

# LESSON PLAN

SEMESTER - EVEN

CLASS - B.COM IV SEM

SUBJECT - B. Statistics

SESSION - 2023-2024

<u>MONTH</u>	<u>WEEK</u>	<u>TOPIC</u>
<u>JAN</u>	Ist Week	SIMPLE Correlation
JAN	IInd week	Simple Correlation
Jan	IIIrd week	Simple Regression
Jan	IVth week	Simple Regression
<u>Feb</u>	Ist week	<u>Probability-I - Addition</u> Theorem, Multiplication Theorem,
Feb	IInd week	Conditional Probability, Bayes Theorem
Feb	IIIrd weeks	Bayes Theorem, Application
Feb	IVth week	Probability Distribution-I Binomial Distribution
<u>Mar</u>	Ist week	Probability Distribution-II
mar	IInd weeks	Poisson Distribution
mar	IIIrd week	Probability Distribution-III
Mar	IVth week	Normal Distribution

April

Ist week

Probability I

April

II<sup>nd</sup> week

simple correlation

simple regression

April

III<sup>rd</sup> week

Probability distributions

I, II

April

IV<sup>th</sup> week

Revision

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LESSON PLAN

SEMESTER - EVEN

CLASS - B.Com IV sem

SUBJECT - Advertising

SESSION - 2023-2024

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<u>MONTH</u>	<u>WEEK</u>	<u>TOPIC</u>
<u>JAN</u>	Ist week	Advertising - Meaning, scope & Functions, Promotion Mix & Advertising
JAN	IInd week	Advertising Process, Communication Process
JAN	IIIrd week	- Do -
JAN	IV week	Types of Advertising
<u>FEB</u>	Ist week	Economic and Social Aspect of Advertising
FEB	IInd week	Legal and Ethical Aspect of Advertising
FEB	IIIrd week	Advertising objectives
FEB	IV week	Advertising objective, Advertising Budget
<u>MAR</u>	Ist week	Creative Aspect of Advertising Copy writing, Message Advertising
MAR	IInd week	Appeals, Headlines, Types of Advertising media
MAR	IIIrd week	media Planning and scheduling

	<u>IV</u> weeks	Advertising Agency and <u>Role</u> .
=	Ist week	Client Agency Relationship and Advertising Department
PR	IInd week	Advertising and Consumer <u>Behaviour</u>
APR	IIIrd week	Measuring Advertising Effectiveness
APR	<u>IV</u> week	Revision

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LESSON PLAN

SEMESTER - EVEN

CLASS - B.Com VI

SESSION - 2023-2024

SUBJECT - Retail mgt

<u>JAN</u>	Ist week	Introduction to Retailing
JAN	II <sup>nd</sup> week	Theories and Models in Retail
JAN	III <sup>rd</sup> week	Retail strategic Planning and operations management
JAN	IV week	Revision
<u>FEB</u>	Ist week	Primary Retailing strategies Planning location of Retail
FEB	II <sup>nd</sup> week	Merchandise Planning and Retail Communication
FEB	III <sup>rd</sup> weeks	Security Issues in Retailing
FEB	IV week	store design
<u>MAR</u>	Ist week	Store Layout
MAR	II <sup>nd</sup> week	organisational structure in Retail Institutions
MAR	III <sup>rd</sup> week	Applications of information Technology in Retailing
MAR	IV week	Foreign Direct Investment

<u>APR</u>	Ist week	F D I
APR	End week	Retail store mgt material Handling and Energy mgt.
APR	IIIrd week	Revision
APR	<u>IVth</u> week	Revision

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# LESSON PLAN

SEMESTER - IInd (Even)

CLASS - B. Com - IInd

SESSION - 2023-2024

SUBJECT - P. of marketing.

<u>MONTH</u>	<u>Week</u>	<u>Topic</u>
<u>Feb</u>	<u>Third week</u>	Marketing Concept, Nature, scope & Importance, Environment of marketing.
<u>Feb</u>	<u>IVth week</u>	Evolution of marketing, Consumer Behaviour, Concept, Nature and Importance.
<u>March</u>	<u>Ist week</u>	market segmentation, Target marketing and positioning: - concept Importance, and Basis, Product Concept
<u>March</u>	<u>IInd week</u>	Product concept, Branding, Packaging
<u>March</u>	<u>Third week</u>	Packaging, Labeling. Product life cycle, New product development
<u>March</u>	<u>IVth week</u>	Pricing - concept, classification, Methods, Policies, Promotion mix.
<u>April.</u>	<u>Ist week</u>	Advertising, Personal selling.
<u>April</u>	<u>IInd week</u>	Sales promotion, Distribution
<u>April</u>	<u>Third week</u>	Online marketing, Green marketing
<u>April</u>	<u>IV week</u>	Social marketing

may	Ist week	Social marketing, Direct marketing,
may	IInd week	Relationship marketing,
may	IIIrd week	Revision

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