Academic session 2021-2022

Dr. Sandeep Bansal, Associate Professor

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

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| Months | Topic | Academic Activities |
| April 2022 | 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. Budgeting and budgetary control: need, methods and types of budgets, | Introduction of Syllabus and Course outcomes. Assignment and Discussion on assignment  |
| May 2022 | 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. Funds flow statement: need and method of preparing statement. | Class test. Q/Ans. Sessions promoting students to ask questions.  |
| June 2022 | Absorption V/S variable costing: features and income determination, cost volume profit analysis, break-even analysis, contribution; P/V ratio, break-even point. Margin of safety, Angle of incidence, determination of cost indifference point. | Assignment and Discussion on assignment. Presentation by students & Doubts taken session |
| July 2022 | Revision of syllabus. Doubts will be taken. |  |
|  | Assignment 1st in April 2022Class test in May 2022Assignment 2nd in June 2022 |  |

Academic session 2021-2022

Dr. Sandeep Bansal, Associate Professor

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

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| Months | Topic | Academic Activities |
| April 2022 | 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; | Introduction of Syllabus and Course outcomes. Assignment and Discussion on assignment  |
| May 2022 | 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. Q/Ans. Sessions promoting students to ask questions.  |
| June 2022 | Dividend; accounts of companies; audit & auditors; Prevention of oppression & mismanagement; compromise, arrangement, Reconstruction and Amalgamation; Winding up: meaning, modes of winding up: procedure and consequences of winding up. | Assignment and Discussion on assignment. Presentation by students & Doubts taken session |
| July 2022 | Revision of syllabus. Doubts taken session |  |
|  | Assignment 1st in April 2022Class test in May 2022Assignment 2nd in June 2022 |  |

Academic session 2021-2022

Dr. Sandeep Bansal, Associate Professor

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

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| Months | Topic | Academic Activities |
| April 2022 | 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;  | Introduction of Syllabus and Course outcomes. Assignment and Discussion on assignment  |
| May 2022 | 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. Q/Ans. Sessions promoting students to ask questions.  |
| June 2022 | Advertising agency: concept, role & relationship with clients, advertising department. Advertising and consumer behavior. Advertising Effectiveness: concept and benefits; measuring advertising effectiveness: pre, post and concurrent tests. | Assignment and Discussion on assignment. Presentation by students &. Doubts taken session |
| July 2022 | Revision of syllabus. Doubts taken session |  |
|  | Assignment 1st in April 2022Class test in May 2022Assignment 2nd in June 2022 |  |

Academic session 2021-2022

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 |
| April 2022 | 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. | Introduction of Syllabus and Course outcomes. Assignment and Discussion on assignment  |
| May 2022 | Market Segmentation: concept & bases of market segmentation; understanding consumer behavior. Product: meaning, classification, product mix and product line decisions; product life cycle; New product development process; branding; packaging; labeling. | Class test. Q/Ans. Sessions promoting students to ask questions.  |
| June 2022 | Pricing: pricing objectives; factors influencing pricing; pricing strategies. Promotion: element of promotion mix. Distribution channel: meaning, types, role and factors affecting choice of distribution channel. | Assignment and Discussion on assignment. Presentation by students & Doubts taken session |
| July 2022 | Revision of syllabus. Doubts taken session |  |
|  | Assignment 1st in April 2022Class test in May 2022Assignment 2nd in June 2022 |  |