

LESSON PLAN

SESSION 2024-25 (ODD SEMESTER)

NAME OF PROFESSOR : DIPTI GABA
DESIGNATION: ASSISTANT PROFESSOR, COMMERCE
SUBJECT/PAPER: MARKETING RESEARCH
CLASS: M.Com 3rd Sem

SR. NO.	MONTH	TOPICS TO BE COVERED	REMARKS IF ANY
1.	AUGUST	INTRODUCTION TO MARKETING RESEARCH: NATURE, SCOPE AND IMPORTANCE, MARKETING RESEARCH PROCESS, FORMULATING RESEARCH PROBLEM, INTRODUCTION TO RESEARCH DESIGN: EXPLORATORY RESEARCH DESIGN	Assignment 1
2.	SEPTEMBER	RESEARCH DESIGN (CONT.) : DESCRIPTIVE AND EXPERIMENTAL RESEARCH DESIGN, SAMPLING DESIGN, SOURCES OF INFORMATION, DESIGNING QUESTIONNAIRE	Assignment 2
3.	OCTOBER	METHODS OF DATA COLLECTION, SCALING TECHNIQUE, SAMPLING AND NON- SAMPLING ERROR, QUALITATIVE RESEARCH- MEANING, PROCESS AND METHODS	Test
4.	NOVEMBER	QUALITATIVE RESEARCH (CONT.) : SURVEY AND OBSERVATION METHOD	REVISION

Signature of Assistant Professor

LESSON PLAN

SESSION 2024-25 (ODD SEMESTER)

NAME OF PROFESSOR : DIPTI GABA
DESIGNATION: ASSISTANT PROFESSOR, COMMERCE
SUBJECT/PAPER: BUSINESS ENVIRONMENT
CLASS: M.Com 1st SEM

SR. NO.	MONTH	TOPICS TO BE COVERED	REMARKS IF ANY
1.	AUGUST	INTRODUCTION OF BUSINESS ENVIRONMENT, NATURE, SCOPE, FACTORS AFFECTING B.ENV, INTERACTION MATRIX, ENVIRONMENTAL SCANNING, ECONOMIC PLANNING, PRIVATISATION, GLOBALISATION AND LIBERALISATION,	Assignment 1
2.	SEPTEMBER	DISINVESTMENT POLICY, FISCAL POLICY, MONETARY POLICY, INDUSTRIAL POLICY, LICENSING POLICY,	Assignment 2
3.	OCTOBER	CONSUMER PROTECTION ACT, COMPETITION ACT, ENVIRONMENT PROTECTION ACT, FEMA, RTI ACT	Test
4.	NOVEMBER	EXIM POLICY, INDUSTRIAL SICKNESS, SSI, BUSINESS ETHICS, CORPORATE GOVERNANCE AND SOCIAL RESPONSIBILITY	REVISION

Signature of Assistant Professor

LESSON PLAN
SESSION 2024-25 (ODD SEMESTER)

SUBJECT/PAPER:

Banking and Insurance

CLASS:

B.Com 3rd SEM

SR. NO.	MONTH	TOPICS TO BE COVERED	REMARKS IF ANY
1.	JULY	Banking : concept, features, functions and importance, Principles of Banking: evolution of banking in India, classification of banks,	Assignment 1
2.	AUGUST	Banking instruments: concept, types and crossing of cheques , lending functions of a bank, types of advances: secured and unsecured, loans – short , medium and long term method of granting advances: utility services of a bank: remittance through bank drafts : ebanking, internet banking, safe deposit lockers	Assignment 2
3.	SEPTEMBER	Insurance – concept, need and principles of insurance, insurance and economic development, life insurance: concept, features, importance and types , procedure of taking life insurance policy and nomination and assignment	Test
4.	OCTOBER	General insurance: concept, features , importance and types , procedure of taking general insurance and	
5.	NOVEMBER	overview of fire insurance, marine insurance and health insurance	REVISION

Signature of Assistant Professor

