

Lesson plan (2021-22)

G.C.W. Madlauda, Panipat

Name of Teacher - Dr Ganesh Das

Class- B.com IV Semester

Subject-

Basics of Retailing

Month and Week

Content

April

1

2nd week

Introduction of Retail Meaning scope
Importance.

3rd week

New Concepts in Retailing

4th week

New Technology of Retailing, Products
Retail

May

1st week

Types of Retailing, Store Classification of
Ownership.

2nd week

Traditional Retail. Vs Modern Retailing

3rd week

Management of Cash and Carry Business.

4th week

Wholes of Retailing, Retail Life Cycle

June

1st week

Management of Retail operation, Product
Management

2nd week

Functions of Retail Management

3rd week

Strategic Retail. management process

4th week

Retail planning Importance and process

July

1st week

Buying Strategy and Location Strategy.

Das

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G.C.W. Madlauda, Panipat

Name of Teacher - Dr Ganesh Das

Class- B.com IV Semester

Subject-

Company Accounts

Month and Week

Content

April

Reconstruction of Companies

2nd week

Internal Reconstruction

3rd week

External Reconstruction, Mergers
or Acquisitions

4th week

Holding Company. Capital Reserve.

May

Minority Interest, Intercompany Dividends

1st week

Consolidated P/L and Balance Sheet of
holding Company.

2nd week

Liquidation of a Company.

3rd week

Schedule of Profit and Loss / Balance Sheet

4th week

June

Final Accounts of Banking Companies.

1st week

Schedule of P/L of Banking Companies

2nd week

Schedule of Balance Sheet.

3rd week

Reserves

4th week

July

1st week

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Name of Teacher - Dr Ganesh Das

Class- B.com IV Semester

Subject- Financial Management

| Month and Week | Content |
|----------------|---|
| April | |
| 2nd week | Nature of Financial Management 'Scope' of Finance. |
| 3rd week | Profit Maximisation and Wealth Maximisation |
| 4th week | Objective of Financial Management |
| May | |
| 1st week | Working Capital Management, Meaning Nature |
| 2nd week | Determination of Working Capital, Working Capital |
| 3rd week | Management of Cash and Receivables |
| 4th week | Marketable Securities |
| June | |
| 1st week | Capital Structure Theory and Policy |
| 2nd week | Net Income Approach |
| 3rd week | Net Operating Income Approach |
| 4th week | M.M. approach |
| July | |
| 1st week | Dividend Policy and Determination |

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Name of Teacher - Dr Ganesh Das

Class- B.com VI Semester

Subject-

International Marketing

Month and Week

Content

April

Nature and Concept

2nd week

Domestic Vs International Marketing

3rd week

Opportunities and Challenges

4th week

International Marketing Environment

May

Product Life Cycle, Product Designing

1st week

Pricing Process and methods
International Price Determination

2nd week

Channel Structure and Selection Decision

3rd week

Marketing Channels / Appointment of Sales Agents

4th week

June

International Product Promotion,

1st week

International Advertising Media Strategy

2nd week

Web Marketing Organizing Trade Fairs

3rd week

Exhibitions

4th week

Basic Export Decisional Documentation

July

1st week

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