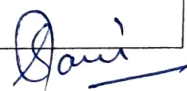


Lesson Plan for Banking and Insurance (B23-COM-303) for B.Com-3rd Sem

(Session 2026-27)

Month	Topics to be covered
August, 2026	Banking: Concept, features, functions, importance and principles of banking; Evolution of Banking in India; Classification of Banks; Credit creation; Banking Regulation Act 1949; Major Provisions
September, 2026	Indian Banking System: Features, nationalization of commercial banks and its effects; Reserve bank of India- Functions, control of credit by RBI, power of RBI; Recent Trends in Indian Banking system
October, 2026	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
November, 2026	Fire Insurance: Concept, principles; Fire insurance policy, claims settlement procedure; Marine insurance: Marine Insurance Policy and claims settlement procedures; Accident and Motor Insurance: Policy and claims settlement procedures,
December, 2026	Revision



Lesson Plan for Service Marketing (M24-COM-305) for M.Com-3rd Sem (Session 2026-27)

Month	Topics to be covered
August, 2026	Services Marketing: Concept, characteristics, and classification; Buying process for services; Customer expectations of services; Customer perception of services; Marketing Mix in Services.
September, 2026	Service Quality: Concept, dimensions and models. Relationship Marketing: Meaning and goals; Service market segmentation and targeting; Customer retention strategies. Service Development: Steps in service development; Service blueprinting; Approaches to service delivery;
October, 2026	Customers feedback and service recovery; Physical environment of services. Communication and Promotion of Services: Main problems, objectives, Communication mix and strategies. Pricing of Services: Characteristics, approaches and pricing strategies;
November, 2026	Distribution of Services: Channels, key intermediaries, strategies for effective service delivery. Managing Service Employees: Importance and roles of contact personnel; Managing service delivery employees; Managing Customers and strategies for enhancing customer participation; Customer protection and ethics in services
December, 2026	Revision



Lesson Plan for Retailing (M24-COM-105) for M.Com-1st Sem (Session 2026-27)

Month	Topics to be covered
August, 2026	Retailing: Concept, Characteristics, Importance, Functions, Theories, Emerging Trends in Retailing; Evolution of Retailing in India; History of retail Institutions;
September, 2026	Contribution of Retailing to Indian Economy; Globalization of Retailing; Indian Retailing Scenario; Organizational Environment in Retail Sector; Factors behind the Change of Indian Retail Industry; Retail Formats; Retail Institutions by Ownership; Retail Institutions by Store-Based Strategy Mix, Web, Non-Store Based, e-Retailing and other Forms of Non-Traditional retailing; e-Retailing Strategies. Retail Market Segmentation; Store Location; Trading-Area Analysis, Characteristics of Trading Areas, Site Selection, Types of Locations, Location and Site Evaluation;
October, 2026	Store Planning; Design & Layout, Retail Image Mix, Effective Retail Space Management, Atmospheric, Human Resource Management. Retail marketing, Retail Marketing Mix, Advertising and Sales Promotion and Store Positioning; Customers Services; Retail Merchandising; Buying Organization Formats and Processes, Devising Merchandise Plans, Shrinkage in Retail Merchandise Management.
November, 2026	Merchandise Pricing; Concept, Pricing Objectives, Determinants, Types of Pricing, Pricing Strategies; Retail Operation; Elements, Store Administration, Store Manager Responsibilities, Management of Retail Outlet/Store, Store Maintenance, Store Security; Application of IT to Retail Marketing; Retail Market Segmentation; Consumerism and Ethics in Retailing; Retail Market Segmentation; FDI in Retail International Retailing.
December, 2026	Revision

