



# NAGINDAS KHANDWALA COLLEGE

Autonomous

## TERMWISE TEACHING PLAN

17-18-11/ D –TTP-SFC/BMM/FT/ND /19

Academic Year: 2017-18

Term: Sem. II

Department: SFC-BMM

Class : FYBMM

Subject : Effective Communication Skills – II

Name of the Faculty: Nelson Daniel

|      | Topics to be covered |  |   |  |  |
|------|----------------------|--|---|--|--|
| Week | November             | December   | January   | February   | March  |
| 1    | -----                | <ul style="list-style-type: none"> <li><b>Summarization-</b> To create awareness in students regarding organization of the material- the points and sub-points and the logical connection between these points, Summarizing news content.</li> </ul> | <ul style="list-style-type: none"> <li><b>Interpretation of technical data</b></li> </ul> | <ul style="list-style-type: none"> <li><b>Copywriting -</b> Basics and Format (Making the headline, sub-headline, body copy, Slogans and Graphic Box)</li> </ul> | <ul style="list-style-type: none"> <li><b>Types of translation and Practical Exercises:</b> Actual translation of newspaper clips – Feature articles, Opinion, Hard news articles, News comment and print advertisements, Jingles, Slogans published in Hindi, Marathi and English.</li> </ul> |

|   |   |  |   |   |       |
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| 2 | <ul style="list-style-type: none"> <li>Principles of editing (Punctuation, Substitution of words, Restructuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words, Principles of Coherence and Cohesion)</li> </ul> | <ul style="list-style-type: none"> <li><b>Summarization-</b> To create awareness in students regarding organization of the material- the points and sub-points and the logical connection between these points, Summarizing news content.</li> </ul> | <ul style="list-style-type: none"> <li><b>Letter writing</b> - Business Correspondence, Trade letters.</li> </ul>   | <ul style="list-style-type: none"> <li>Basics and Format (Making the headline, sub-headline, body copy, Slogans and Graphic Box)</li> </ul>   | ----- |
| 3 | <ul style="list-style-type: none"> <li>Principles of editing (Punctuation, Substitution of words, Restructuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words, Principles of Coherence and Cohesion)</li> </ul> | <ul style="list-style-type: none"> <li><b>Interpretation of technical data</b></li> </ul>  | <ul style="list-style-type: none"> <li><b>Letter writing</b> - Letters of complaint, claim and adjustment, Consumer grievance letters.</li> </ul>                           | <ul style="list-style-type: none"> <li><b>Report writing</b> - General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report – hard news and soft news)</li> </ul> | ----- |
| 4 | <ul style="list-style-type: none"> <li>Writing synopsis, abstracts, précis writing, newspaper editing and magazine editing.</li> </ul>  | -----  | <ul style="list-style-type: none"> <li><b>Letter writing</b> - Letters under the Right to Information Act and Sales letter, Press Release, Letter to the Editor.</li> </ul> | <ul style="list-style-type: none"> <li><b>Report writing</b> - General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report – hard news and soft news)</li> </ul> | ----- |

|   |  |       |   |       |       |
|---|--|-------|---|-------|-------|
| 5 | <ul style="list-style-type: none"> <li>• Writing synopsis, abstracts, précis writing, newspaper editing and magazine editing.</li> </ul> | ----- | <ul style="list-style-type: none"> <li>• <b>Letter writing</b> - Letters under the Right to Information Act and Sales letter, Press Release, Letter to the Editor.</li> </ul> | ----- | ----- |
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Remarks by H.O.D.: \_\_\_\_\_

Sign. : \_\_\_\_\_

Date : \_\_\_\_\_



# NAGINDAS KHANDWALA COLLEGE

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## TERMWISE TEACHING PLAN

17-18- 11/ D – TTP-SFC/BMM /FT/PR /20

Academic Year: **2017-18**

Term: Sem. **II**

Department: SFC-BMM

Class: FYBMM

Subject: Political Concepts and Indian Political Systems

Name of the Faculty: Preethi Rao

|      | Topics to be covered |   |  |   |   |
|------|----------------------|---|--|---|---|
| Week | November             | December  | January  | February  | March   |
| 1    | -----                | <ul style="list-style-type: none"> <li>• Directive Principles of State Policy.</li> <li>• Differences between Fundamental Rights and Directive Principles.</li> </ul> | <ul style="list-style-type: none"> <li>• Coalition governments- Meaning, advantages and disadvantages.</li> <li>• Case study- A comparative study of the working of UPA and NDA as coalitions</li> </ul> | <ul style="list-style-type: none"> <li>• Dominant Caste-The demands of the Maratha community</li> </ul> | <ul style="list-style-type: none"> <li>• Political Campaigning and advertising in new media.</li> <li>• Case studies-Madison world, O&amp;M, Dentsu – Their roles in the election campaign of 2013-14</li> </ul> <p><b>REVISION</b></p> <ul style="list-style-type: none"> <li>• Clarification of doubts</li> </ul> |

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| 2 | <p><b>Concepts:</b></p> <ul style="list-style-type: none"> <li>• Definition and Elements of State and factors building a Nation</li> <li>• Democracy: Principles. Factors needed to ensure success of democracy. Challenges. To be explained with suitable case studies.</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Political Dynamics (India):</b> <ul style="list-style-type: none"> <li>➤ Major National and Regional Parties-The founding principles, leaders and objectives. The current manifesto</li> <li>➤ Caste and Reservation – Case studies-The demand of the Jats and the Patil communities.</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Electoral System and Reforms.</li> </ul>   | <ul style="list-style-type: none"> <li>• The Dalit movement in Maharashtra and its present status</li> </ul>                                     | ----- |
| 3 | <ul style="list-style-type: none"> <li>• Non-Democratic form government: Characteristics</li> </ul>   | <ul style="list-style-type: none"> <li>• Role of Religion in Indian Politics</li> <li>• Local Self Government</li> </ul>   | <p><b>Political Dynamics (Maharashtra)</b></p> <ul style="list-style-type: none"> <li>• Regional Imbalance</li> <li>• Causes</li> </ul> | <ul style="list-style-type: none"> <li>• Case studies – Treatment of Dalits.</li> </ul>  | ----- |
| 4 | <p><b>Indian Constitution</b></p> <ul style="list-style-type: none"> <li>• Features of the Constitution Preamble and Philosophy of the Constitution</li> </ul>  | -----  | <ul style="list-style-type: none"> <li>• The Vidharbha Movement</li> </ul>  | <p><b>Politics and Media</b></p> <ul style="list-style-type: none"> <li>• Media and formation of Public opinion.</li> <li>• Paid news</li> </ul> | ----- |
| 5 | <ul style="list-style-type: none"> <li>• Fundamental Rights and reasonable restrictions. Case studies of both-implementation and</li> </ul>   | -----  | -----   | -----  | ----- |

|  |  |  |  |  |  |
|--|--|--|--|--|--|
|  | violations to be discussed under each head |  |  |  |  |
|  | • Fundamental Duties                       |  |  |  |  |

Remarks by H.O.D.: \_\_\_\_\_

Preethi Rao

Sign. : \_\_\_\_\_

Date: \_\_\_\_\_



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**NAGINDAS KHANDWALA COLLEGE****Autonomous****TERMWISE TEACHING PLAN****17-18- 11/ D–TTP-SFC/BMM /FT/ND /21**Academic Year: **2017-18**Term: Sem.: **II**Department : **SFC-BMM**Class : **FYBMM**Subject : **Introduction to Literature**Name of the Faculty : **Nelson Daniel**

|             | <b>Topics to be covered</b> |  |  |  |   |
|-------------|-----------------------------|--|--|--|---|
| <b>Week</b> | <b>November</b>             | <b>December</b>  | <b>January</b>   | <b>February</b>  | <b>March</b>  |
| 1           | -----                       | <ul style="list-style-type: none"><li>• <b>Poetry from Elizabethan age to Romantic Revival</b></li><li>• John Donne: The Good Morrow and William Blake: The Tyger and the Lamb</li><li>• William Wordsworth: Tintern Abbey / Solitary Reaper</li></ul> | <ul style="list-style-type: none"><li>• <b>Short Stories</b></li><li>• Anita Desai</li><li>• Ruskin Bond</li></ul> | <ul style="list-style-type: none"><li>• The Merchant of Venice – William Shakespeare</li></ul> | <ul style="list-style-type: none"><li>• George Bernard Shaw- Arms and the Man</li></ul> |

|   |   |   |   |   |       |
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| 2 | <ul style="list-style-type: none"> <li>• <b>Introduction to Literature :</b> Concept of Literature.</li> <li>• Forms of literature -</li> <li>• Poetry &amp; its types</li> <li>• 2. Prose- Fiction-Types of Fiction</li> </ul> | <ul style="list-style-type: none"> <li>• ST Coleridge: Kubla Khan,</li> <li>John Keats: Ode to Nightingale and Autumn</li> <li>• Shakespeare's Sonnets</li> <li>• John Milton</li> </ul>      | <ul style="list-style-type: none"> <li>• <b>Short Stories</b></li> <li>➤ Anton Chekhov</li> <li>➤ Munshi Premchand</li> </ul> | <ul style="list-style-type: none"> <li>• Tennessee Williams-Streetcar named Desire</li> </ul>   | ----- |
| 3 | <ul style="list-style-type: none"> <li>• Drama- Elements of drama</li> <li>• Plot</li> <li>➤ Characters- Types of characters</li> <li>➤ Setting</li> <li>➤ Script</li> </ul>  | <ul style="list-style-type: none"> <li>• Alexander Pope-Poetry from Twentieth Century</li> <li>• TS Eliot / W B Yeats: The Love Song of J. Alfred Prufrock</li> <li>• Indian Poets</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Novel</b></li> <li>RK Narayan: Guide / Bachelors of Arts</li> </ul>               | <ul style="list-style-type: none"> <li>• Tennessee Williams-Streetcar named Desire</li> </ul>   | ----- |
| 4 | <ul style="list-style-type: none"> <li>• History of English Literature</li> <li>➤ Pre-Romantic and Romantic</li> <li>➤ Victorian</li> </ul>   | -----   | <ul style="list-style-type: none"> <li>• <b>Novel</b></li> <li>Mark Twain</li> </ul>  | <ul style="list-style-type: none"> <li>• Julius Caesar-</li> <li>William Shakespeare</li> </ul> | ----- |
| 5 | <ul style="list-style-type: none"> <li>• History of English Literature</li> <li>➤ Modern and Post-modern</li> <li>➤ Post Colonial and Feminist</li> </ul>   | -----   | <ul style="list-style-type: none"> <li>• <b>Drama</b></li> <li>The Merchant of Venice – William Shakespeare</li> </ul>        | -----   | ----- |

Remarks by H.O.D.: \_\_\_\_\_

Sign. : \_\_\_\_\_

Date : \_\_\_\_\_





# NAGINDAS KHANDWALA COLLEGE

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## TERMWISE TEACHING PLAN

17-18- 11/ D – TTP-SFC/BMM /FT/MM/22

Academic Year: **2017-18**

Term: Sem. **II**

Department: SFC-BMM

Class: FYBMM

Subject: Principles of Marketing

Name of the Faculty: Meha Mandawewala

| Week | Topics to be covered  |  |   |   |                 |
|------|---|--|---|---|-----------------|
|      | November  | December   | January   | February  | March           |
| 1    | -----   | <ul style="list-style-type: none"> <li>Marketing Factors</li> <li>Determinants</li> <li>Process</li> </ul> | <ul style="list-style-type: none"> <li>Branding</li> <li>Packaging</li> <li>New product strategies</li> </ul>           | <ul style="list-style-type: none"> <li>Marketing Communication</li> <li>Process and Promotion</li> <li>Tools and Promotion Mix</li> </ul> | <b>REVISION</b> |
| 2    | Introduction and Syllabus<br>Meaning and Definition of Marketing                              | <ul style="list-style-type: none"> <li>Product</li> <li>Types/classification</li> <li>Levels</li> </ul>    | <ul style="list-style-type: none"> <li>Market Segmentation</li> <li>Basis</li> <li>Targeting and positioning</li> </ul> | <b>Recent trends:</b> E- Commerce   | -----           |
| 3    | <ul style="list-style-type: none"> <li>Origin</li> <li>Features</li> <li>Scope</li> </ul> and | <ul style="list-style-type: none"> <li>PLC</li> <li>Product decision</li> <li>Line</li> </ul>              | <ul style="list-style-type: none"> <li>Pricing Strategies</li> <li>Determinants</li> <li>Objectives</li> </ul>          | <ul style="list-style-type: none"> <li>E-marketing,</li> <li>E-retailing,</li> <li>Relationship Marketing</li> </ul>                      | -----           |

|   |   |       |  |                                      |       |  |
|---|---|-------|--|--------------------------------------|-------|--|
|   | Importance of Marketing<br>• Marketing Selling    | of vs | <ul style="list-style-type: none"> <li>• Mix</li> <li>• New product</li> </ul> |                                      |       |  |
| 4 | Marketing Environment Components                  | ----- | Policies and Methods of Pricing  | Mobile Marketing and Green Marketing | ----- |  |
| 5 | Environment Analysis/ Scanning<br>SWOT and PESTLE | ----- | <b>IMC</b><br>Factors and Process  | -----                                | ----- |  |

Remarks by H.O.D.: \_\_\_\_\_

Sign. : \_\_\_\_\_

Date : \_\_\_\_\_

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# NAGINDAS KHANDWALA COLLEGE

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## TERMWISE TEACHING PLAN

17-18-11 / D -TTP-SFC/BMM /PT/AS /23

Academic Year: **2017-18**

Term: Sem. **II**

Department: SFC-BMM

Class : FYBMM

Subject : Introduction To Media Psychology

Name of the Faculty: Arifa Shaikh

|      | Topics to be covered |   |  |  |  |
|------|----------------------|---|--|--|--|
| Week | November             | December  | January  | February   | March  |
| 1    | -----                | <ul style="list-style-type: none"> <li>• ROLE OF PSYCHOLOGY IN MEDIA-</li> <li>• Memory- Definition- Information processing model, LOP, short term memory, long term memory and forgetting</li> </ul> | <ul style="list-style-type: none"> <li>• PSYCHOLOGICAL EFFECTS AND INFLUENCE OF MEDIA-</li> <li>• Personality theories (Trait theory, Cognitive theory, Psychoanalytical theory and behaviour theory.) and their relevance in mass media.</li> </ul> | <ul style="list-style-type: none"> <li>• Cognitive Learning.</li> <li>• Observation learning.</li> </ul> | <ul style="list-style-type: none"> <li>• Gender representation in media. (internal assessment)</li> <li>• Representation of minority groups.</li> <li>• Media representation of disability.</li> <li>• Media representation of mental health.</li> <li>• Audience participation and</li> </ul> |

|   |   |   |  |   |              |
|---|---|---|--|---|--------------|
|   |   |   |  |   | reality T.V. |
| 2 | <ul style="list-style-type: none"> <li>• EVOLUTION OF PSYCHOLOGY</li> <li>• Definition of psychology.</li> <li>• Branches of psychology- Overview of the fields.</li> </ul> | <ul style="list-style-type: none"> <li>• Thinking - Definition - Lateral thinking and creative thinking. Perception – Visual and depth perception, social perception and role of colours</li> </ul> | <ul style="list-style-type: none"> <li>• Social influence. (Definition, Conformity, Compliance, Obedience &amp; Indoctrination)</li> </ul> | <ul style="list-style-type: none"> <li>• Social cognition- Script and schema.</li> <li>• Motivation- Definition- Types- Need hierarchy theory.</li> </ul>   | -----        |
| 3 | <ul style="list-style-type: none"> <li>• Media psychology- Definition, scope &amp; objectives.</li> </ul>   | <ul style="list-style-type: none"> <li>• Cognitive and behavioural effects of media. (Focus on print, interactive medium and web advertising).</li> </ul>   | <ul style="list-style-type: none"> <li>• Effects of media violence.</li> </ul>   | <ul style="list-style-type: none"> <li>• Young children and media-socialization through media.</li> <li>• Media use and influence during adolescence.</li> </ul>  | -----        |
| 4 | <ul style="list-style-type: none"> <li>• Psychology and media- An uneasy relationship.</li> </ul>   | -----   | <ul style="list-style-type: none"> <li>• Effects of pro-social media.</li> </ul>   | <ul style="list-style-type: none"> <li>• SOCIAL PSYCHOLOGY OF MEDIA-</li> <li>• Attitude formation - Theories, cognitive dissonance, role of media in attitude formation.</li> <li>• Persuasion.</li> <li>• Prejudice.</li> </ul> | -----        |

|   |   |       |  |       |       |
|---|---|-------|--|-------|-------|
| 5 | <ul style="list-style-type: none"> <li>• Research methods in media psychology.</li> </ul> | ----- | <ul style="list-style-type: none"> <li>• DEVELOPMENTAL PSYCHOLOGICAL ISSUES WITH RESPECT TO MEDIA</li> <li>• Learning Theories-</li> <li>• Classical conditioning and Operant conditioning.</li> </ul> | ----- | ----- |
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Remarks by H.O.D.: \_\_\_\_\_

Sign. : \_\_\_\_\_

Date : \_\_\_\_\_

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# NAGINDAS KHANDWALA COLLEGE

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## TERMWISE TEACHING PLAN

17-18- 11 / D – TTP-SFC/ BMM /FT/GD /24

Academic Year: 2017-18

Term: Sem. II

Department: SFC-BMM

Class : FYBMM

Subject : Principles of Management

Name of the Faculty: Gargi Dubey

| Topics to be covered |   |   |  |  |   |
|----------------------|---|---|--|--|---|
| Week                 | November  | December  | January  | February   | March   |
| 1                    | -----   | Elton Mayo, Peter Drucker<br><br>Time Management:<br><br>Three P's of Time Management | <b>Group Dynamics:</b><br>Theories<br><br>Formal and Informal group interactions presentations | <b>Decision making:</b><br><br>• Concept<br>• Nature<br>• Presentation | • Management of Crisis<br>• TQM<br>• International Management |
| 2                    | <b>Introduction to Management:</b><br><br>• Nature<br>• Process | • 80/20 rule<br>• Setting SMART goals<br>• 'Eat that frog theory'<br>• Leadership     | • Formation of Teams<br>• Conflict Management  | • Process<br>• Types of decision<br>• Presentation                     | -----   |

|   |  |  |                   |   |       |
|---|--|--|-------------------|---|-------|
|   | <ul style="list-style-type: none"> <li>• Significance</li> </ul>   | <ul style="list-style-type: none"> <li>• Concept</li> <li>• Nature</li> <li>• Attributes</li> <li>• Leadership Grid</li> </ul> |                   |   |       |
| 3 | Managerial Skills and Levels   | <ul style="list-style-type: none"> <li>• Types of Leadership</li> <li>• Presentation</li> </ul>                                | Stress Management | <ul style="list-style-type: none"> <li>• Problems of Decision Making</li> <li>• Presentation</li> </ul> | ----- |
| 4 | <b>Functions of Management:</b> <ul style="list-style-type: none"> <li>• Planning</li> <li>• Organizing</li> <li>• Staffing</li> <li>• Controlling</li> <li>• Directing</li> <li>• Reporting</li> <li>• Budgeting</li> </ul> | -----  | Stress Management | Social Responsibility of Management, Management of Change   | ----- |
| 5 | <b>Contribution to Management thinkers:</b><br><br>Taylor and Henri Fayol  | -----  | Presentation      | -----   | ----- |

Remarks by H.O.D.: \_\_\_\_\_

Sign. : \_\_\_\_\_

Date : \_\_\_\_\_