

ANNUAL CURRICULAR PLAN

Sem VI

Name of the College : S.V.R. K. Gout. Degree College

Name of the Lecturer : K.N. Suryanarayana

Class :

Year : III B.Com

Paper : Marketing of
financial services

S. No.	Month	Week	Hours Available	Syllabus Topic	Additional Input / Value Addition Provided / taught	Curricular Activity				Co - Curricular Activity				Remarks
						Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	
	NOV	<u>III</u>	5	Unit 1 Differences between goods and services		Teaching		Conducted						
		<u>IV</u>	5	Managing Service Centers, Integrated Service com management	Inflation Accounting	Teaching		Conducted		Assignment		Conducted		
		<u>V</u>	4	Service elements		Teaching		Conducted						


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ANNUAL CURRICULAR PLAN

Name of the College : S.V.R.K. G.D.C.,

Name of the Lecturer : K.N. Surya Narayana

Class : III B.Com

Year : VI Sem

Marketing of financial
Paper : Services

S. No.	Month	Week	Hours Available	Syllabus Topic	Additional Input / Value Addition Provided / taught	Curricular Activity				Co - Curricular Activity				Remarks
						Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	
	Dec	I	1	Unit II Constancy Service Environment		Teaching		Conducted						
		II	4	constancy Service Environment		Teaching		Conducted						
		III	5	Managing people for Service advantage		Teaching		Conducted		Assignment		Conducted		
		IV	5	Service quality and productivity customer loyalty		Teaching		Conducted						
		V	3	Unit III pricing and promotional strategies		Teaching		Conduct						
		VI	1	pricing strategies										


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ANNUAL CURRICULAR PLAN

Name of the College : S.V.R.K. GDC

Name of the Lecturer : K.N. Suryanarayana

Class : III B.Com

Year : VI Sem

Marketing of financial

Paper : Services

S. No.	Month	Week	Hours Available	Syllabus Topic	Additional Input / Value Addition Provided / taught	Curricular Activity				Co - Curricular Activity				Remarks
						Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	
	Jan	1	5	Promotion Strategies		Teaching		Conducted						
		II	4	B2B Marketing - Marketing planning and control for Services		Teaching		Conducted		Assignment		Conducted		
		III		Pongal Holidays	Debitum Accounts									
		IV	4	Unit IV Distributing Services		Teaching		Conducted						
				Cost and Revenue Management										
		V		Approaches for providing services		Teaching		Conducted						


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ANNUAL CURRICULAR PLAN

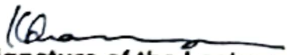
Name of the College : S.V.R.K. GDC

Name of the Lecturer : K.N. Suryanarayana

Class : III B.Com

Marketing of financial Services
Year : VI Sem Paper :

S. No.	Month	Week	Hours Available	Syllabus Topic	Additional Input / Value Addition Provided / taught	Curricular Activity				Co - Curricular Activity				Remarks
						Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	
	Feb	I	2	Channels for Service provision		Teaching		conducted						
		II	3	Designing and Managing Service process Unit V		Teaching		conducted						
		III	5	Retail financial Service - Investment Services		Teaching		conducted		Assignment		conducted		
		IV	5	Insurance Services Credit Services Institutional financial services		Teaching		conducted		Quiz		conducted		
		V	2	marketing practices in select financial service firms										


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ANNUAL CURRICULAR PLAN

Name of the College : S.V.R.K. GDC

Name of the Lecturer : K.N. Suryanarayana

Class : III B.Com

Year : V Sem

Marketing of Financial

Paper : Services

S. No.	Month	Week	Hours Available	Syllabus Topic	Additional Input / Value Addition Provided / taught	Curricular Activity				Co - Curricular Activity				Remarks
						Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	
	March	I	2	Revision										
		II	4	Revision										
		III	4	Revision										

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Signature of the Lecturer

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ANNUAL CURRICULAR PLAN

Name of the College : S.V.R.K GDC

Name of the Lecturer : K.N. Suriya Narayana

Class : III B.Com

Year : Sem VI

Marketing
Paper :

S. No.	Month	Week	Hours Available	Syllabus Topic	Additional Input / Value Addition Provided / taught	Curricular Activity				Co - Curricular Activity				Remarks
						Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	
	NOV	III	5	Unit I Introduction - Concepts of Marketing		Teaching	5	Conducted						
		IV	4	product concept - Selling concept		Teaching		Conducted		Assignment				
		I	4	Societal Marketing concept		Teaching		Conducted						


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ANNUAL CURRICULAR PLAN

Name of the College : SURK GDC

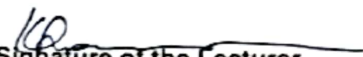
Name of the Lecturer : K.N. Surya Narayana

Class : III B.Com

Year : V Sem

Marketing
Paper :

S. No.	Month	Week	Hours Available	Syllabus Topic	Additional Input / Value Addition Provided / taught	Curricular Activity				Co - Curricular Activity				Remarks
						Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	
	Dec	I	1	Marketing Mix		Teaching		Conducted						
		II	4	4 P's of Marketing		Teaching		Conducted		Assignment		Conducted		
		III	5	Marketing Environment		Teaching		Conducted						
		IV	5	Unit II Consumer Market and Buyer behaviour		Teaching		Conducted						
		V	3	Buying Decision process		Teaching		Conducted						
		VI		Stages										


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ANNUAL CURRICULAR PLAN

Name of the College : SURK GDC

Name of the Lecturer : K.N. Suryanarayana

Class : III B.Com Year : VI Sem

Marketing

Paper :

Month	Week	Hours Available	Syllabus Topic	Additional Input / Value Addition Provided / taught	Curricular Activity				Co - Curricular Activity				Remarks
					Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	
Jan	I	5	Buying behaviour Market Segmentation		Teaching		Conducted						
	II	4	Selecting segments- Advantages of Segmentation		Teaching		Conducted						
	III		Pongal Holidays										
	IV	4	Unit III Product Management Product Life cycle New products		Teaching		Conducted		Assignment		Conducted		
	V	3	product mix and product line decisions Design Branding,		Teaching		Conducted						

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ANNUAL CURRICULAR PLAN

Name of the College : SURK GDC

Name of the Lecturer : K.N. Surya nasanyua

Class : III B.Com

Year : VI Sem

Marketing

Paper :

S. No.	Month	Week	Hours Available	Syllabus Topic	Additional Input / Value Addition Provided / taught	Curricular Activity				Co - Curricular Activity				Remarks
						Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	
	Feb	I	2	packaging & labeling Unit IV		conducting Teaching		conduct						
		II	4	Pricing Decision Factors influencing price determination		Teaching		conduct		Assignment		conduct		
		III	5	pricing strategies: skimming and penetration pricing Unit V		Teaching		conduct						
		IV	5	promotion and Distribution promotion Mix		Teaching		conduct						
		V	3	Advertising - publicity - public relation										

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ANNUAL CURRICULAR PLAN

Name of the College : SURK GDC

Name of the Lecturer : K.N. Suryanarayana

Class : III B.Com

Year : VI Sem

Marketing

Paper :

S. No.	Month	Week	Hours Available	Syllabus Topic	Additional Input / Value Addition Provided / taught	Curricular Activity				Co - Curricular Activity				Remarks
						Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	
	Mar	1	2	Personal selling and direct marketing		Teaching		Conducted						
		2	4	Distribution Channels - online marketing - Global marketing		Teaching		Conducted		Assignment		Conducted		
		3	5	Revision				Conducted						


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ANNUAL CURRICULAR PLAN

Income tax

Name of the College : SVRK GDC

Name of the Lecturer : K.N. Suryanarayana

Class : B.Com

Year : IV sem

Paper :

S. No.	Month	Week	Hours Available	Syllabus Topic	Additional Input / Value Addition Provided / taught	Curricular Activity				Co - Curricular Activity				Remarks
						Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	
	NOV	IV	5	Unit I Introduction: Income tax law - Basic concepts: Income ; person		Teaching	5	Conducted						
		V	4	Assess; Assessment Year		Teaching	4	Conducted						

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ANNUAL CURRICULAR PLAN

Name of the College : SVRK Govt. Degree College

Income tax

Name of the Lecturer : K. N. Suvdhanarayana

Class : B.Com

Year : IV Sem

Paper :

S. No.	Month	Week	Hours Available	Syllabus Topic	Additional Input / Value Addition Provided / taught	Curricular Activity				Co - Curricular Activity				Remarks
						Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	
	Dec	I	1	Agriculture Income		Teaching	1	Conducted		Assignment		Conducted		
		II	4	Agricultural Income Capital & Revenue		Teaching	4	Conducted						
		III	5	Residential Status		Teaching	5	Conducted						
		IV	5	Income exempt from tax (Hedon over)		Teaching	4	Conducted		Assignment		Conducted		
		V	3	Unit II Income from salary		Teaching		Conducted						
		VI	1	Allowances perquisites		Teaching		Conducted						


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ANNUAL CURRICULAR PLAN

Name of the College : SURK Government Degree College

Name of the Lecturer : K.N. Gurya narayana

Class : B.Com

Year : IV Sem

Income tax

Paper :

S. No.	Month	Week	Hours Available	Syllabus Topic	Additional Input / Value Addition Provided / taught	Curricular Activity				Co - Curricular Activity				Remarks
						Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	
	Jan	I	4	profits in lieu of sales, deduction from sales income		Teaching	4	Conducted						
		II	4	qualified services eligible for deduction u/s 80C (including pension)		Teaching	4	Conducted						
		III		Pongal Holidays										
		IV	4	Unit III Income from House properties : Annual Val - let out / Self occupied		Teaching		Conducted		Assignment		Conducted		
		V	3	deemed to be let out house, deductions from annual Val -		Teaching		Conducted						

K.N. Gurya narayana
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ANNUAL CURRICULAR PLAN

Name of the College : *S.V.R.K. Government Degree College*

Name of the Lecturer : *K.N. Suryanarayana*

Class : *II B.Com*

Year : *IV Sem*

Income tax

Paper :

S. No.	Month	Week	Hours Available	Syllabus Topic	Additional Input / Value Addition Provided / taught	Curricular Activity				Co - Curricular Activity				Remarks
						Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	
	Feb	<i>I</i>	<i>2</i>	<i>deduction from annual value -</i>		<i>Teaching</i>		<i>conducts</i>						
		<i>II</i>	<i>6</i>	<i>Computation of income from house properties (including problems) Unit IV</i>		<i>Teaching</i>		<i>conducts</i>						
		<i>III</i>	<i>5</i>	<i>Income from Capital Gains - Income from other sources</i>		<i>Teaching</i>		<i>conducts</i>		<i>Assignment</i>		<i>conducts</i>		
		<i>IV</i>	<i>5</i>	<i>from individual point of view) Chargeability and</i>		<i>Teaching</i>		<i>conducts</i>						
		<i>V</i>	<i>3</i>	<i>assessment including problem</i>										

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ANNUAL CURRICULAR PLAN

Name of the College : *SVRK Government Degree College*

Name of the Lecturer : *K.N. Suryanarayana*

Class : *B.Com*

Year : *IV Sem*

Income tax

Paper :

S. No.	Month	Week	Hours Available	Syllabus Topic	Additional Input / Value Addition Provided / taught	Curricular Activity				Co - Curricular Activity				Remarks
						Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	
	<i>March</i>	<i>I</i>	<i>2</i>	<i>Unit V Computation of total income of an individual</i>		<i>Teaching</i>		<i>Conducted</i>						
		<i>II</i>	<i>3</i>	<i>Deduction under Section 80</i>		<i>Teaching</i>		<i>Conducted</i>		<i>Assignment</i>				
		<i>III</i>	<i>5</i>	<i>including problem.</i>		<i>Teaching</i>		<i>Conducted</i>						
		<i>IV</i>	<i>5</i>	<i>Revision</i>										

K.N. Suryanarayana
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ANNUAL CURRICULAR PLAN

Name of the College : *SURK Government Degree College*

Business Environment

Name of the Lecturer : *K.N. Surya Narayana*

Class : *I B Com*

Year : *I Sem*

Paper :

S. No.	Month	Week	Hours Available	Syllabus Topic	Additional Input / Value Addition Provided / taught	Curricular Activity				Co - Curricular Activity				Remarks
						Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	
	Nov	<i>III</i>	<i>5</i>	<i>Unit I</i> <i>Overview of Business Environment</i> <i>Business Environment - Meaning - macro macro and micro Dimensions of business Environment.</i>	<i>Self</i>	<i>Teaching</i>	<i>5</i>	<i>Conducted</i>						
		<i>IV</i>	<i>4</i>	<i>Economic - political - Social</i>		<i>Teaching</i>	<i>4</i>	<i>Conducted</i>		<i>Assignment</i>		<i>Conducted</i>		
		<i>V</i>	<i>4</i>	<i>Technological - Legal - Ecological</i>		<i>Teaching</i>	<i>4</i>	<i>Conducted</i>						

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Signature of the Lecturer

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ANNUAL CURRICULAR PLAN

Name of the College : *SVR K Government Degree College*

Business Environment

Name of the Lecturer : *K. N. Suryanarayana*

Class : *I B. com*

Year : *I Sem*

Paper :

S. No.	Month	Week	Hours Available	Syllabus Topic	Additional Input / Value Addition Provided / taught	Curricular Activity				Co - Curricular Activity				Remarks
						Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	
	<i>Dec</i>	<i>I</i>	<i>1</i>	<i>Cultural - Demography -</i>		<i>Teaching</i>	<i>1</i>	<i>Conducted</i>						
		<i>II</i>	<i>4</i>	<i>Changing scenario and implication - Indian perspective</i>	<i>Cost Inflation</i>	<i>Teaching</i>	<i>4</i>	<i>Conducted</i>						
		<i>III</i>	<i>5</i>	<i>Global perspective Unit II</i>	<i>India</i>	<i>Teaching</i>	<i>5</i>	<i>Conducted</i>						
		<i>IV</i>	<i>5</i>	<i>Meaning of Economic growth -</i>		<i>Teaching</i>	<i>5</i>	<i>Conducted</i>		<i>Assignment</i>		<i>Conducted</i>		
		<i>V</i>	<i>3</i>	<i>Factors influencing Development</i>		<i>Teaching</i>	<i>3</i>	<i>Conducted</i>						
				<i>Balanced development</i>										

K. N. Suryanarayana
Signature of the Lecturer

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ANNUAL CURRICULAR PLAN

Name of the College : *SURK Government Degree College*

Business Environment

Name of the Lecturer : *K.V. Sureshwarajane*

Class : *I B.Com*

Year : *II Sem*

Paper :

S. No.	Month	Week	Hours Available	Syllabus Topic	Additional Input / Value Addition Provided / taught	Curricular Activity				Co - Curricular Activity				Remarks
						Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	
	<i>Jan</i>	<i>I</i>	<i>4</i>	<i>Unit 10 Development and planning</i>		<i>Teaching</i>	<i>4</i>	<i>conducted</i>						
		<i>II</i>	<i>4</i>	<i>Rostow's stages of economic development - money</i>		<i>Teaching</i>	<i>4</i>	<i>conducted</i>		<i>Assignment</i>		<i>conducted</i>		
		<i>III</i>		<i>Types of plan</i>										
		<i>IV</i>	<i>4</i>	<i>Main objectives of planning in India</i>		<i>Teaching</i>	<i>4</i>	<i>conducted</i>		<i>Assignment</i>				
		<i>V</i>	<i>3</i>	<i>People's Planning</i>		<i>Teaching</i>	<i>3</i>	<i>conducted</i>						

K.V. Sureshwarajane
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ANNUAL CURRICULAR PLAN

Business Environment

Name of the College : SVRK Government Degree College

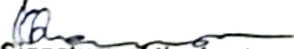
Name of the Lecturer : K.N. Suryanarayana

Class : I B.Com

Year : II Sem

Paper :

S. No.	Month	Week	Hours Available	Syllabus Topic	Additional Input / Value Addition Provided / taught	Curricular Activity				Co - Curricular Activity				Remarks
						Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	
	Feb			Unit IV										
		I	2	Economic Reforms and New Economic Policy		Teaching	2	conducts						
		II	4	New Industrial Policy Competition Law - Fiscal policy - objectives and limitations		Teaching	4	conducts		Assignment		conducts		
		III	5	Union budget - structure and importance of union budget - monetary policy and RBI		Teaching	5	conducts						
		IV	5	Unit V Social, Political and Legal Environment		Teaching	5	conducts						


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ANNUAL CURRICULAR PLAN

Business Environment

Name of the College : SVKK Government Degree College

Name of the Lecturer : K.N. Suryanarayana

Class : I B.Com

Year : II Sem

Paper :

S. No.	Month	Week	Hours Available	Syllabus Topic	Additional Input / Value Addition Provided / taught	Curricular Activity				Co - Curricular Activity				Remarks
						Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	Activity Conducted	Hours allotted	Whether conducted	if not, alternate date	
	Feb	IV	5	Concept of Social Justice - schemes		Teaching	5	conducted		Assignment				
		V	3	political Stability Legal changes		Teaching	3	conducted						
	March	VI	2	Revision										
		VII	3	Revision										
		VIII	5	Revision										

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ANNUAL CURRICULAR PLAN

Name of the College :

Name of the Lecturer :

Class :

Year :

Paper :

S. No.	Month	Week	Hours Available	Syllabus Topic	Additional Input / Value Addition Provided / taught	Curricular Activity				Co - Curricular Activity				Remarks
						Activity Conducted	Hours allotted	Whether conducted	If not, alternate date	Activity Conducted	Hours allotted	Whether conducted	If not, alternate date	
												36 hrs		
												Lab Account	36 hrs	
												C Co		
												36 hrs	36 hrs	
												6.6		
												76 hrs	36 hrs	
												Alt. 2		
												36 hrs		
												MS	36 hrs	
												Marketing	"	
												36 hrs	36 hrs	
												17		
												36 hrs	36 hrs	
												6.6		

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