

Lesson Plan for academic session 2024-25

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

Subject: Fundamentals of Marketing

Course code: B23-COM-203

Semester: B. Com 2nd Sem

Month	Topics/ Chapters to covered
February 2025	<ul style="list-style-type: none">• Marketing: Concept, nature, scope and importance• Evolution of Marketing; Understanding marketing in new perspectives• Marketing environment: Concept, importance;• Micro environmental factors• Macro environmental factors• <i>Assignment, Group Discussion, and MCQ Test</i>
March 2025	<ul style="list-style-type: none">• Discussions on Macro environmental factors• Consumer Behaviour: Concept, nature and importance• Consumer buying decision process• Factors Influencing consumer buying behaviour• Marketing Segmentation: Concept, importance and bases;• Target market selection• <i>Presentations, Case study, and class Test</i>
April 2025	<ul style="list-style-type: none">• Positioning: Concept, importance and bases.• 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.• <i>Seminar and Mid Term Test</i>
May 2025	<ul style="list-style-type: none">• Promotion: Nature, importance, types, factor 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.• <i>Audio-video lectures, Group discussion and Quiz</i>• <i>Revision of Syllabus</i>

➤ Seminar/Presentation/Assignment/Quiz/Class Test /Mid-Term Exam will be taken as per schedule.

Lesson Plan for academic session 2024-25

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

Subject: **Entrepreneurship Development**

Course Code: **B23-COM-403**

Semester: **B. Com 4th Sem**

Month	Topics/ Chapters to covered
February 2025	<ul style="list-style-type: none">• Entrepreneurship: Concept, importance, factors influencing entrepreneurship• Entrepreneur: Concept, characteristics, qualities, functions, classification, Motivations; Relationship between entrepreneurship and management• Role of Entrepreneurship in economic development• Process of entrepreneurship development• <i>Assignment, Group Discussion, and MCQ Test</i>
March 2025	<ul style="list-style-type: none">• Entrepreneurship Development and MSMEs: Concept, registration process, benefits of registration; MSMEs-As a nascence of Entrepreneurship• Start up and Skill India: Concept, steps and need; Role of modern technology in developing MSME; Role of MSMEs in the economic development.• <i>Presentations, Case study, and class Test</i>
April 2025	<ul style="list-style-type: none">• Identifying business opportunity: Concept and steps; Sources of ideas and information; Developing creativity and innovation• Contents of business project report• Project Appraisal: Feasibility study; Selection of factory location; Demand analysis and market potential measurement;• Capital and project costing; Working capital requirements; Source of finance; Profit and tax planning.• <i>Seminar and Mid Term Test</i>
May 2025	<ul style="list-style-type: none">• Institutions supporting entrepreneurs: Government support and incentives• Central Govt. supporting institutions: SSIB, NABARD, SIDO, NSIC, SIDBI, NBMSME, KVIC, NISIET• State Govt. supporting institutions: SFCS, SSIDC, TCO• Non-Govt. supporting institutions and their role.• Revision of Syllabus• <i>Audio-video lectures, Group discussion and Quiz</i>• <i>Revision of Syllabus</i>

➤ Seminar/Presentation/Assignment/Quiz/Class Test /Mid-Term Exam will be taken as per schedule.

Lesson Plan for academic session 2024-25

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

Subject: **Entrepreneurship Development**

Course Code: **B23-COM-403**

Semester: **B. Com 4th Sem**

Month	Topics/ Chapters to covered
February 2025	<ul style="list-style-type: none">• Entrepreneurship: Concept, importance, factors influencing entrepreneurship• Entrepreneur: Concept, characteristics, qualities, functions, classification, Motivations; Relationship between entrepreneurship and management• Role of Entrepreneurship in economic development• Process of entrepreneurship development• <i>Assignment, Group Discussion, and MCQ Test</i>
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