

OFFICE OF THE PRINCIPAL GOVT. COLLEGE FOR GIRLS, PALWAL (KURUKSHETRA)

LESSON-PLAN (Session 2025-26)

Name of Assistant/ Associate Professor: KOMAL GARG

Class: M.com II

Semester: III

Subject/Paper: Consumer Behaviour(M24-COM-309)

Sr. No.	Week	Topics to be covered	Remarks if any
1	22-30 July 2025	Concept of consumer; Consumer behaviour: Concept, types, applications, Consumer buying roles, Types of Indian consumers, changing roles of Indian consumers;	
2	1-8 August 2025	Consumer buying process; Extensive; Limited and routine problem-solving behaviours.	
3	11-14 August 2025	Internal determinants of consumer behaviour: Needs, motivation and involvement.	
4	18-23 August 2025	Information processing; Consumer perception	
5	25-30 August 2025	Learning, Personality: Psychographics; Values	
6	1-6 September 2025	Attitude and attitude change	
7	8-13 September 2025	External determinants of buying behaviour: Family, reference group and social class	
8	15-20 September 2025	Influence of cultural, Sub-cultural aspects of consumer behaviour	Assignment and class tests
9	24-30 September 2025	Opinion leadership: Process, measurement, profile; WOM.	
10	1,3,4,6 October 2025	Four view of consumer: Economic man, passive man, cognitive man, emotional man	
11	8-11 October 2025	Models of buyer behaviour	
12	13-18 October 2025	Models of buyer behaviour	
13	27-31 October 2025	Diffusion of innovations and adaptation process	
14	3,4,6-8 November 2025	Consumer research: Concept, importance and scope	Mid-term Exam
15	10-15 November 2025	Methods of Consumer Research	
16	17-22,24 November 2025	Methods of Consumer Research	Revision and presentations

Komal Garg

Principal
Govt. College for Girls,
Palwal (Kurukshetra)

LESSON-PLAN (Session 2025-26)

Name of Assistant/ Associate Professor: KOMAL GARG

Class: B.com II

Semester: III

Subject/Paper: Corporate Accounting- I (B23-COM-301)

Sr. No.	Week	Topics to be covered	Remarks if any
1	22-30 July 2025	Issue of shares, Concept, Types, Process and procedure(including Insider trading)	
2	1-8 August 2025	Bonus shares, sweat equity shares	
3	11-14 August 2025	Right Shares, Buy back of shares	
4	18-23 August 2025	Transfer of shares, DMAT, Dividend on shares	
5	25-30 August 2025	Redemption of preference shares	
6	1-6 September 2025	Redemption of preference shares	
7	8-13 September 2025	Profit prior to incorporation	Assignment and class tests
8	15-20 September 2025	Underwriting of shares: Concept, features, benefits, parties, types and Accounting treatment	
9	24-30 September 2025	Amalgamation of companies: Concept and accounting treatment as per AS-14	
10	1,3,4,6 October 2025	Amalgamation of companies continued..	
11	8-11 October 2025	Internal reconstruction	
12	13-18 October 2025	Internal reconstruction: Practical Problems	
13	27-31 October 2025	Income disclosure and computation standards	
14	3,4,6-8 November 2025	Income disclosure and computation standards	Mid-term Exam
15	10-15 November 2025	Final account of companies	
16	17-22,24 November 2025	Final account of companies(Practical problems)	Revision and presentations

Komal Garg

(KOMAL GARG)

Sh. Meera
Principal
Govt. College for Girls
Palwal (Kurukshetra)

OFFICE OF THE PRINCIPAL GOVT. COLLEGE FOR GIRLS, PALWAL (KURUKSHETRA)

LESSON-PLAN (Session 2025-26)

Name of Assistant/ Associate Professor: KOMAL GARG

Class: BA III

Semester: 5th

Subject/Paper: Creativity & Advertising

Sr. No.	Week	Topics to be covered	Remarks if any
1	22-30 July 2025	Creativity in Advertising: Concept & creativity as a cognitive process	
2	1-8 August 2025	Advertising standards	
3	11-14 August 2025	Legal & ethical aspects of creative advertising	
4	18-23 August 2025	Creative advertising & Budgeting	
5	25-30 August 2025	Creative strategic advertising campaign	
6	1-6 September 2025	Creative Teams: Concept & Formation	
7	8-13 September 2025	Creative strategies development, Creative briefs	
8	15-20 September 2025	Designing slogans & Logos	Assignment and class tests
9	24-30 September 2025	Creative Advertising Design process	
10	1,3,4,6 October 2025	Creative Advertising sources and story/ Script writing	
11	8-11 October 2025	Creative messages structure	
12	13-18 October 2025	Messages Format: Appeals & Source	
13	27-31 October 2025	Creative Ad- copy development	
14	3,4,6-8 November 2025	Media, Media Mix and new media age in advertising	Mid-term Exam
15	10-15 November 2025	Media Planning & scheduling, Media buying & Media testing	
16	17-22,24 November 2025	Measuring effectiveness of creative Advertising	Revision and presentations

Komal Garg
(KOMAL GARG)

Principal
Govt. College for Girls,
Palwal (Kurukshetra)

OFFICE OF THE PRINCIPAL GOVT. COLLEGE FOR GIRLS, PALWAL (KURUKSHETRA)

LESSON-PLAN (Session 2025-26)

Name of Assistant/ Associate Professor: KOMAL GARG

Class: M.com I

Semester: I

Subject/Paper: Indian Business Environment (M24-COM-103)

Sr. No.	Week	Topics to be covered	Remarks if any
1	5-8 August 2025	Business environment: Concept, Interaction matrix of different environment factors, Organisational and Environmental scanning: Concept, objectives' process and techniques	
2	11-14 August 2025	Economic planning in India: Success and failure	
3	18-23 August 2025	Economic system: Salient features of Indian economy, Liberalisation	
4	25-30 August 2025	Privatisation, Globalisation	
5	1-6 September 2025	Disinvestment in public sector units, NITI Ayog	
6	8-13 September 2025	Business ethics, Corporate governance	
7	15-20 September 2025	Social responsibility of business, Social Audit	Assignment and class tests
8	24-30 September 2025	Monetary Policy, Fiscal Policy	
9	1,3,4,5 October 2025	Industrial Policy, Industrial Licensing policy	
10	8-11 October 2025	EXIM Policy	
11	13-18 October 2025	Industrial sickness, Development and protection of small scale industry	
12	27-31 October 2025	Technology transfer, Environment protection Act	
13	3,4,6-8 November 2025	Consumer Protection Act, Competition Act	Mid-term Exam
14	10-15 November 2025	Foreign Exchange management Act	
15	17-22,24 November 2025	Intellectual property law in India	Revision and presentations

Komal Garg

(KOMAL GARG)

Assistant Professor