

**Lesson Plan for B.Sc./B.A./B.Com.  
session 2021-22 (Even Semester)**

Class...M.Com.(F)

Paper...Sales Management

S. No.	Month	Topic Covered
01	April	<ul style="list-style-type: none"> <li>- Sales Mgt- Introduction</li> <li>- Fundamental of Selling, Salesmanship &amp; Personal Selling</li> <li>- Sales Planning</li> <li>- Sales Forecasting</li> <li>- Sales Budget</li> </ul>
02	May	<ul style="list-style-type: none"> <li>- Sales org organizing the sales effort</li> <li>- Sales Quotas &amp; Sales territories</li> <li>- Sales Force Mgt. - Recruitment and Selection.</li> <li>- Training &amp; Dev. of Sales Force</li> <li>- Compensating Sales Force</li> </ul>
03	June	<ul style="list-style-type: none"> <li>- Motivating the sales force</li> <li>- Sales Meeting &amp; Sales Contest</li> <li>- Control process- Analysis of Sales Volume, Cost, Profitability</li> <li>- SFM- Controlling sales personnel</li> <li>- Ethical Issue in sales mgt.</li> </ul>


  
 (Subhansh Sharma)  
 Commerce

Lesson Plan for B.Sc./B.A./B.Com.  
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Class. B.Com. 6th Sem

Paper. Human Resource Management

S. No.	Month	Topic Covered
01	April	<ul style="list-style-type: none"><li>- Human Resource Management</li><li>- Human Resource Planning</li><li>- Job Analysis</li></ul>
02	May	<ul style="list-style-type: none"><li>- Recruitment and Selection</li><li>- Placement and Induction</li><li>- Internal Mobility (Promotion)</li></ul>
03	June	<ul style="list-style-type: none"><li>- Demotion and Transfer</li><li>- Training of personnel</li><li>- Performance Appraisal</li><li>- Potential Appraisal</li></ul>

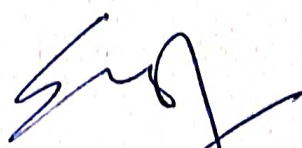
  
(Subhash Sharma)  
Commerce

Lesson Plan for B.Sc./B.A./B.Com.  
session 2021-22 (Even Semester)

Class...M...Com.(P)

Paper...Strategic  
Marketing

S. No.	Month	Topic Covered
01	April	<ul style="list-style-type: none"> <li>- Introduction to Strategic Marketing</li> <li>- Strategic Marketing Planning process</li> <li>- Corporate Strategy Decisions</li> <li>- Corporate Growth Strategy</li> <li>- Business Strategy &amp; their Marketing implementations</li> </ul>
02	May	<ul style="list-style-type: none"> <li>- Internal Env. Analysis</li> <li>- External Env. Analysis</li> <li>- Industry &amp; Competitor Analysis</li> <li>- SWOT &amp; Portfolio Analysis</li> <li>- Market Segmentation, Targeting &amp; Positioning</li> <li>- Marketing Strategy for New Mkt.</li> </ul>
03	June	<ul style="list-style-type: none"> <li>- Marketing Strategy for Growth, mature &amp; Decline markets.</li> <li>- Business Strategy &amp; Marketing Mix (Relationship)</li> <li>- Marketing Strategy Implementation</li> <li>- Marketing Strategy Evaluation &amp; Control.</li> <li>- E-Marketing Strategy &amp; New Trends</li> </ul>

  
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session 2021-22 (Even Semester)

Class. B.Com. 6th Sem.

Paper. Management  
Accounting.

S. No.	Month	Topic Covered
01	April	<ul style="list-style-type: none"><li>- Nature and scope of Management Accounting</li><li>- Management Reporting</li><li>- Management Inf. system.</li></ul>
02	May	<ul style="list-style-type: none"><li>- Analysis of Financial Statement Analysis</li><li>- Ratio Analysis</li><li>- Cash Flow statement</li><li>- Budgeting &amp; Budgetary Control</li></ul>
03	June.	<ul style="list-style-type: none"><li>- Fund Flow Statement</li><li>- Marginal costing</li><li>- Break-Even Analysis.</li></ul>

  
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