

Gourav Kumar Lesson Plan (B.Com)
Assistant Professor Session (2024-2025) Even Sem.
In Commerce

⇒ B.COM IInd sem (Principles of Marketing)

(1) Feb-2025 (Unit-I)

Marketing concept, Nature, scope, importance,
Marketing Environment (concept, importance,
factors) (Micro & macro environmental factors)

(2) March-2025 (Unit-II)

Consumer Behaviour: concept, nature, importance
Consumer Buying decision Process, factors
affecting consumer Buying Behaviour, Markt. Segment

(3) April-2025 (Unit-III)

Product concept, importance and classification,
Branding, Packaging, Labelling, Product life
cycle, New Product development, Pricing

(4) May-2025 (Unit IV)

Promotion: Nature, importance
Advertising: Personal selling, sales Promotion,
Distribution: concept importance, factors affecting
Social marketing, online, Direct, Green Marketing

(Mid term - I, II units)

(I Assignment)

(Class Tests)

B. Com IVth sem (Entrepreneurship Development)

Feb-2025 - (Unit - I)

Entrepreneurship: concept, importance, factors influencing characteristics, qualities, functions, classification of Entrepreneurs, process of E.D

March-2025 (Unit - II)

E.D & MSME's concept, registration process, Benefits of registration, Startup and Skill India concept, Role of technology in developing MSME.

April-2025 (Unit - III)

Identifying Business opportunity, concept and steps, sources of ideas and information Developing creativity & innovation, Project Report, Project appraisal, selection of factory location, Demand analysis, Project costing.

May 2025 (Unit - IV)

Institutions supporting entrepreneurs: Credit, support and incentives, Promotional agencies & institutions Central govt. supporting institutions, State Govt. supporting institutions.

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(Mid-term Exam - I, II Unit)

(Assignments - I)

(Class Tests)

⇒ B. Com Final Year (HRM)

Jan-2025 : Performance Appraisal

Feb-2025 : Potential Appraisal

Revision (March, April)

⇒ B. Com Final Year (Retail Management)

(Jan-2025) : Ch-1 (Meaning, Nature & scope of Retailing)

Ch-2 (Theories and models in Retail)

(Feb-2025) : Ch-3 (Retail strategic Planning)

Ch-4 (Primary Retailing Strategies)

Ch-5 (Merchandise Planning)

Ch-6 (Security issues in Retailing)

(March-2025) Ch-7 (Stores Design)

Ch-8 (Stores layout)

Ch-9 (Organisational structure)

(Assignment - I)

& Test

(April-2025) - Ch-10 (Application of Information Technologies)

Ch-11 (FDG in India)

Ch-12 (Retail Storemgt. & Material Handling)

(Revision) & Assignment - II

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