

GOVERNMENT COLLEGE BIROHAR (JHAJJAR)

Summary of Lesson Plans of College Faculty for Academic Session 2024- 2025

Name of Assistant/Associate Professor: Ms. Sunita

Class & Sem.: B.Com I & II Sem Subject: Business Statistical Application

Months	Topics/Chapters to be Covered
Feb 2025	Probability Distribution - Binomial, Poisson & comp, Normal distribution
March 2025	Correlation Analysis- meaning significance types and methods probable error Coeff. of determination Regression Analysis- meaning equation, lines, Standard error of estimate. diff. b/w correlation and Regression.
April 2025	Time Series- Components, models, Trend analysis, Irregular variations Shifting the trend origin
May 2025	Statistical Decision Theory- Ingredients, Expected opportunity loss, optimal decision with maximin, minimax and Bayes' Principle (with prior, pre-posterior and posterior analysis) Statistical Quality Control.

Sunita
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Name of Assistant/Associate Professor: Ms. Sunita

Class & Sem.: B.Com II & III sem Subject: Marketing Management

Months	Topics/Chapters to be Covered
Jan 2025	Introduction - nature, scope, importance, Marketing Concept - Traditional & modern Market Segment - Concept, Imp and basis of segmentation
Feb 2025	Consumer Behaviour - nature, scope, imp. & factors affecting Product Planning & Development - imp. and scope of Product planning stages of Product development. Product Life Cycle - Stages & factors affecting
March 2025	Branding & Trademark - Difference between Branding & Trademark, advantages & criticism of Branding, Types of Branding, Brand policies and strategies Pricing - meaning imp, factors affecting, objectives, policies and strategies
April 2025	Advertising - Concept, imp, criticism, media of advertising & evaluation Sales Promotion - Impo, Methods, function & Publicity.

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Name of Assistant/Associate Professor: Ms. Sunila

Class & Sem.: B.Com III & IVth Sem Subject: International Marketing

Months	Topics/Chapters to be Covered
Jan 2025	International Marketing- Nature and Concept, Domestic v/s International, opportunities and Challenges for Mkt. in International Environment, Foreign Market Selection and entry modes
Feb 2025	Product Planning and Pricing - International Product life cycle research & information, Product designing and packaging, Pricing process and methods, International Price Quotation and payment terms.
March 2025	International Distribution- Channel structure and selection decision, managing Channel Conflict, selection and appoint- ment of foreign sales agents, Basic export procedure and documentation.
April 2025	Product Promotion - methods, challenges of international advertising and media strategy, web marketing Organising Trade fairs and exhibitions

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Name of Assistant/Associate Professor: Ms. Sunila

Class & Sem.: B.Com III & V sem Subject: Taxation Law - II

Months	Topics/Chapters to be Covered
Jan 2025	Rebate & Relief of Tax Computation of Total Income and Tax Liability of Individuals Filing and filling of return (ITR I & II)
Feb 2025	Assessment of HUF, Assessment of firms & Association of Persons
March 2025	Income Tax Authorities & Their Powers Procedure for Assessment Deduction of Tax at source Advance Payment of Tax
April 2025	Recovery and Refund of Tax Appeals & Revision Penalties, offences & prosecution

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Name of Assistant/Associate Professor: Ms. Sunita

Class & Sem.: B.Com II & IV sem, Subject: Secretarial Practices

Months	Topics/Chapters to be Covered
Jan 2025	Secretary - Meaning, definition, function, duties, responsibilities, Power, appointment, procedure, qualification and disqualification, position and removal of secretary
Feb 2025	Promotion of Company and Secretary - Duties of secretary regarding formation of M/A and A/A and their alterations, regarding issue of share certificate, share warrant, share stock, calls in arrears, re-issue of shares, transfer and transmission of shares.
March 2025	Company meeting & Secretary - Duties of secretary regarding meeting, requisites of a valid meeting, duties regarding Shareholders' meeting, meeting of B.O.D.
April 2025	Company Secretary and motion and Resolution, Voting and Proxy.

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