

**Swami Vivekanand Gov. Post Graduate College Lohaghat, Champawat**

**Faculty of Commerce**

**Teaching Action Plan**

CLASS	SUBJECT	UNIT	TOPIC	LECTURES
B.COM IV <sup>th</sup> SEMESTER	PUBLIC FINANCE	UNIT I	Subject Outcomes	2
			Public Finance Definition, Nature and Scope.	4
			Role of Public Finance in National Economy.	5
			Principle of Maximum Social Advantage.	3
			<b>Revision/unit I Viva</b>	<b>3</b>
		UNIT II	Public Revenue	3
			Meaning of tax, Cannons of taxation	3
			Types of taxation (Direct and Indirect)	3
			Incidence of taxation.	2
			<b>Revision/unit II Viva</b>	<b>3</b>
		UNIT III	Public Debt: Meaning and types.	4
			Effect of debt on production and distribution.	7
			Public debts in India.	2
			<b>Revision/unit III Viva</b>	<b>3</b>
		UNIT IV	Public Expenditure: Meaning, aims and classification.	8
			Principles of Public expenditure	5
			Economic stability.	2
			Effects of public expenditure.	3
			The Public Budget.	2
			<b>Revision/unit IV Viva</b>	<b>3</b>
		UNIT V	Fiscal Policy: Meaning, objectives, tools and limitations of fiscal policy.	10
			Finance Commission in India.	4
			Indian Tax Systems.	2
			Federal Finance in India; Central Finance, State finance, local finance.	4
			Deficit financing in India.	4
			<b>Revision/unit V Viva</b>	<b>3</b>

CLASS	SUBJECT	UNIT	TOPIC	LECTURES
B.COM VI <sup>th</sup> SEMESTER	HUMAN RESOURCE MANAGEMENT	UNIT I	Subject Outcomes	2
			H.R.M Meaning and Functions	4
			Objectives and role of HRM.	7
			<b>Revision/unit I Viva</b>	<b>3</b>
		UNIT II	HRM Planning: Recruitment, Methods of recruitment	12
			Selection Procedure, Promotion and transfer.	15
			<b>Revision/unit II Viva</b>	<b>3</b>
		UNIT III	Training & Development	4
			Need and importance of training, Principle of training	7
			Methods of training.	3
			<b>Revision/unit III Viva</b>	<b>3</b>
		UNIT IV	Compensation Administration: Job Evaluation- meaning, objective	5
			Methods of job evaluation.	3
			Wages and Salary Administration- Meaning,	4
			Principle of wage and salary Administration	7
			<b>Revision/unit IV Viva</b>	<b>3</b>
		UNIT V	Grievance and Grievance Redressal : Meaning Causes and Principles.	5
			Procedure of grievance redressal machinery.	4
			<b>Revision/unit V Viva</b>	<b>3</b>

CLASS	SUBJECT	UNIT	TOPIC	LECTURES
M.COM IV <sup>th</sup> SEMESTER	MARKETING MANAGEMENT	UNIT I	Subject Outcomes	2
			Concept, importance and scope of marketing environment.	2
			Factor influencing marketing environment.	4
			Marketing management functions.	2
			Marketing mix	2
			<b>Revision/unit I Viva</b>	<b>1</b>
		UNIT II	Product planning and development.	3
			Product life cycle, Branding	3
			Trade mark, Patents, Copy right, Packages, Labelling	4
			Consumer buying behaviour motives, Factors influencing buying decision	10
			Sales forecasting and Product positioning	3
			Market segmentations	2
			<b>Revision/unit II Viva</b>	<b>3</b>
			UNIT III	Distribution nature, functions, types.
		Distribution channel management decisions, Wholesale and retailing.		7
		Promotion, Communication process		3
		Advertising , Sales promotion, Personal selling, public relations		6
		<b>Revision/unit III Viva</b>		<b>3</b>
		UNIT IV	Marketing research	8
			<b>Revision/unit IV Viva</b>	<b>1</b>
		UNIT V	Recent issue and development in marketing	3
			Retail marketing	2
			Social, Ethical and Legal aspects of marketing.	6
			Cyber marketing	2
			<b>Revision/unit V Viva</b>	<b>2</b>
		Micro Marketing Research	<b>Situation Analysis</b>	10



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