

Class- B.Com 1st Sem	
Subject-Financial Accounting	
Session 2023-24	
Date	Topic/Chapter
July 4th Week	Meaning and Scope of Accounting.
August 1st Week	Accounting Principles
2 nd Week	Depreciation Accounting
3rd Week	Final Accounts
4th Week	Goods and Service Tax- Introduction Final Accounts with Adjustments
September 1st Week	Final Accounts with Adjustments
2 nd Week	Final Accounts with Adjustments
3rd Week	Final Accounts with Adjustments
4th Week	Errors and their Rectifications
October 1st Week	Hire Purchase System
2 nd Week	Hire Purchase System
3rd Week	Consignment Accounts
4th Week	Branch Accounts
November 1st Week	Branch Accounts
2 nd Week	Dissolution of Partnership Firm
3rd Week	Dissolution of Partnership Firm
4th Week	Sale of Partnership to a Company

Class- B.Com 3rd Sem	
Subject-Income Tax law and practice.	
Session 2023-24	
Date	Topic/Chapter
July 4th Week	Income Tax – An overview
August 1st Week	Income Tax – An overview
2 nd Week	Residential Status and Tax Liability
3rd Week	Residential Status and Tax Liability
4th Week	Income Exempted from Tax
September 1st Week	Income From Salary
2 nd Week	Income From Salary
3rd Week	Income from House Property
4th Week	Income from House Property
October 1st Week	Profits and gain from Business and Profession.
2 nd Week	Profits and gain from Business and Profession.
3rd Week	Capital Gains
4th Week	Capital Gains
November 1st Week	Income from Other Sources
2 nd Week	Income from Other Sources
3rd Week	
4 th Week	Agriculture Income- Introduction

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Class- B.Com 5th Sem	
Subject- Principles of Marketing	
Session 2023-24	
Date	Topic/Chapter
July 4th Week	Marketing- an overview
August 1st Week	Marketing Environment
2 nd Week	Consumer B
3rd Week	Market Segmentation
4th Week	Product- Concept and classification
September 1st Week	Product mix strategies
2 nd Week	Branding, Packaging, Labeling
3rd Week	Product life Cycle
4th Week	New Product Development P
October 1st Week	Product pricing
2 nd Week	Distribution Channels
3rd Week	Wholesale and Retailing
4th Week	Promotion Mix
November 1st Week	Advertising.
2 nd Week	Personal /selling.
3rd Week	Publicity and Public Relations
4 th Week	Sales Promotion

Class- B.Com 5th Sem	
Subject-Advertising	
Session 2023-24	
Date	Topic/Chapter
July 4th Week	Communication Process
August 1st Week	Communication Mix and Advertising
2 nd Week	Communication Mix and Advertising
3rd Week	Advertising- Meaning and Scope
4th Week	Economic and Social Aspects of Advertising.
September 1st Week	Types of Advertising.
2 nd Week	Advertising Objectives
3rd Week	Audience Analysis
4th Week	Advertising Budget
October 1st Week	Media planning and Scheduling.
2 nd Week	Creative Aspects of Advertising
3rd Week	Measuring Advertising Effectiveness
4th Week	
November 1st Week	Advertising Agency- Role , types and Selection

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2 nd Week	Advertising and consumer Behaviour
3 rd Week	Legal and Ethical Aspects of Advertising.
4 th Week	Type of Advertising Media.

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