

**A Minor Degree Certificate in**

**Entrepreneurship Development**

**Lesson Plan of P-II Basic terminology in Finance Economics  
and Marketing**

**Academic Year:2020-2021**

<b>Sr. No.</b>	<b>Name of the Unit</b>	<b>Lect ure No</b>	<b>Topic</b>
<b>1</b>	<b>Introduction to Finance and Accounting</b>	1	Book keeping and accounting
		2	Classification of Accounts
		3	Double Entry book keeping system
		4	Accounting cycle journal, ledger, trail balance, depreciation
		5	Subsidiary Books
		6	Preparation of final account, understanding financial statements
		7	Ratio analysis
		8	Importance of working capital management
		9	Cash flow and fund flow statements
<b>2</b>	<b>Basics of economics</b>	10	Micro economics and macro economics, utility
		11	Theory of demand, determinants of demand, demand forecasting
		12	Theory of supply, theory of cost
		13	Cost volume profit analysis
		14	Break even analysis
<b>3</b>	<b>Sales and Marketing</b>	15	Difference between sales and marketing
		16	Understanding customer needs and wants, marketing mix
		17	Types of market B2B, B2C
		18	New product development, product life cycle, marketing of product v/s services
		19	Product pricing, 5 P's and 7 P's
		20	Dealers and distributors (Channels)
		21	Sales promotion techniques
		22	Advertising and branding
		23	Rural marketing
		24	Choice of media,

<b>4</b>	<b>Digital Marketing</b>	25	Introduction, Channels, Digital vs. Real Marketing
		26	Creating initial digital marketing plan
		27	Content management
		28	Target group analysis
<b>5</b>	<b>Government policy and Taxation</b>	29	Government policy for small & medium enterprises
		30	Tax incentives & concessions
		31	Rehabilitation of sick industries
		32	Taxation – Concept of Income Tax
		33	Five heads of Income Tax
		34	Computation of income tax, exemption and deduction
		35	GST and types