

Dayanand Arya Kanya Mahavidyalaya


Department of Commerce
Teaching Plan
B.COM I

Ms. Geeta Galani
Department of Commerce

Academic Session 2022-23



HOD, Commerce
Dr. Indu Mamtani


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Jeripatka, Nagpur


Principal
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Jeripatka, Nagpur

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Department of Commerce
Subject – Business Economics - I
2022-23

Semester wise Semester I Teaching Plan2022-23 off-lineMode)

Unit	Required Lectures	Monthly Lectures	Duration
Admission Process:16/07/2022to 31/08/2022		July/August	
BridgeCourse 01/08/2022-07/08/2022			
UNIT I	02	August 18	01/08/2022-31/08/2022
Introduction to economics	04		
Stages of economic evolution	04		
Essential processes of economy	02		
Fundamental problems of an economy	06		
Basic terms goods, utility, value, price, wealth, income, and equilibrium.			
Unit II	01	September 20	01/09/2022-30/09/2022
Demand analysis: definition	02		
law of demand and exceptions	01		
Utility analysis	02		
types of demand	02		
Direct and indirect demand	02		
Derived an autonomous demand	02		
Durable and non durable goods	02		
Elasticity of demand	02		
Changes in demand function	02		
Concept of measurement of elasticity	02		
Unit III	03	October 20	01/10/2022-18/11/2022
Demand forecasting	02		
Forecast and forecasting techniques	02		
Qualitative techniques	02		
Expert opinion survey	02		
consumer complete enumeration survey	02		
Force opinion survey	02		
Consumer survey	07		
Quantitative techniques trend projection techniques barometric method econometric techniques regression method			
Unit IV	02	December 18	07/12/2022-09/01/2022
Supply meaning	02		
Factor influencing factors of supply	02		
Law of supply	02		
Movement and shift in supply curve	02		
Elasticity of supply the terminus of supply	02		
Production analysis production function return to factor and return to scale output, isoquant of definition general properties	03		
	07		
ExtraClassforSlowlearners	10		
RevisionClass	04		
MockTest	02		
UniversitySemesterExams			
DiwaliVacation/ Semester Break	20/10/2022-29/10/2022		

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Department of Commerce
Subject-Business Economics II
2022-23

Semester wise SemesterII Teaching Plan 2022-23 (Offline Mode)

Unit	Required Lectures	Monthly Lectures	Duration
<p style="text-align: center;">UNIT I</p> <p>Actual and opportunity cost fix cost and variable cost exclusive and implicit cost total average and marginal cost historical cost replacement cost short run cost and long run cost accounting cost and economic cost</p> <p>Short run cost output relationship Long run cost output relationship Economy and economies of scale factor causing economies and diseconomies Estimating cost output relationship accounting method engineering method econometrics method</p>	06 03 03	January 21	10/01/2023- 15/02/2023
<p style="text-align: center;">Unit II</p> <p>Meaning, definition, classification of market structures Perfect competition monopolistic competition Product differentiation oligopoly Homogeneous and heterogeneous oligopoly Price rigidity in oligopoly Kinked demand curve Monopoly features equilibrium Difference between perfect competition and monopoly</p>	03 06 02 03 03 02 04 02	February 21	16/02/2023- 08/03/2023
<p style="text-align: center;">Unit III</p> <p>Cost of production Government policy Carnot's model Collision model Leader follower model price determination under perfect competition price determination under monopolistic competition Price determination under monopoly</p>	04 01 02 02 02 02 02 03	March 18	09/03/2023- 31/03/2023
<p style="text-align: center;">Unit IV</p> <p>Concept of inflation, employment, money supply Monetary policy, fiscal policy, balance of payments national income, consumption function, saving and investment equality between saving and investment Determinants of national income Measurement of national income</p>	03 02 06 08	April 18	01/04/2023 28/04/2023
<p style="text-align: center;">ExtraClassforSlowlearners</p>	02		
<p style="text-align: center;">RevisionClass</p>	02		
<p style="text-align: center;">MockTest</p>	01		
<p style="text-align: center;">UniversitySemesterExams</p>			
<p style="text-align: center;">DiwaliVacation/ SemesterBrack</p>	07/05/2023- 15/06/2023		

Date of Submission 05/07/2022

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Department of Commerce

Subject- Business Communication & Management

2022-23

Semester wise Semester III Teaching Plan 2022-23(OfflineMode)

Unit	Required Lectures	Monthly Lectures	Duration
UNIT I Meaning, Definition and concept of Communication, Objectives of Communication, Functions of communication Written Communication, Oral Communication, Visual Communication, Audio Visual Communication, interpersonal communication, supervisory communication, Grapevine communication, Barrier in communication	02 03 03 06 04 03	August 21	02/08/2022- 01/09/2022
Unit II Business communication: concept, objective, elements, purpose, importance, salient feature, principles of effective business communication. Customer care communication in business Types of business communication-company manual, house journal, placement broacher, leaflets, E MAIL. Public Relations Management- Role of public relations officer in business, group discussion	06 04 08	September 1 8	02/09/2022- 19/10/2022
Unit III Concept of Management Information System, Role of Computer in communication, Barriers of computerised Communication Use of internet, website and electronic media in business communication. Social media as a mean of communication.	04 07 06 02	October 19	30/10/2022- 15/12/2022
Unit IV MS Word and its application in business communication, Role of MS-Excel and MS-Power point in communication skill, MS-excel and financial presentation, MS-power point and business communication, Use of MS-power point in business meeting as a tools of effective communication.	06 06 06	December 18	06/12/2022- 09/01/2023
ExtraClassforSlowlearners RevisionClass MockTest	--- 05 02		
UniversitySemesterExams			
DiwaliVacation/Semester Brack	20/10-29/10/22		

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Department of Commerce
Subject – Monetary Economics
2022-23


Semester wise Semester IV Teaching Plan2022-23(Offline Mode)


Unit	Required Lectures	Monthly Lectures	Duration
UNIT I		January 18	10/01/2023- 15/02/2023
Money- meaning, evolution, functions,	04		
Quantity Theory of Money statement, assumptions, criticism,	04		
Method of Note issue fixed, fiduciary and proportional system meaning working ,	06		
Recent trends	04		
UnitII		February 18	16/02/2023- 08/03/2023
Inflation, Deflation Meaning features impact remedies and types .	06		
Measures to control			
Monetary and Fiscal policy : Meaning impact and working	06		
	06		
Unit III		March 18	09/03/2023- /31/03/2023
Money market meaning objectives, types, importance Instruments of money market	09		
	09		
UnitIV		April 20	01/04/2023- 28/04/2023
Public finance principles,	06		
Theory of maximum social advantage,	06		
Taxation: Canons, Types and impact on public.	08		
ExtraClassforSlowlearnersRevisionClass			
MockTest	02		
UniversitySemesterExams			
DiwaliVacation/SemesterBreak			
	07/05/2023- 15/06/2023		

Date of Submission 05/07/2022



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Department of Commerce
Subject- Marketing Management
2022-23

Semester wise Semester V Teaching Plan 2021-22 (Online Mode)

Unit	Required Lectures	Monthly Lectures	Duration
UNIT I		August 21	09/08/2022- 09/09/2022
Meaning and Concept of Marketing and Marketing Management.	05		
Traditional and Modern concept of Marketing,	05		
Functions and importance of Marketing Management,	05		
Market segmentation: - evaluation, criteria's, advantages and disadvantages of market segmentation, types	06		
Unit II		September 18	10/09/2022- 11/10/2022
Meaning, concept and characteristics of Consumer Market,	03		
Industrial Market and Service Market, their difference	03		
Government and reseller market,	03		
Online market: - issues and challenges Pricing policies: - meaning, types and factors governing them.	06		
Unit III		October 18	12/10/2022- 15/11/2022
Product Planning – New Product Development	02		
Product Life Cycle – Branding and Packaging ,	04		
Distribution Channels for Consumer Product,	04		
Industrial Product and Service Product, Function of Distribution of Channels, Factors Affecting Distribution of Channels.	04		
	04		
Unit IV		November 20	16/11/2022- 10/01/2023
Consumer behavior: - Meaning, concept and factors affecting consumer behavior, Customer Satisfaction, measurement of Customer Satisfaction,	03		
After Sales Services and its role in modern business,	04		
Promotion: techniques of promotion, Personal Selling;	06		
Advertising, Direct Marketing. E-marketing			
Extra Class for Slow learners Revision Class	08		
Mock Test	02		
University Semester Exams			
Diwali Vacation/Semester Break	20/10-29/10/22		

Date of Submission 05/07/2022

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Department of Commerce

Sub- Business Finance I

2022-23

Semesterwise Semester V Teaching Plan 2022-23 (Offline Mode)

Unit	Required Lectures	Monthly Lectures	Duration
<p style="text-align: center;">UNIT I</p> <p>Meaning, Nature, Significance, Objects and Scope of Business Finance, Functions of Financial Executive in an Organization. Recent Development and Reform in Finance Sector. Sources of Business Finance-Long- Medium and Short Term Sources of Finance, Equity, Preference shares, Sweat equity shares, Shares with differential rights, debentures & Bonds .(Theory)</p>	03 03 04 08	August 21	06/08/2022- 09/09/2022
<p style="text-align: center;">Unit II</p> <p>Project Financing: Meaning, Stages involved in Project Management, Project planning, Project Report, Appraisal of project, Means of Project finance, Aspect of Project Appraisal. (Theory) Inventory Management : Need and Cost of Inventory , Economic Order Quantity under constant price and with varying price , Various inventory levels. (Theory & Numericals) Leverages -Concept of Leverages, Operating and Financial Leverages. (Theory & Numericals)</p>	05 07 06	September 18	10/09/2022- 19/10/2022
<p style="text-align: center;">Unit III</p> <p>Meaning & Concept ,Need or Objects of Working Capital, types, and Advantages of Working Capital , disadvantages of Excessive Working Capital, Determinant's , assessment of Working Capital requirements(Theory & Numericals) International Finance: Meaning, Sources of International Financing International Capital Market -Euro issue and External Commercial Borrowings.(Theory)</p>	09 09	October 18	29/10/2022- 18/11/2022
<p style="text-align: center;">Unit IV</p> <p>Introduction to Debtors Management, Cost involved in Debtors Management, Credit / discount policy Effective cost of bill discounting . (Theory & Numericals) Creditors Management: Creditors as spontaneous sources of finance , Cost of Credit, Accruals / expenses payable as source of finance. (Theory & Numericals) Venture Capital Financing: Meaning, concept, Methods of Venture Financing, Position of Venture Capital industry in India, Problems facing by Venture Capital Industry. (Theory)</p>	08 04 06	December 18	08/12/2022- 09/01/2023
<p>Extra Class for Slow learners Revision Class Mock Test</p>	06 02		
University Semester Exams			
Diwali Vacation / Semester Break	20/10/- 29/10/22		

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Department of Commerce

Sub- Business Finance I

2022-23

Semesterwise Semester V Teaching Plan 2022-23 (Offline Mode)

Unit	Required Lectures	Monthly Lectures	Duration
<p style="text-align: center;">UNIT I</p> <p>Meaning, Nature, Significance, Objects and Scope of Business Finance, Functions of Financial Executive in an Organization. Recent Development and Reform in Finance Sector. Sources of Business Finance-Long- Medium and Short Term Sources of Finance, Equity, Preference shares, Sweat equity shares, Shares with differential rights, debentures & Bonds .(Theory)</p>	03 03 04 08	August 21	06/08/2022- 09/09/2022
<p style="text-align: center;">Unit II</p> <p>Project Financing: Meaning, Stages involved in Project Management, Project planning, Project Report, Appraisal of project, Means of Project finance, Aspect of Project Appraisal. (Theory) Inventory Management : Need and Cost of Inventory , Economic Order Quantity under constant price and with varying price , Various inventory levels. (Theory & Numericals) Leverages -Concept of Leverages, Operating and Financial Leverages. (Theory & Numericals)</p>	05 07 06	September 18	10/09/2022- 19/10/2022
<p style="text-align: center;">Unit III</p> <p>Meaning & Concept ,Need or Objects of Working Capital, types, and Advantages of Working Capital , disadvantages of Excessive Working Capital, Determinant's , assessment of Working Capital requirements(Theory & Numericals) International Finance: Meaning, Sources of International Financing International Capital Market -Euro issue and External Commercial Borrowings.(Theory)</p>	09 09	October 18	29/10/2022- 18/11/2022
<p style="text-align: center;">Unit IV</p> <p>Introduction to Debtors Management, Cost involved in Debtors Management, Credit / discount policy Effective cost of bill discounting . (Theory & Numericals) Creditors Management: Creditors as spontaneous sources of finance , Cost of Credit, Accruals / expenses payable as source of finance. (Theory & Numericals) Venture Capital Financing: Meaning, concept, Methods of Venture Financing, Position of Venture Capital industry in India, Problems facing by Venture Capital Industry. (Theory)</p>	08 04 06	December 18	08/12/2022- 09/01/2023
<p>Extra Class for Slow learners Revision Class Mock Test</p>	06 02		
University Semester Exams			
Diwali Vacation / Semester Break	20/10/- 29/10/22		

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Department of Commerce
Sub-Business Finance II
2022-23

Semester wise Semester VI Teaching Plan 2022-23 (Offline Mode)

Unit	Required Lectures	Monthly Lectures	Duration
Admission Process:16/07/2022 to 31/08/2022		July/August	
UNIT I Financial Market in India : significance of Financial Markets, Objectives and functions of the financial System, Types of Financial Markets, Money Market- Meaning , features, functions, Composition Capital Market- Meaning ,Composition & Structure of Capital Market Market segment. Products and Participant's in Primary market. Regulatory authorities governing financial and capital market. SEBI - (Security Exchange Board of India)Organisational structure of SEBI, Role and Functions of Stock Exchange and SEBI, Regulation issued by SEBI, Achievements of SEBI.(Theory)	03 03 04 02 06	January 20	10/01/2023- 15/02/2023
Unit II Primary Market: Meaning, Functions, Scope & Significance of PrimaryMarket,Developments in the Primary Market, Primary Market Intermediaries. Secondary Market: Meaning , Difference between Primary Market & Secondary Market, Products dealt in the Secondary Market, Stock Exchange, Secondary Market Intermediaries. Listing Procedure. NSE and BSE. (Theory) Capital Budgeting - Meaning, Nature and Importance of Capital Budgeting, Investment Appraisal Techniques, Pay Back Period Method, Rate of return method, Net Present Value Method, Discounted Cash Flow Method, (Theory & Numericals)	05 05 08	February 20	16/02/2023- 08/03/2023
Unit III NBFC's- Meaning, Formation of NBFC's , Types and Regulation of NBFC's, Credit Rating: Meaning /Concept, Scope & Significance of credit rating, Benefits to Investors. Credit Rating Agency in India CRISIL, ICRA, CARE. (Theory) Dividend Policies- Essentials of Sound Dividend Policy, Determination of Dividend Policy and its types ,Surplus and Reserve Policy, (Theory & Numericals)	04 04 10	March 18	09/03/2023- 31/03/2023
Unit IV Cash Flow for Investment Analysis- Meaning, Benefits and Uses of Cash Flow Statement. Significance ,Limitations of Cash Flow Statement. Format of Cash Flow Statement as per AS-3. (Theory & Numericals)	14 06	April 18	01/04/2023- 28/04/2023
UNIT I Financial Market in India : significance of Financial Markets, Objectives and functions of the financial System, Types of Financial Markets, Money Market- Meaning , features, functions, Composition Capital Market- Meaning ,Composition & Structure of Capital Market Market segment. Products and Participant's in Primary market. Regulatory authorities governing financial and capital market. SEBI - (Security Exchange Board of India)Organisational structure of SEBI, Role and Functions of Stock Exchange and SEBI, Regulation issued by SEBI, Achievements of SEBI.(Theory)	03 03 04 02 06		
UniversitySemesterExams			
DiwaliVacation/Semester Brack	07/05/-15/06/23		

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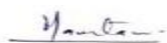
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Dayanand Arya Kanya Mahavidyalaya
Department of Commerce
Sub- Human Resource Management
2022-23


Semester wise Semester VI Teaching Plan 2022-23 (Offline Mode)


Unit	Required Lectures	Monthly Lectures	Duration
UNIT I Human Resource Management, Definition, Objectives, Functions, Scope, Importance. Quality of a ideal Human Resource Managers	12 06	January 18	10/01/2023-
Unit II Recruitment: - meaning, source; selection process and importance, placement and induction, career planning v/s manpower planning Training: - meaning, method, training and development	10 10	February 20	16/02/2022-
Unit III Labour welfare: - Safety and Health Measures Workers Participation in Management - Objectives for Wage Incentive - Fringe Benefits Collective Bargaining - Features - Pre-requisite of Collective Bargaining - Agreement at different levels, Successful Participation of workers in Management.	09 19	March 18	09/03/2023-
Unit IV Human Resource Planning - Human Capital Investment - Expenditure vs. Productivity Meaning and Definition of Human Resource Accounting, Importance; Human Resource Accounting - Measurement of Human Value addition into Money Value	10 09	April 19	01/04/2023-
Extra Class for Slow learners			
Revision Class	05		
Mock Test	02		
University Semester Exams			
Diwali Vacation/ Semester Break	07/05-15/05/23		

Date of Submission 05/07/2022



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