

**MCM DAV College for Women, Sector – 36A, Chandigarh**  
**Monthly Teaching Plans (Even Semester)**  
**Session (2022-2023)**

**Name of the Teacher/s: Dr. Kiran Jindal, Dr. Arshdeep, Ms. Sidaq**  
**Department: Commerce**  
**Class: B. Com. 4<sup>th</sup> Semester**  
**Subject: Security Analysis and Portfolio Management (BCM 401)**  
**Section (s): A, B, C and D**

S. No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1.	January 16, 2023	January 31, 2023	<ul style="list-style-type: none"> <li>• Investment - Meaning, Nature, Objectives and Process</li> <li>• Investment Avenues</li> </ul>	Lecture method, Discussion method, PPT and Online sources
2.	February 01, 2023	February 28, 2023	<ul style="list-style-type: none"> <li>• Risk &amp; Return</li> <li>• Fundamental Analysis and Technical Analysis</li> <li>• Portfolio Management- Concept, Schemes, Theories</li> </ul>	Lecture method, Discussion method, PPT and Online sources
3.	March 01, 2023	March 31, 2023	<ul style="list-style-type: none"> <li>• Markowitz Model</li> <li>• Sharpe Model</li> <li>• Jenson &amp; Treynor</li> <li>• CAPM</li> <li>• Capital Market Line</li> </ul>	Lecture method, Discussion method, PPT and Online sources
4.	April 01, 2023	April 29, 2023	<ul style="list-style-type: none"> <li>• Efficient Market Theory</li> <li>• Portfolio Performance Evaluation</li> <li>• Portfolio Revision</li> </ul>	Lecture method, Discussion method, PPT and Online sources

**Name of the Teacher/s: Ms. Jyoti Soi and Ms. Disha Sharma**  
**Department: Commerce**  
**Class: B.Com II ( 4th Semester) Subject: Advanced Accounting**  
**Section (s): A,B,C and D**

S.No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken*
	From	To		
1.	16 <sup>th</sup> Jan	31 <sup>st</sup> Jan	Valuation of Shares and Goodwill	Lecture method
2	1 <sup>st</sup> Feb	28 <sup>th</sup> Feb	Insurance Claims, Liquidation of Companies, External and Internal Reconstructions	Lecture method
3	1 <sup>st</sup> March	31 <sup>st</sup> March	Accounts of Holding Companies-Preparation of CBS, Mutual Owings- Revaluation of Assests - Bonus Issue (Excluding Cross Holdings), Investment Accounts	Lecture method
4	1 <sup>st</sup> April	29 <sup>th</sup> April	Accounting for Amalgamation, Absorption(Excluding Inter-Holding), Accounting for Hire-Purchase and Instalment System	Lecture method

**Name of Teacher: Ms. Nidhi Sharma, Ms. Disha Sharma, Dr Manika Kohli, Ms. Manpreet Kaur**  
**Department: Commerce**  
**Class: B. Com II, Semester 4 Subject: Auditing & Secretarial Practices**  
**Section: A, B, C, D**

Sr. No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1	16 <sup>th</sup> Jan	31 <sup>st</sup> Jan	Introduction to Auditing, Audit & Investigation, Internal Audit, Internal Check, Internal Control	Lecture method, Group Discussion, PPTs
2	1 <sup>st</sup> Feb	28 <sup>th</sup> Feb	Vouching of Cashbook & Trading Transactions	Lecture method, Group Discussion,

				PPTs
3	1 <sup>st</sup> March	31 <sup>st</sup> March	Introduction of Secretarial Practices, Statutory Meetings	Lecture method, Group Discussion, PPTs
4	1 <sup>st</sup> April	29 <sup>th</sup> April	Introduction to Motions & Resolutions, Minutes of the Meetings	Lecture method, Group Discussion, PPTs

**Name of the Teacher/s: MsRicha Gupta , Dr. AmandeepKaur , Dr. Ritu Rani.**  
**Department: PG Department of Commerce**  
**Class: B. Com-2 (4<sup>th</sup> Semester)**  
**Subject: BCM 404: COST MANAGEMENT**

S.No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken*
	From	To		
1.	16 <sup>th</sup> Jan,2023	31 <sup>st</sup> Jan,2023	Cost Management: Need Significance and Different Areas of Cost Management and Application. Methods of Cost Determination: Job Costing, Batch Costing.	Lecture Method, Practical Assignments.
2	1 <sup>st</sup> Feb,2023	28 <sup>th</sup> Feb,2023	Contract Costing, Uniform Costing and Inter Firm Costing, Process Costing (including joint and by-products). Contemporary Concepts: Activity Based Costing, Target Costing, Life Cycle Costing, Value Chain	Lecture Method, Practical Assignments.

			Analysis.	
3	1 <sup>st</sup> March,2023	31 <sup>st</sup> March,2023	Techniques for Cost Control: Marginal Costing, Cost, Volume; Profit Analysis and Decision Making; Differential Costing and Absorption Costing.	Lecture Method, Assignments
4	1 <sup>st</sup> April,2023	29 <sup>th</sup> April,2023	Budgeting and Budgetary Control: Concepts, Objectives, Limitations, Types of Budgets, Zero Base Budgeting. Standard Costing, Analysis of Variance.	Lecture Method, Revision Test and Doubt Clearing Session

**Name of the Teachers: Ms. Shelly Nanda, Dr Mamta Ratti and Ms Sidaq**  
**Department: Commerce**  
**Class: B. Com II Semester: 4**  
**Subject: Marketing Management (BCM405)**

S.No	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1	16 <sup>th</sup> Jan 2023	31 <sup>st</sup> Jan 2023	Introduction to Marketing: Meaning, Nature and Scope of Marketing, Marketing Concepts and Philosophies, Marketing Process, Marketing Mix. Consumer Buying Behaviour: Factors Influencing Buying Behaviour, Buying Decision Process.	Lecture Method, Discussion Method, online sources.
2	1 <sup>st</sup> Feb 2023	28 <sup>th</sup> Feb 2023	Market Segmentation: Levels and Patterns of Market Segmentation, Basis, Major Segmentation Variables for Consumer Markets, Concepts of Market Targeting and Positioning. Product Planning and Market Strategies: Product Life Cycle, New Product Development,	Lecture Method, Discussion Method, online sources, Case study method

3	1 <sup>st</sup> March 2023	31 <sup>st</sup> March 2023	Product Concepts and Classification, Branding, Packaging and Labeling. Pricing Decision: Pricing Policies and Strategies. Distribution Decisions: Channel Design Decisions, Major Channel Alternatives, Channels Management Decision, Causes and Managing Channel Conflict, Physical Distribution. Promotion Decisions: Communication Process..	Lecture method, Group Discussion, Case Study method. Mid semester tests.
4	1 <sup>st</sup> April 2023	29 <sup>th</sup> April 2023	Promotion Tools: Advertising (Steps Involved in Designing and Advertising Programme), Sales Promotions, Personal Selling. Recent trends in online marketing; e-marketing, mobile marketing and social media marketing. Plans, Fringe Benefits.	Lecture method, Group Discussion, , Case Study method, Revision

**Name of Teacher: Ms. Ruhani Mahajan**

**Department: Commerce**

**Class: B.Com.II, Semester IV**

**Subject: BCH407: CONTEMPORARY ISSUES IN ACCOUNTING**

Sr. No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1	16 Jan 2023	31 <sup>st</sup> Jan 2023	Role of International Accounting Standard Committee in Harmonisation of Divergent AccountingPractices. Accounting for Human Resources	lecture method
2	1 <sup>st</sup> Feb 2023	28 <sup>th</sup> Feb 2023	Accounting for Price-Level Changes. Accounting for Financial Instruments	lecture method
3	1 <sup>st</sup> March 2023	31 <sup>st</sup> March 2023	Segment Reporting, Interim Reporting. Forensic Accounting – Introduction – Historical Background, Essentials – Role of Forensic Accountant – Forensic Accounting in India..	Lecture method with Case studies Assignments allotted

4	1 <sup>st</sup> April 2023	29 <sup>th</sup> April 2023	Corporate Accountability Reporting- Basics of Sustainability Reporting- Social Reporting and Performance Reporting. Accounting for Brand Equity – Introduction, Types of Brands, Objectives – Models, Environment Accounting. Revision Tests	Lecture method with Live examples, Revision
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**Name of the Teacher**     **Dr. Mamta Ratti**  
**Department**                 **PG Deptt. Of Commerce**  
**Class**                                 **B.Com II, (4<sup>th</sup> Sem)**  
**Subject**                                 **Consumer Behavior (BCH 409)**

<b>S.No.</b>	<b>From</b>	<b>To</b>	<b>Topics to be Covered</b>	<b>Academic Activity Undertaken</b>
1	January 16, 2023	January 31, 2023	Introduction to Consumer Behavior: Scope and Relevance of Consumer Behavior Studies; Buying Decision Process; Basic Model of Consumer Behavior; Problem Recognition – Methods of Problem Solving; Information Search, Alternative Evaluation and Selection, Outlet Selection and Purchase, Post Purchase Behavior and Customer Satisfaction, Role of Involvement.	Lecture Method and Case Studies
2	Feb 1, 2023	Feb 28, 2023	Individual Determinants of Consumer Behaviour: Role of Motivation; Personality and Self Concept; Attention and Perception; Consumer Learning; Consumer Attitudes – Formation and Change; Consumer Values and Lifestyles. External Determinants of Consumer Behavior: Influence of Culture and Subculture; Social Class; Reference Groups and Family Influences; Diffusion of Innovations.	Lecture Method, Weblinks Case Studies and Group Discussion
3	March 1, 2023	March 31, 2023	Consumer Decision Process: Problem Recognition; Search and Evaluation of Alternatives; Purchase Process; Post Purchase Behaviour and Cognitive Dissonance. Models of Consumer Behaviour; Researching Consumer Behaviour; Online Customer Behaviour.	Lecture Method and Examples
4	April 1, 2023	April 29, 2023	Diversity of Consumer Behaviour; Role of Consumer Behaviour in Marketing	Lecture Method and Group Discussion

			Strategy. Revision, Remedial Classes	Doubt Clearing and Problem-solving Sessions
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