

lesson plan (2024-25) G.C.W. Madlauda, Panipat MS RENU Class- M.com subject: Financial management Content Time period finance meaning long term source and short run source of finance 1st week of January 2end week of January function of financial management, objective of financial management capital structure 3rd week of January capital structure 4th week of January cost of capital 1st week of feb cost of capital 2nd week of Feb leverage of financial management 3rd week of Feb dividend policy 4th week of Feb capital busting 1st week of March HOLI BREAK 2nd week of March capital budgeting 3rd week of March capital budgeting 4th week of March working capital management 1st week of April cash management system 2nd week of April 3rd week of April cash management system 4th week of April receivable management

| 1 | lesson plan (2024-25) | |
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| 2 | G.C.W. Madlauda, Panipat | |
| 3 | MS RENU | |
| 4 | Class- B.com | |
| 5 | subject: BUSINESS regulatory regulatory framework -II | |
| 6 | Time period | Content |
| 7 | 1st week of January | Indian partnership act |
| 8 | 2end week of January | Indian partnership act |
| 9 | 3rd week of January | Indian partnership act |
| 10 | 4th week of January | Indian partnership act |
| 11 | 1st week of feb | negotiable instrument act |
| 12 | 2nd week of Feb | negotiable instrument act |
| 13 | 3rd week of Feb | negotiable instrument act |
| 14 | 4th week of Feb | negotiable instrument act |
| 15 | 1st week of March | sales of goods act |
| 16 | 2nd week of March | HOLI BREAK |
| 17 | 3rd week of March | delivery and payment,right of unpaid seller |
| 18 | 4th week of March | breach of contract and its element |
| 19 | 1st week of April | Right to information act |
| 20 | 2nd week of April | Right to information act |
| 21 | 3rd week of April | Right to information act |
| 22 | 4th week of April | Revision |
| 23 | | |

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| 1 | | lesson plan (2024-25) |
| 2 | | G.C.W. Madlauda, Panipat |
| 3 | | MS RENU |
| 4 | | Class- B.com |
| 5 | | subject: principles of marketing |
| 6 | Time period | Content |
| 7 | 1st week of January | marketing concept nature scope and importance |
| 8 | 2end week of January | evaluation of marketing understanding marketing of new po |
| 9 | 3rd week of January | marketing environment |
| 10 | 4th week of January | marketing environment |
| 11 | 1st week of feb | consumer behaviour |
| 12 | 2nd week of Feb | consumer behaviour |
| 13 | 3rd week of Feb | market segmentation |
| 14 | 4th week of Feb | product concept important and classification |
| 15 | 1st week of March | branding packaging labelling |
| 16 | 2nd week of March | HOLI BREAK |
| 17 | 3rd week of March | product life cycle, pricing |
| 18 | 4th week of March | pricing method policies |
| 19 | 1st week of April | promotion nature importance merit demerit |
| 20 | 2nd week of April | promotion publicity promotion mix |
| 21 | 3rd week of April | distribution channels |
| 22 | 4th week of April | Revision |
| 22 | | |