**Lesson Plan 2023-24**

**Class: B.com 4th Sem (Hon.) Subject: Adv. And sales Management**

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| **Week/ Month** | **Topic to be covered** |
| Week 1 | Advertising Concept |
| Week 2 | Legal Ethical and social aspects of advertising |
| Week 3 | DAGMAR Approach |
| Week 4 | Advertising Budget |
| Week 5 | Advertising Message design and Development |
| Week 6 | Component of Advertising Copy |
| Week 7 | Media Planning Buying and Scheduling  |
| Week 8 | Measurement of Advertising Effectiveness |
| Week 9 | Sales management: Meaning and Concept |
| Week 10 | Obj., Importance, and Function  |
| Week 11 | Sales force Recruitment  |
| Week 12 | Sales force Selection |
| Week 13 | Sales force Management and compensation  |
| Week 14 | Motivation |
| Week 15 | Sales territory and quotas |
| Week 16 | Sale force Control |
| Week 17 | Revision  |

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**Lesson Plan 2023-24**

**Class: B.com 4th Sem (Pass) Subject: Marketing Management**

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| **Week/ Month** | **Topic to be covered** |
| Week 1 | Marketing Management |
| Week 2 | Marketing Concept |
| Week 3 | Marketing Segmentation |
| Week 4 | Consumer behavior and research process |
| Week 5 | Product Planning and development |
| Week 6 | New Product Development |
| Week 7 | Product Life cycle |
| Week 8 | Product Branding And Trademark |
| Week 9 | Labeling and packaging  |
| Week 10 | Pricing policies and methods |
| Week 11 | Pricing Strategies  |
| Week 12 | Distribution channel |
| Week 13 | Advertising  |
| Week 14 | Sales promotion |
| Week 15 | Personnel selling |
| Week 16 | Public Relation |
| Week 17 | Revision  |

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**Lesson Plan 2023 -24**

**Class: B.com 6th Sem (Pass) Subject: International Marketing**

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| **Week/ Month** | **Topic to be covered** |
| Week 1 | International Marketing : Nature and Concept |
| Week 2 | Domestic Vs International marketing |
| Week 3 | Opportunities and challenges for marketing in international environment |
| Week 4 | Foreign market selection and entry mode |
| Week 5 | International Product Life Cycle |
| Week 6 | Research and Information, Product design and Packaging |
| Week 7 | Pricing: Process and Method |
| Week 8 | International price quotation and payment terms |
| Week 9 | Channel structure and selection decision  |
| Week 10 | Managing channel conflicts |
| Week 11 | Selection and appointment of international sales agents |
| Week 12 | Basic export procedures and documentation |
| Week 13 | Methods of international product promotion |
| Week 14 | Challenges in international marketing |
| Week 15 | Web marketing  |
| Week 16 | Organizing international trade fairs and exhibitions |
| Week 17 | Revision  |

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**Lesson Plan 2023 -24**

**Class: B.com 2nd Sem (Hon.) Subject: Business Law-II**

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| **Week/ Month** | **Topic to be covered** |
| Week 1 | Indian Partnership Act 1932: Nature of partnership firm, Test of partnership |
| Week 2 | Partnership distinguishes from Co-ownership and Joint Hindu Family, Relations of partners to third parties, Duties and rights of Partners  |
| Week 3 | Minor as a Partner, Incoming and outgoing Partners, registration of firms, |
| Week 4 | Dissolution of Firms-Modes, Consequences of Dissolution, Settlements of Accounts |
| Week 5 | The foreign Exchange Management Act: Salient Features of FEMA. |
| Week 6  | The foreign Exchange Management Act: Salient Features of FEMA. |
| Week 7 | The foreign Exchange Management Act: Salient Features of FEMA. |
| Week 8 | The foreign Exchange Management Act: Salient Features of FEMA. |
| Week 9 | Industrial Disputes Act 1947: Causes & Forms of Industrial Disputes |
| Week 10 | Authorities Under the Act – their Powers , duties etc, Adjudication machinery – Power, Dutiesetc. |
| Week 11 | Strikes and Lockout, layoff and Retrenchment |
| Week 12 | The Factories Act 1948: Approval, Licensing & Registration of Firms |
| Week 13 | Notice Regarding Occupier, Inspecting Staff, certifying Surgeons, Health Safety and welfare of Workers. |
| Week 14 | Working Hours of adults, Restrictions on employment of Women |
| Week 15 | Employment of young persons, Annual Leave With Wages |
| Week 16 | Revision |
| Week 17 | Revision  |

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