

Academic session 2026-2027

Dr. Ashok Verma, Associate Professor of Commerce

B. Com I. Semester Ist BC- 103 Business Management

Month	Topic	Academic Activities
August 2026	Introduction to Management: characteristics and significance, process and functions of management; Management: as science, art and profession; Approaches to management: Classical and neo classical approach, behavioral approach, management science approach, systems approach and contingency approach; Emerging management concepts.	Introduction of Syllabus and Course outcomes. Group Discussion
September 2026	Planning: process and importance; Types of plans: Policy, programme, strategy, vision, mission, goals and objectives; Organizing: Principles and benefits of organizations; Organizational structure: Functional, line and staff, matrix, formal vs. informal; Organizational structure for large scale business organization, virtual organization.	Quiz contest and Q/Ans. Sessions promoting students ask questions & participating in discussion
October, 2026	Staffing: Importance, scope and modes of staffing; Delegation: Advantages, barriers to delegation, guidelines for effective delegation; Decentralization and Centralization: Advantages and disadvantages; Factors influencing decentralization; Directing; Coordination; Controlling: Characteristics and process of control, prerequisites of an effective control system, controlling techniques.	Assignment and test. Discussion on assignment& test
November, 2026	Motivation: Objectives and significance; Approaches to motivation; Leadership: Significance and functions; Leadership styles; Approaches to leadership	Written test and Doubts taken session Presentation by Students and Quiz
December 2026: Revision of Syllabus		
Ist Assignment: First Week of September, 2026-		
Class Test: Ist Week of October, 2026- Income from House Property.		

Ind Assignment: - 2nd Week of November, 2026

Academic session 2026 - 2027

Class: B. Com 1st year Second semester Subject: B23- COM-203 Principals of Marketing

Dr. Ashok Verma, Associate Professor

Months	Topic	Academic Activities
January 2027	Marketing: Concept, nature, scope and importance; Evolution of Marketing; Understanding marketing in new perspectives; Marketing environment: Concept, importance; Micro environmental factors: Suppliers, marketing intermediaries, customers, competitors, public; Macro environmental factors: Demographic, economic, natural, technological, politico-legal and socio- cultural.	Introduction of Syllabus and Course outcomes. Assignment and Discussion on assignment
February 2027	Consumer behaviour: Concept, nature and importance, consumer buying decision process, factors Influencing consumer buying behaviour; Market segmentation: Concept, importance and bases; Target market selection; Positioning: Concept, importance and bases.,	Class test. Q/Ans. Sessions promoting students to ask questions.
March 2027	Product: Concept, importance and classification; Branding, Packaging and Labelling; Product life cycle; New product development; Pricing: Concept, significance, price determination, pricing methods, pricing policies and strategies.	Assignment and Discussion on assignment. Presentation by students & Doubts taken session
April 2027	Promotion: Nature and importance; Advertising, personal selling, sales promotion and publicity/public relations; Factors affecting promotion mix decisions; Distribution: Concept, importance and types of distribution channels; Factors affecting choice of distribution channel; Retailing; Wholesaling. Overview of recent developments in marketing: Social marketing; Online marketing; Direct marketing; Green marketing; Relationship marketing.	
	Assignment 1 st in February 2027 Class test in March 2027 Assignment 2 nd in April 2027	

Academic session 2026-2027**Class: B. Com Final year 3rd Semester.****Subject: BC 504 Income Tax-1**

Dr. Ashok Verma, Associate Professor of Commerce

Month	Topic	Academic Activities
August, 2026	Introduction to income tax: concept, tax, person, income, agricultural income, casual income, tax management: tax evasion, avoidance, and tax planning. Basis of charges: scope of total income, residence and tax liability,	Introduction of Syllabus and Course outcomes. Group Discussion
September 2026	Exempted income – Income which do not part the total, Heads of income: income from salary, Allowances, perquisites. Provident funds, Retirement benefits,	Quiz contest and Q/Ans. Sessions promoting students ask questions & participating in discussion
October, 2026	House property; profit and gains from business and profession in details.	Assignment and test. Discussion on assignment& test
November ,2026	Capital gains and other sources. Clubbing and aggregation of income. Provisions regarding set-off and carry forward of losses. Revision of syllabus	Written test and Doubts taken session Presentation by Students and Quiz
December 2026: Revision of Syllabus		
Ist Assignment: First Week of September, 2026-		
Class Test: Ist Week of October, 2026- Income from House Property.		
IInd Assignment: - 2 nd Week of November, 2026		

Academic session 2026-2027

Class: B. Com 2nd year 4th semester.

Subject: B23-COM-402 Income Tax Law -II

Dr. Ashok Kumar , Associate Professor

Months	Topic	Academic Activities
January 2027	Unit 1: Deductions from Gross Total Income: Deductions (including rebates) applicable to individuals, HoFs and Firms u/s 80C to 80U for computation of total income.	Introduction of Syllabus and Course outcomes. Assignment and Discussion on assignment
February 2027	Computation of total income and tax liability of individuals, HUFs (including alternate tax regime) and total income & tax liability of firms; Authorities in income tax administration.;	Class test. Q/Ans. Sessions promoting students to ask questions.
March 2027	Filing of returns. Types of returns (including online filing of return), deduction of tax at source, Unit advance payment of tax; Recovery and refund of tax...	Assignment and Discussion on assignment. Presentation by students & Doubts taken session
April 2027	Assessments, defaults and consequences: Types of Assessments (including e-Assessment), penalties offences and Prosecutions, Appeals (including Faceless) and Revisions, Tax Planning and saving techniques.	
	Assignment 1 st in February 2027 Class test in March 2027 Assignment 2 nd in April 2027	

Academic session 2026-2027

Dr. Ashok Verma, Associate Professor of Commerce

B. Com III. Semester 5th B23-VOC-126 : Creativity in advertising

Month	Topic	Academic Activities
August 2026	Creativity in advertising: Concept, creativity as a cognitive process; Indicators and elements of creativity in advertising: Concept, features, and importance of creative advertising; Principles, essentials, and strategies for effective creative advertising; Advertising standards; Legal, and ethical aspects of creative advertising; Creative advertising and budgeting.	Introduction of Syllabus and Course outcomes. Group Discussion
September 2026	Research and foundational thinking for designing creative strategic campaigns; Concept of creative teams and their formation, cultural diversity and creative advertising; Creative strategies and alternate creative strategies development; Writing creative briefs; Designing slogans and logos; Creative advertising design process.	Quiz contest and Q/Ans. Sessions promoting students ask questions & participating in discussion
October, 2026	Creative advertising inspiration and sources, story/script writing; Creative message structuring; Message Formats; Message appeal and source; Creative ad-copy development; Designing print ad copy, broadcast ad copy, internet ad copy, and creative web commercials.	Assignment and test. Discussion on assignment& test
November, 2026	New-age media for creative advertising; Media and media mix; Media planning and scheduling for creative advertising; Media buying and media testing; Determinants of media decisions; Measuring effectiveness of creative advertising campaigns	Written test and Doubts taken session Presentation by Students and Quiz
December 2026: Revision of Syllabus		
Ist Assignment: First Week of September, 2026- Creativity in advertising		
Class Test: Ist Week of October, 2026- Creative strategies		
IInd Assignment: - 2 nd Week of November, 2026 - Media planning and scheduling		

Academic session 2026-2027

Dr. Ashok Verma, Associate Professor of Commerce

B. Com III. Semester 5th B23-COM-503 Industrial and Labour Laws

Month	Topic	Academic Activities
August 2026	Labour Law : History, need, purpose, classification of Labour Laws in India, Regulatory framework, fundamental rights and industrial relations, Article 14: Equality before Law, Article 16: Equality of Opportunity in public employment, Article 19(1)(c): Right to association & union, Article 23 & 24: Right against exploitation, equal pay for equal work; Social security provisions; New labour codes: Need, objectives, features, proposals, code on wages 2019, code on social security 2020, industrial relation code 2020.	Introduction of Syllabus and Course outcomes. Group Discussion
September 2026	The Factories Act, 1948: Approval, licensing and registration, health, safety and welfare measures of employees, provisions regarding employment of adults, women and children in factories; The Contract Labour (Regulation and Abolition) Act, 1970; The Industrial Disputes Act, 1947: Definitions, authorities, procedure to settle disputes; Trade Union Act: Provisions, authorities, registration, amalgamation and dissolution.	Quiz contest and Q/Ans. Sessions promoting students ask questions & participating in discussion
October, 2026	The Payment of Wages Act, 1936: Definitions, methods of computing and fixing wages; The Minimum Wages Act, 1948; Payment of Bonus Act, 1965: Definition of accounting year, allocable surplus, available surplus, eligibility and disqualification of bonus, computation of bonus, power of inspectors, penalties and offences.	Assignment and test. Discussion on assignment& test
November, 2026	The Employees' State Insurance Act, 1948; The Employees' Provident Fund Act 1952: Definitions, pension scheme, superannuation, employee pension fund scheme, employee deposit linked insurance scheme, determination and recovery of money due from employer, penalties; The Gratuity Act, 1972: Objectives, coverage, employer's obligations, benefits; Overview of Shram Suvidha portal; ESIC portal; EPFO portal.	Written test and Doubts taken session Presentation by Students and Quiz

December 2026: Revision of Syllabus

Ist Assignment: First Week of September, 2026- The Factories Act, 1948
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Class Test: Ist Week of October, 2026- The Payment of Wages Act, 1936:
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IInd Assignment: - 2 nd Week of November, 2026 : The Gratuity Act, 1972
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Academic session 2026-2027

Class: B. Com Final year 6th semester. Subject: B23- VOC - 327 Managing Sales Force

Dr. Ashok Verma, Associate Professor

Months	Topic	Academic Activities
January 2027	Sales Force Management: Concept, characteristics, objectives, functions and importance; Sales manager: Qualities, types and duties; Sales jobs: Concept and classification, determinants and factors for successful selling, selling as a career, Theories of selling; social, ethical, and legal aspects of selling, Salesmanship and personal selling: Types, duties and role of the sales force, determinants, qualities of successful sales force.	Introduction of Syllabus and Course outcomes. Assignment and Discussion on assignment
February 2027	Sales Force Planning: Concept, sales force forecasting and its methods: Planning the sales force requirement: Characteristics, importance, limitations, and process of sales force planning: Determining size of sales force: Formation of sales teams.	Class test. Q/Ans. Sessions promoting students to ask questions.
March 2027	Sales Force Organization: Setting up sales territories need, objectives, prerequisites, principles, basis and process of establishing sales territories: Routing of sales territory and designing route charts; Sales quotas: Concept, types, administration, purpose, methods, and difficulties in setting sales quota; Sales meetings and contests, Assigning sales territory and sales quota.	Assignment and Discussion on assignment. Presentation by students & Doubts taken session
April 2027	Handling the Sales Force: Recruitment, selection, placement, induction, training, compensation, internal mobility of sales force; Motivating and leading the sales force: Sales force performance appraisal and measuring their effectiveness; Controlling the sales force.	
	Assignment 1 st in February 2027 Class test in March 2027 Assignment 2 nd in April 2027	

Academic session 2026- 2027

Class: B.Com IIIrd 6th sem .Subject: B23-COM – 602 Corporate Governance& Auditing

Dr. Ashok Verma, Associate Professor

Months	Topic	Academic Activities
January 2027	Auditing: Concept, nature, objectives, scope, advantages and disadvantages, Types of audit: Internal audit, external audit, proprietary audit and efficiency audit; Audit process; Audit programme ; Audit and book; Audit evidence and working papers; Pre audit preparation; Audit of e-commerce transactions; Difference between audit & investigation.	Introduction of Syllabus and Course outcomes. Assignment and Discussion on assignment
February 2027	Methods of audit work: Internal checking system, test checking, routine checking, internal control, audit procedure; Vouching: Concept, objectives and importance; Vouching of cash book, purchases book, sales book, bill receivable book and bills payable book.	Class test. Q/Ans. Sessions promoting students to ask questions.
March 2027	Journal proper and debtor: Creditor ledgers, verification of assets and liabilities; Audit of limited companies; Company Audit: Appointment of auditor, powers, duties and liabilities; Divisible profits and dividend; Auditor's report: Cleaned and qualified report; Process of removing objections.	Assignment and Discussion on assignment. Presentation by students &. Doubts taken session
April 2027	Directions of Comptroller and Auditor general of India; Audit reports: Concept, importance, types; Investigation: Concept, nature, procedure and objectives, investigation and due diligence; Professional ethics of auditing; Concept of CAAT (Computer Assisted Audit techniques).	
	Assignment 1 st in February 2027 Class test in March 2027 Assignment 2 nd in April 2027	