

# GOVT. P.G. COLLEGE BHUNA (FATEHABAD)

## Department of Commerce

Class: B.Com. 5<sup>th</sup> Sem.

Subject :- Advertising

Date	Week	Topic
24.7.2025 TO 27.7.2025	1st	Communication
28.7.2025 TO 3.8.2025	2nd	Advertising
4.8.2025 TO 10.8.2025	3rd	Audience analysis
11.8.2025 TO 17.8.2025	4th	media types
18.8.2025 TO 24.8.2025	5th	Advertising through the Internet-media devices
25.8.2025 TO 31.8.2025	6th	Advertising: advertising appeals
1.9.2025 TO 7.9.2025	7th	Measuring Advertising Effectiveness
8.9.2025 TO 14.9.2025	8th	Pre- and Post-testing techniques
15.9.2025 TO 21.9.2025	9th	Evaluating communication and sales effects
22.9.2025 TO 28.9.2025	10th	Evaluating communication and sales effects
29.9.2025 TO 5.10.2025	11th	consumer behavior
6.10.2025 TO 12.10.2025	12th	Social, ethical and legal aspects of advertising in India
13.10.2025 TO 18.10.2025	13th	Social, ethical and legal aspects of advertising in India
27.10.2025 TO 2.11.2025	14th	Mid- Term Exam
3.11.2025 TO 9.11.2025	15th	Social, ethical and legal aspects of advertising in India
10.11.2025 TO 16.11.2025	16th	Revision
17.11.2025 TO 24.11.2025	17th	Revision



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## Department of Commerce

**Class: M.Com. 1<sup>st</sup> Sem.**

**Subject :- M. Eco.**

Date	Week	Topic
5.8.2025 TO 10.8.2025	1st	Theory of demand and consumer equilibrium
11.8.2025 TO 17.8.2025	2nd	Indifference curve approach
18.8.2025 TO 24.8.2025	3rd	Demand forecasting and its techniques
25.8.2025 TO 31.8.2025	4th	Theory of Cost
1.9.2025 TO 7.9.2025	5th	Production function
8.9.2025 TO 14.9.2025	6th	Iso-quant curves
15.9.2025 TO 21.9.2025	7th	Price and output determination under perfect competition,
22.9.2025 TO 28.9.2025	8th	Price and output determination under monopoly
29.9.2025 TO 5.10.2025	9th	Price and output determination under monopolistic competition, Oligopoly
6.10.2025 TO 12.10.2025	10th	Bamoul's theory of sales maximization
13.10.2025 TO 18.10.2025	11th	Mid- Term Exam
27.10.2025 TO 2.11.2025	12th	Economies and diseconomies of scale
3.11.2025 TO 9.11.2025	13th	National Income: Concept and Measurement
10.11.2025 TO 16.11.2025	14th	Monetary Policy
17.11.2025 TO 24.11.2025	15th	fiscal policy



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## Department of Commerce

Class: M.Com. 3<sup>rd</sup> Sem.

Subject :- Fund. of Mgt.

Date	Week	Topic
24.7.2025 TO 27.7.2025	1st	Unit 1 – Management
28.7.2025 TO 3.8.2025	2nd	Unit 1 – Management
4.8.2025 TO 10.8.2025	3rd	Unit 1 – Management
11.8.2025 TO 17.8.2025	4th	Unit 2 – Financial Management
18.8.2025 TO 24.8.2025	5th	Unit 2 – Financial Management
25.8.2025 TO 31.8.2025	6th	Unit 2 – Financial Management
1.9.2025 TO 7.9.2025	7th	Unit 2 – Financial Management
8.9.2025 TO 14.9.2025	8th	Unit 3 – Human Resource Management
15.9.2025 TO 21.9.2025	9th	Unit 3 – Human Resource Management
22.9.2025 TO 28.9.2025	10th	Unit 3 – Human Resource Management
29.9.2025 TO 5.10.2025	11th	Unit 3 – Human Resource Management
6.10.2025 TO 12.10.2025	12th	Unit 4 – Marketing
13.10.2025 TO 18.10.2025	13th	Mid- Term Exam
27.10.2025 TO 2.11.2025	14th	Unit 4 – Marketing
3.11.2025 TO 9.11.2025	15th	Unit 4 – Marketing
10.11.2025 TO 16.11.2025	16th	Revision
17.11.2025 TO 24.11.2025	17th	Revision



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# GOVT. P.G. COLLEGE BHUNA (FATEHABAD)

## Department of Commerce

Class: M.Com. 3<sup>rd</sup> Sem.

Subject :- B. Ethics

Date	Week	Topic
24.7.2025 TO 27.7.2025	1st	corporate governance
28.7.2025 TO 3.8.2025	2nd	SEBI guidelines on corporate governance
4.8.2025 TO 10.8.2025	3rd	key managerial personnel (KMP);
11.8.2025 TO 17.8.2025	4th	chairman- qualities of a chairman, powers, responsibilities and duties of a chairman
18.8.2025 TO 24.8.2025	5th	chief executive officer (CEO), role and responsibilities of the CEO
25.8.2025 TO 31.8.2025	6th	Introduction to Business Ethics
1.9.2025 TO 7.9.2025	7th	Ethics in Management
8.9.2025 TO 14.9.2025	8th	Ethical Issues in Business,
15.9.2025 TO 21.9.2025	9th	Ethics in Finance
22.9.2025 TO 28.9.2025	10th	Ethics in HRM
29.9.2025 TO 5.10.2025	11th	Ethics in Marketing
6.10.2025 TO 12.10.2025	12th	Ethics in Production and Operation Management
13.10.2025 TO 18.10.2025	13th	Mid- Term Exam
27.10.2025 TO 2.11.2025	14th	reforms in the Companies Act
3.11.2025 TO 9.11.2025	15th	Ethical Principles in Business
10.11.2025 TO 16.11.2025	16th	Revision
17.11.2025 TO 24.11.2025	17th	Revision



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# GOVT. P.G. COLLEGE BHUNA (FATEHABAD)

## Department of Commerce

**Class: PGDBA 1<sup>st</sup> Sem.**

**Subject :- Business Eco. and Environment**

Date	Week	Topic
5.8.2025 TO 10.8.2025	1st	Economics: Introduction, Nature and Scope of Economics
11.8.2025 TO 17.8.2025	2nd	Utility Analysis: Concept of Utility, marginal and Total Utility, Law of Diminishing Marginal Utility.
18.8.2025 TO 24.8.2025	3rd	Demand Analysis: Law of Demand, Elasticity of demand
25.8.2025 TO 31.8.2025	4th	methods for measuring elasticity of Demand
1.9.2025 TO 7.9.2025	5th	Indifference Curve Analysis
8.9.2025 TO 14.9.2025	6th	Cost Theory
15.9.2025 TO 21.9.2025	7th	Market Conditions: Price determination under perfect and imperfect competition
22.9.2025 TO 28.9.2025	8th	Business Environment: Social Responsibility of Business
29.9.2025 TO 5.10.2025	9th	Types: Economic Environment of Business
6.10.2025 TO 12.10.2025	10th	Socio-cultural Environment of Business, International and Technological Environment
13.10.2025 TO 18.10.2025	11th	Industrial policy-1991 And Recent Financial and Economic Reforms
27.10.2025 TO 2.11.2025	12th	Recent Monetary and Fiscal policy
3.11.2025 TO 9.11.2025	13th	Mid-Term Exam
10.11.2025 TO 16.11.2025	14th	Sectors of Indian Economy- Public Sector, Private Sector, Services Sector and SME Sector
17.11.2025 TO 24.11.2025	15th	Revision



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Department of Commerce

Class: PGDBA 1<sup>st</sup> Sem.

Subject :- Business Communication

Date	Week	Topic
5.8.2025 TO 10.8.2025	1st	Communication: Importance for business organization;
11.8.2025 TO 17.8.2025	2nd	Process and Barriers; Principles for effective communication;
18.8.2025 TO 24.8.2025	3rd	Dimensions of Communication; Ethics in Communication
25.8.2025 TO 31.8.2025	4th	Verbal Communication: Oral and Written;
1.9.2025 TO 7.9.2025	5th	Non-Verbal Communication
8.9.2025 TO 14.9.2025	6th	Paralanguage; Proxemics; Sign Language. Cross Cultural Communication
15.9.2025 TO 21.9.2025	7th	Presentation Skills; Listening Skills
22.9.2025 TO 28.9.2025	8th	Writing Skills; Speaking Skills;
29.9.2025 TO 5.10.2025	9th	Audience Analysis
6.10.2025 TO 12.10.2025	10th	Essentials of effective business correspondence
13.10.2025 TO 18.10.2025	11th	Business Letter-Types; Proposal writing
27.10.2025 TO 2.11.2025	12th	Report writing; Notices, Circulars, Office Orders, Memos
3.11.2025 TO 9.11.2025	13th	Mid-Term Exam
10.11.2025 TO 16.11.2025	14th	Agenda and Minutes; Resume Writing;
17.11.2025 TO 24.11.2025	15th	Group Discussion; Electronic Mail and Telephone Etiquettes



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# GOVT. P.G. COLLEGE BHUNA (FATEHABAD)

## Department of Commerce

**Class: B. Com. 3rd**

**Subject :- Business Economics-II**

Date	Week	Topic
24.7.2025 TO 27.7.2025	1st	Macro Economics: Nature, scope, concepts and variables
28.7.2025 TO 3.8.2025	2nd	Macro Economics: Nature, scope, concepts and variables
4.8.2025 TO 10.8.2025	3rd	National income: concepts and measurement
11.8.2025 TO 17.8.2025	4th	Circular flow of Income (Four Sector)
18.8.2025 TO 24.8.2025	5th	Consumption function; Investment function
25.8.2025 TO 31.8.2025	6th	Multiplier: concepts and importance
1.9.2025 TO 7.9.2025	7th	Principle of acceleration
8.9.2025 TO 14.9.2025	8th	Keynesian theory of income
15.9.2025 TO 21.9.2025	9th	Equilibrium of product and money market using IS-LM approach
22.9.2025 TO 28.9.2025	10th	Inflation: Meaning, types, causes, effects and remedial measures.
29.9.2025 TO 5.10.2025	11th	Inflation: Meaning, types, causes, effects and remedial measures.
6.10.2025 TO 12.10.2025	12th	Business cycle: Meaning and phases
13.10.2025 TO 18.10.2025	13th	Mid-Term exam
27.10.2025 TO 2.11.2025	14th	Instruments of monetary policy
3.11.2025 TO 9.11.2025	15th	Fiscal policy and their effectiveness.
10.11.2025 TO 16.11.2025	16th	Revision
17.11.2025 TO 24.11.2025	17th	Revision



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## Department of Commerce

Class: B. A. 3rd

Subject :- HRM

Date	Week	Topic
24.7.2025 TO 27.7.2025	1st	Introduction to HRM: Concept, functions and significance of HRM
28.7.2025 TO 3.8.2025	2nd	Challenges of human resource management. Workplace diversity
4.8.2025 TO 10.8.2025	3rd	employee empowerment, maintaining work life balance,
11.8.2025 TO 17.8.2025	4th	stress management
18.8.2025 TO 24.8.2025	5th	Human Resource Planning and Procurement
25.8.2025 TO 31.8.2025	6th	Quantitative and qualitative dimensions of human resource planning
1.9.2025 TO 7.9.2025	7th	Job Analysis, Job Description And Job Specification
8.9.2025 TO 14.9.2025	8th	Recruitment: concept, sources and techniques. Selection: concept and process
15.9.2025 TO 21.9.2025	9th	Employee Training and Development
22.9.2025 TO 28.9.2025	10th	Training: concept and methods
29.9.2025 TO 5.10.2025	11th	Job Rotation, Vestibule Training, Case Study, Role Playing, And Sensitivity Training
6.10.2025 TO 12.10.2025	12th	Development: In-basket, management games, conferences and seminars
13.10.2025 TO 18.10.2025	13th	Mid- Term Exam
27.10.2025 TO 2.11.2025	14th	coaching and mentoring, management development programs
3.11.2025 TO 9.11.2025	15th	Revision
10.11.2025 TO 16.11.2025	16th	Revision
17.11.2025 TO 24.11.2025	17th	Revision



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