**Lession Plan - Session 2021-22**

**Subject: SALES MANAGEMENT MC - 408**

**Name- Rajeev Kumar Gupta Class – M.Com. – IV Sem.**

**April, 2022**

Sales Management: Concept, Objectives and functions; Integrated sales and marketing management; Personal Selling: Concept and classification of sales jobs; Buyer seller dyads; Personal selling process; Theories of selling.

Sales Planning: Importance, approaches and process of sales planning; Sales forecasting; Sales budgeting.

Assignment - 1

**May, 2022**

Sales Organization: Purpose, principles and process of setting up a sales organization; Sales organizational structures; Field sales organization; Determining size of sales force.

Territory and Quota Management: Need, procedure for setting up sales territories; Time management; Routing; Sales Quotas: Purpose, types of quotas, administration of sales quota.

Monthly Test

**June ,2022**

Managing the Sales-force: Recruitment; selection; training; compensation; motivating and leading the sales-force; Sales meetings and contests.

Control Process: Analysis of sales, costs and profitability; Management of sales expenses; Evaluating sales-force performance, Ethical issues in sales management.

Assignment – 2

**July, 2022**

Revision of Important topics.

**Lession Plan - Session 2021-22**

**Subject: CORPORATE TAX PLANNING AND MANAGEMENT MC 402**

**Name- Rajeev Kumar Gupta Class – M.Com. – IV Sem.**

**April, 2022**

Concept of tax planning, avoidance, evasion & management. Requisites of successful tax planning. Tax planning with reference to setting up a new business, form of business organization, locational aspects & nature of business

Assignment - 1

**May, 2022**

Computation of total income and tax liability of companies. Tax planning and financial management decisions regarding capital structure, dividend policy, inter- corporate dividends & bonus shares.

Special Tax Provisions: Tax provisions relating to free trade zones, special economic zones, infrastructure sector and backward areas, tax incentives for exporters.

Monthly Test

**June ,2022**

Tax Planning and Managerial Decisions: Tax planning in respect of own or lease, sale of assets used for scientific research, make or buy and, shut down or continue decisions. Tax issues and planning in respect of amalgamation of companies, mergers & acquisitions.

Assignment – 2

**July, 2022**

Revision of Important topics.

**Lession Plan - Session 2021-22**

**Subject: FUNDAMENTALS OF INSURANCE BC - 602**

**Name- Rajeev Kumar Gupta Class – B.Com. – VI Sem.**

**April, 2022**

Introduction to insurance: life and general insurance; purpose, need and principles of insurance; insurance as a social security tool; insurance and economic development.

Contract of life insurance: principles and practice of life insurance; parties to the contract, their rights and duties; conditions and terms of policy, effects of non-compliance; nominations and assignment practices in connection with collection of premium, revivals, loans, surrenders, claims, bonuses and annuity payments; present structure & growth of life insurance in India; claims settlement procedure.

Fire insurance: principles of fire insurance contracts; fire insurance policy, conditions, assignment of policy, claims settlement procedure.

Assignment - 1

**May, 2022**

Marine insurance: marine insurance policy and its conditions, premium, double insurance; assignment of policy warranties, voyage; loss and abandonment; partial losses and particular charges; salvage; total losses and measures of indemnity; claims settlement procedures.

Assignment – 2

Accident and motor insurance: policy and claims settlement procedures.

Insurance intermediaries – role of agents and procedure for becoming an agent; cancellation of license; revocation/suspension/termination of agent appointment; code of conduct; unfair practices.

Monthly Test

**June ,2022**

Revision of Important topics.