigonometric functions) having applications in business studies; Maxima and minima of Revenue, Cost, Demand, Production, Profit functions and other functions related to business and commerce.	1. Learning through Problem Solving 2. Group-Learning & Teaching	Gain knowledge to find derivatives simple functions related to commerce problems, attain skills to use application of derivatives in evaluating maxima and minima.	
2.	March	Integration: Definite and indefinite (simple functions excluding trigonometric functions), basic rules of integration, application of integration in commercial and business problems.	1. Learning through Problem Solving 2. Group-Learning & Teaching	To learn to find integration of simple functions related to commerce and economic problems, attain skills to use application of integration in business and commerce problems.	
3.	April	Binomial Theorem; Permutations and Combinations.	1. Learning through Problem Solving 2. Group-Learning & Teaching	To apply binomial theorem, learn the concept and applications of permutations and combinations..	
4.	May	Linear programming: Formulation of linear programming problems (LPP) and their solution by graphical and simplex methods, Applications of linear programming in solving problems related to business and commerce.	1. Learning through Problem Solving 2. Group-Learning & Teaching	To learn the concept of Linear programming and formulation of linear programming problems related to business and commerce.	

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Signature of Teacher

Principal