

Lesson Plan for academic session 2020-21

Name of College: G.C. Israna (Pnp)

Subject Fundamentals of Marketing

Semester: B. Com 2nd Sem/April to July 2021

Month	Topics/ Chapters to covered
April 2021	<ul style="list-style-type: none">• Introduction to Marketing• Functions and Principles of Marketing• The Marketing Concept• Traditional Vs. Modern Marketing Concept• Factors affecting and Importance of Marketing Concept
May 2021	<ul style="list-style-type: none">• Introduction to Marketing Management• Marketing Mix: Product, Place, Price, Promotion• Marketing Environment: Internal and External• Marketing Segmentation: Concept and Basics• Consumer Behaviour: Meaning and Concept• Product related concepts, product mix decisions• 1st Assignment
June 2021	<ul style="list-style-type: none">• New product development process• Branding, Packaging and Labelling• Pricing: Objectives, Factors, Strategies• Promotion: Meaning and Elements• 2nd Assignment and Test
July 2021	<ul style="list-style-type: none">• Distribution channel: Meaning and Types• Choice of Distribution Channel• Revision of Syllabus.



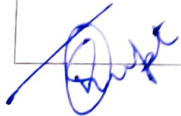
Lesson Plan for academic session 2020-21

Name of College: **G.C. Israna (Pnp)**

Subject: **Corporate Accounting-II**

Semester : **B. Com 4th Sem/April to July2021**

Month	Topics/ Chapters to covered
April 2021	<ul style="list-style-type: none">• Teller System of Banking Accounts• Book Keeping System of Banks• Income Statement: Concept and Schedules• Practice of Income Statement
May2021	<ul style="list-style-type: none">• Balance Sheet of Banks Concept and Schedules• Practice of Balance Sheet• Meaning and Methods of Liquidation• Liquidator's Final Statement of Account• List of Contributors and Statement of Affairs• Holding Company: Meaning and Concept• 1st Assignment
June 2021	<ul style="list-style-type: none">• Consolidated Balance Sheet: Concept and Preparation• Practice of Consolidated Balance Sheet• Goodwill: Meaning, features, need of valuation• Factors affecting the valuation of goodwill• Methods of valuation of goodwill• Valuation of Shares: Meaning, Purpose, Factors• Methods of valuation of shares.• 2nd Assignment and Test
July 2021	<ul style="list-style-type: none">• Insurance: Meaning and Types• Financial Statements of Life Insurance Business: Meaning and Practice• Financial Statements of General Insurance Business: Meaning and Practice• Revision of Syllabus



Lesson Plan for academic session 2020-21

Name of College: **G.C. Israna (Pnp)**

Subject: **Company Law-II**

Semester : **B. Com 4th Sem/April to July2021**

Month	Topics/ Chapters to covered
April 2021	<ul style="list-style-type: none">• Members: Meaning and Conditions• Conditions to become a member• Rights/Duties/Responsibilities of Members• Method of acquiring membership in company• Termination of Membership in company• Register of Members
May2021	<ul style="list-style-type: none">• Company Management personnel: managing director, whole time director, manager• Directors: legal position, qualification, appointment, removal• Powers, duties & liabilities of directors• Managerial remuneration of directors• Company Secretary: Role, appointment, and dismissal• Rights, duties, and liabilities of Company Secretary• Methods of Winding up of Company• Types of Contributors• Consequences of Winding up• 1st Assignment
June 2021	<ul style="list-style-type: none">• Types of Company Meetings• Company Resolutions: Concepts and types• Requisites of a valid meeting: authority, notice, agenda, quorum and chairperson• Conduct of meeting, resolutions, minutes and proxy• Legal provisions related to divisible Profits• Dividend: Concept, Procedure, Legal Provisions• Accounts, audit and auditors of companies• 2nd Assignment and Test
July 2021	<ul style="list-style-type: none">• Prevention of oppression: Conditions and Procedure• Mismanagement: Meaning and Prevention• Reconstruction and amalgamation: Concept and Legal Provisions• Revision of Syllabus

Lesson Plan for academic session 2020-21

Name of College: **G.C. Israna (Pnp)**

Subject: **Human Resource Management**

Semester : **B. Com 6th Sem/April to July 2021**

Month	Topics/ Chapters to covered
April 2021	<ul style="list-style-type: none">• Human Resource Management: brief history, scope, objectives, functions, nature, importance, limitations of HRM• HRM, HRD and personnel management• HR Planning: definition, need, objectives, process, factors affecting manpower planning, types of HR planning, problems and suggestions, succession planning• Job Analysis: meaning, process, methods of collecting job data, potential problems with job analysis; Job description, Job Specification
May 2021	<ul style="list-style-type: none">• Recruitment: meaning, definitions, need, purpose, importance, process recruitment policy source of recruitment, internal and external methods of recruitment.• Selection: meaning, procedure, process of selection; difference in recruitment and selection, barriers to effective selection..• Placement: meaning, objectives, content and responsibility for induction;• Internal Mobility: need, future;• Transfer: purpose, type, benefits and problems, transfer policy;• Promotion: purpose, basis, promotion policy; Demotion: causes, demotion policy; Separations• 1st Assignment
June 2021	<ul style="list-style-type: none">• Training: meaning, training and education, training and development, objectives, importance, steps in training, designing a training program• Training methods: on the job and off the job, coaching, apprenticeship, vestibule training, internship and computer based training; Evaluation of training program• 2nd Assignment and Test
July 2021	<ul style="list-style-type: none">• Performance Appraisal: meaning, features, merits, limitations, process and methods of performance appraisal, suggestions, potential appraisal• Revision of syllabus.

Summary of Lesson Plan for academic session 2020-21

Name of College: **G.C. Israna (Pnp)**

Semester : **B. Com 6th Sem/April to July 2021**

Subject: **Fundamentals of Insurance**

Month	Topics/ Chapters to covered
April 2021	<ul style="list-style-type: none">• Insurance Concepts: Meaning of Insurance• History of life and general insurance• Objectives/Purpose of Insurance• Principles of insurance• Need and Importance of insurance
May 2021	<ul style="list-style-type: none">• Life insurance: Meaning and Concept• Principles/practice/Parties of life insurance• Insurance Policy: structure, terms and contents• Present structure & growth of life insurance in India• Insurance intermediaries – Meaning and Concept• Role of agents in insurance business• Procedure for becoming an agent• Revocation/suspension/termination of agent appointment• Code of conduct and unfair practices• 1st Assignment
June 2021	<ul style="list-style-type: none">• Fire insurance: Meaning and Concept• Fire insurance policy and conditions• Procedure of claims settlement• Marine insurance: Meaning and Concept• Marine insurance policy and conditions• Procedure of claims settlement• 2nd Assignment and Test
July 2021	<ul style="list-style-type: none">• Accident and motor insurance: Meaning and Concept• Accident and motor insurance policy and conditions• Procedure of claims settlement• Revision of syllabus

