

B. Com III (VI Semester), Session 2024-25, Jan to May, 2025 Lesson Plan: Cost Accounting II	
Week 1	Contract Costing
Day 1	Features of Contract Costing
	Contract Ledger
Day 2	Preparation of Contract Account
Day 3	Determination of Profit/Loss on Contract Account
	Contract commenced during the year and completed within same financial year
Day 4	Contract showing loss
	Incomplete Contracts
Day 5	Work-in-progress Account
	Preparation of Balance Sheet in case of Incomplete Contracts
Day 6	When cost of work uncertified has to be determined
	Contract Accounts for a number of Contracts
Week 2	Contract Costing (Contd.)
Day 1	Contract Accounts based on Trial Balance
Day 2	Incomplete Contracts near Completion
Day 3	Escalation Clause
Day 4	Cost-plus Contract
Day 5	Accounting Standard-7
Day 6	Assignment (Practice Questions)
Week 3	Job and Batch Costing
Day 1	Features, Objectives and Advantages of Job Costing
	Limitations of Job Costing
Day 2	Procedure of Job costing
Day 3	Statement of Job Costs
Day 4	Batch Costing
Day 5	Determination of Economic Batch/Lot Quantity
Day 6	Assignment (Practice Questions)
Week 4	Process Costing (Including Joint products and By-products)
Day 1	Meaning and characteristics of Process Costing
	Distinction between job and process costing
Day 2	General principles of Process Costing
	Preparation of Process Cost Accounts
Day 3	Wastage and its treatment
Day 4	Processes having opening and Closing Stock
Day 5	Normal Loss and Sale of Scrap
Day 6	Assignment (Practice Questions)
Week 5	Process Costing (Including Joint products and By-products) [Continued]
Day 1	Abnormal Wastage
Day 2	Abnormal Gain
Day 3	Joint products and By-products
Day 4	Apportionment of joint costs
Day 5	Cost-determination of by-products
Day 6	Test (Contract Costing)
Week 6	Inter-process profits

Day 1	Advantages and limitations of Inter-process profits
Day 2	Inter-process profit-accounting process
Day 3	Unrealised profit
Day 4	More questions on inter-process profits
Day 5	Assignment questions
Day 6	Problem solving session
Week 7	Cost-Volume-Profit Analysis
Day 1	Meaning, Importance and Limitations of CVP Analysis
Day 2	Break-Even point Analysis
Day 3	Limitations of Break-even analysis
Day 4	Computation of Break-Even point
Day 5	Contribution and P/V Ratio
Day 6	Practice Questions
Week 8	Cost-Volume-Profit Analysis (Contd.)
Day 1	Margin of Safety
Day 2	Calculation of Sales for desired profit
Day 3	Break-Even Chart
Day 4	More Practice questions
Day 5	Test (Process Costing)
Day 6	Problem-solving session
Week 9	Absorption Costing and Marginal Costing
Day 1	Absorption Costing
Day 2	Concept of Marginal Costing
Day 3	Calculation of marginal cost
Day 4	Marginal Approach to Profit Calculation
Day 5	Difference between Absorption and Marginal Costing
Day 6	Advantages and Disadvantages of Marginal Costing
Week 10	Holi Break
Week 11	Marginal Costing as a tool for decision-making
Day 1	Make or Buy Decision
Day 2	Change in Product-Mix
Day 3	Pricing Decisions
Day 4	Exploring a New Market
Day 5	Shut-down Decisions
Day 6	More Practice Questions
Week 12	Budgeting and Budgetary Control
Day 1	Difference in Budget, Budgeting and Budgetary Control
	Objectives and Importance of Budgetary Control
Day 2	Types or Classification of Budgets
	Installation of Budgetary Control System
Day 3	Kinds of Budget
	Sales Budget
Day 4	Production Budget
	Raw Material Budget
Day 5	Labour Budget
	Overhead Budget

Day 6	Cash budget
	Fixed and Flexible Budget
Week 13	Standard Costing
Day 1	Meaning and definitions of Standard Costing
	Characteristics of Standard Costing
Day 2	Objectives of Standard Costing
	Advantages and Limitations of Standard Costing
Day 3	Methods of determining standards
	Standard Costing and Budgetary Control
Day 4	Test (CVP)
Day 5	Variance Analysis
	Classification of Variances
	Importance of Variance Analysis
Day 6	Causes of Variances
Week 14	Variance Analysis
Day 1	Material Cost Variance
Day 2	Material Cost Variance
Day 3	Material Cost Variance
Day 4	Labour Cost Variance
Day 5	Labour Cost Variance
Day 6	More Practice questions
Week 15	Zero Base Budgeting
Day 1	Main features of ZBB
Day 2	Steps in ZBB
	Advantages and Limitations of ZBB
Day 3	Performance Budgeting
	Meaning of Performance Budgeting
Day 4	Steps in the process of Performance Budgeting
Day 5	Responsibility Accounting
	Meaning of Responsibility Accounting
	Steps involved in Responsibility Accounting
Day 6	Responsibility Centres
	Advantages and limitations of Responsibility Accounting
Week 16	Revision week
	Revisiting all important concepts
	Discussion of old question papers
Week 17	Revision week

B. Com II (IV Semester), Session 2024-25, Jan to May, 2025 Lesson Plan: Business Statistics II	
Week 1	Index Numbers I
Day 1	Index Numbers- Meaning
	Importance and uses of index numbers
Day 2	Construction of Price Index numbers
	Simple Aggregative Method
	Simple Average of Price Relatives Method
Day 3	Construction of Price Index numbers
	Weighted Aggregative Method
	Weighted Average of Price Relatives Method
Day 4	More practice questions
Day 5	Group discussion on uses of index numbers
Day 6	Problem solving session
Week 2	Index Numbers I (Contd.)
Day 1	Laspeyre's Method
	Paasche's Method
Day 2	Fisher's Method
Day 3	Marshall-Edgeworth's method
	Dorbish-Bowley's method
	Kelly's Method
Day 4	More Practice Questions
Day 5	Test of Adequacy of Index numbers
	Time Reversal Test
	Factor Reversal Test
	Circular Test
Day 6	Most appropriate index
	Problems in Construction of Index Numbers
Week 3	Index Numbers II
Day 1	Construction of Chain Base Indices
Day 2	Construction of Fixed Base Indices
Day 3	Conversion of Chain Base into Fixed Base Indices
	Conversion of Fixed Base into Chain Base Indices
Day 4	Test (Various Methods of constructing index numbers)
Day 5	Base Shifting
Day 6	Splicing- Forward and Backward
Week 4	Index Numbers II (Contd.)
Day 1	Cost of Living Indices
Day 2	Miscellaneous Examples
Day 3	More practice questions
Day 4	Time Series Analysis- I

	Meaning of time series
	Components of time series: Trend, Seasonal variation, Cyclical Variation, Irregular variation
Day 5	Additive and Multiplicative Model
	Uses of time series analysis
Day 6	Group discussion on Time Series
Week 5	Time Series Analysis- I (Contd.)
Day 1	Calculation of trend
	Graphic method
	Semi-average method
Day 2	Calculation of trend
	Moving average method- odd years, even years
Day 3	More examples on calculation of trend
Day 4	Calculation of trend
	Least squares Method
	Linear trend: Fitting the trend line
Day 5	More examples on calculation of linear trend
Day 6	Test (Index Numbers)
Week 6	Time Series Analysis- II
Day 1	Parabolic trend: Fitting the parabolic trend line
Day 2	Parabolic trend: odd number of years, even number of years
Day 3	Predicting future values on the basis of fitted trend equation
Day 4	More practice questions
Day 5	Fitting the exponential trend equation
Day 6	Exponential trend equation: odd number of years, even number of years
Week 7	Time Series Analysis- II (Contd.)
Day 1	Exponential trend: Predicting future values on the basis of fitted trend equation
Day 2	More practice questions
Day 3	Time Series Analysis- III
	Measuring Seasonal variations
Day 4	Calculation of Seasonal Indices using simple average
Day 5	Seasonal Indices using moving average
Day 6	More practice questions
Week 8	Probability Theory
Day 1	Introduction to Probability
	Important terms used in Probability
Day 2	Approaches to Probability
	Classical definition of Probability
	Relative frequency approach
	Subjective Approach
Day 3	Questions based on classical/mathematical probability
Day 4	Revisit: Time Series Analysis

Day 5	Addition Theorem of Probability
	Mutually Exclusive Events- 2 and 3 events
Day 6	Addition Theorem of Probability
	Not mutually exclusive events - 2 and 3 events
Week 9	Probability Theory (Contd.)
Day 1	Practical questions on Addition Theorem
Day 2	Multiplication theorem
	Independent Events
Day 3	Practical questions on Multiplication Theorem: Independent Events
Day 4	Multiplication theorem: Dependent Events
	Conditional Probability
Day 5	Practical Questions on Conditional Probability
Day 6	Practical questions on Multiplication Theorem: dependent Events
Week 10	Holi Break
Week 11	Probability Theory (Contd.)
Day 1	Practical questions on Combined use of Addition and Multiplication Theorem
Day 2	Miscellaneous Examples
Day 3	Test (Probability Theory)
Day 4	Bayesian Probability or Bayes' Theorem
	Derivation of the theorem
Day 5	Practical questions on Bayes' Theorem
Day 6	Practical questions on Bayes' Theorem
Week 12	Probability Distributions
Day 1	Binomial Distribution: Assumptions and characteristics
Day 2	Binomial Distribution: Assumptions and characteristics
Day 3	Applications of Binomial distribution
Day 4	Applications of Binomial distribution
Day 5	Fitting a Binomial Distribution
Day 6	Fitting a Poisson Distribution
Week 13	Probability Distributions (Contd.)
Day 1	Poisson Distribution: Assumptions and Characteristics
Day 2	Poisson Distribution: Assumptions and Characteristics
Day 3	Applications of Poisson distribution
Day 4	Applications of Poisson distribution
Day 5	Fitting a Poisson Distribution
Day 6	Fitting a Poisson Distribution
Week 14	Normal Distribution
Day 1	Normal Distribution: Assumptions and Characteristics
Day 2	Normal Distribution: Assumptions and Characteristics
Day 3	Application of Normal Distribution: Finding area under the curve

Day 4	Application of Normal Distribution: Finding area under the curve
Day 5	Revision of Bayes' Theorem
Day 6	More questions on Normal Distribution
Week 15	Probability Distributions (Contd.)
Day 1	Revision of Binomial Distribution
Day 2	Revision of Poisson Distribution
Day 3	Fitting a normal distribution
Day 4	Fitting a normal distribution
Day 5	Normal Distribution as an approximation to Binomial and Poisson distributions
Day 6	Test (Binomial and Poisson Distribution)
Week 16	Revision Week
	Revisiting all important concepts
	Discussion of old question papers
Week 17	Revision Week

B. Com II (IV Semester), Session 2024-25, Jan to May, 2025 Lesson Plan: Business Regulatory Framework	
Week 1	Indian Partnership Act, 1932
Day 1	Fundamental definitions
Day 2	Characteristics of Partnership
Day 3	Kinds of Partnership
	Characteristics of Limited Partnership
Day 4	Difference between Partnership and Co-ownership
Day 5	Mutual Relations of Partners
Day 6	Relations of Partners to third parties
Week 2	Indian Partnership Act, 1932 (Contd.)
Day 1	Implied authority and third party
Day 2	Types of partners
Day 3	Transfer of Interest by a Partner
Day 4	Minor as a partner
Day 5	Admission of a Partner
Day 6	Outgoing Partner
Week 3	Indian Partnership Act, 1932 (Contd.)
Day 1	Dissolution of Partnership
	Dissolution of Firm
Day 2	Rights of Partners after Dissolution

Day 3	Liabilities of Partners after Dissolution
Day 4	Registration of partnership firm
Day 5	Partnership Deed
Day 6	Recapitulation of the Indian Partnership Act
Week 4	Negotiable Instruments Act, 1881
Day 1	Meaning of Negotiable Instrument
	Essential Characteristics of Negotiable Instrument
Day 2	Kinds of Negotiable Instruments
Day 3	Promissory Note
Day 4	Bill of Exchange and its types
Day 5	Cheques and their types
Day 6	Crossing of cheques
Week 5	Negotiable Instruments Act, 1881 [Continued]
Day 1	Parties to Negotiable Instruments
Day 2	Holder and Holder in due course
Day 3	Special privileges of a Holder in due course
Day 4	Payment in Due Course
Day 5	Capacity of Parties
Day 6	Liabilities of Parties to Negotiable Instruments
Week 6	Negotiable Instruments Act, 1881 [Continued]
Day 1	Modes of Negotiation
Day 2	Negotiation by Endorsement and delivery
Day 3	Distinction between Assignment and Negotiation
Day 4	Endorsement
Day 5	Kinds of Endorsement
Day 6	Negotiation of Instruments obtained through unlawful means
Week 7	Negotiable Instruments Act, 1881 [Continued]
Day 1	Acceptance
Day 2	Payment for honour
Day 3	Presentment
Day 4	Discharge of Parties from liabilities
Day 5	Noting and Protest
Day 6	Hundis
Week 8	Sale of Goods Act 1930
Day 1	Fundamental Definitions
Day 2	Revision of Partnership Act
Day 3	Contract of Sale
Day 4	Sale and Agreement to sell
Day 5	Types of goods
Day 6	Price
Week 9	Sale of Goods Act 1930 (Contd.)
Day 1	Distinction between sale, hire-purchase, pledge etc.
Day 2	Conditions
Day 3	Warranties
Day 4	Difference between conditions and warranties
Day 5	Implied Conditions and Warranties

Day 6	Caveat Emptor
Week 10	Holi Break
Week 11	Sale of Goods Act 1930 (Contd.)
Day 1	Caveat Emptor
Day 2	Performance of a contract of Sale
Day 3	Performance of a contract of Sale
Day 4	Delivery and Payment
Day 5	Unpaid Seller
Day 6	Unpaid Seller
Week 12	Sale of Goods Act, 1930 (Contd.)
Day 1	Rights of an Unpaid Seller
Day 2	Rights of an Unpaid Seller
Day 3	Suits for Breach of Contract
Day 4	Suits for Breach of Contract
Day 5	Revisit of Negotiable Instruments Act, 1881
Day 6	Revisit of Negotiable Instruments Act, 1881
Week 13	Case Laws
Day 1	Discussion of Case Laws on Partnership Act
Day 2	Discussion of Case Laws on Partnership Act
Day 3	Discussion of Case Laws on Negotiable Instruments Act
Day 4	Discussion of Case Laws on Negotiable Instruments Act
Day 5	Discussion of Case Laws on Sale of Goods Act
Day 6	Discussion of Case Laws on Sale of Goods Act
Week 14	Revisit
Day 1	Revisit of Partnership Act
Day 2	Revisit of Partnership Act
Day 3	Revisit of Negotiable Instruments Act
Day 4	Revisit of Negotiable Instruments Act
Day 5	Revisit of Sale of Goods Act
Day 6	Revisit of Sale of Goods Act
Week 15	Right to Information Act, 2005
Day 1	Meaning and Objectives
Day 2	Salient Features of RTI Act
Day 3	Procedure for obtaining information
Day 4	Appeals
Day 5	Exemptions from Disclosure of Application
Day 6	Third Party Information
Week 16	Right to Information Act, 2005 (Contd.)
Day 1	Central Information Commission
Day 2	State Information Commission
Day 3	Obligations of Public Authorities

Day 4	Duties of PIO
Day 5	Revision of RTI Act
Day 6	Discussion of Previous Years' question papers
Week 17	Revision week

B.Com I (Semester II), Session 2024-25, Feb to May , 2025 Lesson Plan: Introduction to Cost Accounting	
Week 1	Cost Accounting: An Introduction
Day 1	Meaning of Cost Accounting
Day 2	Difference and similarities between Cost and Financial Accounting
Day 3	Advantages and Limitations of Cost Accounting
Day 4	Importance of Cost Accounting
Day 5	Principles and Objectives of Cost Accounting
Day 6	Methods and Techniques of Cost Accounting
Week 2	Cost Accounting: An Introduction (contd.)
Day 1	Installation of Cost Accounting System
Day 2	Cost Centre and Cost unit; Profit Centre
Day 3	Characteristics of an Ideal Cost Accounting System
Day 4	Role of Cost Accountant in an Organisation
Day 5	Cost: Elements, Concepts and Classification
	Elements of Cost
Day 6	Concept of Overheads
Week 3	Cost: Elements, Concepts and Classification (contd.)
Day 1	Cost: Concepts and Classification
Day 2	Product Cost and Period Cost
Day 3	Material Cost Accounting
	Purchase of Materials: Centralised Vs Decentralised
Day 4	Purchase Cycle
Day 5	Stores Organisation and Control
Day 6	Location and Organisation of Stores Department
	Bin Card
Week 4	Material Cost Accounting (contd.)
Day 1	Books for recording of Materials
Day 2	Stores Ledger
	Issue of Materials
Day 3	Materials Returned and Transfer Note
Day 4	Pricing of Materials issued
	Cost Price Methods: FIFO, LIFO, HIFO, NIFO
Day 5	Practical questions on issue of materials
Day 6	Practical questions on issue of materials

Week 5	Material Cost Accounting (contd.)
Day 1	Average Cost Price Methods: Simple Average; Weighted Average
Day 2	Market Price Methods: Replacement Price Method, Realisable Price Method
Day 3	Notional Price Methods: Standard Price and Inflated Price Method
Day 4	Verification of Materials: Perpetual and Periodic Inventory System
Day 5	Practical questions
Day 6	Revision: Cost Accounting- An introduction
Week 6	Holi Break
Week 7	Material/Inventory Cost Control: Concept and Techniques
Day 1	Meaning of Inventory
	Objectives of Inventory/Material Control
Day 2	Advantages and Importance of Inventory Control
	Basic Principles of Inventory Control
Day 3	Methods and Techniques of Inventory Control
	Determination of Inventory Levels and Limits
Day 4	Practical questions on inventory levels
Day 5	Practical questions on inventory levels
Day 6	Revision: Classification of cost
Week 8	Material/Inventory Cost Control: Concept and Techniques (contd.)
Day 1	Economic Order Quantity
Day 2	Quantity Discounts or Price breaks
Day 3	Practical Questions on EOQ
Day 4	Practical Questions on EOQ
Day 5	Treatment of Material Wastage/Losses
Day 6	Inventory Turnover and Control Ratios
Week 9	Labour Cost Accounting
Day 1	Classification of Labour
Day 2	Composition of Labour Costs
	Labour Cost Control Procedure
	System of Labour Control
Day 3	Accounting Procedure for Labour
Day 4	Labour Turnover
Day 5	Idle time and Overtime
Day 6	Holiday/Leave with Pay
Week 10	Methods of Wage Payment
Day 1	Factors to be considered before adopting Wage payment
Day 2	Need for Incentive Schemes
Day 3	Methods of Wage payment- Time rate and Piece Rate
Day 4	Incentive Schemes- Premium Bonus Methods
Day 5	Incentive Schemes- Combination of Time and Piece Rates
Day 6	Group incentive schemes

Week 11	Accounting for Overheads
Day 1	Classification of Overheads
Day 2	Treatment of Different Overhead items
Day 3	Items excluded from Cost Accounting
Day 4	Allocation, Apportionment (Departmentalisation) and Absorption
	Problems in Distribution of Overheads
Day 5	Distribution scheme for Production Overheads
Day 6	Departmentalisation of Overheads- Allocation and Apportionment of Overheads
Week 12	Allocation, Apportionment (Departmentalisation) and Absorption [contd.]
Day 1	Primary Distribution of Factory Overheads
Day 2	Re-apportionment of Service Departments' Overheads or Secondary Distribution of Factory Overheads
Day 3	Apportionment only to Production departments
Day 4	Apportionment to Production as well as Service departments
Day 5	Absorption of Overheads
Day 6	Determination of Overhead Absorption Rates
Week 13	Allocation, Apportionment (Departmentalisation) and Absorption [contd.]
Day 1	Accounting and Absorption of Office and Administration Overheads
Day 2	Accounting and Absorption of Selling and Distribution Overheads
Day 3	Over and under absorption of overheads
Day 4	Machine Hour Rate Method
	Factors and Process of Machine Hour Rate Method
Day 5	Basis of Apportionment of Factory Overheads to the Machines- Standing and Machine Expenses
Day 6	Presentation or Computation of Machine Hour Rate
Week 14	Machine Hour Rate Method (contd.)
Day 1	Practical questions on Machine hour rate
Day 2	Merits and Demerits of Machine Hour Rate
Day 3	Revision: Material Cost Accounting and Control
Day 4	Unit or Output Costing I
	Objectives of Unit or Output Costing
	Methods of Determination of Unit Cost
Day 5	Cost Sheet- Simple
Day 6	Cost Sheet with Profit
Week 15	Unit or Output Costing
Day 1	Cost Sheet with Statement of Profit
Day 2	Comparative Cost Sheet
Day 3	Statement of Cost
Day 4	Treatment of Defective or Rejected Production
Day 5	Revision: Labour Cost accounting and control
Day 6	Calculation of tender price

Week 16	Reconciliation of Cost and Financial Accounts
Day 1	Causes of difference between cost and financial accounts
	Objectives of Reconciliation Statement
	Memorandum Reconciliation Account
Day 2	Reconciliation when reasons of difference are specifically given
Day 3	Reconciliation by preparing statement of cost and profit
Day 4	Reconciliation when Total cost and Cost per unit are given
	Reconciliation when Statement of Profit and Loss and Cost Accounts' details are given
Day 5	Revision: Overheads-Allocation and Absorption
Day 6	Discussion of previous years' question papers
Week 17	Revision week

B. Com III (VI Semester), Session 2024-25, Jan to May, 2025 Lesson Plan: International Marketing	
Week 1	Meaning of International Marketing
Day 1	Fundamental definitions
Day 2	Characteristics of International Marketing
Day 3	Four Ps of International Marketing
	Factors favouring International Marketing
Day 4	International Marketing Decisions
Day 5	International Marketing Decisions
Day 6	Modes of Entry in Foreign Markets
Week 2	International Marketing Environment
Day 1	Definitions of International Marketing Environment
Day 2	Characteristics of International Marketing Environment
Day 3	Components of International Marketing Environment
Day 4	Macro Environment
Day 5	International Trade Agreements
Day 6	Importance of Studying the International Marketing Environment
Week 3	Foreign Market Selection and Entry Modes
Day 1	Foreign market Entry Strategies
	Introduction and meaning
Day 2	Essential Conditions for entry into foreign markets
Day 3	Steps in country evaluation and selection
Day 4	Factors used in country evaluation and selection
Day 5	Evaluation Matrix
Day 6	Revision: Meaning of International Marketing
Week 4	Product Planning for International Markets
Day 1	Meaning of product and levels of product
Day 2	Classification of product
Day 3	Product planning
Day 4	Product Development

Day 5	New Product Development in International markets
Day 6	International Product Strategies
Week 5	Product Planning for International Markets (contd.)
Day 1	Test Marketing
Day 2	Organisation structure for product planning and development
Day 3	International Product life cycle
Day 4	Stages of product life cycle
Day 5	Factors affecting product life cycle
Day 6	Utility of study of product life cycle
Week 6	Marketing Research and Information
Day 1	Meaning of marketing research
Day 2	Scope of marketing research
Day 3	Meaning of information
Day 4	Information requirements of International marketing
Day 5	Utility of marketing research and information
Day 6	Sources of information
Week 7	Branding, Packaging and Labelling
Day 1	Introduction and meaning
Day 2	Essential features of a brand
Day 3	Reasons for branding
Day 4	Different brand strategies
Day 5	Main branding decisions in International marketing
Day 6	Global brand vs. Local Brand
Week 8	Branding, Packaging and Labelling (contd.)
Day 1	Importance of branding in International marketing
Day 2	Branding Problems in International Marketing
Day 3	Introduction to packaging
Day 4	Functions of packaging
Day 5	Types of packaging
Day 6	Packaging Decisions
Week 9	Branding, Packaging and Labelling (contd.)
Day 1	Introduction to labelling
Day 2	Significance of labelling
Day 3	Marking
Day 4	Trademark
Day 5	Revision: International Marketing Environment
Day 6	Revision: Modes of entry and country selection
Week 10	Holi Break
Week 11	International Pricing
Day 1	Introduction and meaning
Day 2	Pricing objectives
Day 3	Factors influencing price determination
Day 4	Difference between domestic and international pricing
Day 5	Procedure for price determination

Day 6	Pricing policies/strategies
Week 12	International Pricing (contd.)
Day 1	Price vs non-price competition
Day 2	Dumping
Day 3	Transfer price and Resale Price Maintenance
Day 4	International Price Quotations and payment terms
Day 5	Factors affecting export payment terms
Day 6	Mechanism of payment in international transactions
Week 13	International Distribution: Management of Distribution channels
Day 1	Characteristics of physical distribution
Day 2	Importance of physical distribution
Day 3	Components of Physical distribution
Day 4	International Logistics Management
Day 5	Challenges in Global Logistics Management
Day 6	Revision: Product planning and development
Week 14	Management of Distribution Channels
Day 1	Meaning of Distribution Channel
Day 2	Role of Distribution Channels
Day 3	Factors affecting channel structure decisions
Day 4	Distribution channel policies
Day 5	Distribution structure in International marketing
Day 6	Revision: Product life cycle
Week 15	Channel Conflict
Day 1	Types of Channel conflicts
Day 2	Handling channel conflicts
Day 3	Selection and appointment of foreign sales agent
Day 4	Export procedure and documentation
Day 5	Revision: Branding, packaging and labelling
Day 6	Revision: Pricing
Week 16	Methods of International product promotion
Day 1	Various methods- advertising, personal selling etc
Day 2	International Advertising and media strategy
Day 3	International vs local advertising
Day 4	Various advertising strategies in internal marketing
Day 5	Web marketing
Day 6	Revision: Physical distribution
Week 17	Revision week
	Including discussion of old examination questions