

Lesson Plan
Advanced Accounting

B.com 1st year

Teacher name- POONAM

<i>Week</i>	<i>Dates</i>	<i>Topics / Coverage</i>	<i>Activity</i>
Week 1	12-18 Jan	Introduction, Partnership Meaning & Nature, Partnership Deed	-
Week 2	19-25 Jan	Capital Accounts (Fixed & Fluctuating)	-
Week 3	26 Jan-1 Feb	P&L Appropriation A/c, Interest on Capital & Drawings	-
Week 4	2-8 Feb	Change in Profit Sharing Ratio + Numericals	-
Week 5	9-15 Feb	Admission of Partner, Sacrifice Ratio	-
Week 6	16-22 Feb	Goodwill: Meaning & Valuation Methods	-
Week 7	23 Feb-1 Mar	Admission + Goodwill Practical Questions	Assignment 1
Week 8	2-8 Mar	Retirement of Partner, Gaining Ratio	-
Week 9	9-15 Mar	Death of Partner, Revaluation Account	-

Week 10	16-22 Mar	Dissolution, Insolvency of Partners	-
Week 11	23-29 Mar	Gradual Realisation, Piecemeal Distribution (Garner vs Murray)	Class Test
Week 12	30 Mar-5 Apr	Hire Purchase System (Meaning + Accounting)	-
Week 13	6-12 Apr	Instalment Payment System, Interest Calculation	Assignment 2
Week 14	13-20 Apr	Full Revision + Important Questions + Doubts	Revision

Lesson Plans

Teacher Name – Poonam

Subject - Sales Management

Class -B.COM 3rd year

Week	Dates	Topics / Coverage	Activity
Week 1	12–18 Jan	Concept of Sales & Sales Management, Sales vs Marketing	-
Week 2	19–25 Jan	Modern Roles & Skills of Sales Managers	-
Week 3	26 Jan–1 Feb	Sales Planning: Importance & Process	Assignment 1-
Week 4	2–8 Feb	Sales Organization: Purpose & Structure	-
Week 5	9–15 Feb	Determining Size of Sales Force	-
Week 6	16–22 Feb	Territory Management: Need & Procedure	-
Week 7	23 Feb–1 Mar	Time Management & Routing	Assignment 2
Week 8	2–8 Mar	Sales Quotas: Types & Administration	-
Week 9	9–15 Mar	Recruitment & Selection of Sales Force	-
Week 10	16–22 Mar	Training & Compensation of Sales Force	-

Week 11	23-29 Mar	Performance Evaluation + Ethical Issues	Class Test
Week 12	30 Mar-5 Apr	Case Studies & Practical Concepts	-
Week 13	6-12 Apr	Important Questions + Practice	
Week 14	13-20 Apr	Full Revision + Doubt Clearing	Revision

Teacher Name – Poonam

Subject -Company Law

Class B.com 2nd year

Week	Dates	Topics / Coverage	Activity
Week 1	12-18 Jan	Meaning & Nature of Company, Types of Companies	-
Week 2	19-25 Jan	Incorporation of Company, Memorandum of Association	-
Week 3	26 Jan-1 Feb	Articles of Association, Doctrine of Indoor Management	-
Week 4	2-8 Feb	Prospectus: Meaning, Contents	-
Week 5	9-15 Feb	Misstatement in Prospectus & Consequences	-
Week 6	16-22 Feb	Membership of Company	-
Week 7	23 Feb-1 Mar	Company Meetings: Types & Procedure	Assignment 1
Week 8	2-8 Mar	Voting, Proxy & Resolutions	-
Week 9	9-15 Mar	Directors: Appointment & Qualifications	-

Week 10	16-22 Mar	Duties & Liabilities of Directors	-
Week 11	23-29 Mar	Mismanagement & Prevention	Class Test
Week 12	30 Mar-5 Apr	Amalgamation & Reconstruction	-
Week 13	6-12 Apr	Winding Up & Role of Liquidator	Assignment 2
Week 14	13-20 Apr	Full Revision + Case Laws + Doubts	Revision

Lesson Plan

Subject- Basics of Digital Marketing

B.com 1st year

Teacher name- POONAM

<i>Week</i>	<i>Dates</i>	<i>Topics / Coverage</i>	<i>Activity</i>
Week 1	12-18 Jan	Introduction to Digital Marketing, Meaning & Characteristics	-
Week 2	19-25 Jan	Digital vs Traditional Marketing, Scope of Digital Marketing	-
Week 3	26 Jan-1 Feb	Tools of Digital Marketing, Domain Names & Types	-
Week 4	2-8 Feb	Website Hosting & Types, SWOT Analysis	-
Week 5	9-15 Feb	Introduction to SEO, Search Engines	-
Week 6	16-22 Feb	Keyword Research, On-page SEO	-
Week 7	23 Feb-1 Mar	Off-page SEO, Basics of SEM	Assignment 1
Week 8	2-8 Mar	Content Marketing, Affiliate Marketing	-

Week 9	9–15 Mar	Email Marketing, Mobile Marketing	-
Week 10	16–22 Mar	Ethical & Legal Issues in Digital Marketing	Class Test
Week 11	23–29 Mar	Practical Case Studies + Revision Unit I & II	-
Week 12	30 Mar–5 Apr	Advanced SEO + Content Strategy Practice	-
Week 13	6–12 Apr	Campaign Planning + Practical Questions	Assignment 2
Week 14	13–20 Apr	Full Revision + Doubt Clearing	Revision

Lesson Plan
Basics of Digital Marketing
B.com 1st year
Teacher name- POONAM

<i>Week</i>	<i>Dates</i>	<i>Topics / Coverage</i>	<i>Activity</i>
Week 1	12-18 Jan	Introduction to Digital Marketing, Meaning & Characteristics	-
Week 2	19-25 Jan	Digital vs Traditional Marketing, Scope of Digital Marketing	-
Week 3	26 Jan-1 Feb	Tools of Digital Marketing, Domain Names & Types	- Assignment 1
Week 4	2-8 Feb	Website Hosting & Types, SWOT Analysis	-
Week 5	9-15 Feb	Introduction to SEO, Search Engines	-
Week 6	16-22 Feb	Keyword Research, On-page SEO	-
Week 7	23 Feb-1 Mar	Off-page SEO, SEM Basics + Ethical Issues	Assignment 2
Week 8	2-8 Mar	Revision + Practical Questions (Unit I)	-

Week 9	9–15 Mar	Revision + Practice (Unit II)	-
Week 10	16–22 Mar	Case Studies + Doubt Clearing	Class Test
Week 11	23–29 Mar	Advanced Practice + MCQs	-
Week 12	30 Mar–5 Apr	Application-based Questions	-
Week 13	6–12 Apr	Mock Practice + Important Questions	
Week 14	13–20 Apr	Full Revision + Doubt Clearing	Revision