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ASSISTANT PROFESSOR IN COMMERCE

Lesson Plan For 2021-22 for Odd Semester

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| **MONTH** | **B.COM 5TH SEMESTER** | **M.COM 3RD SEMESTER** | **MONTH** | **M.COM 1ST SEMESTER** |
|  | **Cost Accounting** | **Marketing Research** |  | **Marketing Management** |
| **Oct** | Nature and scope of Cost Accounting, Cost Concepts & Classification, Methods & Techniques | Introduction to Marketing Research | **Nov.** | Marketing: Meaning, scope and Importance; Evolution of Marketing; Understanding marketing in new perspective, Managing the Marketing Mix, Marketing Environment  **Revision** |
| **Nov** | *Revision what done in previous Month,*  Material Planning & Purchasing, Pricing of Material issue; Treatment of material losses, Material & Inventory control: Concept and Techniques  Labour cost control Procedure, Labour Turnover; Idle time and overtime; Methods of Wage Payments **Revision**  Assignment | *Revision what done in previous Month,*  Marketing Research: Nature, Scope and Importance, Marketing Research Process  Formulating the Problem.  **Revision**  Assignment | **Dec.** | Information system and Marketing research: Importance, scope and steps of Marketing research process, Understanding Consumer, Analyzing business markets; CRM  Product: Concept and Classification; New Product development; Product-Mix and Product line Strategies, PLC; Branding, Packaging, Labeling and warranty  **Revision**  Assignment |
| **Dec** | Overheads: Classification, Allocation, apportionment and absorption of overheads, Under and over absorption, Unit Costing and Job costing; Contract Costing  **Revision** | Research Design: Exploratory, Experimental and descriptive research,  **Revision** | **Jan.** | Price determination; Pricing Policies and strategies, Promotion Programme: Advertising, sales Promotion, Public relations, Publicity and Personal selling  Distribution logistics and supply chain management; marketing Channels  **Revision** |
| **Jan** | Process Costing; Service Costing; Standard Costing and Variance Analysis: Material & Labour  **Revision**  Assignment | Sampling Design Sources of information; Designing questionnaire Methods of data Collection Scaling Techniques; Sampling and no-sampling errors, Qualitative Research: Meaning, Process and Methodologies  **Revision**  Assignment | **Feb.** | Physical Distribution, Social, ethical and legal aspects of marketing, Marketing and Information Economy; Direct and online marketing  **Revision and Problem Solving**  Assignment |
| **Feb** | Cost control and Cost reduction; cost audit; An overvew of Cost audit standards  **Revision and Problem Solving** | Qualitative Research Techniques: Observation, Survey  **Revision and Problem Solving** |  |  |