



# DEPARTMENT OF MANAGEMENT

## Golaghat Commerce College

Jyoti Nagar, Golaghat, Assam, Pin – 785621

(NAAC – B)

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### Quarterly Profile (Jan-March, 2022)

**Shankar Jyoti Doley**

Assistant Professor, Dept. of Management

#### **I. Classes**

(a) Higher Secondary 1<sup>st</sup> Year : Business Studies -1

*Chapter: Forms of Business Organisation Formation of a Company Sources of Business Finance International Business*

(b) Higher Secondary 2<sup>nd</sup> Year : Business Studies -2

*Chapter: Organising, Financial Management, Financial Market*

(c) B.com.(H) 5<sup>th</sup> Semester: Principles of Marketing (Core)

*Chapter: Unit II - Product: Concept of product; Product planning and development; Packaging - role and functions; Brand name and trade mark; after sales service.*

(d) B.com.(H) 5<sup>th</sup> Semester: Retail Management (DSE-1)

*Unit-I: Retailing- nature and scope and functions. Reasons for growth of retailing, emerging trends in retailing.*

*Unit-II: Types and organization structure of retail stores: Store and Non- Store based.*

(e) B.com.(H) 6<sup>th</sup> Semester: Service Marketing (DSE-1)

*Topic: Unit-I: Concept and classification of Service Marketing*

(f) M.com. 1<sup>st</sup> Semester: Marketing Management

*Topic: Marketing Mix, Product: Concept of product; Product planning and development*

(g) M.com. 2<sup>nd</sup> Semester: Managerial Economics

*Topic: Production, Perfect Competition Market, Monopoly*

#### **II. Examination**

(a) Invigilation Duty of B.A./B.Com 5<sup>th</sup> Semester final Examination on 28<sup>th</sup> February, 2022

(a) B.A./B.Com 1<sup>st</sup> Semester final Examination on 25<sup>th</sup> February, 2022 & 1<sup>st</sup> March, 2022

### **III. IQAC Work**

Preparation of SSR criterion II (Teaching – Learning Evaluation) for NAAC

### **IV. Seminar**

(a) Coordinator of ICSSR sponsored National Seminar on “*Rural and Agricultural Marketing in North-East India: Problems and Prospects*” organised by Department of Management on 18<sup>th</sup> and 19<sup>th</sup> February, 2022.

(a) Co-Coordinator of ICSSR sponsored National Seminar on “*Contribution of Assam in Freedom Movement of India*” organised by Department of Management in association with Department of History on 11<sup>th</sup> and 12<sup>th</sup> March, 2022.

### **V. Research**

(a) Publication: Trends and Prospects of India’s Trade with Japan: A Study for the Period 2002-2019, *Shanlax International Journal of Management* P-ISSN: 2321-4643, E-ISSN: 2581-9402, Vol. 9, No. 3, January 2022

(b) Editor of ICSSR sponsored National Seminar Proceedings with ISBN: 978-93-92394-27-0, *Problems & Prospects of Rural and Agricultural Markets*

### **VI. Magazine**

(a) Chief Editor of quarterly e-magazine *Di-Marcatus Vol. II* published by Department of Management, Golaghat Commerce College