

S.U.S. Govt College, Matak Majri – Indri (Karnal)

Lesson Plan: 2025-26 (Odd Sem.)

Name & Designation : Pooja, Assistant Professor of Commerce
Class : B.Com/B.Sc Life Science/B.Sc Physical Science (5th Sem.)
Subject : VOC – Creativity & Advertising

Month	Topic	Assign/Test
July 22/07/2025 to 31/07/2025	<ul style="list-style-type: none"> • Creativity in advertising: Concept, as a cognitive process • Indicators and elements of creativity in advertising • features, and importance of creative advertising • Principles, essentials, and strategies for creative advertising • Advertising standards • Legal and ethical aspects of creative advertising • Creative advertising and budgeting. 	With Practical
August 01/08/2025 to 31/08/2025	<ul style="list-style-type: none"> • Creative advertising solutions • Designing creative strategic campaigns • Concept of creative teams and their formation, • Cultural diversity and creative advertising • Creative strategies and alternate creative strategies development • Writing creative briefs • Designing slogans and logos • Creative advertising design process. 	With Practical Assignment – I
September 01/09/2025 to 30/09/2025	<ul style="list-style-type: none"> • Creative message and ad-creation • Creative advertising inspiration and sources, • Story/script writing, Creative message structuring • Message formats: Message appeal and source • Creative ad-copy developmen 	With Practical Assignment-II
October 01/10/2025 to 31/10/2025	<ul style="list-style-type: none"> • Media strategies for creative advertising: • New-age media for creative advertising; • Media and media mix; • Media planning and scheduling for creative advertising; • Media buying and media testing; • Measuring effectiveness of creative advertising campaigns. 	With Practical Mid Term Test
November 01/11/2025 to 24/11/2025	<ul style="list-style-type: none"> • Revision of all syllabus 	Test

S.U.S. Govt College, Matak Majri – Indri (Karnal)

Lesson Plan: 2025-26 (Odd Sem.)

Name & Designation : Pooja, Assistant Professor of Commerce

Class : M.Com (P) - Ist Semester

Subject : Strategic Management

Month	Topic	Assignment/ Test
August 05/08/2025 to 31/08/2025	<ul style="list-style-type: none">• Strategy: Concept, characteristics, importance and level• Strategic Decision Making: Concept, Significance and Approaches• Strategic Management Process• Developing a strategic vision, mission and setting objectives• Strategy Formulation	Assignment – I
September 01/09/2025 to 30/09/2025	<ul style="list-style-type: none">• Environmental Appraisal; Organizational Appraisal• Porter' generic strategies• Strategy alternatives: Stability, expansion, retrenchment and combination strategies;• Variations strategy: Internal and external alternatives, related and unrelated alternatives, horizontal and vertical alternatives;• Competitive business strategy, Cost leadership focus and differentiation strategy, international level strategic alternatives;• Strategic choice: Process, choice models, managerial factors.	Assignment – II
October 01/10/2025 to 31/10/2025	<ul style="list-style-type: none">• Strategy implementation: Challenges of change and organizational learning;• Strategic evaluation and control: Need, process and techniques;• Strategic issues in technological era;• Strategic management for new entrepreneurial ventures	Mid Term Test
November 01/11/2025 to 24/11/2025	<ul style="list-style-type: none">• Revision of all Syllabus	

S.U.S. Govt College, Matak Majri – Indri (Karnal)

Lesson Plan: 2025-26 (Odd Sem.)

Name & Designation : Pooja, Assistant Professor of Commerce

Class : M.Com – 3rd Sem.

Subject : Financial Institutions & Market

Month	Topic	Assign/Test
July 22/07/2025 to 31/07/2025	Financial system: Concept, nature and role; Financial system and financial markets; Banking and non-banking financial institutions; Consolidation & competition among financial institutions; Financial conglomerates; Financial system and economic development; Indian financial system – an overview.	
August 01/08/2025 to 31/08/2025	Financial markets: Organization, economic role, instruments & regulation of money market; Capital Market: Primary and secondary markets and their organization; Government securities market; Recent developments in Indian capital and money market; Role of SEBI – an overview.	Assignment – I
September 01/09/2025 to 30/09/2025	Financial institutions: Commercial banking – Concept, role, classification, asset liability management, non-performing assets (NPAs); Financial inclusion, recent developments in banking including restructuring, privatisation, MUDRA financing; Insurance: Life and non-life insurance companies in India – public and private; Non-banking financial companies (NBFCs): Role and types; Private equity, venture capital and hedge funds; Development banks: Concept, objectives and functions, Operational and promotional activities of development banks; IFCI, ICICI, IDBI, IRBI, SIDBI, SBI and state financial institutions.	Assignment-II
October 01/10/2025 to 31/10/2025	Merchant Banking: Concept, functions, growth and future of merchant banking in India; Government policy on merchant banking services; SEBI guidelines; Leasing and hire purchase, venture capital finance, factoring services, credit rating; Mutual funds: Concept, performance appraisal and regulation of mutual funds; Types of mutual fund schemes (open ended v/s close ended, equity, debt, hybrid schemes and exchange traded funds (ETFs)); Designing and marketing of mutual fund schemes; Mutual fund schemes in India: recent developments.	Mid Term Test
November 01/11/2025 to 24/11/2025	Revision of all syllabus	Test

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Lesson Plan: 2025-26 (Odd Sem.)

Name & Designation : Pooja, Assistant Professor of Commerce

Class : B.Com (5th Sem.)

Subject : Industrial and Labour Laws

Month	Topic	Assign/Test
September 01/09/2025 to 30/09/2025	<ul style="list-style-type: none">• Haryana State Insurance Act, 1948• The Employees' Provident Fund Act, 1952	
October 01/10/2025 to 31/10/2025	<ul style="list-style-type: none">• The Gratuity Act, 1972• Sharam Suvidha Portal	Mid Term Test
November 01/11/2025 to 24/11/2025	<ul style="list-style-type: none">• Revision of all syllabus	Test