



## NAGINDAS KHANDWALA COLLEGE - AUTONOMOUS

**TERMWISE TEACHING PLAN**

16-17- 06 /D-TTP-Com. /VGS/I

Academic Year: 2016-17

Term: I Sem. III

Department: Commerce

Class: SYBCOM (A)

Subject: Management

Name of the Faculty: V. G. Suchak

Week	6 <sup>th</sup> June onwards				
	June	July	August	September	October
1	-----	Module-II up-to Significance of Planning	Module-III up-to Formal & Informal Organisation	Module-IV CSR	/
2	Module-I Management- Features	Steps and Components	Forms of Organisation	Knowledge Management	
3	Principles and Functions	MBO	Virtual Organisation	Management of Change	
4	Managerial Skills	Decision Making	Span of Control, Delegation	Corporate Governance	
5	MIS and Management by Exception	Techniques of Decision Making	Delegation and Departmentation	Stress Management	

Remarks by H.O.D.:

Date:

7/6/16

Sign:

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## NAGINDAS KHANDWALA COLLEGE - AUTONOMOUS

**TERMWISE TEACHING PLAN**

16-17- 06 /D-TTP-Com. /VGS/I

Academic Year: 2016-17

Term: I Sem. III

Department: Commerce

Class: SYBCOM (D and E)

Subject: Advertising


Name of the Faculty: V. G. Suchak

Week	6 <sup>th</sup> June onwards				
	June	July	August	September	October
1	-----	Module-II Marketing and IMC	Module-III Classification of Advertising	Module-IV Economic Aspects of Advertising	/
2	Module-I Advertising: Meaning and Evolution	IMC Tools	Classification- Rural Advertising	Social Aspects	
3	Features and Functions	PLC, High and Low Involvement Goods	Green and Retail, Political	Advertising and Values	
4	Active Participant and Trends	Brand Building and Consumer Behaviour	Corporate, Advocacy and Financial	Ethical Issues	
5	Challenges in Advertising	Market Segmentation	Social and DAVP	Regulation of Advertising	

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

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

Date: 2/6/16

  
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## TERMWISE TEACHING PLAN

16-17- 06 /D-TTP-Com. /VGS/I

Academic Year: 2016-17

Term: I Sem. V

Department: Commerce

Class: TYBCOM (B and D)

Subject: Marketing

Name of the Faculty: V. G. Suchak

Week	6 <sup>th</sup> June onwards				
	June	July	August	September	October
1	-----	Module-II MIS	Module-III Marketing Mix-I Concept	Module-IV Marketing Mix-II Place-Mix	/
2	Module-I Marketing: Meaning and Scope	Marketing Research and Consumer Behaviour	Product-Mix	Types of Channels	
3	Marketing Concepts and Orientations	Buying Decision Process and Market Segmentation	PLC and Branding	Recent Trends in Distribution	
4	Recent Trends	Bases of Segmentation	Branding and Pricing	Promotion-Mix	
5	Marketing Challenges	Product Positioning	Pricing Objectives and Strategies	Elements of Promotion and IMC	

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

Sign: 

Date: 7/6/16

  
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**TERMWISE TEACHING PLAN**

16-17- 06 /D-TTP-Com. /VGS/I

Academic Year: 2016-17

Term: I Sem. V

Department: Commerce

Class: TYBCOM (B and D)

Subject: Marketing

Name of the Faculty: V. G. Suchak

Week	6 <sup>th</sup> June onwards				
	June	July	Topics to be covered		
			August	September	October
1	-----	Module-II MIS	Module-III Marketing Mix-I Concept	Module-IV Marketing Mix-II Place-Mix	/
2	Module-I Marketing: Meaning and Scope	Marketing Research and Consumer Behaviour	Product-Mix	Types of Channels	
3	Marketing Concepts and Orientations	Buying Decision Process and Market Segmentation	PLC and Branding	Recent Trends in Distribution	
4	Recent Trends	Bases of Segmentation	Branding and Pricing	Promotion-Mix	
5	Marketing Challenges	Product Positioning	Pricing Objectives and Strategies	Elements of Promotion and IMC	

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

Date: 21/6/16

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

*V. G. Suchak*

*M. Satta*

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**TERMWISE TEACHING PLAN**

16-17- 06 /D-TTP-Com. /BMP/I

Academic Year: 2016-17

Term: I Sem. III

Department: Commerce

Class: SYBCOM

Subject: Management

Name of the Faculty: B. M. Pithadia

Week	6 <sup>th</sup> June onwards				
	June	July	August	September	October
1	-----	Module-II up-to Significance of Planning	Module-III up-to Formal & Informal Organisation	Module-IV CSR	/
2	Module-I Management- Features	Steps and Components	Forms of Organisation	Knowledge Management	
3	Principles and Functions	MBO	Virtual Organisation	Management of Change	
4	Managerial Skills	Decision Making	Span of Control, Delegation	Corporate Governance	
5	MIS and Management by Exception	Techniques of Decision Making	Delegation and Departmentation	Stress Management	

Remarks by H.O.D.:

Date:

Sign:

6/6/16

*[Signature]*

*[Signature]*

*[Signature]*

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**NAGINDAS KHANDWALA COLLEGE - AUTONOMOUS**  
**TERMWISE TEACHING PLAN**

16-17- 06 /D-TTP-Com. /BMP/I

Academic Year: 2016-17

Term: I Sem. V

Department: Commerce

Class: TYBCOM (E)

Subject: Marketing

Name of the Faculty: B. M. Pithadia

Week	Topics to be covered				
	6 <sup>th</sup> June onwards June	July	August	September	October
1	-----	Module-II MIS	Module-III Marketing Mix-I Concept	Module-IV Marketing Mix-II Place-Mix	/
2	Module-I Marketing: Meaning and Scope	Marketing Research and Consumer Behaviour	Product-Mix	Types of Channels	
3	Marketing Concepts and Orientations	Buying Decision Process and Market Segmentation	PLC and Branding	Recent Trends in Distribution	
4	Recent Trends	Bases of Segmentation	Branding and Pricing	Promotion-Mix	
5	Marketing Challenges	Product Positioning	Pricing Objectives and Strategies	Elements of Promotion and IMC	

Remarks by H.O.D.:

Date:

Sign:

*[Handwritten Signature]*  
 6/6/17

*[Handwritten Signature: B.M. Pithadia]*

*[Handwritten Signature: M. Satta]*

Vice Principal - Academics

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# NAGINDAS KHANDWALA COLLEGE

## Autonomous TERMWISE TEACHING PLAN

16-17- 06 / D – TTP- COM/ KGK / 01

Academic Year: 2016-17

Term : Semester I

Department: COMMERCE

Name of the Faculty: Dr. Kavita Kalkoti

Sr.No.	Class	Subject	Topics to be covered				
			June	July	Aug	Sept	Oct
1	FYBCom A, C, & E	Introduction to Business		MODULE - I Introduction, Objectives, Concept of business	MODULE- II Introduction & Constituents of Business Environment	MODULE- III Statutory requirements in promoting Business unit	MODULE- IV Types of Entrepreneurs
				New trends in Business	MODULE- III Project Planning, Business unit promotion	MODULE- IV Entrepreneurship - Introduction	Women Entrepreneurs
2	TYBCom D	MHRM	MODULE - I Introduction to Marketing	MODULE - II Consumer Behaviour	MODULE - III Product Decisions	MODULE - IV Physical Distribution	
			MODULE - II Marketing Information System	Market Segmentation	Price Decisions	Promotion Decisions	
3	TYBCom A & E	Export Marketing	MODULE - I Basics of Export Marketing	MODULE - II Global Framework for Export Marketing	MODULE - III EXIM Policy and	MODULE - IV Product Decisions in Export Marketing	
				Implications of WTO	Promotional measures	Pricing Decisions in Export Marketing	

Remarks by H.O.D.: V. Sachin

Sign. : K. Kalkoti

Date : 6/6/16

\* Reference of case studies whenever required as per syllabus

Issued by MR: Dr. Moushumi Datta

M. Datta  
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### TERMWISE TEACHING PLAN

16-17-06 / D – TTP- COM/ SD / 01

Academic Year: 2016-17

Term: Semester I

Department: COMMERCE

Name of the Faculty: Sheetal Desai

Sr.No.	Class	Subject	Topics to be covered				
			June	July	Aug	Sept	Oct
1	FYBCom B, D, & F	Introduction to Business	-----	MODULE - I Introduction, Objectives, Concept of business	MODULE- II Introduction & Constituents of Business Environment	MODULE- III Statutory requirements in promoting Business unit	MODULE- IV Types of Entrepreneurs
			-----	New trends in Business	MODULE- III Project Planning, Business unit promotion	MODULE- IV Entrepreneurship - Introduction	Women Entrepreneurs

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

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

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

\* Reference of case studies whenever required as per syllabus

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*M Datta*

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## NAGINDAS KHANDWALA COLLEGE - AUTONOMOUS

**TERMWISE TEACHING PLAN**

16-17- 11/D -TTP- Com/VGS/II

Academic Year: 2016-17

Term: II Sem. IV

Department: Commerce Class: SYBCOM (A) Subject: Management: Production &amp; Finance Name of the Faculty: V. G. Suchak

Week	Topics to be covered				
	November	December	January	February	March
1		Factors of Productivity	Kaizen and Service Quality Management	Mutual Funds	
2		Inventory Control and its techniques, Types	Module-III Indian Financial Markets and SEBI	Derivatives	
3	Module-I Production and Production Management Concepts	Module-II Quality Management Techniques	Stock Exchange and DEMAT	Venture Capital	
4	Objectives and Steps	Contemporary Trends: TQM, Six Sigma and ISO	Credit Rating Agencies	Micro Finance	
5	Types of Production Systems	-----	Module-IV Lease Financing	-----	

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

Date: 15/11/2016Sign: V.G. Suchak

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## NAGINDAS KHANDWALA COLLEGE - AUTONOMOUS

**TERMWISE TEACHING PLAN**

16-17- 11/D –TTP- Com/VGS/II


Academic Year: 2016-17

Term: II Sem. IV

Department: Commerce Class: SYBCOM (D &amp; E) Subject: Advertising Name of the Faculty: V. G. Suchak

Week	Topics to be covered				
	November	December	January	February	March
1		Steps in media planning	Ad Copy and its essentials	Agency accreditation and compensation	
2		Media buying and selection	Elements of an Ad copy	Careers in Advertising	
3	Module-III Creative Brief and DAGMAR	Module-IV Creativity in Advertising and USP	Copywriting for media and Testing	Media in Advertising: Media types	
4	Ad Budget: meaning and methods	Positioning- Role of Celebrities	Module-I Ad Agency- Structures and services	Media Research and its agencies	
5	Media Planning	-----	Agency Selection and relationship	Research publications	

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

Sign: Date: 15/11/2016


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## NAGINDAS KHANDWALA COLLEGE - AUTONOMOUS

**TERMWISE TEACHING PLAN**

16-17- 11/D –TTP- Com/VGS/II

Academic Year: 2016-17

Term: II Sem. VI

Department: Commerce Class: TYBCOM (B and D) Subject: HRM (Human Resource Management) Name of the Faculty: V. G. Suchak

Week	Topics to be covered				
	November	December	January	February	March
1		HRP and Job Analysis	Training Methods	Leadership Theories	
2		Job Design and Recruitment	Performance Appraisal	Motivation theories	
3		Selection Procedure	Career Planning and Development, Succession Planning	Employee Morale and Grievances	
4	Module-I HRM up-to Scope	Module-II Meaning and Scope	Module-III Human Relations	Module-IV Recent Trends in HRM: HRA, EQ and SQ	
5	Traditional vs. Strategic HRM, HRIS	-----	Leadership	Challenges in HRM	

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

Date: 15/11/2016Sign: V. G. Suchak

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## TERMWISE TEACHING PLAN

16-17-11/ D -TTP- / Com/ <sup>BMP</sup> VGS/II

Academic Year: 2016-17

Term: Sem. ~~I~~/~~II~~/~~III~~/~~IV~~/~~V~~/~~VI~~

Department: **Commerce** Class: **S.Y.B.Com** Subject: **Management: Production and Finance** Name of the Faculty: **B.M.PITHADIA**

Week	<del>June</del> / November	<del>July</del> / December	<del>August</del> / January	<del>September</del> / February
1	—	iv) Productivity and Factors	ii) Contemporary Trends (Contd)  Kaizen, Service Quality Management	ii) Mutual Fund
2	—	vi) Inventory Control – Meaning  and Objectives- Techniques  vii) Types of Inventory Control	<b>Module III: Indian Financial System-</b>  i) Indian Financial Market ii) SEBI	iii) Derivative Market
3	<b>Module I:</b> i) Meaning of  Production and Production Mgt	<b>Module II:</b> i) Quality  Management-Techniques and	iii) Stock Exchange and DEMAT	iv) Venture Capital

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*BMPithadia*

*M Datta*

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		Quality Circle process		
4	ii) Objectives and Steps in Production Planning & Control (PPC)	ii) Contemporary Trends: TQM, Six Sigma and ISO	iv) Credit Rating Agencies-  <b>Module IV: Contemporary Practices</b>  in Financial Market- i) Lease  Financing	Micro Finance
5	iii) Types of Production Systems	—	Types of Lease	—

Remarks by H.O.D.:

*H. S. S. S.*

Date :

15/11/16

Sign. :

*BMP itanda*  
15/11/16

*M. Datta*  
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				HRM: i) HRA
4	<b>Module I:</b> HRM- i) Features, Significance and Scope	<b>Module II:</b> HRD i) Meaning and Scope- ii) Training	<b>Module III:</b> Human Relations: i) Meaning and Significance	ii) Emotional and Spiritual Quotient  iii) Mentoring and Counseling
5	ii) Traditional vs. Strategic HRM  iii) Human Resource Information System	—	ii) Leadership	iv) Challenges before HR Managers in Changing Business Environment

Remarks by H.O.D.:

*K. Suresh*

Date :

15/11/16

Sign. :

*B. M. Pitroda*  
15/11/16

*M. Datta*

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## TERMWISE TEACHING PLAN



Academic Year: 2016-17

Term: Sem. I / II / III / IV / V / VI ✓

16-17-11/ D – TTP-Com/KGK/II

Name of the Faculty: Dr. Kavita Kalkoti

Department: Commerce

Class: T.Y.B.Com (Div. A)

Subject: Human Resource Management

Week	November	December	January	February
1	—	iv) HRP and Job Analysis	ii) Methods of Training and MDP	ii) Leadership- Styles and Theories iii) Motivation- Meaning
2	—	v) Job Design and Recruitment	iii) Performance Appraisal- Benefits, Limitations and Methods	iii) Motivation- Factors and Theories. iv) Employee Morale
3	—	vi) Selection Process- Interviews and Employment Tests	iv) Career Planning and Development: Meaning, Importance and Succession Planning	iv) Employee Morale and Grievance Handling. <b>Module IV: Recent Trends in HRM:</b> i) HRA
4	<b>Module I:</b> HRM- i) Features, Significance and Scope	<b>Module II:</b> HRD i) Meaning and Scope- ii) Training	<b>Module III:</b> Human Relations: i) Meaning and Significance	ii) Emotional and Spiritual Quotient iii) Mentoring and Counseling
5	ii) Traditional vs. Strategic HRM iii) Human Resource Information System	—	ii) Leadership	iv) Challenges before HR Managers in Changing Business Environment

Remarks by H.O.D.:

*V. G. Suchan*

Sign. :

*Kalkoti*

Date :

15/11/16

*M. Datta*

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**TERMWISE TEACHING PLAN**

Academic Year: 2016-17

Term: Sem. I / II / III / IV / V / VI

16-17-11/ D – TTP-Com/KGK/II

Name of the Faculty: Dr. Kavita Kalkoti

Department: Commerce

Class: T.Y.B.Com (Div. C &amp; E)

Subject: Export Marketing

Week	November	December	January	February
1	—	iv) Role of IIFT, ITPO, EIC, ICA, IIP	iii) Features of Pre-Shipment & Post-Shipment Finance	iii) Shipment stage iv) Post-shipment stage
2	—	v) DGCI&S, Deemed Exports	iii) Role of Financial Institutions-EXIM bank, ECGC	v) Role of CHA. vi) Quality control and inspection – types & procedure
3	—	vi) Benefits enjoyed by STP, EHTP, BTP, Towns of Excellence	iv) Risk in Export Marketing & Marine Insurance Procedure	vi) Quality control & inspection agencies. vii) Central Excise Clearance.
4	<b>Module I: Export marketing and Promotional Organisations in India-</b> i) Importance of EPO	<b>Module II: Export Finance &amp; Risk Insurance</b> i) Methods of payment ii) letter of Credit	<b>Module III: Export Procedure:</b> i) Registration Stage	<b>Module IV: Export Assistance &amp; Incentives</b> i) Export Assistance
5	ii) Commodity Boards iii) MPEDA, APEDA, FIEO	—	ii) Pre-shipment stage	ii) Export Incentives

Remarks by H.O.D.:

Date :

15/11/16

Sign. :

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### TERMWISE TEACHING PLAN

Academic Year: 2016-17

Term: Sem. I / <sup>✓</sup>II / III / IV / V / VI

16-17-11/ D – TTP-Com/KGK/II

Name of the Faculty: Dr. Kavita Kalkoti

Department: Commerce

Class: F.Y.B.Com (Div. A, C &amp; E)

Subject: Service Sector

Week	November	December	January	February
1	—	iii) Service Marketing Mix	ii) Retail Planning – store design & layout	iii) Logistics
2	—	<b>Module II: Retailing</b> i) Organised and Unorganised Retailing	iii) Retail Scenario – prospects and challenges	<b>Module IV: E-Commerce</b> i) Introduction – types of e-commerce
3	—	ii) Trends in retailing, survival strategies for unorganised sector	iii) Retail Scenario – Mall Management & FDI in retail	ii) Present Status of E-Commerce
4	<b>Module I – Concept of Services-</b> i) Meaning, Characteristics of Service Sector, Scope	ii) Retail Format – store formats	<b>Module III: Recent Trends in Service Sector</b> – i) Key Service Sectors	iii) Current Examples of e-commerce Ventures
5	ii) Concepts in Service Marketing	—	ii) Banking & Insurance Sector and Significance	—

Remarks by H.O.D.:

Sign.:

Date:

15/11/16.

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# NAGINDAS KHANDWALA COLLEGE

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### TERMWISE TEACHING PLAN



Academic Year: 2016-17

Term: Sem. I / II / III / IV / V / VI ✓

16-17-11/ D – TTP-Com/PT/II

Name of the Faculty: Dr. Preeti Tripathi

Department: Commerce

Class: T.Y.B.Com (Div. B)

Subject: Export Marketing

Week	November	December	January	February
1	—	iv) Role of IIFT, ITPO, EIC, ICA, IIP	iii) Features of Pre-Shipment & Post-Shipment Finance	iii) Shipment stage iv) Post-shipment stage
2	—	v) DGCI&S, Deemed Exports	iii) Role of Financial Institutions-EXIM bank, ECGC	v) Role of CHA. vi) Quality control and inspection – types & procedure
3	—	vi) Benefits enjoyed by STP, EHTP, BTP, Towns of Excellence	iv) Risk in Export Marketing & Marine Insurance Procedure	vi) Quality control & inspection agencies. vii) Central Excise Clearance.
4	<b>Module I: Export marketing and Promotional Organisations in India-</b> i) Importance of EPO	<b>Module II: Export Finance &amp; Risk Insurance</b> i) Methods of payment ii) letter of Credit	<b>Module III: Export Procedure:</b> i) Registration Stage	<b>Module IV: Export Assistance &amp; Incentives</b> i) Export Assistance
5	ii) Commodity Boards iii) MPEDA, APEDA, FIEO	—	ii) Pre-shipment stage	ii) Export Incentives

Remarks by H.O.D.:

*H. O. D.*  
*S. S. S.*

Sign. :

*[Signature]*

*M. Datta*

Date : 15/11/16

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# NAGINDAS KHANDWALA COLLEGE

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### TERMWISE TEACHING PLAN



Academic Year: 2016-17

Term: Sem. I / II / III / IV / V / VI ✓

16-17-11/ D – TTP-Com/PT/II

Name of the Faculty: Dr. Preeti Tripathi

Department: Commerce

Class: T.Y.B.Com (Div. C)

Subject: Human Resource Management

Week	November	December	January	February
1	—	iv) HRP and Job Analysis	ii) Methods of Training and MDP	ii) Leadership- Styles and Theories iii) Motivation- Meaning
2	—	v) Job Design and Recruitment	iii) Performance Appraisal- Benefits, Limitations and Methods	iii) Motivation- Factors and Theories. iv) Employee Morale
3	—	vi) Selection Process- Interviews and Employment Tests	iv) Career Planning and Development: Meaning, Importance and Succession Planning	iv) Employee Morale and Grievance Handling. <b>Module IV: Recent Trends in HRM:</b> i) HRA
4	<b>Module I:</b> HRM- i) Features, Significance and Scope	<b>Module II:</b> HRD i) Meaning and Scope- ii) Training	<b>Module III:</b> Human Relations: i) Meaning and Significance	ii) Emotional and Spiritual Quotient iii) Mentoring and Counseling
5	ii) Traditional vs. Strategic HRM iii) Human Resource Information System	—	ii) Leadership	iv) Challenges before HR Managers in Changing Business Environment

Remarks by H.O.D.:

Sign. :

Date : 15/11/16

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Academic Year: 2016-17  
Department: Commerce

Term: Sem. I / II / III / IV / V / VI  
Class: S.Y.B.Com (Div. A, B, C, F & SYBA)

16-17- 11/ D – TTP- Com/PT/II

Name of the Faculty: Dr. Preeti Tripathi

Subject: Advertising

Week	November	December	January	February
1	_____	i) Importance and Steps in Media Planning	v) AD Copy and its elements-	iv) Agency Compensation and Accreditation
2	_____	ii) Media Buying and Media Selection factors iii) Media-Mix and Media Scheduling Strategies	vi) Copywriting for different media vii) Testing of advertising- Pre-testing and Post-testing	vi) Career in advertising <b>Module II: i)</b> Different types of Media- merits and limitations
3	<b>Module III:</b> i) The Creative Brief ii) DAGMAR- Communication and Sales Objectives	<b>Module IV:</b> i) Creativity and its role ii) Message theme and USP	<b>Module I:</b> i) Ad Agency- features, structure and services	Different types of Media- merits and limitations (Contd)
4	Ad Budget- Meaning, Factors and Methods of preparing Ad Budget	iii) Positioning strategies and Persuasion iv) Role of Source and Celebrities in advertising	ii) Agency selection and Agency- Client relationship	ii) Media Research: Research Agencies, Research Reports
5	Introduction of Media Planning	_____	iii) Creative Pitch	Research Publications

Remarks by H.O.D.:

*H. S. Sachin*

Sign. :

*[Signature]*

Date : 15/11/16

*M. Datta*

Issued by MR: Dr. Moushumi Datta

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## TERMWISE TEACHING PLAN



Academic Year: 2016-17

Term: Sem. I/II/III/IV/V/VI

16-17-11/D - TTP-Com/SD/II

Name of the Faculty: Sheetal Desai

Department: COMMERCE

Class: FYBCOM (B, D & F)

Subject: COMMERCE II

Week	November	December	January	February
1	—	iii) Service Marketing Mix.	iv) Retail planning Store design & layout	iii) Logistics.
2	—	Module II :- Retailing. (i) Organised & Unorganised.	v) Retail scenario prospects & challenges.	Module IV :- E-commerce. (i) Introduction, types.
3	—	ii) Trends in Retailing Survival & Strategies for unorganised sector.	vi) Retail scenario, Mall Management & FDI in retail.	ii) Present status of E-commerce.
4	Module I Concept of Services (i) Meaning, Characteristic & Scope.	iii) Retail format store formats.	Module III :- Recent Trends in Service Sector.	iii) Current Examples of e-commerce ventures.
5	(ii) Concept in Service Marketing.	—	iv) Banking & Insurance Sector & Significance.	—

Remarks by H.O.D.:

*V. J. Suchar*

Sign. :

*SS*

Date : 15/11/2016

*M. Datta*

Issued by MR: Dr. Moushumi Datta

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