

Teaching Plan (2024-25)**DEPARTMENT OF COMMERCE****SHYAM LAL COLLEGE, UNIVERSITY OF DELHI****Course and Semester: SEC****Semester 3 and 5****Subject: Digital Marketing**

S.No.	From	To	Topics
Week 1	01 st August 2024	02 nd August 2024	Digital marketing: Concept, Features
Week 2	05 th August 2024	09 th August 2024	Difference between traditional and digital marketing, Moving from traditional to digital Marketing
Week 3	12 th August 2024	16 th August 2024	Digital Marketing Channels: Intent Based- SEO, Search Advertising; Brand Based-Display Advertising; Community Based-Social Media Marketing
Week 4	19 th August 2024	23 rd August 2024	Others-Affiliate, Email, Content, Mobile.
Week 5	26 th August 2024	30 th August 2024	Customer Value Journey: 5As Framework; The Ozone O3 Concept Key; Traits of online consumer
Week 6	02 nd September 2024	06 th September 2024	Content Marketing: Step-by-step Content Marketing Developing a content marketing strategy
Week 7	09 th September 2024	13 th September 2024	Email Marketing: Types of Emails in email marketing, Email Marketing best practices
Week 8	16 th September 2024	20 th September 2024	Social Media Marketing: Building Successful Social Media strategy; Social Media Marketing Channels; Facebook, LinkedIn, YouTube (Concepts and strategies)
Week 9	23 rd September 2024	27 th September 2024	Display Advertising: Working of Display Advertising; Benefits and challenges; Overview of Display ad Process.; Define- Customer, Publisher, Objectives; Format-Budget, Media, Ad Formats, Ad Copy
Week 10	30 th September 2024	04 th October 2024	Introduction of SEM: Working of Search Engine; SERP Positioning; online search behaviour, DMI's 5P Customer Search Insights Model
Week 11	07 th October 2024	11 th October 2024	Class Tests, Assignment, Presentations
Week 12	14 th October 2024	18 th October 2024	SEO, Overview of Process, Goal setting, Types
Week 13	21 st October 2024	25 th October 2024	On page optimisation, Keyword research, SEO-process, Technical Aspects
Week 14	27 th October 2024	03 rd November 2024	Mid Semester Break
Week 15	04 th November 2024	08 th November 2024	Off page optimisation and Social Sharing, Black and White hat techniques
Week 16	11 th November 2024	15 th November 2024	Search Advertising, Basis of Ranking, Goal Setting
Week 17	18 th November 2024	22 nd November 2024	Account Setting, Ad copy composition, Ad extension
Week 18	25 th November 2024	28 th November 2024	Revision, Doubt Session and Test

Teaching Methods: Group Discussions, Flip classroom, Lecture method, presentations, practical exercises

Teaching Plan (2024-25)**DEPARTMENT OF COMMERCE****SHYAM LAL COLLEGE, UNIVERSITY OF DELHI****Course and Semester: B Com (H)****Semester V****Subject: Income Tax Law and Practice (DSC 5.1)**

S.No.	From	To	Topics
Week 1	01 st August 2024	02 nd August 2024	Unit 1 Introduction: Basic Concepts, Residential Status
Week 2	05 th August 2024	09 th August 2024	Residential Status, Section 10 and Kautilya's Taxation Policy
Week 3	12 th August 2024	16 th August 2024	Unit 2: Income from House Property
Week 4	19 th August 2024	23 rd August 2024	Income from House Property
Week 5	26 th August 2024	30 th August 2024	Income from Salary
Week 6	02 nd September 2024	06 th September 2024	Perquisites and Fringe Benefits, etc.
Week 7	09 th September 2024	13 th September 2024	Retirement Benefits, etc.
Week 8	16 th September 2024	20 th September 2024	Unit 3: Income from Business or Profession
Week 9	23 rd September 2024	27 th September 2024	Income from Business or Profession
Week 10	30 th September 2024	04 th October 2024	Computation of income and tax liability of individuals
Week 11	07 th October 2024	11 th October 2024	Class Tests, Assignment, Presentations
Week 12	14 th October 2024	18 th October 2024	Income from Capital Gains
Week 13	21 st October 2024	25 th October 2024	Deductions under Capital Gains
Week 14	27 th October 2024	03 rd November 2024	Mid Semester Break
Week 15	04 th November 2024	08 th November 2024	Unit 4: Income from Other Sources, Clubbing and Set-off
Week 16	11 th November 2024	15 th November 2024	Unit 5: Deduction, Rebates and Relief
Week 17	18 th November 2024	22 nd November 2024	Computation of total income and tax liability of individuals under both the tax regimes
Week 18	25 th November 2024	28 th November 2024	Revision, Doubt Session and Test

Teaching Methods: Group Discussions, Flip classroom, Lecture method, presentations, practical exercises