Academic session 2019-2020

Dr. Sandeep Bansal, Associate Professor

Class: B. Com Final yea 6th semester. Subject: BC 601 Management accounting

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| Months | Topic | Academic Activities |
| January 2020 | Management accounting: concept, scope, techniques and significance, comparison between financial accounting, cost accounting and management accounting. Management reporting: need and type of reports. Management Information System. | CLASS DISCUSSION |
| February 2020 | Budgeting and budgetary control: need, methods and types of budgets, essentials of budgetary control system. Analysis of financial statements: comparative statements, common size statements, ratio analysis: liquidity, solvency, profitability and turnover; trend analysis. Cash flow: need and method of preparing statement. | Class test |
| March 2020 | Funds flow statement: need and method of preparing statement. Absorption V/S variable costing: features and income determination, cost volume profit analysis, break-even analysis, contribution; P/V ratio, break-even point. | Presentation by students |
| April 2020 | Margin of safety, Angle of incidence, determination of cost indifference point. | Revision of syllabi |
|  | Assignment 1st in February 2020  Class test in March 2020  Assignment 2nd in April |  |

Academic session 2019-2020

Dr. Sandeep Bansal, Associate Professor

Class: B. Com Second year 4th semester. Subject: BC: 404 Company Law

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| Months | Topic | Academic Activities |
| January 2020 | Membership in companies; Company management and administration; Directors: legal position, qualification, appointment, removal; Powers, duties & liabilities of directors; managerial remuneration; Key management personnel: managing director, whole time director, manager; | CLASS DISCUSSION |
| February 2020 | Company Secretary: Role, appointment, duties, liabilities, rights and dismissal. Meetings: kinds of meetings, Requisites of a valid meeting: authority, notice & agenda, quorum, chairperson & conduct of meeting, resolutions, minutes & proxy. | Class test |
| March 2020 | Dividend; accounts of companies; audit & auditors; Prevention of oppression & mismanagement; compromise, arrangement, Reconstruction and Amalgamation; | Presentation by students |
| April 2020 | Winding up: meaning, modes of winding up: procedure and consequences of winding up. | Revision of syllabi |
|  | Assignment 1st in February 2020  Class test in March 2020  Assignment 2nd in April |  |

Academic session 2019-2020

Dr. Sandeep Bansal, Associate Professor

Class: B. Com Second year 4th semester. Subject: BC: 406 Advertising.

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| Months | Topic | Academic Activities |
| January 2020 | 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; | CLASS DISCUSSION |
| February 2020 | Setting advertising objectives, Dagmar approach;  Advertising budget.Creative aspects of advertising: advertising appeals, copy writing, headlines, illustrations and message.  Advertising media: types of media, merits and demerits; media planning and scheduling | Class test |
| March 2020 | Advertising agency: concept, role & relationship with clients, advertising department.  Advertising and consumer behavior. | Presentation by students |
| April 2020 | Advertising Effectiveness: concept and benefits; measuring advertising effectiveness: pre, post and concurrent tests. | Revision of syllabi |
|  | Assignment 1st in February 2020  Class test in March 2020  Assignment 2nd in April |  |

Academic session 2019-2020

Dr. Sandeep Bansal, Associate Professor

Class: B. Com First year 2nd semester.

Subject: BC: 206 Fundamental of Marketing.

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| Months | Topic | Academic Activities |
| January 2020 | Introduction: meaning, concepts & principles of marketing; marketing management; marketing mix. Analysis of marketing environment: internal environment, external environment: demographic, socio cultural, political, economic, natural, technological, and legal. | CLASS DISCUSSION |
| February 2020 | Market Segmentation: concept & bases of market segmentation; understanding consumer behavior.Product: meaning, classification, product mix and product line decisions; product life cycle; | Class test |
| March 2020 | New product development process; branding; packaging; labelling. Pricing: pricing objectives; factors influencing pricing; pricing strategies. Promotion: element of promotion mix. | Presentation by students |
| April 2020 | Distribution channel: meaning, types, role and factors affecting choice of distribution channel. | Revision of syllabi |
|  | Assignment 1st in February 2020  Class test in March 2020  Assignment 2nd in April |  |