

I – Academic Planner

A. Teaching Plan (Year __2021-22__ Semester _V__)

Teacher Name AAKASH PUNIT Department COMMERCE

Course ID	Course Name	Topic	Day (from to from)	Time Start	Time End
BC 5.1 (b)	B.Com	<u>Unit I</u> Introduction to Marketing: Meaning, Nature, Scope and Importance; Marketing Philosophies; Marketing Mix.	20 July-31 July	2.40 pm	3.40 pm
		Marketing Environment: Need for studying marketing environment; Micro environmental factors- company, suppliers, marketing intermediaries, customers, competitors, publics; Macro environmental factors – demographic, economic, natural, technological, politico-legal and socio-cultural.	1 Aug-2 Sep	2.40 pm	3.40 pm
		<u>Unit II</u> Consumer Behaviour: Need for studying consumer behaviour; Types; Stages in Consumer buying decision process; Factors influencing consumer buying decisions.	3 Sep-15 Sep	2.40 pm	3.40 pm
		Market Selection: Market Segmentation- concept, importance, levels and bases of segmenting consumer markets. Market Targeting- concept and factors affecting the choices for market targeting. Product Positioning– concept and bases. Product differentiation- concept and bases.	16 Sep-30 Sep	2.40 pm	3.40 pm
		<u>Unit III</u> Product Decisions: Concept and classification; Levels of Product; Product-mix dimensions; Branding- concept, functions, types and qualities of good brand name; Packaging and Labeling- concept and functions; Product support services.	1 Oct-10 Oct	2.40 pm	3.40 pm
		New Product Development: Product life cycle– concept and marketing strategies; New product development process. Unit IV Pricing Decisions: Objectives; Factors affecting price of a product; Pricing methods; Pricing strategies. Distribution Decisions: Channels of distribution- meaning and importance; types of	18 Oct-30 Oct	2.40 pm	3.40 pm

		distribution channels and their functions; Factors affecting choice of distribution channel; Distribution logistics – concept, importance and major logistics decisions. Wholesaling and retailing.			
		<p>Unit V</p> <p>Promotion Decisions: Communication process; Nature and Importance of Promotion; Promotion mix concept and distinctive characteristics of advertising, personal selling, sales promotion, public relations, publicity and direct marketing; Factors influencing promotion mix decisions.</p> <p>Contemporary Issues in Marketing: Relationship Marketing; Sustainable Marketing; Rural marketing; Social marketing; Digital marketing; Ethical issues in marketing.</p>	1 Nov-15 Nov	2.40 pm	3.40 pm
BCH 5.1	B.com (H)	<p><u>Unit I</u></p> <p>Introduction to Marketing: Meaning, Nature, Scope and Importance; Core concepts of marketing; Marketing Philosophies; Services Marketing: Meaning and distinctive characteristics; Marketing Mix.</p> <p>Marketing Environment: Need for studying marketing environment; Micro environmental factors- company, suppliers, marketing intermediaries, customers, competitors, publics; Macro environmental factors – demographic, economic, natural, technological, politico-legal and socio- cultural.</p>	20Aug-1 Sep	1.40 pm	2.40 pm
		<p><u>Unit II</u></p> <p>Consumer Behaviour: Need for studying consumer behaviour; Types; Stages in Consumer buying decision process; Factors influencing consumer buying decisions.</p> <p>Market Selection: Choosing market value through STP. Market Segmentation- Levels and bases of segmenting consumer markets. Market Targeting- concept and criteria. Product Positioning – concept and bases; Product differentiation- concept and bases.</p>	2 Sep-15 Sep	1.40 pm	2.40 pm

	<p><u>Unit III</u></p> <p>Product Decisions: Concept and classification; Levels of Product. Designing value- Product- mix dimensions, strategies and types; Branding- functions, strategies, types and qualities of good brand name; Packaging and Labeling- functions, types and ethical aspects; Product support services.</p> <p>New Product Development: Product life cycle – concept and marketing strategies; New product development- concept and process.</p>	16 Sept-30 Sep	1.40 pm	2.40 pm
	<p><u>Unit IV</u></p> <p>Pricing Decisions: Objectives; Factors affecting price of a product; Pricing methods; Pricing strategies; Ethical issues in pricing decisions. Distribution Decisions: Channels of distribution- types and functions. Delivering value- factors affecting choice of distribution channel; Distribution strategies; Distribution logistics – concept, importance and major logistics decisions; Wholesaling and retailing; Types of retail formats; Management of retailing operations: an overview. Emerging distribution trends.</p>	1 Oct-30 Oct	1.40 pm	2.40 pm
	<p><u>Unit V</u></p> <p>Promotion Decisions: Communication process; Importance of Promotion. Communicating value- Decision about Promotion mix tools including advertising, personal selling, sales promotion, public relations, publicity and direct marketing; Factors influencing promotion mix; Integrated Marketing Communication approach.</p> <p>Developments in Marketing: Relationship Marketing- concept and dimensions. Sustainable Marketing- concept and issues. Rural marketing- characteristics, drivers of growth in rural marketing, rural marketing mix. Social marketing- concept, tools and issues. Digital marketing- concept, tools and issues.</p>	1 Nov-17Nov	1.40 pm	2.40 pm

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B. Field visits for students

Project Name / Paper Name			
Destination		Travel Mode	
Departure		Return	
Teacher In - charge		No. of Students Going	

C. FDP/Seminar/workshops/lectures attended and/or conducted by teachers and students

Event Topic				
Type / Nature (FDP, Webinar, Workshop etc.)				
Organizing In-charge				
Details regarding Speaker/s, Nature of participation (e.g. invited speaker, participant etc.)				
Date/s		Timings		Mode

D. Department activities for students – Election/Freshers' Welcome/Farewell/Department Seminars/Society functions

Event	Date	Timing	Venue	Event In-charge / Supervisor
Department Election				
Fresher's Welcome				

Farewell				
Department Society functions				
Department Seminars				
Any Other ()				

E. Theory Exam/Practical Exam/House Exam/Internal Assessment

Type of Exam	Course ID	Subject Name	Topic Name	Date	Timing

F. Assignment submission and return

Course ID	Course Name	Assignment Topic	Final Submission Date

I – Academic Planner

I. Teaching Plan (Year : ____2021 -22 ____ Semester: Even)

Teacher's Name _____Mr. Akash Punit_____ Department _____Commerce_____

S. No.	UP C	Paper Name	Core/A ECC/G E/SEC	Topic/Unit	Start Date and End Date
		Fundamentals of Investment		<p><u>Unit-I: The Investment Environment</u> The investment decision process. Types of Investment-Commodities, Real Estate and Financial Assets. The Indian securities market, the market participants and trading of securities, security market indices, sources of financial information. Return and Risk: Concept, Calculation, Trade off between return and risk, Impact of taxes and inflation on return.</p>	1 Jan -31 Jan
				<p><u>Unit-II: Bond Analysis</u> Bond Fundamentals, Estimating bond yields, Bond Valuation & Malkiel Theorems, bond risks and credit rating.</p>	1 feb-28 Feb
				<p><u>Unit-III: Approaches to Equity Analysis</u> Fundamental Analysis, Technical Analysis and Efficient Market Hypothesis, Valuation of Equity Shares using Dividend Discount model and P/E ratio model.</p>	1 Mar-30 March
				<p><u>Unit-IV: Portfolio Analysis and Financial Derivatives</u> Harry Markowitz model of Portfolio Analysis and Diversification, CAPM model. Portfolio Risk and Return, Mutual Funds, overview of Financial Derivatives-Forwards, Future & Options.</p>	1 Apr-15 Apr
				<p><u>Unit-V: Investor Protection</u> Role of SEBI and stock exchanges in investor protection; Investor grievances and their redressal system, insider trading, investors' education and awareness.</p>	16 Apr-28 Apr

Event Topic					
Type / Nature (FDP, Webinar, Workshop etc.)					
Organizing In-charge					
Details regarding Speaker/s, Nature of participation (e.g. invited speaker, participant etc.)					
Date/s		Timings		Mode	

B. Internal Assessment: House Exam (Test/Presentation etc.) & Assignment*

Course Code	Course Name	Unique Paper Code	Topic Name	Day and Date	Date/s of Exhibiting the Assessment Sheet to students, Discussing the marks, Returning/Retaining
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BCH 6.3 (a)	B.com(h)		<p>1)What are financial derivatives? Who all are the major participants in the derivative market? How would you distinguish between futures and options?</p> <p>2)State the objectives for the constitution of SEBI. Write the role of SEBI in investors' protection.</p>	22th May 2020	

***Marks of the Internal Assessment to be submitted to the College 15 days before the last working day of every semester**

C. Organization of Department/College Society Meetings by Staff Advisor/Convener

Department/Society	Meeting Date	Purpose

D. College Functions

College Function	Function Date	Role to be played