

GOVT. POST GRADUATE NEHRU COLLEGE JHAJJAR

Lesson Plan Session 2023-24 (Even Semester)

Name of Assistant Professor: Niharika

Class: B.Com Hons.

Semester: 2nd

Subject: Business Economics- II

Month	Topic
January	<ul style="list-style-type: none">• Cost of Production: Social and private costs of production, difference between economic and accounting costs, long run and short run costs of production.• Economies and diseconomies of scale and the shape of the long run average cost.• Learning curve.
February	<ul style="list-style-type: none">• Perfect Competition: Assumptions, price and output decisions. Equilibrium of the firm and the industry in the short and the long runs, including industry's long run supply,• Difference between accounting and economic profits, producer surplus.
March	<ul style="list-style-type: none">• Stability analysis – Walrasian and Marshallian.• Demand – supply analysis.• Monopoly and Monopolistic Competition and price determination therein.
April	<ul style="list-style-type: none">• Factors in economic-Development: Physical and Capital Formation• Role of Technology; Sustainability Institutional factors / variables in development.

Niharika
Signature
15/1/2024

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Lesson Plan Session 2023-24 (Even Semester)

Name of Assistant Professor: Niharika

Class: B.Com I

Semester: 2nd

Subject: Business Economics- II

Month	Topic
January	<ul style="list-style-type: none">• Perfect Competition: Profit Maximization and equilibrium of firm and industry; Short run and Long run Supply Curves; Price and output determination, Practical Applications.• Monopoly: Determination of price under Monopoly; Equilibrium of a firm; comparison between Monopoly and Perfect Competition; Price Discrimination; Multi-Plant Monopoly,• Practical Applications
February	<ul style="list-style-type: none">• Monopolistic Competition: Meaning and Characteristics; price and output determination under monopolistic Competition; Product differentiation; Selling cost; comparison with Perfect Competition; Excess capacity under Monopolistic Competition,• Oligopoly : features, price rigidity model, duopoly model, price leadership
March	<ul style="list-style-type: none">• Marginal Productivity Theory and demand for factors; nature of supply of factor inputs,• Determination of wage rates under perfect competition and monopoly. Exploitation of labour;• Rent- Concept, Ricardian concept and Modern Theories of rent; Quasi Rent.
April	<ul style="list-style-type: none">• Interest- concept and Theories of interest;• Profit- nature, concept and theories of profit,• Break-even point analysis.

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Lesson Plan Session 2023-24 (Even Semester)

Name of Assistant Professor: Niharika

Class: B.Com II

Semester: 4th

Subject: Marketing Management

Month	Topic
January	<ul style="list-style-type: none">• Introduction: - Nature, Scope, Importance of marketing; Marketing concepts- Traditional and Modern.• Market Segmentation: - Concept, Importance and basis of market segmentation.
February	<ul style="list-style-type: none">• Consumer Behavior: - Nature, Scope, Importance, Factors affecting buyer behavior.• Product Planning and Development: - Importance and scope of product Planning in marketing; Stages of New product development.• Product Lifecycle: - Stages of Product life cycle; factors affecting product life cycle.
March	<ul style="list-style-type: none">• Branding and Trademark: - Difference between brand and trademark; advantages and criticism of branding; types of branding; Brand Polices and Strategies.• Pricing: - Meaning; Importance, Factors affecting pricing, pricing objectives, Types of price policy and pricing strategies.
April	<ul style="list-style-type: none">• Advertising: - Concept; Importance and criticism of advertising; Media of advertising; Evaluating advertising effectiveness.• Sales Promotion: - Importance, Methods, Functions and Publicity

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Lesson Plan Session 2023-24 (Even Semester)

Name of Assistant Professor: Niharika

Class: B.Com III

Semester: 6th

Subject: Financial Management

Month	Topic
January	<ul style="list-style-type: none">• Nature of Financial Management : Scope of Finance, Finance functions, Financial Manager's role, Financial goal; Profit maximization Vs Wealth maximization, Objective of financial Management, Finance and related disciplines, Financial planning
February	<ul style="list-style-type: none">• Working Capital Management: Meaning, nature and planning of Working Capital. Permanent and variable Working Capital. Balanced working position determinates of working Capital, Issues of working Capital Management. Management of cash and Marketable Securities and Receivables Management.
March	<ul style="list-style-type: none">• Cost of capital : Significance and determination, capitalization;• Leverage analysis: operating, financial and composite leverage: EBIT-EPS Analysis
April	<ul style="list-style-type: none">• Capital structure theory and policy: Relevance of capital structure; Net income and traditional views, Irrelevance of capital structure; NOI Approach and the MM Hypothesis without taxes, capital structure planning and policy.• Dividend Theory and Policy : Issues in dividend policy, Walter's and Golden's model of dividend relevance objections of dividend policy, considerations in dividend policy, stability of dividends, forms of dividend

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