

**DEPARTMENT OF COMMERCE
SNRL JAIRAM GIRLS COLLEGE
LOHAR MAJRA, KURUKSHETRA**

**Lesson Plans
Session: 2022-23 [Even Semesters]**

Class: B.Com 2nd Sem.

Subject: Fundamentals of Marketing

Subject Code: BC 203

Months	Topics to be Covered
February 2023	Introduction: Meaning, Concepts and Principles of Marketing; Marketing Management; Marketing Mix. Analysis of Marketing Environment: Internal Environment, External Environment: Demographic, Socio-cultural, Political, Economic, Natural, Technological, and Legal. Market Segmentation: Concept and Bases of Market Segmentation; Understanding Consumer Behavior.
March 2023	Product: Meaning, Classification, Product Mix and Product Line Decisions; Product Life Cycle; New Product Development Process; Branding; Packaging; Labelling. Pricing: Pricing Objectives; Factors Influencing Pricing; Pricing Strategies
April 2023	Promotion: Element of Promotion Mix. Distribution Channel: Meaning, Types, Role and Factors affecting Choice of Distribution Channel.
May 2023	<ul style="list-style-type: none">○ Class Tests○ Student Presentations○ Doubt-Clearing Classes○ Group Discussions

**Dr. Karnika Gupta
Assistant Professor**

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**Lesson Plans
Session: 2022-23 [Even Semesters]**

Class: B.Com 4th Sem.

Subject: Business Statistics - II

Subject Code: BC 402

Months	Topics to be Covered
February 2023	Simple Correlation: Concept, Types: Multiple and Partial; Linear and Non-Linear; Scatter Diagram, Methods: Karl Pearson's Co-Efficient of Correlation, Spearman's Rank Correlation, Concurrent Deviation Method; Probable and Standard Errors
March 2023	Regression Analysis: Meaning, Difference between Correlation and Regression, Regression Coefficients, Methods of Calculation of Simple Regression, Standard Error of Estimate. Probability; Concept and Approaches; Addition and Multiplication Laws of Probability
April 2023	Conditional Probability: Bayes' Theorem. Probability Distributions: Concept, Binomial, Poisson and Normal Distributions: Their Properties and Parameters.
May 2023	<ul style="list-style-type: none">○ Class Tests○ Student Presentations○ Doubt-Clearing Classes○ Group Discussions

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**Lesson Plans
Session: 2022-23 [Even Semesters]**

Class: B.Com 4th Sem.
Subject: Advertising
Subject Code: BC 406(i)

Months	Topics to be Covered
February 2023	Advertising: Meaning, Importance and Scope, Advertising vs. Publicity, Promotion Mix, Advertising Process. Communication and Advertising Mix: Communication Process; Advertising Functions; Types of Advertising; E-Advertising; Setting Advertising Objectives, Dagmar Approach; Advertising Budget
March 2023	Creative Aspects of Advertising: Advertising Appeals, Copy Writing, Headlines, Illustrations and Message. Advertising Media: Types of Media, Merits and Demerits; Media Planning and Scheduling. Advertising Agency: Concept, Role and Relationship With Clients, Advertising Department. Advertising and Consumer Behavior.
April 2023	Advertising Effectiveness: Concept and Benefits; Measuring Advertising Effectiveness: Pre, Post, and Concurrent Tests. Economic, Legal, Ethical and Social Aspects of Advertising.
May 2023	<ul style="list-style-type: none">○ Class Tests○ Student Presentations○ Doubt-Clearing Classes○ Group Discussions

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**Lesson Plans
Session: 2022-23 [Even Semesters]**

Class: B.Com 6th Sem.

Subject: Human Resource Management

Subject Code: BC 603

Months	Topics to be Covered
February 2023	Human Resource Management: Meaning, Nature, History and Scope, Objectives, Functions, Importance; HRM vs. HRD and Personal Management. Human Resource Planning: Meaning, Importance, Objectives, Process, Factors affecting Manpower Planning, Problems and Suggestions for Making HR Planning Effective. Job Analysis: Meaning, Process of Job Analysis, Methods of Collecting Job Analysis Data, Potential Problems With Job Analysis; Job Description and Job Specification.
March 2023	Recruitment: Meaning, Purpose, Recruitment Policy, Factors affecting Recruitment; Source of Recruitment, Internal and External Methods of Recruitment. Selection: Meaning, Purpose, Difference Between Recruitment and Selection; Process of Selection; Barriers to Effective Selection. Placement, Induction and Internal Mobility: Placement; Induction/Orientation: Meaning, Objectives, Content and Responsibility for Induction;
April 2023	Internal Mobility: Meaning and Need; Transfer: Purpose, Types; Benefits and Problems, Transfer Policy; Promotion: Purpose, Basis, Promotion Policy; Demotion: Causes, Demotion Policy. Training: Meaning, Training and Education, Training and Development, Objectives, Importance, Steps in Designing Training Programme; Training Methods: On-the-Job and Off-The-Job Methods. Performance Appraisal: Meaning, Features, Merits, Limitations, Process and Methods of Performance Appraisal.
May 2023	<ul style="list-style-type: none"> ○ Class Tests ○ Student Presentations ○ Doubt-Clearing Classes ○ Group Discussions

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