**GOVT. P.G. COLLEGE FOR WOMEN, PANCHKULA**

**Session 2020-2021 (ODD SEMESTER)**

**NAME OF PROFESSOR:Laksha Tanwar**

**DESIGNATION:Assistant Professor**

**SUBJECT/PAPER:Rural Marketing**

**CLASS:B.Com 2 (3rd Semester)(A+B)**

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| **SR. NO.** | **MONTH** | **TOPICS TO BE COVERED** | **REMARKS IF ANY** |
| 1. | August | Rural Marketing: meaning, nature, characteristics; opportunities and challenges to rural markets in India; Socio-cultural, economic, demographic, technological and other environmental factor affecting rural marketing; rural consumer behaviour; segmentation of rural market. |  |
| 2. | September | Strategies for rural marketing; rural marketing mix; difference in rural and urban market; problems in rural marketing; Strategies for rural marketing. |  |
| 3. | October | 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; Innovation in rural market; E-commerce in rural markets, e-chaupal & other similar initiatives in rural markets. | UNIT TEST |
| 4. | November | Revision |  |

**TWO ASSIGNMENTS AND ONE UNIT TEST WILL BE TAKEN AS PER SCHEDULE**.

Signature of A/Prof .

**GOVT. P.G. COLLEGE FOR WOMEN, PANCHKULA**

**Session 2020-2021 (ODD SEMESTER)**

**NAME OF PROFESSOR:Laksha Tanwar**

**DESIGNATION:Assistant Professor**

**SUBJECT/PAPER:Business Statistics I**

**CLASS:B.Com 2 (3rd Semester)(Section-B)**

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| **SR. NO.** | **MONTH** | **TOPICS TO BE COVERED** | **REMARKS IF ANY** |
| 1. | August | Introduction of statistics: concept, scope, usefulness & limitations of statistics, distrust of statistics. Collection of data: primary and secondary data, methods of collection of data. Measure of central tendency: mean, median. |  |
| 2. | September | Measure of central tendency:Mode, harmonic mean and geometric mean. Measure of dispersion: range, inter-quartile range, quartile deviation, mean deviation, standard deviation, coefficient of variation, Lorenz curve. |  |
| 3. | October | Index numbers: meaning, types and uses of index numbers, methods of preparation of index numbers: simple or unweighted and weighted index number, problems in the preparation of index numbers, Tests of adequacy; Chain-base index numbers; Base shifting, Splicing and deflating, Consumer price index. | UNIT TEST |
| 4. | November | Analysis of Times Series: causes of variation in time series data; Components of a time series; Decomposition: additive and multiplicative models; determination of trend: moving averages method and method of Least Squares (including linear second degree, parabolic, and exponential trend); Computation of seasonal-indices by sample averages, ratio-to-trend, ratio-to moving average and link relative methods. |  |

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Signature of A/Prof .

**GOVT. P.G. COLLEGE FOR WOMEN, PANCHKULA**

**Session 2020-2021 (ODD SEMESTER)**

**NAME OF PROFESSOR:Laksha Tanwar**

**DESIGNATION:Assistant Professor**

**SUBJECT/PAPER:Supply Chain Management**

**CLASS:B.Com 3 (5th Semester)(HONS.)**

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| **SR. NO.** | **MONTH** | **TOPICS TO BE COVERED** | **REMARKS IF ANY** |
| 1. | August | Supply chain management (SCM): concept, scope and importance; approaches to SCM; role of SCM in a firm and economy; SCM and marketing mix; SCM as coordination function; integrated SCM:Total Cost |  |
| 2. | September | Strategic SCM: SCM strategy, implementation and management; interrelationship of SCM and marketing.  Elements of SCM; transportation: considerations in selecting the right mode; multimodal transportation; warehousing: types, site selection and management; customer service-strategy and practices; distribution channel design. |  |
| 3. | October | Information system in SCM; ERP and SCM; recent developments in SCM - third/fourth party logistics. | UNIT TEST |
| 4. | November | Revision |  |

**TWO ASSIGNMENTS AND ONE UNIT TEST WILL BE TAKEN AS PER SCHEDULE**

Signature of A/Prof .

**GOVT. P.G. COLLEGE FOR WOMEN, PANCHKULA**

**Session 2020-2021 (ODD SEMESTER)**

**NAME OF PROFESSOR:Laksha Tanwar**

**DESIGNATION:Assistant Professor**

**SUBJECT/PAPER:Auditing**

**CLASS:B.Com 3 (5th Semester)(HONS.)**

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| **SR. NO.** | **MONTH** | **TOPICS TO BE COVERED** | **REMARKS IF ANY** |
| 1. | August | Introduction: meaning, objectives and advantages of auditing; types of audit: internal and external audit, proprietary and efficiency audit.  Audit process: audit programme; audit working papers and evidences: audit of e-commerce transactions. |  |
| 2. | September | Methods of audit work: routine checking and test checking; internal control and internal checking system.  Vouching: meaning, objectives and importance of vouching; vouching of cash books, purchase book, sale book, bill receivable book, bill payable book, journal proper and debtor creditor ledgers, verification of assets and liabilities. |  |
| 3. | October | Audit of limited companies: company auditor – appointment, powers, duties and liabilities, Directions of Comptroller and Auditor General of India.  Audit reports: various types of audit reports.  Investigation: meaning, nature, procedure and objectives, investigation and due diligence | UNIT TEST |
| 4. | November | Professional ethics of auditing  Revision |  |

**TWO ASSIGNMENTS AND ONE UNIT TEST WILL BE TAKEN AS PER SCHEDULE**