**BHARATI COLLEGE (UNIVERSITY OF DELHI)**

**LESSON PLAN**

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| **Teacher** | Arif Hussain Haidary | **Course** | B. Com (Hons) |
| **Year** | 2021-2022 | **Semester** | VI Sem |
| **Paper** | BCH 6.1: Auditing and Corporate Governance | **Lectures per week** | 5+2Tut |

**Objective**

To provide knowledge of corporate governance and auditing principles, procedures and techniques in accordance with current legal requirements and professional standards.

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| **UNIT/ Lectures Required** | **TOPICS FOR STUDENT PREPARATION (INPUT)** | **PROCEDURE (Tools)** | **LEARNING OUTCOME (OUTPUT)** | **ASSESSMENT** |
| **UNIT-1**  **Introduction** | Basic of principles and techniques of auditing; classification of audit, Audit planning, internal control- internal check and internal audit; role of auditors in Corporate Governance (CG); peer review and independent review of audit; PCAOB; NFRA | \*Lecture and discussion  \*PPTs | Understating the basics of corporate governance and techniques of auditing | Evaluation through test & Assignment |
| **UNIT-2**  **Corporate Governance** | CG: Meaning a, significance and principles, theories & models of CG; Board structure and independent director boards committees and their functions; role of rating agencies Whistle blowing, class action. | \*Lecture and discussion  \*PPTs | Understanding the meaning & significance of CG along with the structure of board members also along understanding role of rating agencies | Evaluation through test & Assignment |
| **UNIT-3**  **Major corporate Governance failures and International Codes** | BCCI, Maxwell Communication, Enron, World.com, Anderson Worldwide, Vivendi, Satyam computer services ltd etc. | \*Lecture and discussion  \*PPTs | Understanding the major corporate governance failures around the globe. | Case study discussion |
| **UNIT- 4**  **Corporate Governance Framework in India** | Initiatives and reform: CII (1997), Kumar Manglam Birla (1999), NR Narayana Murthy Committee (2005) & LODR (2015) | \*Lecture and discussion  \*PPTs | Illustration of all the reforming framework initiated by in India by several committees. | Evaluation through test & Assignment |
| **UNIT- 5**  **Business Ethics and CSR** | Importance of ethics; CG and ethics; code of ethics; CSR & corporate sustainability, CSR and business ethic models and benefit of CSR | \*Lecture and discussion  \*PPTs | Understanding the significance & difference b/w ethics and CSR and understating the codes of ethics | Evaluation through test & Assignment |

**References**

• Anil kumar, loveleen gupta & Jyotsna rajan arora. *Auditing and corporate governance.* Taxman

• Dr Aruna jha. *Auditing and corporate governance.* Taxman

• C B Gupta & Neha Singhal. *Auditing and corporate governance.* Scholar

• Priti Arni Mittal, Dr. Anshika Bansal & R. C. Bhatia. *Auditing and corporate governance.* Sultan chand and Son.

**BHARATI COLLEGE (UNIVERSITY OF DELHI)**

**TEACHING PLAN**

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| **Teacher** | Arif Hussain Haidary | **Course** | B. Com |
| **Year** | 2021-2022 | **Semester** | Ist Sem |
| **Paper** | Business organization and management | **Lectures per week** | 4+2 tuts |

**Objective**

The objective of this course is to develop an undertaking about functions of management and

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| **UNIT/ Lectures Required** | **TOPICS FOR STUDENT PREPARATION (INPUT)** | **PROCEDURE (Tools)** | **LEARNING OUTCOME (OUTPUT)** | **ASSESSMENT** |
| **UNIT-2**  **Business environment and entrepreneurship** | Meaning, layers (micro/immediate, macro/intermediate, macro and international), Characteristics of business friendly environment; ideals of business ethics, social responsibility and conscientious commerce | \*Lecture and discussion  \*Problem solving with Class Interaction. | Understand varied perspective related to business environment and entrepreneurship | Evaluation through test & Assignment |
| **UNIT-3**  **Planning and organising** | Planning-meaning of project, strategic and operation planning; decision making process and techniques; organising orderly division of labour | \*Lecture and discussion  \*PPTs | Analyse how organisation adapt to an uncertain environment and decipher decision making technique | Evaluation through test & Assignment |
| **UNIT-4**  **Directing and controlling** | Motivation-needs, incentives, rewards, equity and two factor theory; leadership, communication | \*Lecture and discussion  \*PPTs | Analyse the relationship amongst functions of management | Evaluation through test & Assignment |
| **UNIT-5**  **Salient development and contemporary issues in management** | Subaltern management ideas from India; diversity and inclusion; democracy and sociocracy at work | \*Lecture and discussion | Appreciate the change in working pattern of modern organisation | Evaluation through test & Assignment |

**References**

T.NChhabra. Business organization and mangemnet

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**TEACHING PLAN**

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| **Teacher** | Arif Hussain Haidary | **Course** | B. Com |
| **Year** | 2021-2022 | **Semester** | 6 Sem |
| **Paper** | Advertising, personal selling and salesmanship | **Lectures per week** | 3 |

**Objective**

The objective of this course is to provide knowledge concerning advertising an personal selling and to equip them with the skill to use these promotions tools.

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| **UNIT/ Lectures Required** | **TOPICS FOR STUDENT PREPARATION (INPUT)** | **PROCEDURE (Tools)** | **LEARNING OUTCOME (OUTPUT)** | **ASSESSMENT** |
| **UNIT-2**  **Message and media decisions** | Advertising appeals; advertising copy; element of print and broadcast advertising copy; types of media | \*Lecture and discussion | Understanding the appeal of advertising copy and its element | Evaluation through test & Assignment |
| **UNIT-3**  **Advertising effectiveness** | Advertsing agenc; role and type. Evaluating communication and sales effect; pre and post testing techniques | \*Lecture and discussion | Understating the role of advertising agency and evaluating communication | Evaluation through test & Assignment |
| **UNIT-4**  **Introduction to personal selling and salesmanship** | Concept of personal selling nd salesmanship; personal selling situation; qualities of a good salesperson; type of salesperson etc | \*Lecture and discussion | Understating the concept and details of personal selling and salesmanship along the good qualities | Evaluation through test & Assignment |
| **UNIT-5**  **Personal selling process** | Prospecting; pre approach; presentation and demonstration; handling of objectives; closing the sales; follow up | \*Lecture and discussion | Understanding the prospecting and presentation demonstration and handling of objectives closing sales and follow ups | Evaluation through test & Assignment |

**References**

Praveen kaur Lamba and Amanjot. Advertising, personal selling and Salesmanship. JSR publication.