				NBGSM College
			Lesson	Plan November 2020- February 2021
Name of				
Assistant				Ms Anju Bhardwaj
Professor :				
Class :				B.com(Hons.)
Semester:				1st
Subject:				Introduction to an Accounting
-		Day	Date	Торіс
Ist week	Sunday		1-Nov-20	
		1	2-Nov-20	Introduction & meaning of accounting
		2		NATURE and funcions of accounting
		3		book keeping ,accounting and accountancy
		4		branches of accounting
		5		objective of accounting
		6		users of accounting
	Sunday		8-Nov-20	-
2nd week		1	9-Nov-20	advantage and limitations of accounting
		2		basic accounting terms
		3		diffrence between capital and revenue receipts
		4		diffrence between capital and revenue expenditure
		5	13-Nov-20	
		6	14-Nov-20	
	Sunday	-	15-Nov-20	
3rd week		1	16-Nov-20	
		2	17-Nov-20	basis of accounting
		3		accounting principles
		4		needs of accounting principles
		5		concepts of accounting principles
		6		d/f b/w concepts and conventions
	Sunday		22-Nov-20	· · · · · · · · · · · · · · · · · · ·
4th week		1	23-Nov-20	double entry system
		2		silent features of AS(ICAI)
		3		ACCOUNTING PROCESS
		4		CLASSIFICATION of accounts
		5		recording of accounting transactions
		6		rules of journalizing
	Sunday		29-Nov-20	
	,			
5th week			30-Nov-20	Holiday
	1	1	1-Dec-20	practical problems
		2		practical problems
		3		introduction to ledger
		4		need and importance
		5		Rules of posting
	Sunday		6-Dec-20	
			0 2 2 2 2 2 0	

Cala and a	1		7.0- 22	Described washing
6th week		1		Practical problems Practical problems
		2		introduction to cash book
		4		Single column cash book double column cash book
		5		
	Curreleu	6	12-Dec-20 13-Dec-20	triple column cash book
7th week	Sunday		13-Dec-20	
7th week		1	14 Dec 20	Practical problems
		2		Practical problems
		3		Subsidiary books
		4		purchase book and purchase journal
		5		Sales book
		6		B/R &B/P Book
	Sunday	0	20-Dec-20	
8th week	Sunuay		20-Dec-20	
our week		1	21-Dec 20	practical problems
		2		practical problems
		3		An introduction to Trail Balance
		3		Objectives & functions
		5		Preparation of Trail Balance
		5	25-Dec-20 26-Dec-20	
	Cundou	0		
9th week	Sunday		27-Dec-20	
Stu week		1	29 Dec 20	Conital & Devenue evenenditure
		1		Capital & Revenue expenditure
		3		Capital & revenue receipts
				Depreciation: meaning & features
		4	31-Dec-20	Causes of depreciation
		1	1 lan 21	Factors offacting amount of depresention
		2		Factors affecting amount of depreciation Methods of depreciation
	Cundou	2	2-Jan-21 3-Jan-21	Methods of depreciation
	Sunday		3-Jdll-21	
10th week		1	1 Jan 21	Fixed installment method
Totu week		2		Practical problems
		3		Written down value method
				Practical method
		4		Annuity method
		6		Practical method
	Sunday	0	9-Jan-21 10-Jan-21	
	Sunuay		10-1011-21	
11th week		1	11-lan 21	Change of method
TTUI WEEK		2		Disposal of depreciable asset
		3		Salient features of AS-6
		4		Introduction to Self & Sectional Balancing system
		5		Total debtors account
	Cundau	6		Total creditors account
	Sunday		17-Jan-21	
12th week			10 Jan 21	Practical problems
12th week		1		Practical problems Solf, balancing system
		2		Self- balancing system
L		3	20-Jan-21	D/f between self & sectional balancing

		4	21-lan 21	Final accounts of a trading concern
		5		Preparation of trading and profit and loss account
		6		Preparation of trading and profit and loss account Preparation of balance sheet
	Sunday	6	23-Jan-21 24-Jan-21	
	Sunday		24-1411-21	
13th week		1	25-lan 21	Introduction of adjustment in final account
IJUI WEEK		2	25-Jan-21 26-Jan-21	Introduction of adjustment in final account HOLIDAY
		3		Practical problems
		4		Practical problems
		5		Practical problems
		6		Practical problems
	Sunday	0	31-Jan-21	
14th week	Junuay		51 Juli 21	
14th Week		1	1-Feh-21	Not-for profit organizing
		2		Final accounts of N.P.O
		3		Preparation of Receipts and payment account
		4		Preparation of income & expenditure account
		5		Practical problems
		6		Practical problems
	Sunday		7-Feb-21	
15th week				
		1	8-Feb-21	Practical problems
		2		Practical problems
		3		Accounting of errors
		4		Types of errors
		5		Rectification of one sided errors
		6	13-Feb-21	Rectification of two-sided errors
	Sunday		14-Feb-21	
16th week				
		1	15-Feb-21	Practical problems
		2	16-Feb-21	HOLIDAY
		3	17-Feb-21	Practical problems
		4	18-Feb-21	Practical problems
		5		Practical problems
		6		Practical problems
	Sunday		21-Feb-21	
17th week				
		1	22-Feb-21	
		2	23-Feb-21	
		3	24-Feb-21	
		4		assignment
		5	26-Feb-21	
		6		assignment
	Sunday		28-Feb-21	
Name of				
Assistant				Ms Anju Bhardwaj
Professor :				
Class :				B.com(Hons.)
Semester:				3rd
Subject:				Principles of Marketing
		Day	Date	Торіс

Ist week	Sunday		1-Nov-20	
		1		An introduction to marketing
		2		meaning and nature of marketing
		3		scope of marketing
	_	4		financial and managerial activities
	_	5		importance of marketing
		6		functions of marketing
	Sunday		8-Nov-20	
2nd week		1	9-Nov-20	major problems of marketing in India
		2	10-Nov-20	concept of marketing
		3	11-Nov-20	significance of new concept of marketing
		4	12-Nov-20	difference between old and new concept of marketing
		5	13-Nov-20	
		6	14-Nov-20	
	Sunday		15-Nov-20	Diwali Vacation
3rd week		1	16-Nov-20	
		2	17-Nov-20	notes and assignments
		3		consumer behaviour
		4	19-Nov-20	nature and scope of consumer behaviour
		5		types of consumers
		6		determinants of consumer behaviour
	Sunday		22-Nov-20	
4th week		1	23-Nov-20	significance of study of consumer behaviour
HII WEEK			25 1107 20	economical, sociological,psycologicaland personal
		2	24-Nov-20	determinants
		3		behaviour of indian consumers
		4		problems in understanding consumer behaviour
		5		effect of change in consumer behaviour on market
		6		market segmentation -meaning and definitions
	Sunday	-	29-Nov-20	
Eth week			30-Nov-20	Helideu
5th week			30-1100-20	Holiday
		1	1-Dec-20	reason of development of market segmentation
		2		concepts and objectives of market segmentation
				requirement and methods of effective market
		3	3-Dec-20	segmentation
		4		selection of marketing stretegy
		5		continue
	Sunday		6-Dec-20	
6th week		1	7-Dec-20	advantages and importance of market segmentation
Still Week		2		product differentiation and market segmentation
		3		continue
		4	10-Dec-20	
		5		assignment of above topic
		6		product concepts and meaning
	Sunday		13-Dec-20	

		1	14-Dec-20	product planning and development
		-	14 Dec 20	objectives ,importance and components of product
		2	15-Dec-20	
			16-Dec-20	·
			17-Dec-20	
			18-Dec-20	
				meaning, definition of product development
	Sunday	, , , , , , , , , , , , , , , , , , ,	20-Dec-20	
8th week				
		1	21-Dec-20	principles and importance of product development
		2		
			23-Dec-20	
				scope of product planning and development
		5		product planning and development in India
		6		
	Sunday		27-Dec-20	
9th week				
		1	28-Dec-20	discuss case study
				class presentation
				branding concepts and meaning
		4		advantages and importance of branding
		1	1-Jan-21	types of brands
		2		brand policy and stretegy
	Sunday		3-Jan-21	
10th week		1	4-Jan-21	brand testing
		2		important factors related to brands
		3	6-Jan-21	product life cycle
		4	7-Jan-21	continue
		5	8-Jan-21	continue
		6	9-Jan-21	pricing and distribution channel
	Sunday		10-Jan-21	
11th week		1	11-Jan-21	meaning and importance of pricing
		2	12-Jan-21	methods of pricing
		3	13-Jan-21	new product pricing policies and srtetegies
		4		continue
		5		factors affecting pricing stretegy
		6		continue
	Sunday		17-Jan-21	
12th week		1	18-Jan-21	continue
		2		introduction of distribution channel
		3	20-Jan-21	importance and objective of distribution channel
		4		principles of distribution channel
		5		factors affecting distribution channel
		6	23-Jan-21	continue
	Sunday		24-Jan-21	
13th week		1	25-Jan-21	continue
		2	26-Jan-21	HOLIDAY

		3	27-Jan-21	class test
		4		promotion ,meaning and nature
		5		sales promotion
		6		meaning and objective
	Sunday		31-Jan-21	
14th week			01.0411.21	
		1	1-Feb-21	importance and methods of sales promotion
		2		continue
		3	3-Feb-21	continue
		4	4-Feb-21	consumer and dealer sales promotion
		5		other important aspects of sales promotion
		6	6-Feb-21	continue
	Sunday		7-Feb-21	
15th week				
		1	8-Feb-21	sales force and sales promotion
		2	9-Feb-21	group discussion
		3	10-Feb-21	classroom discussion on sales promotion techniques
		4	11-Feb-21	presentation of students on sales promotion
		5	12-Feb-21	publicity and public relation
		6	13-Feb-21	continue
	Sunday		14-Feb-21	
16th week				
		1		advertising concepts and importance
		2		
		3	17-Feb-21	salient features of an effective advertising
				objective and advantage of advertising to the middle
		4	18-Feb-21	
		5		economical, social and ethical objective
		6	20-Feb-21	
	Sunday		21-Feb-21	
17th week				
		1	22-Feb-21	
		2		types of advertising media
		3		press advertising ,outdoor,mail,promotional techniques
		4	25-Feb-21	
		5	26-Feb-21	
	Constant	6	27-Feb-21	
	Sunday		28-Feb-21	
Name of				
Name of				Mc Aniu Bhardwai
Assistant Professor :				Ms Anju Bhardwaj
Class :				B.com(Hons.)
Semester:				5th
Subject:				Enterpreneurship & SSB
Subject.		Day	Date	Topic
lst week	Sunday	Day	1-Nov-20	
IST WEEK	Junuay	1		Introduction of the word 'Entrepreneur'
		2		Meaning, definitons and Characteristics of an Entrepreneur
		3		Relation of Entrepreneur,Entrepreneurship nd Enterprises
				Functions and Types of an Entrepreneur
	+	4		Entrepreneurship : Conceptual issues
		5	0-1100-20	

		6		Entrepreneurship vs Management
	Sunday		8-Nov-20	
	_			
2nd week		1	9-Nov-20	Role of an Entrepreneurship in Economic Development
		2	10 Nov 20	Nature, Characteristics and process of Entrepreneurship Entrepreneurship
		2		And Environment
		3		Components of Business Environment
		4		Environmental Scanning
	_	5	13-Nov-20 14-Nov-20	
	Curreleur	6	14-Nov-20 15-Nov-20	Diwali Vacation
	Sunday		12-1004-20	
3rd week		1	16-Nov-20	
STU WEEK		2		
		3		Difference between Large and Small Scale Entrepreneurs Small Business : Characteristics, scope and Importance
	+ +	-		
	+	4 5		Developing Entrepreneurial Competencies : Introduction Assignment on Small Business
	+ +	5	20-1100-20	Emphasize to students the desirability as well as feasibility of career
		6	21-Nov-20	
	Sunday	0	21-NOV-20 22-Nov-20	
	Sunday		22 100 20	
				Major Entrepreneurial Competencies & Development Competencie
4th week		1	23-Nov-20	
		2	24-Nov-20	Objectives, phases and course contents of an EDPs
		3		Promotion and Development of Entrepreneurship
		4		Consultancy Organisations
		5		Entrepreneurial Motivation
		6		Motivation Process & theories
	Sunday		29-Nov-20	
5th week			30-Nov-20	Holiday
		1	1-Dec-20	Achievement Motivation & its Significance
				TEST (Entrepreneurship, environment & development competencie
		2	2-Dec-20	
		3		Entrepreneurial opportunities : Introduction
		4		Opportunity Identification and Selection
		5		Techniques for Generating New Business Ideas
	Sunday		6-Dec-20	
6th week		1		Transforming of Ideas into opportunity
		2	8-Dec-20	Creativity and innovation
				Entrepreneurial opportunities in Contemporary Business Environme
		3		
		4	10-Dec-20	Introduction of Entrepreneurial opportunities in Modern Era
		5		Networking Marketing
		6	12-Dec-20	Franchising
	Sunday		13-Dec-20	
7th week				
THI WEEK	1	1	110 20	Pusiness Process Outsourcing
		1		Business Process Outsourcing Assignment on Generating Business Ideas

		3	16-Dec-20	Setting up a new Enterprise
				Understanding the practical aspect of setting up a new business
		4	17-Dec-20	
				Current issues, pros and cons in being an entrepreneur(discussion)
		5	18-Dec-20	
		6		Project Report
	Sunday		20-Dec-20	
8th week				
		1		Entrepreneurial development Programmes
		2		Group Discussion on Motivation and its sources
		3		Role of Thinking in Opportunity selection
		4		Setting up a new venture : Introduction
		5		Meaning, objectives and Importance of a report
		6	26-Dec-20	
	Sunday		27-Dec-20	
9th week			<u> </u>	
		1		Market Survey: Introduction
		2		Contents of a Business Plan
		3		Precautions while preparations Project report or plan
		4	31-Dec-20	Objectives, Importance and Process of Market Survey
		1	1-Jan-21	Preliminary Project Report (PPR)
				Assignment : Project report on Entrepreneurship as Career Option
		2	2-Jan-21	
	Sunday		3-Jan-21	
10th week		1		Contents and Advantages of PPR
		2		Managerial Roles and Functions in a small business
		3		Management and its Characteristics
		4		Staffing, Directing and Controlling
		5		Planning and steps
		6		Functional Areas of Management
	Sunday		10-Jan-21	
4446		1	11 1 21	
11th week		1		Production & Operations Management
		2		Production Design
		3		Plant Layout
		4		Organizing and steps
		5		Managing Business Growth: Introduction
		6		Corporate Strategy
	Sunday		17-Jan-21	
12+h			10 10- 21	Turpes of Grand strategies
12th week		1		Types of Grand strategies
		2		Stability strategies and Expansion Strategies
		3		Diversification and its types
		4		Plant Location
		5		Quality Control
		6		TEST (Unit : 2)
	Sunday		24-Jan-21	
4.24k				leaves in small Dusiness mentering thetre dusting
13th week		1	25-Jan-21	Issues in small Business marketing: Introduction

		2	26-Jan-21	HOLIDAY
		3		Product Mix
		4	27-Jan-21 28-Jan-21	
		5		Product life Cycle with diagrams and details
		6		Competetive bidding/tender marketing
	Sunday	0	31-Jan-21	
14th week	Sunday		51-3411-21	
14th Week		1	1-Feh-21	Marketing Consortium
		2		Incentives and subsidy: Introduction
		3		Advantages of subsidies and incentives
		4		Problems faced by Entrepreneurs in accessing
		5		Reservations/ De-resevation of Product for small Scale sector
		6		Taxation Benefits to small scale Industries
	Sunday	0	7-Feb-21	
15th week	Sunday		7-100-21	
15th Week		1	8-Feh-21	Exemptions and Procedural Concessions
		2		Other Schemes and benefits
		3		Institutional Support : Introduction
		4		Need of Institutional support for growth of Entrepreneurship
		5		Small Industries Development Organzation(SIDO)
		6	13-Feb-21	
	Sunday		14-Feb-21	
16th week	Sunday		14100 21	
Toth Week		1	15-Feh-21	Promotion Mix
		2	16-Feb-21	HOLIDAY
		3		Schemes of Incentives in Operation
		4		TEST : Subsidies
		5		National Small Industries Corporation(NSIC)
				Small Industries Development Bank of India (SIDBI)
		6	20-Feb-21	Sinali industries development bank of india (Siddi)
	Sunday	6		
17th week	Sunday	6	20-Feb-21 21-Feb-21	
17th week	Sunday	6	21-Feb-21	
17th week	Sunday		21-Feb-21 22-Feb-21	SSIB (small scale industries board)
17th week	Sunday	1	21-Feb-21 22-Feb-21 23-Feb-21	SSIB (small scale industries board) Discussing all the institutes and efforts
17th week	Sunday	1	21-Feb-21 22-Feb-21 23-Feb-21 24-Feb-21	SSIB (small scale industries board) Discussing all the institutes and efforts Assignment on Marketing Management
17th week	Sunday	1 2 3	21-Feb-21 22-Feb-21 23-Feb-21 24-Feb-21 25-Feb-21	SSIB (small scale industries board) Discussing all the institutes and efforts
17th week	Sunday	1 2 3 4	21-Feb-21 22-Feb-21 23-Feb-21 24-Feb-21 25-Feb-21	SSIB (small scale industries board) Discussing all the institutes and efforts Assignment on Marketing Management Group Discussion on Government support for Entrepreneurs Solving the problems(queries)
17th week	Sunday	1 2 3 4 5	21-Feb-21 22-Feb-21 23-Feb-21 24-Feb-21 25-Feb-21 26-Feb-21	SSIB (small scale industries board) Discussing all the institutes and efforts Assignment on Marketing Management Group Discussion on Government support for Entrepreneurs Solving the problems(queries)
17th week		1 2 3 4 5	21-Feb-21 22-Feb-21 23-Feb-21 24-Feb-21 25-Feb-21 26-Feb-21 27-Feb-21	SSIB (small scale industries board) Discussing all the institutes and efforts Assignment on Marketing Management Group Discussion on Government support for Entrepreneurs Solving the problems(queries)
17th week		1 2 3 4 5	21-Feb-21 22-Feb-21 23-Feb-21 24-Feb-21 25-Feb-21 26-Feb-21 27-Feb-21	SSIB (small scale industries board) Discussing all the institutes and efforts Assignment on Marketing Management Group Discussion on Government support for Entrepreneurs Solving the problems(queries)
		1 2 3 4 5	21-Feb-21 22-Feb-21 23-Feb-21 24-Feb-21 25-Feb-21 26-Feb-21 27-Feb-21	SSIB (small scale industries board) Discussing all the institutes and efforts Assignment on Marketing Management Group Discussion on Government support for Entrepreneurs Solving the problems(queries)
Name of Assistant Professor :		1 2 3 4 5	21-Feb-21 22-Feb-21 23-Feb-21 24-Feb-21 25-Feb-21 26-Feb-21 27-Feb-21	SSIB (small scale industries board) Discussing all the institutes and efforts Assignment on Marketing Management Group Discussion on Government support for Entrepreneurs Solving the problems(queries) Revision Ms Anju Bhardwaj
Name of Assistant Professor : Class :		1 2 3 4 5	21-Feb-21 22-Feb-21 23-Feb-21 24-Feb-21 25-Feb-21 26-Feb-21 27-Feb-21	SSIB (small scale industries board) Discussing all the institutes and efforts Assignment on Marketing Management Group Discussion on Government support for Entrepreneurs Solving the problems(queries) Revision Ms Anju Bhardwaj BBA
Name of Assistant Professor : Class : Semester:		1 2 3 4 5	21-Feb-21 22-Feb-21 23-Feb-21 24-Feb-21 25-Feb-21 26-Feb-21 27-Feb-21	SSIB (small scale industries board) Discussing all the institutes and efforts Assignment on Marketing Management Group Discussion on Government support for Entrepreneurs Solving the problems(queries) Revision Ms Anju Bhardwaj BBA 3rd
Name of Assistant Professor : Class :		1 2 3 4 5 6	21-Feb-21 22-Feb-21 23-Feb-21 24-Feb-21 25-Feb-21 26-Feb-21 27-Feb-21 28-Feb-21	SSIB (small scale industries board) Discussing all the institutes and efforts Assignment on Marketing Management Group Discussion on Government support for Entrepreneurs Solving the problems(queries) Revision Ms Anju Bhardwaj BBA 3rd Marketing Management
Name of Assistant Professor : Class : Semester: Subject:	Sunday	1 2 3 4 5	21-Feb-21 22-Feb-21 23-Feb-21 25-Feb-21 26-Feb-21 27-Feb-21 28-Feb-21	SSIB (small scale industries board) Discussing all the institutes and efforts Assignment on Marketing Management Group Discussion on Government support for Entrepreneurs Solving the problems(queries) Revision Ms Anju Bhardwaj BBA 3rd Marketing Management Topic
Name of Assistant Professor : Class : Semester:		1 2 3 4 5 6	21-Feb-21 22-Feb-21 23-Feb-21 25-Feb-21 26-Feb-21 27-Feb-21 28-Feb-21 28-Feb-21	SSIB (small scale industries board) Discussing all the institutes and efforts Assignment on Marketing Management Group Discussion on Government support for Entrepreneurs Solving the problems(queries) Revision Ms Anju Bhardwaj BBA 3rd Marketing Management Topic
Name of Assistant Professor : Class : Semester: Subject:	Sunday	1334561111	21-Feb-21 22-Feb-21 23-Feb-21 25-Feb-21 26-Feb-21 27-Feb-21 28-Feb-21 28-Feb-21 28-Feb-21	SSIB (small scale industries board) Discussing all the institutes and efforts Assignment on Marketing Management Group Discussion on Government support for Entrepreneurs Solving the problems(queries) Revision Ms Anju Bhardwaj BBA 3rd Marketing Management Meaning and definition of market
Name of Assistant Professor : Class : Semester: Subject:	Sunday	111 Day11111111	21-Feb-21 22-Feb-21 23-Feb-21 25-Feb-21 26-Feb-21 27-Feb-21 28-Feb-21 27-Feb-21 28-Feb-28-Feb-28-Feb-28-Feb-28-Feb-28-Feb-28-Feb-28-Feb-28-Feb-28-	SSIB (small scale industries board) Discussing all the institutes and efforts Assignment on Marketing Management Group Discussion on Government support for Entrepreneurs Solving the problems(queries) Revision Ms Anju Bhardwaj BBA 3rd Marketing Management Meaning and definition of market Meaning and definition of market continue
Name of Assistant Professor : Class : Semester: Subject:	Sunday	1334561111	21-Feb-21 22-Feb-21 23-Feb-21 25-Feb-21 26-Feb-21 27-Feb-21 28-Feb-21 28-Feb-21 28-Feb-21 28-Feb-21 2-Nov-20 2-Nov-20 3-Nov-20 4-Nov-20	SSIB (small scale industries board) Discussing all the institutes and efforts Assignment on Marketing Management Group Discussion on Government support for Entrepreneurs Solving the problems(queries) Revision Ms Anju Bhardwaj BBA 3rd Marketing Management Meaning and definition of market

	1			
	_	5		Introduction to Marketing
		6		Introduction to Marketing continued
	Sunday		8-Nov-20	
2nd week	_	1		Marketing concept
		2		Marketing concept continued
		3		difference between marketing and selling
		4		difference between marketing and selling continued
		5	13-Nov-20	
		6	14-Nov-20	
	Sunday		15-Nov-20	Diwali Vacation
3rd week		1	16-Nov-20	
		2		Meaning and introduction marketing mix
		3		marketing mix continued
		4		Introduction of marketing process
		5		marketing process continued
	_	6		Introduction of Marketing environment
	Sunday		22-Nov-20	
4th week		1		Components of marketing mix
		2	24-Nov-20	
		3		Introduction of consumer behavior
		4		consumer behavior continued
		5		Introduction of consumer's purchase decision process
		6		consumer's purchase decision process
	Sunday		29-Nov-20	
5th week			30-Nov-20	Holiday
		1		Motives of consumer's purchase decision process
		2		Factors influencing consumer's purchase decision process
	_	3		Factors influencing consumer's purchase decision process continue
		4		Introduction of market segmentation
		5		Approaches to market segmentation
	Sunday			
•			6-Dec-20	
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6th week		1	7-Dec-20	Levels market segmentation
6th week		2	7-Dec-20 8-Dec-20	Introduction of target marketing
6th week		2	7-Dec-20 8-Dec-20 9-Dec-20	Introduction of target marketing Basis of target marketing
6th week		2 3 4	7-Dec-20 8-Dec-20 9-Dec-20 10-Dec-20	Introduction of target marketing Basis of target marketing differentiation and positioning
6th week		2 3 4 5	7-Dec-20 8-Dec-20 9-Dec-20 10-Dec-20 11-Dec-20	Introduction of target marketing Basis of target marketing differentiation and positioning Positioning strategies
6th week		2 3 4	7-Dec-20 8-Dec-20 9-Dec-20 10-Dec-20 11-Dec-20 12-Dec-20	Introduction of target marketing Basis of target marketing differentiation and positioning
	Sunday	2 3 4 5	7-Dec-20 8-Dec-20 9-Dec-20 10-Dec-20 11-Dec-20	Introduction of target marketing Basis of target marketing differentiation and positioning Positioning strategies
6th week	Sunday	2 3 4 5 6	7-Dec-20 8-Dec-20 9-Dec-20 10-Dec-20 11-Dec-20 12-Dec-20 13-Dec-20	Introduction of target marketing Basis of target marketing differentiation and positioning Positioning strategies Positioning strategies continued
	Sunday	2 3 4 5 6 1	7-Dec-20 8-Dec-20 9-Dec-20 10-Dec-20 11-Dec-20 12-Dec-20 13-Dec-20 14-Dec-20	Introduction of target marketing Basis of target marketing differentiation and positioning Positioning strategies Positioning strategies continued Concept of marketing research
	Sunday	2 3 4 5 6 1 2	7-Dec-20 8-Dec-20 9-Dec-20 10-Dec-20 11-Dec-20 12-Dec-20 13-Dec-20 14-Dec-20 15-Dec-20	Introduction of target marketing Basis of target marketing differentiation and positioning Positioning strategies Positioning strategies continued Concept of marketing research Process of marketing research
	Sunday	2 3 4 5 6 1 1 2 3	7-Dec-20 8-Dec-20 9-Dec-20 10-Dec-20 11-Dec-20 12-Dec-20 13-Dec-20 14-Dec-20 15-Dec-20 16-Dec-20	Introduction of target marketing Basis of target marketing differentiation and positioning Positioning strategies Positioning strategies continued Concept of marketing research Process of marketing research Process of marketing research continued
	Sunday	2 3 4 5 6 1 2 3 3 4	7-Dec-20 8-Dec-20 9-Dec-20 10-Dec-20 11-Dec-20 12-Dec-20 13-Dec-20 14-Dec-20 15-Dec-20 16-Dec-20 17-Dec-20	Introduction of target marketing Basis of target marketing differentiation and positioning Positioning strategies Positioning strategies continued Concept of marketing research Process of marketing research Process of marketing research continued Methods of marketing research
	Sunday	2 3 4 5 6 1 2 3 3 4 5	7-Dec-20 8-Dec-20 9-Dec-20 10-Dec-20 12-Dec-20 13-Dec-20 13-Dec-20 14-Dec-20 15-Dec-20 16-Dec-20 17-Dec-20 18-Dec-20	Introduction of target marketing Basis of target marketing differentiation and positioning Positioning strategies Positioning strategies continued Concept of marketing research Process of marketing research Process of marketing research Process of marketing research presentations
	Sunday	2 3 4 5 6 1 2 3 3 4	7-Dec-20 8-Dec-20 9-Dec-20 10-Dec-20 12-Dec-20 13-Dec-20 13-Dec-20 14-Dec-20 15-Dec-20 16-Dec-20 17-Dec-20 18-Dec-20	Introduction of target marketing Basis of target marketing differentiation and positioning Positioning strategies Positioning strategies continued Concept of marketing research Process of marketing research Process of marketing research continued Methods of marketing research presentations Concept of marketing information system

8th week				
oth week		1	21-Dec-20	Types of marketing information system
		2		Types of marketing information system continued
				Sales forecasting methods
				Sales forecasting methods continued
		5		Introduction and meaning of product
		6		
	Sunday		27-Dec-20	
9th week				
		1	28-Dec-20	Types of products
		2		Product planning
		3	30-Dec-20	Types of product strategies
		4	31-Dec-20	Introduction of product line
		1	1-Jan-21	Product diversification
		2	2-Jan-21	Standardisation and simplification
	Sunday		3-Jan-21	
10th week		1	4-Jan-21	Product differentiation
		2	5-Jan-21	Concept of branding
		3		branding decisions
		4	7-Jan-21	
		5		Concept of packaging
		6		Packaging decisions
	Sunday		10-Jan-21	
11th week		1		Packaging decisions continued
		2		Concept of labelling
		3		Labelling decisions
		4		Labelling decisions
		5		Introduction of product life cycle
		6		Stages of product life cycle
	Sunday		17-Jan-21	
12th week		1		Concept of new product development
		2		Steps of new product development
		3		Concept of product pricing decisions
		4		Factors affecting the product pricing decisions
		5		Pricing of new products Introduction of Distribution channels
	Sunday	0	23-Jan-21 24-Jan-21	
	Sunday		24-JdN-21	
13th week		1	25-lan 21	Types of Distribution channels
13th Week		 2	25-Jan-21 26-Jan-21	HOLIDAY
		3		Concept of retailing
		4		Presentations
		5		Concept of wholesaling
		6		Wholesaling continued
	Sunday	0	31-Jan-21	
14th week	Junuay		51-301-21	
THU WCCK		1	1-Fah-21	Concept of warehousing and physical distribution
		2		Types of warehouses
	I	2	2100-21	Liber of Marchouses

	1		25124	
		3		Types of warehouses
		4		Transportation
		5		Kinds of Transportation
		6	6-Feb-21	Concept of supply chain management
	Sunday		7-Feb-21	
15th week				
		1	8-Feb-21	Test
		2	9-Feb-21	introduction to customer relationship marketing
		3	10-Feb-21	customer relationship marketing continued
		4	11-Feb-21	customer relationship marketing continued
		5		Concept of promotion mix
		6	13-Feb-21	Types of promotion mix
	Sunday		14-Feb-21	
16th week				
		1	15-Feb-21	Concept of personal selling
		2	16-Feb-21	HOLIDAY
		3	17-Feb-21	Personal selling continued
		4		Concept of advertising
		5	19-Feb-21	
		6	20-Feb-21	Concept of sales promotion
	Sunday		21-Feb-21	
17th week				
		1	22-Feb-21	Concept of publicity
		2	23-Feb-21	
		3	24-Feb-21	
		4	25-Feb-21	
		5	26-Feb-21	
		6	27-Feb-21	
	Sunday		28-Feb-21	