

**Govt. College, Aharwala (Bilaspur) -Yamuna Nagar**  
**Lesson Plan (2021-22) [Even Semester]**

Name of Teacher	ms. AARTI ARORA
Department	COMMERCE
Class & Section	B. Com. (General) & (CAV) SEM VI
Subject and Code	Management Accounting BC 601
Semester Duration (Tentative)	TDC-III: 1st April 2022 - 15th June 2022 (Week 1 to Week 10) TDC-I & II: 1st April 2022 - 15th July 2022 (Week 1 to Week 14)

**Topics - Week Wise**

**Week 1**

Nature & Scope of Management Accounting

**Week 2**

Management Reporting : Need and Types of Reports ,  
Management Information System

**Week 3**

Analysis of Financial Statements :  
Comparative Statements, Common Size Statements

**Week 4**

Ratio Analysis : Liquidity, Solvency, Profitability  
and Turnover, Trend Analysis

**Week 5**

Assignment I  
Cash Flow Statement

**Week 6**

Test

Need and Methods of Funds Flow Statement

**Week 7**

Variable Costing: Cost Volume Profit Analysis  
Group Discussions.

**Week 8**

Assignment - II, Absorption Costing, Marginal  
Costing, Break-Analysis Analysis, BEP, MOS,  
Angle of Incidence

**Week 9**

Budgeting and Budgetary Control:  
Need, methods and Types of Budgets,  
Budgetary Control System, Test

**Week 10**

Revision

**Week 11**

**Week 12**

# Govt. College, Aharwala (Bilaspur) - Yamuna Nagar

## Lesson Plan (2021-22) [Even Semester]

Name of Teacher	MS. AARTI ARORA
Department	COMMERCE
Class & Section	B. Com. (General) & (CAV) SEM IV
Subject and Code	Company - Law - II, BC-404
Semester Duration (Tentative)	TDC-III: 1st April 2022 - 15th June 2022 (Week 1 to Week 10) TDC-I & II: 1st April 2022 - 15th July 2022 (Week 1 to Week 14)

### Topics - Week Wise

#### Week 1

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#### Week 2

Membership in Companies, Test of Membership,  
Difference Between members & Shareholders

#### Week 3

Company Management & Administration:  
Directors; appointment, Removal, Qualifications, Powers, duties,  
Liabilities, Remuneration.

#### Week 4

Key Management Personnel:  
Managing Director, Whole Time Director, Manager

#### Week 5

Assignment I  
Company Secretary: Role, Appointment, Duties, Liabilities,  
Rights and Dismissal

### Week 6

Test, Meaning and Features of Meeting,  
Requisites of a Valid Meeting, Minutes, Proxy

### Week 7

Convening Authority, Notice and Agenda,  
Quorum, Chairperson & Conduct of Meeting, Resolutions.

### Week 8

Dividend: Procedure, Accounts of Companies,  
Test.

### Week 9

Class Level Declaration,  
Audit and Auditors

### Week 10

Prevention & oppression of management;  
Compromise, Arrangement

### Week 11

Assignment II,  
Reconstruction & Amalgamation

### Week 12

Test, Modes of Winding up,  
Procedures & Consequences of Winding up

**Week 13**

Revision

**Week 14**

Revision

**Note:-**

The teaching of topics to the students on the Week s mentioned above may not be exactly followed and may have little variations/fluctuations because of some unforeseen circumstances. For example: various Functions/Activities organized by the College (Musical Meet, Blood Donation, Important Days Celebrations, Co-Curricular/Extra-curricular Activities etc.), Response of Students in the Class, Request of Students for Repetition of some specific Topics, Practical Examinations, Unpredicted Leaves, Restricted Holidays etc.



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**Lesson Plan (2021-22) [Even Semester]**

Name of Teacher	MS. AARTI APORA
Department	Commerce
Class & Section	B.Com. (General) & (AV), SEM II
Subject and Code	Fundamentals of Marketing, BC 203
Semester Duration (Tentative)	TDC-III: 1st April 2022 - 15th June 2022 (Week 1 to Week 10) TDC-I & II: 1st April 2022 - 15th July 2022 (Week 1 to Week 14)
<b>Topics - Week Wise</b>	
<b>Week 1</b>	
Introduction of marketing Functions of marketing Importance of marketing	
<b>Week 2</b>	
Different Concepts of marketing Traditional marketing Vs. Modern Marketing	
<b>Week 3</b>	
Marketing management : Meaning, Importance, functions	
<b>Week 4</b>	
Marketing Mix : Meaning, Components, Importance Marketing Environment : Meaning, Importance, factors	
<b>Week 5</b>	
Market Segmentation : Meaning, factors, Essentials, Importance	

#### Week 6

Consumer Behaviour : meaning, Importance, factors, Limitations  
Product : Concept, Importance and Classification

#### Week 7

Strategies of Product mix,  
Product Identification, Assignment I

#### Week 8

Branding, Packaging, Labelling,  
Group Discussions, Test.

#### Week 9

Concept of Product Life Cycle,  
Declaration at class Level on Marketing Concepts

#### Week 10

New Product Development Process, Test.

#### Week 11

Product Pricing, Various types of Promotion mix,  
Assignment II

#### Week 12

Distribution channels : Types, Factors, Importance

**Week 13**

Revision

**Week 14**

Revision

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## Lesson Plan (2021-22) [Even Semester]

Name of Teacher	MS. AARTI ARORA
Department	Commerce
Class & Section	B.Com. (General) SEM IV
Subject and Code	Advertising BC 406 (I)
Semester Duration (Tentative)	TDC-III: 1st April 2022 - 15th June 2022 (Week 1 to Week 10) TDC-I & II: 1st April 2022 - 15th July 2022 (Week 1 to Week 14)

### Topics - Week Wise

#### Week 1

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#### Week 2

Meaning, Scope & Functions of Advertising

#### Week 3

Promotion mix and Advertising,  
Elements & Factors affecting Promotion mix

#### Week 4

Advertising Process  
Communication Process

#### Week 5

Assignment -I  
Types of Advertising, Economic & Social Aspects of Advertising

**Week 6**

Test, Legal & Ethical Aspects of Advertising,  
Group Discussions

**Week 7**

Advertising Objectives  
DAGMAR Approach

**Week 8**

Advertising Budget, Types & Critical Analysis,  
Importance, Limitations

**Week 9**

Creative Aspects of Advertising: Copy-Writing,  
Message, Ad-appeals, Headlines, Illustrations,  
Test.

**Week 10**

Class Level Declamation on various Types of  
Advertising media, media Planning & Scheduling

**Week 11**

Advertising Agency & its Role,  
Client Agency Relationship & Advertising Department,  
Assignment - II

**Week 12**

Client Agency Relationship & Advertising Department,  
Measuring Advertising Effectiveness

**Week 13**

Group Discussions on the Topic of  
"Advertising & Consumer Behaviour"

**Week 14**

Revision

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