

Luson Plan (2025-26)

(Jan - May)

B. A - Ist - 2nd Semester

MDC-2- B23- CoM- 205

Fundamentals of Banking and Insurance

For the month of January : Banking : Concept, features, functions, importance and principles of Banking, Evolution of Banking in India, Classification of Banks.

For the month of February : 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 methods of granting advances, Utility services of a Bank, Remittance through bank drafts, E-Banking, Internet Banking, safe deposit lockers.

For the month of March : Insurance : Concept, need and Principles of Insurance, Insurance and economic development, Life Insurance : Concept, features, importance and types Procedure of taking life Insurance policies, Nomination and assignment.

For the month of April : General Insurance : Concept, features, importance and types, Procedure of taking general Insurance : An overview of fire Insurance, marine Insurance, Health Insurance.

For the month of May : Revision.

Kaushik

Lesson Plan (2025-26) (Jan - May)

B.Com - Ist - 2nd Semester

PRINCIPLES OF MARKETING

For the month of January : Marketing : Concept, nature, scope and importance, Evolution of Marketing, Understanding marketing in new perspectives, Marketing Environment : Concept, importance, Micro Environmental factors, Suppliers, Marketing intermediaries, Customers etc., Macro Env

For the month of February : Consumer Behaviour : Concept, Nature and importance, Consumer buying decision process, factors influencing Consumer Buying Behaviour, Market Segmentation : Concept, importance and Bases, Target market selection, Positioning : Concept, imp. and Bases.

For the month of March : Product : Concept, importance and Classification, Branding, Packaging and Labelling, Product life cycle, New Product development, Pricing : Concept, significance, Price Determination, Pricing methods, Pricing Policies and Strategies.

For the month of April : Promotion : Nature and importance, Advertising, Personal selling, Sales Promotion and Publicity, Public relations, factors affecting promotion mix decisions, Distribution : Concept, importance and types of distribution channels, Retailing, Social marketing, online marketing, Direct marketing, Green marketing, Relationship Marketing.

For the month of May : Revision

Y. K. Choudhary

ORGANISATIONAL CHANGE AND DEVELOPMENT

For the month of January : Organizational change : Concept, nature, types, models of organisational change, Kurt Lewin's three step model, force field analysis, theories of Planned change, Change Programs and effectiveness of change Programs, change Process, Job redesign, socio-technical systems, resistance to change.

For the month of February : Individual and organisational factors, organisational development : Concept, importance, characteristics and Process, Role of top management and organisational development practitioners, Basic Values and Phases of organisational development.

For the month of March : OD interventions : overview of OD intervention action research, team building approach, Comprehensive interventions, Human Process interventions, T-Group, third party interventions, Human Process interventions, Coaching and mentoring, role focused interventions, structural and technological interventions, Strategy interventions, sensitivity training, Consultation, QWL, QC, Grid OD.

For the month of April : Restructuring, reengineering, employee involvement, Trends, Issues and challenges in OD, Elements responsible for success and failure of OD, Elements responsible in global Context, Case studies of few successful OD efforts made in organizations.

For the month of May : Revision.

C. S. Srinivas

Lesson Plan (2025-26) (Jan - May)

M.Com (P) - 2nd Semester

HUMAN RESOURCE MANAGEMENT

For the month of January : Human Resource Management:
Concept, Evolution, scope and importance, objectives
and functions, Qualities, role and functions of HR manager,
HRM in dynamic environment, flexi working hours,
Work from home Policy, Human Resource Policies, Human
Resource Planning, Job Analysis

For the month of February :
Recruitment, Selection, Induction and Placement,
Work force Mobility : Promotion, demotion,
Transfer and Separations.

For the month of March : Training ; Executive Development,
Career planning and Development,
Job Evaluation,
Quality of work life
Mid-term Exam.

For the month of April : Performance and Potential Appraisal,
Compensation Management, Incentives
and employee Benefits, Personnel records
& HR Audit, International HRM,
Job satisfaction.

For the month of May : Revision

Carindia