Academic session 2018-2019

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 2019 | Management Accounting: nature, significance and scope, rules and techniques of management accounting; difference between cost accounting and management accounting, cost control, cost reduction, cost management. Budgeting and budgetary control: concept of budget and budgetary control objectives, merits, and limitations, budget administration, functional budgets, fixed and flexible budgets, zero base budget, programme and performance budgets | CLASS DISCUSSION |
| February 2019 | Standard costing and variance analysis: concept & significance; advantages, limitations and applications, variance analysis – material, labour | Class test |
| March 2019 | Absorption versus variable costing: distinctive features and income determination; cost-volume-profit analysis: break-even analysis-algebraic and graphic methods; contribution; P/V ratio, break-evenpoint; margin of safety: angle of incidence; determination of cost indifference point | Presentation by students |
| April 2019 | Responsibility accounting: concept, significance, types of responsibility centers, divisional performance measurement – financial measures | Revision of syllabi |
|  | Assignment 1st in February 2019  Class test in March 2019  Assignment 2nd in April |  |

Academic session 2018-2019

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 2019 | Membership in companies; Company management and administration; Directors: legal position, qualification, appointment, removal; Powers, duties & liabilities of directors; managerial remuneration; | CLASS DISCUSSION |
| February 2019 | Key management personnel: managing director, whole time director, manager; Company Secretary: Role, appointment, duties, liabilities, rights and dismissal. Meetings: kinds of meetings, | Class test |
| March 2019 | Requisites of a valid meeting: authority, notice & agenda, quorum, chairperson & conduct of meeting, resolutions, minutes & proxy. Dividend; accounts of companies; audit & auditors; Prevention of oppression & mismanagement; compromise, arrangement, | Presentation by students |
| April 2019 | Reconstruction and Amalgamation; winding up: meaning, modes of winding up: procedure and consequences of winding up. | Revision of syllabi |
|  | Assignment 1st in February 2019  Class test in March 2019  Assignment 2nd in April |  |

Academic session 2018-2019

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 2019 | 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 2019 | 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 2019 | Advertising agency: concept, role & relationship with clients, advertising department.  Advertising and consumer behavior. | Presentation by students |
| April 2019 | Advertising Effectiveness: concept and benefits; measuring advertising effectiveness: pre, post and concurrent tests. | Revision of syllabi |
|  | Assignment 1st in February 2019  Class test in March 2019  Assignment 2nd in April |  |

Academic session 2018-2019

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 2019 | 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 2019 | 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 2019 | New product development process; branding; packaging; labelling.  Pricing: pricing objectives; factors influencing pricing; pricing strategies. Promotion: element of promotion mix. | Presentation by students |
| April 2019 | Distribution channel: meaning, types, role and factors affecting choice of distribution channel. | Revision of syllabi |
|  | Assignment 1st in February 2019  Class test in March 2019  Assignment 2nd in April |  |