

Lesson Plan

Name of College : Maharani Padmavati Government College for Women, Shahzadpur (Ambala)

Academic Session : July-Dec 2026

External marks-70

Class : B.com 5th sem

Paper : Creativity and Advertising

Teacher's Name : Monika

Course Outcomes- Understand the basics of creativity and creative advertising.

2. Comprehend the strategies for implementation of creative advertising and drafting creative briefs.

3. Know about designing and creating advertisement messages and ad-copy.

4. Learn about contemporary media strategies for creative advertising.

5*. Think creatively and work in a real company setting by grasping and working in creative teams and performing case study.

Month	Dates	Topic to be covered	Assignments/ Tests/activities
Aug	1st week	Creativity in advertising: Concept, creativity as a cognitive process	
	2 nd week	Indicators and elements of creativity in advertising: Concept, features, and importance of creative advertising	
	3 rd week	Principles, essentials, and strategies for effective creative advertising; Advertising standards	
	4 th week	Legal, and ethical aspects of creative advertising; Creative advertising and budgeting.	
Sept.	1 st week	Creative advertising solutions: Research and foundational thinking for designing creative strategic campaigns;	Presentations/assignments
	2 nd week	Concept of creative teams and their formation, cultural diversity and creative advertising	presentations
	3 rd week	Creative strategies and alternate creative strategies development; Writing creative briefs	Test
	4 th week	Designing slogans and logos; Creative advertising design process.	Group discussion
Oct.	1 st week	Creative message and ad-creation: Creative advertising inspiration and sources, story/script writing	Presentations
	2 nd week	Creative message structuring; Message formats: Message appeal and source;	
	3 rd week	Creative ad-copy development: Designing print ad copy, broadcast ad copy	assignment
	4 th week	internet ad copy, and creative web commercial	Test
Nov.	1 st week	Media strategies for creative advertising: New-age media for creative advertising	
	2 nd week	Media and media mix; Media planning and scheduling for creative advertising	Group discussion
	3 rd week	Media buying and media testing	
	4 th week	Determinants of media decisions; Measuring effectiveness of creative advertising campaigns	
Dec	1 st week	revision	Test

Teacher's Sign

(Monika, Asstt Prof. of Comm.)

Principal
M.P.G.C.W.
Shahzadpur (Ambala)

**Maharani Padmavati Government College for Women, Shahzadpur
(Ambala)
Lesson Plan (2026-27 Odd)**

Class: B.com-III

External Marks:70

Paper Code- B23-COM-503

Subject: Industrial and Labour Laws

Name of the Teacher: Ms. Shivani

Course Outcome: After completing the course, the students will be able to:

1. Have thorough knowledge of labour laws prevalent in India.
2. Develop an understanding of implications of labour laws on industrial relations.
3. Understand the compliance to labour laws and social security provisions.
4. Critically evaluate the need of labour and industrial laws in an establishment.

Month	Dates	Topics to be covered	Assignment/Test/Other
Aug	Week 1	Labour Laws in India: An Introduction	
	Week 2	Fundamental Rights and Industrial Relations	Class Test
	Week 3	New Labour Codes	
	Week 4	The Factories Act, 1948	
Sep	Week 1	The contract Labour (Regulation and Abolition) Act, 1970	
	Week 2	The Industrial Disputes Act, 1947	
	Week 3	The Trade Union Act, 1926	Assignment-I
	Week 4	The Payment of Wages Act, 1936	Class test
Oct	Week 1	The minimum Wages Act, 1948	
	Week 2	Payment of Bonus Act, 1965	Class Test
	Week 3	Payment of Bonus Act, 1965	
	Week 4	The Employees 'State Insurance Act, 1948	
Nov	Week 1	The Employees 'State Insurance Act, 1948	Mid-term exams
	Week 2	The Employees' Provident Fund and Miscellaneous Provisions Act, 1952	Assignment-II
	Week 3	The Employees' Provident Fund and Miscellaneous Provisions Act, 1952	
	Week 4	The Payment of Gratuity Act, 1972	Class test
Nov	Week 1	Overview of Shram Suvidha Portal, ESIC Portal, EPFO Portal	Class test
	Week 2	Overview of Shram Suvidha Portal, ESIC Portal, EPFO Portal	
	Week 3	Revision and Doubt Session	
	Week 4	Revision and Doubt Session	
Dec	Week 1	Revision and Doubt Session	

Shivani

Principal
M.P.G.C.W.
Shahzadpur (Ambala)

Lesson Plan of Cost Accounting (B23-COM-501)

Name of the Teacher: Dr. Yogita Sarohi

Subject: Cost Accounting

Class: B.com

Semester: V

Session: 2026-2027

Internal Marks: 30

External Marks: 70

Course Objectives:

To Introduce the students to the basic of cost calculations, cost accounting and cost control.

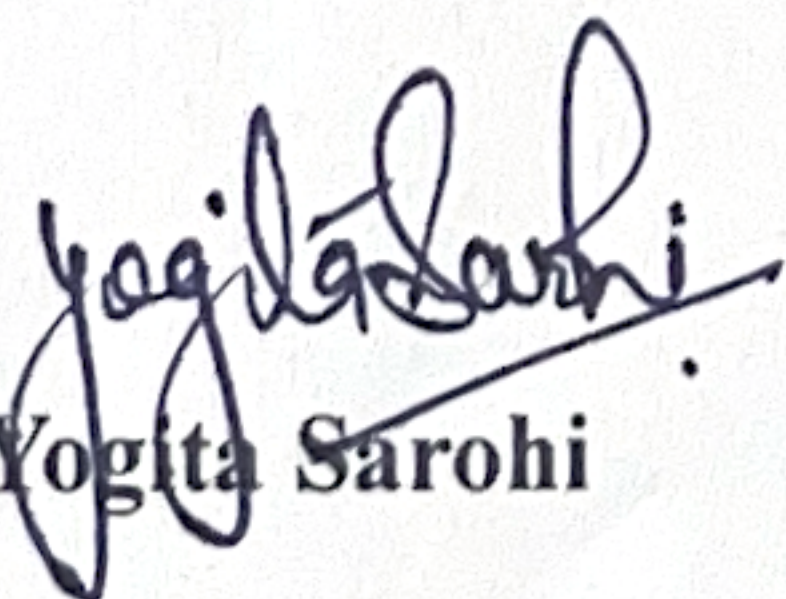
Course Outcomes:

At the end of the course, students will be able to

1. Calculate and identify the manufacturing cost and cost centers.
2. To able to manage costing details of business process.

Lesson Plan w.e.f 01.08.2026

Month	Dates	Topics
August	First Week	Nature, Scope Principles, functions, Methods and Techniques, advantages and limitations
	Second Week	Installation of Costing System, Role of Cost Accountant, Elements of Cost, Cost Concepts and Classification
	Third Week	Material: Issue, Control and Valuation, Class test
	Fourth Week	Material: Issue, Control and Valuation, Labour cost and its computation and control
September	First Week	Labour cost and its computation and control
	Second Week	Overheads and unit or output costing, Operating costing
	Third Week	Job, batch
	Fourth Week	contract costing
October	First Week	Process Costing
	Second Week	Process Costing
	Third Week	Cost Control and Reduction , Mid Term Test
	Fourth Week	Cost Control and Reduction
November	First Week	Diwali Vacations
	Second Week	Reconciliation of cost accounts and financial Accounts
	Third Week	Reconciliation of cost accounts and financial Accounts
	Fourth Week	Reconciliation of cost accounts and financial Accounts, Revision and class test
December	First Week	Revision


Dr. Yogita Sarohi


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Shahzadpur (Ambala)

Lesson Plan of Goods & Service Tax (B23-COM-502)

Name of the Teacher: Manisha Arora
Class: B.com III
Session: August-December 2026
Internal Marks: 20

Subject: Goods and Service Tax
Semester: V
External Marks: 70
Practical: 30

Lesson Plan from 01.08.2026 to 04.12.2026 (According to the University Academic Calendar)

Month	Topic	Tentative Dates	Web/ Other ITC Resources/ Classroom Activities
August	Introduction of Law and GST; Shortcomings of Old Indirect Taxes	01.08.26 to 08.08.26	Practical- Online GST Registration Demonstration
	Features of GST- Part 1	10.08.26 to 15.08.26	https://youtu.be/2EvNS2kudl4?si=Sd54RAMgZOUJc5x
	Features of GST- Part 2 and 3	17.08.26 to 22.08.26	https://youtu.be/iSzJqdkExWk?si=D8SXdBQNwYRm8PW5
	Advantages and Drawbacks of GST	24.08.26 to 31.08.26	https://youtu.be/rg5DU5TKVW0?si=OLzWaTaXkDqQnUuO
September	REVISION AND TEST	01.09.26 to 05.09.26	Practical- Types of GST Return
	Scope of Supply	07.09.26 to 12.09.26	https://youtu.be/OENIFGhkZyg?si=UHxVpXHMvmnAjntK
	Levy and Collection of Tax	14.09.26 to 19.09.26	https://youtu.be/V7Cf2Df33Oo?si=9h1M1ec_26cKf7Si
	Composition Scheme	21.09.26 to 26.09.26	https://youtu.be/wecKuoPc_5M?si=t0kqVr5laqWKQYaZ
	REVISION AND TEST	28.09.26 to 30.09.26	Practical- Filing refund application
October	Time of Supply	01.10.26 to 10.10.26	
	Nature of Supplies	12.10.26 to 17.10.26	https://youtu.be/uyOWF7PddwA?si=Gz400SF277KvjHUU
	Value of Taxable Supply	19.10.26 to 24.10.26	https://youtu.be/z1dWbDa6CnA?si=Lm4C444ZLo83fU5B
	REVISION AND TEST	26.10.26 to 31.10.26	
DIWALI VACATIONS 01.11.26 to 09.11.26			
November	RCM, credit and debit notes	10.11.26 to 14.11.26	Demonstration of Debit and credit notes
	Types of returns, Accounts and Audit	16.11.26 to 21.11.26	
	Input tax Credit, Returns, Tax Invoice	23.11.26 to 30.11.26	Practical- Generating E-way bill
December	REVISION AND TEST	01.12.26 to 04.12.26	


Teacher's Signature


Principal