

VAISH COLLEGE, BHIWANI  
LESSON PLAN PERFORMA

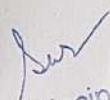
Name of Assistant Professor / Associate Professor- Ms. Ratna

Paper- Corporate Accounting-1 Class – B.com 3<sup>rd</sup> semester  
2018-19

Session –

Paper code-3.01

Month	Name of Topic
July	Share Capital: Meaning, types, Accounting Treatment of issue, forfeiture and reissue of Share; Buy- back of equity shares & Sweat shares; Redemption of preference share; Issue of Bonus Share.
August	Debenture: Meaning, Types. Issue and Redemption of Debentures.
September	Valuation of Goodwill: Meaning, objectives, determinates and main methods. Valuation of Shares: Meaning, objectives, determinates and main method.
October	Profit or loss before and after incorporation. Final accounts of companies.
November	Revision
December	<b>Exams</b>

  
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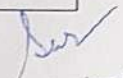
Name of Assistant Professor / Associate Professor- Mr. Ankit

Paper- Business Statistics-1

Class – B.com 3rd semester Session – 2018-19

Paper code- 3.02

Month	Name of Topic
July	<p>Introduction of Statistics: Origin, Development, Definition, Scope, Uses and Limitations.</p> <p>Statistical Data: Types of Measurement scales normal, Ordinal, Interval and Ratio level measurement, Collection, Classification and Tabulation of Primary and Secondary data.</p> <p>Presentation of data: Diagrammatic and Graphical presentation of Data-Bar, Squares, rectangular and Circular diagrams, Histogram, frequency polygon, Ogives, Stem and Leaf displays box plots.</p>
August	<p>Central Tendency and Partition values; Concept and Measures of Central tendency, Quartiles, Deciles, Percentiles.</p> <p>Dispersion: Concept and Its absolute as well as relative measures.</p>
September	<p>Moments, Skewness and Kurtosis: Moments about any point and about mean and the relationship between them.</p> <p>Sheppard's Corrections for Moments. Concept of symmetrical distribution and skewness, measures and Co- efficient of skewness, Concept of Kurtosis and its measures.</p>
October	<p>Analysis of bivariate data : Correlation concept , Scatter diagram, Karl Pearson's co-efficient of correlation and its properties , spearman's rank correlation, co-current deviation method.</p> <p>Regression : meaning and definition , D/F between Correlation &amp; Regression , principle of least squares and fitting of a line of best fit to given data , Regression lines, Properties of regression, co-efficient and regression line , standard error of estimate, co-efficient of determination.</p>
November	Revision
December	<b>Exams</b>

  
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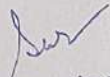
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Name of Assistant Professor / Associate Professor- Ms. Kavita

Paper- Business Regulatory Framework-1 Class – B.com 3rd semester Session – 2018-19

Paper code- 3.03

Month	Name of Topic
July	Indian Contract Act: Valid contract and its elements; Void and void able agreements: Void and illegal agreements: Offer and acceptance, Contractual capacity of parties, Free consent of parties; Lawful consideration and object; Agreements expressly declared as void.
August	Contingent Contracts: Quasi contracts; Discharge of contracts: methods of discharge of contracts; Consequences of Breach of contracts.  Contract of Indemnity and guarantee: Elements of contract of Indemnity; Rights of Indemnity Holder and indemnifier Guarantee: features of contract of guarantee; Rights and Liabilities of surely; Discharge of surety, Difference between contract of indemnity and Guarantee.
September	Contract of Bailment and Pledge: Meaning; types of bailment, Termination of bailment, Duties and rights of bailor and bailee. Essentials of pledge, who nay pledge, Rights and Duties of Pawnor and Pawnee.
October	Consumer protection Act 1986: Salient features of consumer Protection Act; Rights of consumers, consumer Protection councils; consumer disputes redressal machinery.
November	Revision
December	<b>Exams</b>

  
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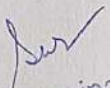
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Name of Assistant Professor / Associate Professor- Ms. Ratna

Paper- Corporate Law-1 Class – B.com 3<sup>rd</sup> semester Session – 2018-19

Paper code- 3.04

Month	Name of Topic
July	Company- Meaning and Characteristics; Features of company, Types of companies, advantages and disadvantages of incorporation, Lifting of corporate veil
August	Formation of Company: Promotion of company, Functions of promoter, importance of promoter, Promoter's remuneration; legal status of Promoter; Rights of promoters, Duties of promoters; Liabilities of promoters; Pre- incorporation contracts, Incorporation and commencement of Business.  Prospectus: - definition; Public offer, contents, misleading prospectus and its consequences.
September	Memorandum of Association: Meaning, importance; clauses of memorandum of association and their Alteration: doctrine of ultra-virus.  Articles of Association: - Meaning, contents, alteration of articles of association, constructive notice and doctrine of indoor management.
October	Borrowing Powers; Debentures and Charges.
November	Revision
December	<b>Exams</b>

  
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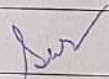
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Name of Assistant Professor / Associate Professor- Mr. Piyush

Paper- Human Resource Management Class – B.com 3<sup>rd</sup> semester Session – 2018-19

Paper code- 3.05

Month	Name of Topic
July	An Introduction to Human Resource Management Definition, Importance objectives and scope of Human Resource Management (HRM). Function of Human Resource Management Managerial and Operative Functions. Qualification and Qualities of Human Resource manager in our organization. Evolution and Growth of Human Recourse Management (HRM) India.
August	Recruitment Selection and Training: Recruitment: Meaning, Steps in recruitment policy, sources and modes of recruitment, Factors affecting recruitment. Selection - Meaning, Essentials of Selection Procedure, Stages in Selection Procedure. Training: - Concept, Need and importance of Training. Methods of Training - On the job Training + off the job Training, Principles of training, Evaluation of training Program in India.
September	Wage and Wage Incentives: Wages: Meaning, Objective and Theories of wages Methods of wage Programme: Time wages and Piece wages methods Concept of wages: Fair, Minimum and Living wage, Factors determining wage Structure of an organization, essentials of satisfactory wage policy. Wage Incentives: - Concept, Need and Importance of Incentives. Special Incentives Prefect sharing and Labor Co. Partnership and Essentials of Ideal Incentives system.
October	Industrial Relations and Industrial Unrest Industrial Relations: Concept, Importance and Objectives of industrial relations, Contents of industrial relations. Participants of Industrial relation and Recruitment of good Industrial relation Programme. Industrial Unrest: Meaning, Forms and Causes of industrial disputes, Impact of Industrial unrest on the Economy, preventive and curative methods and Agencies for Reconciliation of Industrial unrest.
November	Revision
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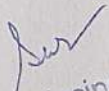
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Name of Assistant Professor / Associate Professor- Dr. Monika Mittal

Paper- Production Management Class – B.com 3<sup>rd</sup> semester Session – 2018-19

Paper code- 3.06(111)

Month	Name of Topic
July	Introduction: Concept, nature and scope of Production Management; Evolution of production function; Production Process, Organization of production function; Relationship between production and other functions.
August	Location and Layout: Location: nature, objectives and significance, Theories of location; factors influencing location. Layout: Meaning, objectives and types, principles of layout; factors affecting layout.
September	Production Planning and Control: Production Planning: Concept, need and Types of Production planning, Production Planning techniques. Factors influencing Production Planning.  Production Control: Meaning, objectives and elements; Control techniques, Production Control in different Production Systems; Benefits & limitations.
October	Quality Control and Plan Maintenance: Quality control: Meaning, scope, objectives and organization; Quality Control Techniques.  Plant Maintenance: Meaning, scope, objectives, types; Maintenance programme techniques & Organization.
November	Revision
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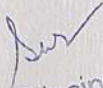
Name of Assistant Professor / Associate Professor- Ms. Tanu

Paper- Corporate Accounting-2

Class – B.com 4th semester Session – 2018-19

Paper code- 4.01

Month	Name of Topic
January	Internal Reconstruction; External Reconstruction in the nature of merger and purchase.
February	Liquidation of a company; Financial reporting for financial institutions.
March	Final Accounts of Banking Companies.
April	Accounts of Holding Companies.
May	Revision
June	<b>Exams</b>

  
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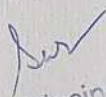
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Name of Assistant Professor / Associate Professor- Ms. Tanu

Paper- Business Statistics-2 Class – B.com4th semester Session – 2018-19

Paper code- 4.02

Month	Name of Topic
January	Index Numbers: Meaning, Types and Uses; Methods of Constructing price and Quantity indices. (Simple and Aggregate); Tests of adequacy, Chain-base Index numbers, Base shifting, Splicing and Deflating, Problems in constructing index numbers; Consumer price index.
February	Analysis of Time Series: - Causes of Variations in time series data; Components of a time series.  Decomposition- Additive and Multiplicative models, determination of trend. Moving averages method and method of least squares (Including linear second degree, Parabolic and Exponential trend); Computation of seasonal indices by simple averages, Ratio to Trend, Ratio to moving average and link relative methods.
March	Theory of Probability: Probability as a Concept, Approaches to defining probability, Addition and Multiplication laws of probability, Conditional probability, Baye's Theorem.
April	Probability Distribution Probability distribution as a concept, Binomial, Poisson and Normal Distribution- Their Properties and Parameters.
May	Revision
June	<b>Exams</b>

  
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Name of Assistant Professor / Associate Professor- Mr. Ritesh

Paper- Business Regulatory Framework-2 Class – B.com 4th semester Session – 2018-19

Paper code- 4.03

Month	Name of Topic
January	Indian Partnership Act Nature of Partnership firm; test of partnership; Duties and Rights of partners; Relations of partners to third parties; position of minor in partnership; Reconstitution of a partnership firm; Registration of firm.  Dissolution of firm: Modes of dissolution, consequences of dissolution of firm, settlement of accounts after dissolution.
February	Negotiable Instruments Act: Negotiable Instrument an introduction Promissory notes; Bills of Exchange, cheques, Parties to negotiable Instruments; Discharge of parties from Liability, Dishonour of Negotiable Instruments. Instruments; Presentment of Negotiable Instrument, Negotiation.
March	Sales of Goods Act: Introduction; Formation of contract of sale of Goods, conditions and warranties; Transfer of property or ownership; Performance of contract- Delivery and Payment; Rights of unpaid seller; suits of Breach of contract.
April	RTI Act: features, rights and importance.
May	Revision
June	<b>Exams</b>

  
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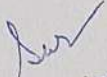
Name of Assistant Professor / Associate Professor- Ms. Rinku

Paper- Corporate Law-2

Class – B.com4th semester Session – 2018-19

Paper code- 4.04

Month	Name of Topic
January	Depository System-meaning and importance; Shares:-; Types of shares; Allotment of Shares;; Transfer and Transmission of shares; Paperless Trading - Benefits and Procedure; Need for educating investors.
February	Share capital: Meaning and forms of capital; Alteration of share capital; Reduction of share capital; Further issue of share capital; Rights of pre-emption of shares. Shareholders and Members: - Difference between Shareholders and members; Modes of acquiring membership; termination of membership; who may be members? Rights and Liabilities of members.
March	Meeting of Company: Essentials of valid meeting, meetings of Shareholders: Annual general meeting: Extra-ordinary general meeting; meetings of board of directors, Proxy, Voting, Notice, Agenda and Minutes of meetings.  Directors: - Duties, Powers, Liabilities, Appointment and removal of directors.
April	Winding Up:- Meaning, Winding up by the Tribunal-Petition for winding up; Voluntary winding up; Powers and Duties of company Liquidator, consequences of winding up..
May	Revision
June	Exams

  
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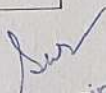
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Name of Assistant Professor / Associate Professor- Mr. Piyush

Paper- Marketing Management Class – B.com 4th semester Session – 2018-19

Paper code- 4.05

Month	Name of Topic
January	Introduction: Nature, Scope, Importance of marketing, Marketing concepts- Traditional and Modern.  Market Segmentation: Concept, Importance and basis of market segmentation.
February	Consumer Behavior:- Nature, Scope, Importance, Factors affecting buyer behavior.  Product Planning and Development: Importance and scope of product Planning in marketing; Stages of New product development. Product Lifecycle:- Stages of Product life cycle; factors affecting product life cycle.
March	Branding and Trademark: Difference between brand and trademark; advantages and criticism of branding, types of branding, Brand Polices and Strategies.  Pricing: Meaning, Importance, Factors affecting pricing, pricing objectives, Types of price policy and pricing strategies.
April	Advertising: Concept; Importance and criticism of advertising, Media of advertising; Evaluating advertising effectiveness.  Sales Promotion: Importance, Methods, Functions and Publicity.
May	Revision
June	Exams

  
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Name of Assistant Professor / Associate Professor- Dr. Monika Mittal

Paper- Banking and Banking Law

Class – B.com 4th semester Session – 2018-19

Paper code- 4.06(11)

Month	Name of Topic
January	Definition of Bank, Commercial Banks-importance, functions and problems of Non-performing Assets, structure of Commercial Banking system in India. Credit Creation: Process of Credit Creation and its Limitations.
February	Regional Rural Banks, Cooperative Banking in India.  Reserve bank of India: Functions, regulation and control of credit, monetary policy.
March	Determination and Regulation of Interest Rates in India. Relationship between banker and Customer, Definition of Customer, General Relationship between banker and customer, obligation of banker, Garnishee order, banker's rights.  Special types of Bankers Customers Minor, Married Women, Illiterate persons, Lunatics, Trustees, Executors and Administrators, Customer's attorney, Joint Account, Joint Hindu family, partnership Firm, Joint stock companies, Clubs, Societies and Charitable Institutions.
April	Negotiable Instruments: Definition of Negotiable instruments, Essential features of Negotiable instruments, holder and Holder in Due course. Rights and Liabilities of parties for Negotiable instruments: Capacity of parties: Minor's position, legal representative, Liability of parties, Drawer of Bill or Cheque, Liability of Maker of note & Acceptor of Bill, Liability of endorsed Negotiable Instruments without Consideration, Instrument obtained by Unlawful means.  Endorsements: Meaning of Negotiation, Definition of Endorsement, Legal provisions regarding Endorsement, General rules regarding forms of endorsement, regular forms of Endorsement, Kinds of Endorsement.
May	Revision
June	Exams

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Name of Assistant Professor/ Associate Professor- Ms. Tanu\ Ms. Kavita

Paper Cost Accounting I & II(5.01&5.02) Class B.com 5<sup>th</sup>, 6<sup>th</sup> semester Session 2018-2019

Month	Name of Topic
July	Unit-1 Cost accounting: Meaning, features, scope and techniques, Methods, objectives, importance and limitations, Costing, cost accountancy, cost centres and profit centres, main elements & types.
August	Material control: Meaning and objectives of material control, material purchase procedure, re-order level, minimum level, maximum level, danger level, EOQ analysis, wastage of material.
September	Unit-2 Labour cost control: Importance, methods of time keeping and time booking, systems of wage payment, time wage payment, piece wage system.
October	Unit-3 Overhead: Basics of overhead, types of overhead, collection and classification, allocation and apportionment, absorption of overheads.
November	Unit- 4 Unit and output costing: Meaning and objectives, cost sheet, determination of tender price, reconciliation of cost and financial accounts Revision
December	Exam
January	Unit-1 Process costing: Meaning, uses,, normal wastage, abnormal wastage,
February	Unit-1 Treatment of opening and closing, joint product, by product, inter process profits Unit-2 Contract costing- Meaning, main features, contract near completion, cost plus contract, job and batch costing.
March	Unit-3 Budgetary control: Meaning of budgets and budgetary control, limitations. Performance Budgeting, Zero based budgeting Marginal costing, Absorption costing, Marginal cost. Standard costing-meaning, limitations, standard costs and budgeted costs, determination of standard cost, cost variances, direct material and direct labour.
April	Unit-4 Marginal Costing and Profit planning: Marginal costing, Absorption costing, Marginal cost, Cost volume Profit analysis, BEP Analysis, Key factor, BE chart, angle of incidence, concept of decision- making and steps involved, determination of sales mix.
May	Revision
June	Exam

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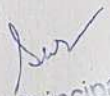
Name of Assistant Professor/ Associate Professor- Mr.Ankit\ Ms.Neha

Paper Income Tax Law I & II(5.01&5.02)  
2018-2019

Class B.com 5<sup>th</sup> · 6<sup>th</sup> semester

Session

Month	Name of Topic
July	Unit-1 An overview, main definitions,
August	Agriculture income, residential status, Exempted income
September	Unit-2 Income from salaries, calculation of taxable income from salary including retirement, Income from house property
October	Unit-3 Profits and gain from business and profession, tax treatment of depreciation, capital gain
November	Unit- 4 Income from other sources, clubbing of income and aggregation of income, set off and carry forward of losses, deduction in total income. Revision
December	Exam
January	Unit-1 Rebate & relief of tax, computation of total income
February	Unit- 2 Assessment of hindu undivided family, assessment of firms & association of persons.
March	Unit-3 Income tax authorities and powers, deduction of tax at source, advance payment of tax.
April	Unit-4 Recovery of refund of tax, appeals.
May	Revision
June	Exam

  
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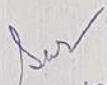
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Name of Assistant Professor/ Associate Professor- Mrs. Sakshi

Paper Financial Management(6.03) Class B.com 6<sup>th</sup> semester Session 2018-2019

Month	Name of Topic
January	Unit-1 Scope of Finance, Finance functions, Financial Manager's role, Financial goal; Profit maximization Vs Wealth maximization, Objective of financial Management, Finance and related disciplines, Financial planning
February	Unit-2 Working Capital Management : Meaning, nature and planning of Working Capital. Permanent and variable Working Capital. Balanced working position, determinates of working Capital, Issues of working Capital Management. Management of cash and Marketable Securities and Receivables Management.
March	Unit-3 Cost of capital : Significance and determination, capitalisation; leverage analysis: operating, financial and composite leverage: EBIT-EPS Analysis.
April	Unit-4 Capital structure theory and policy: Relevance of capital structure; Net income and traditional views, Irrelevance of capital structure; NOI Approach and the MM Hypothesis without taxes, capital structure planning and policy. Dividend Theory and Policy : Issues in dividend policy, Walter's and Golden's model of dividend relevance objections of dividend policy, considerations in dividend policy, stability of dividends, forms of dividend
May	Revision
June	Exam

  
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
Name of Assistant Professor/ Associate Professor- Mr. Ankit

Paper GST(60.5)

Class B.com 6<sup>th</sup> semester

Session 2018-2019

Month	Name of Topic
January	Unit – I Introduction:- Salient feature of GST, Benefit of GST, Constitutional Framework of Goods and Services tax, concept of GST; Important definitions; Supply under GST:- Meaning and scope of supply including composite and mixed supply ; levy and collection including reverse charge mechanism, Tax on electronic commerce operator (ECO); Exemption from GST; Composition levy;
February	Unit – II Place of Supply:- Within state/Union territory, Interstate, Import and export; Time of Supply of goods and services; Value of supply including valuation rules; Input tax credit:- Eligibility and conditions for taking Input Tax Credit, Apportionment of credit and blocked credit, ITC in case of banking company and financial institutions, ITC availability in special circumstances, Reversal of ITC on switching to composition levy or exit from tax-paying status, Transfer of ITC on account of change in constitution of registered person, Input service distributors;
March	Unit – III Registration; Issue of invoices:- tax invoice, revised tax invoice, credit note, debit note, bill of supply, receipt voucher, refund voucher, payment voucher, invoices in special cases. ; E-way bill; Payment of Taxes; Returns; Job work; Provision of TDS and TCS; Record keeping, Assessment and Audit
April	Unit – IV Customs duty: Important definitions, types, importance, documents required for import and export procedure : Export Promotion Scheme.
May	Revision
June	Exam

  
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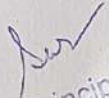
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Name of Assistant Professor/ Associate Professor- Ms. Ratna

Paper Financial Market Operation(5.04) Class B.com 5<sup>th</sup> semester Session 2018-2019

Month	Name of Topic
July	Unit-1 Money market- Indian money market, features, functions, instruments of money market, recent trends in Indian money market.
August	Capital market- Security market, new issue market, secondary market, functions and roles of stock exchange listings. Stock exchanges- NSE and over the counter exchange.
September	Unit-2 SEBI- Introduction , role , its powers, objectives, scope and functions. Investors protection: Grievances concerning stock exchange and dealings and their removal, company law board, press remedy.
October	Unit-3 Functionaries of stock exchanges: Brokers, sub-brokers, market makers, jobbers, portfolio, consultants, depository, Financial services, credit ratings.
November	Unit – IV Role, Policy measures relating to Development Financial Institution in India. Products & Services offered by IFCI, IDBI, IIBI, SIDBI, IDFC, EXIM, NABARD & ICICI. Meaning and benefits of mutual funds, types, SEBI Revision
December	Exam

  
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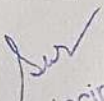
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Name of Assistant Professor/ Associate Professor- Mr. Piyush

Paper Entrepreneurship and SSB(5.05) Class B.com 5<sup>th</sup> semester Session 2018-2019

Month	Name of Topic
July	Unit-1 Entrepreneurship: Meaning, emergence of entrepreneurship, knowledge and skill requirement, role of entrepreneurship, entrepreneurship process, intrapreneur and professional manager. Entrepreneurial competencies. Entrepreneurial motivation, performance and rewards.
August	Unit-2 Opportunity scouting and idea generation: role of creativity & innovation and business Sources of business ideas. Entrepreneurial opportunities in contemporary business environment, for example opportunities in network-marketing, franchising, business process outsourcing in the early 21st century.
September	Preparation of Project Report and Report on Experiential Learning of successful/unsuccessful entrepreneurs.
October	Unit-3 Managerial roles and functions in a small business. Designing and redesigning business processes, location, layout, operations planning & control. Basic awareness of the issues impinging on quality, productivity and environment. Managing business growth. The pros and cons of alternative growth options: internal expansion, acquisitions & mergers, integration & diversification. Crises in business growth.
November	Unit-4 Issues in small business marketing. The concept and application of product life cycle (ptc), advertising & publicity, sales & distribution management. The idea of consortium marketing, competitive bidding/tender marketing, negotiation with principal customers. The contemporary perspectives on Infrastructure Development, Product and Procurement Reservation, Marketing Assistance, Subsidies and other Fiscal & Monetary Incentives. National, state level and grass-root level financial and nonfinancial institutions in support of small business development
December	Exam

  
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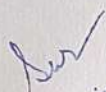
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Name of Assistant Professor/ Associate Professor- Ms. Ratna

Paper Accounting for Mgmt.(5.03)

Class B.com 5<sup>th</sup> semester Session 2018-2019

Month	Name of Topic
July	Unit-1 Management accounting- nature and scope, significance , limitations, management accountant: position and role. Management Accounting principles,
August	Management accounting v/s financial accounting v/s cost accounting, utility of management accounting, limitations, tools of management accounting.
September	Unit-2 Analysis and Interpretation of financial statements: meaning and types, types of financial analysis, steps involved in financial analysis, techniques of financial analysis, ratio analysis, balance sheet ratios and turnover ratios, advantages and limitations.
October	Unit- 3 Cash flow statements: meaning, objectives, limitations, financial planning
November	Unit'4- Capital Budgeting: Meaning, nature, need, importance, appraisal methods, capital rationing. Revision
December	Exam

  
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## LESSON PLAN PERFORMA

Name of Assistant Professor/ Associate Professor- Ms. Tanu

Paper Auditing(6.04)

Class B.com 6<sup>th</sup> semester Session 2018-2019

Month	Name of Topic
January	Unit – I Auditing : Meaning, objectives, importance and types of Auditing. Audit Process: internal control, internal check & internal audit, audit programmer.
February	Unit – II Audit Procedure : Routine checking, vouching, verification & valuation of assets & liabilities
March	Unit – III Audit of Public Company : Qualification, Appointment of company Auditors, their powers, duties and liabilities, Audit of depreciation and reserves, Divisible profits & dividend
April	Unit – IV Audit Report and Investigation Audit Report : Meaning, objectives, contents and types. Investigation : Meaning, Nature and objectives
May	Revision
June	Exam

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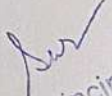
VAISH COLLEGE, BHIWANI

LESSON PLAN PERFORMA

Name of Assistant Professor/ Associate Professor- Dr. Satbir

Paper International Business Environment(5.06iv) Class B.com 5<sup>th</sup> semester Session 2018-2019

Month	Name of Topic
July	Unit – I Recent global trends in international trade and finance; dimensions and modes of IB; structure of IB environment; risk in IB; motives for internationalization of firms; organizational structure for IB;
August	World trading system and impact of WTO; exchange rate systems; global financial system; barriers to IB; international business information and communication.
September	Unit – II Foreign market entry strategies; country evaluation and selection; factors affecting foreign investment decisions; impact of FDI on home and host countries; types and motives for foreign collaboration; control mechanisms in IB.
October	Unit – III Decisions concerning global manufacturing and material management; outsourcing factors; managing global supply chains; product and branding decisions; managing distribution channels; international promotion mix and pricing decisions; counter trade practices; mechanism of international trade transactions.
November	Unit – IV Harmonizing accounting difference across countries; currency translation methods for consolidating financial statements; the LESSARD-LORANGE Model; cross cultural challenges in IB; international staffing decisions; compensation and performance appraisal of expatriate staff; ethical dilemmas and social responsibility issues.
December	Exam

  
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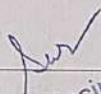
Name of Assistant Professor/ Associate Professor- Dr. Satbir

Paper International Marketing(6.06i)

Class B.com 6<sup>th</sup> semester

Session 2018-2019

Month	Name of Topic
January	Unit-1 International Marketing: Nature and Concept; Domestic Vs International Marketing; Opportunities and Challenges for marketing in International Environment ; Foreign market selection and entry modes.
February	Unit – II Product Planning and Pricing: International product life cycle research and informations; Product designing and packaging; Pricing process and methods; International price quotations and payment terms
March	Unit – III International Distribution: Channel structure and selection decisions; Managing channel conflicts; Selection and appointment of foreign sales agents; Basic export procedure and documentation
April	Unit – IV Product Promotion: Methods of International product Promotion; challenges in International advertising and media strategy; Web marketing; Organising trade fairs and exhibitions.
May	Revision
June	Exam

  
Principal  
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