

LESSON PLAN FOR EVEN SEM
SESSION 2017-18

NAME OF ASSISTANT PROFESSOR: Ms. RINKLE GUPTA

CLASS/SECTION: B.com 4th SEMESTER : D

SUBJECT: CORPORATE ACCOUNTING : BC-401

UNIT/PART I	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 1-1-18	Valuation of Goodwill-meaning, features & origin	
DAY2 DATE 2-1-18	Methods & need for valuation of goodwill	
DAY3 DATE 3-1-18	Illustrations of average profit method	
DAY4 DATE 4-1-18	Illustrations of super profit method	
DAY5 DATE 5-1-18	Illustrations of capitalisation method	
DAY6 DATE 6-1-18	Illustrations of capitalisation method	
DAY7 DATE 8-1-18	Valuation of shares-meaning,need & factors	
DAY8 DATE 9-1-18	methods and formulas of Net asset method	
DAY9 DATE 10-1-18	Illustrations of Net asset method	
DAY10 DATE 11-1-18	Illustrations of Dividend Yield method	
DAY11 DATE 12-1-18	Illustrations of capitalisation method	
DAY12 DATE 13-1-18	Illustrations of Average method	
DAY13 DATE 15-1-18	Test of valuation of goodwill(average & super profits)	
DAY 14 DATE 16-1-18	Test of capitalisation methods	
DAY15 DATE 17-1-18	Liquidation-Meaning & methods	
DAY16 DATE 18-1-18	Liquidator's final statement of account	
DAY17 DATE 19-1-18	Order of payment	

DAY18 DATE 20-1-18	Illustrations of Liquidator's final statement of accounts	
DAY19 DATE 22-1-18	HOLIDAY	
DAY20 DATE 23-1-18	SPORTS DAY	
DAY21 DATE 24-1-18	HOLIDAY	
DAY22 DATE 25-1-18	Illustrations of Liquidator's Remuneration	
DAY23 DATE 26-1-18	HOLIDAY	
DAY 24 DATE 27-1-18	Illustrations of Distribution of surplus	
UNIT/PART II	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 29-1-18	Revision of Dividend Yield method	
DAY2 DATE 30-1-18	Revision of Capitalisation method	
DAY3 DATE 31-1-18	HOLIDAY	
DAY4 DATE 1-2-18	Illustration of removing of disparity among different types of shareholders	
DAY5 DATE 2-2-18	Illustrations of calls in arrears and advance	
DAY6 DATE 3-2-18	Illustrations of when different categories have different nominal value	
DAY7 DATE 5-2-18	Illustrations of receiver for debentureholder	
DAY8 DATE 6-2-18	List of contributories	
DAY9 DATE 7-2-18	Statement of affairs	
DAY10 DATE 8-2-18	Deficiency of surplus account	
DAY11 DATE 9-2-18	ASSIGNMENT 1 & Illustrations of statement of affairs	
DAY12 DATE 10-2-18	HOLIDAY	
DAY13 DATE 12-2-18	Test of Liquidation methods and performance of liquidator's final statement	
DAY14 DATE 13-2-18	HOLIDAY	
DAY15 DATE 14-2-18	Banking companies-Slip system	

DAY16 DATE 15-2-18	slip system,teller system & stock invest	
DAY17 DATE 16-2-18	P & L A/C of Banking company	
DAY18 DATE 17-2-18	Illustrations on Rebate on bills discounted	
DAY19 DATE 19-2-18	Revision of Illustrations of liquidator's Remuneration	
DAY20 DATE 20-2-18	Revision of list of contributories	
DAY21 DATE 21-2-18	Illustration of Rebate on bill discounted	
DAY22 DATE 22-2-18	Format of Balance sheet of Banking companies	
DAY23 DATE 23-2-18	Explanation of schedules	
UNIT/PART III	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 24-2-18	Revision of deficiency of surplus	
DAY2 DATE 26-2-18	Test of chapter-Valuation of goodwill	
DAY3 DATE 27-2-18	Test of illustrations of interest on calls in advance & arrears	
DAY4 DATE 28-2-18	HOLIDAY	
DAY5 DATE 1-3-18	HOLIDAY	
DAY6 DATE 2-3-18	HOLIDAY	
DAY7 DATE 3-3-18	HOLIDAY	
DAY8 DATE 5-3-18	Illustrations on Bills for collection	
DAY9 DATE 6-3-18	Illustrations on Bills for collection	
DAY10 DATE 7-3-18	Illustrations on Bills for collection	
DAY11 DATE 8-3-18	Test of chapter valuation of shares	
DAY12 DATE 9-3-18	Holding companies-Meaning,advantages & disadvantages	
DAY13 DATE 10-3-18	ASSIGNMENT 2 & consolidated financial statements	
DAY 14	Consolidated Balance sheet format	

DATE 12-3-18		
DAY15 DATE 13-3-18	Illustrations on cost of control	
DAY16 DATE 14-3-18	Revision of formats of Banking companies	
DAY17 DATE 15-3-18	Preparation of consolidated B/S in case of partly owned subsidiary	
DAY18 DATE 16-3-18	Preparation of consolidated B/S in case of partly owned subsidiary	
DAY19 DATE 17-3-18	Pre Acquisition & Post Acquisition Reserves	
DAY20 DATE 19-3-18	Illustrations on pre & post acquisition reserves	
DAY21 DATE 20-3-18	Illustrations of shares of subsidiary Acquired	
DAY22 DATE 21-3-18	CONDITIONAL TEST	
DAY23 DATE 22-3-18	CONDITIONAL TEST	
DAY 24 DATE 23-3-18	HOLIDAY	
DAY 25 DATE 24-3-18	Illustrations of mutual or inter company owings	
UNIT/PART IV	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 26-3-18	Illustrations on debentures in subsidiary company	
DAY2 DATE 27-3-18	Illustrations on preference shares in subsidiary company	
DAY3 DATE 28-3-18	Illustrations on Dividend received from subsidiary company out of pre acquisition profits	
DAY4 DATE 29-3-18	HOLIDAY	
DAY5 DATE 30-3-18	Illustrations on Dividend received from subsidiary company out of pre acquisition profits	
DAY6 DATE 31-3-18	Interim dividend received from subsidiary company	
DAY7 DATE 2-4-18	Proposed dividend in Balance sheet	
DAY8 DATE 3-4-18	Revaluation of assets	
DAY9 DATE 4-4-18	Issue of bonus shares by subsidiary company	

DAY10 DATE 5-4-18	Issue of bonus shares by subsidiary company	
DAY11 DATE 6-4-18	Test of some portion of banking companies	
DAY12 DATE 7-4-18	Insurance company- meaning,types,differences & regulation	
DAY13 DATE 9-4-18	Different formats	
DAY14 DATE 10-4-18	Different formats	
DAY15 DATE 11-4-18	Explanation of schedules and various items	
DAY16 DATE 12-4-18	Illustrations of insurance company	
DAY17 DATE 13-4-18	Illustrations of insurance company	
DAY18 DATE 14-4-18	HOLIDAY	
DAY19 DATE 16-4-18	Illustrations of insurance company	
DAY20 DATE 17-4-18	Illustrations of insurance company	
DAY21 DATE 18-4-18	HOLIDAY	
DAY22 DATE 19-4-18	Adjustment entries	
DAY23 DATE 20-4-18	Illustrations of adjustment entries	

NAME OF ASSISTANT PROFESSOR : Ms. RINKLE GUPTA
CLASS/SECTION : M.com 2nd SEMESTER
SUBJECT : HUMAN RESOURCE MANAGEMENT : MC-201

UNIT/PART I	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 1-1-18	Introduction, Objective, Meaning, Nature	
DAY2 DATE 2-1-18	Importance, Scope, Limitations of HRM	
DAY3 DATE 3-1-18	HRM Environment	
DAY4 DATE 4-1-18	Strategic HRM	

DAY5 DATE 5-1-18	Meaning, Nature, Environment of Personal Management	
DAY6 DATE 6-1-18	Functions of Personal Management	
DAY7 DATE 8-1-18	Personal Policy	
DAY8 DATE 9-1-18	Personal Manager	
DAY9 DATE 10-1-18	Test of Chapter Introduction to HRM	
DAY10 DATE 11-1-18	Introduction, Meaning, Features, Need of HR, Process Planning	
DAY11 DATE 12-1-18	Factors & Types of HR Planning	
DAY12 DATE 13-1-18	Benefits, Problems, Suggestions	
DAY13 DATE 15-1-18	Planning	
DAY 14 DATE 16-1-18	Introduction, Meaning, Process of Recruitment	
DAY15 DATE 17-1-18	Sources of Recruitment	
DAY16 DATE 18-1-18	Methods & Recent Recruitment	
DAY17 DATE 19-1-18	Introduction to Selection Process	
DAY18 DATE 20-1-18	Meaning, Principles, Problems of Placement	
DAY19 DATE 22-1-18	HOLIDAY	
DAY20 DATE 23-1-18	SPORTS DAY	
DAY21 DATE 24-1-18	HOLIDAY	
DAY22 DATE 25-1-18	Test of HR Planning	
DAY23 DATE 26-1-18	HOLIDAY	
DAY 24 DATE 27-1-18	Discussion on Promotion	
UNIT/PART II	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 29-1-18	Topic of Promotion,	
DAY2 DATE 30-1-18	Transfer, Separation	

DAY3 DATE 31-1-18	HOLIDAY	
DAY4 DATE 1-2-18	Introduction in HRM, Meaning, Features	
DAY5 DATE 2-2-18	HR Function in IHRM	
DAY6 DATE 3-2-18	Recruitment & Selection in IHRM	
DAY7 DATE 5-2-18	Traning & Development in IHRM	
DAY8 DATE 6-2-18	Compensation & Job Experience in IHRM	
DAY9 DATE 7-2-18	Test of Chapter Personal Management	
DAY10 DATE 8-2-18	Job analysis:- Meaning, Uses, Process	
DAY11 DATE 9-2-18	ASSIGNMENT 1 & Techniques, Methods & Problems in JobAnalysis	
DAY12 DATE 10-2-18	HOLIDAY	
DAY13 DATE 12-2-18	Job Description	
DAY14 DATE 13-2-18	HOLIDAY	
DAY15 DATE 14-2-18	Job specification	
DAY16 DATE 15-2-18	Job Design:- Meaning, Objective, Importance	
DAY17 DATE 16-2-18	Approaches to Job Design	
DAY18 DATE 17-2-18	Methods of Job Design	
DAY19 DATE 19-2-18	Dejobbing	
DAY20 DATE 20-2-18	Traning:- Meaning, Objective, Need	
DAY21 DATE 21-2-18	Steps, Traning Process	
DAY22 DATE 22-2-18	Traning, Method & Principle	
DAY23 DATE 23-2-18	Development:- Meaning, Features, Process	
UNIT/PART III	TOPIC	
	THEORY	PRACTICAL

DAY1 DATE 24-2-18	Methods of Development	
DAY2 DATE 26-2-18	Career Planning & Development:- Meaning, Objective	
DAY3 DATE 27-2-18	CONDITIONAL TEST	
DAY4 DATE 28-2-18	HOLIDAY	
DAY5 DATE 1-3-18	HOLIDAY	
DAY6 DATE 2-3-18	HOLIDAY	
DAY7 DATE 3-3-18	HOLIDAY	
DAY8 DATE 5-3-18	Test of Chapter Training	
DAY9 DATE 6-3-18	Career Models	
DAY10 DATE 7-3-18	Benefits & Limitations of Career Planning	
DAY11 DATE 8-3-18	Performance Appraisal:- Meaning, Objective, Features, uses	
DAY12 DATE 9-3-18	Process & Methods	
DAY13 DATE 10-3-18	ASSIGNMENT 2 & Methods & Suggestions to Improve Performance Appraisal	
DAY 14 DATE 12-3-18	Working Environment	
DAY15 DATE 13-3-18	Quality of Working Life	
DAY16 DATE 14-3-18	Test of Chapter Global Environment	
DAY17 DATE 15-3-18	Class Discussion on Career Models	
DAY18 DATE 16-3-18	Compensation:- Introduction, Meaning, Objective, Principles	
DAY19 DATE 17-3-18	Factors Affecting Wage Administration	
DAY20 DATE 19-3-18	Wage & Salary Detail Process	
DAY21 DATE 20-3-18	Methods of Wage Payment	
DAY22 DATE 21-3-18	Wage Policy in India	

DAY23 DATE 22-3-18	Wage Differentials	
DAY 24 DATE 23-3-18	HOLIDAY	
DAY 25 DATE 24-3-18	Quiz on Recruitment, Selection, Training, Development, Transfer	
UNIT/PART IV	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 26-3-18	Incentive Planning:- Meaning, Features, Essentials	
DAY2 DATE 27-3-18	Incentive System	
DAY3 DATE 28-3-18	Group Incentive System	
DAY4 DATE 29-3-18	HOLIDAY	
DAY5 DATE 30-3-18	Fringe Benefits	
DAY6 DATE 31-3-18	Fringe Benefits	
DAY7 DATE 2-4-18	Revision of Chapter Compensation Management – I	
DAY8 DATE 3-4-18	Revision of Chapter Compensation Management – II	
DAY9 DATE 4-4-18	Management Technique:- Introduction	
DAY10 DATE 5-4-18	MBO (Elements)	
DAY11 DATE 6-4-18	MBO (Advantages & Limitations)	
DAY12 DATE 7-4-18	Job Satisfaction	
DAY13 DATE 9-4-18	Factors Affecting Job Satisfaction	
DAY14 DATE 10-4-18	Theories of Job Satisfaction	
DAY15 DATE 11-4-18	Job Enrichment and Job enlargement	
DAY16 DATE 12-4-18	Stress Management:- Meaning, Definition, Nature	
DAY17 DATE 13-4-18	Source of Stress Management	
DAY18 DATE 14-4-18	HOLIDAY	
DAY19 DATE 16-4-18	Job stress and its components	

DAY20 DATE 17-4-18	HR Information System:- Uses, process	
DAY21 DATE 18-4-18	HOLIDAY	
DAY22 DATE 19-4-18	Computerised HR Information System	
DAY23 DATE 20-4-18	Total Quality Management & Reengineering	

NAME OF ASSISTANT PROFESSOR : Ms. RINKLE GUPTA
CLASS/ SECTION : B.com 2nd SEMESTER : D & E
SUBJECT : FUNDAMENTALS OF MARKETING : BC-203

UNIT/PART I	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 1-1-18	Basic definitions of marketing	
DAY2 DATE 2-1-18	Marketing: Intro, concepts & nature	
DAY3 DATE 3-1-18	Scope & functions of marketing	
DAY4 DATE 4-1-18	Importance of marketing	
DAY5 DATE 5-1-18	Selling & difference between selling & marketing	
DAY6 DATE 6-1-18	Marketing concepts-intro, difference b/w marketing and marketing concept, historical development of marketing concept	
DAY7 DATE 8-1-18	Discussion of marketing importance & functions with examples	
DAY8 DATE 9-1-18	Different concepts of marketing	
DAY9 DATE 10-1-18	Traditional & modern marketing concept	
DAY10 DATE 11-1-18	Modern marketing concept- importance, factors & limitations	
DAY11 DATE 12-1-18	Test of ch Intro to marketing	
DAY12 DATE 13-1-18	Marketing management- meaning, objectives, nature & scope	
DAY13 DATE 15-1-18	Importance, problems & marketing management and sales management	
DAY 14 DATE 16-1-18	Marketing mix-meaning, nature & historical development	

DAY15 DATE 17-1-18	Elements of marketing mix	
DAY16 DATE 18-1-18	Factors affecting marketing mix	
DAY17 DATE 19-1-18	Expanded marketing mix	
DAY18 DATE 20-1-18	Revision of marketing management	
DAY19 DATE 22-1-18	HOLIDAY	
DAY20 DATE 23-1-18	SPORTS DAY	
DAY21 DATE 24-1-18	HOLIDAY	
DAY22 DATE 25-1-18	factors affecting marketing environment	
DAY23 DATE 26-1-18	HOLIDAY	
DAY 24 DATE 27-1-18	Impact of environment on marketing	
UNIT/PART II	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 29-1-18	Problems of marketing and global marketing	
DAY2 DATE 30-1-18	Test of chapter marketing concepts	
DAY3 DATE 31-1-18	HOLIDAY	
DAY4 DATE 1-2-18	Marketing segmentation- meaning,objectives,reasons & requirements	
DAY5 DATE 2-2-18	methods & concepts	
DAY6 DATE 3-2-18	segmenting the industrial market	
DAY7 DATE 5-2-18	concentrated marketing strategy	
DAY8 DATE 6-2-18	advantages,importance and product positioning	
DAY9 DATE 7-2-18	Target market and niche market	
DAY10 DATE 8-2-18	Test of chapter marketing mix	
DAY11 DATE 9-2-18	ASSIGNMENT 1 & Consumer Behaviour-meaning,types and significance	

DAY12 DATE 10-2-18	HOLIDAY	
DAY13 DATE 12-2-18	Determinants of consumer behavior	
DAY14 DATE 13-2-18	HOLIDAY	
DAY15 DATE 14-2-18	Determinants of consumer behavior	
DAY16 DATE 15-2-18	difficulties,change in consumer behaviour,behaviour of indian consumers	
DAY17 DATE 16-2-18	Product-meaning,features,importance	
DAY18 DATE 17-2-18	product concept	
DAY19 DATE 19-2-18	product concept	
DAY20 DATE 20-2-18	product concept	
DAY21 DATE 21-2-18	Group discussion on topic product	
DAY22 DATE 22-2-18	Product mix strategies-meaning & dimensions	
DAY23 DATE 23-2-18	factors and effects	
UNIT/PART III	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 24-2-18	optimum product mix and product line policies and strategies	
DAY2 DATE 26-2-18	product differentiation	
DAY3 DATE 27-2-18	Test of chapter consumer behavior	
DAY4 DATE 28-2-18	HOLIDAY	
DAY5 DATE 1-3-18	HOLIDAY	
DAY6 DATE 2-3-18	HOLIDAY	
DAY7 DATE 3-3-18	HOLIDAY	
DAY8 DATE 5-3-18	Branding	
DAY9 DATE 6-3-18	Branding	
DAY10 DATE 7-3-18	Branding	

DAY11 DATE 8-3-18	Packaging	
DAY12 DATE 9-3-18	Packaging	
DAY13 DATE 10-3-18	ASSIGNMENT 2 & Packaging	
DAY 14 DATE 12-3-18	Labelling	
DAY15 DATE 13-3-18	Product life cycle-meaning,features,stages	
DAY16 DATE 14-3-18	shapes & marketing strategies	
DAY17 DATE 15-3-18	factors,importance and limitations	
DAY18 DATE 16-3-18	quiz on different topics	
DAY19 DATE 17-3-18	test of chapter product mix strategies	
DAY20 DATE 19-3-18	New product development process- meaning,process & sources	
DAY21 DATE 20-3-18	screening of ideas	
DAY22 DATE 21-3-18	CONDITIONAL TEST	
DAY23 DATE 22-3-18	CONDITIONAL TEST	
DAY 24 DATE 23-3-18	HOLIDAY	
DAY 25 DATE 24-3-18	Product pricing- meaning,importance,objectives	
UNIT/PART IV	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 26-3-18	pricing methods	
DAY2 DATE 27-3-18	discount policies	
DAY3 DATE 28-3-18	Promotion Mix	
DAY4 DATE 29-3-18	HOLIDAY	
DAY5 DATE 30-3-18	Advertising	
DAY6 DATE 31-3-18	Advertising	

DAY7 DATE 2-4-18	Personal selling	
DAY8 DATE 3-4-18	Personal selling	
DAY9 DATE 4-4-18	group discussion on advertising & personal selling	
DAY10 DATE 5-4-18	sales promotion	
DAY11 DATE 6-4-18	sales promotion	
DAY12 DATE 7-4-18	sales promotion	
DAY13 DATE 9-4-18	Discussion on product pricing	
DAY14 DATE 10-4-18	test of advertising & personal selling	
DAY15 DATE 11-4-18	Mcqs on different topics	
DAY16 DATE 12-4-18	Publicity	
DAY17 DATE 13-4-18	Public relations	
DAY18 DATE 14-4-18	HOLIDAY	
DAY19 DATE 16-4-18	types of distribution channels	
DAY20 DATE 17-4-18	factors affecting the choice of distribution channels	
DAY21 DATE 18-4-18	HOLIDAY	
DAY22 DATE 19-4-18	Physical distribution- meaning,features,objectives & importance	
DAY23 DATE 20-4-18	components of physical distribution	

NAME OF ASSISTANT PROFESSOR : Ms. RINKLE GUPTA
CLASS/SECTION : M.com 4th SEMESTER
SUBJECT : SALES MANAGEMENT : MC-408

UNIT/PART I	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 1-1-18	Sales management- meaning,characteristics,difference between marketing and sales management	

DAY2 DATE 2-1-18	Objectives and functions of sales management	
DAY3 DATE 3-1-18	Importance and sales manager	
DAY4 DATE 4-1-18	Qualities and responsibilities of sales manager	
DAY5 DATE 5-1-18	Fundamentals of selling-meaning, characteristics, fundamentals of selling	
DAY6 DATE 6-1-18	Key factors of success in selling and meaning of salesmanship	
DAY7 DATE 8-1-18	Personal selling	
DAY8 DATE 9-1-18	Scope of salesmanship, types of salesmen, responsibilities and qualities of a good salesman	
DAY9 DATE 10-1-18	Buyer seller dyads and selling process	
DAY10 DATE 11-1-18	Theories of selling	
DAY11 DATE 12-1-18	Discussion on marketing and selling	
DAY12 DATE 13-1-18	Sales planning-meaning, features, components & process	
DAY13 DATE 15-1-18	Importance, types, limitations and suggestions	
DAY 14 DATE 16-1-18	Test of chapter sales management	
DAY15 DATE 17-1-18	Sales forecasting-meaning, features, objectives & factors	
DAY16 DATE 18-1-18	Procedure and methods of sales forecasting	
DAY17 DATE 19-1-18	Levels, length, responsibility & limitations	
DAY18 DATE 20-1-18	Sales quotas-meaning, features, objectives and types	
DAY19 DATE 22-1-18	HOLIDAY	
DAY20 DATE 23-1-18	SPORTS DAY	
DAY21 DATE 24-1-18	HOLIDAY	
DAY22 DATE 25-1-18	Factors, Principles & limitations	
DAY23 DATE 26-1-18	HOLIDAY	

DAY 24 DATE 27-1-18	Sales territories-meaning,objectives and factors	
UNIT/PART II	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 29-1-18	Principles & basis for establishing sales territories	
DAY2 DATE 30-1-18	Procedure and shapes	
DAY3 DATE 31-1-18	HOLIDAY	
DAY4 DATE 1-2-18	Discussion on sales forecasting	
DAY5 DATE 2-2-18	Routing & scheduling	
DAY6 DATE 3-2-18	Test of topic sales quota	
DAY7 DATE 5-2-18	Sales budget-meaning,features and factors	
DAY8 DATE 6-2-18	Types,essentials and approaches	
DAY9 DATE 7-2-18	Procedure and importance	
DAY10 DATE 8-2-18	Limitations and methods	
DAY11 DATE 9-2-18	ASSIGNMENT 1 & Case study	
DAY12 DATE 10-2-18	HOLIDAY	
DAY13 DATE 12-2-18	Test of sales territory	
DAY14 DATE 13-2-18	HOLIDAY	
DAY15 DATE 14-2-18	Sales organisation-meaning,features,importance and departments	
DAY16 DATE 15-2-18	Functions & setting up sales organisation	
DAY17 DATE 16-2-18	Factors and principles	
DAY18 DATE 17-2-18	Structure of sales organisation	
DAY19 DATE 19-2-18	Structure of sales organisation	
DAY20 DATE 20-2-18	Basis for departmentation of sales organisation	

DAY21 DATE 21-2-18	Sales force management- meaning,importance & activities	
DAY22 DATE 22-2-18	Test of some topics of sales organisation	
DAY23 DATE 23-2-18	Recruitment of sales force	
UNIT/PART III	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 24-2-18	Selection of sales force	
DAY2 DATE 26-2-18	Selection of sales force	
DAY3 DATE 27-2-18	CONDITIONAL TEST	
DAY4 DATE 28-2-18	HOLIDAY	
DAY5 DATE 1-3-18	HOLIDAY	
DAY6 DATE 2-3-18	HOLIDAY	
DAY7 DATE 3-3-18	HOLIDAY	
DAY8 DATE 5-3-18	Test of chapter sales organisation	
DAY9 DATE 6-3-18	Compensating sales force- meaning,objectives & factors	
DAY10 DATE 7-3-18	Designing sales force compensation plan	
DAY11 DATE 8-3-18	Methods of job evaluation	
DAY12 DATE 9-3-18	Methods of job evaluation	
DAY13 DATE 10-3-18	ASSIGNMENT 2 & Reimbursement of selling expenses	
DAY 14 DATE 12-3-18	Sales meetings	
DAY15 DATE 13-3-18	Sales contests	
DAY16 DATE 14-3-18	Case study	
DAY17 DATE 15-3-18	Test of recruitment part of sales organisation	
DAY18 DATE 16-3-18	Discussion on different sales contests	
DAY19 DATE 17-3-18	Control process-meaning & steps	

DAY20 DATE 19-3-18	Techniques of sales volume analysis	
DAY21 DATE 20-3-18	Selling cost analysis	
DAY22 DATE 21-3-18	Sales Audit :- Introduction	
DAY23 DATE 22-3-18	Quiz on Different Topics	
DAY 24 DATE 23-3-18	HOLIDAY	
DAY 25 DATE 24-3-18	Test of selection part of sales force management	
UNIT/PART IV	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 26-3-18	Sales force training-meaning,features & objectives	
DAY2 DATE 27-3-18	Principles & types of sales force training	
DAY3 DATE 28-3-18	Sales force training programme & steps in sales force training programme	
DAY4 DATE 29-3-18	HOLIDAY	
DAY5 DATE 30-3-18	Discussion on compensating sales force	
DAY6 DATE 31-3-18	Contents & methods	
DAY7 DATE 2-4-18	Individual training methods	
DAY8 DATE 3-4-18	Advantages & problems	
DAY9 DATE 4-4-18	Development of sales force	
DAY10 DATE 5-4-18	Controlling sales personnel-meaning,importance & steps	
DAY11 DATE 6-4-18	Essentials & Qualitative Methods	
DAY12 DATE 7-4-18	Quantitative methods & Limitations	
DAY13 DATE 9-4-18	Sales records & reporting system	
DAY14 DATE 10-4-18	Test of sales budget	
DAY15 DATE 11-4-18	Case studies	

DAY16 DATE 12-4-18	Promotion policies-meaning,features & types	
DAY17 DATE 13-4-18	Issues in promotion policy	
DAY18 DATE 14-4-18	HOLIDAY	
DAY19 DATE 16-4-18	Quiz on different topics	
DAY20 DATE 17-4-18	Motivating sales personnel-meaning,features & importance	
DAY21 DATE 18-4-18	HOLIDAY	
DAY22 DATE 19-4-18	Essentials and methods	
DAY23 DATE 20-4-18	Theories of Motivation	