

**Yashoda Girls' Arts & Commerce College,
Nagpur**

Department of Commerce

Teaching Plan

Session: 2023-2024

Subject: Business Skills

Class: B. Com. Semester I

Purushottam Khaparde Health & Education Society's
Yashoda Girls' Arts & Commerce College

Accredited B++ with 2.97 CGPA for Second Cycle by NAAC
 (Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)

Sneh Nagar, Wardha Road, Nagpur 440015

Tel. 0712 2290637 Fax: 0712 2290368 www: <https://yashodagirlscollege.edu.in> E-mail: ygc.ngp@rediffmai.com

----- DEPARTMENT OF COMMERCE -----

Dr P G Fating - 9422102921

Dr K G Meshram - 9970071236

YGC No:

Date:

Semester wise Teaching Plan 2023-24

B.Com. - First Year

Semester-I

(First Term: 16/06/2023 to 31/10/2023)

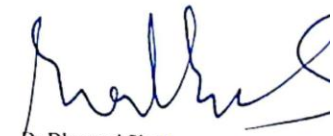
Subject: **Business Skills**

Unit	Required Lectures	Months Lectures	Duration
Admission Process:16 June 2023 To 10 July 2023		June/July	
Bridge Course	06	July	10/07/2023 To 31/07/2023
Unit-I: Nature and Scope of Business: Meaning and Definition of Business, Characteristics, Objectives of Business, Classification of Business Activities, Industry, Commerce & Trade, Social Responsibility of Business Towards Different Groups.	12	18	
Forms of Business Units: Sole Trader, Partnership, Joint Stock Company and Co-Operative Society - Meaning, Characteristics, Advantages & Disadvantages.	07	August	01/08/ 2023 To 31/ 08/ 2023
First Unit Test	01	25	
Unit-II: <u>Management and Administration</u> : Meaning and Definition of Management, Characteristics, Scope, Importance, Management and Administration, Management - A Science or an Art. Planning: Meaning, Nature and Characteristics, Process, Importance, Types, Components.	17		
Second Unit Test	01	September	01/09/ 2023 To 30/09/ 2023
Extra Classes for weak learners	05	22	
Unit-III: <u>Decision Making</u> : Concept, Characteristics - Importance, Process, Types of Decisions. Organizing: Concept, Principles, Types - Line, Functional, Line and Staff, Modern types of organizations-Projects, Matrix, Formal and Informal Organization, Advantages and Disadvantages.	16		
Third Unit Test	01	October	01/10/ 2023 To 31/10 2023
Unit-IV: <u>Direction</u> : Meaning, Nature, Importance and Techniques. Co-Ordination: Meaning, Principles, Internal and External Co-Ordination, Methods of Achieving Effective Co-Ordination. Leadership: Leadership-Concept, Characteristics, Types and Qualities. Concept of Morale. Control: Meaning, Characteristics, Need, Procedure, Types, Essentials of Good Control System, Control Devices.	18	24	
Extra Classes for weak learners	03		
Revision Class	01		
Fourth Unit Test	01		
SEMESTER TEST	01		
Winter vacation		01/11/2023 To 30/11/2023	
Winter Examination		As per University Schedule	

Date:08 July 2023


 Dr K G Meshram
 Head, Commerce Study Board
Co-ordinator, IQAC
 Yashoda Girls' Arts &
 Commerce College, Nagpur




 Dr Dhanaraj Shetye
 Principal
 Yashoda Girls Arts & Commerce
 Sneh Nagar, Nagpur-15

**Yashoda Girls' Arts & Commerce College,
Nagpur**

Department of Commerce

Teaching Plan

Session: 2023-2024

Subject: Commercial Firms

Class: B. Com. Semester I

Purushottam Khaparde Health & Education Society's
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Semester wise Teaching Plan 2023-24

B.Com. – First Year


Semester-I

(First Term: 16/06/2023 to 31/10/2023)


Subject: Commercial Firms

Unit	Required Lectures	Months Lectures	Duration
Admission Process: 16 June 2023 To 10 July 2023		June/July	
Bridge Course	06	July	10/07/2023 To 31/07/2023
Unit – I Commercial firms: concept and importance. It's contribution in economic growth.	12	18	
First Unit Test	01	August	01/08/ 2023 To 31/ 08/ 2023
Unit – II Forms of Business Units: Sole trader: meaning, definition, salient features, procedure to start a sole trade business. Activities included in sole trading, Partnership: concept, meaning, characteristics, importance, procedure to be adopted for starting partnership. Activities involved in partnership business.	24	25	
Second Unit Test	01	September	01/09/ 2023 To 30/09/ 2023
Extra Classes for weak learners	04	22	
Unit – III Company: concept, meaning, characteristics, procedure to start a company, activities involved in company business.	17		
Third Unit Test	01	October	01/10/ 2023 To 31/10 2023
Unit IV Start ups: concept and meaning, role in economic development, various Government schemes for start ups. Preparation of project report for start ups.	18	24	
Revision Class	03		
Fourth Unit Test	01		
SEMESTER TEST	01		
Winter vacation			01/11/2023 To 30/11/2023
Winter Examination			As per University Schedule

Date: 08 July 2023


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**Yashoda Girls' Arts & Commerce College,
Nagpur**

Department of Commerce

Teaching Plan

Session: 2023-2024

Subject: Holistic Development

Class: B. Com. Semester III

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YGC No:

Date:

Semester wise Teaching Plan 2023-24

B.Com. - Second Year

Semester-III

(First Term: 16/06/2023 to 31/10/2023)

Subject: Holistic Development

Unit	Required Lectures	Months Lectures	Duration
University Summer Examination (II Semester) & Admission Process: 16 June 2023 To 08 July 2023			
Unit - I: Introduction: <ul style="list-style-type: none"> Holistic Development: Definition, Basic concepts of Holistic Development. Need, goals and scope of Holistic Development; Multidisciplinary approach; Elements of holistic development. First Unit Test	18	July 18	10/07/2023 To 31/07/2023
Unit - II: Time Management: <ul style="list-style-type: none"> Meaning, Essentials, Importance, Time Management techniques Time Management matrix Time Management and effective planning Time allocation:- Need and significance Second Unit Test Extra Classes for weak learners	01 20 01 03	August 25	01/08/ 2023 To 31/ 08/ 2023
Unit-III: Stress Management: <ul style="list-style-type: none"> Meaning, type, causes of stress, consequence of stress Stress Management:- meaning, importance, strategies for stress management Creation of stress- free environment Stress intervention: Performance and stress Intervention- The relationship between stress and performance; Third Unit Test Extra Classes for weak learners	18 01 03	September 22	01/09/ 2023 To 30/09/ 2023
Unit IV: Spiritual Development: <ul style="list-style-type: none"> Spirituality :- Meaning, Characteristics, types, need Spiritual development :- Meaning, Purpose , Importance and Stages. Fowler's Stages of Faith Relationship between spirituality and health. Revision Class Fourth Unit Test / Semester Test Winter vacation	18 04 02	October 24	01/10/ 2023 To 30/10/2023
Winter Examination			01/11/2023 To 30/11/2023 As per University Schedule

Date: 08 July 2022

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**Yashoda Girls' Arts & Commerce College,
Nagpur**

Department of Commerce

Teaching Plan

Session: 2023-2024

Subject: MARKETING MANREMENT

Class: B. Com. Semester V

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Dr P G Fating - 9422102921
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 Date:

Semester wise Teaching Plan 2023-24

B.Com. – Third Year


Semester-V

(First Term: 16/06/2023 to 31/10/2023)

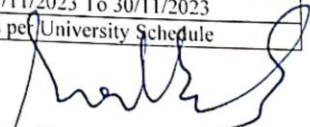
Subject: Marketing Management

Unit	Required Lectures	Months Lectures	Duration
University Summer Examination (IV Semester) & Admission Process: 16 June 2023 To 08 July 2023			
Unit – I: Introduction Meaning and Concept of Marketing and Marketing Management. Traditional and Modern concept of Marketing, Functions and importance of Marketing Management, Market segmentation: - evaluation, criteria's, advantages and disadvantages of market segmentation, types. First Unit Test	17 01	July 18	10/07/2023 To 31/07/2023
Unit – II: Market and pricing policies: Meaning and characteristics of Consumer Market, Industrial Market and Service Market, their difference, government and reseller market,online market: - issues and challenges Pricing policies: - meaning, types and factors governing them. Second Unit Test Extra Classes for weak learners	20 01 04	August 25	01/08/ 2023 To 31/ 08/ 2023
Unit-III: Product Planning and Distribution: Product Planning – New Product Development –Product Life Cycle – Branding and Packaging ,Distribution Channels for Consumer Product, Industrial Product and Service Product, Function of Distribution of Channels, Factors Affecting Distribution of Channels. Third Unit Test Extra Classes for weak learners	18 01 03	September 22	01/09/ 2023 To 30/09/ 2023
Unit IV Consumer behavior and Promotion: Consumer behavior: - Meaning, concept and factors affecting consumer behavior, Customer Satisfaction, measurement of Customer Satisfaction, After Sales Services and its role in modern business, Promotion: techniques of promotion, Personal Selling; Advertising, Direct Marketing. E-marketing Revision Class Fourth Unit Test / Semester Test	18 04 02	October 24	01/10/ 2023 To 30/10/2023
Winter vacation			
Winter Examination			01/11/2023 To 30/11/2023 As per University Schedule

Date:08 July 2023


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Nagpur**

Department of Commerce

Plan of Continuous Internal Evaluation (CIE)

Session: 2023-2024

**Subject – Business Skills, Commercial Firms / Holistic
Development / Marketing Management**

Class: B. Com. Semester I/ III/ V

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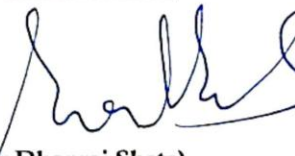
Plan of Continuous Internal Evaluation (CIE)
Academic Session - 2023-2024 (First Term: 16/06/2023 to 31/10/2023)
Semester I/ III / V

**Subject - Business Skills, Commercial Firms / Holistic Development /
Marketing Management**

Components / Methods	Tentative Duration
Introducing Syllabus & Course Outcomes	Third Week of July
Subject Skills Evaluation	Second Week of August
Group discussions	Mid of Aug./Sept.& Oct.
Written or Oral Quiz / Surprise Test	Last Week of Aug./ Sept.& Oct.
Regular Evaluation on each completed Units and Identification of Slow and Advance Learners	Last Week of Aug. /Sept./Oct.
Unit Test - Unit wise -Offline on completed Units	After completed of each Unit
Remedial Classes for Slow Learners	After completed of each Unit Test
Classroom Presentations /Other innovative practices / activities	End every Unit of Syllabus
How to prepare for University Examination and solve Questions Paper.	Early University Examination
Revision	End Unit of Syllabus Course
Viva - Voce and its evaluation for internal marks.	End Syllabus Course


(Dr. K. G. Meshram)
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(Dr. Dhanraj Shete)
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