

Entrepreneurship  
Development

Internal - 30 M.  
External - 70 M  
T - 100

Baba fateh Singh ji Govt. College, Assandh, Karnal		
Department of <u>COMMERCE</u>		
Class <u>B Com - II</u>		
Lesson Plan		
Sr.No	10/2/25	1. Entrepreneurship  2. Entrepreneur: An overview
1	Week 1 to 15/2/25	
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7	17/2/25	Entrepreneurship Development
8	to Week 2 22/2/25	
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13	24/2/25	Startup & Skill Ind'g Revision
14	to Week 3 01/3/25	
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20	3/3/25	Revision Class Test Presentation of students
21	to Week-4 8/3/25	
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27	17/3/25	Identify Business opportunity
28	to Week-5 22/3/25	
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33	24/3/25	Project Planning class Test
34	to Week-6 29/3/25	
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40	1/4/25	Market & Demand Analysis
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43	to Week 7 5/4/25	
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47	to Week-8 7/4/25 12/4/25	1. Capital & Project Cost
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50		2. sources of finance.
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54	to Week-9 14/4/25 19/4/25	Profit & Tax Planning
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63	to Week-10 21/4/25 26/4/25	1. Assignment
64		2. Presentation by students
65		3. Revision
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70	to Week-11 28/4/25 3/5/25	Entrepreneurship Development Programmes.
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77	to Week-12 5/5/25 10/5/25	Institutional support to Entrepreneurship Development
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84	to Week-13 12/5/25 17/5/25	— do —
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91	19/5/25 to Week-14 24/5/25	Govt support & Incentives to New Enterprises.
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97	26/5/25 to Week-15 31/5/25	Revision class Test.
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104	Week-16	—
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111	Week-17	—
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118	Week-18	—
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125	Week-19	—
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VOC- Marketing communication, Int- 30 M  
 Practicum 20  
 Ext-  $\frac{50}{100}$  M

Baba fateh Singh ji Govt. College, Assandh, Karnal		
Department of <u>COMMERCE</u>		
Class <u>B-Com-II</u>		
Lesson Plan		
Sr.No	From	Chapter - 1
1	10/2/25	Marketing Communication: Concept, Nature, Importance, Types, Basis.
2	Week 1	
3	to	
4	15/2/25	
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7	17/2	— do —
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9	Week 2	
10	to	
11	22/2	
12		Marketing Communication Process class Test
13	24/2	
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15	Week 3	
16	to	
17	1/3	
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19		Models in Marketing Communication (Group Discussion)
20	3/3	
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22	Week-4	
23	to	
24	8/3	
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26		— do —
27	17/3	
28		
29	Week-5	
30	to	
31	22/3	
32		Planning for Marketing Communication Presentation by students
33	24/3	
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35	Week-6	
36	to	
37	29/3	
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39		1/4/25
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# Assignment - 1

## Marketing Communication objectives

43	Week 7 5/4/25	Marketing Communication objectives
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47	Week 8 7/4 12/4	Marketing Communication Budgeting class Test
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51	Week 9 14/4 19/4	Marketing Communication Tools : Personal Selling Advertising, its media, Agency (class in smart class Room)
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59	Week 10 21/4 26/4	- do - Sales Promotion, Publicity, Public Relation
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63	Week 11 28/4 3/5	Event Sponsorship Taken Problems of students
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67	Week 12 5/5 10/5	Digital Communication Revision.
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71	Week 13 12/5 17/5	Online Marketing Communication
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91	19/5/25 Week-14 24/5	Revision Class Test
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98	26/5 Week-15 31/5	Revision.
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104	Week-16	
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111	Week-17	
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117	Week-18	
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125	Week-19	
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