

Lesson Plan (w.e.f. January 2024 to may 2024)

Name of Assistant Professor:- Babita Pawar

Subject: Commerce

Paper :- Principles of Marketing , B.COM (II SEM)

Month	Topics covered
January- February 2024	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.
March 2024	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. Assinment-1
April 2024	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. Assinment-2
May 2024	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. Revision

B. Pawar
01/03/24

Lesson Plan (w.e.f. January 2024 to may 2024)

Name of Assistant Professor:- Babita Pawar

Subject: Commerce

Paper :- Human Resource Management, B.COM . VI sem

Month	Topics covered
January- February 2024	Human Resource Management, Human Resource Planning
March 2024	Job Analysis, Recruitment and Selection Assinment-1
April 2024	Placement and Induction, Internal Mobility: Promotion, Demotion and Transfer Assinment-2
May 2024	Training, Performance Appraisal and potential Appraisal Revision

Babita Pawar
01/07/24

Lesson Plan (W.e.f. January 2024 to May 2024)

Name of Assistant Professor: - Mrs. Babita Pawar

Subject: - Commerce

Paper: - BUSINESS COMMUNICATION (SEC II)

Month	Topics Covered
Jan-Feb 2024	Meaning, process and functions. Need and importance. Medium: verbal & non-verbal communication. Channels: formal & informal. Levels of communication. Direction of communication: downward, upward, lateral, & diagonal. Effective communication: difficulties/barriers and solutions.
March 2024	Interactive and non-interactive techniques of communication. Listening as a tool of communication, Guidelines for effective listening. Guidelines for clear writing. References, bibliographical research tools. Citing methods, footnotes, discussion footnotes. Use of library and internet for collection, classification and interpretation of data and information.
April 2024	Need and importance of business letters. Office memorandum, office circulars, notices and orders. Technology for communication. Effective IT communication tools. Electronic mail: advantages, safety and smartness in email. E-mail etiquettes.
May 2024	Types of reports. Formal report: components and purpose. Organising information: outlining & numbering sections, section headings, sub-headings, & presentation. Writing reports on field work/visits to industries, business concerns. Summarising annual reports of companies: purpose, structure and principles. Drafting minutes.



Lesson Plan (w.e.f. January 2024 to may 2024)

Name of Assistant Professor:- Babita pawar

Subject: Commerce

Paper :- CORPORATE ACCOUNTING, B.COM Sem-4th

Month	Topics covered
January- February 2024	Valuation of goodwill; valuation of shares: concepts and calculation - simple problem only.
March 2024	Accounts of holding companies: preparation of consolidated balance sheet with one subsidiary company, relevant provisions of Accounting Standard 21 Assinment-1
April 2024	Accounts of banking organizations. Assinment-2
May 2024	Accounts of insurance companies. Liquidation of companies. Revision

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15/03/24

Lesson Plan (w.e.f. January 2024 to may 2024)

Name of Assistant Professor:- Babita pawar

Subject: Commerece

Paper :- RETAIL MANAGEMENT, B.COM (VI) SEM

Month	Topics covered
January- February 2024	Retailing: concept, characteristics and importance; theories of retailing; strategic planning in retailing; planning location of retail institution: trading area analysis, deciding the most desirable type of location, choice of a general location, choosing and evaluating a particular site; material handling
March 2024	Organizational structure in retail institutions; classification of retail institutions; store based and non-store based retail organizations; process of setting up a retail organization. Assinment-1
April 2024	Store management: blueprinting operations, deciding stores layout, energy management, security issues; applications of information technology in retailing. Assinment-2
May 2024	Trends in retailing in India; FDI in retail. Revision

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9/03/24

Lesson Plan (w.e.f. January 2024 to may 2024)

Name of Assistant Professor:- Babita pawar

Subject: Commerce

Paper :- ADVERTISING, B.COM (IV) SEM

Month	Topics covered
January- February 2024	Advertising: meaning, importance & scope, advertising vs. publicity, promotion mix, advertising process. Communication and advertising mix: communication process; advertising functions; types of advertising; e-advertising; economic, legal, ethical and social aspects of advertising; setting advertising objectives, Dagmar approach; Advertising budget.
March 2024	Creative aspects of advertising: advertising appeals, copy writing, headlines, illustrations and message. Assinment-1
April 2024	Advertising media: types of media, merits and demerits; media planning and scheduling. Advertising agency: concept, role & relationship with clients, advertising department. Assinment-2
May 2024	Advertising and consumer behavior. Advertising Effectiveness: concept and benefits; measuring advertising effectiveness: pre, post and concurrent tests Revision

Babita
Pawar
01/08/24