

LESSON-PLAN (Session 2024-25)

Name of Assistant/ Associate Professor: Ms Komal Garg

Class:M.Com

Semester: 3rd

Subject: Advertising Management

Paper: MC-309

| Sr. No. | Week | Topics to be covered | Remarks if any |
|---------|--------------------------|--|----------------------------|
| 1 | 1-8 August 2024 | Introduction to Advertising: Advertising nature and importance | |
| 2 | 9-17 August 2024 | Communication process; Advertising and communication; Types of advertising; | |
| 3 | 19-24 August 2024 | Advertising management process – an overview; Ethics and advertising | Class test |
| 4 | 27-31 August 2024 | Social and Economic aspects of advertising. | |
| 5 | 2-7 September 2024 | Advertising Objectives and Budget: Determining advertising objectives | |
| 6 | 9-14 September 2024 | Methods of determining advertising budget | |
| 7 | 16-21 September 2024 | Copy Development and Testing: Determining advertising message and copy headlines, body, copy logo, illustration, Creative styles and advertising appeals. Role of advertising agencies; Advertising agency and client relationship; | Group discussions |
| 8 | 24-30 September 2024 | Media Planning: Print, broadcasting media and other media; Media planning | 1 st assignment |
| 9 | 1,4,5,7-12, October 2024 | Media selection and scheduling. | |
| 10 | 14-19 October 2024 | Organization and control of Advertising Effort. | |
| 11 | 21-26 October 2024 | Role of advertising agencies; Advertising agency and client relationship. | Class Quiz |
| 12 | 4-9 November 2024 | Evaluating advertising effectiveness – Pre tests | 2 nd Assignment |
| 13 | 11-16 November 2024 | Evaluating advertising effectiveness – Post tests | Case Study |
| 14 | 18-22-November 2024 | Revision and PowerPoint Presentations | Class test and discussions |

*Vacation as per university calendar

*Assignments and unit test will be taken as per schedule

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GOVT. COLLEGE FOR GIRLS, PALWAL (KURUKSHETRA)

LESSON-PLAN (Session 2024-25)

Name of Assistant/ Associate Professor: Ms Komal Garg

Class: B.COM II

Semester: 3rd

Subject: Corporate Accounting-I

Paper: B23-COM-301

| Sr. No. | Week | Topics to be covered | Remarks if any |
|---------|--------------------------|--|----------------------------|
| 1 | 22-30 July 2024 | Issue of shares: Concept, types | |
| 2 | 1-8 August 2024 | Process and procedure of Issue of shares (including insider trading); | |
| 3 | 9-17 August 2024 | Transfer of shares, Sweat equity shares; Right shares | |
| 4 | 19-24 August 2024 | Buy back of shares; Bonus shares, | Class test |
| 5 | 27-31 August 2024 | Dividend on shares; Redemption of preference shares. | Group discussions |
| 6 | 2-7 September 2024 | Demat and transfer of shares | |
| 7 | 9-14 September 2024 | Profit prior to incorporation: Concept, procedure of ascertaining profit prior to incorporation, basis of allocation of expenses and incomes | |
| 8 | 16-21 September 2024 | Underwriting of shares: Concept, features, benefits, parties, types and accounting treatment. | 1 st assignment |
| 9 | 24-30 September 2024 | Amalgamation of companies: Concept and accounting treatment as per accounting standard 14 (excluding intercompany holdings) | Class Quiz |
| 10 | 1,4,5,7-12, October 2024 | Amalgamation of companies continued. | Class test |
| 11 | 14-19 October 2024 | Internal reconstruction: Concept and accounting treatment excluding scheme of reconstruction | Case Study |
| 12 | 21-26 October 2024 | Overview of income disclosure and computation standards (IDCS) | |
| 13 | 4-9 November 2024 | Final accounts of companies: Concept and preparation. | Class test |
| 14 | 11-16 November 2024 | Final accounts of companies continued. | 2 nd Assignment |
| 15 | 18-22-November 2024 | Revision and PowerPoint Presentations | Class test and discussions |

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LESSON-PLAN (Session 2024-25)

Name of Assistant/ Associate Professor: Ms Komal Garg

Class:M.Com

Semester: 3rd

Subject: FINANCIAL INSTITUTIONS AND MARKETS

Paper: MC-304

| Sr. No. | Week | Topics to be covered | Remarks if any |
|---------|--------------------------|--|----------------------------|
| 1 | 1-8 August 2024 | Introduction: Nature and role of financial system; Financial system and financial markets | |
| 2 | 9-17 August 2024 | Financial system and economic development | |
| 3 | 19-24 August 2024 | Indian Financial System-an overview. | Class test |
| 4 | 27-31 August 2024 | Development Banks: Concept, objectives | |
| 5 | 2-7 September 2024 | Functions of development banks | |
| 6 | 9-14 September 2024 | Operational and promotional activities of development banks; IFCI, ICICI, IDBI, IRBI, SIDBI, State development banks and state financial corporations. | |
| 7 | 16-21 September 2024 | IFCI, ICICI, IDBI, IRBI, SIDBI, | Group discussions |
| 8 | 24-30 September 2024 | State development banks and state financial corporations. | 1 st assignment |
| 9 | 1,4,5,7-12, October 2024 | Merchant Banking: Concept, functions and growth | |
| 10 | 14-19 October 2024 | Government policy on merchant banking services; SEBI guidelines future of merchant banking in India. | |
| 11 | 21-26 October 2024 | Mutual Funds: Concept, performance appraisal and regulation of mutual funds | Class Quiz |
| 12 | 4-9 November 2024 | Designing and marketing of mutual funds schemes | 2 nd Assignment |
| 13 | 11-16 November 2024 | Latest mutual fund schemes in India- an overview. | Case Study |
| 14 | 18-22-November 2024 | Revision and PowerPoint Presentations | Class test and discussions |

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LESSON-PLAN (Session 2024-25)

Name of Assistant/ Associate Professor: Ms Komal Garg

Class: B.COM III

Semester: 5TH

Subject: Auditing

Paper: BC-505

| Sr. No. | Week | Topics to be covered | Remarks if any |
|---------|--------------------------|--|----------------------------|
| 1 | 22-30 July 2024 | Introduction: meaning, objectives and advantages of auditing | |
| 2 | 1-8 August 2024 | Types of audit: internal and external audit, proprietary and efficiency audit. | |
| 3 | 9-17 August 2024 | Audit process: audit programme; audit working papers and evidences | |
| 4 | 19-24 August 2024 | Methods of audit work: routine checking and test checking; internal control and internal checking system. | Class test |
| 5 | 27-31 August 2024 | Vouching: meaning, objectives and importance of vouching, Vouching of cash book | Group discussions |
| 6 | 2-7 September 2024 | Vouching of purchase book, sale book, bill receivable book, bill payable book, journal proper and debtor creditor ledgers, | |
| 7 | 9-14 September 2024 | Audit of limited companies: company auditor – appointment, powers, duties and liabilities. | |
| 8 | 16-21 September 2024 | Audit reports: various types of audit reports. | 1 st assignment |
| 9 | 24-30 September 2024 | Investigation: meaning, nature, procedure and objectives, investigation and due diligence. | Class Quiz |
| 10 | 1,4,5,7-12, October 2024 | Audit of E-commerce transactions. | Class test |
| 11 | 14-19 October 2024 | Professional ethics of auditing | Case Study |
| 12 | 21-26 October 2024 | Audit of e-commerce transactions. | |
| 13 | 4-9 November 2024 | Verification of assets | Class test |
| 14 | 11-16 November 2024 | Verification of Liabilities | 2 nd Assignment |
| 15 | 18-22-November 2024 | Revision and PowerPoint Presentations | Class test and discussions |

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