

Subject:- Advertising  
Semester Wise Lesson Plan/Syllabus to be covered

Class B. Com II Semester Even Sem (4th)  
Advertising (BC-406)

Months

Weeks

Topics to be covered

April

- I Advertising Meaning scope & functions
- II Promotion Mix and Advertising
- III Advertising Process
- IV Types of Advertising

May

- I Advertising Budget, Setting Advt. objectives / communication Process
- II Creative aspects of Advertising: Appeals, copy writing, Headlines & message
- III Advertising Media: Types, merits and demerits.
- IV legal ethical and social aspects of advertising.

June

- I Advertising Agency: concept & Role
- II Advertising Agency: Relationship with clients, advertising department
- III Advertising Effectiveness: concept & Benefits
- IV Measuring Advertising effectiveness.

It is certified that I have completed the syllabus per the schedule.

  
Signature

<u>Months</u>	<u>Weeks</u>	<u>Topics to be covered</u>
April	I	Service Marketing: Concept & classification, buying process for services
	II	Consumer Expectations of services, customer perception of services
	III	Marketing mix in services, service quality: concept & models
	IV	Relationship Marketing: Meaning & goals, service Mkt. Segmentation
May	I	Targeting: customer Retention strategies.
	II	Service development: steps, Service blue Print, Approaches to service delivery
	III	Customer feedback & Service Recovery, Physical Environment of Services.
	IV	Pricing of Services: characteristics, strategies for effective service delivery.
June	I	Managing Service Employees: Importance & Role of contact personnel.
	II	Managing service delivery employees.
	III	Customer Mananaaging:- Meaning & strategies
	IV	Strategies for enhancing customer participation, customer protection & Ethics in Services

It is certified that I have completed the syllabus per the schedule.

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# Management Accounting (601)

Semester Wise Lesson Plan/Syllabus to be covered

Class B.Com III Semester 6th Sem  
Mar

Months

Weeks

Topics to be Covered

April

- I Mgt. Accounting: concept, scope, techniques and significance, Need + types of reports
- II Management information system, Comparative statement.
- III Difference between financial Acc, cost accounting and Mgt Accounting.
- IV Analysis of financial statement:- Need and methods of preparing statements.

May

- I Cash flow statement - Need and methods of preparing statement
- II Funds flow statement: Need and methods of preparing statement.
- III Budgeting and Budgetary control:-
- IV Need, methods and types of budgets, essentials of budgetary control system.

June

- I Absorption v/s Variable costing: Features and income determination, Cost volume profit analysis
- II Break-even analysis, contribution: P/V Ratio, Break even point, Margin of Safety, Angle of Incidence, determination of Cost indifference point.

It is certified that I have completed the syllabus per the schedule.

  
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