**Lesson Plan**

**Name of Assistant Professor: Dr. Rita Galgat**

**Class : B.Com 3rd Semester**

**Subject: – BC 3.2: BUSINESS STATISTICS**

**Session: 2022-23 Odd Semester**

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| **Month**  | **Topics to be covered** |
| **Aug 2022** | Introduction – Statistics-Definitions, Functions, Scope and Limitations of Statistics |
| **Sep 2022** | Measures of Central Tendency: Types of averages – Arithmetic Mean (Simple and Weighted), Median and Mode. Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation and Coefficient of Variation**Class Discussion****Problem Solving sessions** |
| **Oct 2022** | Skewness: Meaning, Measurement using Karl Pearson and Bowley’s measuresCorrelation Analysis: Meaning of Correlation: simple, multiple and partial; linear and non-linear, Correlation and Causation, Scatter diagram, Pearson’s co-efficient of correlation; calculation and properties, Correlation and Probable error; Rank and Concurrent Correlation. Regression Analysis: Principle of least squares and regression lines, Regression equations and estimation; Properties of regression coefficients; Relationship between Correlation and Regression coefficients; Standard Error of Estimate and its use in interpreting the results**Class Room Discussions****Problem Solving sessions****Unit Test-I****Assignment-1** |
| **Nov 2022** | Index Numbers: Meaning and uses of index numbers; Construction of index numbers: fixed and chain base: univariate and composite. Aggregative and average of relatives – simple and weighted, Tests of adequacy of index numbers, Base shifting, splicing and deflating. Problems in the construction of index numbers; Construction of consumer price indicesTime Series Analysis: Components, Estimation of Trends (Graphical method, Semi Average Method, Moving Averages method and Method of Least Squares for linear pathProbability: Approaches to the calculation of probability; Calculation of event probabilities**Assignment-II****Class Room Discussions****Problem Solving sessions** |
| **Dec** |  Addition and multiplication laws of probability ; Conditional probability and Bay’s Theorem (Proof not required) **Revision****Problem Solving sessions** |

**Lesson Plan**

**Name of Assistant Professor: Dr. Rita Galgat**

**Class : B.Com 5th Semester**

**Subject: – BC 5.2: PRINCIPLES OF MARKETING**

**Session: 2022-23 Odd Semester**

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| **Month**  | **Topics to be covered** |
| **Aug 2022** | Introduction – Nature, Scope and importance of marketing, Evolution of marketing,selling vs Marketing, Marketing Environment, |
| **Sep 2022** | Consumer Behavior:- Nature and importance, consumer buying decision process, Factors influencing consumer buying behavior.Market Segmentation:- concept importance and bases: Target market selection: Positioning concept, importance and bases: product differentiation vs market segmentation**Class Discussion****PPT Presentation** |
| **Oct 2022** | Product: Concept and importance: : product classification: concept of product mix: Branding, packaging and labeling : product support services :Product life cycle: New Product Development Process , consumer adoption processPricing: significance: factors affecting price of a product. Pricing policies and strategies **Class Room Discussions****Problem Solving sessions****Unit Test-I****Assignment-1** |
| **Nov 2022** | **Distribution Channels and Physical Distribution:** Channels of distribution- meaning and importance: Types of distribution channels: Functions of middle man: Factors affecting choice of distribution channel: Wholesaling and retailing: types of Retailers: e- tailing , physical distributionPromotion: Nature and importance of promotion, communication process: Types of promotion: advertising. Personal selling public relations and sales promotion, and their distinctive characteristics: promotion mix and factors affecting promotion mix decisions**Assignment-II****Class Room Discussions****Group Discussion** |
| **Dec** |  Recent development in marketing: Social marketing, online marketing, direct marketing ,service marketing, green marketing, rural marketing,: consumerism **Revision****PPT Presentation** |