

Dayanand Arya Kanya Mahavidyalaya

Department of Commerce

Teaching Plan

Ms. Geeta Galani

Academic Session

2019-20

Dayanand Arya Kanya Mahavidyalaya
Department of Commerce
Subject- Business Economics I
2019-20

----- Semester wise Semester I Teaching Plan 2019-20 (Online Mode)			
Unit	Required Lectures	Monthly Lectures	Duration
Admission Process: 16/07/2021 to 31/08/2021		July/August	
Bridge Course 19/07/2021-24/07/2021			
UNIT I Meaning scopes of business economics Objectives of business economics Nature and types of business decisions Social responsibilities of business Meaning scope merits and demerits of micro and macro economics.	03 03 03 03 03 02 02	July / August 20	24/07/2019 To 16/08/2019
Unit II Law of demand, demand determinants, change in demand Indifference curve concept -- properties and importance Elasticity Of demand -- concept, types, measurement factor ,influencing elasticity of demand and importance Demand forecasting -- Meaning, Importance and method of demand forecasting.	04 04 04 03 04 01	August/ September 20	17/08/2019 To 08/09/2019
Unit III Concept of production function-- Meaning, cobb Douglas production functions Law of variable proportion-- significance and limitation Law of returns to scale Internal and external economies and diseconomies of scale.	5 5 5 5	September 20	09/09/2019 To 30/09/2019
Unit IV Law of supply and factor influencing supply. Concept of cost in short run -- Accounting cost, Economic cost, Opportunity cost, Fixed Cost, Variable Cost, Direct and Indirect cost, real cost, explicit and implicit cost, money cost, total cost, marginal cost, average cost, marginal and average cost in the long run. Revenues -- total revenues, average revenues, marginal revenue and the relationship.	5 5 5 5	October 20	01/10/2019 To 19/10/2019
Extra Class for Slow learners Revision Class Mock Test	1 per week 1 per week 1 per week	November 3 per month	30/10/2019 To 18/11/2019
University Semester Exams	15/06/2019 To 19/10/2019		
Diwali Vacation/ Semester Brack	20/10/2019 To 19/11/2019		

Date of Submission: 08/07/2019



Ms. Galani

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 IQAC Coordinator
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 Jaripatka, Nagpur

Dr. C.
 Principal
 Dayanand Arya Kanya Mahavidyalaya
 Jaripatka, Nagpur

Dayanand Arya Kanya Mahavidyalaya
Department of Commerce
Subject- Business Economics II
2019-20

Semester wise Semester II Teaching Plan 2019-20 (Offline Mode)			
Unit	Required Lectures	Monthly Lectures	Duration
UNIT I Market Structure Meaning, Classification of market structure, Firm and industry-Meaning and objectives, Difference between industry and firm, Pricing of products-Cost based pricing, Customer-based pricing, Competitor-based pricing.	4 4 5 2 3 2	December/ January 20	16/12/2019 To 09/01/2020
Unit II Perfect & Imperfect Competition Markets -Features and Price-output determination under perfect competition market. -Features and price-output determination under monopoly market. -Price Discrimination-Meaning and Types -Features and price-output determination under monopolistic competition.	3 2 3 7 5	January/ February 20	10/01/2020 To 11/02/2020
Unit III Theories of Distribution -Theory of distribution-Modern theory of distribution -Theories of Rent-Ricardian theory of rent, Modern theory of rent, Concept of Quasi rent. -Theory of Wages-Marginal Productivity, Theory of wages with criticism. -Theories of Interest-Loanable funds Theory of Interest, Liquidity preference Theory of interest, Criticisms, Theories of Profits-Dynamic theory of profit, Innovation Theory of Profit, Criticism of Theories, Concept of gross interest and net interest	5 5 5 5	February/ March 20	12/02/2020 To 14/03/2020
Unit IV Business Cycles & National Incomes Business Cycles - Concept, Features, Phases of Business Cycles, Causes and Remedies of Business Cycles National Income- Meaning, Concepts, Methods of Measuring National Income, Difficulties in National Income Accounting.	5 5 5 5	March / April 20	15/03/2020 To 14/04/2020
Extra Class for Slow learners Revision Class Mock Test	1 per week 1 per week 1 per week	April /May 3 per month	15/04/2020 To 01/05/2020
University Semester Exams	20/11/2019 to 30/04/2020		
Diwali Vacation/ Semester Brack	01/05/2020 to 14/06/2020		

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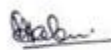


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Dayanand Arya Kanya Mahavidyalaya
Department of Commerce
Subject- Business Communication & Management
2019-20

----- Semester wise Semester III Teaching Plan 2019-20 (Offline Mode)			
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	5 5 5 5	July / August 20 per month	24/07/2019 To 16/08/2019
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	5 5 5 5	August/ September 20 per month	17/08/2019 To 08/09/2019
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.	05 per week	September 20 per month	09/09/2019 To 30/09/2019
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.	05 per week	October 20 per month	01/10/2019 To 19/10/2019
Extra Class for Slow learners Revision Class Mock Test	01 per week 01 per week 01 per week	November 3 per month	30/10/2019 To 18/11/2019
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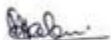
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Dayanand Arya Kanya Mahavidyalaya
Department of Commerce
Subject- Income Tax
2019-20

----- Semester wise Semester IV Teaching Plan 2019-20 (Online Mode)

Unit	Required Lectures	Monthly Lectures	Duration
UNIT I Basic Concepts of Income Tax, Meaning & Definition of Assesses, Assessment Year, Previous Year, Gross Total Income, Types of Assesses, Income Exempt from Tax, Capital & Revenue Expenditure. Agricultural Income. Residential Status and its Effects on Tax Incidence: Residential Status of Individual, HUF, Firm & Association of Person, Company, Basic Conditions & Additional Conditions. (Theory)	05 05 05 05	December/ January 20 per month	16/12/2019 To 09/01/2020
Unit II Definition of Salary, Allowances, Types of Allowances, Taxable Allowances, Tax Free Allowances, Partly Taxable Allowances, Perquisites, Types of Perquisites, Taxable Perquisites, Tax Free Perquisites. Types of Provident Fund, Tax treatment of P.F, E.P.F., Superannuation Fund and Computation of Salary Income/Taxable Salary and Tax Liability.	05 05 05 05	January/ February 20 per month	10/01/2020 To 11/02/2020
Unit III Meaning of Annual Value, Fully Exempted Income of House Property, Deemed Owner. Deduction from Income from House Property, Unrealised Rent, Computation of Income from House Property. (Theory & Numericals).	05 05 05 05	February/ March 20 per month	12/02/2020 To 14/03/2020
Unit IV Income Tax Slab Rates, Rebates, Income which do not form Part of Total Income Deduction under Section 80C, 80CCC, 80CCD, 80D, 80DDB, 80E, 80G, 80GG, 80U Income from Other Sources	05 05 05 05	March /April 20 per month	15/03/2020 To 14/04/2020
Extra Class for Slow learners Revision Class Mock Test	01 per week 01 per week 01 per week	April /May 3 per month	15/04/2020 To 01/05/2020
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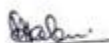
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Department of Commerce
Sub-Marketing Management
2019-20

----- Semester wise Semester V Teaching Plan 2019-20 (Online Mode)			
Unit	Required Lectures	Monthly Lectures	Duration
UNIT I Meaning and Concept of Marketing and Marketing Management. Traditional and Modern concept of Marketing, Functions and importance of Marketing Management, Market segmentation: - evaluation, criteria's, advantages and disadvantages of market segmentation, types	5 5 5 5	July /August 20	24/07/2019 To 16/08/2019
Unit II Meaning, concept and characteristics of Consumer Market, Industrial Market and Service Market, their difference Government and reseller market, Online market: - issues and challenges Pricing policies: - meaning, types and factors governing them.	5 5 5 5	August/ September 20	17/08/2019 To 08/09/2019
Unit III Product Planning – New Product Development Product Life Cycle – Branding and Packaging , Distribution Channels for Consumer Product, Industrial Product and Service Product, Function of Distribution of Channels, Factors Affecting Distribution of Channels.	5 5 5 5	September 20	09/09/2019 To 30/09/2019
Unit IV Consumer behavior: - Meaning, concept and factors affecting consumer behavior, Customer Satisfaction, measurement of Customer Satisfaction, After Sales Services and its role in modern business, Promotion: techniques of promotion, Personal Selling; Advertising, Direct Marketing, E-marketing	5 5 5 5	October 20	01/10/2019 To 19/10/2019
Extra Class for Slow learners Revision Class Mock Test	01 per week 01 per week 01 per week	November 3 per month	30/10/2019 To 18/11/2019
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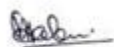
Department of Commerce

Subject-Business Finance I

2019-20

----- Semester wise Semester V Teaching Plan 2019-20 (Offline Mode)			
Unit	Required Lectures	Monthly Lectures	Duration
UNIT I 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)	5 5 5 5	July /August 20	24/07/2019 To 16/08/2019
Unit II Pr oject Financing: Meaning, Stages involved in Project Management, Pr oject 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)	5 5 5 5	August/ September 20	17/08/2019 To 08/09/2019
Unit III 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)	5 5 5 5	September 20	09/09/2019 To 30/09/2019
Unit IV 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)	5 5 5 5	October 20	01/10/2019 To 19/10/2019
Extra Class for Slow learners Revision Class Mock Test	01 per week 01 per week 01 per week	November 3 per month	30/10/2019 To 18/11/2019
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Department of Commerce

Subject-Business Finance II

2019-20


----- Semester wise Semester VI Teaching Plan 2019-20 (Offline Mode)

Unit	Required Lectures	Monthly Lectures	Duration
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)	5 5 5 5	December/ January 20	16/12/2019 To 09/01/2020
Unit IIPrimary 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)	5 5 5 5	January/ February 20	10/01/2020 To 11/02/2020
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)	5 5 5 5	February/ March 20	12/02/2020 To 14/03/2020
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)	5 5 5 5	March /April 20	15/03/2020 To 14/04/2020
Extra Class for Slow learners Revision Class Mock Test	01 per week 01 per week 01 per week	April /May 3 per month	15/04/2020 To 01/05/2020
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Department of Commerce
Sub-Human Resource Management
2019-20

----- Semester wise Semester VI Teaching Plan 2019-20 (Online Mode)

Unit	Required Lectures	Monthly Lectures	Duration
UNIT I Human Resource Management, Definition, Objectives, Functions, Scope, Importance. Quality of a ideal Human Resource Managers	5 5 5 5	December/ January 20	16/12/2019 To 09/01/2020
Unit II Recruitment: - meaning, source; selection process and importance, placement and induction, career planning v/s manpower planning Training: - meaning, method, training and development	5 5 5 5	January/ February 20	10/01/2020 To 11/02/2020
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.	5 5 5 5	February/ March 20	12/02/2020 To 14/03/2020
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	5 5 5 5	March /April 20	15/03/2020 To 14/04/2020
Extra Class for Slow learners Revision Class Mock Test	01 per week 01 per week 01 per week	April /May 3 per month	15/04/2020 To 01/05/2020
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