



MES COLLEGE ERUMELY



LESSON PLAN



M.E.S. COLLEGE ERUMELY

(Approved by Govt. of Kerala & Affiliated to the Mahatma Gandhi University)

Minority Institution Certified by National Minority Education Commission

Propose, Propose P.O., Erumely, Kottayam, Kerala State - 686 509

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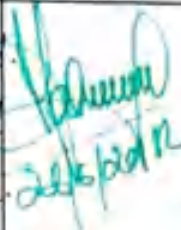
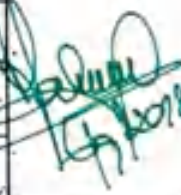
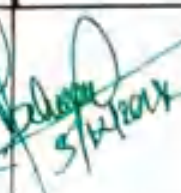
www.meserumelycollege.ac.in, Email: principal@meserumelycollege.ac.in

LESSON PLAN CUM DAILY STATEMENT REGISTER

Name : GINJU MATHEW
Designation : Assistant Professor
Department : B.Com Finance and Taxation

2018-2019

MES COLLEGE ERUMELY
MONTHLY LESSON PLAN REPORT

DATE OF SUBMISSION	MONTHLY DETAILS OF PORTIONS AND MODULE COVERED SEMESTER WISE	SIGNATURE OF PRINCIPAL
25-6-18	S3 Tax → Marketing Management $\frac{3}{4}$ completed. S5 Tax → Special Accounting $\frac{3}{4}$ completed. Marketing - Direct Tax. $\frac{3}{4}$ completed. S5 Open Course - Insurance & Risk Mgt.	
25-7-18	S3 Tax → Marketing Management $\frac{3}{4}$ completed. S5 Tax - Special Accounting - 1 module. S5 Marketing - Advertising & Sales Promotion. $\frac{1}{2}$ module. S5 Open Course - Insurance & Risk Mgt - $\frac{1}{2}$ module.	
30-8-18	S3 Tax - Marketing Management - I Module Completed. II Module. $\frac{1}{2}$ completed. S5 Tax - Special Accounting - I Module Completed. II Module - $\frac{1}{2}$ completed. S5 Marketing. Advertising & Sales Promotion. I & II Module Completed. S1 Tax Banking & Insurance - I Module Completed. S5 Open Course Insurance & Risk Mgt. - I Module Completed.	
25-9-18	S3 Tax - Marketing Management - $\frac{1}{2}$ Module Completed. S5 Tax - Special Accounting - 2 module Completed. S5 Marketing - Advertising & Sales Promotion 4 module Completed. S1 Tax Banking & Insurance - $\frac{1}{2}$ Module Completed. S5 Open Course Insurance & Risk Mgt $\frac{1}{2}$ module Completed.	
25-10-18	S3 Tax Marketing Management - Completed. S5 Tax Special Accounting - Completed. S5 Marketing - Advertising & Sales Promotion - Completed. S1 Tax Banking & Insurance - 2 module Completed. S5 Open Course - Insurance & Risk Mgt - Completed.	
30-10-18	S1 Tax, Banking & Insurance - Completed. S6 Tax; Accountancy For Management & Decisions $\frac{1}{2}$ module completed.	

1st Sem. B.Com Finance & Tax.
 Subject: Marketing Management

Class	Course	Month	No. of hrs/ Week	Module /Unit	Engaged hrs.	Total hrs. upto the month
4-6-2018 to	Module 1 Marketing Management • Market and Marketing	June	3	1	5	
8-6-2018	• Meaning Definition of marketing • Marketing concepts.					
11-6-2018 to	• Marketing environment • Functions of marketing.	June	3	1	5	
22-6-2018	• Marketing Management					
31-6-2018 to	• Marketing mix - Factors affecting marketing mix					
4-7-18	• Market Segmentation	August	3	1	3	
6-8-18 to	- Concept, Need, Basis - Benefits.	"	3	1	3	
13-8-18 to	• Market Targeting • Market Segmentation - Concept	"				
20-8-18	- Need - Basis - Benefits • Market Targeting, Positioning	"	3	1	3	
	• Differentiated & Undifferentiated Marketing					
	<u>Module II Product Mix</u>			II		
	• Product - meaning, classification of products; Product line and Product mix.					
1-9-18 to	New Product development - Steps	September	3	II	2	
5-9-18						
6-9-18 to	- Reasons for failure of new products.		3	II	2	
19-9-18						
20-9-18 to	Product life cycle.		3	II	-	
24-9-18	- Branding - Types		3	II	1	
25-9-18 to	- Brand Equity		3	II		
28-9-18	- Brand Loyalty					

Lecturer in charge:

HOD:

Vice Principal

Principal

Class	Course	Month	No. of hrs/ Week	Module /Unit	Engaged hrs.	Total hrs. upto the month
1-10-18 60	Grade mark - Packaging	October	3	I	3	
5-10-18	- Role of packaging - Essentials of good packaging - Product labelling - Marketing of Services - Pricing of products - Factors influencing pricing - Pricing policies and strategies					
9-10-18 60	Module III Price Mix Pricing - Factors affecting pricing decision - Role of pricing marketing strategy	October	3	II	3	
12-10-18						
15-10-18 60	- Steps in formulating pricing - Pricing methods & strategies	October		III	3	
24-10-18	- Pricing of a new product - Resale Price maintenance					
	Module IV Physical Distribution - Logistic and Supply chain mgmt - Elements - channels of Distribution - Types - Factors affecting the choice of a channel of distribution - Functions of various intermediaries - Types of Retailing - Direct marketing - Methods Demos			IV		
	Module V Recent Trends in Marketing Relationship Marketing - Social Marketing - Online Marketing - Green marketing - Cause marketing - Viral marketing - Relationship marketing - Demarketing - Guerrilla marketing - Ambush Marketing			V		

Lecturer in charge:

HOD:

Vice Principal

Principal

V Semester B.Com Finance & Tax.
Subject - Special Accounting.

Class	Course	Month	No. of hrs/ Week	Module /Unit	Engaged hrs.	Total hrs. upto the month
4-6-18	Module I - Accounts of Banking companies.	June.	3	1	6	
6-6-18						
8-6-18.	- Meaning of banking companies					
	- Important provisions of banking companies Act. 1949					
11-6-18.	- Preparation of final accounts of banking companies	June	3	1	6	
10-6-18.						
22-6-18.	- Profit and loss account.					
25-6-18	- Balance sheet	June	3	1	3.	
6-6-18	- Form of Balance sheet.					
29-6-18	- Preparation of Balance sheet					
2-7-18	- Transactions of special type	July	3	1	3	
6-7-18	- Assets classification and provisions.					
7-7-18	- Non performing Assets.					
9-7-18	- Practical Problems.	July.	3	1	2	
10-7-18						
13-7-18						
16-7-18	- Practical Problems.	July.	3	1	1	
10-7-18						
23-7-18.						
24-7-18	Module II Investment Accounts	July	3	1	3	
6-7-18.	- Investment accounts - Cum interest					
30-7-18.	- Ex-interest					
1-8-18						
6-8-18.	- Cum interest.		3	"	3	
7-8-18						
14-8-18.	Practical Problems.		3	"	3	
29-8-18						
30-8-18.	Practical Problems.		3	"	3	

Lecturer in charge:

HOD:

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IIIrd Sem. M.Com Banking

Sub: - Direct Taxes - Law and Practice.

Class	Course	Month	No. of hrs/ Week	Module /Unit	Engaged hrs.	Total hrs. upto the month
4-6-18	Module-I Objective of Taxation	June	5	1		5
to	- Direct and Indirect Taxes					
8-6-18	- Basic Concepts					
	- Income, Gross Total Income					
11-6-18	- Total Income - Person	June	5	1		5
to	- Assessee - deemed assessee					
21-6-18	- Residential status					
<u>IVth Semester B.Com. Marketing.</u>						
Sub: - Advertising & Sales Promotion.						
25-6-18	Merits and demerits		5	1	5	5
to	of advertising.	June				
29-6-18						
2-7-18	- Process of advertising		5	2	3	
to	- Developing an advertising programme.	July				
7-7-18	Module II :- Ad Appeal.					
	- Copy writing, copy testing					
9-7-18	Ad media, Media planning	"	5	2	2	
to	and strategy.					
13-7-18						
16-7-18	Media - Types	July	5	2	1	
to	Media Planning and Strategy					
23-7-18	• Media selection		5	3	5	
24-7-18	• Advertisement Agency.	"				
to	• Selection of Agency.					
30-7-18	• Planning advertising campaign	August	5	4	5	
1-8-18	• Advertising research					
to	• Measuring the effectiveness of advertising - Methods	"	5	4	5	
30-8-18						

Antu
Lecturer in charge:

HOD: M. V. S.

Vice Principal

Principal

Principal

Vth Sem. Open Course - Insurance & Risk Management

Class	Course	Month	No. of hrs/ Week	Module /Unit	Engaged hrs.	Total hrs. upto the month
13-6-18 60	Insurance - Types, meaning	June	2	3	1	
22-6-18						
25-6-18 60	Principles and Practice of General Insurance.	June	2	3	2	
29-6-18	Principles of indemnity					
	- Proximate cause.					
2-7-18 60	- Subrogation	July	2	3	3	
7-7-18	- Contribution & Sharing					
9-7-18 60	-	-	-	-	-	
23-7-18						
24-7-18 60	Study of various Proposals & Policy forms used in general insurance.	"	2	3	2	
25-7-18	Classification of non life insurance products and scope of coverage					
31-7-18 60	of Fire Insurance & Marine Insurance. Various kinds of miscellaneous insurances.	August	2	3	2	
8-8-18 60	Regulatory Provisions Under Insurance Act 1938, IRDA Act 1999.	"	4	3	4	
14-8-18	Settlement of claims, its procedure					
18-9-18 60	Module IV - Fundamentals of Risk and Insurance	September	2	4	2	
19-9-18	- Basic concept of Risk					
	- Classification of Risk					
	- Risk Management Process.					
25-9-18 60	Identification & its importance	"	2	4	2	
26-9-18	Risk financing & examples of Risk.	October	2	4	2	
3-10-18 60	Risk retention & its importance.		2	4	2	
10-10-18						

Lecturer in charge:

HOD

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Class : Ist Sem - B.Com Finance and Taxation
 Subject - BANKING AND INSURANCE
 Course : _____ Code : _____

Date	Time	Topic Covered	Seminar list with grade			
Date		Course	Month	No. of Topic	Module/ Unit	Grade Hrs
23/2/18 to		Module I Introduction to Banking	July	3	1st	3
30/7/18		• Origin of Banking Activities • Antecedents of Modern banks				
31/7/18 to		• Origin and Evolution of banks	August	3		3
14/8/18		• Meaning & Definition - Classification of banks				
14/8/18 to		• Functions of Commercial banks				
14/8/18		• Primary & Secondary		3		3
29/8/18 to		• Credit Creation - RBI and its Functions • Banking Ombudsman Scheme		3		2
30/8/18		Module II Innovations and Reforms in Banking				
1-9-18 to		• E-Banking	September	3	1 st	3
5-9-18		• ATM, CDM				
6-9-18 to		• Telephone / Mobile banking				
19-9-18		• ECS - RTGS - NEFT - BHGS		3		3
20-9-18 to		SWIFT - CORE BANKING	"			
24-9-18		Cheque Truncation System		3		3
25-9-18 to		- Credit and Debit cards	September	3	"	1
28-9-18		- CIBIL				
1-10-18 to		- MY C				
1-10-18		- Banking Section Reports	October	3	"	2
5-10-18		- Prudential Norms				
8-10-18 to		- Capital adequacy norms				
12-10-18		- NPA	"	3	"	1
18-10-18 to		- Basel norms				
24-10-18		- Small Finance banks	"	3	"	1
		- Payment banks, PMJDY				

Lecturer in charge:

HOD:

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Class :

Course :

Code :

Date	Time	Topic Covered	Seminar list with grade			
Date	Course	Month	No. of hrs/week	Module Done	Graded Hrs	Total Hrs
25-10-18	Banking and Customer	November	3	17	6	
to	Meaning and Definition					
31-10-18	Relationship, General & Special					
	Different types of Accounts					
	Cheque - dishonour of cheque					
	Payment in due course.					
	Crossing - Endorsement					
1-11-18	Insurance - Introduction					
to	Concept of Risk					
9-11-18	Insurance		3	14	5	
	Need and Importance.					
	Principles of Insurance Contract					
	Insurance Industry in India					
	IRDA - Insurance Sector Reforms					
	Bank Insurance.					
15-11-18	Types of Insurance		3	14	5	
to	Life Insurance - Features.					
22-11-18	Classification of Policies					
	Policy Conditions; Application &					
	Acceptance, Assignments,					
23-11-18	Nomination - Surrender		3	14	7	
to	Foreclosure - Mature Insurance					
29-11-18	Features - Policy Conditions -					
	Causes Fire Insurance - Health					
	Insurance - Motor Vehicle Insurance					
	Health Insurance - Budgetary Insurance					
	Personal Accidental Insurance - Retirement					
	Group Insurance					

Lecturer in charge:

HOD:

Vice Principal

Principal

Class

Course :

Code :

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~~Teacher in c~~

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Principal

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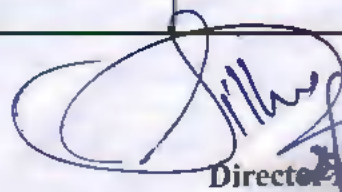
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COURSE ALLOTTED TO FACULTY MEMBER

NAME OF THE FACULTY MEMBER : ANNA JOSEPH

DEPARTMENT : COMMERCE COMPUTER APPLICATION

SL. NO	NAME OF THE COURSE	PROGRAMME	CODE	TOTAL HOURS/ DAYS/PER WEEK
1	Cost Accounting I	B.com CA (Main)	CO5CRT14	6
2	Financial Accounting II	B.com CA (Main)	CO2CRT04	5
3	Financial market & operations	B.com CA (Main)	CO3CRT09	4
4	Financial market operations	B.com CA (Add)	CO3CRT09	4
5				
6				
7				
8				
9				
10				


Director Academic

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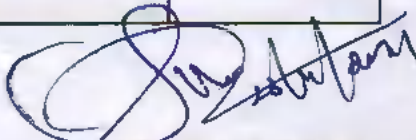
MONTHLY LESSON PLAN REPORT

DATE OF SUBMISSION	MONTHLY PORTIONS AND MODULE COVERED	COMPLETED	ALLOTTED
20/6/2021	I Sem B. com CA (main) - 1 module II Sem B. com CA (main) - 4 module		
20/7/2021	I Sem B. com CA (main) - 2 module II Sem B. com CA (main) - 5 module III Sem B. com CA (main) - 1 module IV Sem B. com CA (Add) - 1 module		
20/8/21	I Sem B. com CA (main) - 2 1/2 module II Sem B. com CA (main) - 2 1/2 module III Sem B. com CA (Add) - 2 1/2 module		
20/9/21	I Sem B. com CA (main) = 3 1/2 II Sem B. com CA (main) = 2 3/4 module III Sem B. com CA (Add) = 2 3/4 module		
20/10/21	I Sem B. com (main) - 3 3/4 module II Sem B. com (M) - 2 3/4 module III Sem B. com (Add) - 2 3/4 module.		5 4.5 2.5

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MONTHLY LESSON PLAN REPORT

DATE OF SUBMISSION	MONTHLY PORTIONS AND MODULE COVERED	COMPLETED	ALLOTTED
24/11/2021 M/P	I Sem B.com (CM) - 4 module II Sem B.com (CM) - 3 1/2 module III Sem B.com (Add) - 3 1/2 module		5
20/12/2021 M/P	I Sem B.com (CM) - 5 module II Sem B.com (CM) - 4 1/2 module III Sem B.com (Add) - 4 1/2 module		5
25/1/2022 M/P	III Sem B.com (CM) - 5 module completed III Sem B.com (Add) - 5 module completed	5 5	


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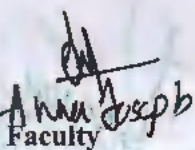


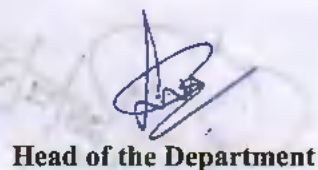
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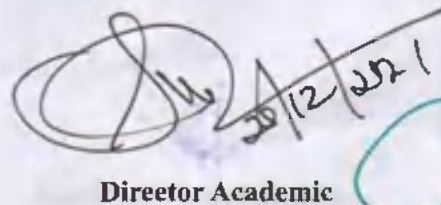
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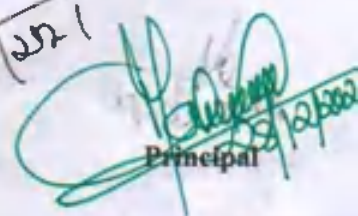
This is to certify that Dept. of Commerce Computer Department.....
MES College Erumely was completed the portions of V Semester Cost acc I Programme.
The Course and code are listed below.

Sl.No.	Subject	Subject Code
1	Cost Accounting - I	CO5CRT14


Anna Joseph
Faculty


Head of the Department


Director Academic


Principal





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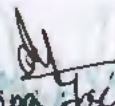
CERTIFICATE

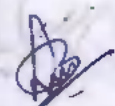
This is to certify that.....Commerce Computer.....Department.....

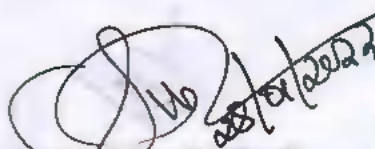
MES College Erumely was completed the portions of III..... Semester. B.Com CAI Main..... Programme.

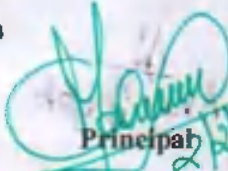
The Course and code are listed below.

Sl.No.	Subject	Subject Code
1	Financial Markets & operations	CO3CRT09


Anna Joseph
Faculty


Head of the Department


Director Academic


Principal
MAHEEN M. H.
PRINCIPAL
M.E.S. COLLEGE ERUMELY





M.E.S COLLEGE ERUMELY

CERTIFICATE

This is to certify that..... Commerce Computer Department.....

MES College Erumely was completed the portions of III Semester. B-Comm A C Add Programme.

The Course and code are listed below.

Sl.No.	Subject	Subject Code
1	Financial Markets & operations	CO3CRT09

dy
Arun Joseph
Faculty

A
Head of the Department

28/01/2022
Director Academic

Maheen M. M.
Principal
MAHEEN M. M.
PRINCIPAL
M.E.S. COLLEGE ERUMELY



DETAILS OF PORTIONS COVERED

PROGRAMME: B. Com. CA SEMESTER: V COURSE: Cost Accounting I

DATE	TOPIC TAUGHT	MONTH & WEEK	NO. OF HRS./ WEEK	ENGAGED HRS	MODULE	DETAILS OF MATERIALS GIVEN	TOTAL HOURS ENGAGED
1/6/2021 1/6/21	Introduction of Cost Acc. Cost concepts, objectives, function	June I st	6	5	1	Slides	5
7/6/2021 to 11/6/21	Cost centre, profit centre, responsibility centre, essentials of good cost acc system, methods of costing	June II	6	7	1	Slides	12
14/6/21 to 20/6/21	Cost Concept / Classification, elements, advantages, disadvantages	June III	6	6	1	Slides	18
21/6/21 to 25/6/21	FIFO & First out method, advantages, disadvantages	June IV	6	6	2	Slides	24
28/6/21 to 30/6/21	FIFO (problems) LIFO advantages and disadvantages	June V	3	3	2		27
1/7/21 to 9/7/21	LIFO problems Simple avg method advantages & disadvantages	July I	6	6		Slides	33
12/7/21 to 20/7/21	Weighted avg, method advantages (problems)	July II	6	6	2	Slides	39
27/7/21 to 30/7/21	Simple avg, weighted avg, method advantages, disadvantages, problems	July III IV	3 3	3 3	2	Slides	42

DETAILS OF PORTIONS COVERED

PROGRAMME: B. Com CA SEMESTER: V COURSE: Cost Accounting

DATE	TOPIC TAUGHT	MONTH & WEEK	NO. OF HRS./ WEEK	ENGAGED HRS	MODULE	DETAILS OF MATERIALS GIVEN	TOTAL HOURS ENGAGED
02/9/21 to 10/9/21	Accounting & Control of labour Cost, Time Keeping and time booking	Sept I & II	5	5	3	Slides, Pdt,	5
13/9/21 to 17/9/21	System of wage payment / Time system (problems)	III	2	2	3	slides, pdt	7
20/9/21 to 24/9/21	Piece rate system (problems)	IV	4	4	3	slides, pdt	11
27/9/21 to 30/9/21	Rowan plan, labour turnover primary secondary distribution, Simulated w/c ratio method	V	1	1	3	Slides, pdt	12
1/10/21 to 2/10/21	Cost sheet, preparation of Cost Sheet	Oct I	6	6	4	Slides, pdt	18
25/10/21 to 29/10/21	Objectives, Preparation of Tender and quotation, Reconciliation Statement, Need (C Problems)	Oct II	5	5	5	Notes, pdt	23
8/11/21 to 12/11/21	Reason for disagreement in profit - preparation of cost sheet	Nov	4	4	5	notes, pdf	27
17/11/21 to 20/11/21	Memorandum Reconciliation	Nov	3	3	5	notes, pdf	30
23/11/21 to 26/11/21			5	5	5	Notes, Pdf	35



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MONTHLY LESSON PLAN REPORT

DATE OF SUBMISSION	MONTHLY DETAILS OF PORTIONS AND MODULE COVERED SEMESTER WISE	SIGNATURE OF PRINCIPAL
25/06/18	Vth Sem B'com Marketing - 1/4 module completed IIIrd Sem B'com Marketing - 3/4 module completed	[Signature] 25/6/18
24/07/18	IVth Sem B'com Marketing - 2 1/4 module completed IInd Sem B'com Marketing - 3/4 module completed Ist Sem B'com Marketing - Introduction	[Signature] 30/7/18
4/9/18	IVth Sem B'com Marketing - 3 1/2 module completed IIIrd Sem B'com Marketing - 1 1/4 module completed IInd Sem B'com Marketing - 1 1/2 module completed Ist Sem B'com Marketing - 3/4 module completed	[Signature] 16/9/18
25/09/18	IVth Sem B'com Marketing - 3 3/4 module completed IIIrd Sem B'com Marketing - 2 1/2 module completed IInd Sem B'com Marketing - 2 1/2 module completed Ist Sem Micro Finance - 1 1/2 module completed	[Signature] 9/10/18
25-10-18	IVth Sem B'com Marketing - Completed IIIrd Sem B'com Marketing - 4 1/2 Module Completed IInd Sem B'com Marketing - 3 3/4 module Completed Ist Sem Micro Finance - 3 1/2 Module Completed	[Signature] 25/10/18
29-11-18	IIIrd Sem B'com Marketing - Completed IInd Sem B'com Marketing - Completed Ist Sem Micro Finance - Completed	[Signature] 31/11/18

B3 Marketing Cost Accounting

Class	Course	Month	No. of hrs/ Week	Module /Unit	Engaged hrs.	Total hrs. upto the month
Bg.M.	<u>Module - 1 - Introduction to cost</u>	June	5	<u>I</u>		
04-06-18	accounting - Meaning, definitions, cost concepts, costing, cost accounting, cost accountancy, cost unit, cost centre, Responsibility Centre, Profit Centre, cost control, cost reduction, objectives of cost accounting, distinction between cost accounting & financial accounting, methods and techniques of cost accounting, advantages & disadvantages of cost accounting.					
	<u>Module - 2 - Accounting & control of material cost</u>		5	<u>II</u>		
	Material purchase procedure, Material stock level, EOQ					
26-06-18	ABC, VED and FSN analysis	June	5	<u>III</u>		
to	Perpetual and periodic inventory system, continuous stock taking - Material loss, shortage, scrap, spoilage, deterioration, pricing, LIFO, FIFO, Simple average, weighted average					
29/06/18						
02/07/18						
to						
06/07/18						
09/07/18	<u>Module - 3 - Accounting & control of labour cost - Time keeping & time</u>	July	5	<u>III</u>		
to	booking - system of wage payment					
24/07/18	Time system - piece rate system					
25-07-18	Differential piece rate system	July	5	<u>III</u>		
	Incentive plan, Halsey plan, Rowan plan, idle time, overtime & duties accounting					
27-07-18						

Lecturer in charge:

HOD

Vice Principal

Principal

B2 Marketing - Marketing Management

Class	Course	Month	No. of hrs/ Week	Module /Unit	Engaged hrs.	Total hrs. upto the month
B2 M.	Marketing Management.	June	3	I	3	
05/06/18	Module -1 - Marketing Management - Marketing, meaning, definition,					
08/06/18	concepts, marketing environment, functions of marketing, marketing management		03	I	1	
11/06/18	Marketing Mix - 4Ps and 4Cs, importance of marketing mix,		3	I	2	
22/06/18	Factors affecting marketing mix.					623
31/07/18	Market Segmentation, concept, need, Basis, benefits,	July	3	I		
10/08/18	Market Targeting, Market					
13/08/18	positioning, differentiated and undifferentiated marketing	Augst	3	I		
	Module - II - Product Mix - Product		3	II		
31/08/18	meaning, classification of products	August	3	II		
4/09/18	Product line mix - New	Sept	3	II		
to	product development - Steps -					
07/09/18	Reasons for failure of new					
11/09/18	products - product life cycle	Sept	3	II		
to	Branding - Types of brand					
15/09/18	Brand equity, Brand loyalty, Trade marks, Packaging,					
17/09/18	Role of packaging - Essentials	Sept	3	II		
to	object packaging - product labeling - marketing of service - pricing of product - Factors influencing					
25/09/18	Pricing - policies, strategies types of pricing.					

Lecturer in charge

Kailash

HOD:

Vice Principal

Principal

Kailash

Class	Course	Month	No. of hrs/ Week	Module /Unit	Engaged hrs.	Total hrs. upto the month
26-09/14	Module -3- Pricing	Sep	3	III		
10	Factors affecting price decision					
	Role of pricing in marketing strategy					
28-09/10	Steps in formulating pricing		3	III		
1-10-	methods and strategies- Pricing of	Oct	3	III		
10	a new product - Resale price maintenance					
05-10	Module -4 - Physical distribution					
05-10	Logistics supply chain mgmt - Elements	Oct	3	IV		
8-10	Channels of distribution - Types - Factors affecting the choice of a channel of distribution - Functions of various intermediaries - Retailing - Types of retailing - Direct marketing - mass & demerits	Oct	3	IV		
16-10-						
22-10	Module -5- Recent Trends in marketing - Relationship marketing - Social marketing - Online marketing - Green marketing	Oct	3	IV		
24-10						
25-10	Tele-marketing - Viral marketing - Relationship marketing - De-marketing - Remarketing - Guerrilla marketing	Oct	3	V		
29-10	Ambush marketing					
	portions Completed					

Lecturer in charge:

Karito

HOD :

Vice Principal

Principal