

**LESSON PLAN FOR ODD SEM (2023-24) for B.Com Classes (Govt. College, Dabwali)**

| Month and Year | BUSINESS STATISTICS  | INDIAN ECONOMY  | INTERNATIONAL BUSINESS   | ADVERTISING  |
|----------------|--|---|--|--|
| AUG 2023       | Introduction to Statistics, Measures of Central Tendency.                              | Economic Systems, Developing and Developed Economies, Features of Indian Economy.   | Introduction to IB, Globalization, Modes of entry in IB, IB env.   | Communication Process, Communication Mix and Advertising, Advertising – Meaning, Scope and Functions           |
| SEPT 2023      | Measures of Central Tendency (contd...), Measures of Dispersion, Measures of Skewness, | Comparison of Indian Economy with Developed Economies, Structural Shifts, Relative Importance of Agriculture, Industry and Services | Trends in World Trade, Trends in India's Foreign Trade, Commercial Policy Instruments, Balance of Payments, WTO, UNCTAD, IMF and World Bank, Regional Economic Integration | Economic, Social, Legal and Ethical Aspects, Types of Advertising, Advertising objectives, Audience Analysis.  |
| OCT 2023       | Correlation, Regression, Index Nos, Probability.                                       | Infrastructure, Foreign Trade and Economic Growth, Foreign Trade Theories   | Classical and Modern Theories of International Trade, Foreign Exchange Markets and Risk Management   | Advertising Budget, Types of Advertising Media, Media Planning and Scheduling, Creative Aspects of Advertising |
| NOV 2023       | Time Series Analysis, Revision.  | Export Promotion and Import Substitution, Terms of Trade, Gains from Trade, Revision.   | Foreign Investment, Export Promotion Measures, Special Economic Zones, Revision.   | Measuring Advertising Effectiveness, Advertising Agency, Advertising and Consumer Behaviour, Revision.         |

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**LESSON PLAN FOR EVEN SEM (2023-24) for B.Com Classes (Govt. College, Dabwali)**

| Month and Year | MANAGEMENT ACCOUNTING   | INTERNATIONAL BANKING AND FOREX MANAGEMENT  | CORPORATE ACCOUNTING   | ORGANIZATIONAL BEHAVIOUR   |
|----------------|---|---|--|--|
| JAN 2024       | Nature and Scope of Mgt A/cing, Budgeting and Budgeting Control, Ratio Analysis | Introduction to International Banking, Export and Import Financing, International Payment Systems, Offline Banking Centres. | Issue of Shares, Redemption of Preference Shares   | Org Behaviour Concepts and Significance, Personality.                            |
| FEB 2024       | Ratio Analysis (contd...), Responsibility Accounting, Funds Flow statement.     | International Capital Markets, Foreign Exchange & Markets   | Redemption of Preference Shares (contd...), Issue of Debentures, Redemption of Debentures. | Attitude and Values, Learning and Perception                                     |
| MARCH 2024     | Cash Flow statement, Standard Costing and Variance Analysis                     | Foreign Exchange & Markets (contd...), FOREX Market in India.   | Underwriting, Final A/cs of companies, Valuation of Goodwill and Valuation of Shares       | Stress Management, Group and Group Dynamics, Transactional Analysis              |
| APRIL 2024     | Marginal Costing, Break Even Analysis, Revision.                                | Revision  | Liquidation of Companies, Revision.  | Transactional Analysis (contd...), Organizational Culture and Climate, Revision. |

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