

I – Academic Planner

A. Teaching Plan (Year : 2021-22 Semester: Odd)

Teacher's Name: Dr. Pushpender Kumar,

Department: Commerce

Sl. No .	UP C	Paper Name	Core/A ECC/G E/SEC	Topic/Unit	Start Date	End Date
01.		Paper BCH 5.4(c): ADVERTISING AND PERSONAL SELLING	DSE	Unit – I: Introduction to advertising and Unit – II: Unit II: Advertising: Message and Media Decisions	July 22, 2021	Aug 30, 2021
				Unit – III: Advertising Effectiveness and Institutional Framework Assignment Submission deadline to be fixed on : Oct 30, 2021 Topic to be given from Unit I and II and III	Sep 2, 2021	Oct 30, 2020
				Unit IV: Introduction to Personal Selling and V: Introduction to personal selling Assignments to be returned after evaluation on Nov 7-8,2021 Test to be scheduled on : Nov 5, 2021 Mode of Communication :Message to be posted on whatsapp group through class CRs and announcements to be made in the respective classes Topics to be covered from Unit Answer scripts to be shown and collected on Nov 8, 2021	Oct 30-, 2021	Nov 11, 2021
02.		BCH-V-A	core	Unit – I: Introduction, consumer behavior. Unit – II: Market selection, product.	July 22, 2021	August 30, 2021

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				Unit – III: Pricing and promotion Assignment Submission deadline to be fixed on : September 30,,2021, Topic to be given from Unit I and II	September r 2, 2021	Septem ber 30, 2021
				Unit IV: Distribution and retailing. V: Developments and issues in marketing. Assignments to be returned after evaluation on October 7-8,2021 Test to be scheduled on : November 1,2021 Mode of Communication :Message to be posted on whatsapp group through class CRs and announcements to be made in the respective classes Topics to be covered from Unit Answer scripts to be shown and collected on November 8,2021	October 18, 2021	Nove mber 11, 2021

B. Outstation Field visits for students

Project Name / Paper Name			
Destination		Travel Mode	
Departure Month		Return	
Faculty-in-Charge		Number of Students going	

C. 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
B.com H V	Paper BCH 5.4(c): ADVERTISING AND PERSONAL SELLING		All units and contents	Oct 2021 to Nov 2021	Presentation by students throughout the semester. Marks shown to students on Nov 8, 2021 and discussed with the students and retained.
B. Com H V	Principles of Marketing	22411501	All units and contents	September to Nov, 2021	Presentation by students as per the given schedule. Marks shown to students Oct 30, 2021 and discuss with the students and retained.

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

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

Department/Society	Meeting Date	Purpose

I – Academic Planner

F. Teaching Plan (Year : 2022 Semester: Even)

Teacher's Name: Dr. Pushpender Kumar Department: Commerce

Sl · No ·	UPC	Paper Name	Core/ AECC /GE/ SEC	Topic/Unit	Start Date	End Date
0 1 ·	224134 10	Business Research methods and analytics. B. Com. (Hons) Paper No. BCH 4.5 (b), Semester-IV	SEC	Unit I: Introduction to Business Research	Jan 20, 2022	Feb 5, 2022
				Unit II: Language of Research	Feb 6, 2022	Feb 28, 2022
				Unit III: Scaling and Data Collection Assignment Submission deadline to be fixed on : March 1, 2021 Topic to be given from Unit I and II	Marc h 1, 2022	Marc h 20, 2022
				Unit IV: Data Analysis and Interpretation Assignments to be returned after evaluation on March 2, 2022 Test to be scheduled on : March 25, 2022	Marc h 21, 2022	April 5, 2022
				Unit V: Analytics in Business. Mode of Communication :Message to be posted on whatsapp group through class CRs and announcements to be made in the respective classes Topics to be covered from Unit Answer scripts to be shown and collected on April 11 , 2022	April 6, 2022	April 28, 2022

02	2241 7604	International Business B com (H) VI semester	Core	Unit – I and Unit - II	Jan 20, 2022	Feb 20, 2022
				Unit – III Assignment Submission deadline to be fixed on : Feb 20, 2021 Topic to be given from Unit I and II	Feb 21, 2022	March 10, 2022
				Unit IV and V: Assignments to be returned after evaluation on March 1, 2020 Test to be scheduled on : March 15, 2022 Mode of Communication :Message to be posted on whatsapp group through class CRs and announcements to be made in the respective classes Topics to be covered from Unit Answer scripts to be shown and collected on March 25, 2022	March 10, 2022	April 28, 2022

G. Outstation Field visits for students

Project Name / Paper Name			
Destination		Travel Mode	
Departure Month		Return	
Faculty-in-Charge		Number of Students going	

H. 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
Business Research methods and analytics. B. Com. (Hons) Paper No. BCH 4.5 (b), Semester-IV	Business Research Methods and Analytics	22413410	Unit – 1, and Unit - II	Feb 1, 2022	Feb 21, 2022 and retained.
			Unit – III and Unit – IV, Unit - V	March 21, 2022	March 26, 2022 retained.
International Business BCH 6.4 DSE VI		<u>22417604</u>	Unit – I and Unit - II	Feb 4, 2022	Feb 16, 2022 retained.
			Unit – III, IV, and V	March 10, 2022	April 8, 2022 retained.

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

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

Department/Society	Meeting Date	Purpose

