

Lesson Plan

**MCM DAV College for Women, Sector – 36A,
Chandigarh Monthly Teaching Plans (Odd
Semester/Even Semester) Session – (2024-25)**

Name of the Teachers –Ms Nistha Pattar

Department - Economics

Class – BA 1 SEC (Semester 1)

Subject – BASICS OF SOCIAL RESEARCH

ODD SEMESTER

S. No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1	August	31st August 2024	<ul style="list-style-type: none">• Meaning and Importance of Social Research• Stages of Social Research	Lecture, class discussions
2	2nd September 2024	30th September 2024	<ul style="list-style-type: none">• Types of Social Research (Qualitative and Quantitative)• Objectivity in Social Sciences, Hypothesis, Sampling and Its Types	Lecture, Assignments, PPT
3	1st October 2024	30th October 2024	<ul style="list-style-type: none">• Techniques of Data Collection- Interview Method, Schedule and Questionnaire, content analysis	Lecture, Assignments, PPT
4	1st November 2024	November 2024	<ul style="list-style-type: none">• Revision of syllabus through tests	Lecture, revision, group discussions

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Name of the Teachers –Ms Nistha Pattar

Department - Economics

Class – BA 1 SEC (Semester 1)

Subject – DIGITAL MARKETING

ODD SEMESTER

S. No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1	August	31st August 2024	<ul style="list-style-type: none">● Digital marketing: Meaning - importance - traditional online marketing vs digital marketing - online market place analysis Micro Environment - Online	Lecture, class discussions
2	2 nd September 2024	30th September 2024	<ul style="list-style-type: none">● Macro Environment - trends in digital marketing - competitive analysis.● Macro Environment - trends in digital marketing - competitive analysis.● Social media and E-mail Marketing.	Lecture, Assignments, PPT

3	1 st October 2024	30 th October 2024	<ul style="list-style-type: none"> • SEO: Meaning - History and growth of SEO -Importance of Search Engine - On page Optimization - off page optimization - Role of Search Engine Operation- google Ad words - Search Engine Marketing: Campaign Creation, Ad Creation, Approval and Extensions 	Practical
4	1 st November 2024	November 2024	<ul style="list-style-type: none"> • Digital Marketing Implementation for any product • Create the Digital Marketing Webpage • Conducting the Search Engine Optimization and Search Engine • Marketing • Using Google Analytics to analyze website performance • Creating YouTube Channel for Marketing 	Lecture, revision, group discussions

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MCM DAV College for Women, Sector – 36A, Chandigarh
Monthly Teaching Plans (Odd Semester/Even Semester)
Session – (2024-25)

Name of the Teachers – Ms Anchal Mehta Department
-Economics
Class – BA 1 VAC (Semester 1)
Subject – Financial Literacy

ODD SEMESTER

S.No.	Date (Monthly)		Topics to be Covered	Academic Activity Undertaken
	From	To		
1	August	August 2024	<ul style="list-style-type: none">• Financial Literacy: Concept, Need, Scope and Significance• Pre-conditions, Problems and Improvement Strategy• Financial Planning: Meaning, Need & Significance.• Budget: Types (Personal, family, business and national): Brief Idea• Personal Finance: Measurement/Assessment, Planning and	Lecture, class discussions

			<ul style="list-style-type: none"> • Management, Budgetary Imbalance and Improvement 	
2	2 nd September 2024	31st September 2024	<ul style="list-style-type: none"> • Meaning, Types and Functions of Banks (Emphasis on Commercial Banks) • Deposit Accounts: Types-Opening, Operating & Closure Procedure, Know Your Customer (KYC Norms). • Advances/Loans: Different Types and Availing Procedure, Equated Monthly Installments(EMI), CIBIL Score, Electronic Clearance Services (ECS) • Interest on Deposits and Loans- Simple and Compound (Basic calculation idea with illustration) • E-banking 	Lecture, Assignments, PPT
3	1 st October 2024	30 th October 2024	<ul style="list-style-type: none"> • Financial Loss Protection: Insurance-Need & Significance, Types (Life Insurance including Term Life and General Insurance). Insurance Premium and Underwriting. • Basic Idea of Life and Non-Life Insurance Policies. ULIP v/s Traditional Insurance Plans. • Insurance Claim Settlement Procedure, 	Lecture, Assignments, PPT

4

1st November 2022 November 2024
4

Related Disputes and
Regulatory Framework

- * Bancassurance: Basic Idea and Illustrations in Indian Context
- Tax: Meaning and Types Lecture, revision, (Emphasis on Personal group discussions Tax)
- Income Tax: ITR. Tax Slabs (as per Latest Applicable Tax Regime in India), PAN Card
- Tax Saving Schemes: Basic idea in Indian context
- Financial Market Instruments: Capital and Money.
- Stock Exchange-Basic Idea of Listed and Non-listed Companies,
- DEMAT Account, IPOs and FPOs
- * Regulatory Framework: SEBI