

S.L.K.S GOVERNMENT COLLEGE FOR WOMEN SALAHERI, NUH

Weekly Teaching Plan (January 2024 to May 2024) EVEN SEMESTER

Teacher: - Dr. Ritesh Kumar

Class B.Com 1st Semester

Subject: Business Management

Month	1 st week	2 nd week	3 rd week	4 th week
January	Staffing: concept, nature, and scope	Recruitment	Selection	Training
February	Management of Change	Management of Change (Cont.)	Control Techniques	Control Techniques (Cont.) Class Test
March	Controlling: Concept and Process	Controlling: Concept and Process (Cont.)	Communication Concept, Nature, Types and Process	Holi Vacations
April	Motivation: Concept and Theories Presentations	Leadership: concept and Leadership styles Class Test	Leadership Theories Class Test Revision and Discussion	Revision and Discussion
May	Even Semester Exam (Tentative)		-	-



Department of Commerce

S.L.K.S GCW Salaheri (Nuh)

S.L.K.S GOVERNMENT COLLEGE FOR WOMEN SALAHERI, NUH

Weekly Teaching Plan (January 2024 to May 2024) EVEN SEMESTER

Teacher: - Dr. Ritesh Kumar

Class B.Com 4th Semester

Subject: Marketing Management

Month	1 st week	2 nd week	3 rd week	4 th week
January	Marketing Introduction, Nature, Scope	Marketing Concepts- Traditional and Modern	Market Segmentation- Concept, Importance, and basis of market segmentation.	Consumer Behavior-Nature, Scope, Importance, Factors affecting buyer behavior
February	Product Planning and Development- Importance and scope of product Planning in Marketing	New product development & PLC- factors affecting product life cycle.	Branding and Trademark:- Difference between brand and trademark;	Advantages and criticism of branding; types of branding; Brand policies and Strategies. Class Test
March	Pricing: Meaning; Importance	Factors affecting pricing, pricing objective Types of price policy and pricing strategies.	Advertising	Holi Vacation
April	Media of Advertising Presentation Class Test	Advertising Effectiveness, Sales Promotion	Publicity and Public Relations	Revision and Discussion
May	Even Semester Exam (Tentative)			



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S.L.K.S GOVERNMENT COLLEGE FOR WOMEN SALAHERI, NUH

Weekly Teaching Plan (January 2024 to May 2024) EVEN SEMESTER

Teacher: - Dr. Ritesh Kumar

Class B.Com 6th Semester

Subject: Cost Accounting

Month	1 st week	2 nd week	3 rd week	4 th week
January	Process Costing: Meaning, Treatment of Normal Wastage	Process Costing: Abnormal Wastage, and Abnormal Gain	Process Costing- Closing stock and opening stock treatment, Joint Product and By-Product	Process Costing- Inter-Process Profit
February	Process Costing- Equivalent Production	Marginal Costing, Absorption Costing Marginal Costing: A Tool of Decision-making	CVP Analysis Class Test	CVP Analysis, BEP
March	CVP Analysis, BEP Analysis Performance Budgeting	Budgetary control Zero-based budgeting, and responsibility accounting.	Standard Costing Variance Analysis	Holi Vacation
April	Job and Batch Costing Contract Costing- Meaning, main features, preparation of contract account	Contract Costing- Meaning, main features, preparation of contract account CVP Analysis, BEP Analysis	Contract Costing (Cont.) Revision and Discussion Class Test	Revision and Discussion
May	Even Semester Exam (Tentative)			

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S.L.K.S GOVERNMENT COLLEGE FOR WOMEN SALAHERI, NUH

Weekly Teaching Plan (January 2024 to May 2024) EVEN SEMESTER

Teacher: - Dr. Ritesh Kumar

Class B.Com 6th Semester

Subject: International Marketing

Month	1 st week	2 nd week	3 rd week	4 th week
January	International Marketing: Nature and Concept; Domestic Vs International Marketing	Opportunities and Challenges for marketing in the International Environment; Foreign market selection and entry mode	Product Planning for International Market, International product life cycle	Marketing Research Branding
February	Packaging and Labelling, International Pricing- Process and Method	International Price Quotation, and Payment Terms Class Test	International Distribution: Management of Distribution Channels	Channel Conflicts
March	Selection and Appointment of Foreign Sales Agent	Export Documentation and Procedure	Method of International Product Promotion: Direct Mail, Sales Literature	Holi Vacation
April	Method of International Product Promotion: Trade Fairs and Exhibitions	International Advertising and Media Strategy (Assignments) Class Test	Web Marketing Revision and Discussion	Revision and Discussion
May	Even Semester Exam (Tentative)			



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