

Department of Commerce, Govt. College, Baund Kalan (Ch. Dadri)
Lesson Plan for Odd Semester 2025-26

Name of Assistant Professor: Dr. Suman

Class & Semester: B. Com 1st semester

Subject: Corporate Social Responsibility and Business Ethics (24UN-COM-MDC101)

Sr. No.	Month	Week	Topics
1	August, 2025	1st	Introduction: Values-Concept, types and formation of values, ethics, values and behaviour, Values of Indian Managers
		2nd	Ethics, development of ethics, ethical decision making and decision making process
		3rd	Relevance of ethics and values in business. Management of Ethics
		4th	Management process and ethics, managerial performance, ethical issues
2	September, 2025	1st	Corporate Responsibility & Consumer Protection: Corporate responsibility of business: employees, consumers and community
		2nd	Corporate Governance, Code of Corporate Governance
		3rd	Consumerism, unethical issues, in sales, marketing and technology
		4th	functions of progress, transformation
3	October, 2025	1st	need for transformation, process & challenges of transformation
		2nd	Understanding Success: Definitions of success, Principles for competitive success
		3rd	Prerequisites to create blue print for success. Successful stories of business gurus.
		4th	Knowledge and Wisdom: Meaning of knowledge and wisdom, difference between knowledge and wisdom
4	November, 2025	1st	knowledge worker versus wisdom worker
		2nd	concept of knowledge management and wisdom management
		3rd	wisdom based management
		4th	Revision and Test

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Name of Assistant Professor: Dr. Suman

Class & Semester: B. Com 1st semester

Subject: Business Law (24UN-COM-102) CC-2

Sr. No.	Month	Week	Topics
1	August, 2025	1st	Indian Contract Act-1872, Nature, Classification, Essentials of a Contract
		2nd	Consideration, Agerrment, Performance, Dicharge, BREACHAND Remedies of a Contract
		3rd	Sales of Goods Act 1930
		4th	Conditions and Warrants
2	September, 2025	1st	Transfer of Ownership
		2nd	Performance of Contract Of Sale
		3rd	Unpaid Seller and his rights
		4th	Auction sale, Online auction
3	October, 2025	1st	Indian Partnership Act 1932
		2nd	Duties, Liabilities and rights of firm and partners
		3rd	Limited Liability Partnership Act 2008
		4th	Extent and Limitation of LLP
4	November, 2025	1st	Negotiable Instrument Act, 1881
		2nd	Scope, Features and types
		3rd	Informationation Technologt Act 2000
		4th	revision and test

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Name of Assistant Professor

Dr. Suman

Class & Semester: B. Com 3rd semester

Subject: Consumer Protection in India (24UN-COM-304) CC-M3

Sr. No.	Month	Week	Topics
1	August, 2025	1st	Conceptual Framework of consumer protection act
		2nd	Concept of Goods and Service
		3rd	Standards of Weights and Measures Act 1976
		4th	Commodities Act 1955
2	September, 2025	1st	Consumer Education and Organisation
		2nd	Objectives, purpose and role of Consent
		3rd	Role of Media
		4th	Investor Protection Measure of SEBI
3	October, 2025	1st	Consumer protection act 2019
		2nd	Corporate Social Responsibilites
		3rd	United Nations and the guidelines for consumers protection
		4th	Comparision of the COPA, 1986 and 2019
4	November, 2025	1st	Guidelines for filling consumers complaints
		2nd	Role of voluntary consumer organozation
		3rd	National consumer helpline
		4th	Revision and Test

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Lesson Plan for Odd Semester 2025-26

Name of Assistant Professor: Dr. Suman

Class & Semester: B. Com 5th semester

Subject: Advertising and Sales Management (19BC-505(A))

Sr. No.	Month	Week	Topics
1	August, 2025	1st	Meaning of Advertising and Sales Management
		2nd	Evolution of Advertising and Promotion, Emergence of Integrated Marketing Communication Strategy
		3rd	Developing Marketing Planning Program, Role of Advertising and motion
		4th	Types and Role of Advertising Agencies
2	September, 2025	1st	Sales Management: Participants in IMC Process, Position of Sales Management in Promotion
		2nd	Characteristics and Responsibilities of Sales Management; Basic Skills and Changing Roles of Sales Managers
		3rd	Theories of Selling
		4th	Sale Planning- Objectives and Process
3	October, 2025	1st	Termitory Management: Requirements and system for Setting up Sales Territories
		2nd	Time Management, Routing. Sales Quotas- Objectives and types of Quotas
		3rd	Management of Sales Quotas. Management of Sales Force-Recruitment, Selection and Training
		4th	Control Process
4	November, 2025	1st	Distribution Channels
		2nd	Analysis of Sales, Cost and Profitability, Sales Expenses Managing, Performance
		3rd	Evaluation of Sales Force, Ethical Issues in Sales Management. Web Marketing
		4th	Revision and Test

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Lesson Plan for Odd Semester 2025-26

Name of Assistant Professor: Dr. Suman

Class & Semester: B. Com 5th semester

Subject: Retail Management

Sr. No.	Month	Week	Topics
1	August, 2025	1st	Introduction: Concept, Characteristics, Theories of Retail Development, Evolution of Retailing and recent size
		2nd	Functions of Retail Management, Career in retailing
		3rd	Technology Induction in Retailing
		4th	Retail Mix and Potential of Retailing in India, E-Retailing
2	September, 2025	1st	Types of Retailing-Stores classified by owners, Stores classified by merchandising categories
		2nd	Wheel of retailing, Traditional retail formats vs. modern retail formats in India, Store and non-store used formats
		3rd	Cash and Carry Business-Features, Fundamentals and scope, Retailing models
		4th	Franchiser franchisee, directly owned.
3	October, 2025	1st	Management of Retailing Operations: Wheel of retailing and retailing life cycle,
		2nd	Retailing management
		3rd	The total performance model, Strategic retail management process.
		4th	Retail planning-Significance and Process
4	November, 2025	1st	Developing Retailing Strategies, Objectives, Action Plans
		2nd	Retail Pricing Strategies, Retail Locations
		3rd	Planned and Unplanned, Location Strategies
		4th	Revision & Test

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