

Dayanand Arya Kanya Mahavidyalaya

Department of Commerce
Teaching Plan
B.COM I

Ms. Geeta Galani
Department of Commerce

Academic Session 2023-24

Dayanand Arya Kanya Mahavidyalaya
Department of Commerce
Subject –Business Economics - I
2023-24

Semester wise Semester I Teaching Plan 2023-24(off-line Mode)

Unit	Required Lectures	Monthly Lectures	Duration
Admission Process:16/07/2023 to 31/08/2023		July/August	
Bridge Course 01/08/2023-07/08/2023			
UNIT I	02	August 18	01/08/2023-31/08/2023
Introduction to economics	04		
Stages of economic evolution Essential	04		
processer of economy	02		
	06		
Unit II		September 20	01/09/2023-30/09/2023
Demand analysis: definition law of demand and exceptions Utility analysis	01		
Types of demand	02		
Direct and indirect demand	01		
Derived an autonomous demand Durable and non durable goods Elasticity of demand	02		
Changes in demand function	02		
Concept of measurement of elasticity	02		
	02		
Unit III	03	October 20	01/10/2023-18/11/2023
Demand forecasting	02		
Forecast and forecasting techniques	02		
Qualitative techniques	02		
Expert opinion survey	02		
Consumer complete enumeration survey Force opinion survey	02		
Consumer survey	02		
Quantitative techniques trend projection techniques barometric method econometric techniques regression method	07		
Unit IV	02	December 18	07/12/2023-09/01/2023
Supply meaning	02		
Factor influencing factors of supply Law of supply	02		
Movement and shift in supply curve	02		
Elasticity of supply that erminus of supply	02		
Production analysis production function return of factor and return to scale output, iso quant of definition general properties	03		
	07		
Extra Class for Slow learners	10		
Revision Class	04		
Mock Test	02		
University Semester Exams			
Diwali Vacation/Semester Break	20/10/2023-29/10/2023		

HOD, Commerce
Dr. Indu Mamtani

Sujak
IQAC Coordinator
 Dayanand Arya Kanya Mahavidyalaya
 Jaripatka, Bhubaneswar

Chetna
Officiating Principal
Dr. Chetna Pathak

Dayanand Arya Kanya Mahavidyalaya
Department of Commerce
Subject-Business Economics II
2023-24

Semester wise Semester II Teaching Plan 2023-24 (Offline Mode)

Unit	Required Lectures	Monthly Lectures	Duration
<p style="text-align: center;">UNIT I</p> <p>Actual and opportunity cost fix cost and variable cost exclusive and implicit cost total average and marginal cost historical cost replacement cost short run cost and long run cost accounting cost and economic cost Short run cost output relationship Long run cost output relationship Economy and economies of scale factor causing economies and diseconomies Estimating cost output relationship accounting method engineering method Econometrics method</p>	06 03 03	January 21	10/01/2023- 15/02/2023
<p style="text-align: center;">Unit II</p> <p>Meaning, definition, classification of market structures Perfect competition monopolistic competition Product differentiation oligopoly Homogeneous and heterogeneous oligopoly Price rigidity in oligopoly Kinked demand curve Monopoly features equilibrium Difference between perfect competition and monopoly</p>	03 06 02 03 03 02 04 02	February 21	16/02/2023- 08/03/2023
<p style="text-align: center;">Unit III</p> <p>Cost of production Government policy Carnot's model Collision model Leader follow role model Price determination under perfect competition Price determination under monopolistic competition Price determination under monopoly</p>	04 01 02 02 02 02 02 03	March 18	09/03/2023- 31/03/2023
<p style="text-align: center;">Unit IV</p> <p>Concept of inflation, employment, money supply Monetary policy, fiscal policy, balance of payments National income, consumption function, saving and investment equality between saving and investment Determinants of national income Measurement of national income</p>	03 02 06 08	April 18	01/04/2023 28/04/2023
Extra Class for Slow learners	02		
Revision Class	02		
Mock Test	01		
University Semester Exams			
Diwali Vacation/ Semester Brack			07/05/2023- 15/06/2023

Date of Submission 06/07/2024

 HOD, Commerce Dr. Indu Mamtani	 IQAC Coordinator Dayanand Arya Kanya Mahavidyalaya Jaripatka, Itanagar	 Officiating Principal Dr. Chetna Pathak
--	--	---

pe text]

**Dayanand Arya Kanya Mahavidyalaya Department
of Commerce**


Subject-Business Communication & Management

2023-24

Semeste rwise Semester III Teaching Plan 2023-24(Offline Mode)

Unit	Required Lectures	Monthly Lectures	Duration
<p style="text-align: center;">UNIT I</p> Meaning, Definition and concept of Communication, Objectives of Communication, Functions of communication Written Communication, Oral Communication, Visual Communication, Audio-Visual Communication, interpersonal communication, supervisory communication, Grapevine communication, Barrier in communication	02 03 03 06 04 03	August 21	02/08/2023- 01/09/2023
<p style="text-align: center;">Unit II</p> Business communication: concept, objective, elements, purpose, importance, salient feature, principles of effective business communication. Customer care communication in business Types of business communication-company manual, house journal, placement broacher, leaflets, EMAIL. Public Relations Management-Role of public relations officer in business,group discussion	06 04 08	September1 8	02/09/2023- 19/10/2023
<p style="text-align: center;">Unit III</p> Concept of Management Information System, Role of Computer in communication, Barriers of computerised Communication Use of internet, website and electronic media in business communication. Social media as a mean of communication.	04 07 06 02	October 19	30/10/2023- 15/12/2023
<p style="text-align: center;">Unit IV</p> MS Word and its application in business communication, Role of MS-Excel and MS-Power point in communication skill, MS-excel and financial presentation, MS-power point and business communication, Use of MS-power point in business meeting as a tools of effective communication.	06 06 06	December 18	06/12/2023- 09/01/2024
Extra Class for Slow learners	---		
Revision Class	05		
Mock Test	02		
University Semester Exams			
Diwali Vacation/Semester Brack	20/10-29/10/23		

Date of Submission 06/07/2024

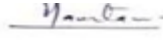
 HOD, Commerce Dr. Indu Mantani	 IQAC Coordinator Dayanand Arya Kanya Mahavidyalaya Jaripatka, Nagpur	 Officiating Principal Dr. Chetna Pathak
--	---	---

Dayanand Arya Kanya Mahavidyalaya
Department of Commerce
Subject – Monetary Economics
2023-24

Semester wise Semester IV Teaching Plan 2023-24(Offline Mode)

Unit	Required Lectures	Monthly Lectures	Duration
UNIT I		January	10/01/2024- 15/02/2024
Money-meaning, evolution, functions,	04	18	
Quantity Theory of Money statement, assumptions, criticism,	04		
Method of Note issue fixed, fiduciary and proportional system meaning working,	06		
Recent trends	04		
Unit II		February	16/02/2024- 08/03/2024
Inflation, Deflation Meaning features impact remedies and types.	06	18	
Measures to control			
Monetary and Fiscal policy: Meaning impact and working	06 06		
Unit III		March	09/03/2024- /31/03/2024
Money market meaning objectives, types, importance Instruments of money market	09 09	18	
Unit IV		April	01/04/2024- 28/04/2024
Public finance principles,	06	20	
Theory of maximum social advantage,	06		
Taxation :Canons, Types and impact on public.	08		
Extra Class for Slow learners Revision Class			
Mock Test	02		
University Semester Exams			
Diwali Vacation/Semester Break			07/05/2024- 15/06/2024

Date of Submission 06/07/2024


HOD, Commerce
Dr. Indu Mamtani


IQAC Coordinator
 Dayanand Arya Kanya Mahavidyalaya
 Jaripatka, Nagpur

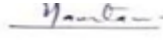

Officiating Principal
Dr. Chetna Pathak

Dayanand Arya Kanya Mahavidyalaya
Department of Commerce
Subject-Marketing Management
2023-24

Semester wise Semester V Teaching Plan 2023-24(Online Mode)

Unit	Required Lectures	Monthly Lectures	Duration
UNIT I Meaning and Concept of Marketing and Marketing Management. Traditional and Modern concept of Marketing, Functions and importance of Marketing Management, Market segmentation: -evaluation, criteria's, advantages and disadvantages of market segmentation, types	05 05 05 06	August 21	09/08/2023- 09/09/2023
Unit II Meaning, concept and characteristics of Consumer Market, Industrial Market and Service Market, their difference Government and reseller market, Online market:-issues and challenges Pricing policies:-meaning, types and factors governing them.	03 03 03 03 06	September 18	10/09/2023- 11/10/2023
Unit III Product Planning–New Product Development Product Life Cycle–Branding and Packaging, Distribution Channels for Consumer Product, Industrial Product and Service Product, Function of Distribution of Channels, Factors Affecting Distribution of Channels.	02 04 04 04 04	October 18	12/10/2023- 15/11/2023
Unit IV Consumer behavior:-Meaning, concept and fact or saffecting consumer behavior, Customer Satisfaction, measurement of Customer Satisfaction, After Sales Services and its role in modern business, Promotion: techniques of promotion, Personal Selling; Advertising, Direct Marketing. E-marketing	03 04 03 04 06	November 20	16/11/2023- 10/01/2024
Extra Class for Slow learners Revision Class Mock Test	08 02		
University Semester Exams			
Diwali Vacation/Semester Brack	20/10-29/10/23		

Date of Submission 05/07/2024


HOD, Commerce
Dr. Indu Mamtani


IQAC Coordinator
 Dayanand Arya Kanya Mahavidyalaya
 Jaripatka, Raigarh


Officiating Principal
Dr. Chetna Pathak

Dayanand Arya Kanya Mahavidyalaya

Department of Commerce

Sub-Business Finance I

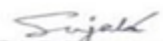
2023-24

Semester wise Semester V Teaching Plan 2023-24(Offline Mode)

Unit	Required Lectures	Monthly Lectures	Duration
UNIT I Meaning ,Nature, Significance ,Objects and Scope of Business Finance, Functions of Financial Executive in an Organization. Recent Development and Reform in Finance Sector. Sources of Business Finance-Long- Medium and Short Term Sources of Finance ,Equity , Preference shares, Sweat equity shares, Shares with differential rights, debentures & Bonds .(Theory)	03 03 04 08	August21	06/08/2023- 09/09/2023
Unit II Project Financing :Meaning ,Stages involved in Project Management, Project planning, Project Report, Appraisal of project, Means of Project finance, Aspect of Project Appraisal. (Theory) Inventory Management : Need and Cost of Inventory , Economic Order Quantity under constant price and with varying price, Various inventory levels. (Theory & Numericals) Leverages-Concept of Leverages ,Operating and Financial Leverages. (Theory & Numericals)	05 07 06 08	September18	10/09/2023- 19/10/2023
Unit III Meaning & Concept ,Need or Objects of Working Capital, types, and Advantages of Working Capital, disadvantages of Excessive Working Capital, Determinant's, assessment of Working Capital requirements(Theory & Numericals) International Finance :Meaning ,Sources of International Financing International Capital Market -Euro issue and External Commercial Borrowings.(Theory)	09 09	October 18	29/10/2023- 18/11/2023
Unit IV Introduction to Debtors Management, Cost involved in Debtors Management, Credit / discount policy Effective cost of bill discounting . (Theory & Numericals) Creditors Management: Creditors as spontaneous sources of finance, Cost of Credit, Accruals / expenses payable as source of finance. (Theory & Numericals) Venture Capital Financing: Meaning, concept, Methods of Venture Financing, Position of Venture Capital industry in India, Problems facing by Venture Capital Industry. (Theory)	08 04 06	December 18	08/12/2023- 09/01/2024
Extra Class for Slow learners Revision Class Mock Test	06 02		
University Semester Exams			
Diwali Vacation/Semester Brack	20/10/- 29/10/23		

Date of Submission 06/07/2024


HOD, Commerce
Dr. Indu Mamtani


IQAC Coordinator
Dayanand Arya Kanya Mahavidyalaya
Jalgaon, Raigarh


Officiating Principal
Dr. Chetna Pathak

Dayanand Arya Kanya Mahavidyalaya

Department of Commerce

Sub-Business Finance I

2023-24

Semester wise Semester V Teaching Plan 2023-24(Offline Mode)

Unit	Required Lectures	Monthly Lectures	Duration
UNIT I Meaning, Nature, Significance, Objects and Scope of Business Finance, Functions of Financial Executive in an Organization. Recent Development and Reform in Finance Sector. Sources of Business Finance-Long- Medium and Short Term Sources of Finance, Equity, Preference shares, Sweat equity shares, Shares with differential rights, debentures & Bonds .(Theory)	03 03 04 08	August 21	06/08/2023- 09/09/2023
Unit II Project Financing: Meaning, Stages involved in Project Management, Project planning, Project Report, Appraisal of project, Means of Project finance, Aspect of Project Appraisal. (Theory) Inventory Management : Need and Cost of Inventory , Economic Order Quantity under constant price and with varying price, Various inventory levels. (Theory & Numericals) Leverages-Concept of Leverages, Operating and Financial Leverages. (Theory & Numericals)	05 07 06	September 18	10/09/2023- 19/10/2023
Unit III Meaning & Concept ,Need or Objects of Working Capital, types, and Advantages of Working Capital, disadvantages of Excessive Working Capital, Determinant's , assessment of Working Capital requirements (Theory & Numericals) International Finance: Meaning, Sources of International Financing International Capital Market -Euro issue and External Commercial Borrowings.(Theory)	09 09	October 18	29/10/2023- 18/11/2023
Unit IV Introduction to Debtors Management, Cost involved in Debtors Management, Credit / discount policy Effective cost of bill discounting . (Theory & Numericals) Creditors Management: Creditors as spontaneous sources of finance, Cost of Credit, Accruals / expenses payable as source of finance. (Theory & Numericals) Venture Capital Financing: Meaning, concept, Methods of Venture Financing, Position of Venture Capital industry in India, Problems facing by Venture Capital Industry. (Theory)	08 04 06	December 18	08/12/2023- 09/01/2024
Extra Class for Slow learners Revision Class Mock Test	06 02		
University Semester Exams			
Diwali Vacation/Semester Brack	20/10/- 29/10/23		

Date of Submission 06/07/2024

HOD, Commerce
Dr. Indu Mamtani

Sujal
IQAC Coordinator
Dayanand Arya Kanya Mahavidyalaya
Jalgaon, T. Nagar

Chetna
Officiating Principal
Dr. Chetna Pathak

Dayanand Arya Kanya Mahavidyalaya
Department of Commerce
Sub-Business Finance II
2023-24

Semester wise Semester VI Teaching Plan 2023-24 (Offline Mode)

Unit	Required Lectures	Monthly Lectures	Duration
Admission Process: 16/07/2023 to 31/08/2023		July/August	
UNIT I Financial Market in India: significance of Financial Markets, Objectives and functions of the financial System, Types of Financial Markets, Money Market-Meaning, features, functions, Composition Capital Market-Meaning, Composition & Structure of Capital Market Market segment. Products and Participant's in Primary market. Regulatory authorities governing financial and capital market. SEBI-(Security Exchange Board of India) Organisational structure of SEBI, Role and Functions of Stock Exchange and SEBI, Regulation Issued by SEBI, Achievements of SEBI.(Theory)	03 03 04 02 06	January 20	10/01/2023- 15/02/2023
Unit II Primary Market: Meaning, Functions, Scope & Significance of Primary Market, Developments in the Primary Market, Primary Market Intermediaries. Secondary Market: Meaning, Difference between Primary Market & Secondary Market, Products dealt in the Secondary Market, Stock Exchange, Secondary Market Intermediaries, Listing Procedure, NSE and BSE.(Theory) Capital Budgeting-Meaning, Nature and Importance of Capital Budgeting, Investment Appraisal Techniques, Pay Back Period Method, Rate of return method, Net Present Value Method, Discounted Cash Flow Method, (Theory & Numericals)	05 05 08	February 20	16/02/2023- 08/03/2023
Unit III NBFC's-Meaning, Formation of NBFC's, Types and Regulation of NBFC's, Credit Rating: Meaning /Concept, Scope & Significance of credit rating, to Investors. Credit Rating Agency in India CRISIL, ICRA, CARE. (Theory) Dividend Policies-Essentials of Sound Dividend Policy, Determination of Dividend Policy and its types, Surplus and Reserve Policy, (Theory & Numericals)	04 04 10	March 1 8	09/03/2023- 31/03/2023
Unit IV Cash Flow for Investment Analysis-Meaning, Benefits and Uses of Cash Flow Statement. Significance, Limitations of Cash Flow Statement. Format of Cash Flow Statement as per AS-3.(Theory & Numericals)	14 06	April 18	01/04/2023- 28/04/2023
UNIT I Financial Market in India :significance of Financial Markets, Objectives and functions of the financial System, Types of Financial Markets, Money Market-Meaning, features, functions, Composition Capital Market-Meaning, Composition & Structure of Capital Market Market segment. Products and Participant's in Primary market. Regulatory authorities governing financial and capital market. SEBI-(Security Exchange Board of India)Organisational structure of SEBI, Role and Functions of Stock Exchange and SEBI, Regulation Issued by SEBI, Achievements of SEBI.(Theory)	03 03 04 02 06		
University Semester Exams			
Diwali Vacation/Semester Brack	07/05/-15/06/23		

Date of Submission 06/07/2024

HOD, Commerce
Dr. Indu Mamtani

Sujak
IQAC Coordinator
 Dayanand Arya Kanya Mahavidyalaya
 Jaripatka, Bhubaneswar

Chetna
Officiating Principal
Dr. Chetna Pathak

Dayanand Arya Kanya Mahavidyalaya
Department of Commerce
Sub-Human Resource Management
2023-24

Semester wise SemesterVI Teaching Plan2023-24(Offline Mode)

Unit	Required Lectures	Monthly Lectures	Duration
UNIT I Human Resource Management, Definition, Objectives, Functions, Scope, Importance. Quality of a ideal Human Resource Managers	12 06	January18	10/01/2023-
Unit II Recruitment: - meaning, source; selection process and importance, placement and induction, career planning gv/s manpower planning Training: -meaning, method, training and development	10 10	February20	16/02/2023-
Unit III Labour welfare: - Safety and Health Measures Workers Participation in Management-Objectives for Wage Incentive-Fringe Benefits Collective Bargaining-Features-Pre-requisite of Collective Bargaining - Agreement at different levels, Successful Participation of workers in Management.	09 19	March 18	09/03/2023-
Unit IV Human Resource Planning-Human Capital Investment-Expenditure vs. Productivity Meaning and Definition of Human Resource Accounting, Importance; Human Resource Accounting-Measurement of Human Value addition into Money Value	10 09	April 19	01/04/2023-
Extra Class for Slow learners			
Revision Class	05		
Mock Test	02		
University Semester Exams			
Diwali Vacation/ Semester Break	07/05-15/05/23		

Date of Submission 06/07/2024

HOD, Commerce
Dr. Indu Mamtani

Sujata
IQAC Coordinator
 Dayanand Arya Kanya Mahavidyalaya
 Jaripatka, Raipur

Chetna
Officiating Principal
Dr. Chetna Pathak