

Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-V: Contemporary Issues in Marketing Management	Topic: Market Analytics	Duration: 50 minutes.
Objectives	To learn about the processes and technologies that enable marketers to evaluate the success of their marketing initiatives.	
Teaching points	Definition, meaning and tools of market analytics, importance of market analytics, how organizations use marketing analytics and using of marketing analytic tools to improve business growth.	
Conclusion		
Reference	Marketing Management by Arun Kumar and N. Meenakshi, Marketing Management By Philip Kotler and Kevin Lane Keller, Rural Marketing by C.S.G Krishnamacharyulu and Lalitha Ramakrishnan, Marketing Management by Kotler and Keller.	

Legency Lyngdoh Nonglait.

Lecture Plan		
Class: B.com-I	Paper: Business Laws (BC-302)	
UNIT-IV	Topic: Negotiable Instruments Act 1881	Duration: 50 minutes
Objectives	The objective of this topic is to provide a brief idea about the framework of Negotiable Instruments in Business Laws	
Teaching Points	Negotiable Instruments: concept, definition and features	
Conclusion	Next class we discuss on different types of Negotiable Instruments	
Reference	<p>Aggarwal. R. students, Guide to Mercantile and Commercial , Laws, Taxmann ,New Delhi</p> <p>Kapoor, ND, Commercial Law& Industrial Law, Sultan Chand New Delhi</p> <p>Kuchal, MC, Business Laws, Vikas Publishing House New Delhi</p>	

K.Marwein

Lecture Plan		
Class: B.com-III	Paper: Business Laws (BC- 302)	
UNIT-IV	Topic: Negotiable Instruments Act 1881	Duration: 50 minutes
Objectives	The objective of this topic is to provide a brief idea about the framework of Negotiable Instruments in Business Laws	
Teaching Points	Different types of Negotiable Instruments: Promissory Note, Bill of Exchange and Cheque	
Conclusion	Next class we shall discuss on holder and holder in due course	
Reference	<p>Aggarwal. R. students, Guide to Mercantile and Commercial , Laws, Taxmann ,New Delhi</p> <p>Kapoor, ND, Commercial Law& Industrial Law, Sultan Chand New Delhi</p> <p>Kuchal, MC, Business Laws, Vikas Publishing House New Delhi</p>	

Lecture Plan		
Class: B.com-III	Paper : Paper: Business Laws (BC-302)	
UNIT-IV	Topic: : Negotiable Instruments Act 1881	Duration: 50 minutes
Objectives	The objective of this topic is to provide a brief idea about the framework of Negotiable Instruments in Business Laws	
Teaching Points	Holder and holder in due course: Concept and Definition	
Conclusion	Next class we shall discuss on crossing of cheque and types	
Reference	Aggarwal. R. students, Guide to Mercantile and Commercial , Laws, Taxmann ,New Delhi Kapoor, ND, Commercial Law& Industrial Law, Sultan Chand New Delhi Kuchal, MC, Business Laws, Vikas Publishing House New Delhi	

K.Marwein

A

Lecture Plan		
Class: B.com-III	Paper: Business Laws (BC-302)	
UNIT-IV	Topic: Negotiable Instruments Act 1881	Duration: 50 minutes
Objectives	The objective of this topic is to provide a brief idea about the framework of Negotiable Instruments in Business Laws	
Teaching Points	Crossing of Cheque and Types	
Conclusion	Next class we shall doing a group discussion regarding the previous topics	
Reference	Aggarwal. R. students, Guide to Mercantile and Commercial , Laws, Taxmann ,New Delhi Kapoor, ND, Commercial Law& Industrial Law, Sultan Chand New Delhi Kuchal, MC, Business Laws, Vikas Publishing House New Delhi	

K.Marwein

Lecture Plan		
Class: B.com-III	Paper: Business Laws (BC-302)	
UNIT-IV	Topic Negotiable Instruments Act 1881	Duration: 50 minutes
Objectives	To follow up the understanding of students (Group Discussion)	
Teaching Points	Group Discussion	
Conclusion	Next class we shall discuss on dishonour and discharge of negotiable instruments	
Reference	Aggarwal. R. students, Guide to Mercantile and Commercial , Laws, Taxmann ,New Delhi Kapoor, ND, Commercial Law& Industrial Law, Sultan Chand New Delhi Kuchal, MC, Business Laws, Vikas Publishing House	

K.Marwein

Lecture Plan		
Class: B.com-III	Paper: Business Laws (BC-302)	
UNIT-IV	Topic: Negotiable Instruments Act 1881	Duration: 50 minutes
Objectives	The objective of this topic is to provide a brief idea about the framework of Negotiable Instruments in Business Laws	
Teaching Points	Dishonour and discharge of negotiable instruments: Concept and definition	
Conclusion	Next class we shall discounting and endorsing of bill of exchange	
Reference	<p>Aggarwal. R. students, Guide to Mercantile and Commercial , Laws, Taxmann ,New Delhi</p> <p>Kapoor, ND, Commercial Law& Industrial Law, Sultan Chand New Delhi</p> <p>Kuchal, MC, Business Laws, Vikas Publishing House</p>	

K.Marwein

Lecture Plan		
Class: B.com-III	Paper: Business Laws (BC-302)	
UNIT-IV	Topic: : Negotiable Instruments Act 1881	Duration: 50 minutes
Objectives	The objective of this topic is to provide a brief idea about the framework of Negotiable Instruments in Business Laws	
Teaching Points	Discounting and endorsing of bill of exchange : concept and meaning	
Conclusion	Next class we will conduct a class test	
Reference	<p>Aggarwal. R. students, Guide to Mercantile and Commercial , Laws, Taxmann ,New Delhi</p> <p>Kapoor, ND, Commercial Law& Industrial Law, Sultan Chand New Delhi</p> <p>Kuchal, MC, Business Laws, Vikas Publishing House</p>	

K.Marwein

Lecture Plan		
Class: B.com-III	Paper: Business Laws (BC-302)	
UNIT-IV	Topic: Negotiable Instruments Act 1881	Duration: 50 minutes
Objectives	To follow up the understanding of the students (class test	
Teaching Points	Class test	
Conclusion	Next class we shall discuss on the next unit (UNIT-V)	
Reference	Aggarwal. R. students, Guide to Mercantile and Commercial , Laws, Taxmann ,New Delhi Kapoor, ND, Commercial Law& Industrial Law, Sultan Chand New Delhi Kuchal, MC, Business Laws, Vikas Publishing House	

K.Marwein

Lecture Plan		
Class: B.com-III	Paper Business Laws (BC-302)	
UNIT-V	Topic: The Companies Act 2013 and Consumer Protection Act 1986	Duration: 50 minutes
Objectives	To provide the students with basic knowledge on The Companies Act 2013 and Consumer Protection Act 1986	
Teaching Points	Companies Act : Nature and types	
Conclusion	Next class we shall discuss on Memorandum of Association	
Reference	Aggarwal. R. students, Guide to Mercantile and Commercial , Laws, Taxmann ,New Delhi Kapoor, ND, Commercial Law& Industrial Law, Sultan Chand New Delhi Kuchal, MC, Business Laws, Vikas Publishing House	

K.Marwein

Lecture Plan		
Class: B.com-III	Paper: Business Laws (BC-302)	
UNIT-V	Topic: The Companies Act 2013 and Consumer Protection Act 1986	Duration: 50 minutes
Objectives	To provide the students with basic knowledge on The Companies Act 2013 and Consumer Protection Act 1986	
Teaching Points	Memorandum of Association concept and meaning	
Conclusion	Next class we shall discuss on Articles of Association and prospectus	
Reference	Aggarwal. R. students, Guide to Mercantile and Commercial , Laws, Taxmann ,New Delhi Kapoor, ND, Commercial Law& Industrial Law, Sultan Chand New Delhi Kuchal, MC, Business Laws, Vikas Publishing House	

K.Marwein

Lecture Plan		
Class: B.com-III	Paper) Business Laws (BC-302)	
UNIT-V	Topic The Companies Act 2013 and Consumer Protection Act 1986	Duration: 50 minutes
Objectives	To provide the students with basic knowledge on The Companies Act 2013 and Consumer Protection Act 1986	
Teaching Points	Articles of Association and and prospectus concept and meaning	
Conclusion	Next class we shall discuss on Directors and Company Secretaries	
Reference	Aggarwal. R. students, Guide to Mercantile and Commercial , Laws, Taxmann ,New Delhi Kapoor, ND, Commercial Law& Industrial Law, Sultan Chand New Delhi Kuchal, MC, Business Laws, Vikas Publishing House	

K.Marwein

Lecture Plan		
Class: B.com-III	Paper: Business Laws (BC-302)	
UNIT-V	Topic The Companies Act 2013 and Consumer Protection Act 1986	Duration: 50 minutes
Objectives	To provide the students with basic knowledge on The Companies Act 2013 and Consumer Protection Act 1986	
Teaching Points	Directors and Company Secretaries concept and meaning	
Conclusion	Next class we shall discuss on meeting and resolution	
Reference	Aggarwal. R. students, Guide to Mercantile and Commercial , Laws, Taxmann ,New Delhi Kapoor, ND, Commercial Law& Industrial Law, Sultan Chand New Delhi Kuchal, MC, Business Laws, Vikas Publishing House	

K.Marwein

Lecture Plan		
Class: B.com-III	Paper: Business Laws (BC-302)	
UNIT-II	Topic The Companies Act 2013 and Consumer Protection Act 1986	Duration: 50 minutes
Objectives	To provide the students with basic knowledge on The Companies Act 2013 and Consumer Protection Act 1986	
Teaching Points	Meeting and resolution: concept and meaning	
Conclusion	Next class we shall discuss on COPRA(Consumer Protection Act)	
Reference	Aggarwal. R. students, Guide to Mercantile and Commercial , Laws, Taxmann ,New Delhi Kapoor, ND, Commercial Law& Industrial Law, Sultan Chand New Delhi Kuchal, MC, Business Laws, Vikas Publishing House	

K.Marwein

Lecture Plan		
Class: B.com-III	Paper: Business Laws (BC-302)	
UNIT-II	Topic: The Companies Act 2013 and Consumer Protection Act 1986	Duration: 50 minutes
Objectives	To provide the students with basic knowledge on The Companies Act 2013 and Consumer Protection Act 1986	
Teaching Points	COPRA(Consumer Protection Act) Concept , Definition ,importance	
Conclusion	Next class we shall discuss on grievance redressal machinery	
Reference	Aggarwal. R. students, Guide to Mercantile and Commercial , Laws, Taxmann ,New Delhi Kapoor, ND, Commercial Law& Industrial Law, Sultan Chand New Delhi Kuchal, MC, Business Laws, Vikas Publishing House	

K.Marwein

Lecture Plan		
Class: B.com-III	Paper: Business Laws (BC-302)	
UNIT-II	Topic: The Companies Act 2013 and Consumer Protection Act 1986	Duration: 50 minutes
Objectives	To provide the students with basic knowledge on The Companies Act 2013 and Consumer Protection Act 1986	
Teaching Points	Grievance redressal machinery and right of consumers	
Conclusion	Next class we shall revise on all the covered topics	
Reference	Aggarwal. R. students, Guide to Mercantile and Commercial , Laws, Taxmann ,New Delhi Kapoor, ND, Commercial Law& Industrial Law, Sultan Chand New Delhi Kuchal, MC, Business Laws, Vikas Publishing House	

K.Marwein

Lecture Plan		
Class: B.com-III	Paper: Business Laws (BC-302)	
UNIT-II	Topic The Companies Act 2013 and Consumer Protection Act 1986	Duration: 50 minutes
Objectives	To follow up the understanding of the students(Revision)	
Teaching Points	Revision	
Conclusion	Units Completed	
Reference	<p>Bose, Chandra, Principles of Management and Administration, PHI, New Delhi</p> <p>Chandan, JS, Management Concepts and Strategies, Vikas, New Delhi,</p> <p>Dubrin, Essentials of Management, Cengage, New Delhi</p> <p>Drucker, Peter, The Practice of Management ,Allied Publishers, New Delhi</p>	

K.Marwein

Lecture Plan		
Class: B.Com I	Paper: Principles and Practice of Management (BC-102)	
Unit-I	Management : Concept	Duration: 50 minutes
Objectives	To provide students with basic about Practice of management	
Teaching points	Evolution of management: Taylor's & Fayol's Theories	
Conclusion	Next class weshall discuss on Functions of Management	
Reference	Shukla, MC, Manual of Mercantile Law, S. Chand &Co . New Delhi Kapoor ,ND, Commercial Law & Industrial Law, Sultan Chan , New Delhi Aggarwal. R. Students Guide to mercantile & Commercial Laws, Taxmann , New Delhi	

K.Marwein

Lecture Plan		
Class: B.Com I	Paper: Principles and Practice of Management (BC-102)	
Unit-I	Management : Concept	Duration: 50 minutes
Objectives	To provide students with basic about Practice of management	
Teaching points	Functions of management: Planning , Organising	
Conclusion	Next class weshall discuss on Functions of Management Staffing, Directing, Controlling	
Reference	<p>Shukla, MC, Manual of Mercantile Law, S. Chand &Co . New Delhi</p> <p>Kapoor ,ND, Commercial Law & Industrial Law, Sultan Chan , New Delhi</p> <p>Aggarwal. R. Students Guide to mercantile & Commercial Laws, Taxmann , New Delhi</p>	

K.Marwein

Lecture Plan		
Class: B.Com I	Paper: Principles and Practice of Management (BC-102)	
Unit-I	Management : Concept	Duration: 50 minutes
Objectives	To provide students with basic about Practice of management	
Teaching points	Functions of management: Planning , Organising	
Conclusion	Next class we will conduct a Presentation	
Reference	Shukla, MC, Manual of Mercantile Law, S. Chand &Co . New Delhi Kapoor ,ND, Commercial Law & Industrial Law, Sultan Chan , New Delhi Aggarwal. R. Students Guide to mercantile & Commercial Laws, Taxmann , New Delhi	

K.Marwein

Lecture Plan		
Class: B.Com I	Paper: Principles and Practice of Management (BC-102)	
Unit-I	Management : Concept	Duration: 50 minutes
Objectives	To follow up on the students understanding	
Teaching points	Presentation	
Conclusion	Next class weshall on management as a dynamic process	
Reference	Shukla, MC, Manual of Mercantile Law, S. Chand &Co . New Delhi Kapoor ,ND, Commercial Law & Industrial Law, Sultan Chan , New Delhi Aggarwal. R. Students Guide to mercantile & Commercial Laws, Taxmann , New Delhi	

K.Marwein

Lecture Plan		
Class: B.Com I	Paper: Principles and Practice of Management (BC-102)	
Unit-I	Management : Concept	Duration: 50 minutes
Objectives	To provide students with basic about Practice of management	
Teaching points	Management as a dynamic process	
Conclusion	Next class weshall discuss on overview of functional areas of Management	
Reference	<p>Shukla, MC, Manual of Mercantile Law, S. Chand &Co . New Delhi</p> <p>Kapoor ,ND, Commercial Law & Industrial Law, Sultan Chan , New Delhi</p> <p>Aggarwal. R. Students Guide to mercantile & Commercial Laws, Taxmann , New Delhi</p>	

K.Marwein

Lecture Plan		
Class: B.Com I	Paper: Principles and Practice of Management (BC-102)	
Unit-I	Management : Concept	Duration: 50 minutes
Objectives	To provide students with basic about Practice of management	
Teaching points	Overview of functional areas of Management : Human Resource	
Conclusion	Next class a class test will be conduct	
Reference	Shukla, MC, Manual of Mercantile Law, S. Chand &Co . New Delhi Kapoor ,ND, Commercial Law & Industrial Law, Sultan Chan , New Delhi Aggarwal. R. Students Guide to mercantile & Commercial Laws, Taxmann , New Delhi	

K.Marwein

Lecture Plan		
Class: B.Com I	Paper: Principles and Practice of Management (BC-102)	
Unit-I	Management : Concept	Duration: 50 minutes
Objectives	To follow up on students understanding	
Teaching points	Class test	
Conclusion	Next class weshall discuss on overview of functional areas of Management	
Reference	Shukla, MC, Manual of Mercantile Law, S. Chand &Co . New Delhi Kapoor ,ND, Commercial Law & Industrial Law, Sultan Chan , New Delhi Aggarwal. R. Students Guide to mercantile & Commercial Laws, Taxmann , New Delhi	

K.Marwein

Lecture Plan		
Class: B.Com I	Paper: Principles and Practice of Management (BC-102)	
Unit-I	Management : Concept	Duration: 50 minutes
Objectives	To provide students with basic about Practice of management	
Teaching points	overview of functional areas of Management : production	
Conclusion	Next class weshall discuss on overview of functional areas of Management	
Reference	Shukla, MC, Manual of Mercantile Law, S. Chand &Co . New Delhi Kapoor ,ND, Commercial Law & Industrial Law, Sultan Chan , New Delhi Aggarwal. R. Students Guide to mercantile & Commercial Laws, Taxmann , New Delhi	

K.Marwein

Lecture Plan		
Class: B.Com I	Paper: Principles and Practice of Management (BC-102)	
Unit-I	Management : Concept	Duration: 50 minutes
Objectives	To provide students with basic about Practice of management	
Teaching points	on overview of functional areas of Management Finance and Marketing	
Conclusion	Next class weshall discuss on social stake holding and managerial ethics	
Reference	Shukla, MC, Manual of Mercantile Law, S. Chand &Co . New Delhi Kapoor ,ND, Commercial Law & Industrial Law, Sultan Chan , New Delhi Aggarwal. R. Students Guide to mercantile & Commercial Laws, Taxmann , New Delhi	

K.Marwein

Lecture Plan		
Class: B.Com I	Paper: Principles and Practice of Management (BC-102)	
Unit-I	Management : Concept	Duration: 50 minutes
Objectives	To provide students with basic about Practice of management	
Teaching points	social stake holding and managerial ethics	
Conclusion	Next class a presentation will be conduct	
Reference	Shukla, MC, Manual of Mercantile Law, S. Chand &Co . New Delhi Kapoor ,ND, Commercial Law & Industrial Law, Sultan Chan , New Delhi Aggarwal. R. Students Guide to mercantile & Commercial Laws, Taxmann , New Delhi	

K.Marwein

Lecture Plan		
Class: B.Com I	Paper: Principles and Practice of Management (BC-102)	
Unit-I	Management : Concept	Duration: 50 minutes
Objectives	To follow up the students understanding	
Teaching points	Presentation	
Conclusion	Next class weshall discuss on the next Unit(Unit II)	
Reference	Shukla, MC, Manual of Mercantile Law, S. Chand &Co . New Delhi Kapoor ,ND, Commercial Law & Industrial Law, Sultan Chan , New Delhi Aggarwal. R. Students Guide to mercantile & Commercial Laws, Taxmann , New Delhi	

K.Marwein

Lecture Plan		
Class: B.Com I	Paper: Principles and Practice of Management (BC-102)	
Unit-II	Planning and Organising	Duration: 50 minutes
Objectives	To provide students with basic about Practice of management	
Teaching points	Planning Premises	
Conclusion	Next class weshall discuss on Strategies and Planning	
Reference	Shukla, MC, Manual of Mercantile Law, S. Chand &Co . New Delhi Kapoor ,ND, Commercial Law & Industrial Law, Sultan Chan , New Delhi Aggarwal. R. Students Guide to mercantile & Commercial Laws, Taxmann , New Delhi	

K.Marwein

Lecture Plan		
Class: B.Com I	Paper: Principles and Practice of Management (BC-102)	
Unit-II	Planning and Organising	Duration: 50 minutes
Objectives	To provide students with basic about Practice of management	
Teaching points	Strategies and Planning	
Conclusion	Next class weshall discuss on decision making	
Reference	Shukla, MC, Manual of Mercantile Law, S. Chand &Co . New Delhi Kapoor ,ND, Commercial Law & Industrial Law, Sultan Chan , New Delhi Aggarwal. R. Students Guide to mercantile & Commercial Laws, Taxmann , New Delhi	

K.Marwein

Lecture Plan		
Class: B.Com I	Paper: Principles and Practice of Management (BC-102)	
Unit-II	Planning and Organising	Duration: 50 minutes
Objectives	To provide students with basic about Practice of management	
Teaching points	Decision making	
Conclusion	Next class weshall discuss on Organising	
Reference	<p>Shukla, MC, Manual of Mercantile Law, S. Chand &Co . New Delhi</p> <p>Kapoor ,ND, Commercial Law & Industrial Law, Sultan Chan , New Delhi</p> <p>Aggarwal. R. Students Guide to mercantile & Commercial Laws, Taxmann , New Delhi</p>	

K.Marwein

Lecture Plan		
Class: B.Com I	Paper: Principles and Practice of Management (BC-102)	
Unit-II	Planning and Organising	Duration: 50 minutes
Objectives	To provide students with basic about Practice of management	
Teaching points	Organising	
Conclusion	Next class weshall discuss Management By Objectives(MBO)	
Reference	Shukla, MC, Manual of Mercantile Law, S. Chand &Co . New Delhi Kapoor ,ND, Commercial Law & Industrial Law, Sultan Chan , New Delhi Aggarwal. R. Students Guide to mercantile & Commercial Laws, Taxmann , New Delhi	

K.Marwein

Lecture Plan		
Class: B.Com I	Paper: Principles and Practice of Management (BC-102)	
Unit-II	Planning and Organising	Duration: 50 minutes
Objectives	To provide students with basic about Practice of management	
Teaching points	Management By Objectives(MBO)	
Conclusion	Next class a presentation will be conduct	
Reference	Shukla, MC, Manual of Mercantile Law, S. Chand &Co . New Delhi Kapoor ,ND, Commercial Law & Industrial Law, Sultan Chan , New Delhi Aggarwal. R. Students Guide to mercantile & Commercial Laws, Taxmann , New Delhi	

K.Marwein

Lecture Plan		
Class: B.Com I	Paper: Principles and Practice of Management (BC-102)	
Unit-II	Planning and Organising	Duration: 50 minutes
Objectives	To follow up the students understanding	
Teaching points	Presentation	
Conclusion	Next class weshall revise on the covered units	
Reference	Shukla, MC, Manual of Mercantile Law, S. Chand &Co . New Delhi Kapoor ,ND, Commercial Law & Industrial Law, Sultan Chan , New Delhi Aggarwal. R. Students Guide to mercantile & Commercial Laws, Taxmann , New Delhi	

K.Marwein

Lecture Plan		
Class: B.Com I	Paper: Principles and Practice of Management (BC-102)	
Unit-II	Planning and Organising	Duration: 50 minutes
Objectives	To provide students with basic about Practice of management	
Teaching points	Revision	
Conclusion	Units Completed	
Reference	<p>Shukla, MC, Manual of Mercantile Law, S. Chand &Co . New Delhi</p> <p>Kapoor ,ND, Commercial Law & Industrial Law, Sultan Chan , New Delhi</p> <p>Aggarwal. R. Students Guide to mercantile & Commercial Laws, Taxmann , New Delhi</p>	

K.Marwein