

GOVT. POST GRADUATE NEHRU COLLEGE JHAJJAR

Lesson Plan Session 2023-24 (Even)

Name of Assistant Professor: Sunil Kumar (Commerce)

Class: M.Com Semester: 4th Subject: Int. Marketing.

Month	Topic
January	unit - I. int. marketing. Concepts. int. marketing. Environment
February	unit - II. int. marketing. Segmentation. Types. factors: int. marketing. entry modes.
March	unit - III. Product & Pricing decision. New Product planning. Factors Effecting Pricing decision.
April	unit - IV int. Promotions. Distribution. Decision. Advertising. sales Promotion


(Signature)

GOVT. POST GRADUATE NEHRU COLLEGE JHAJJAR

Lesson Plan Session 2023-24 (Even)

Name of Assistant Professor: Sunilkumar (Commerce).

Class: M.Com 2nd Semester: 2nd Subject: Finance/management.

Month	Topic
January	Unit - I. Financial/management concepts. Time value of money. Cost of Capital.
February	Unit - II. Leverage. Dividend Policy. Capital structure.
March	Unit - III. Capital Budgeting, Capital Rationing, Risk Analysis.
April	Unit - IV. Corporate Restructuring, Merger & Amalgamation Takeover.


(Signature)

GOVT. POST GRADUATE NEHRU COLLEGE JHAJJAR

Lesson Plan Session 2023-24 (Even)

Name of Assistant Professor: Sunil Verma

Class: M.Com I

Semester: 2nd

Subject: Management Accounting

Month	Topic
January	<ul style="list-style-type: none">• Management Accounting-An Introduction: Nature & Scope, Financial Accounting vs. Cost Accounting vs. Management Accounting; Functions, Techniques, Principles; Scope; Utility; Limitations; Essentials for Success.• Management Accountant: Position, Role and Responsibility;
February	<ul style="list-style-type: none">• Budgetary Control: Managerial Control Process; Benefits; Limitations; Installation of the System; Classification of the Budgets; Preparation of different types of Budgets, Performance Budget and Zero-Base Budgeting.• Lease Financing – Lease or buy decision; Evaluation of Lease methods
March	<ul style="list-style-type: none">• Value Chain analysis• Activity Based Accounting• Quality Costing; Target and Life Cycle Costing.
April	<ul style="list-style-type: none">• Decisions Involving Alternate Choices: Cost Concepts Associated with Decision-making; Evaluation Process; Specific Management Decisions – Make or buy; Expand or buy; Expand or Contract; Change vs. Status Quo;. Retain or Replace; Exploring New Markets; Optimum Product Mix; Adding and Dropping a Product.• Responsibility Accounting – Principles; Definition; Types of Responsibility Centers; Prerequisites; Utility; Problems• Reporting to Management- Steps for Effective Reporting; Requisites of Ideal Report; Types of Reports; Uses


(Signature)