

Dayanand Mahila Mahavidyalaya, Kurukshetra

Lesson Plan

Session 2020-21 (17.04.2021 to 12.07.2021)

Name of Teacher...Mrs. Anju Chawla

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Week	Date	B.Com III (Semester-VI)	Class B.Com III (Sem-VI)	B.Com. II (Sem.-IV)	B.Com. II (Sem.-4)
		Fundamentals of Insurance	Income Tax	Company Law	Advertising
3	17.04.2021	Introduction to subject	Deduction U/S 80C to 80U in computing Total Income	Brief overview of syllabus	Brief overview of syllabus
4	19.04.2021	Introduction to insurance	Deduction U/S 80C to 80U in computing Total Income	Membership in companies: meaning and concept	Meaning, Definition and Features of Advertising
	20.04.2021	Life Insurance	Deduction U/S 80C to 80U in computing Total Income	ways of acquiring membership	functions of advertising
	21.04.2021	Ram Navami			
	22.04.2021	general insurance	Deduction U/S 80C to 80U in computing Total Income	Termination of membership	Structure of Advertising industry, Advertisability of Product
	23.04.2021	principles of insurance	Practical Problems	Register and index of members	Advertising as a tool of Marketing
	24.04.2021do.....	Computation of Total Income of Individuals	company management and administration	Recent Trends in Advertising
5	26.04.2021	parties to the contract	Computation of Total Income of Individuals	Directors :- Legal position	Revision Class
	27.04.2021	conditions and terms of policy	Practical Problems	Qualification of directors	Assignment 1
	28.04.2021do.....	Practical Problems	Appointment, removal of directors	Meaning of communication and promotion Mix, Components of Promotion Mix
	29.04.2021	loans	Revision Through PPT	powers,duties,and liabilities of directors	components of promotion mix, Factors Determining Promotion Mix
	30.04.2021	surrenders	Class Test	powers,duties,and liabilities of directors	Optimum Promotion mix and Promotion mix determination process

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1	01.05.2021	claim	Computation of Tax Liability of Individuals	group discussion & revision	Elements of communication mix and difference between Advertising and Sales Promotion, Advertising and Personal Selling, Advertising and Publicity
2	03.05.2021	claim settlement procedure	Computation of Tax Liability of Individuals	class test	Revision and Discussion
	04.05.2021	revision	Practical Problems	Managerial remuneration	Meaning of Advertising Process and Steps involved in Advertising Process
	05.05.2021	class test	Practical Problems	Key management personal:- managing directors	do
	06.05.2021	assignment 1	Assignment	Key management personal:- managing directors	Advertising Strategy
	07.05.2021	Viva of assignment 1	Viva-Voce	Whole time directors	Assignment 2
	08.05.2021	fire insurance	Viva-Voce	Managers	Meaning, Definition and characteristics of Communication
3	10.05.2021do.....	Rebate and Relief of tax	revision	communication Process
	11.05.2021do.....	Rebate and Relief of tax	doubt session	Factors affecting communication process
	12.05.2021do.....	Assesment of HUF	class test	Functions of Communication in Marketing, Steps in Effective Marketing Communication
	13.05.2021do.....	Assesment of HUF	Company secretary:- meaning, categories	Sources in Marketing Communication
	14.05.2021	Id-ul-Fitr/Parshuram Jayanti			
	15.05.2021	marine insurance	Practical Problems	Qualification of secretary	Message, Barriers in Marketing communication, Suggestions
4	17.05.2021do.....	Practical Problems	Qualities, appointment of secretary	Class test 2
	18.05.2021do.....	Revision Through PPT	Role of secretary	Types of Advertising Mix
	19.05.2021do.....	Assesment of Partnership Firms	Duties and liabilities of secretary	do

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	20.05.2021do.....	Assesment of Partnership Firms	Rights of secretary	do
	21.05.2021do.....	Practical Problems	Dismissal of secreatry	do
	22.05.2021	salvage	Practical Problems	revision	E-Advertising
5	24.05.2021	measures of indemnity	Change in the constitution of Firm	doubt session	revision
	25.05.2021	revision	Practical Problems	class test	Economic and Social Aspects of Advertising
	26.05.2021	class test	Revision Through PPT	Assignment 1	Importance of Advertising
	27.05.2021	assignment 2	Assesment of Association of person and Body of individuals	Meetings:-meaning and concept	Economic and social objections
	28.05.2021	Viva of assignment 2	Assesment of Association of person and Body of individuals	Kinds of meetings	Advertising Justified
	29.05.2021	accident and motor insurance	Revision Through PPT	Annual general meetings	Legal Aspects in Advertising
	31.05.2021do.....	Assignment & viva-voce	Extraordinary meetings	Ethical Aspects in Advertsing
1	01.06.2021do.....	Assignment& viva-voce	Board of directors meetings	control over Unethical Advertising, suggestions
	02.06.2021do.....	Income tax authorities	Creditors, Debenturholder meetings	Meaning, Need and Types of Advertising Objectives
	03.06.2021do.....	Income tax authorities	Chairperson and conduct of meetings	do
	04.06.2021do.....	Prepration and filling of Return of income	Resolutions	Factors Determing Advertising Objectives
	05.06.2021	revision	Prepration and filling of Return of income	do	DAGMAR Approach
2	07.06.2021	insurance intermediaries	Assesment Procedure	do	Assinmnet 2
	08.06.2021do.....	Assesment Procedure	revision	Meaning and Process of Advertising Budget
	09.06.2021do.....	Assesment Procedure	class test	methods of Advertising Appropriation

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	10.06.2021	role of agents	Deduction and collection of tax at source	doubt session	do
	11.06.2021do.....	Deduction and collection of tax at source	Revision of company management and resolution	do
	12.06.2021	procedure for becoming an agent	Deduction and collection of tax at source	doubt session	Factors Affecting Advertising Budget
3	14.06.2021do.....	Deduction and collection of tax at source	class test	CreativeDesign Process in Advertising, Advertising Copy-Writing
	15.06.2021do.....	Practical Problems	Profit :- meaning and concepts	Ad-Copy Strategy, types
	16.06.2021	cancellation of licence	Sessional Test	Ascertainment of real profits	Message, Advertising Appeals
	17.06.2021do.....	Advance payment of tax	Divisible profits	components of Print Advertising Copy
	17.06.2021do.....	Advance payment of tax		broadcast advertising copy
	18.06.2021	code of conduct	Practical Problems	Dividend	Types of Advertising Media
	19.06.2021do.....			
4	21.06.2021do.....	Refund of Tax	Interim dividend	do
	22.06.2021	unfair practices	Appeals and Revisions	revision	do
	23.06.2021	revision	Appeals and Revisions	Assignment 2	Revision
	24.06.2021	Sant Kabir Jayanti			
	25.06.2021	class test	Revision Through PPT	Prevention of oppression & mismanagement	Meaning and Factors Affecting Media Planning
	26.06.2021	chapter wise revision	Class Test	Do	Steps Involved in Media Planning
5	28.06.2021	revision chapter 1	Penalties	Do	Importance of Media Planning, Problems in Media Planning
	29.06.2021	class test	Penalties	Do	Media Scheduling, Media Testing and Media Strategy
	30.06.2021	revision chapter 2			
1	01.07.2021	class test	Offences and Prosecutions	Viva voice	Benefits of Ad-Agency, Types of Advertising Agencies
	02.07.2021	revision chapter 3			

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	03.07.2021	class test	Revision Through PPT	do	Client Agency Relationship
2	05.07.2021	revision chapter 4	Revision Through PPT	do	Advertising Department
	06.07.2021	class test	Revision Through PPT	Winding up of company:- meaning ,modes	Meaning, Elements of Consumer behaviour, Factors Affecting Consumer Behaviour
	07.07.2021	revision chapter 5	Revision Through PPT	Procedure and consequences of winding up	Impact, Importance of Consumer Behaviour, Buying Process and Buying Motives
	08.07.2021	class test	Revision through Class test	Revision of dividend,account and audit	Meaning, Need and Approaches of Advertising Effectiveness
	09.07.2021	revision Chapter 6	Revision through Class test	Revision of company secretary	methods of measuring Advertising Effectiveness
	10.07.2021	revision Chapter 6	Revision through Class test	Revision of Meetings,procedure or requisities	Pre-Testing and Post- Testing Methods
	12.07.2021	class test	Revision through Class test	Doubt session	Difficulties in Evaluating Advertising Effectiveness