**PG.GOVT COLLEGE FOR GIRLS, SECTOR-42, CHANDIGARH**

**Teaching Plan Session Odd Semester**

**(2018-19)**

**Class: B.com 1st sem Name of the Teacher: Geetanjali Arora Subject: Financial Accounting Period : 2**

**Paper : Room No : 301**

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| **S. No** | **Date From** | | **Date Upto** | **Topics to be covered** |
| Week 1 | **(For ongoing classes)** | | |  |
| July 24, 2018 | | July 28, 2018 |
| Week 2 | July 30, 2018 | August 4, 2018 | | **Generally Accepted Accounting Principles: Accounting Concepts and Conventions** |
| Week 3 | August 6, 2018 | August 11, 2018 | | **Financial Statements of Sole Proprietor and Partnership** |
| Week 4 | August 13, 2018 | August 18, 2018 | | **Adjustments: Income Statement and Balance Sheet** |
| Week 5 | August 20, 2018 | August 25, 2018 | | **Royalty Accounts** |
| Week 6 | August 27, 2018 | September 1, 2018 | | **--------do-----------** |
| Week 7 | September 3, 2018 | September 8, 2018 | | **Consignment Accounts** |
| Week 8 | September 10, 2018 | September 15, 2018 | | **----------do------------** |
| Week 9 | September 17, 2018 | September 22, 2018 | | **Accounting for Joint Venture** |
| Week 10 | September 24, 2018 | September 29, 2018 | | **----------do---------** |
| Week 11 | October 1, 2018 | October 8, 2018 | | **Financial Accounting Standards: Transition from IAS to IFRS** |
| **MID SEMESTER EXAMINATION (October 11, 2018 to October 17, 2018)** | | | | |
| Week 12 | October 20, 2018 | October 27, 2018 | | **Accounting for Dissolution of Partnership Firms** |
| Week 13 | October 29, 2018 | November 3, 2018 | | **Insolvency of Partners** |
| Week 14 | November 5, 2018 | November 10, 2018 | | **Piecemeal Distribution** |
| Week 15 | November 12, 2018 | November 17, 2018 | | **Branch Accounting** |
| Week 16 | November 19, 2018 | November 22, 2018 | | **Departmental Accounting** |
| Week 17 | November 26, 2018 | December 1, 2018 | | **Revision** |
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**PG.GOVT COLLEGE FOR GIRLS, SECTOR-42, CHANDIGARH**

**Teaching Plan Session Odd Semester**

**(2018-19)**

**Class: M.com 3rd sem Name of the Teacher: Geetanjali Arora**

**Subject: Intgrated Mkt Period : 5**

**Paper : Room No : 204**

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| **S. No** | **Date From** | | **Date Upto** | **Topics to be covered** |
| Week 1 | **(For ongoing classes)** | | |  |
| July 24, 2018 | | July 28, 2018 |
| Week 2 | July 30, 2018 | August 4, 2018 | | Introduction to marketing communication |
| Week 3 | August 6, 2018 | August 11, 2018 | | Integrated marketing |
| Week 4 | August 13, 2018 | August 18, 2018 | | Advertising agencies- types, role and its evaluation |
| Week 5 | August 20, 2018 | August 25, 2018 | | Brands-meaning, creating and maintaining brand |
| Week 6 | August 27, 2018 | September 1, 2018 | | Brand image, positioning brand identification and brand relationship |
| Week 7 | September 3, 2018 | September 8, 2018 | | AIDA model; think/ feel/ do models, Brand decision making process, attitude formation and change |
| Week 8 | September 10, 2018 | September 15, 2018 | | Brand Equity, Strategic brand management ,Brand values |
| Week 9 | September 17, 2018 | September 22, 2018 | | Internal Branding, Campaign Planning, Integrated Mkting Process |
| Week 10 | September 24, 2018 | September 29, 2018 | | Creative Message Strategy, Internal Marketing, |
| Week 11 | October 1, 2018 | October 8, 2018 | | Marketing Segmentation & targeting, |
| **MID SEMESTER EXAMINATION (October 11, 2018 to October 17, 2018)** | | | | |
| Week 12 | October 20, 2018 | October 27, 2018 | | Customer Data Base, CRM |
| Week 13 | October 29, 2018 | November 3, 2018 | | Copywriting , Print Media |
| Week 14 | November 5, 2018 | November 10, 2018 | | Electronic Media, Media Classification, Wireless Communication |
| Week 15 | November 12, 2018 | November 17, 2018 | | E-Mail Mkting, Web Mkting, Online Brand Communication |
| Week 16 | November 19, 2018 | November 22, 2018 | | Media Planning, Trade promotions, Co- Marketing Communication |
| Week 17 | November 26, 2018 | December 1, 2018 | | Revision |
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**PG.GOVT COLLEGE FOR GIRLS, SECTOR-42, CHANDIGARH**

**Teaching Plan Session Odd Semester**

**(2018-19)**

**Class: B.com 3rd sem Name of the Teacher: Geetanjali Arora**

**Subject: Hons Period :1**

**Paper : Room No :203**

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| **S. No** | **Date From** | | **Date Upto** | **Topics to be covered** |
| Week 1 | **(For ongoing classes)** | | |  |
| July 24, 2018 | | July 28, 2018 |
| Week 2 | July 30, 2018 | August 4, 2018 | | Advertisement |
| Week 3 | August 6, 2018 | August 11, 2018 | | Scope & Importance |
| Week 4 | August 13, 2018 | August 18, 2018 | | Social & Economic Aspects |
| Week 5 | August 20, 2018 | August 25, 2018 | | Ethics |
| Week 6 | August 27, 2018 | September 1, 2018 | | Sales Promotion & Consumer Behaviour |
| Week 7 | September 3, 2018 | September 8, 2018 | | Advertising Planning Process |
| Week 8 | September 10, 2018 | September 15, 2018 | | Adv. Planning, Strategies & Budgets |
| Week 9 | September 17, 2018 | September 22, 2018 | | Creativity Strategies & IMC |
| Week 10 | September 24, 2018 | September 29, 2018 | | Adv. Mgt & Org, Adv. Media |
| Week 11 | October 1, 2018 | October 8, 2018 | | Adv. Effectiveness, Brand Mgt |
| **MID SEMESTER EXAMINATION (October 11, 2018 to October 17, 2018)** | | | | |
| Week 12 | October 20, 2018 | October 27, 2018 | | Brand Loyalty & Equity |
| Week 13 | October 29, 2018 | November 3, 2018 | | Brand Building |
| Week 14 | November 5, 2018 | November 10, 2018 | | Brand Awareness |
| Week 15 | November 12, 2018 | November 17, 2018 | | Brand Personality |
| Week 16 | November 19, 2018 | November 22, 2018 | | Brand Positioning, Role Of Information |
| Week 17 | November 26, 2018 | December 1, 2018 | | Revision |
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