

LECTURE PLAN		
Class: B.Com- IV	Paper: SALES & ADVERTISEMENT MANAGEMENT (BC-406)	
UNIT - II: Sales Administrations	<i>Topic: Whole sale Services.</i>	Duration: 50 minutes
Objectives	<i>To enable students to learn about the Whole sale Services.</i>	
Teaching Points	<ul style="list-style-type: none"> • Whole sale Services. 	
Conclusion	Next class we shall discuss ' <i>Supply Chain Management</i> '.	
Reference	Dasgupta, Yaswar, Sales Management: in the Indian perspective, PHI, New Delhi. Batra, Myers & Aaker, Advertising Management, PHI, New Delhi. Ingram, Sales Management: Analysis & Decision Making, Cengage, New Delhi. O'Guinn, Advertising & Integrated Brand Promotion, Cengage, New Delhi. Kotler & Armstrong, Principles of Marketing, PHI, New Delhi.	

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LECTURE PLAN		
Class: B.Com- IV	Paper: SALES & ADVERTISEMENT MANAGEMENT (BC-406)	
UNIT - II: Sales Administrations	<i>Topic: Supply Chain Management.</i>	Duration: 50 minutes
Objectives	<i>To enable students to learn about the Supply Chain Management.</i>	
Teaching Points	<ul style="list-style-type: none"> • Supply Chain Management. 	
Conclusion	Next class we shall discuss ' <i>Franchising</i> '.	
Reference	Dasgupta, Yaswar, Sales Management: in the Indian perspective, PHI, New Delhi. Batra, Myers & Aaker, Advertising Management, PHI, New Delhi. Ingram, Sales Management: Analysis & Decision Making, Cengage, New Delhi. O'Guinn, Advertising & Integrated Brand Promotion, Cengage, New Delhi. Kotler & Armstrong, Principles of Marketing, PHI, New Delhi.	

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Class: B.Com- IV	Paper: SALES & ADVERTISEMENT MANAGEMENT (BC-406)	
UNIT - II: Sales Administrations	<i>Topic: Franchising.</i>	Duration: 50 minutes
Objectives	<i>To enable students to learn about the Franchising.</i>	
Teaching Points	<ul style="list-style-type: none"> • Franchising. 	
Conclusion	Next class we shall discuss ' <i>E-commerce and E-retailing</i> '.	
Reference	Dasgupta, Yaswar, Sales Management: in the Indian perspective, PHI, New Delhi. Batra, Myers & Aaker, Advertising Management, PHI, New Delhi. Ingram, Sales Management: Analysis & Decision Making, Cengage, New Delhi. O'Guinn, Advertising & Integrated Brand Promotion, Cengage, New Delhi. Kotler & Armstrong, Principles of Marketing, PHI, New Delhi.	

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Class: B.Com- IV	Paper: SALES & ADVERTISEMENT MANAGEMENT (BC-406)	
UNIT - II: Sales Administrations	<i>Topic: E-commerce and E-retailing.</i>	Duration: 50 minutes
Objectives	<i>To enable students to learn about the E-commerce and E-retailing.</i>	
Teaching Points	• <i>E-commerce.</i>	
	• <i>E-retailing.</i>	
Conclusion	Next class we shall discuss ' <i>Channel Conflict and Cooperation</i> '.	
Reference	Dasgupta, Yaswar, Sales Management: in the Indian perspective, PHI, New Delhi. Batra, Myers & Aaker, Advertising Management, PHI, New Delhi. Ingram, Sales Management: Analysis & Decision Making, Cengage, New Delhi. O'Guinn, Advertising & Integrated Brand Promotion, Cengage, New Delhi. Kotler & Armstrong, Principles of Marketing, PHI, New Delhi.	

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Class: B.Com- IV	Paper: SALES & ADVERTISEMENT MANAGEMENT (BC-406)	
UNIT - II: Sales Administrations	<i>Topic: Channel Conflict and Cooperation.</i>	Duration: 50 minutes
Objectives	<i>To enable students to learn about the Channel Conflict and Cooperation.</i>	
Teaching Points	<ul style="list-style-type: none"> • <i>Channel conflict.</i> 	
	<ul style="list-style-type: none"> • <i>Channel cooperation.</i> 	
Conclusion	Next class we shall discuss ' <i>Advertisement Management - I: Definition, Meaning & Functions of Advertisement</i> '.	
Reference	Dasgupta, Yaswar, Sales Management: in the Indian perspective, PHI, New Delhi. Batra, Myers & Aaker, Advertising Management, PHI, New Delhi. Ingram, Sales Management: Analysis & Decision Making, Cengage, New Delhi. O'Guinn, Advertising & Integrated Brand Promotion, Cengage, New Delhi. Kotler & Armstrong, Principles of Marketing, PHI, New Delhi.	

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LECTURE PLAN		
Class: B.Com- IV	Paper: SALES & ADVERTISEMENT MANAGEMENT (BC-406)	
UNIT - III: Advertisement Management- I	<i>Topic: Definition, Meaning & Functions of Advertisement.</i>	Duration: 50 minutes
Objectives	<i>To enable students to learn about the definition, meaning & functions of Advertisement.</i>	
Teaching Points	• <i>Definition of advertisement.</i>	
	• <i>Meaning of advertisement.</i>	
	• <i>Functions of advertisement.</i>	
Conclusion	Next class we shall discuss ' <i>Planning and Campaigning of Advertising</i> '.	
Reference	Dasgupta, Yaswar, Sales Management: in the Indian perspective, PHI, New Delhi. Batra, Myers & Aaker, Advertising Management, PHI, New Delhi. Ingram, Sales Management: Analysis & Decision Making, Cengage, New Delhi. O'Guinn, Advertising & Integrated Brand Promotion, Cengage, New Delhi. Kotler & Armstrong, Principles of Marketing, PHI, New Delhi.	

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LECTURE PLAN		
Class: B.Com- IV	Paper: SALES & ADVERTISEMENT MANAGEMENT (BC-406)	
UNIT - III: Advertisement Management- I	<i>Topic: Planning and Campaigning of Advertising.</i>	Duration: 50 minutes
Objectives	<i>To enable students to learn about the Planning and Campaigning of Advertising.</i>	
Teaching Points	• <i>Planning of advertising.</i>	
	• <i>Campaigning of advertising.</i>	
Conclusion	Next class we shall discuss ' <i>AIDA Model</i> '.	
Reference	Dasgupta, Yaswar, Sales Management: in the Indian perspective, PHI, New Delhi. Batra, Myers & Aaker, Advertising Management, PHI, New Delhi. Ingram, Sales Management: Analysis & Decision Making, Cengage, New Delhi. O'Guinn, Advertising & Integrated Brand Promotion, Cengage, New Delhi. Kotler & Armstrong, Principles of Marketing, PHI, New Delhi.	

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Class: B.Com- IV	Paper: SALES & ADVERTISEMENT MANAGEMENT (BC-406)	
UNIT - III: Advertisement Management- I	<i>Topic: AIDA Model.</i>	Duration: 50 minutes
Objectives	<i>To enable students to learn about AIDA Model.</i>	
Teaching Points	<ul style="list-style-type: none"> • AIDA Model. 	
Conclusion	Next class we shall discuss ' <i>Ethical Issues and Creativity in Advertisement</i> '.	
Reference	Dasgupta, Yaswar, Sales Management: in the Indian perspective, PHI, New Delhi. Batra, Myers & Aaker, Advertising Management, PHI, New Delhi. Ingram, Sales Management: Analysis & Decision Making, Cengage, New Delhi. O'Guinn, Advertising & Integrated Brand Promotion, Cengage, New Delhi. Kotler & Armstrong, Principles of Marketing, PHI, New Delhi.	

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LECTURE PLAN		
Class: B.Com- IV	Paper: SALES & ADVERTISEMENT MANAGEMENT (BC-406)	
UNIT - III: Advertisement Management- I	<i>Topic: Ethical Issues and Creativity in Advertisement.</i>	Duration: 50 minutes
Objectives	<i>To enable students to learn about the Ethical Issues and Creativity in Advertisement.</i>	
Teaching Points	<ul style="list-style-type: none"> • Ethical Issues. • Creativity in Advertisement. 	
Conclusion	Next class we shall discuss ' <i>Integrated Market Communication and Advertising</i> '.	
Reference	Dasgupta, Yaswar, Sales Management: in the Indian perspective, PHI, New Delhi. Batra, Myers & Aaker, Advertising Management, PHI, New Delhi. Ingram, Sales Management: Analysis & Decision Making, Cengage, New Delhi. O'Guinn, Advertising & Integrated Brand Promotion, Cengage, New Delhi. Kotler & Armstrong, Principles of Marketing, PHI, New Delhi.	

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LECTURE PLAN		
Class: B.Com- IV	Paper: SALES & ADVERTISEMENT MANAGEMENT (BC-406)	
UNIT - III: Advertisement Management- I	<i>Topic: Integrated Market Communication and Advertising.</i>	Duration: 50 minutes
Objectives	<i>To enable students to learn about the Integrated Market Communication and Advertising.</i>	
Teaching Points	<ul style="list-style-type: none"> • Integrated Market Communication and Advertising. 	
Conclusion	Next class we shall discuss ' <i>Setting Choice Criteria of Reach & Frequency</i> '.	
Reference	Dasgupta, Yaswar, Sales Management: in the Indian perspective, PHI, New Delhi. Batra, Myers & Aaker, Advertising Management, PHI, New Delhi. Ingram, Sales Management: Analysis & Decision Making, Cengage, New Delhi. O'Guinn, Advertising & Integrated Brand Promotion, Cengage, New Delhi. Kotler & Armstrong, Principles of Marketing, PHI, New Delhi.	

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LECTURE PLAN		
Class: B.Com- IV	Paper: SALES & ADVERTISEMENT MANAGEMENT (BC-406)	
UNIT - III: Advertisement Management- I	<i>Topic: Setting Choice Criteria of Reach & Frequency.</i>	Duration: 50 minutes
Objectives	<i>To enable students to learn about the Setting Choice Criteria of Reach & Frequency.</i>	
Teaching Points	<ul style="list-style-type: none"> • Setting Choice Criteria of Reach & Frequency. 	
Conclusion	Next class we shall discuss ' <i>Any topic</i> '.	
Reference	Dasgupta, Yaswar, Sales Management: in the Indian perspective, PHI, New Delhi. Batra, Myers & Aaker, Advertising Management, PHI, New Delhi. Ingram, Sales Management: Analysis & Decision Making, Cengage, New Delhi. O'Guinn, Advertising & Integrated Brand Promotion, Cengage, New Delhi. Kotler & Armstrong, Principles of Marketing, PHI, New Delhi.	

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LECTURE PLAN		
Class: B.Com- II	PAPER: INDIAN FINANCIAL SYSTEM (BC – 204)	
UNIT – I: Overview of Indian Financial System	<i>Topic: Concept of financial system.</i>	Duration: 50 minutes
Objectives	<i>To enable students to learn about the concept of financial system.</i>	
Teaching Points	<ul style="list-style-type: none"> • Concept of financial system. 	
Conclusion	Next class we shall discuss ' <i>Constituents of Indian financial system- Investors</i> '.	
Reference	Bhole, LM, Financial Market & Instruments, Tata McGraw Hill, New Delhi Desai, V, Indian Financial System & Development, Himalaya Publishing House, Mumbai. Khan, MY, Indian Financial System, Tata McGraw Hill, New Delhi. Pathak, BV, Indian Financial System, Pearson – India, New Delhi.	

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LECTURE PLAN		
Class: B.Com- II	PAPER: INDIAN FINANCIAL SYSTEM (BC – 204)	
UNIT – I: Overview of Indian Financial System	<i>Topic: Constituents of Indian financial system- Investors.</i>	Duration: 50 minutes
Objectives	<i>To enable students to learn about the Constituents of Indian financial system- Investors.</i>	
Teaching Points	<ul style="list-style-type: none"> • Constituents of Indian financial system- Investors. 	
Conclusion	Next class we shall discuss ' <i>Constituents of Indian financial system- Market</i> '.	
Reference	Bhole, LM, Financial Market & Instruments, Tata McGraw Hill, New Delhi Desai, V, Indian Financial System & Development, Himalaya Publishing House, Mumbai. Khan, MY, Indian Financial System, Tata McGraw Hill, New Delhi. Pathak, BV, Indian Financial System, Pearson – India, New Delhi.	

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LECTURE PLAN		
Class: B.Com- II	PAPER: INDIAN FINANCIAL SYSTEM (BC – 204)	
UNIT – I: Overview of Indian Financial System	<i>Topic: Constituents of Indian financial system- Market.</i>	Duration: 50 minutes
Objectives	<i>To enable students to learn about the Constituents of Indian financial system- Market.</i>	
Teaching Points	<ul style="list-style-type: none"> • Constituents of Indian financial system- Market. 	
Conclusion	Next class we shall discuss ' <i>Constituents of Indian financial system- Instruments</i> '.	
Reference	Bhole, LM, Financial Market & Instruments, Tata McGraw Hill, New Delhi Desai, V, Indian Financial System & Development, Himalaya Publishing House, Mumbai. Khan, MY, Indian Financial System, Tata McGraw Hill, New Delhi. Pathak, BV, Indian Financial System, Pearson – India, New Delhi.	

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LECTURE PLAN		
Class: B.Com- II	PAPER: INDIAN FINANCIAL SYSTEM (BC – 204)	
UNIT – I: Overview of Indian Financial System	<i>Topic: Constituents of Indian financial system- Instruments.</i>	Duration: 50 minutes
Objectives	<i>To enable students to learn about the Constituents of Indian financial system- Instruments.</i>	
Teaching Points	<ul style="list-style-type: none"> • Constituents of Indian financial system- Instruments. 	
Conclusion	Next class we shall discuss ' <i>Constituents of Indian financial system- Services</i> '.	
Reference	Bhole, LM, Financial Market & Instruments, Tata McGraw Hill, New Delhi Desai, V, Indian Financial System & Development, Himalaya Publishing House, Mumbai. Khan, MY, Indian Financial System, Tata McGraw Hill, New Delhi. Pathak, BV, Indian Financial System, Pearson – India, New Delhi.	

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LECTURE PLAN		
Class: B.Com- II	PAPER: INDIAN FINANCIAL SYSTEM (BC – 204)	
UNIT – I: Overview of Indian Financial System	<i>Topic: Constituents of Indian financial system- Services.</i>	Duration: 50 minutes
Objectives	<i>To enable students to learn about the Constituents of Indian financial system- Services.</i>	
Teaching Points	<ul style="list-style-type: none"> • Constituents of Indian financial system- Services. 	
Conclusion	Next class we shall discuss ' <i>Constituents of Indian financial system- Institutions</i> '.	
Reference	Bhole, LM, Financial Market & Instruments, Tata McGraw Hill, New Delhi Desai, V, Indian Financial System & Development, Himalaya Publishing House, Mumbai. Khan, MY, Indian Financial System, Tata McGraw Hill, New Delhi. Pathak, BV, Indian Financial System, Pearson – India, New Delhi.	

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LECTURE PLAN		
Class: B.Com- II	PAPER: INDIAN FINANCIAL SYSTEM (BC – 204)	
UNIT – I: Overview of Indian Financial System	<i>Topic: Constituents of Indian financial system- Institutions.</i>	Duration: 50 minutes
Objectives	<i>To enable students to learn about the Constituents of Indian financial system- Institutions.</i>	
Teaching Points	<ul style="list-style-type: none"> • Constituents of Indian financial system- Institutions. 	
Conclusion	Next class we shall discuss ' <i>Constituents of Indian financial system- Regulators</i> '.	
Reference	Bhole, LM, Financial Market & Instruments, Tata McGraw Hill, New Delhi Desai, V, Indian Financial System & Development, Himalaya Publishing House, Mumbai. Khan, MY, Indian Financial System, Tata McGraw Hill, New Delhi. Pathak, BV, Indian Financial System, Pearson – India, New Delhi.	

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LECTURE PLAN		
Class: B.Com- II	PAPER: INDIAN FINANCIAL SYSTEM (BC – 204)	
UNIT – I: Overview of Indian Financial System	<i>Topic: Constituents of Indian financial system- Regulators.</i>	Duration: 50 minutes
Objectives	<i>To enable students to learn about the Constituents of Indian financial system- Regulators.</i>	
Teaching Points	<ul style="list-style-type: none"> • Constituents of Indian financial system- Regulators. 	
Conclusion	Next class we shall discuss ' <i>Efficiency Indicators of Financial System</i> '.	
Reference	Bhole, LM, Financial Market & Instruments, Tata McGraw Hill, New Delhi Desai, V, Indian Financial System & Development, Himalaya Publishing House, Mumbai. Khan, MY, Indian Financial System, Tata McGraw Hill, New Delhi. Pathak, BV, Indian Financial System, Pearson – India, New Delhi.	

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