Teaching Plan
Department of Commerce

Subject: Principles of Marketing   **Paper: DSC 3.3**
Course & Sem: B.COM (P), SEM III
Section- A & C

Teacher: Ms. Jyoti Sharma		
Week	**Dates**	**Topics Covered**
1	Aug 1 - Aug 3	Introduction to Marketing: Meaning, Scope and Importance; Marketing Philosophies
2	Aug 5 - Aug 10	Marketing mix for goods and services; Marketing Environment: Need for studying marketing environment
3	Aug 12 - Aug 17	Micro Environmental Factors; Macro Environmental Factors
4	Aug 19 - Aug 24	Consumer Behaviour: Need for studying Consumer Behaviour; Stages in Consumer Buying Decision Process
5	Aug 26 - Aug 31	Factors influencing consumer buying decisions; Market Segmentation- bases of segmenting consumer markets
6	Sep 2 - Sep 7	Market Targeting; Product Positioning: concept and bases
7	Sep 9 - Sep 14	Product Decisions: Concepts and classification; Levels of product; Product-Mix
8	Sep 16 - Sep 21	Branding- concept, types, significance and qualities of good brand name; Packaging and Labeling: types and Functions
9	Sep 23 - Sep 28	Product Support Services; New Product Development Process; Product life cycle- concept and marketing strategies.
10	Sep 30 - Oct 5	**Class test, Case Studies and Assignments**
11	Oct 7 - Oct 12	Pricing Decisions: Objectives; Factors affecting price of a product; Pricing methods; Pricing strategies
12	Oct 14 - Oct 19	Channels of Distribution- types and functions; Factors affecting choice of distribution channel;
13	Oct 21 - Oct 26	Distribution logistics decisions.
14	Oct 27 - Nov 3	**Mid- Semester Break**
15	Nov 4 - Nov 9	Promotion Decisions: Communication Process; Importance of promotion.
16	Nov 11 - Nov 16	Promotion-mix tools: distinctive characteristics of advertising, personal selling, sales promotion, public relations and direct marketing
17	Nov 18 - Nov 23	Developments in Marketing: Sustainable Marketing, Rural marketing, Social marketing, Digital marketing- an overview
18	Nov 25 - Nov 28	**Revision, Doubt session and Test**

Teaching Methods: Group Discussions
                                     Flip Classroom
                                     Lecture Method
                                     Presentations

Teaching Plan

Department of Commerce

Subject: Organizational Democracy and Industrial Relations   **Paper: DSE 5.1**

Course & Sem: B.COM (H), SEM V

Section- C & D

Teacher: Ms. Jyoti Sharma

Week	Dates	Topics Covered
1	Aug 1 - Aug 2	Introduction to Organizational Democracy and Industrial Relations: Concept and definition
2	Aug 5 - Aug 9	Organizational Democracy: Nature, elements, and significance
3	Aug 12 - Aug 16	Industrial Relations: Concept, nature, objectives, and importance
4	Aug 19 - Aug 23	Factors influencing Industrial Relations; Approaches to Industrial Relations
5	Aug 26 - Aug 30	Theoretical Framework of Trade Unions: Theories, definition, and objectives
6	Sep 2 - Sep 6	Trade Unions: Registration, recognition, rights, duties, and liabilities
7	Sep 9 - Sep 13	Problems and dissolution of trade unions; factors influencing growth of trade unions
8	Sep 16 - Sep 20	Workers' Participation: Concept, principles, levels, objectives, and importance
9	Sep 23 - Sep 27	Strategies for successful participative management; Collective Bargaining: Concepts and nature; Negotiation techniques and skills in Collective Bargaining
10	Sep 30 - Oct 4	**Class Test, Case Studies and Assignments**
11	Oct 7 - Oct 11	Industrial Disputes: Concept, essentials, classification, impact, and causes
12	Oct 14 - Oct 18	Grievance Handling: Concept, meaning, nature of employees' grievances
13	Oct 21 - Oct 25	Grievance Redressal Machinery in India: Preventive and Settlement Machinery; Industrial Disputes: Conciliation, arbitration, and adjudication
14	Oct 27 - Nov 3	**Mid-Semester Break**
15	Nov 4 - Nov 8	The Industrial Disputes Act, 1947: Definitions, Authorities, Procedure, Powers, and Duties
16	Nov 11 - Nov 15	The Factories Act, 1948: Health, Safety, Welfare, Working Hours, Employment of Young Persons

17	Nov 18 - Nov 22	The Code on Wages, 2019; Minimum Wages Act, 1948; Payment of Wages Act, 1948 (Salient features)
18	Nov 25 - Nov 28	**Revision, Doubt Session and Test**

Teaching Methods: Group Discussions
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