

LESSON PLAN FOR EVEN SEM
SESSION 2017-18

NAME OF ASSISTANT PROFESSOR

: SUNITA SIKRI

CLASS/SECTION

: B.Com IV Sem (A)

SUBJECT

: COMPANY LAW

UNIT/PART I	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 1-1-18	Introduction to Company Law	
DAY2 DATE 2-1-18	Historical Development of Company Law in India	
DAY3 DATE 3-1-18	Indian company act 1956	
DAY4 DATE 4-1-18	The Companies Act 2013	
DAY5 DATE 5-1-18	Revision of the Chapter, Queries Solving Etc.	
DAY6 DATE 6-1-18	Meaning of Company	
DAY7 DATE 8-1-18	Lifting the Corporate Veil	
DAY8 DATE 9-1-18	Lifting the Corporate Veil(case study)	
DAY9 DATE 10-1-18	Difference Between Joint Stock Company and Partnership	
DAY10 DATE 11-1-18	Advantages of Joint Stock Company and Partnership	
DAY11 DATE 12-1-18	Disadvantages of Joint Stock Company	
DAY12 DATE 13-1-18	Class test of chapter 1st.	
DAY13 DATE 15-1-18	Introduction to the types of Companies	
DAY 14 DATE 16-1-18	Classification on the Basis of Incorporation	
DAY15 DATE 17-1-18	Case study of Corporates (basis of characteristics)	

DAY16 DATE 18-1-18	Classification on basis of liability and transferability of shares	
DAY17 DATE 19-1-18	Classification on the basis of ownership and nationality	
DAY18 DATE 20-1-18	One Person Company	
DAY19 DATE 22-1-18	HOLIDAY	
DAY20 DATE 23-1-18	SPORTS DAY	
DAY21 DATE 24-1-18	HOLIDAY	
DAY22 DATE 25-1-18	Doubt Session	
DAY23 DATE 26-1-18	HOLIDAY	
DAY 24 DATE 27-1-18	Doubt session	
UNIT/PART II	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 29-1-18	Difference between Private and Public Company	
DAY2 DATE 30-1-18	Privileges and Exemption of Private Company	
DAY3 DATE 31-1-18	HOLIDAY	
DAY4 DATE 1-2-18	Conversion of a Private Company into a Public and Public Company into a Private Company	
DAY5 DATE 2-2-18	Introduction to the Formation, of a Company.	
DAY6 DATE 3-2-18	Stages of Promotion/Meaning of Promoter	
DAY7 DATE 5-2-18	Importance, Function, legal Position of Promoter	
DAY8 DATE 6-2-18	Rights, Liabilities and Duties of Promoters	
DAY9 DATE 7-2-18	Preliminary Contracts and Registration of a Company	
DAY10 DATE 8-2-18	Certificate of Incorporation	
DAY11 DATE 9-2-18	Capital subscription and Commencement of Business	
DAY12 DATE 10-2-18	HOLIDAY	

DAY13 DATE 12-2-18	Revision of the Previous Chapter and Doubts Session	
DAY14 DATE 13-2-18	HOLIDAY	
DAY15 DATE 14-2-18	Introduction to Memorandum of Association	
DAY16 DATE 15-2-18	Features, Purposes and Importance of m/a	
DAY17 DATE 16-2-18	Contents of Memorandum of Association	
DAY18 DATE 17-2-18	Name / Situation Clause	
DAY19 DATE 19-2-18	Object Clause Liability Clause	
DAY20 DATE 20-2-18	Alteration and Limitations	
DAY21 DATE 21-2-18	Introduction to Articles of Association.	
DAY22 DATE 22-2-18	Nature, Object and Importance of a/a	
DAY23 DATE 23-2-18	Alteration and Limitations	
UNIT/PART III	Topic	
	THEORY	PRACTICAL
DAY1 DATE 24-2-18	Doctrine of constructive notice	
DAY2 DATE 26-2-18	Doctrine of indoor management	
DAY3 DATE 27-2-18	Doctrine of ultraviras	
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	Effects of ultra viras acts.	
DAY9 DATE 6-3-18	Introduction to the prospectus	
DAY10 DATE 7-3-18	Form and contents of the prospectus	
DAY11 DATE 8-3-18	The Golden Rule in Prospectus	

DAY12 DATE 9-3-18	Legal Requirement Regarding Prospectus.	
DAY13 DATE 10-3-18	Misstatement in Prospectus.	
DAY 14 DATE 12-3-18	Deemed, Shelf, Red Herring and Foreign Company Prospectus.	
DAY15 DATE 13-3-18	Group Discussion (group 1st)	
DAY16 DATE 14-3-18	Group Discussion (group 2nd)	
DAY17 DATE 15-3-18	Meaning and Definition of Shares.	
DAY18 DATE 16-3-18	Types of shares	
DAY19 DATE 17-3-18	Meaning of Stock and Conversion of Shares into Stock	
DAY20 DATE 19-3-18	Difference Between Share and Stock	
DAY21 DATE 20-3-18	Introduction to the Prospectus	
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	Discussion on Current Topic	
UNIT/PART IV	Topic	
	Theory	PRACTICAL
DAY1 DATE 26-3-18	Allotment of Shares	
DAY2 DATE 27-3-18	Provisions Regarding Allotment.	
DAY3 DATE 28-3-18	Irregular Allotment - its Effects	
DAY4 DATE 29-3-18	HOLIDAY	
DAY5 DATE 30-3-18	Underwriting Commission / Brokerage	
DAY6 DATE 31-3-18	Issue of Shares / Bonus Shares/ Sweat Equally Share	
DAY7 DATE 2-4-18	Meaning of Share Capital	
DAY8	Kinds of Share Capital	

DATE 3-4-18		
DAY9 DATE 4-4-18	Reduction of Share Capital	
DAY10 DATE 5-4-18	Surprise test	
DAY11 DATE 6-4-18	Meaning of Share Certificate	
DAY12 DATE 7-4-18	Contents / Provisions of Share Certificate	
DAY13 DATE 9-4-18	Meaning of Share Warrant	
DAY14 DATE 10-4-18	Difference Between Share Certificate and Share Warrant	
DAY15 DATE 11-4-18	MCQ of the Four Chapters	
DAY16 DATE 12-4-18	Discussion on Important Questions	
DAY17 DATE 13-4-18	Class Test of the two Chapters	
DAY18 DATE 14-4-18	HOLIDAY	
DAY19 DATE 16-4-18	Meaning and Characteristic of Debentures	
DAY20 DATE 17-4-18	Difference Between Debenture and Debenture Stock	
DAY21 DATE 18-4-18	HOLIDAY	
DAY22 DATE 19-4-18	Types of Debentures	
DAY23 DATE 20-4-18	Remedies available to Debenture holder	

NAME OF ASSISTANT PROFESSOR: SUNITA SIKRI
CLASS/SECTION: B.COM VI SEM SEC- A & B
SUBJECT: INTERNATIONAL MARKETING

UNIT/PART I	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 1-1-18	Introduction to International Marketing	
DAY2 DATE 2-1-18	Need/Importance of International Marketing	
DAY3 DATE 3-1-18	Challenges in International Marketing	
DAY4	International Marketing Mix	

DATE 4-1-18		
DAY5 DATE 5-1-18	Major Decision / Diff. Between domestic and Int. Mar.	
DAY6 DATE 6-1-18	Scope of International Marketing	
DAY7 DATE 8-1-18	Introduction to International Marketing Environment	
DAY8 DATE 9-1-18	Characteristics of International Mrk. Environment	
DAY9 DATE 10-1-18	Internal Marketing Environment	
DAY10 DATE 11-1-18	Macro Components of Int. Environment	
DAY11 DATE 12-1-18	Importance of Study of Int. Environment	
DAY12 DATE 13-1-18	Review of both chapters and contents.	
DAY13 DATE 15-1-18	Introduction to foreign Market Entry Modes	
DAY 14 DATE 16-1-18	Entry Strategies in Foreing Markets	
DAY15 DATE 17-1-18	Steps in Country Evaluation and selection	
DAY16 DATE 18-1-18	Parameters in Country Evaluation and Selection	
DAY17 DATE 19-1-18	Evaluation Matrix	
DAY18 DATE 20-1-18	Class test of Chapter 1st	
DAY19 DATE 22-1-18	HOLIDAY	
DAY20 DATE 23-1-18	SPORTS DAY	
DAY21 DATE 24-1-18	HOLIDAY	
DAY22 DATE 25-1-18	DOUBT SESSION OF STUDENTS	
DAY23 DATE 26-1-18	HOLIDAY	
DAY 24 DATE 27-1-18	Meaning and levels of Products	
UNIT/PART II	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 29-1-18	Classification of Product	
DAY2	Product development	

DATE 30-1-18		
DAY3 DATE 31-1-18	HOLIDAY	
DAY4 DATE 1-2-18	New Product development in International Markets	
DAY5 DATE 2-2-18	International Products Strategies	
DAY6 DATE 3-2-18	Scope of Product Planning and development	
DAY7 DATE 5-2-18	Test Marketing	
DAY8 DATE 6-2-18	Case Study of Specific Company	
DAY9 DATE 7-2-18	Failure of new products in international market	
DAY10 DATE 8-2-18	Introduction to Branding	
DAY11 DATE 9-2-18	Branding Policies and Strategies Assignment	
DAY12 DATE 10-2-18	HOLIDAY	
DAY13 DATE 12-2-18	Importance of Branding in International Marketing	
DAY14 DATE 13-2-18	HOLIDAY	
DAY15 DATE 14-2-18	Introduction and Meaning of Packaging	
DAY16 DATE 15-2-18	Packaging and meaning of Packaging	
DAY17 DATE 16-2-18	Packaging consideration in International Marketing	
DAY18 DATE 17-2-18	Packaging decisions	
DAY19 DATE 19-2-18	Marketing and labelling	
DAY20 DATE 20-2-18	PPT Presentation of Students (Group - A)	
DAY21 DATE 21-2-18	PPT Presentation of Students (Group - B)	
DAY22 DATE 22-2-18	Doubts Session of Students	
DAY23 DATE 23-2-18	Discussion on Short Type Questions	
UNIT/PART III	TOPIC	
	THEORY	PRACTICAL
DAY1	Introduction to International Pricing	

DATE 24-2-18		
DAY2 DATE 26-2-18	Objectives and factors Influencing Int. Pricing	
DAY3 DATE 27-2-18	Method of Price Determination Pricing Policies and Strategies	
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	Introduction to Int. Pricing Quotations	
DAY9 DATE 6-3-18	payment terms in Pricing Quotations	
DAY10 DATE 7-3-18	Considerations in Export Pricing Quotations	
DAY11 DATE 8-3-18	Methods of Payment in Int. Marketing	
DAY12 DATE 9-3-18	Mechanism of Payment	
DAY13 DATE 10-3-18	Review of the contents Assignment	
DAY 14 DATE 12-3-18	Components of international Promotion Mix	
DAY15 DATE 13-3-18	Trade Fairs and Exhibitions	
DAY16 DATE 14-3-18	Direct Mail and Sales Literature	
DAY17 DATE 15-3-18	Group Discussion (Group A)	
DAY18 DATE 16-3-18	Group Discussion (Group B)	
DAY19 DATE 17-3-18	Introduction to International advertising	
DAY20 DATE 19-3-18	Approaches and Importance	
DAY21 DATE 20-3-18	International Advertising Process	
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	Case Study on Advertisement Strategy	
UNIT/PART IV	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 26-3-18	Introduction to Personal Selling	
DAY2 DATE 27-3-18	Importance to Personal Selling	
DAY3 DATE 28-3-18	Methods and difficulties of Personal Selling	
DAY4 DATE 29-3-18	HOLIDAY	
DAY5 DATE 30-3-18	Process of Personal Selling	
DAY6 DATE 31-3-18	Class Test of 3 Chapters.	
DAY7 DATE 2-4-18	Introduction to International Distribution	
DAY8 DATE 3-4-18	Importance	
DAY9 DATE 4-4-18	Components of Physical Distribution	
DAY10 DATE 5-4-18	Suggestions for Improvement	
DAY11 DATE 6-4-18	International Logistics Management	
DAY12 DATE 7-4-18	Difficulties in Global Logistics Mgt.	
DAY13 DATE 9-4-18	Considerations in Selection of Channel Members	
DAY14 DATE 10-4-18	Distribution Channels in Int. Marketing	
DAY15 DATE 11-4-18	Direct/Indirect Distribution Channels	
DAY16 DATE 12-4-18	Doubt Session of Students.	
DAY17 DATE 13-4-18	Doubt Session of Students.	
DAY18 DATE 14-4-18	HOLIDAY	
DAY19 DATE 16-4-18	Introduction to Foreign Selling Agent	
DAY20 DATE 17-4-18	Need for Appointment	

DAY21 DATE 18-4-18	HOLIDAY	
DAY22 DATE 19-4-18	Factors affecting selection of foreign selling agents	
DAY23 DATE 20-4-18	Content of foreign sales Agency Contract	

NAME OF ASSISTANT : SUNITA SIKRI
CLASS/SECTION : B.Com II Sem (A)
SUBJECT : **FUNDAMENTALS OF MARKETING**

UNIT/PART I	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 1-1-18	Introduction to Market, Marketing	
DAY2 DATE 2-1-18	Definitions and Nature of Marketing	
DAY3 DATE 3-1-18	Functions of marketing	
DAY4 DATE 4-1-18	Principles of marketing	
DAY5 DATE 5-1-18	Objective & importance of marketing	
DAY6 DATE 6-1-18	Difference between selling and marketing discussion of Questions	
DAY7 DATE 8-1-18	Introduction to Marketing Concept, stages of Marketing concept	
DAY8 DATE 9-1-18	Traditional Concept & features and relevance	
DAY9 DATE 10-1-18	MODERN CONCEPT	
DAY10 DATE 11-1-18	Factors affecting concept Limitation of modern concept	
DAY11 DATE 12-1-18	Difference between traditional and modern concept	
DAY12 DATE 13-1-18	Introduction to Marketing Management	
DAY13 DATE 15-1-18	Definition & Scope of Marketing Management	
DAY 14 DATE 16-1-18	Nature and Importance	
DAY15 DATE 17-1-18	Problems in Marketing Mangement	
DAY16	Difference between Marketing Mgt and Sales	

DATE 18-1-18	Mgt.	
DAY17 DATE 19-1-18	Meaning of Marketing Mix. Definition and Nature of Marketing Mix	
DAY18 DATE 20-1-18	Marketing Mix	
DAY19 DATE 22-1-18	HOLIDAY	
DAY20 DATE 23-1-18	SPORTS DAY	
DAY21 DATE 24-1-18	HOLIDAY	
DAY22 DATE 25-1-18	Promotion and Place Mix Factors affecting Marketing Mix	
DAY23 DATE 26-1-18	HOLIDAY	
DAY 24 DATE 27-1-18	Expanded Marketing Mix Marketing Mix in Case of Service Industry	
UNIT/PART II	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 29-1-18	Meaning of Marketing Environment	
DAY2 DATE 30-1-18	Nature of Marketing Environment Internal Marketing Environment	
DAY3 DATE 31-1-18	HOLIDAY	
DAY4 DATE 1-2-18	External Environment Economic and demographic	
DAY5 DATE 2-2-18	Cultural and Political Natural, Technological and legal Env.	
DAY6 DATE 3-2-18	Class test of first two Chapters	
DAY7 DATE 5-2-18	Meaning , definition of Market segmentation	
DAY8 DATE 6-2-18	Basis of Segmentation	
DAY9 DATE 7-2-18	Segmentation Strategies	
DAY10 DATE 8-2-18	Product differentiation, Niche Market Selection of segmentation Strategy	
DAY11 DATE 9-2-18	Review of The Contents ASSIGNMENT	
DAY12 DATE 10-2-18	HOLIDAY	
DAY13 DATE 12-2-18	Meaning of Consumer Behaviour Process of Buying Decisions	
DAY14	HOLIDAY	

DATE 13-2-18		
DAY15 DATE 14-2-18	Determinants of Consumer Behaviour (Economic and Cultural)	
DAY16 DATE 15-2-18	Determinants (Psychological and Demographic)	
DAY17 DATE 16-2-18	Difficulties in Studying Consumer behaviour	
DAY18 DATE 17-2-18	Behaviour of Indian Consumers.	
DAY19 DATE 19-2-18	Meaning of Product Features of Product	
DAY20 DATE 20-2-18	Classification of Product	
DAY21 DATE 21-2-18	Differentiation between consumer Goods and industrial goods, shopping and speciality goods	
DAY22 DATE 22-2-18	Modern Product Classification	
DAY23 DATE 23-2-18	Test of Consumer Behaviour and its determinants	
UNIT/PART III	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 24-2-18	Product Mix Product Line	
DAY2 DATE 26-2-18	Strategies of Product Mix Dimension of Product Mix	
DAY3 DATE 27-2-18	Factors affecting Product Line Optimum Product Mix	
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	Meaning of Branding Features of Branding	
DAY9 DATE 6-3-18	Branding Policies and Strategies	
DAY10 DATE 7-3-18	Brand Testing Classification of Brands.	
DAY11 DATE 8-3-18	Objective, advantage and disadvantages of Branding	
DAY12 DATE 9-3-18	Meaning, Objective and Advantage of Packaging	

DAY13 DATE 10-3-18	Importance of Branding in Indian Economy Assignment	
DAY 14 DATE 12-3-18	Packaging and Labelling	
DAY15 DATE 13-3-18	Labelling – Contents, Types, Objectives	
DAY16 DATE 14-3-18	Advantages and Significance of Labelling	
DAY17 DATE 15-3-18	Difference between Brand and Trademark Difference betwn. Marketing and Labelling	
DAY18 DATE 16-3-18	Case Study on Branding, Packaging and Labelling	
DAY19 DATE 17-3-18	Doubt Sessions	
DAY20 DATE 19-3-18	Meaning, Definitions, features of Product Life Cycle	
DAY21 DATE 20-3-18	Stages of Product Life Cycle	
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	Marketing strategies in difference stages of PLC	
UNIT/PART IV	TOPIC	
	THEORY	PRACTICAL
DAY1 DATE 26-3-18	New Product Development	
DAY2 DATE 27-3-18	Process of New Product Development Sources of ideas	
DAY3 DATE 28-3-18	Test Marketing: Procedure and Principles Limitations	
DAY4 DATE 29-3-18	HOLIDAY	
DAY5 DATE 30-3-18	Difference between Test Marketing and Product testing	
DAY6 DATE 31-3-18	Doubt Session and Oral Test	
DAY7 DATE 2-4-18	Meaning of Product Pricing Role and Importance	
DAY8 DATE 3-4-18	Objectives of Pricing	

DAY9 DATE 4-4-18	Policies and Strategies of Pricing	
DAY10 DATE 5-4-18	Factors affecting Pricing decisions	
DAY11 DATE 6-4-18	Procedure for Price Determination	
DAY12 DATE 7-4-18	Pricing Methods New Product Pricing Policies	
DAY13 DATE 9-4-18	Resale Price maintenance	
DAY14 DATE 10-4-18	Discount Policies Pricing in Practice	
DAY15 DATE 11-4-18	Price and Non Price Competition	
DAY16 DATE 12-4-18	Meaning of Promotion Mix Need, Characteristics and Objectives	
DAY17 DATE 13-4-18	Elements of Promotion Mix	
DAY18 DATE 14-4-18	HOLIDAY	
DAY19 DATE 16-4-18	Distribution Channels	
DAY20 DATE 17-4-18	Types of Distribution Channels	
DAY21 DATE 18-4-18	HOLIDAY	
DAY22 DATE 19-4-18	Non conventional channels	
DAY23 DATE 20-4-18	Factors affecting choice of distribution	

(SUNITA SIKRI)

NAME OF TEACHER