

Govt. College Badli
Commerce Deptt.
Ms. Ash Rani
Lesson Plan
Class → B.com IInd Year
Subject → Marketing Mgt
Semester → (2022-23)
January 2023

← January 2023 →
Introduction → Nature, Scope, Importance of
Marketing, Marketing Concepts - Traditional and Modern.

← February 2023 →
Market Segmentation - Concept, Importance
and basis of market segmentation. Consumer
Behaviour - Nature, scope, Importance, Factor affecting
Buyer behaviour.

← March 2023 →
Importance and scope of product planning in
marketing, Stages of New product development.
Product life cycle - stages of PLC, factor affecting
PLC. Branding And Trademark, Test

← April-2023 →
Pricing - Meaning, Importance, Factor affecting
Pricing, Pricing objectives, Types of price policy and
Pricing Strategies. Advertising - Importance and
criticism of advertising, Media of advertising,
Evaluating advertising effectiveness. Presentation.

← May 2023 →
Importance, Methods, Functions and
Publicity.

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January :- Contract Costing → Meaning, features, preparation of Contract Account, Practical Ques.

February 2023 → Contract costing - Escalation clause, Contract near completion, Cost plus contract

Budgetary Control → Meaning of Budget and budgetary control, Types of Budget, Zero Base Budgeting and performance Budget. Test

March - 2023 → Marginal costing and Profit Planning :-

Marginal Costing, Absorption Costing, Cost Volume Profit Analysis, BEP Analysis, Concept of decision making, Determination of sales mix, make or buy decisions. Test And Presentation.

April 2023 → Standard Costing Meaning, Limitation, Std. Cost and Budgeted Cost, Cost Variances, direct material and labour only.

Process Costing :- Meaning, uses, preparation of process A/c
Treatment of Normal wastage, Abnormal wastage, Abnormal effectiveness, Treatment of opening and closing stock.

May → Revision

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Commerce Dept.
Ms. Ashi Rani

Lesson plan
Clash - B.Com Ind Year
Subject → Corporate Accounting
Session → (2022-23) January 2023

January 2023 → Liquidation of Company
Meaning And Methods of Liquidation, Liquidators
final statement of Account, Order of payments

February 2023 → Practical Problems of Liquidation.
Account of Holding Companies, Consolidated
financial statements, Minority Interest, Capital profit,
Revenue profit, Cost of Capital. Text

March 2023 Accounts of Banking Company,
slip system, Final Accounts of Banking Companies
Balance sheet
Profit and Loss Account with schedules, Financial
with schedule. Practical problems. Text
Reposting of financial Institutions. Text

April 2023 Amalgamation of Companies, Internal
Reconstruction. Purchase Consideration.
Accounting Treatment. Practical problems.

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Auditing

January 2023

Meaning, objectives, Importance and

Types of Auditing.

Audit Process

February 2023

Internal control, Internal checks, And

Internal Audit, Audit Programme.

March 2023

Audit Procedure

Routine checking, Vouching, Verification

and valuation of Assets and Liabilities. Test

April 2023

Audit of Public Company

Qualification, Appointment of Company Auditors, their

powers, duties and liabilities, Audit of depreciation and

reserves, Divisible profits And Dividends. Test

May 2023

Audit Report and

Investigation, Protestation

Revision and Test

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Lesson plan

Class B. Com Ind Year

Subject → Corporate Law

Section → (2022-23)

January 2023

Ms. Anli Raw

January 2023 → Share-kinds of Share, Voting & Right of Shareholders.

February 2023 → Allotment and Issue of share, Share certificate and Share Warrant. Share Capital of company

March 2023 → Transfer and Transmission of shares, calls on share, forfeiture of share, Surrender and Lien. Members and Shareholders of a company.

April 2023 → Company Meeting and Resolutions, Meeting procedure or Requisites of a Valid Meeting, Winding up of the Company. Test

May 2023 → Directors: Appointment, Removal, Powers, Duties and Liabilities. Depository System and paperless Trading. Test

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