

Lesson plan ofBanking and Insurance for the session
(2026-27)

for the month of August (21-08 to 31-08) → Banking: Concept, features, functions, importance and principles of banking; Evolution of banking in India.

for the month of September → classifications of banks, Credit creation, Banking Regulation Act 1949: Major provisions; Indian Banking System: features, nationalisation of commercial bank and its effects; Reserve Bank of India - functions, control of credit by RBI, power of RBI, Recent trends in Indian Banking system.

for the month of October → Insurance, concept, need and principles of insurance; Insurance and economic development; life and general Insurance: principles, present status & growth of life and general insurance in India, claims settlement procedure; Regulatory framework of Insurance.

for the month of November → Fire Insurance: concept, principles; fire Insurance policy, claims settlement procedure; Marine Insurance: Marine insurance policy and claims settlement procedure. Accident and motor insurance: policy and claims settlement procedures.

Ass. Professor

Vaishali

Lesson plan of

Business Organisation (BBA-I)

for the session 2026-27

for the month of August (21-08 to 31-08) →

Business Organisation,

Meaning, nature, objectives, Evolution, forms of business organisation

for the month of September → Partnership: characteristics,

Registration, Partnership deed, Rights, Duties and Liabilities, Dissolution of Partnership. Joint stock Company - concept, characteristics, Types: formation of Company; Multinational companies; Conceptual framework of corporate Governance; one person Company.

for the month of October → Co-operative and state ownership

forms / Types, Non-profit Organisation, Trade association, Emergence of Indian MNCs & transnational corporations - Recent trends business world. Globalisation & challenges for Indian Business in new millennium

for the month of November → Setting up a new enterprise
Decisions in setting up an enterprise - opportunity and idea generation, Role of creativity and innovation, feasibility study and business plan, Business size and location decisions, various factors to be considered for starting a new unit, Relevant Government policies - SEZ (special economic zone) policy etc.

Ass. Professor
Vaishali

Lesson plan of Marketing Management (BBA-II)
for the session 2026-27

for the month of August → Meaning and nature, scope, concepts of marketing (traditional and modern concepts), Marketing management, meaning, objectives.

for the month of September → Marketing management contd., Marketing mix, Marketing environment, STP (Segmentation, targeting and positioning), approach to marketing, Marketing Information system, Meaning and components, Marketing Research, Consumer behaviour, Meaning and Importance of study for Marketers.

for the month of October → Product - Meaning, levels and product mix, New Product development, Product life cycle, branding and packaging decision, Pricing - Meaning, procedure, Pricing strategy, Distribution Channels - levels and Roles.
Management of Physical distribution.

for the month of November → promotion, Advertising, sales promotion, personal selling, direct marketing and public relations, Marketing organisation and control, Marketing of Services: Introduction, Role, Fls of service marketing.

Ass. Professor
Vaishali

Lesson plan of
Cost accounting for the session 2026-27
(B.COM-III)

for the month of August 2026 → cost Accounting - Nature, scope, principles, functions, methods and techniques, advantages and limitations; Installation of costing system.

for the month of September → Role of cost accountant, elements of cost, cost concepts and classification, Material planning and purchasing, storage and issue of material, Pricing of material issues, Material Control: concept, objective and techniques; Treatment of material losses; Labour cost: composition and Control procedure, concept and treatment of labour turnover; Idle time; overtime and fringe benefits; Methods of wage payment; Time and piece rate; Incentive schemes.

for the month of October → concept, classification, allocation, Apportionment and absorption of overheads; under and over absorption of overheads; Unit costing; job and Batch costing.

for the month of November → contract costing, Process costing (Process losses, joint and by-product); service Costing (Transport); Cost control and Cost Reduction.

Ass. Professor

Vaishali