

Department of Commerce

Lesson Plan (2023-24)

Semester: Even

Month	B. Com VI Sem. (Human Resource Management)	B. Com IV Sem. (Corporate Accounts)	B. Com I Sem. (Principles of Marketing)
Feb-24	<p>Human Resource Management: Meaning, History, Nature, Scope, objectives, Functions and importance. HRM vs. HRD and personal management.</p>	<p>Valuation of Goodwill: Meaning and features of goodwill, factors affecting goodwill, Methods of calculating Goodwill: Average profit Method, Super profit Method, capitalization Method through average profit and super profit, Annuity Method, Purchase consideration method</p>	<p>Marketing: An Introduction, Meaning, nature and scope of marketing, functions of marketing, Importance of marketing, Difference between selling and marketing, Marketing Concepts: Introduction, Difference Between Marketing and Marketing concepts, Historical, Different Concepts of Marketing, Marketing Management: Introduction, Objective of Marketing Management, Scope of Marketing Management, Problems of Marketing in India, Qualities of Marketing Managers/Executive</p>
March-24	<p>Human Resource Planning: Meaning, Importance, Objectives, Process, Factors affecting manpower planning, Problems & suggestions for making HR planning effective; Job Analysis: Meaning, Process of job analysis, Methods of collecting job analysis data, Potential problems with job analysis, Job description and job specification; Recruitment and Selection: Meaning, Purpose, Recruitment policy, Factors affecting recruitment, Sources of recruitment, Internal and external methods of recruitment, Meaning of selection, Purpose, Difference between recruitment and selection, Process, barriers to effective selection.</p>	<p>Valuation of Shares: Need of valuation of shares, Methods of valuation of shares: Net Assets Method, Dividend Yield method, Earning Yield method, Average method; Accounts of Holding Company: Meaning Of Holding Company and Subsidiary company, Format of Consolidated balance sheet and explanation of it, Preparation of Balance of wholly owned company and partly owned company, Cost of Control /capital Reserve, Post Acquisition and Post acquisition profit, Adjustment of Unrealized Profit, Inter Company Owings, Debenture in subsidiary company, Dividend Received from Subsidiary company out of Pre-Acquisition profit and post-Acquisition profit and proposed Dividend</p>	<p>Marketing Environment: Meaning, Internal Environment, External Environment: Demographic, social-cultural, political, economic, natural, technological, and legal; Market Segmentation: Concept, Basis or Criteria for Market Segmentation, Methods of Market Segmentation, Products Positioning, Steps in Products Positioning, Factors Effecting successful Products Positioning; Consumer Behavior: Meaning, Types, Significance and Scope; Product: Concepts, Importance and Classification: Meaning, Nature, Characteristics or Essential Features, Product Concept, Levels of Product, Products Classification; Branding, Packaging and Labelling: Meaning of Brand, Brand Classification, Brand Policies and Strategies, Packaging, Classification of Packaging, Functions, Packaging Policies AND Strategies, Packaging Decisions, Labelling, Types of labels, Significance of Labelling.</p>

April-24	<p>Placement & Induction: Meaning of placement, Induction, Objectives, Content and responsibility for induction; Internal Mobility: Meaning and Need of internal mobility, Meaning of transfer, its types, Benefits, Problems, Transfer policy, Meaning of promotion, its purpose, Basis, Policy, Meaning of Demotion, Causes, and its policy; Training: Meaning, Training and education, training and development, objectives, importance, steps in designing training programme, training methods; Performance Appraisal: Meaning, features, merits, demerits, process ,methods of performance appraisal</p>	<p>Liquidation of Company: Meaning and methods of liquidation, Liquidator, final statements of accounts and explanation, Statement of Affairs theory and Performa, Accounts of Banking Company, Accounts of insurance Company</p>	<p>Products life Cycle: Meaning Stages of Products Life Cycle, Different Shapes & Factors Affecting; New Products Development Process: Meaning, Process, Test Marketing, Procedure of Test Marketing; Product Pricing: Meaning, Pricing Objectives, Policies, Methods, New Product Pricing Policies and Strategies. Promotion Mix: Meaning, Need, Methods & Process for Promotional Activities; Advertising, Personal Selling, Sales promotion, Publicity and Public Relations, Distribution Channels: Concept, Types of Distribution Channels, Factors Affecting the Distribution Channels, Policies and Strategies of Distribution; Retailing; Marketing Middlemen: Wholesaling; Direct Marketing; Online Marketing; Customer relationship Marketing; Green Marketing; Recent Trends in Marketing.</p>
May-24	Revision	Revision	Revision

Dr. Upasna

Associate Professor of Commerce