


GOVT. COLLEGE FOR GIRLS, RANIA (SIRSA)

Lesson Plan Session 202~~4~~³-23 2023-24

Name of Asstt./Asso. Prof..... Dr. Sonia Sem..... 1

Class and Sanction..... B.Com 3rd year Subject..... I.B. and Foreign Management

Month	Week	Topic
Jan.	2nd.	International Banking
	3rd.	Revision
	4th.	International Capital Market
Feb.	1st.	Revision.
	2nd.	Off shore Banking Centre
	3rd.	Revision
	4th.	Foreign Exchange and Market.
March	1st.	Do.
	2nd.	Do.
	3rd.	Foreign Market in India.
	4th.	HOLI VACATIONS.
April	1st.	Do.
	2nd.	Revision - I st unit
	3rd.	Revision - II nd unit
	4th.	Revision - III rd unit.


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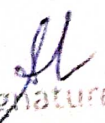
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Lesson Plan Session 2022-23 2023-24

Name of Asstt./Asso. Prof. Dr. Sonia Sem. 5

Class and Sanction B.Com 3rd Subject Mktg

Month	Week	Topic
July Aug	4 th	Mktg: Overview, Environment
	1 st	Consumer Behaviour
	2	Mkt Segmentation
	3	Product: Concept, importance & classification
Sep	4	Product Mix Strategies
	1	Branding, Packaging and Labelling
	2	Product life cycle
	3	New Product development Process
Oct	4	Product Pricing
	1	Distribution Channels
	2	Wholesaling and Retailing
	3	Promotion Mix, Advertising
Nov	4	Personal Selling
	1	Publicity & Public Relation
	2	Sales Promotion
	3	Diwali vacations
	4	Revision


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Lesson Plan Session 2022-23 2023-24

Name of Asstt./Asso. Prof. Dr. Sonia Sem 5th

Class and Sanction Bloom 3rd year Subject Advertising

Month	Week	Topic
July	4 th	Communication Process
Aug	1 st	Comm. Mix & Advertising
	2 nd	Advertising Meaning & Scope, functions
	3 rd	Economic & Social aspects of Advertising
	4 th	Types of Advertising
Sept	1 st	Advertising Objective
	2	Audience Analysis
	3	Advertising Budget
	4	Types of Media, Media planning
Oct	1 st	Creative Aspects of Advertising
	2	Advertising effectiveness
	3	Advertising Agencies
	4	Consumer Behaviour
Nov	1	Legal aspects
	2	Ethical Aspects
	3	Special Vocation
	4	Revision


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