

S. M. G. G. C. Safidon

Lesson Plan for Session 2022-23 (Tentative)

Class:- B.com 4th Semester

Subject:- Advertising

From 1st April 2022 to 30 June 2022

Date	Topic
1 April to 7 April	Advertising-meaning, scope and Functions
8 April to 14 April	Principles of advertising, recent trends in Advertising
15 April to 21 April	Promotion Mix and Advertising
22 April to 28 April	Types of Advertising
29 April to 5 May	Economic, social and legal Aspects of Advertising
6 May to 12 May	Advertising objectives, DAGMAR approach
13 May to 19 May	Advertising budget-Methods of Advertising budget
20 May to 26 May	Types of Advertising media. Media Planning
27 May to 2 June	Advertising Agency and it's role and First Assignment is Given to Student
03 June to 09 June	Advertising and Consumer Behaviour
10 June to 16 June	Measuring Advertising effectiveness and Assignment test is Given to Student
17 June to 23 June	Method of Measuring Advertising effectiveness and Second Assignment is Given to Student
24 June to 30 June	Presentations and Revision of Syllabus

S. M. G. G. C. Safidon  
1.4.22  
Asstt Professor  
Deptt of Commerce

## Lesson Plan

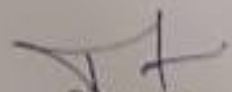
Name:- MANJEET SINGH

Class:- B.Com. Final (IV Sem.)

Subject: Computerized Accounting system

Month:- May 2022

Week	Topic
I 2-7	Voucher Entry Accounts Reports
II 9-14	Assignment - Test Cost Centre, Cost Centre Reports Budget and Control
III 16-21	Multi Currency Interest calculations, Forex Gain/Loss
IV 23-28	Data Backup Splitting company data

  
Signature

## Lesson Plan

Name of Teacher: Ms. Sushma Class: B.com. II

Subject: Business Law II Month: May '2022

Week	Topic
1st	Right to Information Act: 2005, Salient Features, Meaning, Provision
2nd	Right to Information Act '2005: Important Provisions.
3rd	The Negotiable Instruments Act, 1881: Features & Types, Negotiation
4th	The Negotiable Instruments Act, 1881: Crossing, Holder in due course
5th	The Negotiable Instruments Act: 1881: Dishonour & Discharge of Instruments

*Sushma*

Signature of Teacher

## Lesson Plan

Name of Teacher:- Ms. Sushma Class:- B.COM-II

Subject:- Corporate Accounting Month:- May 2022

Week	Topic
1st	Liquidation of Companies : Theory & Format
2nd	Liquidation of Companies : illustration
3rd	Liquidation of Companies: List of contributors, Statement of affairs, Deficiency A/c, illustration
4th	Accounts of Banking Companies : Theory & Format of Final A/c
5th	Accounts of Banking Companies: : illustration

*Sushma*

Signature of Teacher



# Lesson Plan

Name: - Neha

Class: - B.Com. 4<sup>th</sup> Semester

Subject: Company Law-II

Month:- May, 2022

Week	Topic
I	Company secretary: Powers, duties and liabilities
II	Company Meetings and resolutions: Ordinary and special resolution AGM, EGM
III	Requisites of a valid company meeting, meeting through video conferencing, E-voting system
IV	Dividend and auditor Unpaid dividend account Investors education and protection fund

Signature of Teacher

Principal

# Lesson Plan

Name: - Neha

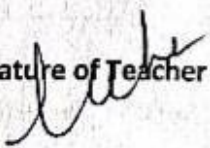
Class: - B.Com. 4<sup>th</sup> Semester

Subject: Business Statistics-II

Month:- May, 2022

Week	Topic
I	Regression analysis:- Methods of obtaining regression equations, Through normal equations
II	Methods of obtaining regression equations, Through Regression coefficients and it's properties
III	Probability: Theories of probability
IV	Probability: Addition rule, Multiplication rule

Signature of Teacher



Principal