


<u>Teaching Plan for the Academic Year 2020-21</u>		
Department: BMS		
Class: F.Y. BMS		Code:19UBMS102
Course: Business Law		
Teacher: Arti Gadre		
Div: A, B, C D		Semester: I
Month	Week	Topic
September	1 <sup>st</sup>	Contract Act, 1872: Essential elements of Contract; Agreement and Contract – Capacity to Contract, free consent
	2 <sup>nd</sup>	consideration, lawful objects/ consideration,
	3 <sup>rd</sup>	Breach of contract. Remedies for breach of Contract.
	4 <sup>th</sup>	Sale of Goods Act, 1930: Scope of Act, Sale and Agreement to sell, essential of a valid Sale Contract —
	5 <sup>th</sup>	Conditions and warranties
October	1 <sup>st</sup>	Rights of an unpaid seller
	2 <sup>nd</sup>	Company Law • Company Law: What is company? – Incorporation of company – MOA, AOA, Prospectus,
	3 <sup>rd</sup>	Meetings, Meaning of transfer and transmission of shares.
	4 <sup>th</sup>	Negotiable Instrument Act, 1981: Introduction of Negotiable Instruments – Characteristics of negotiable instruments, Promissory note, Bills of exchange, Cheque, Dishonour of Cheque.
	5 <sup>th</sup>	Competition Act 2002 – Concept, Salient Features, Objectives & Advantages.
November	1 <sup>st</sup>	Abuse of Dominant Position, Competition Commission of India, Anti Competition Agreements
	2 <sup>nd</sup>	Intellectual Property Rights (IPR), IPR definition/ objectives
	3 <sup>rd</sup>	Patent definition. What is patentable? What is not patentable? Invention And its Attributes, Inventors and Applications
	4 <sup>th</sup>	Trademarks, definition, types of trademarks, infringement and passing off.
	5 <sup>th</sup>	Copy right definition and subject in which copy right exists, Originality, Meaning and Content, Authors and Owners, Rights and Restrictions., Geographical indications


Submitted By: Arti Gadre



  
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Teaching Plan for the Academic Year 2020-2021		
Semester: I		
Department : BMS		
Class: FY BMS		Code: 19UBMS103
Course: Business Statistics		
Teacher: Ms. Mridulla Agarwal		
Div: A,B, C and D		
Month	Week	Topic
September	1 <sup>st</sup>	<b>Data Interpretation , Tabulation, Measures Of Central Tendency:</b> Mean(A.M, Weighted, Combined)
	2 <sup>nd</sup>	Median(Calculation and graphical using Ogives), Mode(Calculation and Graphical using Histogram), Comparative analysis of all measures of Central Tendency.
	3 <sup>rd</sup>	<b>Measures Of Dispersion:</b> Range with C.R(Coefficient Of Range), Quartiles & Quartile deviation with CQ (Coefficient Of Quartile),
	4 <sup>th</sup>	Mean Deviation from mean with CMD (Coefficient Of Mean Deviation), Standard deviation with CV(Coefficient Of Variance)
	5 <sup>th</sup>	<b>Correlation:</b> Karl Pearson, Rank Correlation
October	1 <sup>st</sup>	<b>Regression:</b> Least Square Method
	2 <sup>nd</sup>	<b>Associations of Attributes:</b> Introduction, Difference between correlation and association, Methods to study associations
	3 <sup>rd</sup>	<b>Time Series:</b> Least Square Method, Moving Average Method, Calculating Seasonal Indices
	4 <sup>th</sup>	<b>Index Number:</b> Simple(unweighted) Aggregate Method and Simple Average of Price Relatives
	5 <sup>th</sup>	Weighted Aggregate Method and Weighted Average of Price Relatives, Cost of Living Index Number
November	1 <sup>st</sup>	<b>Probability:</b> Introduction to random variable and probability distribution for a random variable <b>Decision Theory:</b> Acts, State of Nature Events, Pay offs, Opportunity loss, Decision Making under Certainty,
	2 <sup>nd</sup>	Decision Making under Uncertainty
	3 <sup>rd</sup>	Decision Tree
	4 <sup>th</sup>	Revision

Submitted By: Mridulla Agarwal

  
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<u>Teaching Plan for the Academic Year 2020-21</u>		
Department: BMS		
Class: F.Y. BMS		Code:19UBMS105
Course: Business Economics-I		
Teacher: Dr. Blessy Easo		
Div: A, B, C, D Semester: I		
Month	Week	Topic
September	1 <sup>st</sup>	Scope and Importance of Business Economics- basic tools-basic economic relation
	2 <sup>nd</sup>	Scope and Importance of Business Economics- basic tools-basic economic relation
	3 <sup>rd</sup>	Usage of marginal analysis in decision making-basics of market demand and market supply, equilibrium
	4 <sup>th</sup>	Usage of marginal analysis in decision making-basics of market demand and market supply, equilibrium
	5 <sup>th</sup>	Measurement of elasticity of demand-relationship between elasticity of demand and revenue concepts
October	1 <sup>st</sup>	Measurement of elasticity of demand-relationship between elasticity of demand and revenue concepts-Discussion on case studies
	2 <sup>nd</sup>	Demand Estimation and Forecasting-Discussion on Case Studies
	3 <sup>rd</sup>	Demand Estimation and Forecasting-Production Function- Types and Law of Variable Proportions
	4 <sup>th</sup>	Production Function – Types and Law of Variable Proportions-Cost Concepts- Relationship between short run and long run
	5 <sup>th</sup>	Market Structure- Perfect Competition- Oligopoly (Short- Run and Long Run)
November	1 <sup>st</sup>	Market Structure- Oligopoly-Monopoly (Short- Run and Long Run)
	2 <sup>nd</sup>	Market Structure-Monopolistic Competition (Short-and Long Run)
	3 <sup>rd</sup>	Market Structure-Monopolistic Competition (Short-and Long Run)
	4 <sup>th</sup>	Revision

Submitted By: Dr. Blessy Easo

Date: 3<sup>rd</sup> September 2020

  
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<u>Teaching Plan for the Academic Year 2020-21</u>		
Department: BMS		
Class: F.Y. BMS		Code:19UBMS104
Course: <b>Foundations of Human Skills</b>		
Teacher: <b>Prof. Sweta Mishra</b>		
Div: A, B, C, D		Semester: I
Month	Week	Topic
September	1 <sup>st</sup>	Foundation of Individual Behaviour: Individual differences, factors affecting individual differences
	2 <sup>nd</sup>	Personality Definition, Determinants of personality, Big five model, Personality traits important for organizational behaviour, Johari Window
	3 <sup>rd</sup>	Attitude: Nature and components of attitude, Ways of changing attitude, Emotions: Concept, six universal emotions, Thinking: Thinking skills, thinking styles and thinking hats
	4 <sup>th</sup>	Learning: Theories of learning (classical conditioning, operant conditioning and social learning approaches), Stages of learning a skill, Intelligence, type (IQ, EQ, SQ, at work place)
	5 <sup>th</sup>	Perception: Factors influencing individual perception, perceptual errors, Effects of perceptual error in managerial decision making at work place.
October	1 <sup>st</sup>	Group Dynamics: Nature, need, stages of formation, types, group behaviour model (roles, norms, status, process, and structures), group v/s teams, and types of teams, Organizational processes and system.
	2 <sup>nd</sup>	Power and politics: Basis of power, Politics: nature, types, causes of organizational politics. Organizational conflicts and resolution: Conflict features, types, causes leading to organizational conflicts
	3 <sup>rd</sup>	Levels of conflicts, ways to resolve conflicts through five conflicts resolution strategies with outcomes. Organizational Culture: Meaning & Characteristics of organizational culture
	4 <sup>th</sup>	Types, Functions and Barriers of organizational culture, Ways of creating and maintaining effective organization culture, Transactional Analysis

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	5 <sup>th</sup>	Motivation at workplace: Definition and meaning, Theories of motivation in an organisational set up: A.Maslow- Need Hierarchy theory, Hertzberg -Dual Factor theory
November	1 <sup>st</sup>	Mc.Gregor- theory X and theory Y, Vroom's expectancy theory, William Ouchi - Theory Z, Ways of motivating at workplace
	2 <sup>nd</sup>	Work Stress: Stress, types of stress, Causes and consequences of job stress, Stress management techniques
	3 <sup>rd</sup>	Organisational change: Concepts of organisational change, Factors leading/influencing organisational change, Kurt Lewin's model of organisational change.
	4 <sup>th</sup>	Introduction to 'Measurement of human productivity', Organisational Development: Concept, Intervention cycle, OD Techniques

Submitted By: Prof. Sweta Mishra

Date: 3<sup>rd</sup> September 2020


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<u>Teaching Plan for the Academic Year 2020-21</u>		
Department: BMS		
Class: F.Y. BMS		Code:19UBMS107
Course: <b>Foundation Course</b>		
Teacher: <b>Jaanvi Joshi</b>		
Div: A, B, C, D		Semester: I
Month	Week	Topic
September	1 <sup>st</sup>	<b>Unit 1 Overview of Indian Society and Concept of Disparity</b> Understand the multi-cultural diversity of Indian society through its demographic composition
	2 <sup>nd</sup>	Understand regional variations according to rural, urban and tribal characteristics Explore the disparities arising out of gender -Reasons
	3 <sup>rd</sup>	Measures to overcome gender disparity; concept and types of physical and mental disabilities. Casteism, Communalism Regionalism - concept, effects and measures.
	4 <sup>th</sup>	Linguistic differences- concept, effects and measures. The concept of unity in diversity. <b>Unit 2 The Indian Constitution and Political Processes</b> Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution; Basic features of the Constitution
	5 <sup>th</sup>	Fundamental Duties of the Indian Citizen, Fundamental Rights stated in the Constitution. Local self-government in urban and rural areas.
October	1 <sup>st</sup>	<b>Unit 3: The new economic policy and its impact:</b> Impact of NEP 1991 on Indian Economy : Globalization- Concept & Impact
	2 <sup>nd</sup>	Liberalization, Privatization - Concept & Impact; Growth of IT and Communication and its Impact


  
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	3 <sup>rd</sup>	Increase in farmers' Suicides – reasons measures to stop farmer's suicide
	4 <sup>th</sup>	<b>Unit 4: Personal and Social Wellness:</b> Relationship between Food, Nutrition and Health. Impact of Lifestyle on Health
	5 <sup>th</sup>	Stress – causes, measures to reduce stress, Causes of conflict in individuals and society Aggression as the public expression of conflict
November	1 <sup>st</sup>	Violence - as the public expression of conflict, types Agents of socialization – Its Role in individual development
	2 <sup>nd</sup>	Conflict, reasons, measures, Types of conflicts and conflict resolution strategy
	3 <sup>rd</sup>	Revision
	4 <sup>th</sup>	Revision

Submitted By: Prof. Jaanvi Joshi

Date: 3<sup>rd</sup> September 2020
  
  
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<u>Teaching Plan for the Academic Year 2020-21</u>		
Department: BMS		
Class: F.Y. BMS		Code:
Course: Business Communication - I		
Teacher: Dr. Anita Bhasin		
Div: A		Semester: I
Month	Week	Topic
September	1 <sup>st</sup>	<b>Theory of Communication:</b> i. Concept, components and classification of communication ii. Models of Communication: Aristotelian, Linear, Interactive/Convergent and Transactional
	2 <sup>nd</sup>	<b>Listening Skills:</b> Importance of Listening Skills, Cultivating good Listening Skills
	3 <sup>rd</sup>	<b>Methods &amp; Modes of Communication:</b> Methods: Verbal and Nonverbal, Characteristics of Verbal Communication
	4 <sup>th</sup>	Characteristics of Non-verbal Communication, Computer-mediated communication
	5 <sup>th</sup>	Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers
October	1 <sup>st</sup>	<b>Importance of Communication at Work Place:</b> i. Emergence of Communication as a key concept in the Corporate and Global world ii. Impact of technological advancements on organizational communication
	2 <sup>nd</sup>	<b>Channels and Objectives of Communication at Workplace:</b> Understanding Channels of Communication Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine Interpersonal relationship management: Two layers of a message: Content and relational layers Managing three the types of relationships at workplace: Superior-subordinate, Peer to peer and Superior-subordinate relationship
	3 <sup>rd</sup>	Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Negotiation, Warning, and Boosting the Morale of Employees(A brief introduction to these objectives to be given)


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	4 <sup>th</sup>	<b>Introduction to Business Ethics:</b> Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility
	5 <sup>th</sup>	<b>Theory of Business Letter Writing:</b> Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block
November	1 <sup>st</sup>	Principles of effective letter writing; Principles of effective Email Writing
	2 <sup>nd</sup>	<b>Personnel Correspondence:</b> Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]
	3 <sup>rd</sup>	<b>Paragraph Writing:</b> Developing an idea, using appropriate linking devices, etc Cohesion and Coherence, self-editing, etc [Interpretation of technical data, Composition on a given situation, a short informal report etc.]
	4 <sup>th</sup>	Revision

Submitted By: Dr. Anita Bhasin

Date: 3<sup>rd</sup> September 2020
  
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<u>Teaching Plan for the Academic Year 2020-21</u>		
Department : BMS		
Class: F.Y. BMS		Code:19UBMS101
Course: Introduction to Financial Accounting		
Teacher: Ganga Susheel Warriar		
Div: A,B,C,D Semester: I		
Month	Week	Topic
September	1 <sup>st</sup>	Introduction and Definitions. Objectives, needs and importance of accounting. Terminologies and classification of accounts.
	2 <sup>nd</sup>	Principles of double entry system. Meaning of accounts heads, their classification and distinctions. Journal features, format, journalisation, journal voucher, discount.
	3 <sup>rd</sup>	Introduction to Accounting standards AS1, AS6, AS9, AS10, IFRS and Computerized environment.
	4 <sup>th</sup>	Journal problems banking transactions, typical transactions.
	5 <sup>th</sup>	Subsidiary books - Purchase, purchase return, sales, sales return with problems
October	1 <sup>st</sup>	cash book (Single and Double column) with problems
	2 <sup>nd</sup>	Capital and revenue expenditure. Deferred revenue expenditure and receipts, Ledger format, utility, ledger balancing.
	3 <sup>rd</sup>	Ledger balancing
	4 <sup>th</sup>	Trial balance and revision of journal entries
	5 <sup>th</sup>	Depreciation and problems on WDV method
November	1 <sup>st</sup>	Depreciation and problems on SLM method
	2 <sup>nd</sup>	Final accounts of sole proprietor with adjustments
	3 <sup>rd</sup>	Final accounts of sole proprietor with adjustments
	4 <sup>th</sup>	Revision

Submitted By: Ganga Warriar

G.W.

Date: 3<sup>rd</sup> September 2020

  
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# Teaching Plan for the Year 2020-2021

## FYBMS

### Semester-II (2020-2021)

Submitted by: Dr Anita Bhasin

Subject: Business Communication - 2

Month	Week	Topics to be Covered
January	2 <sup>nd</sup>	<b>Public Speaking and Presentation Skills:</b> <b>Public Speaking:</b> <b>Preparing a Speech:</b> Selecting and Narrowing a Topic, Researching and Supporting Your Speech, Organizing and Outlining <b>Delivering a Speech:</b> Managing Public Speaking Anxiety, Delivery Methods and Practice Sessions, Vocal Delivery and Physical Delivery <b>Informative and Persuasive Speaking:</b> Informative Speeches, Persuasive Speaking, Persuasive Reasoning and Fallacies and Persuasive Strategies <b>Public Speaking in Various Contexts:</b> Speaking in Personal and Civic Contexts, Speaking in Academic Settings, Speaking in Business Settings and Speaking via Electronic Media
	3 <sup>rd</sup>	<b>Presentations Skills:</b> Principles of Effective Presentation <b>How to make a Power-Point Presentation:</b> Content for Single Slide, Effective Use of Phrases, Effective Word Selection, Animation, Graphs etc. <b>How to deliver a Presentation</b>
	4 <sup>th</sup>	<b>Interviews and Group discussion:</b> Group Discussion, Preparing for an Interview
	5 <sup>th</sup>	<b>Types of Interviews:</b> Selection, Appraisal, Grievance, Exit
February	1 <sup>st</sup>	<b>Meetings:</b> Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions
	2 <sup>nd</sup>	<b>Conference:</b> Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing
	3 <sup>rd</sup>	<b>Public Relations:</b> Meaning, Functions of PR Department, External and Internal Measures of PR


  
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	4 <sup>th</sup>	<b>Trade Letters:</b> Letters of Inquiry
March	1 <sup>st</sup>	Letters of Complaints & Claims & Adjustment Letters
	2 <sup>nd</sup>	Sales Letters
	3 <sup>rd</sup>	Consumer Grievance Letters
	4 <sup>th</sup>	Letters under Right to Information (RTI) Act.
	5 <sup>th</sup>	Letter for placing Order, Credit and Status Enquiry, Collection (just a brief introduction to be given)
April	1 <sup>st</sup>	<b>Reports:</b> Parts, Types, Feasibility Reports, Investigative Reports
	2 <sup>nd</sup>	<b>Summarization:</b> Identification of main and supporting/sub points Presenting these in a cohesive manner
	3 <sup>rd</sup>	<b>Revision</b>



  
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**Teaching plan for the year 2020-2021**

**FYBMS**

**Semester-II (2020-2021)**


**Submitted by: Prof. Jaanvi Joshi**

**Division-A, B, C & D**

**Subject: Principles of Management**

Month	Week	Topics to be Covered
January	2 <sup>nd</sup>	Meaning, definition & Characteristics of management.
	3 <sup>rd</sup>	Importance of management, Process of management, Managerial skills.
	4 <sup>th</sup>	Management as an art, science & profession. Levels of management, Professional Management in India.
	5 <sup>th</sup>	Major functions of Management. Work of F.W.Taylor, Henri Fayol's principles of management
February	1 <sup>st</sup>	Behavioral science approach, contingency approach & Systems approach to management.
	2 <sup>nd</sup>	Meaning, definition & features of planning, Elements of planning,
	3 <sup>rd</sup>	Limitations of planning, process of planning, Preparation of Business Plan.
	4 <sup>th</sup>	Meaning, definition & Importance of decision making &, Steps of decision making
March	1 <sup>st</sup>	Bases of departmentation, Meaning, definition & features of organization structure.
	2 <sup>nd</sup>	Factors responsible for selection of organization structure


  
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	3 <sup>rd</sup>	Six different forms of organization structure
	4 <sup>th</sup>	Meaning, definition & features of staffing, Sources of recruitment, Selection process
	5 <sup>th</sup>	Meaning, definition & features of direction, steps in direction.
April	1 <sup>st</sup>	Concept & Theories of motivation
	2 <sup>nd</sup>	Concept of Control, process of control
	3 <sup>rd</sup>	Effective control system, Importance of coordination



  
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**Teaching plan for the year 2020-2021**

**FYBMS**

**Semester-II (2020-2021)**

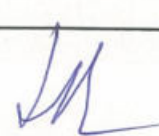
**Submitted by: Prof. Sweta Mishra**

**Division-A, B, C & D**

**Subject: Principles of Marketing**


Month	Week	Unit	Topics to be Covered
January	2 <sup>nd</sup>	UNIT I	Introduction to Marketing: Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling.
	3 <sup>rd</sup>		Concepts of Marketing: Production concept; Product concept; Selling concept and Marketing concept, Social relationship
	4 <sup>th</sup>		Holistic marketing, Sustainable Marketing: Principle and Importance, Service Marketing
	5 <sup>th</sup>		The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders.
February	1 <sup>st</sup>	UNIT 2	Macro environment: Political Factors; Economic Factors; Socio Cultural Factors, Technological Factors (PEST Analysis)
	2 <sup>nd</sup>		Marketing research: Meaning, features, Importance of marketing research.
	3 <sup>rd</sup>		Types of marketing research: Product research; Sales research; consumer/customer research; production research
	4 <sup>th</sup>		Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour, Customer Relationship Management: Meaning, features and Importance
March	1 <sup>st</sup>	UNIT 3	Marketing Mix: Meaning –elements of Marketing Mix. Product- Product Mix-product line lifecycle-product planning
	2 <sup>nd</sup>		New product development- failure of new product-levels of product. Services Marketing
	3 <sup>rd</sup>		Pricing– objectives- factors influencing pricing policy and Pricing strategy.
	4 <sup>th</sup>		Place– meaning – factor affecting channel selection-types of marketing channels

  
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	5 <sup>th</sup>		Promotion – meaning and significance of promotion. Promotion tools –Process, People & Physical Evidence
April	1 <sup>st</sup>	UNIT 4	Segmentation – meaning, importance, basis Targeting – meaning, types
	2 <sup>nd</sup>		Positioning – meaning – strategies, New trends in marketing – E-marketing, Internet marketing and marketing using Social network
	3 <sup>rd</sup>		Social marketing/ Relationship marketing, Digital Marketing and Green Marketing



  
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Teaching Plan for the Academic Year 2020-21		
Department: BMS		
Class: F.Y. BMS		Code:
Course: Environmental Studies		
Teacher: Dr. Damayanti Premier		
Div: A, B, C & D Semester: II		
Month	Week	Topics
January	2 <sup>nd</sup>	Introduction to environmental studies Environment: Concept, Types and Elements of Environment
	3 <sup>rd</sup>	Nature and Scope and Importance of environmental studies Concept of sustainability and sustainable development
	4 <sup>th</sup>	Ecosystems and Biodiversity Ecosystem: Types, Structure and function
	5 <sup>th</sup>	Ecosystem: Energy flow in an ecosystem Biodiversity: Concepts
February	1 <sup>st</sup>	Biodiversity: Need of study, Classification Biodiversity: Threats and Conservation
	2 <sup>nd</sup>	Natural Resources Concepts of Resources, Classification
	3 <sup>rd</sup>	Problems related to Resources: (Forests, land and water)
	4 <sup>th</sup>	Energy resources: Classification, Problems and need of conservation
March	1 <sup>st</sup>	Eco-Friendly Life style Environment Pollution, Protection and Management
	2 <sup>nd</sup>	Environmental pollution: Types, causes, effects and controls- Air, water and noise pollution
	3 <sup>rd</sup>	Solid waste management: Control measures of urban and Industrial waste
	4 <sup>th</sup>	Environmental movements in India
	5 <sup>th</sup>	Environment Laws: Environment Protection Act Wildlife Protection Act
April	1 <sup>st</sup>	Water (Prevention and control of Pollution) Act, Disaster management: floods
	2 <sup>nd</sup>	Disaster management: earthquake, cyclones and landslides
	3 <sup>rd</sup>	Revision

Submitted by: Dr. DAMAYANTI PREMIER

  
  
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Teaching Plan for the Academic Year 2020-21	
<b>Department :</b> BMS	
<b>Class:</b> FYBMS A, B, C and D	
<b>Course:</b> Business Mathematics	
<b>Code:</b> 19UBMS203 <b>Semester II</b>	
<b>Teacher:</b> Ms. Mridulla Agarwal	

Month	Week	Topic	Remarks
January	2 <sup>nd</sup> week	Numerical analysis-interpolation Introduction and concept: Finite differences	
	3 <sup>rd</sup> week	Interpolation- newton's forward formula	
	4 <sup>th</sup> week	Interpolation- newton's backward formula	
	5 <sup>th</sup> week	Derivatives: Derivatives of constant function, logarithmic functions, polynomial and exponential function Rules of derivatives: addition and Subtraction	
February	1 <sup>st</sup> week	Rules of derivatives: multiplication and quotient Second order derivatives Applications of derivatives: Maxima, Minima, Average Cost and Marginal Cost.	
	2 <sup>nd</sup> week	Total revenue, Marginal revenue, Average revenue. Average and Marginal profit. Price elasticity of demand	
	3 <sup>rd</sup> week	Matrices: definitions, types of matrices. Matrix operation (transpose of a matrix , Subtraction, Addition and scalar multiplication)	
	4 <sup>th</sup> week	Matrix multiplication Solving Equation of Matrix	
March	1 <sup>st</sup> week	Solving system of equations Determinants of a matrix of order two or three	
	2 <sup>nd</sup> week	Properties and results of Determinants Solving a system of linear equations using Cramer's rule	
	3 <sup>rd</sup> week	Inverse of a Matrix (up to order three) using ad-joint of a matrix and matrix inversion method	
	4 <sup>th</sup> week	Input and output analysis	
	5 <sup>th</sup> week	Simple interest and Compound interest	
April	1 <sup>st</sup> week	Equated Monthly Installments (EMI)- using flat interest rate and reducing balance method.	
	2 <sup>nd</sup> week	Annuity-Present and future value-sinking funds	
	3 <sup>rd</sup> week	Revision	

Submitted By : Mridulla Agarwal

  
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<u>Teaching Plan for the Academic Year 2020-21</u>		
Department: BMS		
Class: F.Y. BMS		Code:19UBMS202
Course: Industrial Law		
Teacher: Arti Gadre		
Div: A, B, C D		Semester: II
Month	Week	Topic
January	2 <sup>nd</sup>	THE CODE ON WAGES, 2019 Introduction, Minimum Wages
	3 <sup>rd</sup>	Payment Of Wages,
	4 <sup>th</sup>	Payment Of Bonus
	5 <sup>th</sup>	THE INDUSTRIAL RELATIONS CODE, 2019 Definitions
February	1 <sup>st</sup>	Trade Union, Registration and Dissolution
	2 <sup>nd</sup>	Objects of General fund, composition of Separate fund and Membership fee of Trade Union
	3 <sup>rd</sup>	Authorities, Awards, Settlements,
	4 <sup>th</sup>	Strikes Lockouts, Lay Offs, Retrenchment and Closure, Unfair Labour Practices
March	1 <sup>st</sup>	THE OCCUPATIONAL SAFETY, HEALTH AND WORKING CONDITIONS CODE, 2019 Duties Of Employer And Employees, Etc.,
	2 <sup>nd</sup>	Occupational Safety And Health, Welfare Provisions,
	3 <sup>rd</sup>	Hours Of Work And Annual Leave With Wages, Special Provision Relating To Employment Of Women,
	4 <sup>th</sup>	Offences And Penalties
	5 <sup>th</sup>	THE CODE ON SOCIAL SECURITY, 2019 Employees Provident Fund,
April	1 <sup>st</sup>	Employees State Insurance Corporation,
	2 <sup>nd</sup>	Gratuity, Maternity Benefit,
	3 <sup>rd</sup>	Employee's Compensation

Submitted By: Arti Gadre



  
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Teaching plan for the year 2020-2021

FYBMS

Semester-II (2020-2021)


Submitted by: . Ganga Susheel Warriar

Division-A,B,C,D

Subject: Business Environment


Month	Week	Unit	Topics to be Covered
January	2 <sup>nd</sup>		<b><u>Introduction to Business Environment</u></b> <ul style="list-style-type: none"><li>• <b><u>Business</u></b>: Meaning, Definition, Nature &amp; Scope, Types of Business Organizations</li><li>• <b><u>Business Environment</u></b>: Meaning, Characteristics, Scope and Significance</li></ul> <b><u>Micro and Macro Environment</u></b> : Definition, Differentiation, Analysis of Business Environment, SWOT Analysis
	3 <sup>rd</sup>		Components of Business Environment <b><u>Introduction to Micro-Environment</u></b> : <ul style="list-style-type: none"><li>• <b><u>Internal Environment</u></b>: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity</li><li>• <b><u>External Environment</u></b>: Firm, customers, suppliers, distributors, Competitors, Society</li></ul>
	4 <sup>th</sup>		<ul style="list-style-type: none"><li>• Distinguish between Micro Macro Environment</li></ul> <b><u>Introduction to Macro Environment</u></b> : <ul style="list-style-type: none"><li>• <b><u>Political Environment</u></b> Legislature</li></ul>
	5 <sup>th</sup>		Executive Judiciary

  
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			Role of government in Business
February	1 <sup>st</sup>		<b>Impact of business on Private sector, Public sector and Joint sector</b>
	2 <sup>nd</sup>		<ul style="list-style-type: none"> <li>• <b><u>Economic environment</u></b> Economic system and economic policies</li> </ul> <p>Concept of Capitalism, Socialism and Mixed Economy</p>
	3 <sup>rd</sup>		<ul style="list-style-type: none"> <li>• <b><u>Competitive Environment:</u></b>  <ul style="list-style-type: none"> <li>___ Meaning, features, importance</li> <li>___ Michael Porter's Five Forces Analysis</li> <li>___ Competitive Strategies</li> </ul> </li> <li>• <b><u>Social and Cultural Environment:</u></b> Nature</li> </ul>
	4 <sup>th</sup>		<p>Impact of foreign culture on Business Traditional Values and its Impact and revision</p>
March	1 <sup>st</sup>		<ul style="list-style-type: none"> <li>• <b><u>Social Audit :</u></b> Meaning and Importance of Corporate Governance</li> </ul>
	2 <sup>nd</sup>		<p>Social Responsibility of Business Responsibility of the business</p>
	3 <sup>rd</sup>		<ul style="list-style-type: none"> <li>• <b><u>Technology environment:</u></b> Features impact of technology on Business</li> </ul>
	4 <sup>th</sup>		<ul style="list-style-type: none"> <li>• <b><u>International Environment :</u></b> GATT/ WTO: Objective and Evolution of GATT, Uruguay round,</li> </ul>
	5 <sup>th</sup>		GATT v/s WTO, Functions of WTO, Pros and Cons of WTO

  
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			<b>Globalization:</b> Meaning, Nature and stages of Globalization,
April	1 <sup>st</sup>		features of Globalization, Foreign Market entry strategies, LPG model <b>MNCs:</b> Definition, meaning, merits, demerits, MNCs in India
	2 <sup>nd</sup>		<b>FDI:</b> Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India
	3 <sup>rd</sup>		<b>Challenges faced by International Business and Investment Opportunities for Indian Industry and revision</b>

  
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### Teaching Plan for the Academic Year 2020-21

Department: BMS

Class: S.Y.BMS

Course: Strategic Management


SEM: III

Teacher: Prof. Sweta Mishra

Div: A, B, C, D & E

MONTH	WEEK	UNIT	UNIT / TOPIC
July	4 <sup>th</sup>	UNIT I	Business Policy-Meaning, Nature, Importance
	5 <sup>th</sup>		Strategy-Meaning, Definition
August	1 <sup>st</sup>		Strategic Management-Meaning, Definition, Importance, Strategic management.
	2 <sup>nd</sup>		Process & Levels of Strategy and Concept and importance of Strategic Business Units (SBU's)
	3 <sup>rd</sup>		Strategic Intent-Mission, Vision, Goals, Objective, Plans
	4 <sup>th</sup>	UNIT II	Environment Analysis and Scanning(SWOT )
	5 <sup>th</sup>		Corporate Level Strategy (Stability, Growth, Retrenchment, Integration and Internationalization)
September	1 <sup>st</sup>		Business Level Strategy (Cost Leadership, Differentiation, Focus)
	2 <sup>nd</sup>		Functional Level Strategy (R&D, HR, Finance, Marketing, Production)
	3 <sup>rd</sup>		Strategic Alliances: Meaning, Reasons for SA, Pitfalls in SA
	4 <sup>th</sup>		Internationalization Strategies: International Entry Modes
	5 <sup>th</sup>	UNIT III	Models of Strategy making.
October	1 <sup>st</sup>		Strategic Analysis & Choices & Implementation: BCG Matrix, GE 9Cell, Porter's 5 Forces, 7S Frame Work
	2 <sup>nd</sup>		Implementation: Meaning, Steps and implementation at Project
	3 <sup>rd</sup>		Process, Structural, Behavioural, Functional level.

  
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	4 <sup>th</sup>	UNIT IV	Strategic Evaluation & Control– Meaning, Steps of Evaluation & Techniques of Control
	5 <sup>th</sup>		Synergy: Concept, Types, evaluation of Synergy. Synergy as a Component of Strategy & its Relevance.
November	1 <sup>st</sup>		Change Management– Elementary Concept
	2 <sup>nd</sup> & 3 <sup>rd</sup>		Revision on the remaining days (Diwali holidays from 11 <sup>th</sup> – 18 <sup>th</sup> November)

Submitted By: Prof. Sweta Mishra

Date: 22<sup>nd</sup> July 2020

  
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### Teaching Plan for the Academic Year 2020-21

Department: BMS

Class: S.Y.BMS

Course: **Business Planning & Entrepreneurial Management**


SEM: III

Teacher: Asst. Prof. Chetan Devashish Bose

Div: A, B, C, D & E

MONTH	WEEK	UNIT	UNIT / TOPIC
July	4 <sup>th</sup>	UNIT I	Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship
	5 <sup>th</sup>		Importance and significance of growth of entrepreneurial activities, Qualities of entrepreneur, Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating Theory of High Achievement by McClelland
August	1 <sup>st</sup>		X-Efficiency Theory by Leibenstein, Theory of Profit by Knight, Theory of Social change by Everett Hagen
	2 <sup>nd</sup>		External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economical, Personal. Role of Entrepreneurial culture in Entrepreneurship Development.
	3 <sup>rd</sup>	UNIT II	Intrapreneur – Concept and Development of Intrapreneurship. Women Entrepreneur – concept, development and problems faced by Women Entrepreneurs
	4 <sup>th</sup>		Development of Women Entrepreneurs with reference to Self Help Group
	5 <sup>th</sup>		Social entrepreneurship–concept, development of Social entrepreneurship in India. Various social entrepreneurs and their contributions
September	1 <sup>st</sup>		Entrepreneurial development Program (EDP)– concept, factor influencing EDP. Option available to Entrepreneur. (Ancillarisation, BPO, Franchise, M&A)
	2 <sup>nd</sup>	UNIT III	Innovation, Invention, Creativity, Business Idea, Opportunities through change.
	3 <sup>rd</sup>		Idea generation– Sources-Development of product /idea, Environmental scanning and SWOT analysis

  
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	4 <sup>th</sup>		Creating Entrepreneurial Venture-Entrepreneurship Development Cycle, Business Planning Process-The business plan as an Entrepreneurial tool, scope and value of Business plan.
	5 <sup>th</sup>		Elements of Business Plan, Objectives, Market and Feasibility Analysis, Marketing, Finance, Organization & Management, Ownership
October	1 <sup>st</sup>		Critical Risk Contingencies of the proposal, Scheduling and milestones
	2 <sup>nd</sup>	<b>UNIT IV</b>	Steps involved in starting of Venture
	3 <sup>rd</sup>		Institutional support, Venture funding, requirements of Capital (Fixed and working) Sources of finance, problem of Venture set-up and prospects
	4 <sup>th</sup>		Marketing: Methods, Channel of Marketing, Marketing Institutions and Assistance.
	5 <sup>th</sup>		New trends in entrepreneurship
November	1 <sup>st</sup>		Disruptive innovation- Concept, model, examples
	2 <sup>nd</sup> & 3 <sup>rd</sup>		Revision on the remaining days (Diwali holidays from 11 <sup>th</sup> – 18 <sup>th</sup> November)

Submitted By: Asst. Prof. Chetan Devashish Bose



Date: 22<sup>nd</sup> July 2020

  
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### Teaching Plan for the Academic Year 2020-21

Department: BMS

Class: S.Y.BMS

Course: Management accounting


Sem: III

Teacher: Medhavi chakraborty

Div: A , B, C and D

MONTH	WEEK	UNIT	UNIT / TOPIC
July	4 <sup>th</sup>	I	<b>Analysis and Interpretation of Financial Statement</b> Analysis and Interpretation of Financial Statement  Study of Balance sheet of Limited companies.
	5 <sup>th</sup>	"	Study of Manufacturing, Trading, Profit and Loss A/C of Limited companies.
August	1 <sup>st</sup>	II	<b>Vertical form of Balance Sheet, Profit and Loss A/C</b>
	2 <sup>nd</sup>		Vertical form of Balance Sheet, Profit and Loss A/C- Trend Analysis,
	3 <sup>rd</sup>	"	Comparative Statement & Common Size.
	4 <sup>th</sup>	"	<b>Ratio analysis and Interpretation</b>  <ul style="list-style-type: none"> <li>Ratio analysis and Interpretation (Based on Vertical form of Financial statements) including conventional and functional classification restricted to:</li> </ul>
	5 <sup>th</sup>	"	<ul style="list-style-type: none"> <li>Balance sheet ratios: Current ratio, Liquidity Ratio, Stock Working Capital Ratio, Proprietary Ratio, Debt-Equity Ratio, Capital Gearing Ratio.</li> </ul>
September	1 <sup>st</sup>	III	<ul style="list-style-type: none"> <li>Revenue statement Ratios: Gross Profit Ratio, Expenses Ratio, Operating Ratio, Net Profit Ratio</li> </ul>

  
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	2 <sup>nd</sup>	"	<ul style="list-style-type: none"> <li>• , Net Operating Profit Ratio, Stock Turnover Ratio, Debtors Turnover Ratio, Creditors Turnover Ratio.</li> </ul>
	3 <sup>rd</sup>	"	<ul style="list-style-type: none"> <li>• Combined Ratios: Return on capital employed (including Long term Borrowings),</li> </ul>
	4 <sup>th</sup>	"	<ul style="list-style-type: none"> <li>• Return on Proprietary Fund (Shareholder's fund and Preference Capital), Return on Equity Capital, Dividend Payout Ratio, Debt Service Ratio</li> </ul>
	5 <sup>th</sup>	"	<ul style="list-style-type: none"> <li>• Different Modes of expressing ratios: Rate, Ratio, Percentage, Number.</li> </ul>
October	1 <sup>st</sup>	"	<ul style="list-style-type: none"> <li>• Limitations of the use of ratios.</li> </ul> <p>* Ratio analysis through the present Balance Sheet and Profit and Loss A/C</p>
	2 <sup>nd</sup>	IV	<b>Working Capital</b>
	3 <sup>rd</sup>	"	Working Capital: Concept, Estimation of requirement in case of Trading & Manufacturing Organization.
	4 <sup>th</sup>	"	Receivable Management: Meaning, Importance, Credit Policy Variable,
	5 <sup>th</sup>	"	Method of credit evaluation ( Traditional & Numerical – Credit Scoring);
November	1 <sup>st</sup>	"	Monitoring the Debtors Technique (DSO, Ageing Schedule)
	2 <sup>nd</sup> & 3 <sup>rd</sup>		<b>Revision</b>

Submitted By: Medhavi Chakraborty

Date: 22<sup>nd</sup> July 2020

  
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### Teaching Plan for the Academic Year 2020-21

Department: BMS

Class: S.Y. BMS

Course: International Business

Sem: III

Teacher: Ms Jaanvi Joshi

Div: Global Subject

MONTH	WEEK	UNIT / TOPIC
July	4 <sup>th</sup>	Introduction to International Business: Growing relevance of International Business, Nature of International Business
	5 <sup>th</sup>	Scope and significance of International Business, Compare International Business with Domestic Business, Reasons for International Business
August	1 <sup>st</sup>	Types of International Business. International Business Environment: Economic, Political, Cultural and Legal environments in International Business
	2 <sup>nd</sup>	International Economic Institutions and Regional Grouping: Institutional support to International Business: role of world Bank, IMF, ADB in International Business,
	3 <sup>rd</sup>	World Trade Organisation: Origin, Objectives
	4 <sup>th</sup>	Integration between countries: Levels of integration, Growth of Trading Blocs
	5 <sup>th</sup>	Impact of Integration, Major regional Trading Groups, The European Union, NAFTA
September	1 <sup>st</sup>	APEC, ASEAN, MERCOSUR, BRICS, SAARC, OPEC, SAFTA, New International Economic Order.
	2 <sup>nd</sup>	International Marketing: International Marketing, Domestic and International Marketing, Compared
	3 <sup>rd</sup>	benefits of International Marketing, Major activities, International Market Assessment
	4 <sup>th</sup>	International product strategies, Pricing issues and decisions Dumping, promotion issues and policies
	5 <sup>th</sup>	Globalization: Globalization and business, Essential conditions of Globalization
October	1 <sup>st</sup>	Foreign market entry strategies
	2 <sup>nd</sup>	Obstacles to Globalization, Environmental issues related to Globalization
	3 <sup>rd</sup>	Global E-business – Key attributes to successful global E- Business
	4 <sup>th</sup>	Case Studies
	5 <sup>th</sup>	Presentations
November	1 <sup>st</sup>	Presentations
	2 <sup>nd</sup> & 3 <sup>rd</sup>	Revision



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**Teaching Plan for the Academic Year 2020-21**

Department: BMS

Class: S.Y. BMS

Course: Consumer Behaviour


Sem: III

Teacher: Dr. Damayanti Premier

Div: C &amp; D

MONTH	WEEK	UNIT / TOPIC
July	4 <sup>th</sup>	<b>Introduction to Consumer Behaviour:</b> Meaning of Consumer Behaviour Features and Importance
	5 <sup>th</sup>	Types of Consumer (Institutional & Retail) Diversity of consumers and their behaviour
August	1 <sup>st</sup>	Types of Consumer Behaviour Consumer Involvement
	2 <sup>nd</sup>	Application of Consumer Behaviour knowledge in Marketing Consumer Decision Making Process,
	3 <sup>rd</sup>	Determinants of Buyer Behaviour, factors affecting each stage Need recognition
	4 <sup>th</sup>	<b>Individual- Determinants of Consumer Behaviour</b> Personality, Nature of personality
	5 <sup>th</sup>	Freudian non – Freudian Theories  Trait theories
September	1 <sup>st</sup>	Personality Traits & its Marketing significance Product personality
	2 <sup>nd</sup>	Learning theories Self-Concept, Consumer Perception
	3 <sup>rd</sup>	Attitude: Concept, Nature of Consumer Attitude, Formation & Change
	4 <sup>th</sup>	<b>Environmental Determinants of Consumer Behaviour</b> Factors affecting the need of the family  Roles of different members
	5 <sup>th</sup>	Family Influences on Buyer Behaviour family life cycle stage and size
October	1 <sup>st</sup>	Social class and influences


  
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		Group Dynamics & Consumer Reference Groups
	2 <sup>nd</sup>	Social Class & consumer Behaviour - Reference Groups, Opinion Leaders, In-group versus out-group influences, Role of opinion leaders in diffusion of Innovation and in purchase process
	3 <sup>rd</sup>	Cultural Influences on Consumer Behaviour: nationality, religious, geographic, regional, age, gender subculture
	4 <sup>th</sup>	<b>Consumer decision making models and New Trends</b> Consumer Decision making models: Howard Sheth Model, Engel Blackwell, Miniard Model, Nicosia Model
	5 <sup>th</sup>	Diffusion of innovations, Process of Diffusion and adoption Innovation - Decision process, Innovator profiles
November	1 <sup>st</sup>	E-Buying behaviour the E-buyer vis-a vis the Brick-and-Mortar buyer, Influences on E-buying
	2 <sup>nd</sup> & 3 <sup>rd</sup>	Revision (Diwali holidays from 11 <sup>th</sup> – 18 <sup>th</sup> November)

Submitted By: Dr. Damayanti Premier

  
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### Teaching Plan for the Academic Year 2020-21

Department : BMS

Class: S.Y. BMS

Course: Advertising

Sem: III

Teacher: Shobha Venkatesh

Div: C

MONTH	WEEK	UNIT / TOPIC
July	4 <sup>th</sup>	Introduction to advertising-Evolution , importance, Features , benefits , limitation , effects and 5M's of advertising. Types of advertising Consumer, Industrial, Retail, Classified, Corporate ,Public service, ,Generic, National, Global, International, Social ( CSR) and Advocacy
	5 <sup>th</sup>	Types of advertising Consumer, Industrial, Retail, Classified, Corporate ,Public service, ,Generic, National, Global, International, Social ( CSR) and Advocacy
August	1 <sup>st</sup>	Ethics and Laws in Advertising Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads , Controversial , Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations
	2 <sup>nd</sup>	Social, Cultural and Economic impact of Advertising Women and advertising, Children and advertising, Senior citizen and advertising , Pop Culture and advertising
	3 <sup>rd</sup>	Theories Stimulus theory, AIDA, Dagmar, Hierarchy , Means- End Theory
	4 <sup>th</sup>	Print Media Basic concepts, Types of Newspapers advertising , advantages and disadvantage of Newspaper advertising , Magazines, Advantages and Disadvantages of Magazine , Inserts, Brochure , Direct mail
	5 <sup>th</sup>	Broadcast Media -Radio advertising Advantages and Disadvantages of Radio advertising , Television advertising and its Advantages and Disadvantages, Film advertising and Product placement - Advantages and Disadvantages
September	1 <sup>st</sup>	Out door Media-Out-of-home Advertising, On- premise advertising , Transit advertising , Posters , Directory advertising. Advantages and disadvantages of out door media
	2 <sup>nd</sup>	Digital media -Websites, ad buttons , ad banner, sponsorships, email , Advantages and disadvantages of digital media
	3 <sup>rd</sup>	Introduction to Creativity-Importance of creative process, Creative strategy development Determining , Creative brief message theme, Big idea, positioning strategies, Types of appeals
	4 <sup>th</sup>	Role of different elements in ads Logo, Jingle, Company signature, Slogan, tagline, illustration, Creating Radio commercial –Words, sounds, clarity , coherence etc.
	5 <sup>th</sup>	Elements of copy Headline, Sub headline , Layout
October	1 <sup>st</sup>	Elements of copy Body copy , Types of copy and slogan , creating story board
	2 <sup>nd</sup>	Types of advertising agency-Full service, Creative boutique, Media buying agency, In- house agency, Specialized Agencies and others
	3 <sup>rd</sup>	Various departments in an agency-Account handling, Production, Art, Copy,


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	4 <sup>th</sup>	Various departments in an agency-Media, Public relation, Human resources, Finance and others
	5 <sup>th</sup>	Latest trends-Rural advertising ,Ambush advertising, Internet advertising
November	1 <sup>st</sup>	email advertising Advertainment, advertorial, mobile advertising
	2 <sup>nd</sup> & 3 <sup>rd</sup>	Revision (Diwali holidays from 11th – 18th Nov 2020)

Submitted By: Shobha Venkatesh

  
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## Teaching Plan for the Academic Year 2020-21

Department : BMS		
Class: S.Y.BMS		
Course: Introduction to Financial System		Semester: III
Teacher: Nishant Modi		
Division: A & B		
MONTH	WEEK	UNIT / TOPIC
July	4 <sup>th</sup>	An introduction to the financial system, Functions of a financial system
	5 <sup>th</sup>	Evolution of Financial System, Structure of Financial System
August	1 <sup>st</sup>	Weaknesses of Indian Financial System
	2 <sup>nd</sup>	Financial Sector Reforms in India
	3 <sup>rd</sup>	Growth and Development of Indian Financial System, Monetary Policy and Fiscal Policy
	4 <sup>th</sup>	Capital markets: Meaning, Role, classification and structure, sub-segments, Role played, participants, Instruments
	5 <sup>th</sup>	Money Markets: Meaning, Role, classification and structure, sub-segments, Role played, participants, Instruments
September	1 <sup>st</sup>	Commodity Markets and Foreign Exchange Market: Meaning, Role, classification and structure, sub-segments, Role played, participants, Instruments
	2 <sup>nd</sup>	Derivative Markets: Meaning, Role, classification and structure
	3 <sup>rd</sup>	Derivative Markets: sub-segments, Role played, participants, Instruments
	4 <sup>th</sup>	Financial Instruments: Meaning and classification of (multiple ways of classifying financial instruments), Types of financial instruments,
	5 <sup>th</sup>	Financial Instruments: Characteristics of financial instruments, New financial instruments
October	1 <sup>st</sup>	Financial services Meaning & Features
	2 <sup>nd</sup>	Types of financial services , Role and functions of financial services
	3 <sup>rd</sup>	Role and functions of RBI & SEBI
	4 <sup>th</sup>	Role and functions of IRDA
	5 <sup>th</sup>	Role and functions of PFRDA
November	1 <sup>st</sup>	Revision
	2 <sup>nd</sup> & 3 <sup>rd</sup>	Revision on the remaining days (diwali holidays from 11 <sup>th</sup> – 18 <sup>th</sup> nov)

Submitted By: Nishant Modi

Date: 22<sup>nd</sup> July 2020

  
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### Teaching Plan for the Academic Year 2020-21

Department: BMS

Class: S.Y. BMS

Course: Motivation & Leadership

Sem: III

Teacher: Ms Jaanvi Joshi

Div: E

MONTH	WEEK	UNIT / TOPIC
July	4 <sup>th</sup>	<b>Concept of Motivation</b> Concept of motivation, Importance, Tools of Motivation.
	5 <sup>th</sup>	East v/s West, motivating workers (in context to Indian workers) The Indian scene – basic difference
August	1 <sup>st</sup>	Work – Life balance – concept, differences, generation and tips on work life balance.
	2 <sup>nd</sup>	<b>Theories of motivation:</b> Theory Z, Equity theory
	3 <sup>rd</sup>	Process Theories- Vroom's Expectancy Theory, Valency- Four drive model.
	4 <sup>th</sup>	<b>Types and theories of leadership</b> Leadership – Meaning, Traits and Motives of an Effective Leader
	5 <sup>th</sup>	Styles of Leadership. Personal risk of leader: personal traits endangering effective leadership
September	1 <sup>st</sup>	Theories – Trait Theory, Behavioral Theory, Path Goal Theory.
	2 <sup>nd</sup>	Transactional v/s Transformational leaders. Strategic leaders – meaning, qualities
	3 <sup>rd</sup>	Charismatic Leaders – meaning of charisma, Qualities, characteristics
	4 <sup>th</sup>	Types of charismatic leaders (socialized, personalized, office-holder, personal, divine)
	5 <sup>th</sup>	Characteristics of creative leaders and organization methods to enhance creativity (Andrew Dubrein)
October	1 <sup>st</sup>	<b>Dynamics of leadership</b> Great leaders, their style, activities and skills (Ratan Tata
	2 <sup>nd</sup>	Narayan Murthy, Dhirubhai Ambani, Bill Gates, Mark Zuckerberg
	3 <sup>rd</sup>	Women leaders
	4 <sup>th</sup>	Contemporary issues in leadership – Leadership roles, team leadership
	5 <sup>th</sup>	Mentoring, self leadership, online leadership,
November	1 <sup>st</sup>	finding and creating effective leader
	2 <sup>nd</sup> & 3 <sup>rd</sup>	Revision

Submitted By: Ms Jaanvi Joshi



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### Teaching Plan for the Academic Year 2020-21

Department: BMS

Class: S.Y.BMS

Course: Introduction to advertising

Sem: III

Teacher: Shobha venkatesh

Div: C and D

MONTH	WEEK	UNIT	UNIT / TOPIC
July	4 <sup>th</sup>	I	<b>Introduction to Advertising:</b> Evolution, importance, Features, benefits , limitation , effects and 5M's of advertising.
	5 <sup>th</sup>	"	<b>Types of advertising:</b> Consumer, Industrial, Retail, Classified, Corporate, Public service, Generic, National, Global, International, Social (CSR) and Advocacy
August	1 <sup>st</sup>		<b>Ethics and Laws in Advertising:</b> Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads, Controversial, Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations.
	2 <sup>nd</sup>		<b>Social, Cultural and Economic impact of Advertising:</b> Women and advertising, Children and advertising, Senior citizen and advertising, Pop Culture and advertising.
	3 <sup>rd</sup>	"	<b>Theories:</b> Stimulus theory, AIDA, Dagmar, Hierarchy, Means-End Theory
	4 <sup>th</sup>	II	<b>Types of Media in advertising</b> <b>Print Media:</b> Basic concepts, Types of Newspapers advertising , advantages and disadvantage of Newspaper advertising
	5 <sup>th</sup>	"	,Magazines, Advantages and Disadvantages of Magazine, Inserts, Brochure , Direct mail
September	1 <sup>st</sup>		<ul style="list-style-type: none"> <li><b>Broadcast Media:</b> Radio advertising Advantages and Disadvantages of Radio advertising,</li> </ul>

  
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	2 <sup>nd</sup>	"	Television advertising and its Advantages and Disadvantages, Film advertising and Product placement -Advantages and Disadvantages
	3 <sup>rd</sup>	"	<ul style="list-style-type: none"> <li>• <b>Out-door Media:</b> Out-of-home Advertising, On- premise advertising, Transit advertising, Posters, Directory advertising. Advantages and disadvantages of out-door media</li> </ul>
	4 <sup>th</sup>	iii	<b>Digital media:</b> Websites, ad buttons, ad banner, sponsorships, email , Advantages and disadvantages of digital media
	5 <sup>th</sup>	"	<b>Creativity in Advertising</b> <b>Introduction to Creativity:</b> Importance of creative process, Creative strategy development Determining , Creative brief message theme, Big idea, positioning strategies, Types of appeals
October	1 <sup>st</sup>	"	<b>Role of different elements in ads:</b> Logo, Jingle, Company signature, Slogan, tagline, illustration, Creating Radio commercial –Words, sounds, clarity, coherence etc.
	2 <sup>nd</sup>		<b>Elements of copy:</b> Headline, Sub headline , Layout , Body copy , Types of copy and slogan , creating story board.
	3 <sup>rd</sup>	IV	<b>Types of advertising agency, department, careers and latest trends in advertising</b> <b>Types of advertising agency:</b> Full service, Creative boutique, Media buying agency, In- house agency,
	4 <sup>th</sup>	"	<b>Specialized Agencies and others</b> <b>Various departments in an agency:</b> Account handling, Production, Art, Copy, Media, Public relation, Human resources, Finance and others



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	5 <sup>th</sup>	"	Latest trends Rural advertising, Ambush advertising, Internet advertising, email advertising
November	1 <sup>st</sup>	"	, advertorial, mobile advertising
	2 <sup>nd</sup> & 3 <sup>rd</sup>		revision

**Submitted By: Shobha Venkatesh**

**Date: 22<sup>nd</sup> July 2020**

  
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### Teaching Plan for the Academic Year 2020-21

Department: BMS

Class: S.Y.BMS

Course: Corporate Finance

Sem: III

Teacher: Avinash Singh

Div: A & B

MONTH	WEEK	UNIT	UNIT / TOPIC
July	4 <sup>th</sup>	I	<b>Introduction to Corporate Finance &amp; basic Tools for Corporate Financial Decision Making</b>  <b>Introduction to Corporate Finance:</b>  Meaning of Corporate finance, Significance of Corporate Finance, Principles of Corporate Finance, Scope of Corporate Finance; Objectives of Corporate Financial Management
	5 <sup>th</sup>	"	Corporate finance and financial strategy, Types of business entity, Business organizational structures, and Emerging role of Finance Managers in India, Agency Problem
August	1 <sup>st</sup>	"	<b>Time Value of Money:</b>  Concept of Time value of Money, Process of Compounding and Discounting, Future Value of a Single amount, Future Value of an Annuity, Present Value of a Single Amount, Present Value of an Annuity, Practical Problems based on Time Value of Money
	2 <sup>nd</sup>	II	<b>Analysis and Techniques of Capital budgeting:</b>  Meaning of Capital Budgeting, Types of capital budgeting decisions, Nature of Capital Budgeting; Process of Capital Budgeting
	3 <sup>rd</sup>	"	Preparation of capital budgeting proposal, estimating cash flows for project appraisal.

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	4 <sup>th</sup>	"	Non-discounted Cash Flow Techniques: Payback Period, ARR, Discounted Cash Flow Techniques
	5 <sup>th</sup>	"	NPV, IRR, Modified IRR, PI and Capital Rationing.
September	1 <sup>st</sup>	III	<b>Cost of Capital, Leverage and Capital Structure Analysis</b>  <b>Concept and Measurement of Cost of Capital:</b>  Importance and concept; assumptions and factors affecting cost of capital
	2 <sup>nd</sup>	"	Measurement of Specific Costs; Computation of Overall Cost of Capital; and Cost of Capital Practices in India.
	3 <sup>rd</sup>	"	<b>Operating, Financial and Combined Leverage:</b>  Meaning, Advantages and Numerical based on Operating Leverage
	4 <sup>th</sup>	"	Numerical based on Financial Leverage and Combined Leverage
	5 <sup>th</sup>	"	<b>Capital Structure Cost of Capital and Valuation</b>  Introduction to Capital Structure Theories; Net Income Approach
October	1 <sup>st</sup>	"	Net Operating Income (NOI) Approach; Modigliani-Miller (MM) Approach; and Traditional Approach.
	2 <sup>nd</sup>	IV	<b>Source and Raising of Finance</b>  <b>Sources of Long Term Finance:</b>  Equity/Ordinary Shares: Fundamentals of Equity Shares; and Issue Procedures. Term Loans,
	3 <sup>rd</sup>	"	Debentures / Bonds and Securitization: Terms Loans; Debentures/Bonds/Notes; and Securitization.
	4 <sup>th</sup>	"	<b>Hybrid Financing Instruments:</b> Preference Share Capital; Convertible Debentures/ Bonds; Warrants; and Options.



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	5 <sup>th</sup>	"	<b>Sources of Short Term Finance:</b>  Accruals, Trade credit, Working capital advance by commercial banks, Public Deposits, Inter-corporate deposits, Short term loan from financial institutions, Commercial Paper, Factoring & Forfaiting, securitization
November	1 <sup>st</sup>	"	<b>Venture Capital Financing:</b> Theoretical Framework; and Indian Venture Capital Scenario
	2 <sup>nd</sup> & 3 <sup>rd</sup>		<b>Revision on the remaining days (Diwali holidays from 11<sup>th</sup> – 18<sup>th</sup> November)</b>

Submitted By: Avinash Singh

Date: 22<sup>nd</sup> July 2020


  
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## Teaching Plan for the Academic Year 2020-21

Department : BMS

Class: S.Y. BMS

Course: Information Tech. in Business Management- I

Sem: III


Teacher: Manoj Singh


Div: A, B, C, D & E

MONTH	WEEK	UNIT / TOPIC
July	4 <sup>th</sup>	Computer Basics: Introduction to Computer, Evolution of Computers, Generations of Computers, .
	5 <sup>th</sup>	Types of Computers, Applications of computer, Component of Computer, Basic Computer Organization,
August	1 <sup>st</sup>	Memory and its types.
	2 <sup>nd</sup>	Operating System: What is an Operating system? Types of operating system. Functions of operating system. Memory Management, Virtual Memory,
	3 <sup>rd</sup>	File System, Operating System Security. What is Software? Types of Software's
	4 <sup>th</sup>	Computer Network: What is Network? Types of Network, VPN, Network Topologies,
	5 <sup>th</sup>	Transmission media: Guided media, Unguided media.
September	1 <sup>st</sup>	Internet: History of Internet, Introduction to World Wide Web (WWW), Website, Types of website
	2 <sup>nd</sup>	Ecommerce: Introduction to Electronic Commerce (E-Commerce), Application of E-commerce, Types of Ecommerce.
	3 <sup>rd</sup>	Advantages and Disadvantages of E-Commerce, Electronic Data Interchange (EDI).
	4 <sup>th</sup>	Database Management system: What is data? Concept of Data and Information, What is Database?
	5 <sup>th</sup>	What is RDBMS? Applications of DBMS, Introduction to RDBMS tool (MS ACCESS).
October	1 <sup>st</sup>	Management Information System (MIS): Evolution of MIS, Definition & Characteristics, Components of MIS, Pyramid of MIS. Role of MIS.
	2 <sup>nd</sup>	MS Word: Creating. Editing, Formatting and Printing of Documents, Using Tools,
	3 <sup>rd</sup>	Mail Merge and Print, Review, setup.
	4 <sup>th</sup>	MS Excel: Creating Worksheet, Creating Various Formulae, Creating Charts
	5 <sup>th</sup>	Rename and Copy of Worksheets, Using Tools, Printing Review and Set-up
November	1 <sup>st</sup>	Power point: Create Project Report, Create Slides, Animation, Page Designing Insert Image, View Page, Print Review and Set-up.
	2 <sup>nd</sup> & 3 <sup>rd</sup>	Revision (Diwali holidays from 11th – 18th Nov 2020)

Submitted By: Manoj Singh

Date: 22<sup>nd</sup> July 2020

  
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## Teaching plan for the year 2020-2021

### SYBMS

#### Semester-IV

Submitted by: . Ganga Susheel Warriar


Division- A,B,C,D

Subject: Production and Total Quality Management

Month	Week	Unit	Topics to be Covered
January	2 <sup>nd</sup>	Unit I	Production management : objectives, components, product development
	3 <sup>rd</sup>		Classification and product design, plant layout and location :objectives, principles, types of layout
	4 <sup>th</sup>		Importance of purchase management, material management concepts.
	5 <sup>th</sup>	Unit II	Objectives and importance of material management, various types of material handling systems.
February	1 <sup>st</sup>		Inventory management : importance, techniques and EOQ (assumptions, advantages and concepts)
	2 <sup>nd</sup>		Levels of stock, JIT, types of cost, Problems on EOQ and reorder level
	3 <sup>rd</sup>	Unit III	Productivity : concepts, modes of calculating productivity, importance of quality management and techniques
	4 <sup>th</sup>		problems on productivity.
March	1 <sup>st</sup>		Philosophies and approaches to quality : Edward Deming, J Juran, Kaizen, P. Crosby.
	2 <sup>nd</sup>		SERVQUAL , and service sector quality variables
	3 <sup>rd</sup>		concepts : quality assurance, quality circle, Ishikawa fish bone,
	4 <sup>th</sup>	Unit IV	Lean thinking, Kepner Tregor's technique,
	5 <sup>th</sup>		6 Sigma, Taguchi's quality engineering, ISO series.
April	1 <sup>st</sup>		Malcolm Baldrige National Quality award, Deming's Application prize
	2 <sup>nd</sup>		Case studies solving and doubt solving
	3 <sup>rd</sup>		Revision

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Teaching plan for the year 2020-2021

SYBMS

Semester-IV

Submitted by: . Medhavi chakraborty

Division- A,B

Subject: Corporate restructuring

Month	Week	Unit	Topics to be Covered
January	2 <sup>nd</sup>	Unit I	<b>Corporate Restructuring – Introduction and Concepts</b> Corporate Restructuring - Historical Background, Meaning of Corporate Restructuring, Corporate Restructuring as a Business Strategy, Need and Scope of Corporate Restructuring. Planning
	3 <sup>rd</sup>		Formulation and Execution of Various Restructuring Strategies, Important Aspects to be considered while Planning or Implementing Corporate Restructuring Strategies
	4 <sup>th</sup>		Forms of Restructuring - Merger, Demerger, Reverse merger, Disinvestment, Takeover/acquisition, Joint Venture (JV), Strategic Alliance, Franchising and Slump sale
	5 <sup>th</sup>	Unit II	<b>Accounting of Internal Reconstruction</b> Need for reconstruction and Company Law provisions, Distinction between internal and external reconstructions
February	1 <sup>st</sup>		Methods including alteration of share capital, variation of share-holder rights, subdivision, consolidation, surrender and reissue/cancellation,
	2 <sup>nd</sup>		Reduction of share capital, with relevant legal provisions and accounting treatments for same <b>Case Study: Based on recent merger in last 5 years.</b>
	3 <sup>rd</sup>	Unit III	<b>Accounting of External Reconstruction</b>
	4 <sup>th</sup>		In the nature of merger and purchase with corresponding accounting treatments of pooling of interests and purchase methods respectively.


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March	1 <sup>st</sup>		Computation and meaning of purchase consideration and
	2 <sup>nd</sup>		Problems based on purchase method of accounting only.
	3 <sup>rd</sup>	Unit IV	<b>Impact of Reorganization on the Company -</b> Impact of Reorganization on the Company - An Introduction (Only Theory) Change in the Internal Aspects on Reorganization – Change of Name and Logo, Revised Organization Chart, Communication, Employee Compensation, Benefits and Welfare Activities,
	4 <sup>th</sup>		Aligning Company Policies, Aligning Accounting and Internal Database Management Systems, Re-Visiting Internal Processes and Re-Allocation of People
	5 <sup>th</sup>		Change in External Aspects on Reorganization - Engagement with Statutory Authorities
April	1 <sup>st</sup>		Revised ISO Certification and Similar Other Certifications, Revisiting past Government approvals, decisions and other contracts.
	2 <sup>nd</sup>		Impact of Reorganization - Gain or Loss to Stakeholders, Implementation of Objectives, Integration of Businesses and Operations, Post-Merger Success and Valuation and Impact on Human and Cultural Aspects.
	3 <sup>rd</sup>		Revision

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Teaching plan for the year 2020-2021

SYBMS

Semester-IV


Submitted by: Shobha Venkatesh

Division- C

Subject: Integrated Marketing Communication


Month	Week	Unit	Topics to be Covered
January	2 <sup>nd</sup>	Unit I	.Introduction to IMC Meaning, Features of IMC, Evolution of IMC, Reasons for Growth of IMC
	3 <sup>rd</sup>		Promotional Tools for IMC, IMC planning process, Role of IMC in Marketing
	4 <sup>th</sup>		Communication process, Traditional and alternative Response Hierarchy Models ( AIDA, Dagmar, Hierarchy, MECCAS)
	5 <sup>th</sup>		Determining Promotional Objectives, Sales vs Communication Objectives, DAGMAR, Problems in setting objectives, setting objectives for the IMC Program.
February	1 <sup>st</sup>	Unit II	Advertising Features, Role of Advertising in IMC, Advantages and Disadvantages of IMC
	2 <sup>nd</sup>		Types of Advertising, Types of Media used for advertising. ( Print, Outdoor, Broadcast ,Digital)

  
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	3 <sup>rd</sup>		. Sales Promotion Scope, role of Sales Promotion as IMC tool, Reasons for the growth, Advantages and Disadvantages
	4 <sup>th</sup>		Types of Sales Promotion, objectives of consumer and trade promotion, strategies of consumer promotion and trade promotion, sales promotion campaign, evaluation of Sales Promotion campaign
March	1 <sup>st</sup>	Unit-III	Direct Marketing Role of direct marketing in IMC, Objectives of Direct Marketing, Components for Direct Marketing, Tools of Direct Marketing – direct mail, catalogues, direct response media, internet, telemarketing, alternative media evaluation of effectiveness of direct marketing
	2 <sup>nd</sup>		Public Relations and Publicity Introduction, Role of PR in IMC, Advantages and Disadvantages, Types of PR, Tools of PR ,Managing PR – Planning, implementation, evaluation and Research, Publicity, Sponsorship – definition, Essentials of good sponsorship, event sponsorship, cause sponsorship
	3 <sup>rd</sup>		Planning, implementation, evaluation and Research, Publicity, Sponsorship – definition, Essentials of good sponsorship, event sponsorship, cause sponsorship
	4 <sup>th</sup>		<b>.Personal Selling</b>
	5 <sup>th</sup>	Unit-IV	Evaluation process of IMC – Message Evaluations, Advertising tracking research – copy testing – emotional reaction test, cognitive Neuro science – online evaluation, Behavioural Evaluation – sales and response rate, POPAI, Toll free numbers, QR codes and facebook likes, response cards, Internet responses, redemption rate Test Markets – competitive responses, scanner data, Purchase simulation tests
April	1 <sup>st</sup>		Stereotyping, targeting vulnerable customers, offensive brand messages – legal issues – Commercial free speech, misleading claims, puffery, fraud, questionable B2B practices
	2 <sup>nd</sup>		Internet & IMC, Advertising on internet, PR through Internet Banner, Sales promotion on Internet, direct marketing on internet.
	3 <sup>rd</sup>		Revision

  
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Logbook for the year 2020-2021

SYBMS

Semester-IV (2020-2021)

Submitted by: . SAMRAT SRIVASTAVA

Division- A,B,C,D,E (Global Subject)

Subject: Business Research Methods

Month	Week	Unit	Topics to be Covered
January	2 <sup>nd</sup>	Unit I	1. Meaning and Objectives of Research. 2. Types of Research:
	3 <sup>rd</sup>		3. Concepts in Research 4. Stages in research process. 5. Current trends in Research
	4 <sup>th</sup>		Hypothesis
	5 <sup>th</sup>		7. Research Design
February	1 <sup>st</sup>	Unit II	1. Sampling
	2 <sup>nd</sup>		2. Data Collection
	3 <sup>rd</sup>	Unit III	1. Report Writing
	4 <sup>th</sup>		Analysis of Data: Meaning, Types.
March	1 <sup>st</sup>		Interpretation of Data:
	2 <sup>nd</sup>		Multivariate Analysis
	3 <sup>rd</sup>		Testing of Hypothesis
	4 <sup>th</sup>	Unit IV	Report Writing:
April	1 <sup>st</sup>		Ethics and Research
	2 <sup>nd</sup>		Citation Methods in research
	3 <sup>rd</sup>		Revision

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Teaching plan for the year 2020-2021

SYBMS

Semester-IV

Submitted by: Ms Jaanvi Joshi

Division- D

Subject: Human Resource Management & Career Planning

Month	Week	Topics to be Covered
January	2 <sup>nd</sup>	Human Resource Planning–Meaning, Features, Scope, Approaches, Levels of HRP
	3 <sup>rd</sup>	Types, Tools, Activities for HRP, Requirements for Effective HR Planning
	4 <sup>th</sup>	Process of HRP- Steps in HRP, HR Demand Forecasting–Factors, Techniques – (Concepts Only) Managerial Judgement, Ratio Trend Analysis, Regression Analysis, Work Study Technique, Delphi Technique.
	5 <sup>th</sup>	HR Supply Forecasting– Factors, Techniques – (Concepts Only) Skills Inventories, Succession Plans, Replacement Charts, Staffing Tables. Barriers in Effective Implementation of HRP and Ways to Overcome Them.
February	1 <sup>st</sup>	Strategic Human Resource Planning –Meaning and Objectives. Link between Strategic Planning and HRP through Technology. HR Policy –Meaning, Importance. HR Programme-Meaning and Contents.
	2 <sup>nd</sup>	Job Analysis, Recruitment and Selection: Job Analysis-Meaning, Features, Advantages. Job Design: Concept, Issues. Job Redesign –Meaning, Process, Benefits.
	3 <sup>rd</sup>	Matching Human Resource Requirement and Availability through: Retention- Meaning, Strategies, Resourcing- Meaning, Types. Flexibility – Flexible work practices, Downsizing- Meaning, Reasons, Layoff – Meaning, Reasons.



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		Recruitment - Meaning and Factors affecting Recruitment, Ethical Issues in Recruitment and Selection
	4 <sup>th</sup>	Employee Selection Tests: Meaning, Advantages and Limitations. Human Resource Audit: Meaning, Need, Objectives, Process, Areas.
March	1 <sup>st</sup>	HRP Practitioner: Meaning, Role. HRP Management Process: Establish HRP Department Goals and Objectives Creating HRP Department Structure Staffing the HRP Department Issuing Orders Resolving Conflicts Communicating Planning for Needed Resources
	2 <sup>nd</sup>	Dealing with Power and Politics -Meaning and Types of Power HRP as Tool to Enhance Organisational Productivity Impact of Globalisation on HRP.
	3 <sup>rd</sup>	Aspects of HRP : Performance Management, Career Management, Management Training and Development, Multi Skill Development Return on Investment in HRP- Meaning and Importance
	4 <sup>th</sup>	HRP Evaluation- Meaning, Need, Process, Issues to be considered during HRP Evaluation. Selected Strategic Options and HRP Implications: Restructuring and its Impact on HRP, Mergers and Acquisitions and its Impact on HRP, Outsourcing and its Impact on HRP.
	5 <sup>th</sup>	Human Resource Information Systems: Data Information Needs for HR Manager – Contents and Usage of Data.
April	1 <sup>st</sup>	HRIS-Meaning, Features, Evolution, Objectives, Essentials, Components, Functions, Steps in designing of HRIS, HRIS Subsystems
	2 <sup>nd</sup>	Mechanisms of HRIS, Benefits, Limitations, Barriers in Effective Implementation of HRIS. Security Issues in Human Resource Information Systems
	3 <sup>rd</sup>	HRIS for HRP Trends in HRIS



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Teaching plan for the year 2020-2021

SYBMS

Semester-IV

Submitted by: Asst. Prof. Chetan Devashish Bose

Division- E

Subject: CHANGE MANAGEMENT

Month	Week	Unit	Topics to be Covered
January	2 <sup>nd</sup>	Unit I	Introduction & levels of change. Importance, imperatives of change, Forces of change.
	3 <sup>rd</sup>		Causes-social, economic, technological and organizational. Organizational culture & change.
	4 <sup>th</sup>		Types & Models of change –Kurt Lewin's change model, Action research
	5 <sup>th</sup>		Expanded Process Model., A.J. Leavitts model, ADKAR Model.
February	1 <sup>st</sup>	Unit II	Change & its implementation.– individual change: concept, need
	2 <sup>nd</sup>		Importance & risk of not having individual perspective.
	3 <sup>rd</sup>		Team Change –concept, need, importance & limitation
	4 <sup>th</sup>		Change & its impact– Resistance to change & sources-sources of individual resistance
March	1 <sup>st</sup>		Sources of organizational resistance
	2 <sup>nd</sup>	Unit-III	Manifestations of resistance, six box model, Minimizing RTC
	3 <sup>rd</sup>		OD Interventions-to overcome change-meaning and importance, Team intervention, Role analysis Technique, Coaching & mentoring, T-group
	4 <sup>th</sup>		Job expectations technique, Behaviour modification, managing role stress. Responses to Changes
	5 <sup>th</sup>	Unit-IV	Effective implementation of change–change agents and effective change programs.
April	1 <sup>st</sup>		Systematic approach to change, client & consultant relationship, Classic skills for leaders
	2 <sup>nd</sup>		Case study on smart change leaders, case lets on Action research. Five Keys to Successful Change
	3 <sup>rd</sup>		Revision

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Teaching plan for the year 2020-2021

SYBMS

Semester-IV


Submitted by: Prof. Sweta Mishra

Division- C & D

Subject: Rural Marketing and Distribution

Month	Week	Unit	Topics to be Covered
January	2 <sup>nd</sup>	Unit I	Introduction to Rural Market, Definition & Scope of Rural Marketing. Rural Market in India-Size & Scope, Rural development as a core area
	3 <sup>rd</sup>		Efforts put for Rural development by government (A brief Overview). Emerging Profile of Rural Markets in India
	4 <sup>th</sup>		Problems of rural market. Constraints in Rural Marketing and Strategies to overcome constraints
	5 <sup>th</sup>	Unit II	Rural Consumer Vs Urban Consumers– a comparison. Characteristics of Rural Consumers.
February	1 <sup>st</sup>		Rural Market Environment: Demographics– Population, Occupation Pattern, Literacy Level
	2 <sup>nd</sup>		Economic Factors-Income Generation, Expenditure Pattern, Rural Demand and Consumption Pattern, Rural Market Index; Land Use Pattern
	3 <sup>rd</sup>		Rural Infrastructure -Rural Housing, Electrification, Roads. Rural Consumer Behaviour: meaning, Factors affecting Rural Consumer
	4 <sup>th</sup>		Behaviour- Social factors, Cultural factors, Technological factors, Lifestyle, Personality
March	1 <sup>st</sup>	Unit-III	Relevance of Marketing mix for Rural market/Consumers. Product Strategies, Rural Product Categories-FMCGs, Consumer Durables
	2 <sup>nd</sup>		Agriculture Goods & Services; Importance of Branding, Packaging and Labelling
	3 <sup>rd</sup>		Nature of Competition in Rural Markets, the problem of Fake Brand, Pricing Strategies & objectives


  
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	4 <sup>th</sup>		Promotional Strategies. Segmentation, Targeting Market.
	5 <sup>th</sup>	Unit-IV	Distribution Strategies for Rural consumers. Channels of Distribution- HAATS, Mandis, Public Distribution System, Co- operative society, Distribution Models of FMCG, Companies HUL, ITC etc
April	1 <sup>st</sup>		Distribution networks Communication Strategy.
	2 <sup>nd</sup>		Challenges in Rural Communication, Determining Communication Objectives, Designing the Message
	3 <sup>rd</sup>		Selecting the Communication Channels. Creating Advertisements for Rural Audiences. Rural Media- Mass media, Non-Conventional Media, Personalized media



  
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**Teaching plan for the year 2020-2021**

**SYBMS**

**Semester-IV**


**Submitted by: Prof. Sweta Mishra**

**Division- A, B, C, D & E**

**Subject: Foundation Course –IV Ethics & Governance**


Month	Week	Unit	Topics to be Covered
January	2 <sup>nd</sup>	Unit I	Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial Importance of Ethics, Objectives, Scope, Types – Transactional, Participatory and Recognition
	3 <sup>rd</sup>		Meaning, Objectives, Purpose and Scope of Business Ethics Towards Society and Stakeholders, Role of Government in Ensuring Business Ethics
	4 <sup>th</sup>		Principles of Business Ethics, 3 Cs of Business Ethics – Compliance, Contribution and Consequences, Law and ethics, Ethical Performance in Businesses in India
	5 <sup>th</sup>	Unit II	Ethical issues in Marketing Mix, Unethical Marketing Practices in India, Ethical Dilemmas in Marketing
February	1 <sup>st</sup>		Ethics in Advertising and Types of Unethical Advertisements
	2 <sup>nd</sup>		Scope of Ethics in Financial Services, Ethics of a Financial Manager – Legal Issues, Balancing Act and Whistle Blower
	3 <sup>rd</sup>		Ethics in Taxation, Corporate Crime - White Collar Crime and Organised Crime, Major Corporate Scams in India, Role of SEBI in Ensuring Corporate Governance, Clause 49, Cadbury Committee Report, 1992
	4 <sup>th</sup>		Importance of Workplace Ethics, Guidelines to Promote Workplace Ethics, Importance of Employee Code of Conduct, Ethical Leadership

  
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March	1 <sup>st</sup>	Unit-III	Concept, History of Corporate Governance in India, Need for Corporate Governance
	2 <sup>nd</sup>		Role of auditors, Chairman and Chief Executive Officer, Principles of Corporate Governance, Benefits of Good Governance
	3 <sup>rd</sup>		Issues in Corporate Governance, Theories- Agency Theory, Shareholder Theory
	4 <sup>th</sup>		Stakeholder Theory and Stewardship Theory Corporate Governance in India, Emerging Trends in Corporate Governance, Models of Corporate Governance, Insider Trading
	5 <sup>th</sup>	Unit-IV	Meaning of CSR, Evolution of CSR, Types of Social Responsibility, Need for CSR
April	1 <sup>st</sup>		CSR Principles and Strategies, Issues in CSR, Social Accounting
	2 <sup>nd</sup>		Sachar Committee Report on CSR, Ethical Issues in International Business Practices, Recent Guidelines in CSR
	3 <sup>rd</sup>		Society's Changing Expectations of Business with respect to globalization, Future of CSR, Sustainable Development: Meaning, importance and strategies

  
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# Teaching plan for the year 2020-2021

## SYBMS

### Semester-IV

Submitted by: Avinash Singh

Division- A & B

Subject: Entrepreneurial Finance

MONTH	WEEK	UNIT	UNIT /TOPICS
January	2 <sup>nd</sup>	I	<b>An Overview of Entrepreneurial Finance</b> Sources of small firm finance, The life cycle of small business finance, Intermediaries and small firm finance
	3 <sup>rd</sup>	"	The impact of the macro environment, Various Government Schemes for Fresh Startups
	4 <sup>th</sup>	"	Lender-Borrower Negotiation: Negotiating a new loan, Understanding the loan officer's perspective, Negotiating the context of borrower distress, The Importance of The Lending Environment
	5 <sup>th</sup>	II	<b>Conceptual understanding of Venture Capital and Private Equity and Crowd Funding</b> Venture Capital –Over View of Venture Capital- Definition- Features- Types – Roles Concept of PE and its characteristics
February	1 <sup>st</sup>	"	Definition- Difference between PE,VC and Hedge Funds- Nature of PE Firm- Players in the PE market– Benefit of PE Finance
	2 <sup>nd</sup>	"	PE Fund –Legal structure and terms- Private Equity Investments and Financing- Private Equity Multiples and Prices
	3 <sup>rd</sup>	"	Private Equity Funds and Private Equity Firms- Investment Feature and Consideration
	4 <sup>th</sup>	"	Crowd Funding - Indian Scenario, Global Scenario, and Platform available in India.
March	1 <sup>st</sup>	III	<b>Structure and Valuation approaches</b> Structure and Regulation of Venture Capital and Private Equity- Business Cycle of PE



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	2 <sup>nd</sup>	"	Structure of VC/PE firms- Limited Liability Partnerships- Routes of VC/PE investments in India- Regulatory Aspects of VC/PE investments
	3 <sup>rd</sup>	"	Valuation approaches- Risk and Returns
	4 <sup>th</sup>	"	Analysis of Funds- Conventional Method- Revenue Multiplier Method
	5 <sup>th</sup>	IV	<b>Strategies of Private Equity</b> Leverage Buyout and Growth Capital
April	1 <sup>st</sup>	"	Mezzanine Capital, Distressed Debt and Other Strategies
	2 <sup>nd</sup>	"	Due Diligence- Procedure and Challenges- Due Diligence in Emerging PE Market-Investing in Developing Market- Past Performance and Strategy
	3 <sup>rd</sup>		Revision

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### Teaching Plan for the Academic Year 2020-21

Department : BMS

Class: S.Y. BMS

Course: Information Tech. in Business Management- II


Sem: IV

Teacher: Manoj Singh

Div: A, B, C, D & E

MONTH	WEEK	UNIT / TOPIC
January	2	<b>Introduction to IT Support in Management, Information Technology concepts:</b> Major areas of IT Applications in Management <b>Overview of MIS-Definition, Characteristics</b>
	3	<b>Subsystems of MIS</b> (Activity and Functional subsystems), <b>Structure of MIS, Reasons for failure of MIS. Understanding Major Functional Systems-</b>
	4	Marketing & Sales Systems, Finance & Accounting Systems, Manufacturing & Production Systems, Human Resource Systems, Inventory Systems.
	5	<b>Decision support system, Definition, Relationship with MIS, Evolution of DSS, Characteristics, classification, objectives, components, applications of DSS</b>
February	1	<b>ERP/E-SCM/E-CRM Concepts of ERP, Architecture of ERP, Generic modules of ERP Applications of ERP,</b>
	2	<b>ERP Implementation concepts -ERP lifecycle, Concept of XRP (extended ERP), Features of commercial ERP software- MS Dynamics NAV, Peoplesoft,</b>
	3	<b>Concept of E-CRM - E- CRM Solutions and its advantages, Use of technology in E-CRM? CRM Capabilities and customer Life cycle</b>
	4	<b>Introduction to Data base and Data warehouseIntroduction to DBMS- Meaning of DBMS, Need for using DBMS Data Warehousing</b>
March	1	<b>Data Mining -Concepts of Data warehousing, Importance of data warehouse for an organization, Characteristics of Data warehouse,</b>
	2	Functions of Data warehouse, Data warehouse Architecture, Business use of data warehouse, <b>Business Applications of Data warehousing and Data mining</b>
	3	<b>E-Security Systems</b>  Types of threats-Virus, hacking, phishing, spyware, spam, physical threats (fire, flood, earthquake, vandalism), Threat Management,
	4	<b>E-Security Systems</b>  Types of threats-Virus, hacking, phishing, spyware, spam, physical threats (fire, flood, earthquake, vandalism), Threat Management, Website Hacking and Issues therein, Firewall concept and component, Benefits of Firewall,
	5	Understanding and defining Enterprise wide security framework, Information Security Environment in India with respect to real Time Application in Business
April	1	Types of Real Time Systems, Distinction between Real Time, On – line and Batch Processing System. Real Time Applications viz. Railway / Airway / Hotel

  
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		Reservation System, ATMs, EDI Transactions - definition, advantages, examples; E-Cash, Security requirements for Safe E-Payments.
	2	<b>Outsourcing</b> Introduction to Outsourcing Meaning of Outsourcing, Need for outsourcing Scope of Outsourcing. Outsourcing: IT and Business Processes <b>Business Process Outsourcing (BPO)</b> - Introduction, Benefits of BPO, BPO and IT Services
	3	<b>KPO</b> - Meaning of KPO, KPO vs BPO, KPO : Opportunity and Scope, KPO challenges <b>Outsourcing in Cloud Environment</b> - Cloud computing (SaaS, PaaS, IaaS), <b>Traditional Outsourcing Vs. Cloud Computing</b>

Submitted By: Manoj Singh

Date: Jan 2021

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**Teaching Plan for the Academic Year 2020-21**  
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**Semester-IV**

**Submitted by: Dr.Blessy Easo**


**Division- A, B, C, D**

**Subject: Business Economics-II**

Month	Week	Unit	Topics to be Covered
January	2 <sup>nd</sup>	Unit I	Macroeconomics and Circular Flow of Income
	3 <sup>rd</sup>		Macroeconomics and Circular Flow of Income
	4 <sup>th</sup>		Trade Cycle and Keynesian Principle of Effective Demand
	5 <sup>th</sup>		Trade Cycle and Keynesian Principle of Effective Demand
February	1 <sup>st</sup>	Unit II	Demand for Money- Classical, Keynesian Approaches
	2 <sup>nd</sup>		Demand for Money- Classical, Keynesian Approaches
	3 <sup>rd</sup>		Inflation-Money Supply
	4 <sup>th</sup>		Inflation-Money Supply
March	1 <sup>st</sup>	Unit-III	Money and Capital Market
	2 <sup>nd</sup>		Money and Capital Market
	3 <sup>rd</sup>		Indian Banking Structure
	4 <sup>th</sup>		Indian Banking Structure
	5 <sup>th</sup>	Unit-IV	International Trade-Theories of International Trade
April	1 <sup>st</sup>		Theories of International Trade- Foreign Exchange Market
	2 <sup>nd</sup>		Foreign Exchange Market-Balance of Payments
	3 <sup>rd</sup>		Revision on all the important concepts of all 4 modules



  
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### Teaching Plan for the Academic Year 2020-2021

Department: BMS

Class: T.Y. BMS

Course: Corporate Communication & Public Relations


Code: Sem: V

Teacher: Raavi Parihar

Div: A, B, C and D

MONTH	WEEK	UNIT / TOPIC
July	4 <sup>th</sup>	<b>Unit 1 Foundation of Corporate Communication</b> a) Corporate Communication: Scope and Relevance · Introduction, Meaning, Scope, Corporate Communication in India, Need/ Relevance of Corporate Communication in Contemporary Scenario
	5 <sup>th</sup>	b) Keys concept in Corporate Communication · Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors Influencing Corporate Image, Corporate Reputation: Meaning, Advantages of Good Corporate Reputation
August	1 <sup>st</sup>	c) Ethics and Law in Corporate Communication · Importance of Ethics in Corporate Communication, Corporate Communication and Professional Code of Ethics, Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Digital Piracy, RTI
	2 <sup>nd</sup>	<b>Understanding Public Relations</b> a) Fundamental of Public Relations: · Introduction, Meaning, Essentials of Public Relations, Objectives of Public Relations, Scope of Public Relations, Significance of Public Relations in Business
	3 <sup>rd</sup>	b) Emergence of Public Relations: · Tracing Growth of Public Relations, Public Relations in India, Reasons for Emerging International Public Relations
	4 <sup>th</sup>	c) Public Relations Environment: · Introduction, Social and Cultural Issues, Economic Issues, Political Issues, Legal Issues
	5 <sup>th</sup>	d) Theories used in Public Relations: · Systems Theory, Situational Theory, Social Exchange Theory, Diffusion Theory
September	1 <sup>st</sup>	<b>Functions of Corporate Communication and Public Relations</b> a) Media Relations: · Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations
	2 <sup>nd</sup>	b) Employee Communication: · Introduction, Sources of Employee Communications, Organizing Employee


  
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		Communications, Benefits of Good Employee Communications, Steps in Implementing An Effective Employee Communications Programme, Role of Management in Employee Communications
	3 <sup>rd</sup>	c) Crisis Communication: · Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building
	4 <sup>th</sup>	d) Financial Communication: · Introduction, Tracing the Growth of Financial Communication in India, Audiences for Financial Communication, Financial Advertising
	5 <sup>th</sup>	<b>Emerging Technology in Corporate Communication and Public Relations</b> a) Contribution of Technology to Corporate Communication · Introduction, Today's Communication Technology,
October	1 <sup>st</sup>	Importance of Technology to Corporate Communication, Functions of Communication Technology in Corporate Communication,
	2 <sup>nd</sup>	Types of Communication Technology, New Media: Web Conferencing, Really Simple Syndication (RSS)
	3 <sup>rd</sup>	b) Information Technology in Corporate Communication · Introduction,
	4 <sup>th</sup>	E-media Relations, E-internal Communication, E-brand Identity and Company Reputation
	5 <sup>th</sup>	c) Corporate Blogging · Introduction, Defining Corporate Blogging,
November	1 <sup>st</sup>	Characteristics of a Blog, Types of Corporate Blogs, Role of Corporate Blogs, Making a Business Blog
	2 <sup>nd</sup> & 3 <sup>rd</sup>	Revision

Submitted By: Raavi Parihar

  
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### Teaching Plan for the Academic Year 2020-21

Department : BMS

Class: T.Y. BMS

Course: Logistics and Supply chain management


Sem: V

Teacher: Ganga Susheel Warriar

Div: A, B, C & D

MONTH	WEEK	UNIT / TOPIC
July	4 <sup>th</sup>	Basic Concepts of Logistics, Objectives and Scope
	5 <sup>th</sup>	Introduction to SCM, Role ,objectives and comparison, Customer service
August	1 <sup>st</sup>	Objectives, Elements, levels of customer service. Demand forecasting –Meaning, methods, techniques.
	2 <sup>nd</sup>	Forecasting numerical on simple moving average and weighted moving average
	3 <sup>rd</sup>	Transportation -.Principles, participants, modes of transportation, Intermodal transportation
	4 <sup>th</sup>	Warehousing-Introduction, Functionality, Benefits, Principles, strategies, Material Handling- Objectives, Principles, Equipments
	5 <sup>th</sup>	Packaging- Introduction, Objectives, Benefits, Types, Costs, Inventory Management – Meaning, Objectives, and Functions, Importance, Techniques.
September	1 <sup>st</sup>	Numerical on EOQ and Reorder level.
	2 <sup>nd</sup>	Logistics Costing –Total Cost, Activity based costing, Mission based costing
	3 <sup>rd</sup>	Performance Management- Meaning, Objectives, Types, Dimensions.
	4 <sup>th</sup>	Logistical Network Analysis- Meaning, Objective, Importance, Milk Run, RORO, LASH
	5 <sup>th</sup>	Role of IT in Logistics, Objectives and Principles
October	1 <sup>st</sup>	Modern Logistics Infrastructure- Golden Quadrilateral, Dedicated Freight corridor, IFC, CFC

  
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	2 <sup>nd</sup>	Logistics Outsourcing- Meaning, objectives, advantages, drawbacks
	3 <sup>rd</sup>	Logistics in Global Environment-Managing the global chain, Issues and challenges
	4 <sup>th</sup>	Revision of Numerical on EOQ and Reorder level.
	5 <sup>th</sup>	Case studies discussed
November	1 <sup>st</sup>	Forecasting numerical on simple moving average and weighted moving average - revision
	2 <sup>nd</sup> & 3 <sup>rd</sup>	Revision on the remaining days (diwali holidays from 11 <sup>th</sup> – 18 <sup>th</sup> nov)

Submitted By: Ganga Susheel Warriar

Date: 22<sup>nd</sup> July 2020

*Ganga*

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### Teaching Plan for the Academic Year 2020-21

Department: BMS

Class: T.Y. BMS

Course: Direct tax

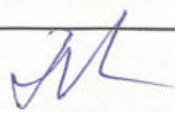
Sem: V

Teacher: **Medhavi Chakraborty**

Div: A and B

MONTH	WEEK	UNIT / TOPIC
July	4 <sup>th</sup>	<b>Definitions and Residential Status</b>  Basic Terms ( S. 2,3,4) Assessee, Assessment, Assessment Year, Annual Value, Business, Capital Assets, Income, Previous Year, Person, Transfer. Determination of Residential Status of Individual, Scope of Total Income (S.5)
	5 <sup>th</sup>	<b>Heads of Income – I</b>  Salary ( S.15-17)
August	1 <sup>st</sup>	Salary ( S.15-17)
	2 <sup>nd</sup>	Salary ( S.15-17)
	3 <sup>rd</sup>	Income from House Property (S. 22-27)
	4 <sup>th</sup>	Income from House Property (S. 22-27)
	5 <sup>th</sup>	Profit & Gain from Business and Profession (S. 28, 30,31,32, 35, 35D,36,37, 40, 40A and 43B)
September	1 <sup>st</sup>	Profit & Gain from Business and Profession (S. 28, 30,31,32, 35, 35D,36,37, 40, 40A and 43B)
	2 <sup>nd</sup>	<b>Heads of Income – II</b>  Capital Gain (S. 45, 48, 49, 50 and 54)

  
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	3 <sup>rd</sup>	Capital Gain (S. 45, 48, 49, 50 and 54)
	4 <sup>th</sup>	Income from other sources (S.56- 59) Exclusions from Total Income (S.10) (Exclusions related to specified heads to be covered with relevant heads of income)
	5 <sup>th</sup>	<b>Deductions under Chapter VI A</b>
October	1 <sup>st</sup>	Deductions from Total Income S. 80C, 80CCC
	2 <sup>nd</sup>	Deductions from Total Income 80D, 80DD
	3 <sup>rd</sup>	Deductions from Total Income 80E, 80U, 80TTA
	4 <sup>th</sup>	<b>Computation of Taxable Income of Individuals.</b>
	5 <sup>th</sup>	Computation of Total Income and Taxable Income of Individuals
November	1 <sup>st</sup>	Practical : Online tax filling on income tax website under ITR 1.
	2 <sup>nd</sup> & 3 <sup>rd</sup>	revision

Submitted By: Medhavi Chakraborty

Date: 22<sup>nd</sup> July 2020

*Medhavi*

  
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### Teaching Plan for the Academic Year 2020-21

Department: BMS

Class: T.Y.BMS

Course: Risk Management

Sem: V

Teacher: Avinash Singh

Div: A & B

MONTH	WEEK	UNIT	UNIT / TOPIC
July	4 <sup>th</sup>	I	<b>Introduction to Risk Management:</b> Definition, Risk Process, Risk Organization, Key Risks Interest, Market, Credit, Currency, Liquidity, Legal, Operational
	5 <sup>th</sup>	"	Risk Management V/s Risk Measurement – Managing Risk, Diversification
August	1 <sup>st</sup>	"	Investment Strategies and Introduction to Quantitative Risk Measurement and its Limitations
	2 <sup>nd</sup>	"	Principals of Risk - Alpha, Beta, R squared, Standard Deviation, Risk Exposure Analysis, Risk Immunization
	3 <sup>rd</sup>	"	Risk and Summary Measures –Simulation Method, Duration Analysis, Linear and other Statistical Techniques for Internal Control
	4 <sup>th</sup>	II	<b>Risk Hedging Instruments and Mechanism:</b> Forwards, Futures, Options, Swaps and Arbitrage Techniques, Risk Return Trade off
	5 <sup>th</sup>	"	Markowitz Risk Return Model, Arbitrage Theory, System Audit Significance in Risk Mitigation
September	1 <sup>st</sup>	III	<b>Enterprise Risk Management:</b> Risk Management V/s Enterprise Risk Management, Integrated Enterprise Risk Management
	2 <sup>nd</sup>	"	ERM Framework, ERM Process, ERM Matrix, SWOT Analysis, Sample Risk Register

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	3 <sup>rd</sup>	“	<b>Risk Governance:</b> Importance and Scope of Risk Governance, Risk and Three Lines of Defense, Risk Management and Corporate Governance
	4 <sup>th</sup>	“	<b>Risk Assurance:</b> Purpose and Sources of Risk Assurance, Nature of Risk Assurance, Reports and Challenges of Risk
	5 <sup>th</sup>	“	<b>Risk and Stakeholders Expectations:</b> Identifying the Range of Stakeholders and Responding to Stakeholders Expectations
October	1 <sup>st</sup>	IV	<b>Insurance Industry:</b> Global Perspective, Regulatory Framework in India
	2 <sup>nd</sup>	“	IRDA - Reforms, Powers, Functions and Duties. Role and Importance of Actuary
	3 <sup>rd</sup>	“	<b>Players of Insurance Business:</b> Life and Non- Life Insurance, Reinsurance, Bancassurance, Alternative Risk Transfer
	4 <sup>th</sup>	“	Insurance Securitization, Pricing of Insurance products, Expected Claim Costs, Risk Classification
	5 <sup>th</sup>	“	<b>Claim Management:</b> General Guidelines, Life Insurance, Maturity, Death, Fire, Marine, Motor
November	1 <sup>st</sup>	“	Insurance and Calculation of Discounted Expected Claim Cost and Fair Premium
	2 <sup>nd</sup> & 3 <sup>rd</sup>		<b>Revision on the remaining days (Diwali holidays from 11<sup>th</sup> – 18<sup>th</sup> November)</b>

Submitted By: Avinash Singh

Date: 22<sup>nd</sup> July 2020



  
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### Teaching Plan for the Academic Year 2020-21

Department: BMS

Class: T.Y.BMS

Course: Investment Analysis and Portfolio Management

Sem: V

Teacher: Avinash Singh

Div: A & B

MONTH	WEEK	UNIT	UNIT / TOPIC
July	4 <sup>th</sup>	I	<b>Introduction to Investment Environment:</b> Introduction, Investment Process, Criteria for Investment, Types of Investors, Investment V/s Speculation V/s Gambling
	5 <sup>th</sup>	"	Investment Avenues, Factors Influencing Selection of Investment Alternatives
August	1 <sup>st</sup>	"	<b>Capital Market in India:</b> Introduction, Concepts of Investment Banks its Role and Functions, Stock Market Index, The NASDAQ, SDL, NSDL
	2 <sup>nd</sup>	"	Benefits of Depository Settlement, Online Share Trading and its Advantages, Concepts of Small cap, Large cap, Midcap and Penny stocks
	3 <sup>rd</sup>	II	<b>Risk - Return Relationship:</b> Meaning, Types of Risk- Systematic and Unsystematic risk
	4 <sup>th</sup>	"	Measurement of Beta, Standard Deviation, Variance
	5 <sup>th</sup>	"	Reduction of Risk through Diversification. Practical Problems on Calculation of Standard Deviation, Variance and Beta
September	1 <sup>st</sup>	III	<b>Portfolio Management:</b> Meaning and Concept, Portfolio Management Process, Objectives, Basic Principles



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	2 <sup>nd</sup>	“	Factors affecting Investment Decisions in Portfolio Management, Portfolio Strategy Mix
	3 <sup>rd</sup>	“	<b>Security Analysis:</b> Fundamental Analysis, Economic Analysis
	4 <sup>th</sup>	“	Industry Analysis, Company Analysis
	5 <sup>th</sup>	“	Technical Analysis - Basic Principles. Uses of Charts: Line Chart
October	1 <sup>st</sup>	“	Bar Chart, Candlestick Chart, Mathematical Indicators
	2 <sup>nd</sup>	<b>IV</b>	<b>Theories:</b> Dow Jones Theory, Elloit Wave Theory, Efficient Market Theory
	3 <sup>rd</sup>	“	<b>Capital Asset Pricing Model:</b> Assumptions of CAPM, CAPM Equation
	4 <sup>th</sup>	“	Capital Market Line, Security Market Line
	5 <sup>th</sup>	“	<b>Portfolio Performance Measurement:</b> Meaning of Portfolio Evaluation, Sharpe's Ratio (Basic Problems)
November	1 <sup>st</sup>	“	Treynor's Ratio, Jensen's Differential Returns (Basic Problems)
	2 <sup>nd</sup> & 3 <sup>rd</sup>		Revision on the remaining days (Diwali holidays from 11 <sup>th</sup> – 18 <sup>th</sup> November)

Submitted By: Avinash Singh

Date: 22<sup>nd</sup> July 2020

  
  
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### Teaching Plan for the Academic Year 2020-21

Department: BMS

Class: T.Y. BMS

Course: COMMODITIES AND DERIVATIVES MARKET

Code: Sem: V

Teacher: Vaishali Oza

Div: A & B

MONTH	WEEK	UNIT / TOPIC
July	4 <sup>th</sup>	<b>Introduction to Commodities Market:</b> Meaning, History & Origin, Types of Commodities Traded, Structure of Commodities Market in India, Participants in Commodities Market, Trading in Commodities in India (Cash & Derivative Segment), Commodities Exchanges in India & Abroad, Reasons for Investing in Commodities
	5 <sup>th</sup>	<b>Introduction to Derivatives Market:</b> Meaning, History & Origin, Elements of derivative contract, Factors Driving growth of Derivatives Market, Types of Derivatives, Types of underlying Assets, Participants in Derivatives Market
August	1 <sup>st</sup>	<b>Introduction to Derivatives Market:</b> Advantages and Disadvantages of Trading in Derivatives Market, Current Volumes of Derivative Trade in India, Difference between Forwards & Futures
	2 <sup>nd</sup>	Revision: Introduction to Commodities Market Introduction to Derivatives Market
	3 <sup>rd</sup>	<b>Futures and Hedging:</b> a) Futures: Future Contract Specification. Terminologies
	4 <sup>th</sup>	<b>Futures and Hedging:</b> Relationship between Futures Price and Expected Spot Price, Basis and Basis Risk, Pricing of Futures Contract, Cost of Carry Model
	5 <sup>th</sup>	<b>Futures and Hedging:</b> b) Hedging: Speculation & Arbitrage using Futures, Long Hedge-Short Hedge, Cash & Carry Arbitrage, Reverse Cash & Carry Arbitrage, Payoff Charts & Diagrams for Futures Contract
September	1 <sup>st</sup>	<b>Futures and Hedging:</b> Hedging: Payoff Charts & Diagrams for Futures Contract, Perfect and Imperfect Hedge

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	2 <sup>nd</sup>	<b>Futures &amp; Hedging</b> Practical Sums
	3 <sup>rd</sup>	<b>Trading, Clearing and Settlement of Derivatives Market and Types of Risk:</b> a) Trading, Clearing & Settlement in Derivatives Market: Meaning and Concept, SEBI Guidelines, Trading Mechanism-Types of orders
	4 <sup>th</sup>	<b>Trading, Clearing and Settlement of Derivatives Market and Types of Risk:</b> Clearing Mechanism-NSCCL-its Objectives & Functions, Settlement Mechanism-Types of Settlement
	5 <sup>th</sup>	<b>Trading, Clearing and Settlement of Derivatives Market and Types of Risk:</b> b) Types of Risk: Value at Risk, Methods of calculating VaR, Risk Management Measures, Types of Margins, SPAN Margin
October	1 <sup>st</sup>	<b>Option and Option Pricing Models:</b> Options Contract Specifications. Terminologies, Call Option, Put Option, Difference between Futures & Options, Trading of Options
	2 <sup>nd</sup>	<b>Option and Option Pricing Models:</b> Valuation of Options Contract, Factors Affecting Option Premium,
	3 <sup>rd</sup>	Payoff Charts & diagrams for Options Contract
	4 <sup>th</sup>	<b>Option and Option Pricing Models:</b> Basic Understanding of Option Strategies
	5 <sup>th</sup>	<b>Option and Option Pricing Models:</b> Binomial Option Pricing Model
November	1 <sup>st</sup>	<b>Option and Option Pricing Models:</b> Binomial Option Pricing Model, Black-Scholes Option Pricing Model, Revision
	2 <sup>nd</sup> & 3 <sup>rd</sup>	<b>Revision</b>

Submitted By: Vaishali Oza



  
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### Teaching Plan for the Academic Year 2020-21

Department: BMS

Class: T.Y. BMS

Course: Sales and distribution

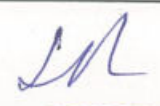
Sem: V

Teacher: **Medhavi Chakraborty**

Div: C


MONTH	WEEK	UNIT / TOPIC
July	4 <sup>th</sup>	<b>Introduction</b> a) Sales Management: <ul style="list-style-type: none"> <li>• Meaning, Role of Sales Department, Evolution of Sales Management</li> <li>• Interface of Sales with Other Management Functions</li> <li>• Qualities of a Sales Manager</li> </ul>
	5 <sup>th</sup>	<ul style="list-style-type: none"> <li>• Sales Management: Meaning, Developments in Sales Management- Effectiveness to Efficiency, Multidisciplinary Approach, Internal Marketing, professionalism in Selling.</li> <li>• Structure of Sales Organization – Functional, Product Based, Market Based, Territory Based, Combination or Hybrid Structure</li> </ul>
August	1 <sup>st</sup>	b) Distribution Management: <ul style="list-style-type: none"> <li>• Meaning, Importance, Role of Distribution, Role of Intermediaries, Evolution of Distribution Channels.</li> </ul>
	2 <sup>nd</sup>	c) Integration of Marketing, Sales and Distribution
	3 <sup>rd</sup>	<b>Market Analysis and Selling</b> a) Market Analysis: <ul style="list-style-type: none"> <li>• Market Analysis and Sales Forecasting, Methods of Sales Forecasting</li> <li>• Types of Sales Quotas – Value Quota, Volume Quota, Activity Quota, Combination Quota</li> <li>• Factors Determining Fixation of Sales Quota</li> <li>• Assigning Territories to Salespeople</li> </ul>
	4 <sup>th</sup>	b) Selling: <ul style="list-style-type: none"> <li>• Process of Selling, Methods of Closing a Sale, Reasons for Unsuccessful Closing</li> </ul>

  
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		<ul style="list-style-type: none"> <li>• Theories of Selling – Stimulus Response Theory, Product Orientation Theory, Need</li> <li>• Satisfaction Theory</li> <li>• Selling Skills – Communication Skill, Listening Skill, Trust Building Skill,</li> <li>• Negotiation Skill, Problem Solving Skill, Conflict Management Skill</li> </ul>
	5 <sup>th</sup>	<ul style="list-style-type: none"> <li>• Selling Strategies – Softsell Vs. Hardsell Strategy, Client Centered Strategy, Product-</li> <li>• Price Strategy, Win-Win Strategy, Negotiation Strategy</li> <li>• Difference Between Consumer Selling and Organizational Selling</li> <li>• Difference Between National Selling and International Selling</li> </ul>
September	1 <sup>st</sup>	<b>Distribution Channel Management</b> <ul style="list-style-type: none"> <li>• Management of Distribution Channel – Meaning &amp; Need</li> <li>• Channel Partners- Wholesalers, Distributors and Retailers &amp; their Functions in Distribution Channel, Difference Between a Distributor and a Wholesaler</li> </ul>
	2 <sup>nd</sup>	<ul style="list-style-type: none"> <li>• Choice of Distribution System – Intensive, Selective, Exclusive</li> </ul>
	3 <sup>rd</sup>	<ul style="list-style-type: none"> <li>• Factors Affecting Distribution Strategy– Locational Demand, Product Characteristics, Pricing Policy, Speed or Efficiency, Distribution Cost</li> <li>• Factors Affecting Effective Management Of Distribution Channels</li> </ul>
	4 <sup>th</sup>	<ul style="list-style-type: none"> <li>• Channel Design</li> <li>• Channel Policy</li> <li>• Channel Conflicts: Meaning, Types – Vertical, Horizontal, Multichannel, Reasons for Channel Conflict</li> </ul>
	5 <sup>th</sup>	<ul style="list-style-type: none"> <li>• Resolution of Conflicts: Methods – Kenneth Thomas's Five Styles of Conflict Resolution</li> <li>• Motivating Channel Members</li> </ul>
October	1 <sup>st</sup>	<ul style="list-style-type: none"> <li>• Selecting Channel Partners</li> <li>• Evaluating Channels</li> <li>• Channel Control</li> </ul>
	2 <sup>nd</sup>	<b>Performance Evaluation, Ethics and Trends</b> a)Evaluation & Control of Sales Performance: <ul style="list-style-type: none"> <li>•Sales Performance – Meaning</li> <li>•Methods of Supervision and Control of Sales Force</li> </ul>

  
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	3 <sup>rd</sup>	<ul style="list-style-type: none"> <li>•Sales Performance Evaluation Criteria- Key Result Areas (KRAs)</li> <li>•Sales Performance Review</li> <li>•Sales Management Audit</li> </ul>
	4 <sup>th</sup>	b)Measuring Distribution Channel Performance: <ul style="list-style-type: none"> <li>•Evaluating Channels- Effectiveness, Efficiency and Equity</li> <li>•Control of Channel – Instruments of Control – Contract or Agreement, Budgets and Reports, Distribution Audit</li> </ul>
	5 <sup>th</sup>	c)Ethics in Sales Management
November	1 <sup>st</sup>	d)New Trends in Sales and Distribution Management: Sales Management Information System, International Sales Management, Challenges Faced by International Sales Managers, Sales as a Career
	2 <sup>nd</sup> & 3 <sup>rd</sup>	revision

Submitted By: Medhavi Chakraborty

Date: 22<sup>nd</sup> July 2020

  
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### Teaching Plan for the Academic Year 2020-21

Department: BMS

Class: T.Y.BMS

Course: **Service Marketing**


Sem: V

Teacher: **Prof. Sweta Mishra**

Div: C

MONTH	WEEK	UNIT	UNIT / TOPIC
July	4 <sup>th</sup>	<b>UNIT I</b>	Services Marketing Concept, Distinctive Characteristics of Services, Services Marketing Triangle,
	5 <sup>th</sup>		Purchase Process for Services, Marketing Challenges of Services
August	1 <sup>st</sup>		Role of Services in Modern Economy, Services Marketing Environment
	2 <sup>nd</sup>		Goods vs Services Marketing, Goods Services Continuum
	3 <sup>rd</sup>		Consumer Behaviour, Positioning a Service in the Market Place, Variations in Customer Involvement
	4 <sup>th</sup>		Impact of Service Recovery Efforts on Consumer Loyalty, Type of Contact: High Contact Services and Low Contact Services, Sensitivity to Customers' Reluctance to Change
	5 <sup>th</sup>	<b>UNIT II</b>	The Service Product, Pricing Mix, Promotion & Communication Mix
September	1 <sup>st</sup>		Place/Distribution of Service, People, Physical Evidence, Process-Service Mapping Flow charting
	2 <sup>nd</sup>		Branding of Services – Problems and Solutions, Options for Service Delivery
	3 <sup>rd</sup>	<b>UNIT III</b>	Improving Service Quality and Productivity, Service Quality – GAP Model, Benchmarking
	4 <sup>th</sup>		Measuring Service Quality -Zone of Tolerance and Improving Service Quality

  
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	5 <sup>th</sup>		The SERVQUAL Model
October	1 <sup>st</sup>		Defining Productivity – Improving Productivity, Demand and Capacity Alignment
	2 <sup>nd</sup>	<b>UNIT IV</b>	International and Global Strategies in Services Marketing: Services in the Global Economy- Moving from Domestic to Transnational Marketing
	3 <sup>rd</sup>		Factors Favouring Transnational Strategy, Elements of Transnational Strategy
	4 <sup>th</sup>		Recent Trends in Marketing Of Services in: Tourism, Hospitality, Healthcare
	5 <sup>th</sup>		Recent Trends in Marketing Of Services in: Banking, Insurance, Education, IT and Entertainment Industry
November	1 <sup>st</sup>		Ethics in Services Marketing: Meaning, Importance, Unethical Practices in Service Sector
	2 <sup>nd</sup> & 3 <sup>rd</sup>		Revision on the remaining days (Diwali holidays from 11 <sup>th</sup> – 18 <sup>th</sup> November)

Submitted By: Prof. Sweta Mishra

Date: 22<sup>nd</sup> July 2020

  
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### Teaching Plan for the Academic Year 2020-21

Department: BMS

Class: T.Y.BMS

Course: Customer Relationship Management


Sem: V

Teacher: Asst. Professor Chetan Devashish Bose

Div: C

MONTH	WEEK	UNIT	UNIT / TOPIC
July	4 <sup>th</sup>	<b>UNIT I</b>	Concept, Evolution of Customer Relationships: Customers as strangers, acquaintances, friends and partners
	5 <sup>th</sup>		Objectives, Benefits of CRM to Customers and Organisations, Customer Profitability Segments, Components of CRM: Information, Process, Technology and People, Barriers to CRM
August	1 <sup>st</sup>		Relationship Marketing and CRM: Relationship Development Strategies: Organizational Pervasive Approach, Managing Customer Emotions,
	2 <sup>nd</sup>		Brand Building through Relationship Marketing, Service Level Agreements, Relationship Challenges
	3 <sup>rd</sup>	<b>UNIT II</b>	CRM Marketing Initiatives: Cross-Selling and Up-Selling, Customer Retention, Behaviour Prediction, Customer Profitability and Value Modeling, Channel Optimization, Personalization and Event-Based Marketing
	4 <sup>th</sup>		CRM and Customer Service: Call Center and Customer Care: Call Routing, Contact Center Sales-Support, Web Based Self Service, Customer Satisfaction Measurement, Call-Scripting, Cyber Agents and Workforce Management
	5 <sup>th</sup>		CRM and Data Management: Types of Data: Reference Data, Transactional Data, Warehouse Data and Business View Data, Identifying Data Quality Issues
September	1 <sup>st</sup>		Planning and Getting Information Quality, Using Tools to Manage Data, Types of Data Analysis: Online Analytical Processing (OLAP), Click stream Analysis, Personalization and Collaborative Filtering, Data Reporting

  
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	2 <sup>nd</sup>	<b>UNIT III</b>	Understanding Customers: Customer Value, Customer Care, Company Profit Chain: Satisfaction, Loyalty, Retention and Profits Objectives of CRM Strategy, The CRM Strategy Cycle: Acquisition, Retention and Win Back, Complexities of CRM Strategy
	3 <sup>rd</sup>		Planning and Implementation of CRM: Business to Business CRM, Sales and CRM, Sales Force Automation
	4 <sup>th</sup>		Sales Process/ Activity Management, Sales Territory Management, Contact Management, Lead Management, Configuration Support, Knowledge Management
	5 <sup>th</sup>		CRM Implementation: Steps- Business Planning, Architecture and Design, Technology Selection, Development, Delivery and Measurement
October	1 <sup>st</sup>		CRM Evaluation: Basic Measures: Service Quality, Customer Satisfaction and Loyalty, Company 3E Measures: Efficiency, Effectiveness and Employee Change
	2 <sup>nd</sup>	<b>UNIT IV</b>	E-CRM: Concept, Different Levels of E- CRM, Privacy in E-CRM
	3 <sup>rd</sup>		Software App for Customer Service: Activity Management, Agent Management
	4 <sup>th</sup>		Case Assignment, Contract Management, Customer Self Service, Email Response Management, Escalation
	5 <sup>th</sup>		Inbound Communication Management, Invoicing, Outbound Communication Management, Queuing and Routing, Scheduling
November	1 <sup>st</sup>		Social Networking and CRM Mobile-CRM CRM Trends, Challenges and Opportunities Ethical Issues in CRM
	2 <sup>nd</sup> & 3 <sup>rd</sup>		<b>Revision on the remaining days (Diwali holidays from 11<sup>th</sup> – 18<sup>th</sup> November)</b>

Submitted By: Asst. Professor Chetan Devashish Bose

Date: 22<sup>nd</sup> July 2020

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### Teaching Plan for the Academic Year 2020-21

Department: BMS

Class: T.Y. BMS

Course: E Commerce & Digital Marketing


Sem: V

Teacher: Dr. Damayanti Premier

Div: C

MONTH	WEEK	UNIT / TOPIC
July	4 <sup>th</sup>	Introduction to E-commerce:  Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages & Limitations of E-Commerce, Traditional Commerce & E-Commerce
	5 <sup>th</sup>	Ecommerce Environmental Factors: Economic, Technological, Legal, Cultural & Social  Factors Responsible for Growth of E-Commerce, Issues in Implementing E- Commerce, Myths of E-Commerce
August	1 <sup>st</sup>	Impact of E-Commerce on Business, Ecommerce in India  Trends in E-Commerce in Various Sectors: Retail, Banking, Tourism,
	2 <sup>nd</sup>	Trends in E-Commerce in Various Sectors: Government, Education  Meaning of M-Commerce, Benefits of M-Commerce, Trends in M-Commerce
	3 <sup>rd</sup>	E-Business & Applications  E-Business: Meaning, Launching an E-Business, Different phases of Launching an E Business
	4 <sup>th</sup>	Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, Enterprise Resource Planning
	5 <sup>th</sup>	Bricks and Clicks business models in E-Business: Brick and Mortar, Pure Online, Bricks and Clicks, Advantages of Bricks & Clicks Business Model

  
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September	1 <sup>st</sup>	Superiority of Bricks and Clicks E-Business Applications: E-Procurement, E-Communication, E- Delivery, E-Auction, E-Trading
	2 <sup>nd</sup>	Electronic Data Interchange (EDI) in E-Business: Meaning of EDI, Benefits of EDI, Drawbacks of EDI, Applications of EDI
	3 <sup>rd</sup>	Website: Design and Development of Website, Advantages of Website, Principles of Web Design
	4 <sup>th</sup>	Life Cycle Approach for Building a Website, Different Ways of Building a Website Payment, Security, Privacy & Legal Issues in E-Commerce Issues Relating to Privacy and Security in E-Business
	5 <sup>th</sup>	Electronic Payment Systems: Features, Different Payment Systems: Debit Card, Credit Card, Smart Card, E-cash, E-Cheque, E-wallet, Electronic Fund Transfer
October	1 <sup>st</sup>	Payment Gateway: Introduction, Payment Gateway Process, Payment Gateway Types, Advantages and Disadvantages of Payment Gateway
	2 <sup>nd</sup>	Types of Transaction Security E-Commerce Laws: Need for E-Commerce laws, E-Commerce laws in India, Legal Issues in E-commerce in India, IT Act 2000
	3 <sup>rd</sup>	Digital Marketing Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing. Various Activities of Digital Marketing: Search Engine Optimization, Search Engine Marketing
	4 <sup>th</sup>	Content Marketing & Content Influencer Marketing, Campaign Marketing, Email Marketing, Display Advertising, Blog Marketing, Viral Marketing, Podcasts & Vodcasts
	5 <sup>th</sup>	Digital Marketing on various Social Media platforms. Online Advertisement, Online Marketing Research, Online PR

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November	1 <sup>st</sup>	Web Analytics, Promoting Web Traffic Latest developments and Strategies in Digital Marketing.
	2 <sup>nd</sup> & 3 <sup>rd</sup>	Revision on the remaining days (Diwali holidays from 11 <sup>th</sup> – 18 <sup>th</sup> November)

Submitted By: Dr. Damayanti Premier

Date: 22<sup>nd</sup> July 2020

  
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### Teaching Plan for the Academic Year 2020-21

Department: BMS

Class: T.Y. BMS

Course: Jaanvi Joshi

Sem: V


Teacher: Jaanvi Joshi

Div: D

MONTH	WEEK	UNIT / TOPIC
July	4 <sup>th</sup>	Performance Management – An Overview, Performance Management– Meaning, Features, Components of Performance Management, Evolution
	5 <sup>th</sup>	Objectives, Need and Importance, Scope, Performance Management Process, Prerequisites of Performance Management,
August	1 <sup>st</sup>	Linkage of Performance Management with other HR functions, Performance Management and Performance Appraisal, Performance Management Cycle
	2 <sup>nd</sup>	Best Practices in Performance Management, Future of Performance Management. Role of Technology in Performance Management
	3 <sup>rd</sup>	Performance Management Process Performance Planning – Meaning, Objectives, Steps for Setting Performance Criteria, Performance Benchmarking
	4 <sup>th</sup>	Performance Managing – Meaning, Objectives, Process Performance Appraisal – Meaning, Approaches of Performance Appraisal – Trait Approach, Behaviour Approach, Result Approach
	5 <sup>th</sup>	Performance Monitoring–Meaning, Objectives and Process Performance Management Implementation – Strategies for Effective Implementation of Performance Management
September	1 <sup>st</sup>	Linking Performance Management to Compensation, Concept of High Performance Teams
	2 <sup>nd</sup>	Ethics, Under Performance and Key Issues in Performance Management Ethical Performance Management - Meaning, Principles, Significance of Ethics in Performance Management, Ethical Issues in Performance Management
	3 <sup>rd</sup>	Code of Ethics in Performance Management, Building Ethical Performance Culture, Future Implications of Ethics in Performance Management  Under Performers and Approaches to Manage Under Performers, Retraining



  
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	4 <sup>th</sup>	Key Issues and Challenges in Performance Management, Potential Appraisal: Steps, Advantages and Limitations.
	5 <sup>th</sup>	Pay Criteria -Performance related pay, Competence related pay, Team based pay, Contribution related pay, Career Planning and Development, Career Planning - Meaning, Objectives, Benefits and Limitations,
October	1 <sup>st</sup>	Steps in Career Planning, Factors affecting Individual Career Planning, Role of Mentor in Career Planning, Requisites of Effective Career Planning
	2 <sup>nd</sup>	Career Development – Meaning, Role of employer and employee in Career Development
	3 <sup>rd</sup>	Career Development Initiatives, Role of Technology in Career Planning and Development
	4 <sup>th</sup>	Career Models – Pyramidal Model, Obsolescence Model, Japanese Career Model
	5 <sup>th</sup>	New Organizational Structures and Changing Career Patterns
November	1 <sup>st</sup>	<b>Case Studies</b>
	2 <sup>nd</sup> & 3 <sup>rd</sup>	<b>Revision</b>

Submitted By: Jaanvi Joshi




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### Teaching Plan for the Academic Year 2020-21

Department: BMS

Class: T.Y. BMS

Course: Industrial Relations

Code: 21UBMS506


Sem: V

Teacher: Dr. Blessy Easo

Div: D

MONTH	WEEK	UNIT / TOPIC
July	4 <sup>th</sup>	Industrial Relations- An Overview-Meaning- Scope and Importance
	5 <sup>th</sup>	Essentials of Good IR- Factors affecting IR- Changing Dimensions of IR
August	1 <sup>st</sup>	Essentials of Good IR- Factors affecting IR- Changing Dimensions of IR
	2 <sup>nd</sup>	Impact of LPG- Industrial Disputes-Effects and Methods of Settling Industrial Disputes
	3 <sup>rd</sup>	Impact of LPG- Industrial Disputes-Effects and Methods of Settling Industrial Disputes
	4 <sup>th</sup>	Employee Discipline – Causes and Code of Discipline
	5 <sup>th</sup>	Employee Discipline – Causes and Code of Discipline
September	1 <sup>st</sup>	Grievance Handling- Causes and guidelines
	2 <sup>nd</sup>	Trade Unions and Collective Bargaining- Objectives and Role of Trade Unions
	3 <sup>rd</sup>	Collective Bargaining- Scope and Importance- Types
	4 <sup>th</sup>	Levels and Growth of Collective Bargaining- Growth of Collective Bargaining
	5 <sup>th</sup>	Levels and Growth of Collective Bargaining- Growth of Collective Bargaining
October	1 <sup>st</sup>	Industrial Relations related Laws- Role of Judiciary in IR
	2 <sup>nd</sup>	Industrial Tribunal Act- Industrial Disputes Act- 1946-National Tribunal


  
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	3 <sup>rd</sup>	Industrial Tribunal Act- Industrial Disputes Act- 1946-National Tribunal
	4 <sup>th</sup>	Factories Act 1948- Minimum Wages Act- 1948
	5 <sup>th</sup>	Factories Act -1948-Minimum Wages Act-1948-Case studies discussed
November	1 <sup>st</sup>	Case studies discussed- Revision on Laws
	2 <sup>nd</sup> & 3 <sup>rd</sup>	Revision on the remaining days for I,II and III (diwali holidays from 11 <sup>th</sup> – 18 <sup>th</sup> nov)

Submitted By: Dr. Blessy Easo

Date: 22<sup>nd</sup> July 2020


  
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### Teaching Plan for the Academic Year 2020-21

Department: BMS

Class: T.Y.BMS

Course: Stress Management


Sem: V

Teacher: Asst. Professor Chetan Devashish Bose

Div: D

MONTH	WEEK	UNIT	UNIT / TOPIC
July	4 <sup>th</sup>	UNIT I	Stress – concept, features, types of stress Relation between Stressors and Stress Potential Sources of Stress – Environmental, Organizational and Individual
	5 <sup>th</sup>		Consequences of Stress – Physiological, Psychological and Behavioural Symptoms
August	1 <sup>st</sup>		Stress at work place – Meaning, Reasons Impact of Stress on Performance
	2 <sup>nd</sup>		Work Stress Model Burnout – Concept Stress v/s Burnout
	3 <sup>rd</sup>	UNIT II	Pre-requisites of Stress-free Life Anxiety - Meaning, Mechanisms to cope up with anxiety Relaxation - Concept and Techniques
	4 <sup>th</sup>		Time Management - Meaning, Importance of Time Management Approaches to Time Management Stress Management - Concept, Benefits
	5 <sup>th</sup>		Managing Stress at Individual level Role of Organization in Managing Stress
September	1 <sup>st</sup>		Stress Management Techniques Approaches to Manage Stress - Action oriented, Emotion oriented, Acceptance oriented.
	2 <sup>nd</sup>	UNIT III	Models of Stress Management - Transactional Model, Health Realization/ Innate Health Model General Adaption Syndrome (GAS) - Concept, Stages
	3 <sup>rd</sup>		Measurement of Stress Reaction - The Physiological Response, The Cognitive Response, The Behavioural Response.
	4 <sup>th</sup>		Stress prevention mechanism - Stress management through mind control and purification theory and practice of yoga education.

  
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	5 <sup>th</sup>		Stress management interventions: primary, secondary, tertiary. Meditation – Meaning, Importance
October	1 <sup>st</sup>		Role of Pranayama, Mantras, Nutrition, Music, Non-violence in stress control
	2 <sup>nd</sup>	<b>UNIT IV</b>	Eustress – Concept, Factors affecting Eustress Stress Management Therapy - Concept
	3 <sup>rd</sup>		Benefits Stress Counselling - Concept
	4 <sup>th</sup>		Value education for stress management Stress and New Technology
	5 <sup>th</sup>		Stress Audit Process, Assessment of Stress - Tools and Methods
November	1 <sup>st</sup>		Future of Stress Management
	2 <sup>nd</sup> & 3 <sup>rd</sup>		Revision on the remaining days (Diwali holidays from 11 <sup>th</sup> – 18 <sup>th</sup> November)

Submitted By: Asst. Prof. Chetan Devashish Bose

Date: 22<sup>nd</sup> July 2020




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### Teaching Plan for the Academic Year 2020-21

Department: BMS

Class: T.Y. BMS

Course: Finance for HR Professionals and Compensation Management


Sem: V

Teacher: Charusheela Tapas Shah

Div: D

MONTH	WEEK	UNIT / TOPIC
July	4 <sup>th</sup>	Meaning, Objectives of Compensation Plans,
	5 <sup>th</sup>	Role of HR Professionals in Compensation Plans, Types of Compensation: Financial and ...
August	1 <sup>st</sup>	Types of Compensation: non-financial Factors Influencing Compensation
	2 <sup>nd</sup>	Compensation Tools: Job based and Skill based,
	3 <sup>rd</sup>	Models: Distributive Justice Model and Labour Market Model, Dimensions of Compensation
	4 <sup>th</sup>	3 Ps Compensation Concept, Benefits of Compensation: Personal, Health and Safety, Welfare, Social Security
	5 <sup>th</sup>	Pay Structure: Meaning, Features, Factors, Designing the Compensation System, Compensation Scenario in India.
September	1 <sup>st</sup>	Incentive Plans – Meaning and Types: Piecework, Team, Incentives for Managers and Executives, Salespeople, Merit pay, Scanlon Pay,
	2 <sup>nd</sup>	Profit Sharing Plan, ESOP, Gain Sharing, Earning at Risk plan, Technology and Incentives. Prerequisites of an Effective Incentive System
	3 <sup>rd</sup>	Wage Differentials: Concepts, Factors contributing to Wage Differentials, Types of Wage Differentials, Importance of Wage Differentials, Elements of a Good Wage Plan.
	4 <sup>th</sup>	Theories of Wages: Subsistence Theory, Wage Fund Theory, Marginal Productivity Theory, Residual Claimant Theory, Bargaining Theory
	5 <sup>th</sup>	Compensation for Special Groups: Team Based pay, Remunerating Professionals, Contract Employees, Corporate Directors, CEOs, Expatriates and Executives.
October	1 <sup>st</sup>	Human Resource Accounting – Meaning, Features, Objectives and Methods
	2 <sup>nd</sup>	Recent Trends: Golden Parachutes, e-Compensation, Salary Progression Curve, Competency and Skill based, Broad banding and New Pay, Cafeteria approach – Features, Advantages and Disadvantages.
	3 <sup>rd</sup>	Legal Framework of Compensation in India: Wage Policy in India, Payment of Bonus Act 1965, Equal Remuneration Act 1976

  
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	4 <sup>th</sup>	Payment of Wages Act 1936, Payment of Gratuity Act 1972, Employee Compensation Act 1923, Employees Provident Funds and Miscellaneous Provision Act 1952.
	5 <sup>th</sup>	Pay Commissions, Wage Boards, Adjudication, Legal considerations, COBRA requirement,
November	1 <sup>st</sup>	Pay Restructuring in Mergers and Acquisitions, Current Issues and Challenges in Compensation Management, Ethics in Compensation Management.
	2 <sup>nd</sup> & 3 <sup>rd</sup>	<b>Revision</b>

**Submitted By: Charusheela Shah**

**Date: 22<sup>nd</sup> July 2020**

  
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# Teaching plan for the year 2020-2021

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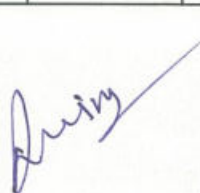
Semester-VI


Submitted by: Avinash Singh

Division- A,B,C&D

Subject: Operations Research

MONTH	WEEK	UNIT	UNIT / TOPIC
January	2 <sup>nd</sup>	I (a)	Introduction to Operations Research: Definition, Characteristics of OR, Models, OR Techniques, Areas of Application, Limitations of OR
	3 <sup>rd</sup>	I (b)	Linear Programming Problems: Introduction and Formulation: Applications of LPP, Components of LPP, Assumptions Underlying Linear Programming, Steps in Solving LPP, LPP Formulation
	4 <sup>th</sup>	I (c)	Linear Programming Problems: Graphical Method: Maximization & Minimization Type Problems. (Max. Z & Min. Z), Two Decision Variables and Maximum Three Constraints Problem, Feasible Region of Solution, Unbounded Solution, Redundant Constraint, Infeasible Solution, Alternative Optima
	5 <sup>th</sup>	I (d)	Linear Programming Problems: Simplex Method: Only Maximization Type Problems. (Only Max. Z), Two or Three Decision Variables and Maximum Three Constraints Problem
February	1 <sup>st</sup>		Linear Programming Problems: Simplex Method: Slack Variables, Surplus Variables, Artificial Variables, Duality, Product Mix and Profit, Feasible and Infeasible Solution, Unique or Alternate Optimal Solution, Degeneracy, Non Degenerate, Shadow Prices of Resources, Scarce and Abundant Resources, Utilized and Unutilized Capacity of Resources, Percentage Utilization of Resources, Decision for Introduction of a New Product
	2 <sup>nd</sup>	II (a)	Assignment Models - Hungarian Method: Maximization & Minimization Type Problems, Balanced and Unbalanced Problems, Prohibited Assignment Problems, Unique or Multiple Optimal Solutions, Simple Formulation of Assignment Problems, Maximum 5 x 5 Matrix. Up to Maximum Two Iterations after Row and Column Minimization
	3 <sup>rd</sup>	II (b)	Transportation Models: Maximization & Minimization Type Problems, Balanced and Unbalanced problems, Prohibited Transportation Problems, Unique or Multiple Optimal Solutions, Simple Formulation of Transportation Problems Initial Feasible Solution (IFS) by: North West Corner Rule (NWCR), Least Cost Method (LCM)

  
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	4 <sup>th</sup>	"	Transportation Models: Initial Feasible Solution (IFS) by Vogel's Approximation Method (VAM) Finding Optimal Solution by Modified Distribution (MODI) Method
March	1 <sup>st</sup>	III (a)	Network Analysis: Critical Path Method (CPM): Activity, Event, Network Diagram, Merge Event, Burst Event, Concurrent and Burst Activity, Construction of a Network Diagram, Principles of Constructing Network Diagram, Use of Dummy Activity, Numerical Consisting of Maximum Ten (10) Activities, Critical Path, Sub-critical Path, Critical and Non-critical Activities, Project Completion Time, Forward Pass and Backward Pass Methods, Calculation of EST, EFT, LST, LFT, Head Event Slack, Tail Event Slack, Total Float, Free Float, Independent Float and Interfering Float
	2 <sup>nd</sup>	III (b)	Project Crashing: Meaning of Project Crashing, Normal Time, Normal Cost, Crash Time, Crash Cost of Activities, Cost Slope of an Activity, Costs involved in Project Crashing: Direct, Indirect, Penalty and Total Costs, Time – Cost Trade off in Project Crashing
	3 <sup>rd</sup>	"	Optimal (Minimum) Project Cost and Optimal Project Completion Time, Process of Project Crashing, Numerical Consisting of Maximum Ten (10) Activities, Numerical based on Maximum Four (04) Iterations of Crashing
	4 <sup>th</sup>	III (c)	Program Evaluation and Review Technique (PERT): Three Time Estimates of PERT: Optimistic Time (a), Most Likely Time (m) and Pessimistic Time (b), Expected Time (te) of an Activity Using Three Time Estimates, Difference between CPM and PERT, Numerical Consisting of Maximum Ten (10) Activities, Construction of PERT Network using te values of all Activities
	5 <sup>th</sup>	"	Mean (Expected) Project Completion Time, Standard Deviation and Variance of Activities, Project Variance and Project Standard Deviation, 'Prob. Z' Formula, Standard Normal Probability Table, Calculation of Probability from the Probability Table using 'Z' Value and Simple Questions related to PERT Technique, Meaning, Objectives, Importance, Scope, RORO/LASH
April	1 <sup>st</sup>	IV (a)	Job Sequencing Problem: Processing Maximum 9 Jobs through Two Machines only, Processing Maximum 6 Jobs through Three Machines only, Calculations of Idle Time, Elapsed Time
	2 <sup>nd</sup>	IV (b)	Theory of Games: Introduction, Types of Games, Numerical based on: Two Person Zero Sum Games , Pure Strategy Games (Saddle Point available)
	3 <sup>rd</sup>		Revision

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Teaching Plan for the academic year 2020-21


Name of the Faculty: Nishant Modi

Subject: International Finance

Class: TYBMS, Semester VI


Month	Week	Module	Topics
January	2 <sup>nd</sup>	Unit I	<b>Fundamentals of International Finance</b> <b>Introduction to International Finance:</b> Meaning/ Importance of International Finance, Scope of International Finance, Globalization of the World Economy, Goals of International Finance, The Emerging Challenges in International Finance
	3 <sup>rd</sup>	"	<b>Balance of Payment:</b> Introduction to Balance of Payment, Accounting Principles in Balance of Payment, Components of Balance of Payments, Balance of Payment Identity Indian Heritage in Business, Management, Production and Consumption.
	4 <sup>th</sup>	"	<b>International Monetary Systems:</b> Evolution of International Monetary System, Gold Standard System, Bretton Woods System, Flexible Exchange Rate Regimes – 1973 to Present, Current Exchange Rate Arrangements, European Monetary System, Fixed & Flexible Exchange Rate System
	5 <sup>th</sup>	"	<b>An introduction to Exchange Rates:</b> Foreign Bank Note Market, Spot Foreign Exchange Market, Exchange Rate Quotations, Direct & Indirect Rates, Cross Currency Rates, Spread & Spread %, Factors Affecting Exchange Rates
February	1 <sup>st</sup>	Unit II	<b>Foreign Exchange Markets, Exchange Rate Determination &amp; Currency Derivatives:</b>  <b>Foreign Exchange Markets:</b> Introduction to Foreign Exchange Markets, Structure of Foreign Exchange Markets, Types of Transactions & Settlement Date, Exchange Rate Quotations & Arbitrage, Forward Quotations (Annualized Forward Margin)
	2 <sup>nd</sup>	"	<b>International Parity Relationships &amp; Foreign Exchange Rate:</b> Interest Rate Parity, Purchasing Power Parity & Fishers Parity, Forecasting Exchange Rates (Efficient Market Approach, Fundamental Approach, Technical Approach, Performance of the Forecasters), Global Financial Markets & Interest Rates (Domestic & Offshore Markets, Money Market Instruments)
	3 <sup>rd</sup>	"	<b>Currency &amp; Interest Rate Futures:</b> Introduction to Currency Options (Option on Spot, Futures & Futures Style Options), Futures Contracts, Markets & the Trading Process, Hedging & Speculation with Interest Rate Futures, Currency Options in India
	4 <sup>th</sup>	Unit III	<b>World Financial Markets &amp; Institutions &amp; Risks</b>


  
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			<b>Euro Currency Bond Markets:</b> Introduction to Euro Currency Market, Origin of Euro Currency Market, Euro Bond Market (Deposit, Loan, Notes Market), Types of Euro Bonds, Innovation in the Euro Bond Markets, Competitive Advantages of Euro Banks, Control & Regulation of Euro Bond Market
March	1 <sup>st</sup>	"	<b>International Equity Markets &amp; Investments:</b> Introduction to International Equity Market, International Equity Market Benchmarks, Risk & Return from Foreign Equity Investments, Equity Financing in the International Markets, Depository Receipts – ADR, GDR, IDR
	2 <sup>nd</sup>	"	<b>International Foreign Exchange Markets:</b> Meaning of International Foreign Exchange Market, FERA v/s FEMA, Scope & Significance of Foreign Exchange Markets, Role of Forex Manager, FDI v/s FPI, Role of FEDAI in Foreign Exchange Market
	3 <sup>rd</sup>	"	<b>International Capital Budgeting:</b> Meaning of Capital Budgeting, Capital Budgeting Decisions, Incremental Cash Flows, Cash Flows at Subsidiary and Parent Company, Repatriation of Profits, Capital Budgeting Techniques – NPV
	4 <sup>th</sup>	<b>Unit IV</b>	<b>Foreign Exchange Risk, Appraisal &amp; Tax Management</b> <b>Foreign Exchange Risk Management:</b> Introduction to Foreign Exchange Risk Management, Types of Risk, Trade & Exchange Risk, Portfolio Management in Foreign Assets, Arbitrage & Speculation
	5 <sup>th</sup>	"	<b>International Tax Environment:</b> Meaning of International Tax Environment, Objectives of Taxation, Types of Taxation, Benefits towards Parties doing Business Internationally, Tax Havens, Tax Liabilities
April	1 <sup>st</sup>	"	<b>International Project Appraisal:</b> Meaning of Project Appraisal, Review of Net Present Value Approach (NPV), Option Approach to Project Appraisal, Project Appraisal in the International Context, Practice of Investment Appraisal
	2 <sup>nd</sup>		<b>Revision</b>

  
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Teaching plan for the year 2020-2021

TYBMS-A, B

Semester-VI

Submitted by: Medhavi Chakraborty

Division- A,B

Subject: Innovative financial services


Month	Week	Unit	Topics to be Covered
January	2 <sup>nd</sup>	Unit I	<b>Introduction to Traditional Financial Services</b> a) Financial Services: Concept, Objectives/Functions, Characteristics, Financial Service Market, Financial Service Market Constituents, Growth of Financial Services in India, Problems in Financial Services Sector, Banking and Non-Banking Companies, Regulatory Framework
	3 <sup>rd</sup>		b) Factoring and Forfaiting: Introduction, Types of Factoring, Theoretical Framework, Factoring Cost, Advantages and Disadvantages of Factoring,
	4 <sup>th</sup>		Factoring in India, Factoring v/s Forfaiting, Working of Forfaiting, Benefits and Drawbacks of Forfaiting, Practical Problems.
	5 <sup>th</sup>		c) Bill Discounting: Introduction, Framework, Bill Market Schemes, Factoring V/s Bill Discounting in Receivable Management
February	1 <sup>st</sup>	Unit-II	<b>Issue Management and Securitization</b> a) Issue Management and Intermediaries: Introduction, Merchant Bankers/ Lead Managers, Underwriters, Bankers to an Issue, Brokers to an Issue
	2 <sup>nd</sup>		b) Stock Broking: Introduction, Stock Brokers, Sub-Brokers, Foreign Brokers, Trading and Clearing/Self Clearing Members, Stock Trading ( Cash and Normal) Derivative Trading
	3 <sup>rd</sup>		c) Securitization: Definition, Securitization v/s Factoring, Features of Securitization, Pass Through Certificates, Securitization Mechanism, Special Purpose Vehicle, Securitisable Assets, Benefits of Securitization, New Guidelines on Securitization

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	4 <sup>th</sup>	Unit-III	<b>Financial Services and its Mechanism</b> a) Lease and Hire-Purchase: Meaning, Types of Lease - Finance Lease, Operating Lease, Advantages and Disadvantages of Leasing, Leasing in India, Legal Aspects of Leasing. Definition of Hire Purchase, Hire Purchase and Instalment Sale Characteristics, Hire Purchase and Leasing, Advantages of Hire Purchase, Problems of Hire Purchase.
March	1 <sup>st</sup>		Practical questions of Hire Purchase b) Housing Finance: Introduction, Housing Finance Industry, Housing Finance Policy Aspect, Sources of Funds, Market of Housing Finance, Housing Finance in India-
	2 <sup>nd</sup>	Unit-III	Major Issues, Housing Finance in India – Growth Factors, Housing Finance Institutions in India, National Housing Bank (NHB), Guidelines for Asset Liability Management System in HFC, Fair Trade Practice Code for HFC's, Housing Finance Agencies
	3 <sup>rd</sup>		c) Venture Capital: Introduction, Features of Venture Capital, Types of Venture Capital Financing Stages, Disinvestment mechanisms, Venture Capital Investment process, Indian Scenario
	4 <sup>th</sup>	Unit-IV	Consumer Finance and Credit Rating a) Consumer Finance: Introduction, Sources, Types of Products, Consumer Finance Practice in India, Mechanics of Consumer Finance, Terms, Pricing,
	5 <sup>th</sup>		Marketing and Insurance of Consumer Finance, Consumer Credit Scoring, Case for and against Consumer Finance
April	1 <sup>st</sup>		b) Plastic Money: Growth of Plastic Money Services in India, Types of Plastic Cards- Credit card Debit Card- Smart card- Add-on Cards, Performance of Credit Cards and Debit Cards, Benefits of Credit Cards, Dangers of Debit Cards, Prevention of Frauds and Misuse, Consumer Protection. Indian Scenario. Smart Cards- Features, Types, Security Features and Financial Applications
	2 <sup>nd</sup>		c) Credit Rating: Meaning, Origin, Features, Advantages of Rating, Regulatory Framework, Credit Rating Agencies, Credit Rating Process, Credit Rating Symbols. Credit Rating Agencies in India, Limitations of Rating
	3 <sup>rd</sup>		Revision

  
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Teaching plan for the year 2020-2021

TYBMS

Semester-VI

Submitted by: Avinash Singh

Division- A & B

Subject: Strategic Financial Management

MONTH	WEEK	UNIT	UNIT /TOPIC
January	2 <sup>nd</sup>	Unit II	<b>Capital Budgeting:</b> Meaning and importance of Capital Budgeting and Capital Budgeting Decisions, Types of Capital Budgeting Decisions, Capital Budgeting Techniques under Certainty and Uncertainty
	3 <sup>rd</sup>	"	Payback Period Method, Discounted PB Method, NPV Method, IRR Method, Profitability Index Method
	4 <sup>th</sup>	"	Concept & Application of Risk Adjusted Cut off Rate, Certainty Equivalent Method
	5 <sup>th</sup>	"	Concept & Application of Sensitivity Technique
February	1 <sup>st</sup>	"	Concept & Application of Probability Technique, Standard Deviation Method, Co-efficient of Variation Method
	2 <sup>nd</sup>	"	Concept & Application of Decision Tree Analysis, Construction of Decision Tree
	3 <sup>rd</sup>	"	<b>Capital Rationing:</b> Meaning, Advantages, Disadvantages, Practical Problems, Practical Problems based on Capital Rationing
	4 <sup>th</sup>	Unit I	<b>Dividend Decision:</b> Meaning and Forms of Dividend, Types of Dividend, Meaning and Importance of Dividend Policy, Types of Dividend Policy, Factors determining Dividend Policy, Practical Problems based on Walter's Model
March	1 <sup>st</sup>	"	Practical Problems based on Walter's model, Gordon's Model, and Modigliani and Miller's Approach
	2 <sup>nd</sup>	"	<b>XBRL:</b> Introduction, Advantages and Disadvantages, Features and User of XBRL
	3 <sup>rd</sup>	Unit III	<b>Shareholder Value and Corporate Governance:</b> Financial Goals and Strategy, Shareholder Value Creation: EVA and MVA Approach, Theories of Corporate Governance, Practices of Corporate Governance in India
	4 <sup>th</sup>	"	<b>Corporate Restructuring:</b>



  
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			Meaning, Types, Limitations of Merger, Amalgamation, Acquisition, Takeover, Determination of Firm's Value, Effect of Merger on EPS and MPS, Pre Merger and Post Merger Impact
	5 <sup>th</sup>	<b>Unit IV</b>	<b>Financial Management in Banking Sector:</b> An Introduction, Classification of Investments, NPA & their Provisioning, Classes of Advances
April	1 <sup>st</sup>	"	Capital Adequacy Norms, Rebate on Bill Discounting, Treatment of Interest on Advances
	2 <sup>nd</sup>	"	<b>Working Capital Financing:</b> Maximum Permissible Bank Finance (Tandon Committee), Cost of issuing Commercial Paper and Trade Credit, Matching Approach, Aggressive Approach, Conservative Approach
	3 <sup>rd</sup>		Revision

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**Teaching plan for the year 2020-2021**

**TYBMS**

**Semester-VI**


**Submitted by: Florence Noah Christian**

**Division- A & B**

**Subject: Project Management**

Month	Week	Unit	Topic
January	2	Unit 1	Introduction to project management
	3		Organizational structure
	4		Types of organizational structure
	5		Project selection
February	1		Project manager
	2		Project planning
	3	Unit 2	Project feasibility analysis
	4		Market analysis
March	1		Technical analysis, Operational analysis
	2	Unit 3	Funds estimation in project
	3		Risk management in projects
	4		Cost benefit analysis in project
	5		Strategic investment decisions
April	1	Unit 4	Modern development in project management
	2		Project monitoring & Project controlling
	3		Project termination & Solving project management problems

  
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### Teaching Plan for the Academic Year 2020-21

Department: BMS

Class: T.Y. BMS

Course: Brand Management


Sem: VI

Teacher: Shobha Venkatesh

Div: C

MONTH	WEEK	UNIT / TOPIC
January	2 <sup>nd</sup>	Introduction to Brand Management: Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding
	3 <sup>rd</sup>	Branding Challenges and Opportunities, Strategic Brand Management Process
	4 <sup>th</sup>	Customer Based Brand Equity model (CBBE), Sources of Brand Equity, Steps of Brand Building including Brand Building Blocks
	5 <sup>th</sup>	Brand Positioning: Meaning, Importance, Basis
February	1 <sup>st</sup>	Planning and Implementing Brand Marketing Programs Brand Elements: Meaning, Criteria for choosing Brand Elements, Types of Brand Elements
	2 <sup>nd</sup>	Integrating Marketing Programs and Activities Personalising Marketing: Experiential Marketing, One to One Marketing, Permission Marketing
	3 <sup>rd</sup>	Product Strategy: Perceived Quality and Relationship Marketing Pricing Strategy: Setting Prices to Build Brand Equity Channel Strategy: Direct, Indirect Channels


  
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	4 <sup>th</sup>	Promotion Strategy: Developing Integrated Marketing Communication Program Leveraging Secondary Brand Associations to Build Brand Equity: Companies/Countries, Channel of Distribution, Co-branding, Characters, Events.
March	1 <sup>st</sup>	Measuring and Interpreting Brand Performance The Brand Value Chain
	2 <sup>nd</sup>	Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association Quantitative Research Techniques
	3 <sup>rd</sup>	Brand Awareness: Recognition, Recall, Brand Image, Brand Responses Young and Rubicam's Brand Asset Valuator
	4 <sup>th</sup>	Brand Architecture: Meaning of Brand Architecture, The Brand-Product Matrix, Breadth of a Branding Strategy, Depth of a Branding Strategy
	5 <sup>th</sup>	Brand Hierarchy: Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels Cause Marketing to Build Brand Equity: Meaning of Cause Marketing, Advantages, Green Marketing
April	1 <sup>st</sup>	Brand Extensions: Meaning, Advantages, Disadvantages, Brand Extension and Brand Equity Managing Brands over Time: Reinforcing Brands, Revitalising Brands
	2 <sup>nd</sup>	Building Global Customer Based Brand Equity
	3 <sup>rd</sup>	Revision

Submitted By: Shobha Venkatesh

  
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Teaching plan for the year 2020-2021

TYBMS-C

Semester-VI


Submitted by: Dr.Blessy Easo

Division- A

Subject: International Marketing

Month	Week	Unit	Topics to be Covered
January	2 <sup>nd</sup>	Unit I	Introduction of International Marketing-Features, Phases, Different Orientations of International Marketing
	3 <sup>rd</sup>		Introduction of International Marketing-Features, Phases, Different Orientations of International Marketing
	4 <sup>th</sup>		Barriers to Trade- Tariff and Non-Tariff
	5 <sup>th</sup>		Barriers to Trade- Tariff and Non-Tariff
February	1 <sup>st</sup>	Unit-II	International Marketing Environment- Institution, Legal Environment
	2 <sup>nd</sup>		International Marketing Environment- Institution, Legal Environment
	3 <sup>rd</sup>		Cultural Environment- Concept, Elements, HOFSTED'S Six Dimensions of Culture
	4 <sup>th</sup>	Unit-III	International Marketing Mix- International Product Decision-International Product Life Cycle
March	1 <sup>st</sup>		International Marketing Mix- International Product Decision-International Product Life Cycle
	2 <sup>nd</sup>	Unit-III	International Pricing Decision-Concept, Methods
	3 <sup>rd</sup>		International Pricing Decision- Strategies and Issues
	4 <sup>th</sup>		International Pricing Decision- Strategies and Issues
	5 <sup>th</sup>		Distribution Decisions Promotion Decisions
April	1 <sup>st</sup>		International Promotional Strategies-Tools
	2 <sup>nd</sup>	Unit-IV	Developments in International Marketing-Strategies and Services
	3 <sup>rd</sup>		Developments in International Marketing-Strategies and Services

  
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**Teaching plan for the year 2020-2021**

**TYBMS-C**

**Semester-VI**


**Submitted by: Asst. Prof. Chetan Devashish Bose**

**Division- C**

**Subject: RETAIL MANAGEMENT**

Month	Week	Unit	Topics to be Covered
January	2 <sup>nd</sup>	Unit I	Introduction and Meaning, Significance, Factors Influencing Retail Management, Scope of Retail Management, Concept of Organized Retailing, Factors Responsible for the Growth of Organized Retail in India
	3 <sup>rd</sup>		Multichannel Retailing: Meaning and Types, E-tailing: Meaning, Advantages and Limitations, Impact of Globalization on Retailing, I.T in Retail: Importance, Advantages and Limitations, Applications of I.T. in Retail
	4 <sup>th</sup>		EDI, Bar Coding, RFID Tags, Electronic Surveillance, Electronic Shelf Labels, FDI in Retailing: Meaning, Need for FDI in Indian Retail Scenario, Franchising: Meaning, Types, Advantages and Limitations, Franchising in India, Green Retailing, Airport Retailing
	5 <sup>th</sup>	Unit-I I	Meaning of Retail Shopper, Factors Influencing Retail Shoppers, Changing Profile of Retail Shoppers, Market Research as a Tool for Understanding Retail Markets and Shoppers
February	1 <sup>st</sup>		Meaning, Objectives, Customer Retention Approaches: Frequent Shopper Programme, Special Customer Services, Personalization, Community, Meaning, Steps in Developing Retail Strategy
	2 <sup>nd</sup>		Retail Value Chain, Meaning, Types of Retail Locations, Factors Influencing Store Location, Meaning, Significance, Functions, Organization Structure in Retail: Meaning, Factors Influencing Designing Organization Structure
	3 <sup>rd</sup>		Organization Structure for Small Stores/Single Stores/Independent Retailers and Retail Store Chain/Department Store
	4 <sup>th</sup>	Unit-I II	Concept, Types of Merchandise, Principles of Merchandising, Merchandise Planning- Meaning and Process, Merchandise Category – Meaning, Importance, Components, Role of Category Captain, Merchandise Procurement/Sourcing Meaning, Process, Sources for Merchandise
March	1 <sup>st</sup>		Meaning, Buying Cycle, Factors Affecting Buying Functions, Functions of Buying for Different Types of Organizations Young and Rubicam's Brand Asset Valuator- Independent Store, Retail Chain, Non-store Retailer

  
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	2 <sup>nd</sup>		Concept of Lifestyle Merchandising, Private Label, Meaning, Need and Importance, Private Labels in India, Retail Pricing, Meaning, Considerations in Setting Retail Pricing, Pricing Strategies
	3 <sup>rd</sup>		High/ Low Pricing: Meaning, Benefits, Everyday Low Pricing: Meaning, Benefits, Market Skimming, Market Penetration, Leader Pricing, Odd Pricing, Single Pricing, Multiple Pricing, Anchor Pricing, Variable Pricing and Price Discrimination- Meaning Type
	4 <sup>th</sup>		Individualized Variable Pricing/First Degree Price, Self-Selected Variable Pricing/ Second Degree Price Discrimination Clearance and Promotional Markdowns, Coupons, Price Bundling, Multiple – Unit Pricing, Variable Pricing by Market Segment/ Third Degree Price Discrimination
	5 <sup>th</sup>	Unit-I V	Meaning, Responsibilities of Store Manager, The 5 S's of Retail Operations (Systems, Standards, Stock, Space, Staff), Store Design-Meaning, Objectives, Principles, Elements of Exterior and Interior Store Design
April	1 <sup>st</sup>		Store Atmospherics and Aesthetics, Store Layout- Meaning, Types: Grid, Racetrack, Free Form , Signage and Graphics: Meaning, Significance, Concept of Digital Signage
	2 <sup>nd</sup>		Feature Areas: Meaning, Types: Windows, Entrances, Freestanding Displays, End Caps, Promotional Aisles, Walls, Dressing Rooms, Cash Wraps, Visual Merchandising- Meaning, Significance, Tools Used for Visual Merchandising, The Concept of Planogram, Display- Meaning, Methods of Display
	3 <sup>rd</sup>		Errors in Creating Display, Mall Management, Meaning and Components: Positioning, Zoning, Promotion and Marketing, Facility Management, Finance Management, Legal and Ethical Aspects of Retailing, Licenses/Permissions Required to Start Retail Store in India, Ethical Issues in Retailing Career Options in Retailing



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### Teaching Plan for the Academic Year 2020-21

Department: BMS

Class: T.Y. BMS

Course: Media Planning & Management


Teacher: Dr. Damayanti Premier

Div: C

Sem: VI


MONTH	WEEK	UNIT / TOPIC
January	2 <sup>nd</sup>	Overview of Media and Media Planning: Meaning of Media & Features of Media, Meaning of Media Planning, Scope of Media planning, Media Planning Elements, Role of Media in Business, Media Planning Process, Impact of Marketing Objectives on Media Planning, Factors Influencing Media Planning Decisions, Role and Importance of Media in Consumer Buying Decision
	3 <sup>rd</sup>	Role of Media Planner, Challenges of Media Planning, Organization Structure of Media Company, Regulatory Framework and Legal Aspects in Media Planning, Media Research: Meaning, Role and Importance: Sources of Media Research: Audit Bureau of Circulation, Press Audits, National Readership Survey/IRS
	4 <sup>th</sup>	Businessmen's Readership Survey, TRP, National Television Study, ADMAR Satellite Cable Network Study, Reach and Coverage Study, CIB Listenership Survey, Media Mix: Meaning, Need for Media Mix, Identifying Audience for Mass Media, Factors Affecting Media Mix Decision
	5 <sup>th</sup>	Types of Media Mix Decisions: Broad Media Classes, Media Vehicles, Media Units, Deciding Ideal Media Mix, Media Choices: Print Meaning- Factors Affecting Selection of Print Media Decisions, Types of Print Media, Advantages and Limitations
February	1 <sup>st</sup>	Television- Meaning, Factors Affecting Selection of Television Media Decisions, Advantages and Limitations, Radio- Meaning, Factors Affecting Selection of Radio Media Decision, Advantages and Limitations, Out of Home (OOH)- Meaning, Types of OOH, Factors Affecting OOH Planning Decision, Advantages and Limitations

  
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	2 <sup>nd</sup>	Emerging Media: Online, Mobile, Gaming, In flight, In Store, Interactive Media, Media Strategy, Meaning, Need for Media Strategy, Situation Analysis for Media Strategy and its Components  Steps in Formulating Media Strategies: Defining the Target Group, Market Prioritization
	3 <sup>rd</sup>	Media Weights, Media Mix, Media Scheduling,  Media Budgeting, Buying & Scheduling: a) Media Budget: Meaning, Factors to be considered while Framing a Budget: Advertising Task, Competitive Framework, Market Dominance, Market Coverage, Media Cost, Market Task, Pricing, Frequency of Purchase, Importance of Media Budget
	4 <sup>th</sup>	Methods of Setting Media Budget - Status Quo, Inflation Adjusted, Advertising Sales, Case Rate & Advertising Margin Method, Share of Market, Yardstick Method, Effective Frequency & Reach Method & Margin Analysis ROI Based Approach, Experimental Approach, Break Even Planning
March	1 <sup>st</sup>	b) Media Buying: Meaning, Role of Media Buyer, Objectives of Media Buying, Buying Process: Buying Brief, Environmental Analysis, Science and Art of Buying, Benchmarking Buying Plan Presentation Deal Management and Post Buy, Buying brief: Concept & Elements of Buying Brief,
	2 <sup>nd</sup>	Art of Media Buying – Negotiation in Media Buying, Plan Presentation and Client Feedback, Criteria in Media Buying, c) Media Scheduling: Meaning, Importance, Factors Affecting Scheduling: Sales Pattern, Purchase Cycle, Product Availability, Competitive Activity, Marketing Task, Budget Constraints, Target Group
	3 <sup>rd</sup>	Scheduling Patterns – Continuity, Flighting, Pulsing Scheduling Strategies for Creating Impact: Road Block, Day or Day part Emphasis, Multiple Spotting, Teasers, Media Measurement: Basic Metrics: Reach, Cumulative/Frequency Reach, Discrete & Cumulative distribution, Average Opportunity to See (AOTS), Effective frequency/Reach
	4 <sup>th</sup>	Television Metrics: Dairy v/s Peoplemeter, TRP/TVR, Program Reach & Time Spent, Stickiness Index, Ad Viewership  Radio Metrics: Arbitron Radio Rating, Print Metrics: Circulation, Average Issue Readership (AIR), Total or Claimed Reader, Sole or Solus reader

  
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	5 <sup>th</sup>	OOH Metrics: Traffic Audit Bureau (TAB)  Benchmarking Metrics: Share, Profile, and Selectivity Index, Plan Metrics: Gross Rating Points (GRP), Gross Impressions (GI), Share of Voice (SOV)
April	1 <sup>st</sup>	Evaluating Media Buys: Evaluating Television Media Buying: Dysfunctional Card Rate, Secondary and Effective Rate, Deal Composition, Cost Per Rating Point (CPRP), Reach Delivered by the Buy, Visibility Spots, Bonus Percentage, Upgrades and Spot Fixing, Sponsorships
	2 <sup>nd</sup>	Evaluating Print Media Buying: Discount on Rate Card, Negotiated Rate, Cost Per Thousand (CPT), Market Share Incentives, Readership v/s Circulation Track, Growth Incentives, Combination Rate Incentives, Full Page Discounts and Size Upgrades, Discount for Colour Ads, Date Flexibility Incentives, Positioning, Innovations
	3 <sup>rd</sup>	Evaluating Other Media Buys: Radio Buys, Outdoor Buys, Cinema Buys, Internet Buys, and Mobile Buys  Revision (Diwali holidays from 11 <sup>th</sup> – 18 <sup>th</sup> November)

Submitted By: Dr. Damayanti Premier

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### Teaching Plan for the Academic Year 2020-21

Department: BMS

Class: T.Y. BMS

Course: HRM in Global Perspective


Sem: VI

Teacher: Shobha Venkatesh

Div: D


MONTH	WEEK	UNIT / TOPIC
January	2 <sup>nd</sup>	International HRM – An Overview: International HRM- Meaning and Features, Objectives, Evolution of IHRM, Reasons for Emergency of IHRM, Significance of IHRM in International Business, Scope/Functions
	3 <sup>rd</sup>	Difference between International HRM and Domestic HRM Approaches to IHRM- Ethnocentric, Polycentric, Geocentric and Regiocentric Limitations to IHRM
	4 <sup>th</sup>	Qualities of Global Managers ,Organizational Dynamics and IHRM, Components of IHRM- Cross Cultural Management and Comparative HRM Cross Cultural Management- Meaning, Features, Convergence of Cultures IHRM in Cross Culture Management, Problems of Cross Cultural Issues in Organizations,
	5 <sup>th</sup>	Importance of Cultural Sensitivity to International Managers Comparative HRM- Meaning, Importance, Difference between IHRM and Comparative HRM,Managing Diversity in Workforce,Dealing with Cultural Shock
February	1 <sup>st</sup>	International Recruitment and Selection- Meaning- Sources of International Labour Market, Global Staffing, Selection Criteria, Managing Global Diverse Workforce

  
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	2 <sup>nd</sup>	international Compensation – Meaning, Objectives, Components of International Compensation Program, Approaches to International Compensation
	3 <sup>rd</sup>	HRM Perspectives in Training and Development - Meaning, Advantages, Cross Cultural Training, Issues in Cross Cultural Training
	4 <sup>th</sup>	International Performance Management – Meaning, Factors Influencing Performance, Criterion used for Performance Appraisal of International Employees, Problems Faced in International Performance Management
March	1 <sup>st</sup>	Motivation and Reward System- Meaning, Benchmarking Global Practices International Industrial Relations – Meaning, Key Issues in International Industrial Relations, Trade Union and International IR
	2 <sup>nd</sup>	Concepts of PCNs (Par ant-Country Nationals), TCNs(Third-Country Nationals) and HCNs(Host-Country Nationals) Expatriation- Meaning, Reasons for Expatriation, Factors in Selection of Expatriates, Advantages of Using Expatriates, Limitations of using Expatriates
	3 <sup>rd</sup>	Role of Family, the Role of Non-expatriates, Reasons for Expatriate Failure, Women and Expatriation, Requirements/Characteristics of Effective Expatriate Managers Repatriation- Meaning, Repatriation Process, Factors affecting Repatriation Process, Role of Repatriate, Challenges faced by Repatriates
	4 <sup>th</sup>	Emerging Trends in IHRM Off Shoring – Meaning, Importance, Off Shoring and HRM in India International Business Ethics and IHRM – Meaning of Business Ethics, Global Values,


  
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	5 <sup>th</sup>	International Corporate Code of Conduct, Criminalization of Bribery, Operationalizing Corporate Ethics of HR in Overall Corporate Ethics Programme
April	1 <sup>st</sup>	Managing International Projects and Teams- Meaning, How Projects are Managed across the World and Challenges in Managing International Projects across the World HR in MNCs – Industrial Relations in MNCs Role of Technology on IHRM
	2 <sup>nd</sup>	IHRM and Virtual Organization- Meaning and Features of Virtual Organization, Difference between Virtual Organization and Traditional Organization, Managing HR in Virtual Organization Growth in Strategic Alliances and Cross Border Mergers and Acquisitions- Impact on IHRM Knowledge Management and IHRM
	3 <sup>rd</sup>	Revision

Submitted By: Shobha Venkatesh

  
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Teaching plan for the year 2020-2021

TYBMS-D

Semester-VI

Submitted by: Prof. Sweta Mishra

Division- D

Subject: HRM IN SERVICE SECTOR MANAGEMENT

Month	Week	Unit	Topics to be Covered
January	2 <sup>nd</sup>	Unit I	Services - Meaning, Features, Classification of Services: End User, Degree of Tangibility, People Based Services, Expertise Required, Orientation Towards Profit, By Location Service Sector Management – Meaning, Significance of Service Sector, Reasons for Growth in Service Sector
	3 <sup>rd</sup>		Service Organization - Importance of Layout and Design of Service Organization, Services cape Service Culture in Organization – Meaning, Developing Service Culture in Organization
	4 <sup>th</sup>		Relationship Marketing – Meaning, Need and Importance in Service Sector Organizations, Six Market Model Role of Service Employee
	5 <sup>th</sup>		Role of Customers in Service Process– Customers as Productive Resources, Customers as Contributors to Service Quality, Customers as Competitors • Service Encounter and Moment of Truth –Meaning, Nature, Elements of Service Encounter
February	1 <sup>st</sup>	Unit-II	Human Element in Service Sector – Introduction, Role and Significance The Services Triangle Front Line Employees /Boundary Spanners– Meaning, Issues Faced by Front Line Employees: Person/ Role Conflicts, Organization/ Client Conflict, Inter client Conflict
	2 <sup>nd</sup>		Emotional Labour – Meaning, Strategies for Managing Emotional Labour Recruitment in Service Sector– Recruiting Right People, Recruitment Procedures and Criteria, Challenges in Recruitment in Service Sector Selection of Employees in Service Sector – Interviewing Techniques: Abstract Questioning, Situational Vignette, Role Playing

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	3 <sup>rd</sup>		Develop People to Deliver Service Quality Compensating Employees in Service Sector Motivating Employees for Services Empowerment of Service Workers – Meaning, Advantages and Limitations
	4 <sup>th</sup>	Unit-III	Quality Issues in Services: Meaning and Dimensions of Service Quality, The Service – Gap Model, Reasons and Strategies to fill the Gaps Delivering Services through Agents and Brokers - Meaning, Advantages, Challenges, Strategies for Effective Service Delivery through Agents and Brokers
March	1 <sup>st</sup>		HRM in Public Sector Organizations and Non – Profit Sector in India
	2 <sup>nd</sup>		Issues and Challenges of HR in Specific Services: Business and Professional Services: Banking and Insurance, Legal, Accountancy
	3 <sup>rd</sup>		Infrastructure: Roads, Railways, Power Public Services: Police, Defense, Disaster Management Trade Services: Wholesale and Retail, Advertising, Maintenance and Repairs
	4 <sup>th</sup>		Personnel Services: Education, Health Care, Hotels Social and Charitable Services
	5 <sup>th</sup>	Unit-IV	Human Resource Planning Evaluation in Service Sector – Meaning, HRP Evaluation Process, Purpose of HRP Evaluation in Service Sector, Issues Influencing HRP Evaluation in Service Sector
April	1 <sup>st</sup>		Service Leadership – Meaning, Integrating Marketing Operation and Human Resources, Creating a Leading Service Organization, The Service – Profit Chain Model Attrition in Service Sector –Meaning, Reasons for Attrition in Service Sector, Cycle of Failure, Cycle of Mediocrity and Cycle of Success
	2 <sup>nd</sup>		Retaining the Best People in Service Sector – Including Employees in Company's Vision, Treat Employees as Customers, Measure and Reward String Service Performers
	3 <sup>rd</sup>		Globalization of Services- Meaning, Reasons for Globalization of Services, Impact of Globalization on Indian Service Sector. Organizational Effectiveness, Ways to Enhance Organizational Effectiveness



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### Teaching Plan for the Academic Year 2020-21

Department: BMS

Class: T.Y. BMS

Course: Organisational Development


Sem: VI

Teacher: Dr. Damayanti Premier

Div: D

MONTH	WEEK	UNIT / TOPIC
January	2 <sup>nd</sup>	Organisational Development – An Overview:  Organisational Development – Meaning, Features, Evolution, Components, Objectives, Principles, Process, Importance
	3 <sup>rd</sup>	Relevance of Organisational Development for Managers, OD- HRD Interface, Participation of Top Management in OD
	4 <sup>th</sup>	OD Practitioner – Meaning, Role of OD Practitioner, Competencies of an OD Practitioner, Emerging Trends in OD, OD in Global Setting
	5 <sup>th</sup>	Organisational Diagnosis, Renewal and Change:  Organisational Diagnosis - Meaning, Need, Phases, Levels of Organisational Diagnosis, Techniques of Organisational Diagnosis
February	1 <sup>st</sup>	Tools used in Organisational Diagnosis, Organizational Renewal, Re-energising, OD and Business Process Re- Engineering (BPR)
	2 <sup>nd</sup>	OD and Leadership Development, Organisational Change- Meaning, Organisational Life Cycle, Planned Change, Organizational Growth and its Implication for Change
	3 <sup>rd</sup>	Change Agents- Meaning, Features, Types, Role, Skills required  OD Interventions: OD Interventions- Meaning, Features, Factors Affecting Success of Interventions, Steps in OD Interventions
	4 <sup>th</sup>	Types of Interventions - Human Resource Intervention, Structural Intervention, Strategic Interventions, Third-Party Peace-Making, Intervention

  
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March	1 <sup>st</sup>	Techniques of OD Intervention: Traditional: Sensitive Training, Grid Training, Survey Feedback Modern: Process Consultation, Third Party, Team Building, Transactional Analysis
	2 <sup>nd</sup>	Evaluation of OD Interventions: Process, Types, Methods, Importance
	3 <sup>rd</sup>	OD Effectiveness: Issues Faced in OD - Issues Related to Client Relationship, Power-Individual skills and Attributes as a Source of Power, Power and Influence Tactics, Politics and OD
	4 <sup>th</sup>	Values in OD – Meaning, Professional Values, Value Conflict and Dilemma Ethics in OD – Meaning
	5 <sup>th</sup>	Factors Influencing Ethical Judgement, Ethical Guidelines for OD Professionals Organisational Effectiveness- Meaning, Effectiveness v/s Efficiency
April	1 <sup>st</sup>	Approaches of Organisational Effectiveness: Goal Approach, System Resource Approach, Strategic Constituency Approach, Internal Process Approach
	2 <sup>nd</sup>	Parameters for Judging Organisational Effectiveness, Ways to Enhance Organisational Effectiveness
	3 <sup>rd</sup>	Revision (Diwali holidays from 11 <sup>th</sup> – 18 <sup>th</sup> November)

Submitted By: Dr. Damayanti Premier

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### Teaching Plan for the Academic Year 2020-21

Department: BMS

Class: T.Y. BMS

Course: Indian Ethos in Management


Sem: VI

Teacher: Ms Jaanvi Joshi

Div: D

MONTH	WEEK	UNIT / TOPIC
January	2 <sup>nd</sup>	Unit 1 Indian ethos: Meaning, features, relevance, principles, requisites, elements, role in managerial practices
	3 <sup>rd</sup>	Management lessons from Vedas, Mahabharata
	4 <sup>th</sup>	Management lesson from Bible, Kautilya Arthashastra, Quran
	5 <sup>th</sup>	Indian heritage in business, Indian management v/s Western management
February	1 <sup>st</sup>	Unit 2: Work ethos: Meaning, level, dimensions, steps, factors responsible for poor work ethos
	2 <sup>nd</sup>	Values: meaning, features, values for indian managers, relevance of value based management
	3 <sup>rd</sup>	Impact of values on stakeholders, values for managers, trans-cultural human values in management education
	4 <sup>th</sup>	Secular v/s Spiritual values in management, Importance of value system in work culture
March	1 <sup>st</sup>	Unit 3: Stress management: Meaning, Types, Causes of stress, consequences of stress
	2 <sup>nd</sup>	Advantages, mental health and its importance in management,

  
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	3 <sup>rd</sup>	Brainstorming, brain stilling, yoga, leadership: meaning, contemporary approaches to leadership, joint hindu family business
	4 <sup>th</sup>	Leadership quality of Karta, motivation: indian approach to motivation
	5 <sup>th</sup>	Unit : 4 gurukul and modern system of learning
April	1 <sup>st</sup>	karma: meaning, importance, nishkama karma, laws of karma
	2 <sup>nd</sup>	Corporate karma, self management, personality development
	3 <sup>rd</sup>	revision

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