**Lesson Plan**

**Name-**DR. Ashok Verma

**Subject-**Commerce

**Lesson Plan-**18 weeks (January-April 2018)

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| **Weeks** | **Date** | **Class B.com 3rd year(6th sem)**  **Sub: Income Tax** | **Class-B.com 3rd year(6th Sem)**  **Sub:International Marketing** |
| **1** | **1-jan-2018** | **Deductions to be made from Gross Total Income** | **International Marketing-Introduction and Meaning** |
|  | **2-jan-2018** | **Deductions U/S 80C-for individuals** | **Importance of International Marketing** |
|  | **3-jan-2018** | **Deductions U/S 80C-for H.U.F** | **Continued** |
|  | **4-jan-2018** | **Numerical questions** | **Changes in International Marketing** |
|  | **5-jan-2018** | **Dedications U/S,80CCD,80CCE,80CCG,80D** | **International Marketing Mix** |
|  | **6-jan-2018** | **Deduction U/S 80 DD,80DDB,80E** | **Continued** |
|  | **7-jan-2018** | **SUNDAY** | **SUNDAY** |
| **2** | **8-jan-2018** | **Deduction -80G For all Asseses** | **Difference b/w Domestic Marketing And International Marketing** |
|  | **9-jan-2018** | **Continued of 80G** | **Continued above topic** |
|  | **10-jan-2018** | **Numerical Questions** | **Major decision in INT. Mktng.** |
|  | **11-jan-2018** | **Deductions-U/S 80GG to 80GGC** | **Continued above topic** |
|  | **12-jan-2018** | **Deductions-U/S 80 IA TO 80 u** | **Scope of International Marketing** |
|  | **13-jan-2018** | **Revision** | **Revision** |
|  | **14-jan-2018** | **SUNDAY** | **SUNDAY** |
| **3** | **15-jan-2018** | **Assignments** | **INT. marketing ENV-Introduction And Meaning** |
|  | **16-jan-2018** | **Comptutation of total Income of Individual** | **Charactestics of Int. Mark. Envirn.** |
|  | **17-jan-2018** | **Brief Overview of salary head** | **Componenets of Int. Mark. Env.-types and Internal Market env.** |
|  | **18-jan-2018** | **Brief Overview of house Property Overhead** | **External Marketing Enironment** |
|  | **19-jan-2018** | **Brief Overview of bUisness and Profession** | **Continued-External Factors** |
|  | **20-jan-2018** | **Brief Overview of capital Gains Head** | **Continued External Env.** |
|  | **21-jan-2018** | **SUNDAY** | **SUNDAY** |
| **4** | **22-jan-2018** | **Holilday (vasant Panchami)** | **Holdiay(vasant Panchami)** |
|  | **23-jan-2018** | **Numerical Problems** | **International Economic Env.** |
|  | **24-jan-2018** | **Holiday(Sir CHotu Ram Jyanti)** | **Holdiday(Sir Chotu Rram Jyanti)** |
|  | **25-jan-2018** | **Numerical Problems** | **International Organisation-IMF,WTO,UMCTAD** |
|  | **26-jan-2018** | **HOLDIAY(Republic Day)** | **Holdiay(Republic Day)** |
|  | **27-jan-2018** | **Numerical Problems** | **Importance of the study of INt. Marketing Env.** |
|  | **28-jan-2018** | **SUNDAY** | **SUNDAY** |
| **6** | **29-jan-2018** | **Tax Liablility of Individual** | **Presentation** |
|  | **30-jan-2018** | **Taking student problems and doubt** | **Foreign Market Entry Strategies-Intro And Meaning** |
|  | **31-jan-2018** | **Holdiay(Guru Ravidas jyanti)** | **Holdiay(Ravidas Jyanti)** |
|  | **1-feb-2018** | **Introduction and Residential Status of HUF** | **Various Strategies to entry Foreign Market** |
|  | **2-feb-2018** | **Tax Rate and Partition of HUF** | **Continued above topic** |
|  | **3-feb-2018** | **Numerical problems** | **Essential Conditions for Entry into Foreign Market** |
|  | **4-feb-2018** | **SUNDAY** | **SUNDAY** |
| **6** | **5-feb-2018** | **Numercial Problems of HUF** | **Country Evolution And Selection** |
|  | **6-feb-2018** | **Students problem and doubts** | **Continued above topic** |
|  | **7- feb -2018** | **Assignments of firm** | **Assignments** |
|  | **8- feb -2018** | **Computation of firm’s income** | **Meaning of product, classification** |
|  | **9-feb-2018** | **Partners income from the firm** | **Product planning** |
|  | **10-feb-2018** | **Holiday(Maharishi Dayanand Saraswati Jyanti)** | **Holiday**  **(Maharishi Dayand Saraswati Jyanti)** |
|  | **11- feb -2018** | **Sunday** | **SUNDAY** |
| **7** | **12- feb -2018** | **Numerical Question** | **Product development of Foreign Markets** |
|  | **13- feb -2018** | **Holiday(Maha Shivratri)** | **Holdiay(Maha Shivratri)** |
|  | **14- feb -2018** | **Numerical Question** | **States of new Product Development** |
|  | **15- feb -2018** | **Numerical Question** | **Product Adaption Strategy** |
|  | **16- feb -2018** | **Change in constitution of the firm** | **Alternative Adaption Strategies** |
|  | **17- feb -2018** | **Dissolution of the firm** | **Standard Product Strategy** |
|  | **18- feb -2018** | **SUNADY** | **Sunday** |
| **8** | **19- feb -2018** | **Sessional** | **Scope of product Planning** |
|  | **20- feb -2018** | **Powers of CBDT** | **Test Marketing** |
|  | **21- feb -2018** | **Powers of director/chief commissioner** | **Continued-Test Marketing** |
|  | **22- feb -2018** | **Powers of joint commissioner and Deputy Director** | **Continued-Test Marketing** |
|  | **23- feb -2018** | **Rights and Duties of assessing officers** | **Branding-Meaning, features** |
|  | **24-jan-2018** | **Revision** | **Different brand Strategies** |
|  | **25- feb -2018** | **SUNDAY** | **SUNDAY** |
| **9** | **26- feb -2018** | **Filling and return Income-voluntary** | **Branding Decision in Int. Marketing** |
|  | **27- feb -2018** | **Compulsory Return of Income** | **Continued above Topic** |
|  | **28- feb -2018** | **Holiday** | **Holdiay** |
|  | **1- mar -2018** | **Holiday** | **Holiday** |
|  | **2- mar -2018** | **Holi** | **Holi** |
|  | **3- mar -2018** | **Holiday** | **Holiday** |
|  | **4- mar -2018** | **Sunday** | **Sunday** |
| **10** | **5- mar -2018** | **Manners of Furnishing the Return Of income** | **Importance and Problems in International Marketing** |
|  | **6- mar -2018** | **E-Filling of Income Tax Return** | **Sessional** |
|  | **7- mar 2018** | **Filing Belated, revised and belated Return** | **Package Meaning and return** |
|  | **8-mar-2018** | **Permanent Account Number(PAN)** | **Packaging in Int. Marketing** |
|  | **9-mar-2018** | **Self Assessment, regular** | **Types of Packaging** |
|  | **10-mar-2018** | **Best Judgement Assessment, Re-assessment** | **Packaging Decisions** |
|  | **11-mar-2018** | **Sunday** | **Sunday** |
| **11** | **12- mar -2018** | **Rectification of mistakes** | **Labelling And Marking** |
|  | **13- mar -2018** | **Presentation** | **International Pricing-Meaning and introduction** |
|  | **14- mar -2018** | **Introduction of TDS and Tax at source** | **Factors Influencing Price Determination** |
|  | **15- mar -2018** | **TDS on Salary** | **Sources of Information in Price Determination** |
|  | **16- mar -2018** | **TDS on various incomes** | **Various Pricing Policy** |
|  | **17- mar -2018** | **TDS on various Incomes** | **Dumping, Transfer Pricing** |
|  | **18- mar -2018** | **SUNDAY** | **SUNDAY** |
| **12** | **19-mar-2018** | **Discussion of main Provision on TDS** | **Various payment terms in Price Quotations** |
|  | **20- mar -2018** | **Numerical Question** | **Methods of payment in INT. Marketing** |
|  | **21- mar -2018** | **Tax Collection at source** | **Continued above topic** |
|  | **22- mar -2018** | **Advance Payment of Tax** | **Mechanism of Payment in Int. Trade** |
|  | **23- mar -2018** | **Holdiay(SHaeedi Deewas)** | **Holdiay(Shaeedi Deewas)** |
|  | **24- mar -2018** | **Computation, instalments and due dates** | **Promotion of product abroad-various elements In brief** |
|  | **25- mar -2018** | **SUNDAY** | **SUNDAY** |
| **13** | **26- mar -2018** | **Tax Rates and interest rate for advance Payment Tax** | **Trade Fair and Exhibition** |
|  | **27- mar -2018** | **Numerical Problems** | **Direct Mail And Sales Literature** |
|  | **28- mar -2018** | **Numerical Problems** | **International Advertising** |
|  | **29- mar -2018** | **Holdiay(Mahavir Jyanti)** | **Holiday(Mahavir Jyanti)** |
|  | **30- mar -2018** | **Default in paying Advance Tax** | **Importance of Int. Advt.** |
|  | **31- mar -2018** | **Test** | **Steps in Int. Advt. campaign** |
|  | **1- april -2018** | **Sunday** | **Sunday** |
| **14** | **2- april -2018** | **Recovery of tax** | **Advertising Media** |
|  | **3- april -2018** | **Modes of Recovery** | **Personal Selling-Meaning and benefits** |
|  | **4- april -2018** | **Refund of Tax** | **Methods of personal Selling in Int. Marketing** |
|  | **5- april -2018** | **Appeals to Commission(appeals)** | **Difficulties** |
|  | **6- april -2018** | **Appeal Tribunal** | **Selling Process in Int. Marketing** |
|  | **7- april -2018** | **Appeal to HC/SC** | **International Distribution: Meaning and features** |
|  | **8- april -2018** | **Sunday** | **Sunday** |
| **15** | **9- april -2018** | **Revision by the principal Commissioner** | **Components of Physical Dist.** |
|  | **10-april-2018** | **Different Items of Penalties** | **Continued above topic** |
|  | **11- april -2018** | **Different Items of Penalties** | **International logistics Mgt.** |
|  | **12- april -2018** | **Different Items of Penalties** | **Distribution channel** |
|  | **13- april -2018** | **Provisions regarding Various Offences** | **Distribution channels in Int. Marketing** |
|  | **14- april -2018** | **Holiday(Dr. Ambedkar Jayanti)** | **Holdiay(DR. Ambedkar Jyanti)** |
|  | **15- april -2018** | **SUNDAY** | **SUNDAY** |
| **16** | **16- april -2018** | **Provision regarding offences** | **Selection and Appointment of Foreign Sales Agents-Meaning and ned** |
|  | **17- april -2018** | **Assignment and Test** | **Factors Affecting Selection of Foreign Selling** |
|  | **18- april -2018** | **Holdiay(Bhagwan Parshu ram Jyanti)** | **Holdiay(Bhagwan Parshu Ram jayanti)** |
|  | **19- april -2018** | **Assessment of Companies** | **Contents of Foreign Sales Agency Contract** |
|  | **20- april -2018** | **Minimum Alternative Tax** | **Specimen of Foreign Sales Agency Contract** |
|  | **21- april -2018** | **Computation of Tax** | **Assignment and test** |
|  | **22- april -2018** | **SUNDAY** | **SUNDAY** |
| **17** | **23- april -2018** | **REVISON** | **REVISON** |
|  | **24- april -2018** | **REVISON** | **REVISON** |
|  | **25- april -2018** | **REVISON** | **REVISON** |
|  | **26- april -2018** | **REVISON** | **REVISON** |
|  | **27- april -2018** | **REVISON** | **REVISON** |
|  | **28- april -2018** | **REVISON** | **REVISON** |
|  | **29- april -2018** | **REVISON** | **REVISON** |