Lesson Plan for the Session 2021-22 (Even Semester)

Class- M.COM II (Semester 4)

Subject – IT AND E-COMMERCE

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| Sr. No. | Month | Topics to be Covered |
| 1. | April | Introduction to E-commerce: Meaning of electronic commerce, business applications of e-commerce, comparison with traditional commerce; Business models in E-commerce – e-shops, e-procurement, e-auctions, value chain integrators, information brokerage, telecommunication, collaboration platforms, etc. |
| 2. | May | Electronic payment system; E-Banking – concept, operations. Online fund transfer – RTGC, ATM, etc., Online share market operations. Online marketing, Web-based advertising – concept, advantages; Types of online advertisements; Search engine – as an advertising media, search engine optimization – concept and techniques. |
| 3. | June | Email marketing; Social Networking and marketing – promotion, opinion formulation, etc.; Viral Marketing, E-retailing-concept, advantages, limitations; CRM and Information Technology, Tools to conducting online research – secondary research, online focus groups, web based surveys, data mining from social networking sites. |
| 4. | July | Cloud computing – Concept, uses in business; Enterprise Resource Planning; Security issues in e-commerce - Online frauds, Privacy issues; Cyber laws including Information Technology Act. |

Jaspal Singh

Assistant Professor

Commerce

Lesson Plan for the Session 2021-22 (Even Semester)

Class- M.COM II (Semester 4)

Subject – CORPORATE TAX PLANNING AND MANAGEMENT

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| Sr. No. | Month | Topics to be Covered |
| 1. | April | Concept of tax planning, avoidance, evasion & management. Requisites of successful tax planning. Tax planning with reference to setting up a new business, form of business organization, locational aspects & nature of business. |
| 2. | May | Computation of total income and tax liability of companies. Tax planning and financial management decisions regarding capital structure, dividend policy, inter- corporate dividends & bonus shares. Special Tax Provisions: Tax provisions relating to free trade zones. |
| 3. | June | Special Tax Provisions: Special economic zones, infrastructure sector and backward areas, tax incentives for exporters. Tax Planning and Managerial Decisions: Tax planning in respect of own or lease, sale of assets used for scientific research, make or buy and, shut down or continue decisions. |
| 4. | July | Tax issues and planning in respect of amalgamation of companies, mergers & acquisitions. |

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Lesson Plan for the Session 2021-22 (Even Semester)

Class- M.COM II (Semester 4)

Subject – SERVICES MARKETING

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| Sr. No. | Month | Topics to be Covered |
| 1. | April | Services Marketing: Concept, characteristics, and classification; Buying process for services; Customer expectations of services; Customer perception of services; Marketing Mix in Services. |
| 2. | May | Service Quality: Concept, dimensions and models. Relationship Marketing: Meaning and goals; Service market segmentation and targeting; Customer retention strategies. Service Development: Steps in service development; Service blueprinting; Approaches to service delivery; Customers feedback and service recovery; Physical environment of services. |
| 3. | June | Communication and Promotion of Services: Main problems, objectives, Communication mix and strategies. Pricing of Services: Characteristics, approaches and pricing strategies; Distribution of Services: Channels, key intermediaries, strategies for effective service delivery. Managing Service Employees: Importance and roles of contact personnel; Managing service delivery employees. |
| 4. | July | Managing Customers and strategies for enhancing customer participation; Customer protection and ethics in services. |

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