

SUMMARY OF LESSON PLAN OF COMMERCE FACULTY

Semester: Even

Subject: Marketing management

For the month of February to May

Class: M.com 2nd Sem

Name of Assistant Professor: Miss

mamta sharma

S.No.	Month	Topic /Chapter to be covered	Academic activity to be organized	Topic of Assignment / Test to be given to students
1	Feb to 28Feb	<ol style="list-style-type: none"> 1. Introduction of Marketing: Nature, significance and concepts of marketing management 2. Marketing mix, Marketing Environment 	Oral Test	
2	March	<ol style="list-style-type: none"> 1. Consumer Behaviour 2. Market Segmentation 3. Marketing Research and Marketing Information 4. Product Classification 5. Product Mix Strategy 6. Branding 7. Packaging 8. Labeling 9. Product support services 	Group Discussions	For assignment:- 1. Marketing management
3	April	<ol style="list-style-type: none"> 1. New product development process 2. Product life cycle 3. Marketing of services 4. Pricing methods and strategy 5. Distribution channel and physical distribution decisions 6. Selection and management of distribution channel 7. Retailing and wholeselling 8. Promotion Mix strategies: Advertising, personal selling, public relation and sales promotion 	Power Point Presentation	For Test :- 1. Marketing management For Assignment:- 1. Promotion mix
4	May	<ol style="list-style-type: none"> 1. Consumer protection 2. Social marketing and rural marketing 	Oral Test	Revision and Practice

		3. Online marketing and ethical aspects of marketing		
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SUMMARY OF LESSON PLAN OF COMMERCE FACULTY

Semester: Even
Planning

Subject: Corporate Tax

For the month of February to May

Class: M.com Final Year

Miss mamta sharma

Name of Assistant Professor:

S.No.	Month	Topic /Chapter to be covered	Academic activity to be organized	Topic of Assignment / Test to be given to students
1	feb to 28Feb	Unit 1. Introduction: Tax planning, Tax Management, Tax Avoidance, Tax Evasion	Oral Test	Tax planning .
2	March	Unit 1 Corporate Tax in India, Types of companies, residential status of companies and tax incidence, tax liability and minimum alternative tax, tax on distributed profits. Unit 2. Tax planning with reference to setting up a new business, location, and nature of business, Forms of organization, tax planning with reference to capital structure, Dividends bonus shares, Tax planning with reference to sale of scientific research assets.	Written Test	<u>For Test :- 1st unit</u> For assignment:- Tax planning, Tax Management. For assignment: Tax planning, Tax evasion, Tax avoidance
3	April	Unit 3. tax planning with reference to specific management: make or buy, own or lease, repair or replace. tax planning with reference to employee remuneration, receipts of insurance compensation, slump sale. Unit 4. Double taxation Relief, transfer pricing advance ruling, advance pricing agreement	Written test of 2 nd and 3 rd unit Oral test	<u>For Test :-Unit : 2nd Unit : 3rd</u> <u>For Assignment:- managerial decision</u>
4	May	Unit 5. Amalgamation Demerger, Conversion of sole proprietary concern/partnership firm into company Conversion of company into LLP Transfer of assets between holding and subsidiary company	Oral Test and Written Test of 5 th unit.	For test : unit 5 th

SUMMARY OF LESSON PLAN OF COLLEGE FACULTY

Semester: Even

Subject: Corporate Governance, Business
Ethics And Corporate Social Responsibility

For the month of February to May

Class: M.com Final Year

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Name of Assistant Professor: Miss mamta

S.No.	Month	Topic /Chapter to be covered	Academic activity to be organized	Topic of Assignment / Test to be given to students
1	Feb to 28 Feb	Unit 1: Ethics, Business Ethics, Corporate Governance, Failure of governance and its consequences, Ethical Principle in business, Role of Board of Directors, Code of ethics, Ethics Committee, Ethics training, Integrity pact, Organisational Climate and structure and ethics.	Oral Test	
2	March	Unit1: Governance through inner consciousness and sustainability, Organisation addressing ethical dilemmas, Case studies and contemporary developments Unit 2: Needs, Scope of Corporate Governance, Evolution of Corporate Governance Development in India, Development in corporate governance- A Global Prespecting, Elements of Good Corporate Governance, Board Composition, Diversity in Board Room, Types of director, Boards Role and Responsibility, Visionary leadership Unit 3: A) Various board committees, their composition, Role and Responsibilities, Contribution to Board Governance, Audit committee, Shareholder's Grievance Committee, Remuneration committee, Nomination committee, Corporate Governance committee, Corporate Compliance committee, Other committees B) Under listing agreement, SEBI	Presentation Oral test	For assignment: corporate governance basic

		guidelines, Companies Act, Corporate Governance in PSU, Banks, Insurance companies.		
3	April	Unit 4: A) Corporate governance and shareholders rights, Challenges in exercising Shareholder Rights, Corporate governance issues with regard to Related Party Transactions, Role of Investor Association in Securing Shareholder Rights, Role of Institution investors in corporate governance B) Corporate Governance Forum: The Institute of Company Secretary of India, National Foundation for Corporate Governance, Global Corporate Governance Forums, The European Corporate Governance Institute, the Asian Corporate Governance Association, Corporate Secretary International Association. Unit 5: Corporate Social Responsibility: Meaning, Corporate Philanthropy, CSR an Overlapping Concept, Corporate Sustainability Reporting.	Presentation Unit test	For Test : classification of directors For Assignment: director, type of directors, others
4	May	Unit 5: CSR through Triple Bottom Line, CSR and business ethics, CSR and Corporate Governance, Environmental Aspect of CSR, CSR models, Drivers of CSR, Global Reporting Initiative, Major codes on CSR, Initiative in India	Oral Test Revision	