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58		lesson plan (2022-23)
59		G.C.W. Madlauda, Panipat
60	Ms. Aarti (Commerce)	
61	Class- B.com 4th sem.	
62	subject- Marketing Management	
63	Time period	Content
64	2nd week of February	Marketing an Introduction
65	3rd week of February	Marketing an Introduction
66	4th week of February	Marketing Segmentation
67	2nd week of February	Product Planning and Development
68	1st week of March	Product Planning and Development
69	2nd week of March	Branding and Trademark
70	3rd week of March	Branding and Trademark
71	4th week of March	labelling and Packaging
72	1st week of April	Pricing and Distribution channel
73	2nd week of April	Advertising
74	3rd week of April	Promotion, Public Relation & Personal Selling
75	4th week of April	Sales Promotion
76	1st week of May	Revision and test
77		
78		
79		
80		lesson plan (2022-23)
81		Class- B.com 6th sem.
82	Ms. Aarti (Commerce)	
83		subject- Cost Accounting II
84	Time period	Content
85	2nd week of February	Contact Costing
86	3rd week of February	Contact Costing
87	4th week of February	Job and Batch Costing
88	2nd week of February	Marginal & Absorption Costing
89	1st week of March	Marginal & Absorption Costing
90	2nd week of March	Marginal & Absorption Costing
91	3rd week of March	Standard Costing
92 93	4th week of March	Standard Costing
94	1st week of April	Budgetary Control
95		Budgetary Control
96		Budgetary Control
97	.00	Responsibility Accounting
98	1st week of May	Revision and test
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