

NBGSMS College
Lesson Plan July 2019- Nov 2019

1

Name of as:	SHEKHAR GAUTAM
Class :	B.COM. PASS
Semester:	1st
Subject:	Business Management

	Day	Date	Topic
1st Week	1	16-Jul-19	Introduction of Management
	2	17-Jul-19	What is Business?
	3	18-Jul-19	What is Profession?
	4	19-Jul-19	What is Employment?
	5	20-Jul-19	Concept of Business
	Sunday	21-Jul-19	
2nd Week	1	22-Jul-19	Intoduction of Scope of business
	2	23-Jul-19	Business Activities
	3	24-Jul-19	Meaning of Industry
	4	25-Jul-19	Meaning of Commerce
	5	26-Jul-19	Management: An Introduction
	6	27-Jul-19	Meaning of Management
	Sunday	28-Jul-19	
3rd week	1	29-Jul-19	Process of Management
	2	30-Jul-19	Test conduct
	3	31-Jul-19	Holiday
	4	1-Aug-19	Revision of lesson
	5	2-Aug-19	Nature of Management
	6	3-Aug-19	Importance of Management
	Sunday	4-Aug-19	
4th week	1	5-Aug-19	Some Important issues of Management
	2	6-Aug-19	Arguments of Against Social Responsibility
	3	7-Aug-19	Toward of Owners
	4	8-Aug-19	Toward of Employees
	5	9-Aug-19	Toward of Competitors
	6	10-Aug-19	Toward of Government
	Sunday	11-Aug-19	
5th week	1	12-Aug-19	Holiday
	2	13-Aug-19	Management of Art
	3	14-Aug-19	Management of Science
	4	15-Aug-19	Holiday
	5	16-Aug-19	Management of Profession

	6	17-Aug-19	Difference between art and Science
	Sunday	18-Aug-19	Development of Management thought
6th week	1	19-Aug-19	Classical Approach
	2	20-Aug-19	Contribution of Taylor
	3	21-Aug-19	Principles of Scientific Management
	4	22-Aug-19	Tecniques of Scientific Management
	5	23-Aug-19	Test conduct
	6	24-Aug-19	Holiday
	Sunday	25-Aug-19	Revision of Lesson
7th week	1	26-Aug-19	Administrative Management
	2	27-Aug-19	Contribution henry fayol in Management
	3	28-Aug-19	Principles of Management
	4	29-Aug-19	Comparative Study of Taylor and Fayol
	5	30-Aug-19	Bureaucratic Management
	6	31-Aug-19	Features of Bureaucratic Management
	Sunday	1-Sep-19	
8th week	1	2-Sep-19	Neo- Classical approachHuman Relations App
	2	3-Sep-19	Elton Mayo contribution in Management
	3	4-Sep-19	Importance or Contribution
	4	5-Sep-19	Behavioural Science Approach
	5	6-Sep-19	Modern Approach
	6	7-Sep-19	Quantitative Approach, System approach
	Sunday	8-Sep-19	
9th week	1	9-Sep-19	Types of Plans
	2	10-Sep-19	Difference Between Polices and Procedures
	3	11-Sep-19	Decision Making: Concept and Process
	4	12-Sep-19	Nature of Decision- Making
	5	13-Sep-19	Importance of Decision-Making
	6	14-Sep-19	Management by Objectives
	Sunday	15-Sep-19	
10th week	1	16-Sep-19	Advantages of MBO
	2	17-Sep-19	Organising, Concept of Nature and Process
	3	18-Sep-19	Process of Organisation
	4	19-Sep-19	Types of Organisation
	5	20-Sep-19	Formal and informal
	6	21-Sep-19	Test Conduct
	Sunday	22-Sep-19	
11th week	1	23-Sep-19	Holiday
	2	24-Sep-19	Principles of Organisation
	3	25-Sep-19	Advantages of Organisation

	4	26-Sep-19	Form of Organisation Structure and Contingency Factors
	5	27-Sep-19	Form of Organisation
	6	28-Sep-19	Line Organisation, Line and Staff Organisation
	Sunday	29-Sep-19	
12th week	1	30-Sep-19	Functional organisation
	2	1-Oct-19	Committee Organisation
	3	2-Oct-19	Holiday
	4	3-Oct-19	Test conduct
	5	4-Oct-19	Revision
	6	5-Oct-19	Revision
	Sunday	6-Oct-19	
13th week	1	7-Oct-19	Revision
	2	8-Oct-19	Holiday
	3	9-Oct-19	Departmentation need and Basis
	4	10-Oct-19	Meaning of Departmentation
	5	11-Oct-19	Importance of Departmentation
	6	12-Oct-19	Basis Methods of Departmentation
	Sunday	13-Oct-19	
14th week	1	14-Oct-19	Importance of Delegation of authority in Business
	2	15-Oct-19	Obstacles in Delegation of Authority
	3	16-Oct-19	From the Delegators or Superiors
	4	17-Oct-19	Holiday
	5	18-Oct-19	From the Delegates or Subordinates
	6	19-Oct-19	Decentralisation and centralisation
	Sunday	20-Oct-19	
15th week	1	21-Oct-19	Difference between delegation and Decentralisation
	2	22-Oct-19	Indicators of Decentralisation
	3	23-Oct-19	Principles of Decentralisation
	4	24-Oct-19	Vacations
	5	25-Oct-19	Vacations
	6	26-Oct-19	Vacations
	Sunday	27-Oct-19	
16th week	1	28-Oct-19	Vacations
	2	29-Oct-19	Vacations
	3	30-Oct-19	Vacations
	4	31-Oct-19	Vacations
	5	1-Nov-19	Holiday
	6	2-Nov-19	Test conduct

	Sunday	3-Nov-19	
17th week	1	4-Nov-19	Meaning of Centralisation
	2	5-Nov-19	Definition of Centralisation
	3	6-Nov-19	Features of Centralisation
	4	7-Nov-19	Importances of Centralisation
	5	8-Nov-19	Limitation of Centralisation
	6	9-Nov-19	Revision Lesson 1, 2 ,3
	Sunday	10-Nov-19	
18th week	1	11-Nov-19	Revision Lesson 4, 5
	2	12-Nov-19	Revision Lesson 6
	3	13-Nov-19	Revision Lesson 7,8
	4	14-Nov-19	Revision Revision 9,10
	5	15-Nov-19	Revision Lesson 11,12
	6	16-Nov-19	Revision Lesson 13,14
	Sunday	17-Nov-19	
	2		
Name of asst	HEKAHR GAUTAM		
Class :	B.COM. PASS		
Semester:	3rd		
Subject:	HRM		
	Day	Date	Topic
1st Week	1	16-Jul-19	Introduction of HRM
	2	17-Jul-19	Features of Human resource Management
	3	18-Jul-19	Objectives of Human resource Management
	4	19-Jul-19	Scope of Human resource Management
	5	20-Jul-19	Importance of Human resource Management
	Sunday	21-Jul-19	
2nd Week	1	22-Jul-19	Evolution of HRM
	2	23-Jul-19	Barriers to the Development of HRM
	3	24-Jul-19	Future of resource Management in india
	4	25-Jul-19	Test conduct
	5	26-Jul-19	Revision lesson 1
	6	27-Jul-19	Recruitment and Selection
	Sunday	28-Jul-19	
3rd week	1	29-Jul-19	Introduction of Recruitment
	2	30-Jul-19	Definition of Recruitment
	3	31-Jul-19	Holiday
	4	1-Aug-19	Factors Affecting Recruitment

	5	2-Aug-19	Process of Recruitment
	6	3-Aug-19	Importance of Recruitment
	Sunday	4-Aug-19	
4th week	1	5-Aug-19	Situational Factors Affecting Recruitment
	2	6-Aug-19	Selection of Introduction
	3	7-Aug-19	Barriers of Effective Selection
	4	8-Aug-19	Test Conduct
	5	9-Aug-19	Revision of lesson 2
	6	10-Aug-19	Revision of lesson 2
	Sunday	11-Aug-19	
5th week	1	12-Aug-19	Holiday
	2	13-Aug-19	Introduction of Training
	3	14-Aug-19	Meaning and Definition of Training
	4	15-Aug-19	Holiday
	5	16-Aug-19	Features of Training
	6	17-Aug-19	Training and Development
	Sunday	18-Aug-19	
6th week	1	19-Aug-19	Objective of Training
	2	20-Aug-19	Training Policy
	3	21-Aug-19	Principles of Training
	4	22-Aug-19	Methods of training
	5	23-Aug-19	Test conduct
	6	24-Aug-19	Holiday
	Sunday	25-Aug-19	
7th week	1	26-Aug-19	Wages and Theories of Wages
	2	27-Aug-19	Introduction
	3	28-Aug-19	Meaning and definition of Wages
	4	29-Aug-19	Characteristics of a Wages
	5	30-Aug-19	Factors affecting Wages -rate
	6	31-Aug-19	Objectives of Wages
	Sunday	1-Sep-19	
8th week	1	2-Sep-19	How Wages are determined?
	2	3-Sep-19	Theory of Wages
	3	4-Sep-19	Theory of Wages
	4	5-Sep-19	Theory of Wages
	5	6-Sep-19	Theory of Wages
	6	7-Sep-19	Theory of Wages
	Sunday	8-Sep-19	
9th week	1	9-Sep-19	Methods of wages Payment
	2	10-Sep-19	Methods of wages Payment
	3	11-Sep-19	Methods of wages Payment

	4	12-Sep-19	Methods of wages Payment
	5	13-Sep-19	Methods of wages Payment
	6	14-Sep-19	Methods of wages Payment
	Sunday	15-Sep-19	
10th week	1	16-Sep-19	Concept of Wages
	2	17-Sep-19	Difference between Wages and Salary
	3	18-Sep-19	Wages Concept
	4	19-Sep-19	Minimum Wages
	5	20-Sep-19	Principles of Minimum Wages rate
	6	21-Sep-19	Difficulties in Determining the Minimum Wages
	Sunday	22-Sep-19	
11th week	1	23-Sep-19	Holiday
	2	24-Sep-19	Concept of Fair Wages
	3	25-Sep-19	Concept of Living Wages
	4	26-Sep-19	Evolution of wages Policy in India
	5	27-Sep-19	Minimum Wages act in india 1948
	6	28-Sep-19	Objective of Act
	Sunday	29-Sep-19	
12th week	1	30-Sep-19	Provisions of Minimum Wages act
	2	1-Oct-19	Implementation of the minimum wages act
	3	2-Oct-19	Holiday
	4	3-Oct-19	Evaluation of the Minimum Wages act
	5	4-Oct-19	Special Incentives
	6	5-Oct-19	Meaning of types of Incentives
	Sunday	6-Oct-19	
13th week	1	7-Oct-19	Various types of incentives
	2	8-Oct-19	Holiday
	3	9-Oct-19	Financial incentives and Non- Financial
	4	10-Oct-19	Financial incentives and Non- Financial
	5	11-Oct-19	Financial incentives and Non- Financial
	6	12-Oct-19	Test conduct
	Sunday	13-Oct-19	
14th week	1	14-Oct-19	Industrial Relation
	2	15-Oct-19	Definition of Industrial Relations
	3	16-Oct-19	Objectives of industrial Relations
	4	17-Oct-19	Holiday
	5	18-Oct-19	Parties to Industrial Relations
	6	19-Oct-19	Factors influencing industrial Relations
	Sunday	20-Oct-19	

15th week	1	21-Oct-19	Principles of Industrial Relations
	2	22-Oct-19	Effects of Bad Industrial Relations
	3	23-Oct-19	Vacation
	4	24-Oct-19	Vacation
	5	25-Oct-19	Vacation
	6	26-Oct-19	Vacation
	Sunday	27-Oct-19	
16th week	1	28-Oct-19	vacation
	2	29-Oct-19	vacation
	3	30-Oct-19	vacation
	4	31-Oct-19	vacation
	5	1-Nov-19	Holiday
	6	2-Nov-19	Development of Industrial Relations
	Sunday	3-Nov-19	
17th week	1	4-Nov-19	Rise and Growth of Industrial Relations
	2	5-Nov-19	Scope of Industrial Relations
	3	6-Nov-19	Conditions for Good Industrial Relations
	4	7-Nov-19	Industrial Relations and five year Plans
	5	8-Nov-19	Test conduct
	6	9-Nov-19	Test conduct
	Sunday	10-Nov-19	
18th week	1	11-Nov-19	Revision 1
	2	12-Nov-19	Revision 2
	3	13-Nov-19	Revision 3
	4	14-Nov-19	Revision 4
	5	15-Nov-19	Revision 5
	6	16-Nov-19	Revision 8,9
	Sunday	17-Nov-19	
			Topic

3

Name of as	SHEKHAR GAUTAM
Class :	B.COM, PASS
Semester:	5TH
Subject:	ACCOUNTING FOR MANAGEMENT

	Day	Date	Topic
1st Week	1	16-Jul-19	Management Accounting An Introduction
	2	17-Jul-19	Definition of Management accounting
	3	18-Jul-19	Characteristics of management accounting
	4	19-Jul-19	Scope of Management Accounting

	5	20-Jul-19	Objectives of management accounting
	Sunday	21-Jul-19	
2nd Week	1	22-Jul-19	Responsibilities of Management accounting
	2	23-Jul-19	Functions of Management accountant
	3	24-Jul-19	Qualities of A management Accountant
	4	25-Jul-19	The Controller
	5	26-Jul-19	Duties of controller
	6	27-Jul-19	The Treasurer
	Sunday	28-Jul-19	
3rd week	1	29-Jul-19	Principles of Management Accounting
	2	30-Jul-19	Comparative Study of Financial Accounting
	3	31-Jul-19	Holiday
	4	1-Aug-19	Cost Accounting
	5	2-Aug-19	Management Accounting
	6	3-Aug-19	Tools of Management Accounting
	Sunday	4-Aug-19	
4th week	1	5-Aug-19	Utility of Management Accounting
	2	6-Aug-19	Limitation of Management accounting
	3	7-Aug-19	Test conduct
	4	8-Aug-19	Revision of lesson 1
	5	9-Aug-19	Revision of lesson 1
	6	10-Aug-19	Revision of lesson 1
	Sunday	11-Aug-19	
5th week	1	12-Aug-19	Holiday
	2	13-Aug-19	Financial Statements
	3	14-Aug-19	Types of Financial Statement
	4	15-Aug-19	Holiday
	5	16-Aug-19	Traditional Financial Statement
	6	17-Aug-19	Balance Sheet
	Sunday	18-Aug-19	
6th week	1	19-Aug-19	Statement of profit and loss
	2	20-Aug-19	Modern Financial Statement
	3	21-Aug-19	Statement of Retain earnings
	4	22-Aug-19	Statement of change in Financial Position
	5	23-Aug-19	Others Statement
	6	24-Aug-19	Holiday
	Sunday	25-Aug-19	
7th week	1	26-Aug-19	Notes of financial Statements Corporate Rew

	2	27-Aug-19	Corporate Reports Value Added Statement
	3	28-Aug-19	Nature of Financial Statement
	4	29-Aug-19	Limitations of financial Statements
	5	30-Aug-19	Importances of Financial Statements
	6	31-Aug-19	Ideal Financial Statements
	Sunday	1-Sep-19	
8th week	1	2-Sep-19	Test Conduct
	2	3-Sep-19	Analysis of Financial Statements
	3	4-Sep-19	Process of Statements analysis and interpretation
	4	5-Sep-19	Types of Financial Analysis
	5	6-Sep-19	On the Basis of use
	6	7-Sep-19	On the Basis of working System Importance of Financial Analysis
	Sunday	8-Sep-19	
9th week	1	9-Sep-19	Limitations of Financial Analysis
	2	10-Sep-19	Tools of used for Financial Statement analysis
	3	11-Sep-19	Methods of Preparing Comparative Balance sheet
	4	12-Sep-19	Common Size Statement
	5	13-Sep-19	Trend Analysis
	6	14-Sep-19	Test Conduct
	Sunday	15-Sep-19	
10th week	1	16-Sep-19	Ratio Analysis
	2	17-Sep-19	Uses and Significance of Ratio Analysis
	3	18-Sep-19	Limitation of Ratio Analysis
	4	19-Sep-19	Classification of Ratio
	5	20-Sep-19	Practical Questions
	6	21-Sep-19	Test Conduct
	Sunday	22-Sep-19	
11th week	1	23-Sep-19	Holiday
	2	24-Sep-19	Cash Flow Statement
	3	25-Sep-19	Meaning of cash Flow and Cash Flow Statement
	4	26-Sep-19	Difference Between Cash Flow Statement and Cash Budget
	5	27-Sep-19	Components of cash flow Statement
	6	28-Sep-19	Practical questions
	Sunday	29-Sep-19	
12th week	1	30-Sep-19	Practical questions

	2	1-Oct-19	Practical questions
	3	2-Oct-19	Holiday
	4	3-Oct-19	Test Conduct
	5	4-Oct-19	Financial Planning
	6	5-Oct-19	Meaning of Financial Planning
	Sunday	6-Oct-19	
13th week	1	7-Oct-19	Types of Financial Planning
	2	8-Oct-19	Holiday
	3	9-Oct-19	Methods of Financial Planning
	4	10-Oct-19	Objective of Financial Planning
	5	11-Oct-19	Capital Budgeting
	6	12-Oct-19	Meaning of Definitions of Capital Budgeting
	Sunday	13-Oct-19	
14th week	1	14-Oct-19	Factors affecting the evaluation of investment proposals
	2	15-Oct-19	Methods of Capital Budgeting
	3	16-Oct-19	Non Discounting Methods
	4	17-Oct-19	Holiday
	5	18-Oct-19	discounting Cash flow Methods
	6	19-Oct-19	Practical Questions
	Sunday	20-Oct-19	
15th week	1	21-Oct-19	Practical Questions
	2	22-Oct-19	Practical Questions
	3	23-Oct-19	Test Conduct
	4	24-Oct-19	Vacations
	5	25-Oct-19	Vacations
	6	26-Oct-19	Vacations
	Sunday	27-Oct-19	
16th week	1	28-Oct-19	Vacations
	2	29-Oct-19	Vacations
	3	30-Oct-19	Vacations
	4	31-Oct-19	Vacations
	5	1-Nov-19	Holiday
	6	2-Nov-19	Capital Rationing
	Sunday	3-Nov-19	
17th week	1	4-Nov-19	Objectiveso Capital Rationing
	2	5-Nov-19	Stages of Capital Rationing
	3	6-Nov-19	Difficulties of Capital Rationing
	4	7-Nov-19	Capital Budgeting undr Capital Rationing
	5	8-Nov-19	Practical Questions

	6	9-Nov-19	test Conduct
	Sunday	10-Nov-19	
18th week	1	11-Nov-19	Revision lesson 1
	2	12-Nov-19	Revision lesson 2
	3	13-Nov-19	Revision lesson 3
	4	14-Nov-19	Revision lesson 4,5
	5	15-Nov-19	Revision lesson 6,7
	6	16-Nov-19	Revisiosion lesson 8
	Sunday	17-Nov-19	

4

Name of as	SHEKHAR GAUTAM
Class :	M.com. Final
Semester:	Third
Subject:	Fundamental of Marketing

	Day	Date	Topic
2nd Week	1	22-Jul-19	Marketing An introduction
	2	23-Jul-19	Nature and Scope of Marketing
	3	24-Jul-19	What is Market and Marketing
	4	25-Jul-19	Definitions of Marketing
	5	26-Jul-19	Product Oriented Definitions
	6	27-Jul-19	Customers Oriented Definitions
	Sunday	28-Jul-19	
3rd week	1	29-Jul-19	Coporate Orientation towards Marketplace
	2	30-Jul-19	Building and delivering Customer value and Satisfaction
	3	31-Jul-19	Holiday
	4	1-Aug-19	Marketing Strategies in the different stage of the PLC
	5	2-Aug-19	Revision lesson 1
	6	3-Aug-19	Test Conduct
	Sunday	4-Aug-19	
4th week	1	5-Aug-19	Marketing Concept
	2	6-Aug-19	Difference Between Marketing and Marketing Concept
	3	7-Aug-19	Definitions of Marketing Concept
	4	8-Aug-19	Historical Development of Marketing
	5	9-Aug-19	Market Segementation
	6	10-Aug-19	Meaning of Marketing Segementation

	Sunday	11-Aug-19	
5th week	1	12-Aug-19	Holiday
	2	13-Aug-19	Effective Segemention
	3	14-Aug-19	Methods of Segemention
	4	15-Aug-19	Holiday
	5	16-Aug-19	Approaches to Market Segmentation
	6	17-Aug-19	Mass Marketing
	Sunday	18-Aug-19	
6th week	1	19-Aug-19	Product Defferentiation Marketing
	2	20-Aug-19	Tarket Marketing
	3	21-Aug-19	Market Segemtation
	4	22-Aug-19	Market Targeting
	5	23-Aug-19	Product Positioning
	6	24-Aug-19	Holiday
	Sunday	25-Aug-19	
7th week	1	26-Aug-19	Market Segmentaion Strategies
	2	27-Aug-19	Undifferentiated Marketing Strategies
	3	28-Aug-19	Differentiated Marketing Strategies
	4	29-Aug-19	Concentrated Marketing Strategies
	5	30-Aug-19	Product Life Cycle
	6	31-Aug-19	Different Stages of PLC
	Sunday	1-Sep-19	
8th week	1	2-Sep-19	Consumer Behaviour
	2	3-Sep-19	Types of Consumer
	3	4-Sep-19	Determinants of Consumer Behaviours
	4	5-Sep-19	Economic
	5	6-Sep-19	Sociological
	6	7-Sep-19	Psychological
	Sunday	8-Sep-19	
9th week	1	9-Sep-19	Personal
	2	10-Sep-19	Product Planning and Development
	3	11-Sep-19	Definitions of Product Planning
	4	12-Sep-19	Features of Product Planning
	5	13-Sep-19	Principles of Product Planning
	6	14-Sep-19	Importance of Product Planning
	Sunday	15-Sep-19	
10th week	1	16-Sep-19	Marketing Mix
	2	17-Sep-19	Product
	3	18-Sep-19	Price
	4	19-Sep-19	Place
	5	20-Sep-19	Promotion

	6	21-Sep-19	Product Line Decisions
	Sunday	22-Sep-19	
11th week	1	23-Sep-19	Holiday
	2	24-Sep-19	Development of New Product
	3	25-Sep-19	New product Development
	4	26-Sep-19	Branding Decisions
	5	27-Sep-19	Pricing Decisions
	6	28-Sep-19	Marketing Channels
	Sunday	29-Sep-19	
12th week	1	30-Sep-19	Wholesaling
	2	1-Oct-19	Retailing
	3	2-Oct-19	Holiday
	4	3-Oct-19	Advertisement
	5	4-Oct-19	Meaning of Advertisement
	6	5-Oct-19	Definitions of Advertisement
	Sunday	6-Oct-19	
13th week	1	7-Oct-19	Principles of Effective Advertisement
	2	8-Oct-19	Holiday
	3	9-Oct-19	Advertisement Media
	4	10-Oct-19	Types of Advertisement Media
	5	11-Oct-19	Press Advertisement
	6	12-Oct-19	Outdoor Advertisement
	Sunday	13-Oct-19	
14th week	1	14-Oct-19	Mail advertisement
	2	15-Oct-19	Entertainment Advertisement
	3	16-Oct-19	Promotional
	4	17-Oct-19	Holiday
	5	18-Oct-19	Sales Promotional
	6	19-Oct-19	Definitions of Sales Promotional
	Sunday	20-Oct-19	
15th week	1	21-Oct-19	Objectives of Sales Promotional
	2	22-Oct-19	Importance of Sales Promotional
	3	23-Oct-19	Tools of Sales Promotional
	4	24-Oct-19	Vacations
	5	25-Oct-19	Vacations
	6	26-Oct-19	vacation
	Sunday	27-Oct-19	
16th week	1	28-Oct-19	Vacations
	2	29-Oct-19	Vacations
	3	30-Oct-19	Vacations
	4	31-Oct-19	Vacations

	5	1-Nov-19	Holiday
	6	2-Nov-19	Evaluation and control of Marketing
	Sunday	3-Nov-19	
17th week	1	4-Nov-19	Effort of marketing
	2	5-Nov-19	Green Marketing
	3	6-Nov-19	Web Marketing
	4	7-Nov-19	Publicity and Public Relations
	5	8-Nov-19	Public relations Department
	6	9-Nov-19	Functions of Public Relations
	Sunday	10-Nov-19	
18th week	1	11-Nov-19	Revision 1
	2	12-Nov-19	Revision 2
	3	13-Nov-19	Revision 3,4
	4	14-Nov-19	Revision 5,6
	5	15-Nov-19	Revision 7,8
	6	16-Nov-19	Revision 9,10
	Sunday	17-Nov-19	

5

SHEKHAR GAUTAM
M.A. Final
Third
Fundamental of Marketing

Day	Date	Topic
1	22-Jul-19	Marketing An introduction
2	23-Jul-19	Nature and Scope of Marketing
3	24-Jul-19	What is Market and Marketing
4	25-Jul-19	Definitions of Marketing
5	26-Jul-19	Product Oriented Definitions
6	27-Jul-19	Customers Oriented Definitions
Sunday	28-Jul-19	
1	29-Jul-19	Coporate Orientation towards Marketplace
2	30-Jul-19	Building and delivering Customer value and Satisfaction
3	31-Jul-19	Holiday
4	1-Aug-19	Marketing Strategies in the different stage of the PLC
5	2-Aug-19	Revision lesson 1
6	3-Aug-19	Test Conduct
Sunday	4-Aug-19	

1	5-Aug-19	Marketing Concept
2	6-Aug-19	Difference Between Marketing and Marketing Concept
3	7-Aug-19	Definitions of Marketing Concept
4	8-Aug-19	Historical Development of Marketing
5	9-Aug-19	Market Segementation
6	10-Aug-19	Meaning of Marketing Segementation
Sunday	11-Aug-19	
1	12-Aug-19	Holiday
2	13-Aug-19	Effective Segemention
3	14-Aug-19	Methods of Segemention
4	15-Aug-19	Holiday
5	16-Aug-19	Approaches to Market Segmentation
6	17-Aug-19	Mass Marketing
Sunday	18-Aug-19	
1	19-Aug-19	Product Defferentiation Marketing
2	20-Aug-19	Tarket Marketing
3	21-Aug-19	Market Segementation
4	22-Aug-19	Market Targeting
5	23-Aug-19	Product Positioning
6	24-Aug-19	Holiday
Sunday	25-Aug-19	
1	26-Aug-19	Market Segmentaion Strategies
2	27-Aug-19	Undifferentiated Marketing Strategies
3	28-Aug-19	Differentiated Marketing Strategies
4	29-Aug-19	Concentrated Marketing Strategies
5	30-Aug-19	Product Life Cycle
6	31-Aug-19	Different Stages of PLC
Sunday	1-Sep-19	
1	2-Sep-19	Consumer Behaviour
2	3-Sep-19	Types of Consumer
3	4-Sep-19	Determinants of Consumer Behaviours
4	5-Sep-19	Economic
5	6-Sep-19	Sociological
6	7-Sep-19	Psychological
Sunday	8-Sep-19	
1	9-Sep-19	Personal
2	10-Sep-19	Product Planning and Development
3	11-Sep-19	Definitions of Product Planning
4	12-Sep-19	Features of Product Planning
5	13-Sep-19	Principles of Product Planning

6	14-Sep-19	Importance of Product Planning
Sunday	15-Sep-19	
1	16-Sep-19	Marketing Mix
2	17-Sep-19	Product
3	18-Sep-19	Price
4	19-Sep-19	Place
5	20-Sep-19	Promotion
6	21-Sep-19	Product Line Decisions
Sunday	22-Sep-19	
1	23-Sep-19	Holiday
2	24-Sep-19	Development of New Product
3	25-Sep-19	New product Development
4	26-Sep-19	Branding Decisions
5	27-Sep-19	Pricing Decisions
6	28-Sep-19	Marketing Channels
Sunday	29-Sep-19	
1	30-Sep-19	Wholesaling
2	1-Oct-19	Retailing
3	2-Oct-19	Holiday
4	3-Oct-19	Advertisement
5	4-Oct-19	Meaning of Advertisement
6	5-Oct-19	Definitions of Advertisement
Sunday	6-Oct-19	
1	7-Oct-19	Principles of Effective Advertisement
2	8-Oct-19	Holiday
3	9-Oct-19	Advertisement Media
4	10-Oct-19	Types of Advertisement Media
5	11-Oct-19	Press Advertisement
6	12-Oct-19	Outdoor Advertisement
Sunday	13-Oct-19	
1	14-Oct-19	Mail advertisement
2	15-Oct-19	Entertainment Advertisement
3	16-Oct-19	Promotional
4	17-Oct-19	Holiday
5	18-Oct-19	Sales Promotional
6	19-Oct-19	Definitions of Sales Promotional
Sunday	20-Oct-19	
1	21-Oct-19	Objectives of Sales Promotional
2	22-Oct-19	Importance of Sales Promotional
3	23-Oct-19	Tools of Sales Promotional
4	24-Oct-19	Vacations

5	25-Oct-19	Vacations
6	26-Oct-19	vacation
Sunday	27-Oct-19	
1	28-Oct-19	Vacations
2	29-Oct-19	Vacations
3	30-Oct-19	Vacations
4	31-Oct-19	Vacations
5	1-Nov-19	Holiday
6	2-Nov-19	Evaluation and control of Marketing
Sunday	3-Nov-19	
1	4-Nov-19	Effort of marketing
2	5-Nov-19	Green Marketing
3	6-Nov-19	Web Marketing
4	7-Nov-19	Publicity and Public Relations
5	8-Nov-19	Public relations Department
6	9-Nov-19	Functions of Public Relations
Sunday	10-Nov-19	
1	11-Nov-19	Revision 1
2	12-Nov-19	Revision 2
3	13-Nov-19	Revision 3,4
4	14-Nov-19	Revision 5,6
5	15-Nov-19	Revision 7,8
6	16-Nov-19	Revision 9,10
Sunday	17-Nov-19	

