

LESSON-PLAN (Session 2025-26)

Name of Assistant/ Associate Professor: Dr. Seema Pandey

Class: B. Com

Semester: 3rd

Subject: Income Tax Law

Paper: B23-COM-302

Sr. No.	Week	Topics to be covered	Remarks if any
1	22-30 July 2025	Income tax: Concepts - Assesses, person, previous year, assessment year	
2	1-8 August 2025	Income tax: Concepts - Gross total income, total income, casual income, virtual digital asset;	
3	11-14 August 2025	Role of PAN and Aadhar number in income tax;	
4	18-23 August 2025	Maximum Marginal Rate of Tax; Alternate Minimum Tax; Agricultural Income;	Assignment/Quiz
5	25-30 August 2025	Tax evasion, Tax avoidance, Tax planning and Tax management	
6	1-6 September 2025	Computation of incomes based on residential status of individuals	
7	8-13 September 2025	Computation of incomes of HUFs	
8	15-20 September 2025	Computation of incomes of Company and other persons	
9	24-30 September 2025	Determining incomes taxable and exempt under the head salaries (including retirement benefits and provisions) and	Seminar/Presentation
10	1,3,4,6 October 2025	Income from House Property.	
11	8-11 October 2025	Computation of taxable incomes under the head profits and gains of business or profession	
12	13-18 October 2025	Computation of exemptions under the head profits and gains of business or profession (including Depreciation provisions)	Seminar/Presentation/Class Test etc
13	19-26 November	Diwali Break	
14	27-31 October 2025	Computation of taxable incomes and exemptions under the head Capital Gains.	
15	3,4,6-8 November 2025	Income from other sources	
16	10-15 November 2025	Clubbing and aggregation of incomes	
17	17-22,24 November 2025	Set off and carry forward of losses; Exempted incomes	
18	25 November onwards	Examinations	

*Vacation as per university calendar

*Assignments and unit test will be taken as per schedule

Seema Pandey
(Dr. Seema Pandey)

Seema Pandey

Lesson Plan 2025-2026

Name of Assistant/ Associate Professor: Dr. Seema Pandey

Class M.Com

Semester 1st

Subject Strategic Management

Sr. No.	Week	Topics to be covered	Remarks if any
1	22-30 July 2025	-----	
2	1-8 August 2025	Strategy: Concept, characteristics, importance and levels	
3	11-14 August 2025	Strategic decision making: Concept, significance and approaches	
4	18-23 August 2025	Strategic management process; Developing a strategic vision, mission and setting objectives.	
5	25-30 August 2025	Strategy formulation- Environmental appraisal	Group Discussion
6	1-6 September 2025	Concept and components of environment	
7	8-13 September 2025	Analysing the external (general and industry) environment; Organizational appraisal	
8	15-20 September 2025	Dynamics of internal environment, methods and techniques of organizational appraisal; Porter' generic strategies.	
9	24-30 September 2025	Strategy alternatives: Stability, expansion, retrenchment and combination strategies	
10	1,3,4,6 October 2025	Variations strategy: Internal and external alternatives, related and unrelated alternatives, horizontal and vertical alternatives	
11	8-11 October 2025	Competitive business strategy, Cost leadership focus and differentiation strategy, international level strategic alternatives	
12	13-18 October 2025	Strategic choice: Process, choice tmodels, managerial factors	
13	19-26 October 2025	Strategy implementation: Challenges of change and organizational learning; Strategy and structural decisions	Power Point Presentations
14	27-31 October 2025	Diwali Break	
15	3,4,6-8 November 2025	Behavioural issues in implementation; Operational decisions in implementation	Class Quiz
16	10-15 November 2025	Strategic evaluation and control: Need. process and techniques; Strategic issues in technological era	
17	17-22,24 November 2025	Strategic management for new entrepreneurial ventures.	Case Study
18	25 November 2025 onwards	Revision and PowerPoint Presentations	
		Examinations	

*Vacation as per university calendar

*Assignments and unit test will be taken as per schedule

(Dr. Seema Pandey)

(Signature)

Lesson Plan 2025-2026

Name of Assistant/ Associate Professor: Dr. Seema Pandey

Class M. Com

Semester 3rd

Subject Services Marketing

Sr. No.	Week	Topics to be covered	Remarks if any
1	1-8 August 2025	Services Marketing: Concept, characteristics, and classification	
2	11-14 August 2025	Buying process for services; Customer expectations of services	
3	18-23 August 2025	Customer perception of services; Marketing Mix in Services	
4	25-30 August 2025	Service Quality: Concept, dimensions and models	Group Discussion
5	1-6 September 2025	Relationship marketing: Concept, importance and strategies	
6	8-13 September 2025	Service market segmentation and targeting; Customer retention strategies	
7	15-20 September 2025	Service Development process; Service blueprinting; Approaches to service delivery.	
8	24-30 September 2025	Customers feedback and service recovery; Physical environment of services	
9	1,3,4,6 October 2025	Communication and promotion of services	
10	8-11 October 2025	Main problems, objectives, communication mix and strategies, Pricing of Services: Characteristics, approaches and pricing strategies.	
11	13-18 October 2025	Distribution of Services: Channels, key intermediaries, strategies for effective service delivery	Power Point Presentations
12	19-26 October 2025	Diwali Break	
13	27-31 October 2025	Managing service employees: Importance and roles Of contact personnel	Class Quiz
14	3,4,6-8 November 2025	Managing service delivery employees	
15	10-15 November 2025	Managing customers and strategies for enhancing customer participation; Customer protection and ethics in services	Case Study
16	17-22,24 November 2025	Revision and PowerPoint Presentations	
17	25 November 2025 onwards	Examinations	

*Vacation as per university calendar

*Assignments and unit test will be taken as per schedule

(Dr. Seema Pandey)

Seema

Lesson Plan 2025-2026

Name of Assistant/ Associate Professor: Dr. Seema Pandey

Class: B.Com

Semester: 3rd

Subject: Creativity and Advertising (N.W.)

Remarks if any

Sr No	Week	Topics to be covered	Remarks if any
2	4-8 August 2025	Creativity in advertising: Concept, creativity as a cognitive process	
3	11-14 August 2025	Indicators and elements of creativity in advertising: Concept, features, and importance of creative advertising	
4	18-23 August 2025	Principles, essentials, and strategies for effective creative advertising	
5	25-30 August 2025	Advertising standards: Legal and ethical aspects of creativeness: Creative advertising and budgeting.	Group Discussion
6	1-6 September 2025	Creative advertising solutions: Research and foundational thinking for designing creative strategic campaigns	
7	8-13 September 2025	Concept of creative teams and their formation	
8	15-20 September 2025	Cultural diversity and Creative advertising	
9	24-30 September 2025	Creative strategies and alternate creative strategies development	
10	1,3,4,6 October 2025	Writing creative briefs; Designing slogans and logos; Creative advertising design process.	
11	8-11 October 2025	Creative message and ad-creation: Creative advertising sources, story/script writing	
12	13-18 October 2025	Creative message structuring; Message formats: Message appeal and source	Message Power Point Presentations
13	19-26 October 2025	Diwali Break	
14	27-31 October 2025	Creative ad-copy development: Designing print ad copy, broadcast ad copy, internet ad copy, and creative web commercials.	Class Quiz
15	3,4,6-8 November 2025	Media strategies for creative advertising; New-age media for creative advertising; Media and media mix; Media planning and scheduling for creative advertising	
16	10-15 November 2025	Media buying and media testing; Determinants of decisions; Measuring effectiveness of creative advertising.	Case Study
17	17-22,24 November 2025	Revision and PowerPoint Presentations	
18	25 November 2025 onwards	Examinations	

*Vacation as per university calendar

*Assignments and unit test will be taken as per schedule

Dr. Seema Pandey

Dr. Seema Pandey