Academic session 2022-23

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

Dr. Sandeep Bansal, Associate Professor

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| Months | Topic | Academic Activities |
| February 2023 | 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  |
| March 2023 | 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. Q/Ans. Sessions promoting students to ask questions.  |
| April 2023 | 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.  | Assignment and Discussion on assignment. Presentation by students & Doubts taken session |
| May 2023 | Margin of safety, Angle of incidence, determination of cost indifference point.Revision of syllabus. Doubts will be taken. |  |
|  | Assignment 1st in February 2023Class test in March 2023Assignment 2nd in April 2023 |  |

Academic session 2022-2023

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

Dr. Sandeep Bansal, Associate Professor

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| Months | Topic | Academic Activities |
| February 2023 | 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  |
| March 2023 | 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,  | Class test. Q/Ans. Sessions promoting students to ask questions.  |
| April 2023 | Resolutions, minutes & proxy.Dividend; accounts of companies; audit & auditors; Prevention of oppression & mismanagement; compromise, arrangement, Reconstruction and Amalgamation;  | Assignment and Discussion on assignment. Presentation by students & Doubts taken session |
| May 2023 | Winding up: meaning, modes of winding up: procedure and consequences of winding up.Revision of syllabus. Doubts taken session |  |
|  | Assignment 1st in February 2023Class test in March 2023Assignment 2nd in April 2023 |  |

Academic session 2022-2023

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

Dr. Sandeep Bansal, Associate Professor

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| Months | Topic | Academic Activities |
| February 2023 | 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  |
| March 2023 | Setting advertising objectives, Dagmar approach;Advertising budget. Creative aspects of advertising: advertising appeals, copy writing, headlines, illustrations and message. | Class test. Q/Ans. Sessions promoting students to ask questions.  |
| April 2023 | Advertising media: types of media, merits and demerits; media planning and scheduling Advertising agency: concept, role & relationship with clients, advertising department. Advertising and consumer behavior.  | Assignment and Discussion on assignment. Presentation by students &. Doubts taken session |
| May 2023 | Advertising Effectiveness: concept and benefits; measuring advertising effectiveness: pre, post and concurrent tests.Revision of syllabus. Doubts taken session |  |
|  | Assignment 1st in February 2023Class test in March 2023Assignment 2nd in April 2023 |  |

Academic session 2022-2023

Class: B. Com First year 2nd semester.

Subject: BC: 206 Fundamental of Marketing.

Dr. Sandeep Bansal, Associate Professor

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| Months | Topic | Academic Activities |
| February 2023 | 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  |
| March 2023 | Market Segmentation: concept & bases of market segmentation; understanding consumer behavior. Product: meaning, classification, product mix and product line decisions; product life cycle;  | Class test. Q/Ans. Sessions promoting students to ask questions.  |
| April 2023 | New product development process; branding; packaging; labeling.Pricing: pricing objectives; factors influencing pricing; pricing strategies. Promotion: element of promotion mix.  | Assignment and Discussion on assignment. Presentation by students & Doubts taken session |
| May 2023 | Distribution channel: meaning, types, role and factors affecting choice of distribution channel.Revision of syllabus. Doubts taken session |  |
|  | Assignment 1st in February 2023Class test in March 2023Assignment 2nd in April 2023 |  |