DR.REETA ARORA

ASSISTANT PROFESSOR IN COMMERCE

Lesson Plan For 2021-22 for Even Semester

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| **MONTH** | **B.COM 6TH SEMESTER** | **M.COM 2nd SEMESTER** | **M.COM 4thSEMESTER** |
|  | **Management Accounting** | **Strategic Marketing** | **Service Marketing** |
| April | Management Accounting: Concept, scope, techniques and significance and difference between cost accounting and financial accounting, Management reporting and MIS | Introduction, concept of strategic marketing, process, Corporate strategy decisions, Corporate Growth strategies, Business growth strategies  Assignment | Concept of Service Marketing; An Introduction, Service quality  Assignment |
| May | Analysis of financial statements, Cash flow and Fund flow statements Assignment | Environmental Analysis , SWOT Analysis, Portfolio analysis, Market segmentation, Targeting and Positioning Assignment | Relationship Marketing, Service Development Assignment |
| June | Absorption V/S Variable costing  Budgeting and Budgetary control, Revision and Problem Solving  Assignment | Marketing Strategies for new market entries, growth markets, mature markets and declining markets | Communication and Promotion of Services, Pricing of Services,Managing Service Employees |
| July |  | Relationship between business strategies and marketing mix; marketing strategy implementation, Controlling marketing strategies, Revision | Managing Customers, Customer protection And ethics in Services, Revision |
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