

Name Of Associate Professor: Sarla Sethi

Class: B.Com first(II Semester)

Subject: Fundamentals of Marketing

Week 1

Day	Date	Topic
1	01/01/18	Marketing-Meaning,Features,Nature and Scope.
2	02/01/18	Nature of Marketing and Various Approaches.
3	03/01/18	Managerial activities of Marketing
4	04/01/18	Functional activities of Marketing
5	05/01/18	Importance of Marketing
6	06/01/18	Role of Marketing in Economic Development.

Week 2

1	08/01/18	Major Problems of Marketing in India and objectives of Marketing.
2	09/01/18	Class Test.
3	10/01/18	Diff. Between Marketing and Marketing Concept.
4	11/01/18	Development of Marketing Concepts.
5	12/01/18	Fundamental Pillars of New Marketing Concept and its significance.
6	13/01/18	Diff Between Old and New Concept ,Factors.

Week 3

1	15/01/18	Class Test.
2	16/01/18	Marketing Environment-Meaning,Nature ,Controllable factors.
3	17/01/18	Uncontrollable Factors.
4	18/01/18	Macro Marketing Environment
5	19/01/18	Assignment given to students.
6	20/01/18	Marketing Mix-Meaning,Historical development,Nature.

Week 4

1	22/01/18	Vasant Panchami
2	23/01/18	Elements of Marketing Mix.
3	24/01/18	Sir Chhotu Ram Jayanti
4	25/01/18	Factors Affecting Marketing Mix,Importance.
5	26/01/18	Republic Day
6	27/01/18	Market Segmentation-Meaning,Objective,Reasons for Development.

Week 5

1	29/01/18	Approaches,Geographic & Demographic segmentation.
2	30/01/18	Psychographic,Marketing Basis,Consumer Behaviour and Industrial Market approach.
3	31/01/18	Guru Ravi Das Birthday
4	01/02/18	Market Segmentation Strategies.
5	02/02/18	Importance of Market Segmentation .
6	03/02/18	Consumer Behaviour-Meaning,Types,Importance.

Week 6

1	05/02/18	Determinants-Economical & Sociological.
2	06/02/18	Other Determinants.
3	07/02/18	Behaviour of Indian Consumers.
4	08/02/18	Class Test.
5	09/02/18	Product-Meaning,Importance and Characteristics.
6	10/02/18	Maharishi Dayanand Saraswati Jayanti

Week 7

1	12/02/18	Levels of Product and Its Classification.
2	13/02/18	Maha Shivratri
3	14/02/18	Industrial Products.
4	15/02/18	Modern Product Classification
5	16/02/18	Product Life Cycle.
6	17/02/18	Marketing Strategies-Factors,Importance and Limitation.

Week 8

1	19/02/18	New Product Development
2	20/02/18	Test Marketing.
3	21/02/18	Branding,Packaging and Labelling.
4	22/02/18	Brand Classification.
5	23/02/18	Brand Policies,Brand Testing.
6	24/02/18	Packaging-Meaning ,Objectives,Advantages.

Week 9		
1	26/02/18	Classification and Function Of Packaging
2	27/02/18	Packaging Policies.
3	28/02/18	HOLIDAY
4	01/03/18	HOLIDAY
5	02/03/18	Holi
6	03/03/18	HOLIDAY
Week 10		
1	05/03/18	Class Test.
2	06/03/18	Labelling-Meaning,Type,Significance.
3	07/03/18	Pricing-Meaning,Importance and Objectives.
4	08/03/18	Pricing Policies
5	09/03/18	Factor Affecting Pricing Decision.
6	10/03/18	New Product Pricing Policies and Strategies.
Week 11		
1	12/03/18	Procedure of Price Determination.
2	13/03/18	do
3	14/03/18	Promotion-Meaning,Need,Features,Objectives and Importance.
4	15/03/18	Promotion Mix-Meaning,Elements,Factor,Process.
5	16/03/18	Personal Selling-Meaning,Features,Functions.
6	17/03/18	Personal Selling -Process, Importance and Limitations
Week 12		
1	19/03/18	Assignment given to students.
2	20/03/18	Advertising-Meaning,Characteristics,Objectives
3	21/03/18	Disadvantages,Principle of Effective Advertising.
4	22/03/18	Advertising Media-Meaning,Types
5	23/03/18	Shaheedi Diwas
6	24/03/18	Advertising Media-Meaning,Types
Week 13		
1	26/03/18	Class Test.
2	27/03/18	Advertising Effectiveness-Meaning ,Objectives.
3	28/03/18	Concurrent Testing,Post Testing Method.
4	29/03/18	Mahaveer Jayanti
5	30/03/18	Sales Promotion-Meaning,Characteristics,Objectives,Importance.
6	31/03/18	Tools,Limitation of Sales Promotion.
Week 14		
1	02/04/18	Publicity and Public Relation
2	03/04/18	Class Test.
3	04/04/18	Distribution Channel-Meaning,Role ,Feature and Functions
4	05/04/18	Types of Distribution Channels.
5	06/04/18	Factors Affecting Channel Choice,Strategies.
6	07/04/18	do
Week 15		
1	09/04/18	Revision Test of Chapter 1
2	10/04/18	Revision Test of Chapter 2
3	11/04/18	Revision Test of Chapter 3
4	12/04/18	Revision Test of Chapter 4
5	13/04/18	Revision Test of Chapter 5
6	14/04/18	Dr. Ambedker Jayanti, Baisakhi
Week 16		
1	16/04/18	Revision Test of Chapter 6
2	17/04/18	Revision Test of Chapter 7
3	18/04/18	Parshuram Jayanti
4	19/04/18	Revision Test of Chapter 8
5	20/04/18	Revision Test of Chapter 9
6	21/04/18	Revision Test of Chapter 10
Week 17		
1	23/04/18	Revision Test of Chapter 11
2	24/04/18	Revision Test of Chapter 12
3	25/04/18	Revision Test of Chapter 13
4	26/04/18	Revision Test of Chapter 14
5	27/04/18	Revision Test of Chapter 15
6	28/04/18	Overall Review of Syllabus.

Name Of Associate Professor: Sarla Sethi

Class: B.Com Second Year (IV Semester)

Subject: Business Laws.

Week 1

Day	Date	Topic
1	01/01/18	Partnership Act 1932-Meaning,Features and Touchstone
2	02/01/18	Kinds and Characterstic of Partnership.
3	03/01/18	Mutual Relations of Partners,Rights ,Duties and Liabilities.
4	04/01/18	Queries of Students.
5	05/01/18	Assignment Given To Students.
6	06/01/18	Implied Authority of Partners.

Week 2

1	08/01/18	Class Test
2	09/01/18	Type of Partners.
3	10/01/18	Minor as a Partners
4	11/01/18	Admission and Retirement of Partners
5	12/01/18	Queries of Students.
6	13/01/18	Class Test

Week 3

1	15/01/18	Dissolution of Partnership.
2	16/01/18	Settlement of Affairs on Dissolution of Firm-Rights,Liabilities on and after Dissolution.
3	17/01/18	Queries of Students.
4	18/01/18	Class Test
5	19/01/18	Registration of Partnership Firm.
6	20/01/18	Partnership Deed

Week 4

1	22/01/18	Vasant Panchami
2	23/01/18	Class Test
3	24/01/18	Sir Chhotu Ram Jayanti
4	25/01/18	Foreign Exchange Mgt Act(FEMA 1999)
5	26/01/18	Republic Day
6	27/01/18	Regulation and Mgt of Foreign Exchange.

Week 5

1	29/01/18	Authorised Persons,Reserve Bank Power
2	30/01/18	Queries of Students.
3	31/01/18	Guru Ravi Das Birthday
4	01/02/18	Class Test
5	02/02/18	Contravention and Penalties.
6	03/02/18	Adjudication and Appeal.

Week 6

1	05/02/18	Adjudication and Appeal.
2	06/02/18	Queries of Students.
3	07/02/18	Class Test
4	08/02/18	Directorate of Enforcement
5	09/02/18	Miscellaneous Provisions
6	10/02/18	Maharishi Dayanand Saraswati Jayanti

Week 7

1	12/02/18	Queries of Students.
2	13/02/18	Maha Shivratri
3	14/02/18	Class Test
4	15/02/18	Information Technology Act 2000
5	16/02/18	Important Definition ,Digital and Electronic Signature.
6	17/02/18	Queries of Students.

Week 8

1	19/02/18	Class Test
2	20/02/18	Electronic Goverance ,Audit of Documents .
3	21/02/18	Validity of Contracts, Attribution, Acknowledgement, Time and place of Dispatch.
4	22/02/18	Regulation of Certifying Authorities.
5	23/02/18	Queries of Students.
6	24/02/18	Class Test

Week 9		
1	26/02/18	Access to Computer and Data, Certifying Authority, Licence, Disclosure, Electronic Signature Certificate.
2	27/02/18	Representation upon Issuance of Digital Signature
3	28/02/18	HOLIDAY
4	01/03/18	HOLIDAY
5	02/03/18	Holi
6	03/03/18	HOLIDAY
Week 10		
1	05/03/18	Queries of Students.
2	06/03/18	Class Test
3	07/03/18	Penalties, Compensation and Adjudication, Compensation for failure to protect Data.
4	08/03/18	The Cyber Appellate Tribunal-Composition Qualification, Term of office Resignation, Removal etc.
5	09/03/18	Appeal to cyber Appellate Tribunal.
6	10/03/18	High Court, Offences, Punishment for Offences
Week 11		
1	12/03/18	Punishment for violation of privacy.
2	13/03/18	Queries of Students.
3	14/03/18	Class Test
4	15/03/18	Preservation and retention of information by intermediaries, Powers of Controller.
5	16/03/18	Protected system, National Nodal Agency Penalty.
6	17/03/18	Assignment Given To Students.
Week 12		
1	19/03/18	The Competition Act 2002
2	20/03/18	Important Definition ,Objectives, Features of Act.
3	21/03/18	Important Provisions of the Act.
4	22/03/18	Regulation of Combination, Composition of commission.
5	23/03/18	Shaheedi Diwas
6	24/03/18	Queries of Students.
Week 13		
1	26/03/18	Appointment of Director General, Duties Power and Functions.
2	27/03/18	Inquiry into combination by commission.
3	28/03/18	Orders by commission after inquiry, procedure for investigation of combination.
4	29/03/18	Mahaveer Jayanti
5	30/03/18	Queries of Students.
6	31/03/18	Class Test
Week 14		
1	02/04/18	Orders of commission on certain combinations
2	03/04/18	Duties of Director General, Penalties, Powers, Competition Advocacy
3	04/04/18	Competition Appellate Tribunal
4	05/04/18	Procedure and powers of Appellate Tribunal
5	06/04/18	Queries of Students.
6	07/04/18	Class Test
Week 15		
1	09/04/18	Presentation on a given topic (Group I)
2	10/04/18	Presentation on a given topic (Group II)
3	11/04/18	Presentation on a given topic (Group III)
4	12/04/18	Revision Test of Chapter I(half chapter)
5	13/04/18	Revision Test of Chapter I(Other half)
6	14/04/18	Dr. Ambedker Jayanti, Baisakhi
Week 16		
1	16/04/18	Revision Test of Chapter I(half chapter)
2	17/04/18	Discussion on Chapter II
3	18/04/18	Parshuram Jayanti
4	19/04/18	Revision Test of Chapter II(Other half)
5	20/04/18	Revision Test of Chapter III(half)
6	21/04/18	Revision Test of Chapter III(Other half)
Week 17		
1	23/04/18	Discussion on chapter IV(half)
2	24/04/18	Revision Test of Chapter IV(half)
3	25/04/18	Discussion on chapter IV(other half)
4	26/04/18	Revision Test of Chapter IV(other half)
5	27/04/18	Solve Problems of Students.
6	28/04/18	Overall Review of Full Syllabus.

Name Of Associate Professor: Sarla Sethi

Class: B.Com Second Year (IV Semester)

Subject: Corporate Accounting

Week 1

Day	Date	Topic
1	01/01/18	Goodwill-Meaning, Charactersitics,Need, Factors Affecting.
2	02/01/18	Methods of Valuation of Goodwill-Average Profit Method
3	03/01/18	Methods of Valuation of Goodwill-Super Profit Method
4	04/01/18	Capitalisation Method
5	05/01/18	Average Profits Methods and Super Profits Methods of Capitalisation
6	06/01/18	Purchase consideration Method and Annuity Method

Week 2

1	08/01/18	Solve Problems of Chapter-I Valuation of Goodwill
2	09/01/18	Valuation of Shares
3	10/01/18	Method of Valuation of Shares
4	11/01/18	Net Assests Method
5	12/01/18	Dividend Yield Method
6	13/01/18	Earning Capacity method

Week 3

1	15/01/18	Earning Capacity method, Average Method
2	16/01/18	Solve Problems of Chapter-II Valuation of Shares
3	17/01/18	Assignment Given to students
4	18/01/18	Liquidation fo Company
5	19/01/18	Preparation of Liquidator's Final Statement of Account
6	20/01/18	Liquidator's Final Statement of Account-Practical questions

Week 4

1	22/01/18	Vasant Panchami
2	23/01/18	Liquidator's Final Statement of Account-Practical questions
3	24/01/18	Sir Chhotu Ram Jayanti
4	25/01/18	Liquidation of company-Receiver for Debenture holders, List of Contributories.
5	26/01/18	Republic Day
6	27/01/18	Liquidation of company-Statement of Affairs, Deficiency

Week 5

1	29/01/18	Statement of Affairs, Deficiency or Surplus a/c-Practical Questions.
2	30/01/18	Solve Problems of Chapter III
3	31/01/18	Guru Ravi Das Birthday
4	01/02/18	Accounts of Banking Companies
5	02/02/18	Final Accounts of Banking Companies
6	03/02/18	Numerical Questions of Profit and Loss Account.

Week 6

1	05/02/18	Bad Debts & Provision for Bad & Doubtful Debts.
2	06/02/18	Format of Balance Sheet
3	07/02/18	Practical question of Balance Sheet
4	08/02/18	Practical question of Final Accounts of Banking Companies
5	09/02/18	Solve Problems of Chapter IV
6	10/02/18	Maharishi Dayanand Saraswati Jayanti

Week 7

1	12/02/18	Class Test
2	13/02/18	Maha Shivratri
3	14/02/18	Accounts of Insurance Companies.
4	15/02/18	Preparation of Financial Statement .
5	16/02/18	Schedule of Revenue account.
6	17/02/18	Schedule of Balance Sheet.

Week 8

1	19/02/18	Determination of Profit of Life Insurance Business.
2	20/02/18	Practical Questions of Life Insurance co.
3	21/02/18	do
4	22/02/18	Preparation of Financial Statement of General Insurance Business-Format of Revenue account,P&I A/C. and B/S
5	23/02/18	Explanation of Various Schedule of Financial Statements.
6	24/02/18	Explanation of Various reserves maintained in General Insurance Business.

Week 9		
1	26/02/18	Practical Question of Insurance Companies Final accounts.
2	27/02/18	do
3	28/02/18	HOLIDAY
4	01/03/18	HOLIDAY
5	02/03/18	Holi
6	03/03/18	HOLIDAY
Week 10		
1	05/03/18	Adjustment Entries while preparing financial Statements Of Insurance Companies.
2	06/03/18	Practical Question regarding adjustment Entries.
3	07/03/18	do
4	08/03/18	do
5	09/03/18	Solve Problems of Chapter V.
6	10/03/18	Assignment Given to students
Week 11		
1	12/03/18	Accounts of Holding Companies.
2	13/03/18	Consolidated Balance Sheet
3	14/03/18	Cost of Control/Capital Reserve.
4	15/03/18	Practical Question of Consolidated B/S
5	16/03/18	do
6	17/03/18	Pre-acquisition and Post acquisition profits/reserves-Practical questions.
Week 12		
1	19/03/18	Shares of subsidiary acquired during the course of the year -Practical Question
2	20/03/18	do
3	21/03/18	do
4	22/03/18	Debentures In Subsidiary Company.
5	23/03/18	Shaheedi Diwas
6	24/03/18	Dividend received from Subsidiary Company out of pre acquisition profit ,Post acquisition Profit
Week 13		
1	26/03/18	Proposed Dividend in the B/S with Practical Questions.
2	27/03/18	Proposed Dividend not shown in the B/S with Practical Questions.
3	28/03/18	Revaluation of assets with practical question.
4	29/03/18	Mahaveer Jayanti
5	30/03/18	Issue of Bonus shares by Subsidiary Co. from Pre acquisition Profits.
6	31/03/18	Issue of Bonus shares by Subsidiary Co. from Post acquisition Profits.
Week 14		
1	02/04/18	Solve Problems of Chapter VI
2	03/04/18	To Discuss Theory of Chapter I
3	04/04/18	Revision Test of Theory of Valuation of Goodwill.
4	05/04/18	To Discuss Problem of Students .
5	06/04/18	Revision Test of Practical Part of Chapter I
6	07/04/18	To Discuss Theory of Chapter II
Week 15		
1	09/04/18	Revision of Theory Part of Chapter II
2	10/04/18	To Discuss Theory of Chapter II
3	11/04/18	Revision Test of Practical Part of Chapter II
4	12/04/18	Presentation on a Given Topic (Group I)
5	13/04/18	Presentation on a Given Topic (Group II)
6	14/04/18	Dr. Ambedker Jayanti, Baisakhi
Week 16		
1	16/04/18	Presentation on a Given Topic (Group III)
2	17/04/18	Discuss Theory Part of Chapter III
3	18/04/18	Parshuram Jayanti
4	19/04/18	Discuss Practical Part of Chapter III
5	20/04/18	Revision Test of Practical Part of Chapter III
6	21/04/18	Discuss Theory Part of Chapter IV
Week 17		
1	23/04/18	Discuss Practical Part of Chapter IV
2	24/04/18	Revision Test of Practical Part of Chapter IV
3	25/04/18	Revision Test of Chapter V
4	26/04/18	Revision Test of Chapter VI
5	27/04/18	Discuss the Problems of Students and Their Solutions
6	28/04/18	Discuss the Problems of Students and Their Solutions

Name Of Associate Professor: Sarla Sethi

Class: B.Com Final Year(VI Semester)

Subject: International Marketing

Week 1

Day	Date	Topic
1	01/01/18	International Marketing:Meaning, Nature, Importance
2	02/01/18	Challenges in International Marketing, Intrenational Marketing Mix.
3	03/01/18	Diff. Between Domestic Marketing and International Marketing.
4	04/01/18	Approaches and Scope to International Marketing
5	05/01/18	Queries of Student
6	06/01/18	Class Test

Week 2

1	08/01/18	International Marketing Enviornment: Introduction, Meaning, Defination and Charactersitics.
2	09/01/18	Components of International Marketing Enviornment
3	10/01/18	Internal Marketing Enviornment, External Marketing Enviornment-Micro Enviornment
4	11/01/18	External Marketing Enviornment-Macro Enviornment
5	12/01/18	International Economic Enviornment
6	13/01/18	Importance/Need of Study of International Marketing Enviornment

Week 3

1	15/01/18	Class Test
2	16/01/18	Foreign Market Entry modes :Introduction, Meaning and Strategies
3	17/01/18	Opportunities/Factors/Essential Conditions for Entry into Foreign Market, Country Evaluation and selection, Evaluation Matrix
4	18/01/18	Factors/Parameters used in country Evaluation and Selection, Evaluation Matrix, Evaluation Matrix
5	19/01/18	Queries of Student
6	20/01/18	Assignment to Students.

Week 4

1	22/01/18	Vasant Panchami
2	23/01/18	Product Planning-Meaning, Defination, levels and Meaning of new Product & its Classification.
3	24/01/18	Sir Chhotu Ram Jayanti
4	25/01/18	New Product Development-Meaning & Stages.
5	26/01/18	Republic Day
6	27/01/18	Intetnational Product strategies

Week 5

1	29/01/18	Standardised Product Strategy Elements of Product Planning and Development.
2	30/01/18	Test Marketing
3	31/01/18	Guru Ravi Das Birthday
4	01/02/18	Failure of Product in Foreign Markets
5	02/02/18	Queries of Student
6	03/02/18	Class Test

Week 6

1	05/02/18	Branding, Packaging and Labelling
2	06/02/18	Main Branding Decisions in International Marketing
3	07/02/18	Importance of Branding, Branding Problems in International Marketing
4	08/02/18	Packaging:Meaning, Defination,functions
5	09/02/18	Types of Packaging, Packing Material used in international Marketing
6	10/02/18	Maharishi Dayanand Saraswati Jayanti

Week 7

1	12/02/18	Marketing Trade Mark:Introduction, Meaning, Contents
2	13/02/18	Maha Shivratri
3	14/02/18	Class Test
4	15/02/18	International Pricing-Meaning, Factors
5	16/02/18	Diff. Between Domestic and International Pricing
6	17/02/18	Price Policies, Price Differentials

Week 8

1	19/02/18	Price vs. Non Price Competition, Dumping, Transfer Pricing
2	20/02/18	Assignment to Students.
3	21/02/18	International Price Quotation-Introduction, Meaning, Payment Terms
4	22/02/18	Factors in Export Pricing Quotations
5	23/02/18	Methods of Payment in International Marketing
6	24/02/18	Mechanism of Payment in International Trade Transactions

Week 9		
1	26/02/18	Promotion of Product Abroad-Meaning, Definition, Components of International Promotion Mix.
2	27/02/18	Trade Fairs and Exhibitions-Objectives, Types & Considerations.
3	28/02/18	HOLIDAY
4	01/03/18	HOLIDAY
5	02/03/18	Holi
6	03/03/18	HOLIDAY
Week 10		
1	05/03/18	Class Test
2	06/03/18	Preparation, Advantages of Trade Fairs & Exhibitions.
3	07/03/18	International Advertising
4	08/03/18	Factors Affecting choice of Advertising Strategy
5	09/03/18	International Advertising Campaign-Steps
6	10/03/18	Advertising Media-Types, Advantages, Disadvantages
Week 11		
1	12/03/18	Guidelines for Self Regulation of International Advertising, Challenges in International Advertising.
2	13/03/18	Personal Selling
3	14/03/18	Methods of Personal Selling in International Marketing
4	15/03/18	Qualities of Good Salesman, Selling process in International Marketing
5	16/03/18	Queries of Student
6	17/03/18	Class Test
Week 12		
1	19/03/18	International Distribution-Meaning, Features, Importance & Components
2	20/03/18	Comparative Analysis of Sea Transport and Air Transport Functions of Transportation, warehousing
3	21/03/18	Inventory Control-Meaning, Objectives, order Processing, Handling of Finished Goods
4	22/03/18	International Logistics Mgt.
5	23/03/18	Shaheed Diwas
6	24/03/18	Distribution Channel Policies, Distribution Channels in I.M
Week 13		
1	26/03/18	Distribution Network in I.M
2	27/03/18	Queries of Student
3	28/03/18	Class Test
4	29/03/18	Mahaveer Jayanti
5	30/03/18	Selection and appointment of Foreign Sales Agents-Introduction, Meaning, need, factors
6	31/03/18	Advantages and Disadvantages of Foreign Sales Agents
Week 14		
1	02/04/18	Appointment of Foreign Selling Agents, Contents of Foreign Sales Agency Contract.
2	03/04/18	Specimen of Foreign Sales Agency Contract, Motivating Foreign Selling Agents.
3	04/04/18	Queries of Student
4	05/04/18	Class Test
5	06/04/18	Presentation on a Given Topic(Group I)
6	07/04/18	Presentation on a Given Topic(Group II)
Week 15		
1	09/04/18	Presentation on a Given Topic(Group III)
2	10/04/18	Revision Test of Chapter 1
3	11/04/18	Revision Test of Chapter 2
4	12/04/18	Revision Test of Chapter 3
5	13/04/18	Discuss Problems of Students
6	14/04/18	Dr. Ambedkar Jayanti, Baisakhi
Week 16		
1	16/04/18	Revision Test of Chapter 4(Half Chapter)
2	17/04/18	Revision Test of Chapter 4(Other Half Chapter)
3	18/04/18	Parshuram Jayanti
4	19/04/18	Revision Test of Chapter 5
5	20/04/18	Revision Test of Chapter 6
6	21/04/18	Revision Test of Chapter 7
Week 17		
1	23/04/18	Revision Test of Chapter 8
2	24/04/18	Revision Test of Chapter 9
3	25/04/18	Revision Test of Chapter 10
4	26/04/18	Revision Test of Chapter 11
5	27/04/18	Revision Test of Chapter 12
6	28/04/18	Discuss Problems relating to Full Syllabus