

**Department of Commerce**  
**SHYAM LAL COLLEGE, UNIVERSITY OF DELHI**  
**(Teaching Plan)**

**Subject: Digital Marketing**  
**Teacher: Dr. Anant Kumar Upadhyay**

**Course; SEC**  
**Semester; III<sup>rd</sup> & V<sup>th</sup>, Session: 2024-2025**

S No.	From	To	Topics
Week 1	01-Aug-24	03-Aug-24	Digital Market: Concept, Features, Difference between traditional and digital marketing. Moving from traditional and digital marketing.
Week 2	5 August 2024	10-Aug-24	Digital Marketing channels: Intent-based -SEO, Search advertising, brand-based display; community-based social media marketing, others-Affiliate, Email Content, Mobile.
Week 3	12-Aug-24	17-Aug-24	Consumer value journey; 5As framework; The ozone o3 concept Key; Traits of online consumer. Practical Exercise.
Week 4	19-Aug-24	24-Aug-24	Content Marketing, types, process. Email Marketing types of email marketing. Google name identifier.
Week 5	26-Aug-24	31-Aug-24	Social Media Marketing: profile building at Facebook, Instagram, X, and LinkedIn YouTube.
Week 6	02-Sep-24	07-Sep-24	Display advertising, working of display advertising; Benefits and challenges, ad format, budget, media, ad copy.
Week 7	09-Sep-24	14-Sep-24	Class Test and Presentations

Week 8	16-Sep-24	21-Sep-24	SEM: Introduction, process, SERP positioning, DMI 5Ps Consumer search insights mode.
Week 9	23-Sep-24	28-Sep-24	SEM: On and off page optimization: Technical Mechanics and technical Aspects
Week 10	30-Sep-24	05-Oct-24	SEM: On and off page optimization: Technical Mechanics and technical Aspects
Week 11	07-Oct-24	12-Oct-24	Revision
Week 12	14-Oct-24	19-Oct-24	Site structure, content headings, images, alt text, social Sharing, site structure, compatibility and data markup.
Week 13	21-Oct-24	26-Oct-24	Link building, black and white hat techniques, PPC, paid search, ranking basis, and google console practical.
<b>Mid Semester Break</b>			
Week 15	04-Nov-24	09-Nov-24	Revision + practical
Week 16	11-Nov-24	16-Nov-24	ad copy, ad rotation, Online business building practical
Week 17	18-Nov-24	23-Nov-24	Test
Week 18	25-Nov-24	28-Nov-24	Presentation

### Teaching Plan for the Session (August to November 2024)

**Subject: Management Accounting**

**Course: BCOM (P)**

**Sem : V<sup>th</sup>**

**Teacher's Name: Dr. Anant Kumar Upadhyay**

S. No.	From	To	Topics
Week 1	1-Aug-24	3-Aug-24	Introduction: Meaning, Objectives, Nature and Scope of Management Accounting
Week 2	5-Aug-24	10-Aug-24	Difference between different forms of accounting— Cost, Financial and Management accounting, Cost control and Cost reduction. Marginal Costing: Concept of Marginal cost and Absorption costing
Week 3	12-Aug-24	17-Aug-24	Absorption vs. Variable Costing, Practical Exercise of Marginal Costing and Absorption Costing
Week 4	19-Aug-24	24-Aug-24	Income determination and Cost-Volume-Profit Analysis
Week 5	26-Aug-24	31-Aug-24	Break-Even Analysis - Mathematical and Graphical Approaches; Profit-volume ratio, Angle of Incidence, Margin of Safety, Cash Breakeven Point and Composite Breakeven Point, Determination of Cost Indifference Point
Week 6	2-Sep-24	7-Sep-24	Steps in Decision Making Process, Concept of Relevant Costs and Benefits, Various short -term decision making situations
Week 7	9-Sep-24	14-Sep-24	Problems on Short term decision making, Profitable product mix, Acceptance or Rejection of special/ export offers

Week 8	16-Sep-24	21-Sep-24	Decision making problems on Make or buy, Addition or Elimination of a product line, Sell or process further, Operate or shut down, Fixation of selling price.
Week 9	23-Sep-24	28-Sep-24	Doubts of CVP and Decision Making and Class Test 1
Week 10	30-Sep-24	5-Oct-24	Budgeting and Budgetary Control: Concept of budget, budgeting and budgetary control; Objectives, merits and limitations
Week 11	7-Oct-24	12-Oct-24	Budget Administration; Functional Budgets; Fixed and Flexible budgeting
Week 12	14-Oct-24	19-Oct-24	Budgeting; Programme and Performance budgeting. Standard Costing and Variance Analysis: Meaning of standard cost and standard costing; advantages, limitations and applications
Week 13	21-Oct-24	26-Oct-24	Standard Costing: Introduction, Variance Analysis- Material Cost Variance
	28-Oct-24	2-Nov-24	<b>MID SEMESTER BREAK</b>
Week 14	4-Nov-24	9-Nov-24	Variance Analysis – Labour Cost variances and Overhead Cost Variance
Week 15	11-Nov-24	16-Nov-24	Variance Analysis – Sales ratios and Internal Assessment
Week 16	18-Nov-24	23-Nov-24	Responsibility Accounting: Concept, Significance, Different Responsibility Centres; Divisional Performance Measurement: Financial and Non-Financial measures; Transfer pricing
Week 17	25-Nov-24	28-Nov-24	Practical problems on Responsibility Accounting , doubt classes on standard and budgetary control

### Teaching Plan for the Session (August to November 2024)

**Subject: Management Accounting**

**Course: BCOM (H)**

**Sem : V<sup>th</sup>**

**Teacher's Name: Dr. Anant Kumar Upadhyay**

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Week 2	5-Aug-24	10-Aug-24	Difference between different forms of accounting— Cost, Financial and Management accounting, Cost control and Cost reduction. Marginal Costing: Concept of Marginal cost and Absorption costing
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