

Government College Bhattu Kalan
Lesson Plan: B. Com 2nd Semester 2024-25
Business Statistics (DSC)

Week	Topics
Week 1 (Jan 13–17)	Introduction to Probability: Theorems (Addition & Multiplication)
Week 2 (Jan 20–24)	Conditional Probability & Bayes' Theorem
Week 3 (Jan 27–31)	Discrete Probability Distributions: Binomial & Poisson
Week 4 (Feb 3–7)	Normal Distribution: Properties & Applications
Week 5 (Feb 10–14)	Correlation: Types, Pearson's Coefficient
Week 6 (Feb 17–21)	Correlation: Rank Correlation
Week 7 (Feb 24–28)	Regression Analysis: Principle of Least Squares
Week 8 (March 3–7)	Regression Analysis: Equations
March 8–16	Vacation
Week 9 (March 17–21)	Time Series Analysis: Components & Trend Analysis
Week 10 (March 24–28)	Shifting of Origin & Conversion of Trend Equations
Week 11 (March 31–April 4)	Index Numbers: Meaning, Uses & Construction
Week 12 (April 7–11)	Consumer Price Index, BSE SENSEX & NSE NIFTY
Week 13 (April 14–18)	Final Revision & Practice Tests
Week 14–16 (April 21–30)	Final Revision & Practice Tests

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Lesson Plan: B. Com 2nd Semester 2024-25
Business Economics-I (DSC)

Week	Topics
Week 1 (Jan 13–17)	Meaning, Nature & Scope of Economics; Micro vs. Macroeconomics
Week 2 (Jan 20–24)	Demand Theory: Law of Demand & Elasticity (Price, Income, Cross)
Week 3 (Jan 27–31)	Measurement Methods of Elasticity of Demand
Week 4 (Feb 3–7)	Revenue Concepts: Marginal, Average, and their Relationship with Demand
Week 5 (Feb 10–14)	Law of Supply & Elasticity of Supply
Week 6 (Feb 17–21)	Consumer Equilibrium: Price, Income, and Substitution Effects
Week 7 (Feb 24–28)	Production Function: Law of Variable Proportions & Isoquants
Week 8 (March 3–7)	Economies & Diseconomies of Scale
March 8–16	Vacation
Week 9 (March 17–21)	Cost Concepts: Traditional & Modern Theories of Cost
Week 10 (March 24–28)	Market Structures: Perfect Competition, Monopoly
Week 11 (March 31–April 4)	Price Discrimination & Monopolistic Competition
Week 12 (April 7–11)	Chamberlin's Approach & Price Determination
Week 13 (April 14–18)	Case Studies & Application in Business
Week 14–16 (April 21–30)	Final Revision & Practice Tests

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Lesson Plan: B. Com 2nd Semester 2024-25
Business Communication (SEC)

Week	Topics
Week 1 (Jan 13–17)	Introduction to Business Communication: Meaning, Concept, and Process
Week 2 (Jan 20–24)	Types of Communication (Verbal, Non-verbal, Written, Digital) & Barriers to Effective Communication
Week 3 (Jan 27–31)	Business Letters: Formal, Informal, and Structure; Memos and Notices
Week 4 (Feb 3–7)	Advertisements, Report Writing: Short Formal Reports
Week 5 (Feb 10–14)	Resume & CV Writing, Cover Letter Writing
Week 6 (Feb 17–21)	Precise Writing & Summary Writing
Week 7 (Feb 24–28)	Effective Listening: Importance, Barriers, and Types
Week 8 (March 3–7)	Group Discussions & Public Speaking Skills
March 8–16	Vacation
Week 9 (March 17–21)	Modern Forms of Communication: Email, Social Media, Video Conferencing
Week 10 (March 24–28)	Business Communication Ethics & Digital Etiquette
Week 11 (March 31–April 4)	Case Studies in Business Communication
Week 12 (April 7–11)	Revision & Mock Tests
Week 13 (April 14–18)	Internal Assessment & Final Preparation
Week 14 (April 21–30)	Final Revision & Practice Tests

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Lesson Plan: BA/BSC 2nd Semester 2024-25
Basics of Advertising (MDC)

Week	Topics
Week 1 (Jan 13–17)	Marketing Communication Process Definition & Role in Marketing Strategy Elements of Integrated Marketing Communication (IMC)
Week 2 (Jan 20–24)	Advertising: Significance, Types & Objectives Importance of Advertising in Business & Society
Week 3 (Jan 27–31)	Types of Advertising (Product, Institutional, Comparative, Reminder, etc.) Target Audience Selection
Week 4 (Feb 3–7)	Basis for Audience Segmentation (Demographics, Psychographics, Behavioral)
Week 5 (Feb 10–14)	DAGMAR Approach Defining Advertising Goals for Measured Advertising Results (DAGMAR)
Week 6 (Feb 17–21)	Advertising Budget Methods for Setting Advertising Budget (Percentage of Sales, Competitive Parity, Objective & Task Method)
Week 7 (Feb 24–28)	Advertising Appeals Emotional vs. Rational Appeals Humor, Fear, Testimonial, Scarcity, and Other Persuasive Techniques
Week 8 (March 3–7)	Advertising Copywriting Key Elements of Print Advertising Copy (Headline, Body, Tagline, Visuals, Call to Action)
March 8–16	Vacation
Week 9 (March 17–21)	Types of Media: Selection, Merits & Demerits Print, Broadcast, Outdoor, Digital & Emerging Media
Week 10 (March 24–28)	Advertising Through Internet & Interactive Media Issues & Considerations in Digital Advertising (SEO, SEM, Programmatic Advertising)
Week 11 (March 31–April 4)	Case Studies in Digital & Interactive Advertising Social Media Advertising, Influencer Marketing, Viral Campaigns
Week 12 (April 7–11)	Future Trends in Advertising AI in Advertising, Personalization, Neuromarketing Apple, etc.)
Week 13 (April 14–18)	Case Study Analysis & Practical Application Analyzing Real Advertising Campaigns (Nike, Coca-Cola,
Week 14 (April 21–30)	Final Revision & Practice Tests

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Lesson Plan: B. Com 4th Semester 2024-25
Banking Operations (Jan 3 – Apr 30, 2025)

Week 1 (Jan 3–10)	Introduction to Banking: Origin, Definition, Banker-Customer Relationship
Week 2 (Jan 13–17)	Types of Customers & Deposits: General & Special Customers, Deposit Accounts
Week 3 (Jan 20–24)	Growth of Commercial Banks in India & Financial Services
Week 4 (Jan 27–31)	Changing Role of Banks & Types of Banks
Week 5 (Feb 3–7)	Customer Relationship Management & KYC Guidelines
Week 6 (Feb 10–14)	Opening Deposit Accounts: Procedure, Documentation & No Frills Account
Week 7 (Feb 17–21)	Operating Deposit Accounts: Withdrawals, Passbook, FD, Recurring Deposits
Week 8 (Feb 24–28)	Cheques & Paying Banker: Endorsement, Types, Rules & Responsibilities
Week 9 (March 3–7)	Banking Channels: ATMs, Mobile Banking, Internet Banking, MICR Clearing
Week 10 (March 17–21)	Inter Bank Payment Systems: EFT, RTGS, NEFT, Payment Gateways
Week 11 (March 24–28)	Banking Lending & Loans: Overdrafts, Consumer Loans, Industrial Advances
Week 12 (March 31–April 4)	Agricultural & Small Borrowers' Financing
Week 13 (April 7–11)	Review & Practical Banking Applications
Week 14 (April 14–18)	Revision & Case Study Presentations
Week 15 (April 21–25)	Final Exam Preparation & Doubt Solving
Week 16 (April 28–30)	Revision & Practice Tests Mock Test & Q&A

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Lesson Plan: B. Com 4th Semester 2024-25
E-Commerce (Jan 3 – Apr 30, 2025)

Week 1 (Jan 3–10)	Introduction to E-Commerce Framework Definition, History, Basics & Tools of E-Commerce Differences Between Web-Based & Traditional Business
Week 2 (Jan 13–17)	Growth of E-Commerce Present and Potential Growth of E-Commerce Meaning & Importance of E-Business
Week 3 (Jan 20–24)	E-Business Models B2B, B2C, C2C, C2B Present Status of E-Commerce in India
Week 4 (Jan 27–31)	Technology in E-Commerce Evolution & Features of the World Wide Web & Internet Designing & Launching an E-Commerce Website
Week 5 (Feb 3–7)	E-Payment Systems Models & Methods: Debit Cards, Credit Cards, Smart Cards, E-Money Digital Signatures & Payment Gateways
Week 6 (Feb 10–14)	Risks in E-Payments Security Issues, Fraud Prevention, & Consumer Protection
Week 7 (Feb 17–21)	Online Business Transactions Meaning, Purpose, Advantages & Disadvantages E-Commerce in Banking & Insurance
Week 8 (Feb 24–28)	E-Commerce Applications in Various Industries Online Marketing, E-Tailing, Travel, Financial Services
Week 9 (March 3–7)	Online Shopping & Marketplaces Case Studies: Amazon, Flipkart, Alibaba, Snapdeal
Week 10 (March 17–21)	Other E-Commerce Applications Online Auctions, Learning, Publishing, Entertainment
Week 11 (March 24–28)	Security & Encryption in E-Commerce Need, Concepts & Dimensions of E-Security Security Threats (Hacking, Phishing, Cyber-Vandalism)
Week 12 (March 31–April 4)	Technology Solutions for E-Security Encryption, Secure Communication Channels, Network Protection
Week 13 (April 7–11)	IT Act 2000 & Cyber Crimes Key Definitions, Digital Signature, E-Governance
Week 14 (April 14–18)	Regulation & Legal Aspects of Cyber Laws Certifying Authorities, Digital Signature Certificates, Duties of Subscribers
Week 15 (April 21–25)	Cyber Crime & Penalties Offenses, Adjudication, Appellate Tribunal, Case Studies
Week 16 (April 28–30)	Revision & Practice Tests Mock Test & Q&A

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Lesson Plan: B. Com 6th Semester 2024-25
Business Research Methods (Jan 3 – Apr 30, 2025)

Week 1 (Jan 3–10)	Meaning & Scope of Business Research Definition, Importance, and Scope Purpose of Research: Exploration, Description, Explanation
Week 2 (Jan 13–17)	Unit of Analysis & Research Constructs Individual, Organization, Groups, Data Series Concepts, Constructs, Attributes, Variables, and Hypotheses
Week 3 (Jan 20–24)	Research Process Overview Steps in Research Problem Identification & Definition
Week 4 (Jan 27–31)	Basic Research Methods Field Study, Laboratory Study Survey Method, Observational Method Existing Data-Based Research, Longitudinal & Panel Studies
Week 5 (Feb 3–7)	Introduction to Probability Distributions Meaning & Importance Types of Distributions
Week 6 (Feb 10–14)	Binomial Distribution Probability Distribution Function, Constants, Shape Fitting of Binomial Distribution
Week 7 (Feb 17–21)	Poisson Distribution Probability Function Poisson Approximation to Binomial Distribution Fitting of Poisson Distribution
Week 8 (Feb 24–28)	Normal Distribution Probability Distribution Function Properties of Normal Curve Calculation of Probabilities
Week 9 (March 3–7)	Sampling & Sampling Distributions Estimation: Point & Interval Estimates Sampling of Small & Large Samples
Week 10 (March 17–21)	Hypothesis Testing Concepts One-Sample Test for Testing Mean & Proportion Large & Small Sample Testing
Week 11 (March 24–28)	Tests for Two Samples Difference Between Means & Proportions (Small & Large Samples)
Week 12 (March 31–April 4)	Chi-Square Test Test of Independence & Goodness of Fit
Week 13 (April 7–11)	Analysis of Variance (ANOVA) One-Way & Two-Way ANOVA
Week 14 (April 14–18)	Statistical Estimation & Quality Control Statistical Estimation Methods Introduction to Quality Control
Week 15 (April 21–25)	Applications of Research & Statistical Methods Case Studies & Practical Examples
Week 16 (April 28–30)	Revision & Practice Tests Mock Test & Q&A

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Lesson Plan: Bcom 6th Semester 2024-25

International Banking and Forex Management (Jan 3 – Apr 30, 2025)

Week 1 (Jan 3–10)	Introduction to International Banking, Meaning and Functions of International Banking Role of Banks in Global Trade
Week 2 (Jan 13–17)	Financing of Exports & Imports Export Finance: Pre-shipment & Post-shipment Finance Import Finance: Letter of Credit, Bills Discounting
Week 3 (Jan 20–24)	International Payment Systems SWIFT, CHIPS, RTGS Role of International Financial Institutions
Week 4 (Jan 27–31)	Introduction to International Capital Markets Meaning and Types of International Capital Markets
Week 5 (Feb 3–7)	Financial Market Flow Beyond National Boundaries Debt & Non-Debt Flows Volatile vs. Stable Flows
Week 6 (Feb 10–14)	Interest Rate Differentials & Cross-Border Fund Flow Determinants of Demand & Supply of Funds Across Border
Week 7 (Feb 17–21)	Offshore Banking Centres Meaning, Role in International Finance Global Balance Sheet of Banks
Week 8 (Feb 24–28)	Asset and Liability Management of Foreign Banks Risk Management in International Banking
Week 9 (March 3–7)	Introduction to Foreign Exchange and Markets Meaning, Elements & Importance of Forex Markets
Week 10 (March 17–21)	Evolution of Exchange Rate Systems & International Monetary System Gold Standard, Bretton Woods System, Floating Exchange Rates
Week 11 (March 24–28)	Fluctuations in Foreign Exchange Rates Causes, Effects & Need for Stable Exchange Rates
Week 12 (March 31–April 4)	Determination of Exchange Rates & Theories Purchasing Power Parity, Interest Rate Parity, Fisher Effect
Week 13 (April 7–11)	Forex Market in India: Introduction & Operations Convertibility & Objectives of Foreign Exchange Control
Week 14 (April 14–18)	Problems in the Indian Forex Market & Solutions Market Volatility & Government Interventions
Week 15 (April 21–25)	Role of RBI in Foreign Exchange Settlement Forex Reserves Management & Policy Framework
Week 16 (April 28–30)	Revision & Case Study Discussions Mock Test & Q&A

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