**Subject: - Organisational Behaviour Class M.com (P)**

**Teacher Name: - Ms. Sarita Session: - July-Nov (2024-25)**

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| Week | Topic |
| Week 1 | Organisational Behaviour: Concepts and Significance; |
| Week 2 | Human Relations and OB – Historical Development of OB |
| Week 3 | KUK Vacations (Diwali) |
| Week 4 | Industrial Revolution; Scientific Management, The Human Relations Movements, Howthrone Studies; Meaning and Definitions of OB, Emergence of HR and OB, |
| Week 5 | Approaches to OB; Classical Approach; Neo-Classical; Modern approach; |
| Week 6 | Scope of OB; Nature/Fundamental concepts of OB; Nature of People; Nature of Organisations; Determinants of OB; Significance of OB; Criticism. |
| Week 7 | Personality: Concept and Definition of Personality; Major Determinants of Personality, Theories of Personality |
| Week 8 | Perception: Introduction; Nature and Importance of Perception, Meaning, definitions and process of Perception |
| Week 9 | Continue |
| Week 10 | Learning: Introduction; Definition; Theories of Learning; |
| Week 11 | Group Dynamics: Introduction, Meaning; Components of Group Dynamics. |
| Week 12 | Assignments and presentations |
| Week 13 | Assignments and presentations |
| Week 14 | Assessment Test |
| Week 15 | Transactional Analysis: Introduction; Concept of T.A.; Scope of Transactional Analysis; Analysis of Self-awareness; Analysis of Ego States |
| Week 16 | Revision and Queries |

**Subject: - Banking and Insurance Class : B.com 2nd**

**Teacher Name: - Ms. Sarita Session: - July-Nov (2024-25)**

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| Week | Topic |
| Week 1 | Banking: Concept, features, functions, importance |
| Week 2 | principles of banking; Evolution of banking in India |
| Week 3 | Continue |
| Week 4 | Classifications of banks; Credit creation |
| Week 5 | Banking Regulation Act 1949: Major provisions |
| Week 6 | Continue |
| Week 7 | Indian Banking System: Features, nationalization of commercial banks and its effects |
| Week 8 | Reserve Bank of India – Functions, control of credit by RBI, power of RBI; Recent trends in Indian banking system |
| Week 9 | Insurance: Concept, need and principles of insurance; Insurance and economic development |
| Week 10 | Continue and Mid-term exam |
| Week 11 | Life and general insurance: principles, present status & growth of life and general insurance in India |
| Week 12 | claims settlement procedure; Regulatory Framework of Insurance |
| Week 13 | Assignments and presentations |
| Week 14 | Fire insurance: Concept, principles; Fire insurance policy, claims settlement procedure; Marine insurance: Marine insurance policy and claims settlement procedures |
| Week 15 | Accident and motor insurance: Policy and claims settlement procedures. |
| Week 16 | Revision |

**Subject: - MDC: Fundamentals of Indian Capital Market Class : B.com 2nd**

**Teacher Name: - Ms. Sarita Session: - July-Nov (2024-25)**

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| Week | Topic |
| Week 1 | Capital market: Need and structure; Types of capital market: Primary and secondary market |
| Week 2 | Functions of primary and secondary market; Financial instruments in Indian capital market |
| Week 3 | Continue |
| Week 4 | Regulation of Indian capital market |
| Week 5 | The Securities Exchange Board of India- Constitution, role of SEBI in regulating primary and secondary market |
| Week 6 | Continue |
| Week 7 | Investor protection and grievance redressal |
| Week 8 | Continue |
| Week 9 | Stock Exchanges in India: Origin, role and functions |
| Week 10 | Continue and Mid-term exam |
| Week 11 | Listing of Securities: Concept, merits & demerits, listing requirements, procedure |
| Week 12 | Depository System in India: Role, function |
| Week 13 | Assignments and presentations |
| Week 14 | Dematerialisation of securities |
| Week 15 | Recent trends in Indian capital market |
| Week 16 | Revision |

**Subject: - Marketing Management Class : BBA 2nd**

**Teacher Name: - Ms. Sarita Session: - July-Nov (2024-25)**

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| Week | Topic |
| Week 1 | Introduction: meaning, concepts & principles of marketing |
| Week 2 | marketing management; marketing mix. |
| Week 3 | Continue |
| Week 4 | Analysis of marketing environment: internal environment, external environment: demographic, sociocultural, political, economic, natural, technological, and legal |
| Week 5 | Market Segmentation: concept & bases of market segmentation |
| Week 6 | Continue |
| Week 7 | Understanding consumer behavior |
| Week 8 | Product: meaning, classification, product mix and product line decisions; product life cycle |
| Week 9 | New product development process; branding; packaging; labelling |
| Week 10 | Continue and Mid-term exam |
| Week 11 | Pricing: pricing objectives; factors influencing pricing; pricing strategies |
| Week 12 | Continue |
| Week 13 | Assignments and presentations |
| Week 14 | Distribution channel: meaning, types, role and factors affecting choice of distribution channel |
| Week 15 | Continue |
| Week 16 | Revision |