

LESSON-PLAN (Session 2024-25) Even Semester

Name of Professor: Dr. Seema Pandey
 Subject: Marketing Communication
 Class: B. Com 4th Sem
 Subject/Paper: B23-VOC-227

Sr. No.	Days	Topics to be covered	Remarks if any
1.	08-02-2025 to 16-02-2025	Marketing Communication: Concept, nature, importance and types of communication	
2.	17-02-2025 to 25-02-2025	Barriers in communication, Communication process and models;	Demonstration
3.	26-02-2025 to 03-03-2025	Applications of the communication process in marketing.	Assignment-I
4.	03-03-2025 to 08.03.2025.	Planning for marketing communication: Concept of marketing promotion , Determinants and strategies for effective marketing communication	Quiz
5.	09.03.2025-1 6.03.2025	Holi Break	
6.	17.03.2025 to 25.03.2025	Establishing marketing communication objectives; DAGMAR approach	Test-I
7.	26.03.2025 to 07.04.2024	Budgeting for marketing communication, Factors affecting determination of marketing communication budget.	Presentations
8.	08.04.2024-1 6.04.2024	Marketing communication tools: Concept of personal selling–methods and process.	
9.	17.04.2025-2 5.04.2025	Cost volume profit analysis Breakeven analysis, contribution; P/V ratio, break-even point,	
10.	26.04.2025 to 04.05.2025	Advertising: types, media, and media selection, Role of advertising agencies	Demonstration
11.	05.05.2025 to 12.05.2025	Sales promotion and its elements, Publicity and public relations.	Assignment-II
12.	13-05-2024 to 19.05.2025	Recent trends in marketing communications; Event sponsorships.	
13.	05.05.2025 to 12.05.2025	The emergence of digital communication, use of digital media technologies, Online and social media platforms	Presentations
14.	13-05-2024 to 19.05.2025	Influencer marketing, Mobile marketing program; Creating and handling digital word of mouth and buzz monitoring	Demonstration
15.	20-05-2025 to 31.05.2025	Revision, Presentations and Test	Test-II
16.	01.06.2025	Examination	

*Vacation as per university calendar

*Assignments and unit test will be taken as per schedule.

Seema Pandey

Submitted by :
Seema Pandey
 31/01/2025

LESSON-PLAN (Session 2024-25) Even Semester

Name of Professor: Dr. Seema Pandey

Subject: Income Tax

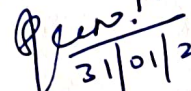
Class: B. Com 4th Sem

Subject/Paper: B23-COM-402

Sr. No.	Days	Topics to be covered	Remarks if any
1.	08-02-2025 to 16-02-2025	Deductions from Gross Total Income: Deductions (including rebates) applicable to Individuals u/s 80C to 80U for computation of total income	
2.	17-02-2025 to 25-02-2025	Deductions from Gross Total Income: Deductions (including rebates) applicable to HUFs and Firms u/s 80C to 80U for computation of total income.	Demonstration
3.	26-02-2025 to 03-03-2025	Computation of total income and tax liability of individuals	Assignment-I
4.	03-03-2025 to 08.03.2025.	Computation of total income and tax liability of HUFs (including alternate tax regime)	Quiz
5.	09.03.2025-16.03.2025	Holi Break	
6.	17.03.2025 to 25.03.2025	Computation of total income & tax liability of firms;	Test-I
7.	26.03.2025 to 07.04.2024	Authorities in income tax administration	Presentations
8.	08.04.2024-16.04.2024	Filing of returns: Types of returns (including online filing of return)	
9.	17.04.2025-25.04.2025	Deduction of tax at source	
10.	26.04.2025 to 04.05.2025	Advance payment of tax; Recovery and refund of tax.	Demonstration
11.	05.05.2025 to 12.05.2025	Assessments, defaults and consequences: Types of Assessments (including e- Assessment)	Assignment-II
12.	13-05-2024 to 19.05.2025	Penalties, offences and Prosecutions	
13.	05.05.2025 to 12.05.2025	Appeals (including Faceless) and Revisions	Presentations
14.	13-05-2024 to 19.05.2025	Tax Planning and saving techniques.	Demonstration
15.	20-05-2025 to 31.05.2025	Revision, Presentations and Test	Test-II
16.	01.06.2025	Examination	

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Submitted by:

 31/01/2024

Seema
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LESSON-PLAN (Session 2024-25) Even Semester

Name of Professor: Dr. Seema Pandey

Subject: Advertising and Personal Selling

Class: M. Com 1st Year (2nd Sem)

Subject/Paper: M24-COM-207

Sr. No.	Days	Topics to be covered	Remarks if any
1	20-01-2025 to 31-01-2025	Advertising: Concept, Nature, Types and Importance; Advertising And Communication;	
2	01-02-2025 to 8-02-2025	Advertising Management Process; Social And Economic Aspects Of Advertising; Advertising Objectives And Budget; AIDA Model.	
3	09-02-2025 to 16-02-2025	Copy development and testing: Determining advertising message and copy headlines, body, copy logo, illustration, creative styles and advertising appeals	Presentations
4	17-02-2025 to 25-02-2025	Media planning: Print, broadcasting and other media; Media selection and scheduling; Advertising agency and client relationship; Evaluating advertising effectiveness – Pre and post-tests.	
5	26-02-2025 to 03-03-2025	Personal selling: Concept, nature, objectives, and importance; Salesmanship: Concept, objectives, importance and types;	Presentations
6	04-03-2025 to 08.03.2025	Types of selling situations and salesperson, qualities of an effective salesperson;	
7	09.03.2025-16.03.2025	Holi Break	
8	17.03.2025 to 25.03.2025	Career opportunities in personal selling; Differences among personal selling, salesmanship, and sales force management	Quiz
9	26.03.2025 to 07.04.2024	Theories of selling; Buyer-seller dyad.	Presentations
10	08.04.2024-16.04.2024	Buying motives and their uses in personal selling	
11	17.04.2025-25.04.2025	Personal selling process: Prospecting: Concept and methods, pre-approach, approach	Presentations
12	26.04.2025 to 04.05.2025	sales presentation, objection handling, closing the sale, follow-up actions/after sale services;	Demonstrations
13	05.05.2025 to 12.05.2025	Approaches to personal selling; Sales reports and sales manuals;	Group Discussion
14	13-05-2024 to 19.05.2025	Role of IT in personal selling; Ethical issues in personal selling.	
15	20-05-2025 to 31.05.2025	Revision, Presentations and Test	
16	01.06.2025	Examination	

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31/01/2025

LESSON-PLAN (Session 2024-25) Even Semester

Name of Professor: Dr. Seema Pandey

Subject: Income Tax

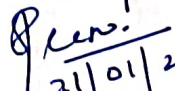
Class: B.COM 6th SEM

Subject/Paper: BC-601

Sr. No.	Days	Topics to be covered	Remarks if any
1.	01-01-2025 to 07-01-2025	Deductions under section 80C to 80U in Computing Total Income.	
2.	08-01-2025 to 15-01-2025	Deductions under section 80C to 80U in Computing Total Income.	
3.	16-01-2025 to 22-01-2025	Computation of Total Income and Tax Liability of an Individual	
4.	23-01-2025 to 31-01-2025	Computation of Total Income and Tax Liability of an Individual	Demonstration
5.	01-02-2025 to 8-02-2025	Computation of Total Income and Tax Liability of H.U.F.	Quiz
6.	09-02-2025 to 16-02-2025	Computation of Total Income and Tax Liability of H.U.F.	
7.	17-02-2025 to 25-02-2025	Computation of Total Income and Tax Liability of a Firm	Test-I
8.	26-02-2025 to 03-03-2025	Computation of Total Income and Tax Liability of a Firm	
9.	04-03-2025 to 08.03.25.	Income Tax Authorities and their powers.	Presentations
10.	09.03.2025-16 .03.2025	Holi Break	
11.	17.03.2025 to 25.03.2025	Procedure for Assessment	Assignment-II
12.	26.03.2025 to 07.04.2024	Different types of returns Deduction of Tax at Source	Demonstration
13.	08.04.2024 to 15.4.2024	Advance Payment of Tax Recovery of Tax and Refund of Tax	Test-II
14.	16.04.2025 to 24.04.2025	Appeals and Revision Penalties and Prosecutions.	
15.	25.04.2025 to 30.4.2025	Revision, Presentations and Test	
16.	01-05-2024	Examination	

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Submitted by:

 21/01/2024



LESSON-PLAN (Session 2024-25) Even Semester

Name of Professor: Dr. Seema Pandey

Subject: Income Tax

Class: B.COM 6th SEM

Subject/Paper: BC-601

Sr. No.	Days	Topics to be covered	Remarks if any
1.	01-01-2025 to 07-01-2025	Deductions under section 80C to 80U in Computing Total Income.	
2.	08-01-2025 to 15-01-2025	Deductions under section 80C to 80U in Computing Total Income.	
3.	16-01-2025 to 22-01-2025	Computation of Total Income and Tax Liability of an Individual	
4.	23-01-2025 to 31-01-2025	Computation of Total Income and Tax Liability of an Individual	Demonstration
5.	01-02-2025 to 8-02-2025	Computation of Total Income and Tax Liability of H.U.F.	Quiz
6.	09-02-2025 to 16-02-2025	Computation of Total Income and Tax Liability of H.U.F.	
7.	17-02-2025 to 25-02-2025	Computation of Total Income and Tax Liability of a Firm	Test-I
8.	26-02-2025 to 03-03-2025	Computation of Total Income and Tax Liability of a Firm	
9.	04-03-2025 to 08.03.25.	Income Tax Authorities and their powers.	Presentations
10.	09.03.2025-16.03.2025	Holi Break	
11.	17.03.2025 to 25.03.2025	Procedure for Assessment	Assignment-II
12.	26.03.2025 to 07.04.2024	Different types of returns Deduction of Tax at Source	Demonstration
13.	08.04.2024 to 15.4.2024	Advance Payment of Tax Recovery of Tax and Refund of Tax	Test-II
14.	16.04.2025 to 24.04.2025	Appeals and Revision Penalties and Prosecutions.	
15.	25.04.2025 to 30.4.2025	Revision, Presentations and Test	
16.	01-05-2024	Examination	

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Submitted by:

Dr. Seema Pandey
31/01/2024

Dr. Seema Pandey

LESSON-PLAN (Session 2024-25) Even Semester

Name of Professor: Dr. Seema Pandey

Subject: Sales Management

Class: M.Com 4th semester

Subject/Paper: MC-408

Sr. No.	Days	Topics to be covered	Remarks if any
1.	01-01-2025 to 07-01-2025	Sales Management: Concept, Objectives and functions;	
2.	08-01-2025 to 15-01-2025	Integrated sales and marketing management; Personal Selling: Concept and classification of sales jobs;	
3.	16-01-2025 to 22-01-2025	Buyer seller dyads; Personal selling process; Theories of selling.	
4.	23-01-2025 to 31-01-2025	Sales Planning: Importance, approaches and process of sales planning; Sales forecasting; Sales budgeting.	Demonstration
5.	01-02-2025 to 8-02-2025	Sales forecasting; Sales budgeting.	Quiz
6.	09-02-2025 to 16-02-2025	Sales Organization: Purpose, principles and process of setting up a sales organization;	
7.	17-02-2025 to 25-02-2025	Sales organizational structures; Field sales organization; Determining size of sales force.	Test-I
8.	26-02-2025 to 03-03-2025	Territory and Quota Management: Need, procedure for setting up sales territories;	
9.	04-03-2025 to 08.03.25.	Time management; Routing; Sales Quotas: Purpose, types of quotas, administration of sales quota.	Presentations
10.	09.03.2025-16.03.2025	Holi Break	
11.	17.03.2025 to 25.03.2025	Managing the Sales-force: Recruitment; selection; training.	Assignment-II
12.	26.03.2025 to 07.04.2024	Compensation; motivating and leading the sales-force; Sales meetings and contests	Demonstration
13.	08.04.2024 to 15.4.2024	Control Process: Analysis of sales, costs and profitability.	Test-II
14.	16.04.2025 to 24.04.2025	Management of sales expenses; Evaluating sales-force performance, Ethical issues in sales management.	
15.	25.04.2025 to 30.4.2025	Revision, Presentations and Test	
16.	01-05-2024	Examination	

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Submitted by:

Seema Pandey
31/01/2025

Seema