

Lecture Plan						
Name of the college: Government College of Arts, Science & Commerce, Sanquelim, Goa						
Name of Faculty: Mr. Conrad D’Souza			Subject: Project - AN EMPIRICAL STUDY ON THE IMPACT OF MISLEADING ADVERTISEMENTS ON CONSUMER BEHAVIOUR			
Paper code: UCOP101			Program: T.Y.B. Com		Division: Combine	
Academic year: 2024-25			Semester: VI		Total Lectures: 30	
Course Objectives: To appraise the students with the Project manual and method of completing the project.						
Expected Course Outcome: To prepare students with sound knowledge of the project.						
Student Learning Outcome: To be able to prepare a project independently of the important stakeholders						
Month	Lecture From To	No. of lectures allotted	Topic, Subtopic to be covered	Exercise/ Assignment	ICT Tools	Reference books
December 2024 - January 2025	9 th December 2024 – 31 st January 2025	10	Introduction	Library & Field Work		Research Methodology by C.R Kothari New Age Publication
February 2025	1 st February 2025 to 29 th February 2025	10	Data Analysis	Library & Field Work		

March - April 2025	1 st March 2025 – 11 th April 2025	10	Findings, Conclusion & Suggestions & Guidance for Viva	Library & Field Work		
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*** Assessment Rubrics**

Component	Max Marks
ISA 1	
ISA 2	
Practical	
Project (internal marks)	50
Project (external marks)	50

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