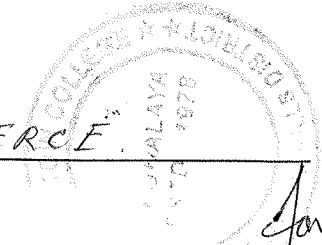


NONGSTOIN COLLEGE

Teachers' Log Book

Department COMMERCE



BC-102.

Subject - Principles & Practice of Management.

Month of September 2021

Date	Class	Subject	Unit	Topic	No. of Students	Signature of Teacher	HOD Signature	Principal's Signature
28/9/2021	B.Com 1 st Semester		Unit - III - Motivation and Leadership.	Motivation - Concept and Theories.	18	<i>[Signature]</i>	<i>[Signature]</i>	
30/9/2021	11		Unit - III - Motivation and Leadership.	Motivation - Theories - Maslow, Herzberg and Mc.Gregor.	18	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>

Principal
Nongstoin College
Nongstoin

NONGSTOIN COLLEGE

Teachers' Log Book

Department Commerce



BC-102

Subject - Principles & Practices of Management

Month of October 2021

Date	Class	Subject	Unit	Topic	No. of Students	Signature of Teacher	HOD Signature	Principal's Signature
5/10/2021		B.Com 1 st Semester	Unit - III - Motivation and Leadership	Leadership - Concept	18	Shreyas	Shreyas	
8/10/2021		"	Unit - III - Motivation and Leadership	Leadership - Styles, Likert's 4 styles	17	Shreyas	Shreyas	
12/10/2021		"	Unit - III - Motivation and Leadership	Transformational Leadership	16	Shreyas	Shreyas	
19/10/2021		"	Unit - III - Motivation and Leadership	Communication - Principles and Channels of Communication	16	Shreyas	Shreyas	
21/10/2021		"	Unit - III - Motivation and Leadership	Types and Process of Communication	17	Shreyas	Shreyas	
23/10/2021		"	Unit - III - Motivation and Leadership	Barriers and Remedies of Communication	18	Shreyas	Shreyas	
26/10/2021		"	Unit - IV - Managerial Control	Concept and Process of Managerial Control	18	Shreyas	Shreyas	
28/10/2021		"	Unit - IV - Managerial Control	Effective Control Systems	18	Shreyas	Shreyas	

Principal
Nongstoin College
Nongstoin

NONGSTOIN COLLEGE

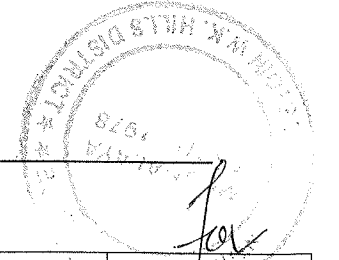
Teachers' Log Book

Department Commerce

BC-102

Subject - Principles and Practice of Management

Month of December 2021



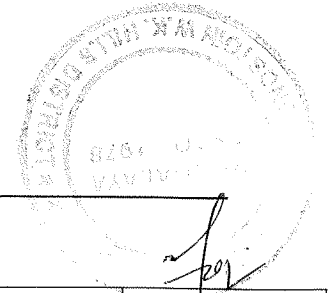
Date	Class	Subject	Unit	Topic	No. of Students	Signature of Teacher	HOD Signature	Principal's Signature
2/12/2021	B.Com 1 st Semester		Unit - V. Change and Conflict Management.	Emerging dimensions of Management in a changing environment.	18	<i>[Signature]</i>	<i>[Signature]</i>	
4/12/2021	B.Com 1 st Semester		Unit - V. Change and Conflict Management.	Managing diversity.	18	<i>[Signature]</i>	<i>[Signature]</i>	
7/12/2021	"		Unit - V. Change and Conflict Management.	Intrapersonal conflict - Levels, and causes.	17	<i>[Signature]</i>	<i>[Signature]</i>	
9/12/2021	"		Unit - V. Change and Conflict Management.	Intrapersonal conflict - Resolution.	17	<i>[Signature]</i>	<i>[Signature]</i>	
14/12/2021	"		Unit - V. Change and Conflict Management.	Functional and Dysfunctional conflict.	17	<i>[Signature]</i>	<i>[Signature]</i>	

Principal
Nongstoin College
Nongstoin

NONGSTOIN COLLEGE

Teachers' Log Book

Department Commerce



BC-102

Subject - Principles and Practices of Management

Month of January 2022

Date	Class	Subject	Unit	Topic	No. of Students	Signature of Teacher	HOD Signature	Principal's Signature
25/1/2022		B.Com 1 st Semester	Unit - I. Change and Conflict Management.	Group Dynamics and Relationship Management.	15	<i>[Signature]</i>	<i>[Signature]</i>	
27/1/2022		"		Revision	18	<i>[Signature]</i>	<i>[Signature]</i>	
29/1/2022				Revision	18	<i>[Signature]</i>	<i>[Signature]</i>	

Principal
Nongstoin College
Nongstoin

NONGSTOIN COLLEGE

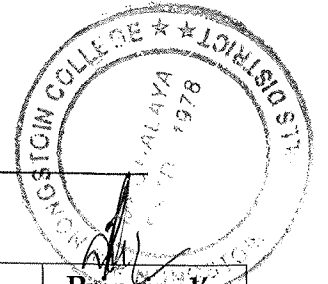
Teachers' Log Book

Department Commerce

BC-101

Subject - Business Environment

Month of January, 2022



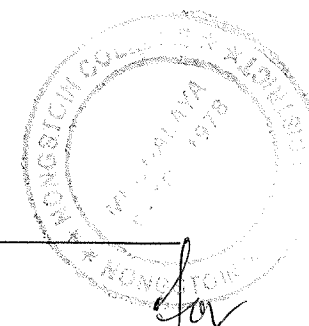
Date	Class	Subject	Unit	Topic	No. of Students	Signature of Teacher	HOD Signature	Principal's Signature
24/1/2022				Revision	18	[Signature]	[Signature]	
28/1/2022				Revision	18	[Signature]	[Signature]	
31/1/2022				Revision	18	[Signature]	[Signature]	

Principal
Nongstoin College
Nongstoin

NONGSTON COLLEGE

Teachers' Log Book

Department Commerce



BC-304

Subject - Marketing Management

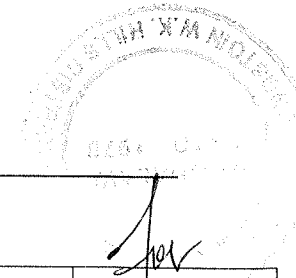
Month of October 2021

Date	Class	Subject	Unit	Topic	No. of Students	Signature of Teacher	HOD Signature	Principal's Signature
1/10/2021	B.Com III rd Sem		Unit - III - Pricing and Promotion.	Discounts, Rebate and offers.	3	[Signature]	[Signature]	 Principal Nongstoin College Nongstoin
5/10/2021	"		Unit - III - Pricing and Promotion.	Price change and approaches.	3	[Signature]	[Signature]	
6/10/2021	"		Unit - III - Pricing and Promotion.	Market Promotion - Meaning, Nature and Importance.	3	[Signature]	[Signature]	
8/10/2021	"		Unit - III - Pricing and Promotion.	Domestic and Global concepts of market promotion.	3	[Signature]	[Signature]	
11/10/2021	"		Unit - III - Pricing and Promotion.	Integrated Market Communication Systems.	3	[Signature]	[Signature]	
12/10/2021	"		Unit - III - Pricing and Promotion.	Sales Promotions - online and offline Promotion Mix.	3	[Signature]	[Signature]	
13/10/2021	"		Unit - III - Pricing and Promotion.	Advertising, Personal selling and Public Relations.	3	[Signature]	[Signature]	
18/10/2021	"		Unit - III - Pricing and Promotion.	Personal selling and Public Relations.	3	[Signature]	[Signature]	
19/10/2021	"		Unit - IV - Distribution and Retailing.	Distribution - Meaning and Importance.	3	[Signature]	[Signature]	
20/10/2021	"		Unit - IV - Distribution and Retailing.	Channels of distribution, wholesaling & Retailing.	3	[Signature]	[Signature]	
21/10/2021	"		Unit - IV - Distribution and Retailing.	Factors affecting choice of distribution channels.	3	[Signature]	[Signature]	
22/10/2021	"		Unit - IV - Distribution & Retailing.	Supply Chain Management.	3	[Signature]	[Signature]	
23/10/2021	"		Unit - IV - Distribution & Retailing.	Market Logistics and Channel Communication.	3	[Signature]	[Signature]	

NONGSTOIN COLLEGE

Teachers' Log Book

Department Commerce



BC-304

Subject - Marketing Management

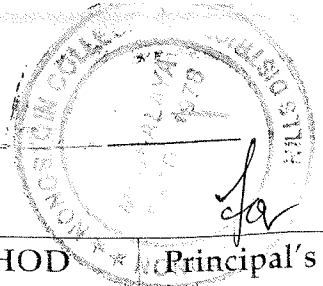
Month of November 2021

Date	Class	Subject	Unit	Topic	No. of Students	Signature of Teacher	HOD Signature	Principal's Signature
1/11/2021	B.Com 11 th Semester		Unit - IV - Distribution and Retailing	Retail cooperatives	3	[Signature]	[Signature]	 Principal Nongstoin College Nongstoin
2/11/2021	"		Unit - IV - Distribution and Retailing	Key dimensions of Retail Operations in India.	3	[Signature]	[Signature]	
3/11/2021	"		Unit - V - Contemporary Issues in Marketing Management	Rural Marketing - Importance and Characteristics of R.M.	3	[Signature]	[Signature]	
5/11/2021	"		Unit - V - Contemporary Issues in Marketing Management	Importance of understanding Rural Consumers	3	[Signature]	[Signature]	
6/11/2021	"		Unit - V - Contemporary Issues in Marketing Management	Rural Marketing vs Agricultural Marketing	3	[Signature]	[Signature]	
8/11/2021	"		Unit - V - Contemporary Issues in Marketing Management	Planning for Rural Markets	3	[Signature]	[Signature]	
9/11/2021	"		Unit - V - Contemporary Issues in Marketing Management	Consumer Protection in India	3	[Signature]	[Signature]	
16/11/2021	"		Unit - V - Contemporary Issues in Marketing Management	Marketing Ethics	3	[Signature]	[Signature]	
17/11/2021	"		Unit - V - Contemporary Issues in Marketing Management	Online Marketing	3	[Signature]	[Signature]	
19/11/2021	"		Unit - V - Contemporary Issues in Marketing Management	Social Marketing	3	[Signature]	[Signature]	
22/11/2021	"		Unit - V - Contemporary Issues in Marketing Management	Relationship Marketing	3	[Signature]	[Signature]	
24/11/2021	"		Unit - V - Contemporary Issues in Marketing Management	Green Marketing	3	[Signature]	[Signature]	
29/11/2021	"		Unit - V - Contemporary Issues in Marketing Management	Sustainable Marketing and Guerrilla Marketing	3	[Signature]	[Signature]	

NONGSTOIN COLLEGE

Teachers' Log Book

Department Commerce



BC-504

Subject: Service Management

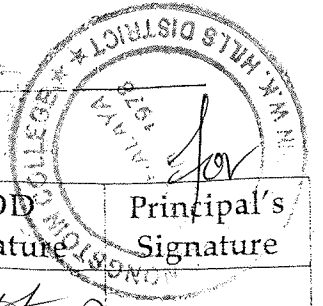
Month of October 2021

Date	Class	Subject	Unit	Topic	No. of Students	Signature of Teacher	HOD Signature	Principal's Signature
1/10/2021	B. Com V th Sem		Unit - I: Introduction	TPs of Services.		<i>[Signature]</i>	<i>[Signature]</i>	Principal Nongstoin College Nongstoin
5/10/2021	"		Unit - I: Introduction	Ethics in Services		<i>[Signature]</i>	<i>[Signature]</i>	
6/10/2021	"		Unit - II: Service operations and Processes	Job Design		<i>[Signature]</i>	<i>[Signature]</i>	
8/10/2021	"		Unit - II: Service operations & Processes	Safety and Physical environment		<i>[Signature]</i>	<i>[Signature]</i>	
11/10/2021	"		Unit - II: Service operations & Processes	Automation in Services		<i>[Signature]</i>	<i>[Signature]</i>	
12/10/2021	"		Unit - II: Service operations & Processes	operation standard and work measurement		<i>[Signature]</i>	<i>[Signature]</i>	
13/10/2021	"		Unit - II: Service operations & Processes	Service blueprinting		<i>[Signature]</i>	<i>[Signature]</i>	
18/10/2021	"		Unit - II: Service operations & Processes	Service Process		<i>[Signature]</i>	<i>[Signature]</i>	
19/10/2021	"		Unit - II: Service operations & Processes	Service Process Matrix		<i>[Signature]</i>	<i>[Signature]</i>	
20/10/2021	"		Unit - II: Service operations & Processes	Service guarantee		<i>[Signature]</i>	<i>[Signature]</i>	
21/10/2021	"		Unit - II: Service operations & Processes	Managing waiting line		<i>[Signature]</i>	<i>[Signature]</i>	
22/10/2021	"		Unit - III: Service Marketing	Service encounters		<i>[Signature]</i>	<i>[Signature]</i>	
23/10/2021	"		Unit - III: Service Marketing	Segmentation for services		<i>[Signature]</i>	<i>[Signature]</i>	

NONGSTON COLLEGE

Teachers' Log Book

Department Commerce



BC-504

Subject: Service Management

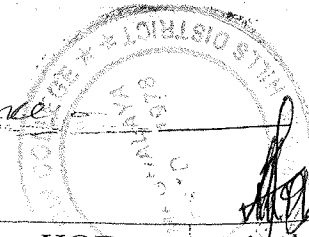
Month of November 2021

Date	Class	Subject	Unit	Topic	No. of Students	Signature of Teacher	HOD Signature	Principal's Signature
1/11/2021	B.Com V th Sem.		Unit - III. Service Marketing	Service Life Cycle	2	[Signature]	[Signature]	 Principal Nongston College Nongston
2/11/2021	"		Unit - III. Service Marketing	Branding of Services	2	[Signature]	[Signature]	
3/11/2021	"		Unit - III. Service Marketing	Positioning of Services	2	[Signature]	[Signature]	
5/11/2021	"		Unit - III. Service Marketing	Pricing of Services	2	[Signature]	[Signature]	
6/11/2021	"		Unit - III. Service Marketing	Service Promotion	2	[Signature]	[Signature]	
8/11/2021	"			Revision	1	[Signature]	[Signature]	
9/11/2021	"			Revision	1	[Signature]	[Signature]	
16/11/2021	"			Revision	1	[Signature]	[Signature]	
17/11/2021	"			Revision	1	[Signature]	[Signature]	
19/11/2021	"			Revision	1	[Signature]	[Signature]	
22/11/2021	"			Revision	1	[Signature]	[Signature]	
24/11/2021	"			Revision	1	[Signature]	[Signature]	
29/11/2021	"			Revision	1	[Signature]	[Signature]	

NONGSTOIN COLLEGE

Teachers' Log Book

Department Commerce



BC-504.

Subject: Service Management

Month of November 2021.

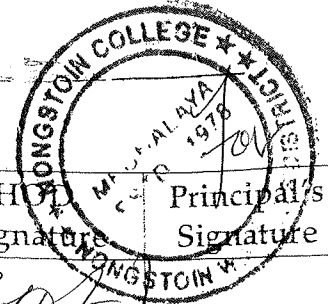
Date	Class	Subject	Unit	Topic	No. of Students	Signature of Teacher	HOD Signature	Principal's Signature
30/11/2021	B.Com I st Semester			Revision	2	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>

Principal
Nongstoin College
Nongstoin

NONGSTOIN COLLEGE

Teachers' Log Book

Department Commerce



BC - 302

Subject: Business Law

Month of January 2022

Date	Class	Subject	Unit	Topic	No. of Students	Signature of Teacher	HOD Signature	Principal's Signature
24/1/2022	B. Com. III rd semester			Revision	2	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
28/1/2022	"			Revision	2	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
31/1/2022	"			Revision	2	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>

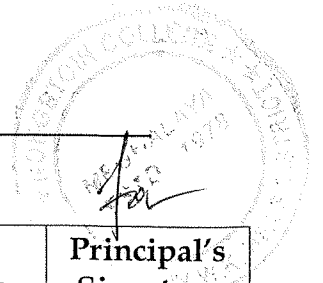
Principal
Nongstoin College
Nongstoin

NONGSTOIN COLLEGE

Teachers' Log Book

Department COMMERCE

Month of DECEMBER 2021



Date	Class	Subject	Unit	Topic	No. of Students	Signature of Teacher	HOD Signature	Principal's Signature
2/12/21	I Sem	Business Environment	UNIT II	Group discussion	18	K. Marwein	<i>[Signature]</i>	
4/12/21	I Sem	B.E	UNIT II	Presentation	18	K. Marwein	<i>[Signature]</i>	
7/12/21	I Sem	B.E	UNIT II	NITI AYOJ - Objective	16	K. Marwein	<i>[Signature]</i>	
9/12/21	I Sem	B.E	UNIT II	NITI AYOJ - Functions	16	K. Marwein	<i>[Signature]</i>	
14/12/21	I Sem	B.E	UNIT II	Class - Test	18	K. Marwein	<i>[Signature]</i>	<i>[Signature]</i>
16/12/21	I Sem	B.E	UNIT II	Revision	18	K. Marwein	<i>[Signature]</i>	<i>[Signature]</i>


Principal
Nongstoin College
Nongstoin

NONGSTOIN COLLEGE

Teachers' Log Book

Department COMMERCE (III Semester)

Month of NOVEMBER 2021

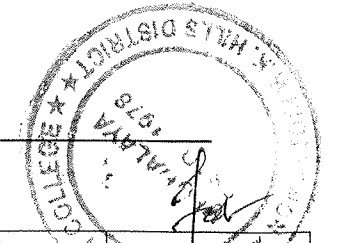
Date	Class	Subject	Unit	Topic	No. of Students	Signature of Teacher	HOD Signature	Principal's Signature
1/11/21	B.Com III sem	Marketing Management	UNIT - II	Market and product : meaning & importance	3	K. Mani	<i>[Signature]</i>	 Principal Nongstoin College Nongstoin
2/11/21	B.Com III sem	M.M	UNIT - II	Classification of product in marketing	3	K. Mani	<i>[Signature]</i>	
3/11/21	B.Com III sem	M.M	UNIT - II	Products attributes & features	3	K. Mani	<i>[Signature]</i>	
5/11/21	B.Com III sem	M.M	UNIT - II	Product line	2	K. Mani	<i>[Signature]</i>	
6/11/21	B.Com III sem	M.M	UNIT - II	Marketing Mix	2	K. Mani	<i>[Signature]</i>	
8/11/21	B.Com III sem	M.M	UNIT - II	Group Discussion	3	K. Mani	<i>[Signature]</i>	
9/11/21	B.Com III sem	M.M	UNIT - II	Branding: definition, types & importance	3	K. Mani	<i>[Signature]</i>	
10/11/21	B.Com III sem	M.M	UNIT - II	Group discussion	3	K. Mani	<i>[Signature]</i>	
11/11/21	B.Com III sem	M.M	UNIT - II	class - Test	3	K. Mani	<i>[Signature]</i>	
13/11/21	B.Com III sem	M.M	UNIT - II	Presentation	3	K. Mani	<i>[Signature]</i>	
15/11/21	B.Com III sem	M.M	UNIT - II	Packaging: concept & definition	3	K. Mani	<i>[Signature]</i>	
16/11/21	B.Com III sem	M.M	UNIT - II	Labelling: concept & definition	2	K. Mani	<i>[Signature]</i>	
17/11/21	B.Com III sem	M.M	UNIT - II	Importance of Packaging & Labelling	3	K. Mani	<i>[Signature]</i>	

NONGSTOIN COLLEGE

Teachers' Log Book

Department COMMERCE

Month of DECEMBER 2021

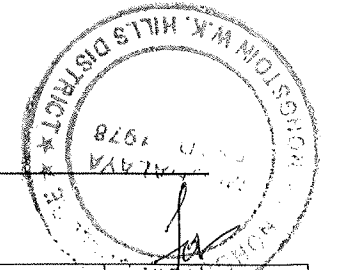


Date	Class	Subject	Unit	Topic	No. of Students	Signature of Teacher	HOD Signature	Principal's Signature	
1/12/21	III Sem	Marketing Management	UNIT - II	Lecture notes	2	K.M.	<i>[Signature]</i>	Principal Nongstoin College Nongstoin	
2/12/21	III Sem	M.M	UNIT - II	Group discussion	3	K.M.	<i>[Signature]</i>		
3/12/21	III Sem	M.M	UNIT - II	Class - Test	3	K.M.	<i>[Signature]</i>		
4/12/21	III Sem	M.M	UNIT - II	Market Segmentation	3	K.M.	<i>[Signature]</i>		
6/12/21	III Sem	M.M	UNIT - II	Target market selection	3	K.M.	<i>[Signature]</i>		
7/12/21	III Sem	M.M	UNIT - II	Positioning : concept	3	K.M.	<i>[Signature]</i>		
8/12/21	III Sem	M.M	UNIT - II	Class - Test	3	K.M.	<i>[Signature]</i>		
9/12/21	III Sem	M.M	UNIT - II	Presentation	3	K.M.	<i>[Signature]</i>		
10/12/21	III Sem	M.M	UNIT - II	Product life cycle : concept	2	K.M.	<i>[Signature]</i>		
14/12/21	III Sem	M.M	UNIT - II	Product life cycle : stages	2	K.M.	<i>[Signature]</i>		
15/12/21	III Sem	M.M	UNIT - II	Class - Test	3	K.M.	<i>[Signature]</i>		
16/12/21	III Sem	M.M	UNIT - II	Revision	3	K.M.	<i>[Signature]</i>		
						1			

NONGSTON COLLEGE

Teachers' Log Book

Department COMMERCE



Month of NOVEMBER 2021

Date	Class	Subject	Unit	Topic	No. of Students	Signature of Teacher	HOD Signature	Principal's Signature
1/11/21	V Sem	Strategic Management	Unit - IV	Dynamics of service Delivery System	2	K. Maruën	<i>[Signature]</i>	Principal Nongston College - Nongston
3/11/21	V Sem	S.M	Unit - IV	Scheduling for services	2	K. Maruën	<i>[Signature]</i>	
5/11/21	V Sem	S.M	Unit - IV	Group discussion, Revision	2	K. Maruën	<i>[Signature]</i>	
6/11/21	V Sem	S.M	Unit - IV	Service Channel Process	2	K. Maruën	<i>[Signature]</i>	
8/11/21	V Sem	S.M	Unit - IV	Service Quality & Dimension	2	K. Maruën	<i>[Signature]</i>	
10/11/21	V Sem	S.M	Unit - IV	Revision	2	K. Maruën	<i>[Signature]</i>	
11/11/21	V Sem	S.M	Unit - IV	Class - Test	2	K. Maruën	<i>[Signature]</i>	
13/11/21	V Sem	S.M	Unit - IV	Presentation	2	K. Maruën	<i>[Signature]</i>	
15/11/21	V Sem	S.M	Unit - IV	Service quality model	2	K. Maruën	<i>[Signature]</i>	
17/11/21	V Sem	S.M	Unit - IV	service through interme- diaries	1	K. Maruën	<i>[Signature]</i>	
18/11/21	V Sem	S.M	Unit - IV	Managing Service & Physical evidence	1	K. Maruën	<i>[Signature]</i>	
19/11/21	V Sem	S.M	Unit - IV	Managing Service & failure	2	K. Maruën	<i>[Signature]</i>	
22/11/21	V Sem	S.M	Unit - IV	Revision	2	K. Maruën	<i>[Signature]</i>	

