



NAGINDAS KHANDWALA COLLEGE

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TERMWISE TEACHING PLAN

20-21-JUNE/ D – TTP-BMS/ PTSB/01

Academic Year: 2020-21

Term: Sem. V

Department: SFC-BMS Class: TYBMS A & B

Subject: Logistics & Supply Chain Management

Name of the Faculty: Satish Bendre

Week	Topics to be covered					
	June	July	August	September	October	November
1		What is supply chain and objectives	Transportation. Types of transportation ,adv and disadvantages	Packaging continued	Containerization ISO	Revision
2		Difference be supply chain and logistics.	Warehousing	Inventory Management Principals of Logistics	Logistics Parks Global Logistics	
3	Types of logistics. Importance of logistics Objectives of logistics	Bull whip effect	Material handling	Logistics Performance	Milk Run Hub and spoka	
4	Integrated Logistics, Green logistics	Customer service	Packaging	Logistics Network analysis	Dedicated freight corridor	
5		Demand forecasting		IT in logistics		

Remarks by H.O.D.: Syllabus as per autonomy

Date: 15/6/2020

Issued by MR: Dr. Moushumi Datta

*Satish B
(Faculty)*

Sign. : Moushumi

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20-21-JUNE/ D – TTP-BMS/PTPN/ 02

Academic Year: 2020-21

Term: Sem. V

Department: SFC-BMS

Class: TYBMS A & B

Subject: Analytical Skills for Managers

Name of the Faculty: Pooja Naik

Week	Topics to be covered					
	June	July	August	September	October	November
1		Calenders part 2	Average 2	Number series 1	Ranking test 1	Vocabulary 2
2		Calender part 3	Syllogism 1	Number series 2	Series LR 1	
3	Introduction of qunats Calenders 1	Series analogy	Number system 1	Linear arrangements	Syllogism 2	
4	Average 1	Odd man out	Cubes, Input output	Blood relation	Vocabulary 1	
5		Calculation fundamental techniques		Average 2		

Remarks by H.O.D.: Syllabus as per autonomy

Date: 15/6/2020

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20-21- June / D – TTP- SFC/BMS/PTPS/ 03

Academic Year: 2020-21

Term: Sem. V

Department: SFC-BMS Class: TYBMS-A Subject: Investment Analysis and Portfolio Management Name of the Faculty: CA Pallav Shah

Week	Topics to be covered				November	
	June	July	August	September		October
1		Factors influencing selection of investment alternatives.	Concepts of small cap, large cap, midcap and penny stocks	Portfolio Management Meaning and concept, portfolio management process, objectives, basic principles, factors affecting investment decisions in portfolio management, portfolio strategy mix	Capital Asset Pricing Model: Assumptions of CAPM	Jensen's differential returns (basic problems)
2		Capital Market in India Introduction, concepts of investment banks its role and functions	Risk - Return Relationship Meaning, types of risk- systematic and unsystematic risk,	Security Analysis Fundamental analysis, economic analysis, industry analysis, company analysis, technical analysis	CAPM equation, capital market line, security market line.	
3	Introduction to Investment Environment. Introduction, investment process, criteria for investment,	Stock market index	Measurement of beta, standard deviation, variance, Reduction of risk through	Basic principles of technical analysis, uses of charts:	Portfolio Performance Measurement Meaning of portfolio	

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			diversification		evaluation	
4	Types of investors, investment vs. speculation vs. gambling, investment avenues,	The NASDAQ, SDL, NSDL, benefits of depository settlement	Practical problems on calculation of standard deviation, variance and beta.	Line chart, bar chart, candlestick chart, mathematical indicators: Moving averages, oscillators	Sharpe's ratio (basic problems) Treynor's ratio (basic problems),	
5		Online share trading and its advantages		Theories: Dow Jones theory, Elloit Wave theory, efficient market theory		

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20-21-JUNE/ D – TTP-BMS/PTMY/04

Academic Year: 2020-21

Term: Sem. V

Department: SFC-BMS

Class: TYBMS A

Subject: Wealth Management Name of the Faculty: Ms. Megha R Yadav

Week	June	Topics to be covered				
		July	August	September	October	November
1		Financial goals and planning, Cash flow Analysis	Types of general insurance	Unit-3 financial mathematics/tax and estate planning (Calculations of returns)	Practical sums on tax	Pension schemes, Annuities, Tax savings schemes
2		Building Financial Plans Life Cycle Management	Health insurance, mediclaim	Financial ratios (sums)	Practical sums on tax	
3	Unit -I introduction to wealth management (Meaning, scope components, process of wealth management) Wealth management needs, code of ethics for wealth manager	Economic environment analysis- Yield curves, key indicators	Types of investment risk, life cycle model	Financial ratios (sums)	Unit-4 retirement planning/income streams & tax savings schemes (Retirement planning)	
4	Personal Financial statement analysis- Financial literacy	Unit-2 insurance planning and investment planning (Principles of Insurance, Functions)	Goal based financial planning, asset allocation strategy	Tax concepts- Assessment year, Financial year, Income tax slabs, TDS, Advance tax	Purpose and need of retirement planning Pre and Post Planning	
5		Rights and responsibilities of Insurer and insured, Types of insurance policies		Long term and Short term capital gains, Set-offs		

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20-21-JUNE/ D - TTP-SFC/ BMS/FTHD/ 05

Academic Year: 2020-21

Term: Sem. - V

Department: SFC- BMS

Class: TYBMS A

Subject: Direct Tax

Name of the Faculty: CA Hardik Thakkar

Topics to be covered						
Week	June	July	August	September	October	November
1		Residential status	Income from House Property	Income from Capital Gain	Income from Other sources	Computation of Total Income
2		Residential status	Income from House Property	Income from Capital Gain	Income from Other sources	
3		Scope of total Income	Income from House Property	Income from salaries	Income from Business and Profession	
4	Basic concepts	Scope of Total Income	Income from Capital Gain	Income from salaries	Income from Business and Profession	
5	Basic concepts and definitions	Income from House Property		Income from salaries		

Remarks by H.O.D.: Syllabus per autonomy.

Date: 15/6/2020.

Hardik Thakkar
(Faculty)

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20-21 -June/ D – TTP- SFC/BMS/PTSM/ 06

Academic Year: 2020-21

Term: Sem. V

Department: SFC-B.M.S Class: TYBMS (A) Subject: Commodities & Derivatives Market Name of the Faculty: Prof. Sunny Mondal

Week	June	July	August	September	October	November
1		Meaning and History of Derivatives, Elements in Derivative Contract, Types of Derivative	Convergence, Pricing of Future Contract	Call Option, Put Option, Group Presentation	Black Scholes Option Pricing Model Group Presentation	Types of Margin and SPAN Margin
2		Participants in Derivative Market, Types of Underlying Assets, Advantages and Disadvantages Group Presentation	Hedging & Arbitrage using Futures, Long Hedge and Short Hedge Group Presentation	Difference between Futures and Options, Trading of Options Group Presentation	Unit 4: Trading, Clearing and Settlement Mechanism – Meaning and Concept	
3	Unit 1: Introduction to Commodities Market and Derivatives Market – Introduction, Meaning, History & Origin, Types of Commodities and Participants	Current Volumes / Difference between Forwards and Futures	Cash and Carry Arbitrage and Reverse Cash and Carry Arbitrage	Valuations of Options Contract, Factors affecting Option Premium.	SEBI Guidelines, Trading Mechanism Group Presentation	
4	Commodities Market in India and Abroad / Reasons for Investing in Commodities Market	Unit 2: Futures and Hedging – Introduction, Future Contract Specification, Concept of Convergence Group Presentation	Unit 3: Options and Options Pricing Model – Introduction Group Presentation Options Contract Specifications,	Payoff Charts & Diagrams & Basic Understanding of Option Strategies Group Presentation	Types of Orders, NSCCL and Settlement Mechanism Value at Risk and Methods of VAR	

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			Terminologies,		Group Presentation	
5		Relationship between future price and spot price and basis and basis risk		Binomial Option Pricing Model		

Remarks by H.O.D.: Syllabus as per autonomy.

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20-21 -June/ D – TTP- SFC/BMS/FTGD/ 07

Academic Year: 2020-21Term: Sem. VDepartment: SFC-B.M.SClass: TYBMS BSubject: Service MarketingName of the Faculty: Ms. Gargi Dubey

Week	June	July	August	September	October	November
1		c. Types of Contact: High Contact Services and Low contact services Sensitivity to customer : Reluctance to change	f. Physical Evidence: Meaning, Elements Presentation	b. Gap Model, Benchmarking, Measuring Service quality, Zone of Tolerance c. SERVQUAL Model	d. Recent Trends in Marketing of services: Tourism : Segments, Marketing Mix Hospitality: Marketing Mix, trends	Presentation Revision
2		Unit 2. a. Service Product mix- New Service Development, Product Life cycle, b. Pricing Mix- Role, Strategies, Factors, Methods of Pricing strategies	g. Process Mix: Designing, Service Mapping, Flow Charting, h. Branding of Services: Problems and Solutions	d. Demand and Capacity Alignment: Strategies, Constrain of Demand and capacity, Yield Management Presentation	Insurance: Recent trends, Marketing Mix Education: Introduction, Recent trends, Marketing Mix	

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3	Unit 1. a. Service Marketing Concept, Distinguish, characteristics, service Marketing Triangle, Goods Service Continuum	Pricing Mix c. Promotion and communication mix- Types of Promotion	Unit 3: a. Service Quality: Dimensions of Service Quality, Improving service Quality	Internal Test Presentation	Presentation IT and Entertainment Industry	
4	b. Variations in customer involvement, Impact of service recovery,	d. Place Mix- Factors, Distribution of services like Franchisees, Agents and Brokers, Electronic channels e. People Mix- Importance, Roles of people, Types of service Personnel	Presentation	Unit 4. a. International and Global Strategies in service Marketing: Meaning, Services in global economy, b. Factors Favoring Transnational Strategy	Ethics in service marketing : Meaning, Importance, Unethical Practices in service sector	
5		Presentations		c. Elements of Transnational strategy		

Remarks by H.O.D.: Syllabus as per autonomy
Date: 15/6/2020

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Faculty*

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20-21-JUNE/ D – TTP-SFC/BMS/FTMTM/ 08

Academic Year: 2020-21

Term: Sem. V

Department: SFC-BMS Class: TYBMS B Subject: E-COMMERCE AND DIGITAL MARKETING Name of the Faculty: MS. MEHA MANDAWEWALA

Week	Topics to be covered					
	June	July	August	September	October	November
1	-----	Environment, factors, issues, myths, impact	EDI and website	E-cash, E-cheques, E-wallets	Content mktg, Influencer mktg, Campaign mktg, Podcast, Vodcast	REVISION
2	-----	Trends in various sectors: retail, banking,	UNIT 3: Payment, Security, Privacy, Legal issues	Payment Gateways, Online security	E-mail advtg, Display advtg, Blog advtg, Viral advtg, Online advtg,	-----
3	UNIT 1: E-commerce Meaning, features, types,	tourism, education, government	EFT, EPS: Meaning, features, merits, limitations, different systems	E-commerce laws, IT Act	Online mktg research, Online PR, Online Behavioural advtg.	-----
4	merits, limitations, Traditional vs e-commerce, M-commerce	UNIT 2: E-business and application, Data warehouse, CRM, SCM, ERP	Debit cards, Credit cards, Smart cards,	UNIT 4: Digital Marketing Concept, history, evolution, advantages, limitations, activities	Latest development, Segmentation, Collaborative advtg, Remarketing, Game advtg.	-----
5		BAM, Pure play, BNC, E-procurement, E-communication, E-delivery, E-auction, E-trading	-----	Advertising on social media, SEO, SEM, Web Traffics, Web Analytics	-----	-----

Remarks by H.O.D.: Syllabus as per autonomy.

Date: 15/6/2020

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Sign: Meha

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20-21 -June/ D-TTP- SFC/BMS/FTMM/09

Academic Year: 2020-21Term: Sem. VDepartment: SFC-B.M.SClass: TYBMS-BSubject: Sales & Distribution ManagementName of the Faculty: Dr. Mona Mehta

Week	June	July	August	September	October	November
1		Structure of Sales Organization – Functional, Product Based, Market Based, Territory Based, Combination or Hybrid Structure b) Distribution Management: • Meaning, Importance, Role of Distribution, Role of Intermediaries	Selling Skills – Communication Skill, Listening Skill, Trust Building Skill, Negotiation Skill, Problem Solving Skill, Conflict Management Skill Selling Strategies – Softsell Vs. Hardsell Strategy, Client Centered Strategy, Product-Price Strategy, Win-Win Strategy, Negotiation Strategy	• Factors Affecting Distribution Strategy – Locational Demand, Product Characteristics, Pricing Policy, Speed or Efficiency, Distribution Cost Factors Affecting Effective Management Of Distribution Channels, Channel Design, Channel Policy	Sales Performance Evaluation Criteria- Key Result Areas (KRAs) Sales Performance Review Sales Management Audit + Presentations	c) Ethics in Sales Management d) New Trends in Sales and Distribution Management + Revision
2		Evolution of Distribution Channels. c) Integration of Marketing, Sales and Distribution Unit 2a) Market Analysis: Market Analysis and Sales Forecasting, Methods of Sales Forecasting	Unit 3) Management of Distribution Channel – Meaning & Need	Channel Conflicts: Meaning, Types – Vertical, Horizontal, Multichannel, Reasons for Channel Conflict	b) Measuring Distribution Channel Performance: • Evaluating Channels- Effectiveness, Efficiency and Equity + Presentations	

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3	Unit 1a) Sales Management: <ul style="list-style-type: none"> • Meaning, Role of Sales Department Evolution of Sales Management Interface of Sales with Other Management Functions • Qualities of a Sales Manager 	Types of Sales Quotas – Value Quota, Volume Quota, Activity Quota, Combination Quota Factors Determining Fixation of Sales Quota	Channel Partners- Wholesalers, Distributors and Retailers & their Functions in Distribution Channel Difference between a Distributor and a Wholesaler.	Resolution of Conflicts: Methods – Kenneth Thomas's Five Styles of Conflict Resolution	<ul style="list-style-type: none"> • Control of Channel – Instruments of Control – Contract or Agreement, Budgets and Reports + Presentation
4	Sales Management: Meaning, Developments in Sales Management-Effectiveness to Efficiency, Multidisciplinary Approach, Internal Marketing, Increased Use of Internet, CRM, Professionalism in Selling	Assigning Territories to Salespeople b) Selling: <ul style="list-style-type: none"> • Process of Selling Methods of Closing a Sale, Reasons for Unsuccessful Closing 	Choice of Distribution System – Intensive, Selective, Exclusive Channel Policy	Motivating Channel Members Selecting Channel Partners Evaluating Channels Channel Control	Distribution Audit + Presentations
5		Theories of Selling – Stimulus Response Theory, Product Orientation Theory, Need Satisfaction Theory		Unit 4a) Evaluation & Control of Sales Performance: <ul style="list-style-type: none"> • Sales Performance – Meaning • Methods of Supervision and Control of Sales Force + Presentations 	

Remarks by H.O.D.: Syllabus as per autonomy.

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20-21-June / D – TTP- SFC/BMS/FTSD/10

Academic Year: 2020-21

Term: Sem. V

Department: SFC- BMS Class: TYBMS B Subject: Customer Relationship Management Name of the Faculty: Sheetal Desai

Week	Topics to be covered					
	June	July	August	September	October	November
1		Module-II CRM Marketing Initiatives, Customer service & Data management. a. CRM & Marketing Initiatives : Cross- Selling and Up-Selling, Customer Retention, Behaviour Prediction, Customer Profitability and Value Modeling, Channel Optimization, Personalization and Event-Based Marketing	c. Planning & implementation of CRM: Business to Business CRM, Sales and CRM, Sales Force Automation, Sales Process/ Activity Management,	Module- IV CRM New Horizons. a. E-CRM : Concept, Different Levels of E- CRM, Privacy in E- CRM and Presentations	e. Mobile CRM and Presentations	Revision
2		b. CRM & Customer Service: Call Routing, Contact Center Sales- Support Web Based Self Service, CSM, Call-	Sales Territory Management, Contact Management, Lead Management, Configuration Support,	b. Software App for customer service. And Presentations	f. CRM- trends, challenges and Presentations	

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		Scripting	Knowledge Management		
3	Module-I Introduction to CRM a. Concept, evolution, benefits & components. b. Relationship Marketing & CRM. c. Relationship challenges.	Module-III CRM Strategy, Planning, Implementation and Evaluation. a. Understanding customers: Customer Value, Customer Care, Company Profit Chain: Satisfaction, Loyalty, Retention and Profits	d. CRM implementation-Steps. And Presentations	c. Social Networking & CRM. d. Activity Management, Agent Management, Case Assignment,	CRM opportunities g. Ethical issues in CRM and Presentations
4	d. Acquisition tactical management(actman) model. e. Crm-based segmentation and Presentations	b. Objectives of CRM strategy, The CRM Strategy Cycle and Presentations	e. CRM Evaluation: Basic Measures: Service Quality, Customer Satisfaction and Loyalty, Company 3E Measures: Efficiency, Effectiveness and Employee Change	Contract Management, Customer Self Service, Email Response Management, Escalation, Inbound Communication Management, Invoicing,	Revision.
5		b. CRM & Data Management: Types of Data, Types of Data Analysis.		Outbound Communication Management, Queuing and Routing, Scheduling and Presentations	

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20-21-JUNE / D – TTP-SFC / FT/MMT/ 01

Academic Year: 2020-21

Term: Sem. III

Department: SFC-BMS Class: SYBMS (A, B) Subject: Personal Effectiveness Management

Name of the Faculty: Ms. Meha Mandawewala

Week	Topics to be covered					
	June	July	August	September	October	November
1	-----	Body image	Negative traits to avoid	UNIT 3 Diversity at workplace	UNIT 4 First day of the job	Revision
2	-----	Positive attitude	Being a team player	Cultural conflicts	Keeping your job	-----
3	UNIT 1 Self-esteem, self-concept	Negative attitude	Understanding your work group	Discrimination	Planning your career	-----
4	Methods to increase the same	Presentations and case study	Presentations and case study	Presentations and case study	Presentations and case study	-----
5	-----	UNIT 2 Value added qualities	-----	-----	-----	-----

Remarks by H.O.D.: Syllabus as per autonomy

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*Meha
Faculty*

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TERMWISE TEACHING PLAN

20-21 -June/ D – TTP- SFC/BMS/FT/GD/02

Academic Year: 2020-21

Term: Sem. III

Department: B.M.S Class: SYBMS (A&B) Subject: Business Planning and Entrepreneurship Management

Name of the Faculty: Ms. Gargi Dubey

Week	June	July	August	September	October	November
1	-----	c. External Influences on entrepreneurship Development: PEST, Role of entrepreneurial culture	Internal test Presentation	e. Business Planning Process: Tool, Scope and Value of business Plan f. Elements of Business Plan, Objectives, Market and Feasibility analysis	Venture Development Presentation	Startup Revision
2	--	Unit 2: Types and Classification of Entrepreneurs a. Intrapreneur: Concept and development of Intrapreneurship b. Women entrepreneur: Concept, Development and Problems	Unit 3: Entrepreneur Project Development and Business Plan a. Innovation, Invention, Creativity, business Idea, Opportunities through change	Marketing Finance , Organization Presentation	b. Institutional Support to an entrepreneur: IDBI, NABARD, IFCI, SIDBI, Industrial Investment Bank of India	-----

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3	<u>Unit 1: Foundation of Entrepreneurial Development</u> a. Concept, Need of Entrepreneurship Development, Definition, Distinguish between Entrepreneur, Characteristics and Qualities of Entrepreneur	SHG c. Social Entrepreneurship: Concept, development, Importance	d. Idea Generation Sources- Development of Product/ Idea Presentation	Management , Ownership Critical risk, Proposal, Scheduling and Milestones	c. Promotional , Institutions : SIDO, DICs, SISIs, SSIB	----- ----
4	b. Theories of Entrepreneurship: Innovation theory, Theory of High Achievement , X-Efficiency, Theory of Profit, theory of social change	d. EDP: Concept, Factors, e. Options available to entrepreneur: ancillarisation, BPO, Franchise and M& A	c. Environmental Scanning and SWOT analysis D. Creating Entrepreneurial Venture- EDC	Presentation	d. Startup: Incubation, Scalability, Process of startup, challenges , Discussion of various startups in India	----- -----
5		PRESENTATION	----- -----	Unit 4: Venture Development a. Introduction, Steps involved in starting a venture	----- ----	----- ----

Remarks by H.O.D.: Syllabus as per autonomy

Date: 15/06/20

Ganguli (Faculty)

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TERMWISE TEACHING PLAN

20-21-June/ D – TTP-SFC/BBI/FT/PP/03

Academic Year: 2020-21

Term: Sem III

Department: SFC-BMS

Class: SYBMS (A, B)

Subject: ACCOUNTING FOR MANAGERIAL DECISIONS

Name of the faculty: POONAM POPAT

Week	June	July	August	September	October	November
1	-----	Practical sums on Vertical Financial statements Discussion of Assignment	Balance sheet ratios Income statement ratios Combined Ratios	Unit-III Overview of Cashflow statement (AS-3)	Unit-IV Working Capital Mgt: Types and Approaches	Overview of Receivables Management: Credit Standards Credit period Collection policies
2	-----	Common size Analysis Practical Sums	Balance sheet ratios Practical sums	Format of Cash flow statement Diff between CFF and FFS	Format of preparing estimate of working capital management	-----
3	-----	Comparative Analysis Practical sums	Income statement ratios Practical problems	Practical Examples on cash flow statement	Practical Examples on working capital management	<i>M Datta</i>

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4	Unit-I Intro to Management Accounting	Trend Analysis Practical Sums	Combined Ratios Practical problems	Practical Examples on cash flow statement	Practical Examples on working capital management	_____
5	Format of vertical Financial Statements	Unit-II Overview of Ratio Analysis	-----	Practical Examples on cash flow statement	-----	_____

Remarks by H.O.D.:

Poornam
(*Poornam Popat*)
Faculty.

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20-21 -June/ D – TTP- SFC/BMS/FT/SJ/04

Academic Year: 2020-21

Term: Sem. III

Department: B.M.S

Class: SYBMS (A, B)

Subject: Strategic Management

Name of the Faculty: Dr. Swapna Joshi

Week	June	July	August	September	October	November
1		Strategic Intent- 1. Mission – meaning, importance, role of Mission, features 2. vision - meaning, importance, role of Vision , features Group Presentations	Corporate Level Strategy: 1)Stability 2)Growth 3)Retrenchment, 4)Integration Group Presentations	Strategic Management Tools – 1)BCG Matrix, 2)GE 9 Cell	Strategic Evaluation and Control – Meaning, steps and techniques. Group Presentations	6)FDI Tapping the Mass – Market in emerging economies. Competing with multinational firms, becoming a global contender. Group Presentations
2		3. Goals - Meaning, importance, role of Mission, features, Types 4. Objectives and plans – Meaning, Importance , Types Group Presentations	Business Level strategy : 1)Cost leadership 2)Focus 3)Differentiation Group Presentations	3)Porter5 Forces model 4)7S Frame Work.	Unit 4: International Strategies Opportunities and challenges from globalization. Group Presentations	

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3		Unit 2: Strategy Formulation Environment Analysis and Scanning. SWOT – Concept, Application, importance Resource Based View (RBV), Key Success Factor.	Functional Level strategy: 1)Marketing strategy 2)Financial strategy 3)HR strategy 4)Operational strategy 5) Production strategy Group Presentations	Organizational structure – Meaning , application 1)Line, 2) Line and staff Group Presentations	Impact of national conditions on competitive advantage. Pattern of global expansion and entry modes.	
4	Unit 1: Introduction Strategy-Meaning, definition, concept, Strategic Management-Meaning,definition, importance, features, characteristics Strategic management process – stages, Advantages and disadvantages.	Resource Based View (RBV) – Concept, VRIO Framework, Key Success Factor – concept, application	Unit 3: Strategic Implementation & Control Strategic analysis and choices – concept Factors, importance Strategic Implementation – Concept and process.	3)Functional 4)divisional Group Presentations	Global expansion and entry modes and strategies for global expansion: 1)Exporting 2)Licensing 3)Franchising 4) Contract manufacturing 5)Contract marketing	
5	Levels of strategy – Corporate level, Business level and Functional level, Concept and importance of Strategic Business Units (SBUs), application of SBU.	Models of strategy making – 1)Entrepreneurial model 2) Planning model 3) Adaptive model		5) matrix structure relation between strategy and structure. Group Presentations		

Remarks by H.O.D.: Syllabus as per autonomy

Date: 15/06/20

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*Sjoshi,
(Faculty)*

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TERMWISE TEACHING PLAN

20-21 -June/ D – TTP- SFC/BMS/PT/TS/05

Academic Year: 2020-21

Term: Sem. III

Department: B.M.S Class: SYBMS (A, B) Subject: Information Technology in Management –I Name of the Faculty: Dr. Shah Trupti

Week	June	July	August	September	October	November
1		Types of IS- OAS, TPS ,MIS ,EIS ,DSS- Success and failure of IS-	Use of macro in ms-office-use of indent-	Excel- Different formulas-: Text, Math, Date/Time, Logical functions- Database functions- Unit- 3 Network-types and components	hlookup(), Vlookup()- Unit- 4 E-threats- worms, hacking,..	Real time and batch processing examples- IRCTC- Payroll—Doubt solving- final quiz-
2		Digital Economy- Knowledge based system—Digital Organisation- OSS- Types of OS- IT development trends- Digital organization-IT resources-Open Source Software	Features of Power Point- slides- creating presentation-	Excel- basic formulas- Preparing results- Unit- 3 – E-commerce features, EPS	Unit- 4 – E security tools- SSL, digital signature, firewall...	
3		Unit- 2 Functions and Features-Word: create and save the document- - Software- Types of Software- functions and features of OS-Different examples of OS- Windows- MAC- Unix- Ubuntu	Features of Power Point- use of slide master- insert audio, video- Theme-Excel Basic concepts- use of spread sheet- Unit- 3 Internet- email. Terms- intranet, extranet	Excel: Data analysis- What if analysis- Filter- Advanced filter- Use of macros-	E-Security-Threats-types- Information Security System- Threat hunting software- security measures- Types of real time systems- real and batch processing	

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4	Introduction to IT support in Management Unit- 1 Introduction-	Word-smart art- other tools and its uses- template	Excel- Types of cell address- Email uses, features, practical use	Excel- financial functions- pv(),pmt(), fv()..., Pivot table and its features, Pivot chart- Unit-3 EDI	PPT- People-policy- technology- real time and batch processing- examples-	
5	Explain terms:: Data, Information, System , backend, frontend, database, -Pyramid model- CBIS	Word: Hyperlink- bookmark- Mail Merge- working with tables- cross reference-Mail merge with letter, directory, label, envelopes,		Goal seek, Lookup functions unit- 4 Why security is required?- E-threats- virus, worms, Trojan horse- Types of threats- threat management- IT risk-meaning Risk mitigation and management-		

Remarks by H.O.D.: Syllabus as per autonomy

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Toupti Shah
(Faculty)

Date: 15/06/20

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20-21 -June/ D – TTP- SFC/BMS/FT/SS/06

Academic Year: 2020-21

Term: Sem. III

Department: B.M.S

Class: SYBMS A

Subject: Equity and Debt Markets

Name of the Faculty: Sonali Singh

Week	June	July	August	September	October	November
1		<ul style="list-style-type: none"> ➤ Evolution of debt markets in India ➤ Money market and debt markets in India 	Secondary: Definition and functions of stock exchanges. Evolution and growth of stock exchanges.	Stock market indices <ul style="list-style-type: none"> • Global Indices • Indices Applicable in India 	Bonds: <ul style="list-style-type: none"> ➤ Features of bonds. ➤ Types of bonds. 	<ul style="list-style-type: none"> ➤ Interest rate risk. ➤ Determinants of Interest Rate Risk
2		<ul style="list-style-type: none"> ➤ Regulatory framework in the Indian debt market. 	Stock exchanges in India. NSE, BSE Regional Stock Exchanges	<ul style="list-style-type: none"> ➤ Case Study Discussion ➤ Presentations 	<ul style="list-style-type: none"> ➤ Case Study Discussion Module 4 : Valuation of Equity and Bonds Valuation of equity: <ul style="list-style-type: none"> ➤ Balance sheet valuation. 	
3	Module 1: Introduction to Financial Market Equity Market – <ul style="list-style-type: none"> ➤ Meaning and definitions of equity shares; ➤ Advantages and Disadvantages of 	Module 2: Dynamics of Equity Market Primary: IPO – Methods followed:	<ul style="list-style-type: none"> ➤ OTCEI ➤ Overseas stock exchanges. • New York Stock Exchange • London Stock Exchange 	Module 3: Players in Debt Markets <ul style="list-style-type: none"> ➤ Govt. securities. ➤ Public sector bonds 	<ul style="list-style-type: none"> ➤ Dividend discount model (zero growth, constant growth and multiple growth). ➤ Price earning model. 	

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	Equity Shares from perspective of investors / companies	<ul style="list-style-type: none"> ➤ Book Building ➤ Fixed Price ➤ Case Study Discussion 		<ul style="list-style-type: none"> ➤ Corporate bonds. 		
4	<ul style="list-style-type: none"> ➤ Divorce between ownership and management in companies ➤ Development of equity culture in India and current position. 	<ul style="list-style-type: none"> ➤ Functions of Merchant Bankers. ➤ Role of merchant bankers in fixing the price. ➤ Red herring prospectus – unique features. ➤ Example of RHP Discussion 	<ul style="list-style-type: none"> ➤ Shanghai Stock Exchange ➤ Recent developments in stock exchanges. 	<ul style="list-style-type: none"> ➤ 3. Open market operations. ➤ 4. Security Trading Corp. of India. ➤ Presentations 	Valuation of bonds <ul style="list-style-type: none"> ➤ Determinants of the value of bonds. ➤ Yield to Maturity. 	
5		<ul style="list-style-type: none"> ➤ Sweat equity ➤ ESOP ➤ Rights issue of shares. 		Primary Dealers in Govt. Securities. <ul style="list-style-type: none"> • Objectives • Activities • Process • Regulations 		

Remarks by H.O.D.: Syllabus as per autonomy

Date: 15/6/2020

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(faculty)

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Academic Year: 2020-21

Term: Sem. III

20-21 -June/ D – TTP- SFC/BMS/PT/SM/07

Department: B.M.S

Class: SYBMS (A)

Subject: Corporate Finance

Name of the Faculty: Prof. Sunny Mondal

Week	June	July	August	September	October	November
1		Introduction to Ownership Securities: Ordinary Shares, Preference Shares, Debtors and Bonds, Convertible Debentures.	Introduction to Concept of Leverage. Group Presentation	1) Payback Period 2) Discounted Payback Period Group Presentation	Public Deposits and RBI Regulations / SEBI Regulations	Bank Overdraft / Cash Credit / Factoring and Forfeiting
2		Unit 2: Capital Structure & Leverages Introduction to Capital Structure Theories	Operating Leverage/ Financial Leverage / Combined Leverage	3) Average Rate of Return 4) Profitability Index Group Presentation	Foreign Capital and FDI & FPI Group Presentation	
3	Unit 1: Introduction Meaning, Principles of Corporate Finance, Significance of Corporate Finance, Amount of Capitalization	EBIT – EPS Analysis for Capital Structure Decision.	Unit 3: Introduction to Time Value of Money – Compounding & Discounting	5) Net Present Value 6) Internal Rate of Return	Emerging Trends in FDI Group Presentation	

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4	Over and Under Capitalization, Fixed Capital and Working Capital Funds.	Cost of Capital – Cost of Debt, Cost of Preference Shares, Cost of Equity Shares Group Presentation	Present Value / Future Value / Annuity Group Presentation	Importance of Risk and Return Analysis Group Presentation	GDR / ADR/ Policy Development and Capital Flows	
5		Cost of Retained Earnings, Weighted Average Cost of Capital.	Introduction to Basics of Capital Budgeting Group Presentation	Unit 4: Mobilization of Funds: Introduction Group Presentation	Brief Introduction of Short-Term Sources of Fund	

Remarks by H.O.D.: Syllabus as per autonomy

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Sunny
(Faculty)

Date: 15/06/20

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20-21-June/ D – TTP-SFC/BMS/PT/ND/08

Academic Year: 2020-21

Term: Sem III

Department: SFC-BMS

Class: SYBMS-B

Subject: Consumer Behavior

Name of the faculty: Ninoshka Di'silva

Week	June	July	August	September	October	November
1	-----	Consumer Decision Making Process and Determinants of Buyer Behaviour, Factors affecting each stage, and Need recognition.	Roles of different members, needs perceived and evaluation rules Group Presentations	role of opinion leaders in diffusion of innovation and in purchase process	Miniard Model, Nicosia Models of Consumer Decision Making	Overview of Receivables Management: Credit Standards Credit period Collection policies
2	-----	Unit 2- Individual-Determinants of Consumer Behaviour Consumer Needs & Motivation Theories Personality – Concept, Nature Freudian, non-Freudian and Trait theories, Personality Traits and it's Marketing significance, Product personality and brand personification.	Factors affecting the need of the family, family life cycle stage and size. Social Class and Influences. Group Presentations	Cultural Influences on Consumer Behaviour	Diffusion of innovations	-----

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3	Unit 1- Introduction to Consumer Behaviour Meaning of Consumer Behaviour, Features and Importance Types of Consumer (Institutional & Retail), Diversity of consumers and their behaviour- Types Of Consumer Behaviour	Self-Concept – Concept Consumer Perception Learning - Theory, Nature of Consumer Attitudes, Consumer Attitude	Group Dynamics & Consumer Reference Groups Group presentations	Understanding cultural and sub-cultural influences on individual,	Process of Diffusion and Adoption, Innovation, Decision process, Innovator profiles	_____
4	Profiling the consumer and understanding their needs Consumer Involvement Application of Consumer Behaviour knowledge in Marketing	Formation & Change. Attitude - Concept of attitude	Social Class & Consumer Behaviour - Reference Groups	individual, norms and their role, customs, traditions and value system.	E-Buying behaviour. The E-buyer vis-a vis the Brick and Mortar buyer, Influences on E-buying	_____
5		Unit 3- Environmental Determinants of Consumer Behaviour Family Influences on Buyer Behaviour	-----	Unit 4- Consumer decision making models and New Trends Consumer Decision making models: Howard Sheth Model, Engel Blackwell,	-----	_____

Remarks by H.O.D.: Syllabus as per autonomy
Date: 15/6/2020

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20-21 -June/ D – TTP- SFC/BMS/FT/MM/09

Academic Year: 2020-21

Term: Sem. III

Department: B.M.S

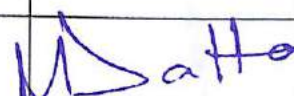
Class: SYBMS-B

Subject: Product Innovations Management

Name of the Faculty: Dr. Mona Mehta

Week	June	July	August	September	October	November
1		<ul style="list-style-type: none"> Thinking Tools for Innovations Left and right brain thinking; Creative thinking; Traditional V/S Creative thinking; Intuition;	<ul style="list-style-type: none"> Strategizing Innovations Introduction; Innovations as a strategy component; Developing innovation strategy; Innovation strategies; Market standing based strategies	Types of new products; Technology strategy for product innovation	Innovations diffusion theories; Factors influencing diffusion strategy; Internalization of innovations.	<ul style="list-style-type: none"> Product testing Introduction, Purpose of product testing; Overriding concerns of product testing + Revision
2		Introduction to creativity; Process of creativity; Creativity methods	<ul style="list-style-type: none"> Managing Innovations Functions Introduction; Style at the top; Planning; Organizing; Staffing; Controlling; Characteristics of good management	New product development process; Packaging innovations; Positioning innovations; New product failures; Cases of Innovating companies	Unit 4. New Product Development Strategy <ul style="list-style-type: none"> New Product Development and Product specifications 	
3	Unit 1. Innovations Management	<ul style="list-style-type: none"> Legal Aspects of innovations 	<ul style="list-style-type: none"> Climate and culture for innovations 	New product failures; Cases of Innovating companies	Concept of new product development, specifications:	

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	<ul style="list-style-type: none"> Introduction - Innovations Management <p>Innovations: Concept; Features; Types of Innovations; Innovations management; Features of</p>	<p>Safeguarding innovations; Concepts of Intellectual Property Rights; Patents; Patenting trends; trademarks; Industrial designs; Copyrights ;Trade secrets.</p>	<p>Introduction; Need for creative organizations; Characteristics of creative organizations; Creating creative organizations – 7s framework; Fostering innovations climate and culture</p>		<p>Establishment of specifications, Establishing Target specifications; Setting the final specifications</p>
4	<p>Innovations Management; Significance of innovations; Principles of innovations.</p>	<p>Unit 2. Managerial Aspects of Innovations functions</p> <ul style="list-style-type: none"> Organizing for Innovations Introduction; Concepts; Organizational theories and structures. 	<p>Unit 3. Product innovations, Process Innovations and Innovations Diffusion</p> <ul style="list-style-type: none"> Introduction to product innovations 	<p>Process Innovations</p> <p>Introduction; Concept of Process; Features of process; Types of process innovations; Process Management; Process improvement methods; Business process reengineering; Benchmarking.</p>	<ul style="list-style-type: none"> Concept Generation, Selection and Testing <p>5 step methods of concept generation, Methods for selecting a concept; Benefits of choosing a structured method; Concept screening; Concept scoring, 7-Test method of concept testing.</p>
5		<p>Traits of innovative organization; Factors influencing organizational design and Size decision.</p>		<ul style="list-style-type: none"> Innovations Diffusion <p>Introduction; Concept of diffusion and adoption; Impact of innovations; Diffusion as an integral part of innovation strategy;</p>	

Remarks by H.O.D.: Syllabus as per autonomy



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Date: 15 June 2020

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Autonomous TERMWISE TEACHING PLAN

20-21-September/D-TTP-SFC/BMS/FTND/01

Academic Year: 2020-21

Term: Sem. I

Department: SFC-BMS Class: FYBMS Subject: Business Communication-I Name of the Faculty: Nelson Daniel

Week	Topics to be Covered			
	September	October	November	December
1	Theory of Communication <ul style="list-style-type: none"> ➤ Concept of Communication: Meaning, definition, process, need, feedback, emergence of Communication as a key concept in the corporate and global world Impact of technological advancements on communication. 	Theory of Communication <ul style="list-style-type: none"> ➤ Modes: Telephone and SMS Communication (General introduction to Telegram to be given) Facsimile Communication (Fax), Computers and E-communication Video and Satellite Conferencing. 	Obstacles to Communication in Business World <ul style="list-style-type: none"> ➤ Importance of business ethics, personal integrity at the workplace, business ethics and media, computer ethics, corporate social responsibility. 	Language and Writing Skills <ul style="list-style-type: none"> ➤ Cohesion and coherence, self-editing, etc. [Interpretation of technical data, Composition on a given situation, a short informal report etc.)
2	Theory of Communication <ul style="list-style-type: none"> ➤ Channels and Objectives of Communication: Channels Formal and Informal Vertical, Horizontal, Diagonal, Grapevine. 	Obstacles to Communication in Business World <ul style="list-style-type: none"> ➤ Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological 	Business Correspondence <ul style="list-style-type: none"> ➤ Theory of Business Letter Writing: Parts, structure, layouts-full block, modified block, semi block <p style="text-align: center;"><i>M Datta</i></p>	Language and Writing Skills <p>Activities</p> <ul style="list-style-type: none"> ➤ Listening comprehension, ➤ Reading Comprehension:

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		/ Barriers, Ways to Overcome these Barriers.		Analysis of texts from the fields of Commerce and Management
3	Theory of Communication <ul style="list-style-type: none"> ➤ Objectives of Communication: Information, advice, order and instruction, persuasion, motivation, education, warning, and boosting the morale of employees (A brief introduction to these objectives to be given) 	Obstacles to Communication in Business World <ul style="list-style-type: none"> ➤ Listening: Importance of listening skills, cultivating good listening skills 	_____	Language and Writing Skills <ul style="list-style-type: none"> ➤ Remedial teaching, ➤ Speaking Skills: Presenting a news Item, dialogue and speeches Paragraph Writing: Preparation of the first draft, revision and self - editing, Rules of spelling,
4	Theory of Communication <ul style="list-style-type: none"> ➤ Methods and Modes of Communication: Methods: verbal and nonverbal,. 	Obstacles to Communication in Business World <ul style="list-style-type: none"> ➤ Introduction to Business Ethics: Concept and interpretation. 	Business Correspondence <ul style="list-style-type: none"> ➤ principles of effective letter writing, principles of effective email writing. 	_____
5	Theory of Communication <ul style="list-style-type: none"> ➤ characteristics of non-verbal communication, business etiquettes. 		Language and Writing Skills <ul style="list-style-type: none"> ➤ Commercial Terms used in Business Communication Paragraph Writing: Developing an idea, using appropriate linking devices, etc. 	_____

Remarks by H.O.D.: Syllabus as per autonomy

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Date: 1.09.2020

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DI/F-TTP/00

20-21 September/D-TTP-SFC/BMS/FTGK/02

Academic Year: 2020-21

Term: Sem. I

Name of the Faculty: Ms. Geetha Krishnan

Department: BMS

Class: FYBMS

Subject: Foundation Course

Week	September	October	November	December
1	Unit 1: Overview of Indian Society Understanding the multicultural diversity of Indian Society through its demographic composition.	Unit: 1 Continued: Class Power point presentations on Rural, Urban and Tribal. Understanding concepts of diversities as difference.	Concept of Disparity -2 Examine inequalities manifested due to caste system and inter-group conflicts arising thereof. Understand intergroup conflicts arising out of communalism.	Tolerance, peace and communal harmony as crucial values in strengthening the Indian Society Basic features of the Constitution
2	Population distribution according to religion and caste.	Unit: 2 Concept of Disparity -1 Understand the concept of disparity as arising out of stratification and inequality	Examine causes and effects of conflicts arising out of communalism. Examine causes and effects of conflicts arising out of regionalism and linguistic preferences	Unit 4 Significant aspects in Political Processes The party system in Indian politics, local self-government in urban and rural areas.
3	Appreciate the concept of linguistic diversities in relation to Indian situations	Explore the disparities arising out of gender with special reference to violence against women, female feticide (declining sex-ratio)	-----	The 73 rd and 74 th amendments and implications Revision
4	Understanding regional variations according to rural urban and tribal characteristics.	Portrayal of women in Media To recognize the inequalities faced by people with disabilities	Unit 3 The Indian Constitution Philosophy of the Constitution as set out in the Preamble.	-----
5	Class Powerpoint presentations on Rural, Urban and Tribal. Concepts with examples.	-----	The structure of the Constitution Preamble. Fundamental duties of the Indian Citizen	-----

Remarks by H.O.D.: Syllabus as per autonomy _____

Geetha Krishnan
(Faculty)

Date: 01 September 2020

Sign.: _____

Ms. Geetha Krishnan

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TERMWISE TEACHING PLAN

DI/F-TTP/00

20-21-September/D-TTP-SFC/BMS/FTMM/03

Academic Year: 2020-21

Term: Sem. I

Name of the Faculty: Dr. Mona Mehta

Department: BMS

Class: FYBMS

Subject: Foundation of Human Skills

Week	September	October	November	December
1	Unit 1: Understanding of Human nature, individual difference, personality traits	Team Effectiveness: nature, types and ways	Organizational Culture: culture	Work Stress: types, causes
2	Johari window, components and functions of changing attitudes	Unit 3 Power and Politics	Types and barriers of culture	Work Stress: consequences and ways to cope stress
3	Thinking, learning and perception skills, styles, theories	Organizational Conflict: features, types and levels of conflict	-----	Revision
4	Theories of thinking, individual perception	Conflict resolution strategies	Unit 4 Motivation at workplace, theories of motivation,	-----
5	Unit: 2 Introduction to group behavior: nature, types, group models	-----	Organizational creativity: ways of enhancing creativity	-----

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M Datta

Date: 1 September 2020

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 20-21 -SEPTEMBER/ D – TTP- SFC/BMS/FTGD/04

Academic Year: 2020-21

Term: Sem-I

Department: B.M.S Class: FYBMS Subject: Principles of Management Name of the Faculty: Ms. Gargi Dubey

Week	September	October	November	December
1	Unit 1: Management and its Evolution a. Concept of Management: Concept, significance, managerial grid	Cognitive biases and decision making c. Controlling: Meaning, process, techniques,	Span of control, Centralization and Decentralization Presentations	3 C's of Business Ethics, Myths about business ethics Internal test
2	Orientation Programm b. Management in new Millennium: Four Management Functions	Presentation	c. Horizontal Dimensions of organization structure: Line Structure, Funnel Structure, Divisional structure, Matrix Structure	b. corporate Social Responsibility: Meaning, need , issues, ESG Leadership: Meaning, style , quality of good leader
3	Mintzberg Managerial roles, Management as a set of skills c. Evolution of Management: Contribution of F.W. Taylor	Unit 3: Organizational Management a. Organization: Meaning, importance, features	-----	c. Power, Models of leadership, Transformational leaders Great leaders and their styles
4	Bureaucratic Management and Hawthorne studies Unit 2: Planning, Decision Making and Controlling: a. Planning: Meaning, Importance, Process	b. Vertical Dimensions of Organizational Structure Unity of command, Authority, Responsibility and Accountability Case Study	D. Directing: Meaning and process Presentation	Revision

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5	MBO, Planning Premises, formal and opportunity planning b. Decision Making: Meaning, importance, process, techniques	Presentations	<u>Unit 4: Understanding Business Ethics, CSR and Leadership</u> a. Business Ethics: Meaning, Purpose and scope Presentation	
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Remarks by H.O.D.: Syllabus as per autonomy Now

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Date: 1.09.2020

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TERMWISE TEACHING PLAN

20-21-September/D-TTP-SFC/BMS/FTHT/05

Academic Year: 2020-21

Term: Sem. - I

Department: BMS

Class: FYBMS

Subject: Introduction of Financial Accounting
Name of the Faculty: CA Hardik Thakkar

Week	September	October	November	December
1	Unit - I Introduction to Book keeping – Meaning and Scope	Accounting Transactions- Ledger	Accounting Transactions-Cash Book and Types of Expenses	Depreciation Accounting
2	Introduction to Book keeping- Important terms	Accounting Transactions- Ledger and Trial Balance	Accounting Transactions- BRS	Unit IV Final Accounts- Manufacturing Concern
3	Unit-II Accounting Transactions- Journal	Accounting Transactions- Subsidiary Books	Accounting Transactions- BRS	Final Accounts- Proprietor Trader
4	Accounting Transactions- Journal	Accounting Transactions- Cash Book	Unit III Depreciation Accounting	
5	Accounting Transactions- Journal			

Remarks by H.O.D: Syllabus as per autonomy

Date: 1.09.2020

Issued by MR: Dr. Moushumi Datta

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TERMWISE TEACHING PLAN

20-21-SEPTEMBER/ D – TTP-BMS /FTSD/06

Academic Year: 2020-21
Department: SFC-BMS

Term: Sem. I
Class: FYBMS Subject: Business Law Name of the Faculty: Sheetal Desai.

Week	Topics to be covered			
	September	October	November	December
1	Module-I Indian Contract Act 1872 a. Essential, agreement & contract.	Module-II The Negotiable Instrument Act, 1881 a. Introduction, characteristics of NI.	Module- III Company Law a. What is company? b. Incorporation of company.	Module-IV Intellectual Property Rights. a. Definitions
2	b. Capacity to contract, free consent. c. Consideration.	b. Features of BOE, PN & Cheque. c. Dishonour of cheque	c. MOA & AOA. d. Prospectus.	Patent
3	d. Breach of contract and remedies for breach of contract.	The Consumer Protection Act, 1986/2019 a. Object of CPA, Definitions.	e. Meetings.	Trademarks, Copyrights
4	The Sale of Goods Act 1930. e. Sale & Agreement to sell, essentials.	Complaints Redressal agencies, E-complaints	f. Transfer of shares. g. Transmission of shares	_____
5	f. Conditions & warranties, rights of unpaid seller.	_____	_____	_____

Remarks by H.O.D.: Syllabus as per autonomy.

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Sheetal

Date: 1/09/2020

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20-21-September / D – TTP-SFC/ BMS /FTKR/07



Academic Year: 2020-21

Term: Sem I

Class: FYBMS

Name of the faculty : Ms. Kavita Rana

Department: BMS

Subject: Business Statistics

Week	September	October	November	December
1	Statistics science of arts, functions of statistics, importance of statistics, application of statistics and limitations of statistics.	Co-Relation: Concept, Application of Correlation, Scatter Diagram, Karl Pearson's Product Moment Coefficient, and Spearman's Rank Co-Relation Coefficient.	Weighted Average of Price Relatives, Chain Base Index Number, Base Shifting, Splicing and Deflating, Cost of Living Index Number	Acts, State of Nature Events, Pay Offs, and Opportunity loss, Decision Making under Certainty, Decision Making under Uncertainty
2	Relevance of data, Types of data drafting a questionnaire, sources of secondary data. Sampling and methods of sampling.	Linear Regression: Concept, application, Least Square Method, usage in forecasting.	Concept of Sample Space, Concept of Event, Definition of Probability, Addition & Multiplication of Laws of Probability, Conditional Probability, Bayes' Theorem	Non-Probability: Maximax, Maximin, Minimax, Regret Laplace & Hurwicz
3	Frequency Distribution –Discrete & Continuous, Tabulation, Graph (Frequency, Bar Diagram, Pie Chart, Histogram, Ogives).	Time Series: Least Square Method, Moving Average Method, Determination of Season	Expectation & Variance Concept of Probability Distribution, Mathematical Expectation and Variance,	Probabilistics (Decision Making Under Risk): EMV, EOL, EVPI Decision Tree
4	Measures Of Central Tendency: Mean, Median, Mode (calculation and graphical using Histogram), Comparative analysis of all measures	Index Number: Simple (unweighted) Average Method, Weighted Aggregate Method, Simple Average of Price Relatives	Binomial Distribution, Poisson Distribution and Normal Distribution.	-----
5	Range with C.R, Quartiles deviation with CQ, Mean Deviation from mean with CMD, Standard Deviation with CV, Skewness and Kurtosis, Problems based on Skewness and Kurtosis.	-----	-----	 MANAGEMENT REPRESENTATIVE ISO 9001 : 2015 NAGINDAS KHANDWALA COLLEGE (AUTONOMOUS) MALAD (W), MUMBAI - 400 084

Remarks by H.O.D.: Syllabus as per autonomy

Date: 1.09.2020

Sign. : _____

Kavita Rana
(Faculty)

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20-21-JAN/ D – TTP-SFC/BMS/PTSM/01

Academic Year: 2020-21

Term: Sem. VI

Department: BMS Class: TYBMS - A

Subject: Operations Research

Name of the Faculty: Prof. Sunny Mondal

Week	January	February	March	April
1	-----	<p>Chap 4: Linear programming Simplex Problem – Only Maximization Problem, Slack Variable, Surplus Variable, Product Mix and Profit, Two or Three Decision variables</p> <p>Internals - Test 1</p>	<p>Initial Feasible Solution by A) North West Corner Method B) Least Cost Method C) Vogel's Approximation Method</p> <p>Finding Optima Solution by Modified Distribution Method</p> <p>Internals - Test 2</p>	<p>Standard Normal Probability, Construction of PERT Network, Prob Z Formula, Objective, RORO / LASH</p> <p>Internals - Test 3</p>
2	<p>UNIT I - Introduction to Operation Research and Linear Programming</p> <p>Chap 1: Introduction to Operation - Research, Characteristics, Models</p>	<p>UNIT II – Assignment and Transportation</p> <p>Chap 5: Assignment Problem – Maximization and Minimization Problem, Balanced and Unbalanced Problem</p>	<p>UNIT III – Network Analysis</p> <p>Chap 7: Critical Path Method – Concepts, Merge Event, Activity, Burst Event, Burst Activity, Use of Dummy Activity, Forward Pass, Backward Pass, Dummy Activity, Network Diagram</p>	<p>UNIT IV – Job Sequencing and Theory of Games</p> <p>Chap 10: Job Sequencing Problem - Processing Maximum 9 jobs through two machines and Processing 6 jobs through 3 machines, Calculations of idle time, elapsed time.</p>
3	<p>Techniques, Areas of Application</p> <p>Chap 2: Linear Programming Problems – Introduction, Application, Components, Requirements and Steps</p>	<p>Prohibited Assignment Problem, Simple Formulation, Multiple Optimal Solution.</p>	<p>Chap 8: Project Crashing – Meaning, Concepts, Normal Time, Normal Cost, Crash Time, Cost Slope of an Activity, Process, Numerical Problems</p>	<p>Chap 11: Theory of Games – Introduction, Terminology, Players, Payoff, Maximin, Minimax, Numerical and Types of Games and Types of Strategies. Internals - Test 4</p>

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4	Chap 3: Linear Programming Graphical Problems – Maximization & Minimization Problems, Two Decision variable,	Chap 6: Transportation Problems – Maximization and Minimization Problem, Balanced and Unbalanced Problem, Prohibited Problem, Simple Formulation, Multiple Optimal Solution	Chap 9: Program Evaluation & Review Technique – Three Time Estimates of PERT, Optimistic Time, Pessimistic Time, Difference CPM & PERT, Construction of PERT Network,	
5	Feasible Region Solution Group Presentations starts		Mean of Project Completion Time, Standard Deviation and variance of Activities	

Remarks by H.O.D.: Nous

Sign.: Sunny

Date: 5/1/2021

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20-21-JAN/ D – TTP-SFC/BMS/PTSM/02

Academic Year: 2020-21

Term: Sem. VI

Department: BMS Class: TYBMS - B

Subject: Operations Research

Name of the Faculty: Prof. Sunny Mondal

Week	January	February	March	April
1	-----	Chap 4: Linear programming Simplex Problem – Only Maximization Problem, Slack Variable, Surplus Variable, Product Mix and Profit, Two or Three Decision variables Internals - Test 1	Initial Feasible Solution by A) North West Corner Method B) Least Cost Method C) Vogel's Approximation Method Finding Optima Solution by Modified Distribution Method Internals - Test 2	Standard Normal Probability, Construction of PERT Network, Prob Z Formula, Objective, RORO / LASH Internals - Test 3
2	UNIT I - Introduction to Operation Research and Linear Programming Chap 1: Introduction to Operation - Research, Characteristics, Models	UNIT II – Assignment and Transportation Chap 5: Assignment Problem – Maximization and Minimization Problem, Balanced and Unbalanced Problem	UNIT III – Network Analysis Chap 7: Critical Path Method – Concepts, Merge Event, Activity, Burst Event, Burst Activity, Use of Dummy Activity, Forward Pass, Backward Pass, Dummy Activity, Network Diagram	UNIT IV – Job Sequencing and Theory of Games Chap 10: Job Sequencing Problem - Processing Maximum 9 jobs through two machines and Processing 6 jobs through 3 machines, Calculations of idle time, elapsed time.
3	Techniques, Areas of Application Chap 2: Linear Programming Problems – Introduction, Application, Components, Requirements and Steps	Prohibited Assignment Problem, Simple Formulation, Multiple Optimal Solution.	Chap 8: Project Crashing – Meaning, Concepts, Normal Time, Normal Cost, Crash Time, Cost Slope of an Activity, Process, Numerical Problems	Chap 11: Theory of Games – Introduction, Terminology, Players, Payoff, Maximin, Minimax, Numerical and Types of Games and Types of Strategies. Internals - Test 4

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4	Chap 3: Linear Programming Graphical Problems – Maximization & Minimization Problems, Two Decision variable	Chap 6: Transportation Problems – Maximization and Minimization Problem, Balanced and Unbalanced Problem, Prohibited Problem, Simple Formulation, Multiple Optimal Solution	Chap 9: Program Evaluation & Review Technique – Three Time Estimates of PERT, Optimistic Time, Pessimistic Time, Difference CPM & PERT, Construction of PERT Network,	-----
5	Feasible Region Solution Group Presentations starts	----- -	Mean of Project Completion Time, Standard Deviation and variance of Activities	-----

Remarks by H.O.D.: Mou

Sign. : Sunny

Date: 5/1/2021


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20-21-JAN/ D – TTP-SFC/BMS/FTKS/03

Academic Year: 2020-21

Term: Sem. IV

Department: BAF Class: TYBMS A

Subject: INTERNATIONAL FINANCE

Name of the Faculty: Dr. KAVITA SHAH

Week	January	February	March	April
1		<p>1.4 Foreign Exchange Quotations</p> <p>1.4 Foreign Exchange Quotations</p> <p>Internals - Test 1</p>	<p>2.4 Annualized forward margin and Holgate's principle</p> <p>2.4 Annualized forward margin and Holgate's principle</p> <p>Internals - Test 2</p>	<p>Unit IV- International Capital Budgeting, International Tax environment and International Project Appraisal</p> <p>4.1 Forex risk and risk management methods</p>
2	<p>Unit I- Introduction to International Finance</p> <p>1.1 Introduction to International Finance</p>	<p>Unit II – Foreign Exchange Market</p> <p>2.1 Need, Characteristics, Function, Structure and Participants. Settlement System of foreign currency</p>	<p>Unit III – International Equity Market, International Bond Market and Arbitrage</p> <p>3.1 International equity market</p>	<p>4.2 International Capital Budgeting</p> <p>4.2 International Capital Budgeting</p> <p>4.3 International Tax Environment</p> <p>4.3 International Tax Environment</p>
3	<p>1.2 Balance of Payments and currency convertibility</p> <p>1.2 Balance of Payments and currency convertibility</p> <p>Individual Presentations start</p>	<p>2.2 Exchange rate regime in India</p> <p>2.2 FERA and FEMA regulations in India</p>	<p>3.2 Euro Currency Market and Euro Bond Market</p> <p>3.2 Euro Currency Market and Euro Bond Market</p>	<p>4.4 International Project Appraisal</p> <p>4.4 International Project Appraisal</p> <p>Internal - Test 4</p>
4	<p>1.3 Evolution of International Monetary System</p> <p>1.3 Gold Standard, Bretton Woods, Fixed and</p>	<p>2.3 FEDAI and CCIL</p> <p>2.3 FEDAI and CCIL</p>	<p>3.3 Arbitrage- Geographical and Triangular</p> <p>3.3 Arbitrage – Geographical and triangular</p>	<p align="center"><i>M Datta</i></p> <p align="center">MANAGEMENT REPRESENTATIVE ISO 9001 : 2015 NAGINDAS KHANDWALA COLLEGE (AUTONOMOUS) MALAD (W), MUMBAI - 400 064</p>

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5	Flexible ERS		<p>3.4 International Fischer Effect – Covered and uncovered interest arbitrage</p> <p>3.4 International Fischer Effect – Covered and uncovered interest arbitrage</p> <p>Internals – Test 3</p>	
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Sign. : Kanta

Date: 5/1/2021

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20-21-JAN/D-TTP-SFC/BMM/PTKC/04

Academic Year: 2020-21
Department: BMS

Term: Sem. II
Class: TYBMS - A

Name of the Faculty: Mr. Karan Chitroda
Subject: Innovative Financial Services (IFS)

Week	January	February	March	April
1		Factoring and Forfaiting: <ul style="list-style-type: none"> • Introduction • Types of Factoring • Factoring cost • Advantages & Disadvantages • Distinguish between Factoring & Forfaiting 	Unit 3: Financial Services and its Mechanism: Lease and Hire Purchase: <ul style="list-style-type: none"> • Meaning • Types of Lease • Leasing in India • Advantages & Disadvantages • Definition of Hire Purchase • Advantages & its disadvantages • Characteristics 	Securitization: <ul style="list-style-type: none"> • Definition • Distinguish between Securitization and Factoring • Features of Securitization • Special Purpose Vehicle (SPV)
2	Unit 1: Introduction to Traditional Financial Services <ul style="list-style-type: none"> • Meaning • Characteristics • Importance 	<ul style="list-style-type: none"> • Working of Forfaiting • Benefits & its drawbacks • Practical problems Bill Discounting: <ul style="list-style-type: none"> • Introduction • Distinguish between Factoring & Bill Discounting • Bill Market Schemes 	Housing Finance: <ul style="list-style-type: none"> • Introduction • Sources • Housing Finance in India • Guidelines for Asset Liability Management Internal Assignments	<ul style="list-style-type: none"> • Securitization Mechanism • Benefits of Securitization • New Guidelines on Securitization • Securitizable Assets

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3	<ul style="list-style-type: none"> • Functions • Problems faced by Financial Services Sector 	Unit 4: Consumer Finance & Credit Rating Consumer Finance: <ul style="list-style-type: none"> • Introduction • Sources & Types • Consumer Finance Practice in India • Consumer Credit Scoring • Mechanics of Consumer Finance • Terms, Pricing & Marketing 	Venture Capital: <ul style="list-style-type: none"> • Introduction • Features • Types & Stages of Venture Capital Financing • Process • Disinvestment mechanisms 	Revision and clearing of doubts. Internal Test – 19.04.2021
4	<ul style="list-style-type: none"> • Growth of Financial Services in India • Problems in Financial Services 	Plastic Money: <ul style="list-style-type: none"> • Types of Plastic Money • Growth of Plastic Money in India • Prevention of frauds & misuse • Consumer Protection Credit Rating: <ul style="list-style-type: none"> • Meaning & Origin • Advantages & Limitations of Rating • Credit Rating Agencies • Regulatory Framework • Credit Rating Process 	Projects and presentations.	<hr style="border-top: 1px dashed black;"/>
5	<ul style="list-style-type: none"> • Banking and Non-banking companies • Regulatory 	Internal assignments. Internal Test – 24.02.2021	Unit 2: Issue Management and Securitization:	<hr style="border-top: 1px dashed black;"/>


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<p>Framework</p> <p>Internal Test – 27.01.2021</p>	<p>---</p>	<ul style="list-style-type: none"> • Intermediaries and its functions • Stock Broking • Stock Trading <p>Internal Test – 31.03.2021</p>	<p>NP</p>
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Remarks by H.O.D.: Mous

Sign. : KC

Date: 5TH January 2021

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20-21-JAN/ D – TTP-SFC/BMS/05

Academic Year: 2020-21

Term: Sem. VI

Department: BMS Class: TYBMS A

Subject: Project Management

Name of the Faculty: Darshan Shah

Week	January	February	March	April
1	-----	Project Manager & Internal Exam	Operational Analysis	Modern Development in Project Management
2	Introduction to Project Management	Project Planning	Fund Estimation in Project	Presentation
3	Organisational Structure	Project Feasibility Analysis	Risk Management in project	Project Monitoring and Controlling Project Termination and solving project Management problems
4	Project Selection	. Market Analysis & Technical Analysis	. Cost Benefit Analysis	
5	Project Selection	-----	Cost Benefit Analysis & Internal Exam	-----

Remarks by H.O.D.:

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Sign. :

D. Shah, M. Datta

Date: 05/01/2021

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20-21-JAN/ D – TTP-SFC /BMS/FTHT/06

Academic Year: 2020-21

Term: Sem. - VI

Department: BMS

Class: TYBMS A

Subject: Indirect Tax

Name of the Faculty: CA Hardik Thakkar

Topics to be covered				
Week	January	February	March	April
1		Introduction to GST – Concept of Composite supply and mixed supply	<u>Unit 3</u> Time of Supply	Value of supply-Illustrations
2	<u>Unit 1</u> Introduction to GST – Basic concepts	<u>Unit 2</u> Charge of GST- Concept of UTGST	Time of Supply- Special cases	<u>Unit 4</u> Input Tax Credit(ITC)- Introduction
3	Introduction to GST – Important Definitions	Charge of GST- Reverse Charge Mechanism	Place of Supply-Introduction	Input Tax Credit(ITC)- Manner and Sequence of ITC Input Tax Credit(ITC)- Illustrations Revision and Internal test 4
4	Introduction to GST – Supply Under GST	Charge of GST-Exemptions Under GST Composition Scheme- Internal test 2	Place of Supply-Illustrations	
5	Supply Under GST Internal test 1		Value of supply- Introduction Internal Test 3	

Remarks by H.O.D.:

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Sign. :

Hardik

M Datta

Date: 5/1/2021

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20-21-JAN/ D – TTP-SFC/BMS/FTMM/07

Academic Year: 2020-21

Term: Sem. VI +

Department: BMS Class: TYBMS B

Subject: Brand Management

Name of the Faculty: Dr. Mona Mehta

Week	January	February	March	April
1		Unit I- Introduction to Brand Management Brand Positioning: Meaning, Importance, Basis Internals - Test 1	Unit II - Planning and Implementing Brand Marketing Programs: Promotion Strategy: Developing Integrated Marketing Communication Programs Leveraging Secondary Brand Associations to Build Brand Equity: Companies, Countries, Channel of Distribution, Co-branding, Characters, Events Internals – Test 2	Unit IV -Growing and Sustaining Brand Equity a) Designing & Implementing Branding Strategies: • Brand Architecture: Meaning of Brand Architecture, The Brand-Product Matrix, Breadth of a Branding Strategy, Depth of a Branding Strategy • Brand Hierarchy: Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels.
2	Unit I- Introduction to Brand Management Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers.	Unit II - Planning and Implementing Brand Marketing Programs: Brand Elements: Meaning, Criteria for choosing Brand Elements, Types of Brand Elements, Integrating Marketing Programs and Activities.	Unit III - Measuring and Interpreting Brand Performance a) The Brand Value Chain b) Measuring Sources of Brand Equity: • Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association.	Unit IV -Growing and Sustaining Brand Equity Cause Marketing to Build Brand Equity: Meaning of Cause Marketing, Advantages, Green Marketing b) Brand Extensions: • Meaning, Advantages, Disadvantages, Brand Extension and Brand Equity.

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3	Unit I- Introduction to Brand Management Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities, Strategic Brand Management Process	Unit II - Planning and Implementing Brand Marketing Programs: Personalized Marketing: Experiential Marketing, One to One Marketing, Permission Marketing.	Unit III - Measuring and Interpreting Brand Performance Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses c) Young and Rubicam's Brand Asset Valuator.	Unit IV -Growing and Sustaining Brand Equity c) Managing Brands over Time: • Reinforcing Brands, Revitalising Brands d) Building Global Customer Based Brand Equity Internal – Test 4
4	Unit I- Introduction to Brand Management Customer Based Brand Equity model (CBBE), Sources of Brand Equity, Group Presentations starts	Unit II - Planning and Implementing Brand Marketing Programs: Product Strategy: Perceived Quality and Relationship Marketing Pricing Strategy: Setting Prices to Build Brand Equity, Channel Strategy: Direct, Indirect Channels.	Unit III - Measuring and Interpreting Brand Performance d) Measuring Outcomes of Brand Equity • Comparative Methods: Brand based Comparative Approaches, Marketing Based Comparative Approaches, Conjoint Analysis.	
5	Unit I- Introduction to Brand Management Steps of Brand Building including Brand Building Blocks.	-	Unit III - Measuring and Interpreting Brand Performance • Holistic Methods: Residual Approaches, Valuation Approaches: Historical Perspectives and Interbrand's Brand Valuation Methodology. Internals – Test 3	

Remarks by H.O.D.: Now

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Date: 5/1/2021

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20-21-JAN/ D – TTP-SFC/BMS/FTGD/08

Academic Year: 2020-21

Term: Sem. VI

Department: BMS Class: TYBMS B

Subject: Retail Management

Name of the Faculty: Ms. Gargi Dubey

Week	January	February	March	April
1	-----	<p>Unit 2 <u>Retail Consumer and Retail Strategy</u> Retail Consumer/Shopper: Meaning of retail shopper, factors influencing retail shoppers, changing profile of retail shoppers, market research</p> <p>Internal Test 1</p>	<p>Unit 3 <u>Buying Function:</u> 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</p> <p>Presentation</p>	<p><u>Store Design and Layout:</u> Store design- Meaning, objectives, principles, elements of exterior and interior store design, store atmospherics and aesthetics</p> <p>Store layout- Meaning, types: Grid, racetrack, free form Signage and graphics: Meaning, significance, concept of digital signage Feature areas: Meaning, types: Windows, entrances, freestanding displays, end caps, promotional aisles, walls, dressing rooms, cash wraps.</p>
2	<p>Unit :1 <u>Retail Management</u> Introduction and meaning, significance, factors influencing retail management, scope of retail management</p>	<p><u>CRM in Retail:</u> Meaning, objectives Customer retention approaches: Frequent shopper programme, special customer services, personalization, and community</p> <p><u>Retail Strategy:</u> Meaning, steps in developing retail strategy, retail value chain.</p>	<p><u>Concept of Lifestyle Merchandising</u> Private Label: Meaning, need and importance, private labels in India.</p> <p>Retail Pricing: Meaning, considerations in setting retail pricing</p> <p>Pricing Strategies</p>	<p><u>Visual Merchandising and Display:</u> Visual merchandising- Meaning, significance, tools used for visual merchandising</p> <p><u>Mall Management</u> Meaning and components: positioning, zoning, promotion and marketing, facility management, finance management</p>

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		<p>Store Location Selection: Meaning, types of retail locations, factors influencing store location.</p> <p>Presentation</p>	
3	<p>Retail Formats Concept of organized retailing: Factors responsible for the growth of organized retail in India, Multichannel retailing: Meaning and types, e-tailing: meaning, advantages and limitations</p> <p>Emerging Trends in Retailing Impact of globalization on retailing</p>	<p>HRM in Retail: Meaning, significance, functions, organization structure in retail: Meaning, factors influencing designing, organization structure, organization structure for small stores/single stores/independent retailers and retail store chain/department store</p>	<p>Variable pricing and price discrimination- Meaning types: Individualized variable pricing/first degree price Self-selected variable pricing/ second degree price discrimination- clearance and</p> <p>Presentation</p> <p>Legal and Ethical Aspects of Retailing Licenses/Permissions required to start retail store in India ethical issues in retailing, career options in retailing</p> <p>Internal Test 4</p>
4	<p>I.T in Retail: Importance, advantages and limitations, applications of I.T. in retail: EDI, bar coding, RFID Tags, electronic</p>	<p>Unit 3 Merchandise Management Concept, types of merchandise, principles of merchandising,</p> <p>merchandise planning- meaning and process, merchandise category – meaning, importance, components, role of category captain, merchandise procurement/sourcing- meaning, process, sources for merchandise.</p> <p>Internal Test 2</p>	<p>promotional markdowns, coupons, price bundling, multiple – unit pricing Variable pricing by market segment/ third degree price discrimination</p> <p>Internal Test 3</p>
5	<p>FDI in retailing: Meaning, need for FDI in Indian retail scenario Franchising: Meaning, types, advantages and limitations, franchising in India Green retailing, airport retailing</p>	-	<p>Managing and Sustaining Retail</p> <p>Retail Store Operations: Meaning, responsibilities of store manager, the 5 S's of retail operations (systems, standards, stock, space, staff)</p>

Remarks by H.O.D.:

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Sign. :

[Signature]

Date: 05/01/2021

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20-21-JANUARY/D-TTP-SFC/BMS/FTGK/09

Academic Year: 2020-21

Term: Sem. VI

Name of the Faculty: Ms. Geetha Krishnan

Department: BMS

Class: TYBMS-B


Subject: Media Planning and Management

Week	January	February	March	April
1		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. Television- Meaning, factors affecting selection of television media.	Media cost, market task, pricing, frequency of purchase. Importance of media budget: 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.	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.

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Week	January	February	March	April
2	<p>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. Role and importance of media in consumer buying decision, role of media planner, challenges of media planning, organization structure of media company, regulatory framework and legal aspects in media planning.</p>	<p>decisions, advantages and limitations. Radio- Meaning, factors affecting selection of radio media decision,</p>	<p>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, art of media buying – negotiation in media buying, plan presentation and client feedback, Criteria in media buying.</p>	<p>Evaluating Other Media Buys: Radio Buys, Outdoor Buys, Cinema Buys, Internet Buys, and Mobile Buys.</p>
3	<p>Media Research: Meaning, role and importance, Sources of Media Research: Audit bureau of circulation, press audits. National Readership Survey/IRS, Businessmen's Readership Survey, TRP, National Television Study, ADMAR Satellite Cable Network Study, reach and coverage study, CIB Listenership Survey.</p>	<p>advantages and limitations. Out of Home (OOH)- Meaning, types of OOH, factors affecting OOH planning decision, advantages and limitations. Media Strategy: Meaning, need for media strategy, situation analysis for media strategy and its components. Steps in formulating media strategies:</p>	<p>Media Scheduling: Meaning, importance Factors affecting scheduling: Sales pattern, purchase cycle, product availability, competitive activity, marketing task, budget constraints, target group. Emphasis, multiple spotting, teasers. Developments in International Marketing Media Measurement: Basic Metrics: Reach, cumulative / frequency Reach, discrete & cumulative distribution, average</p>	<p>Revision and clearing of doubts. Internal Test – 7.04.2021.</p> <p style="text-align: center;"><i>M Datta</i> MANAGEMENT REPRESENTATIVE ISO 9001 : 2015 NAGINDAS P. JAIN WALA COLLEGE MALAD (W), MUMBAI - 400 084</p>

Week	January	February	March	April
			<p>opportunity to see (AOTS), effective frequency/Reach</p> <p>Television Metrics: Dairy v/s people meter.</p>	
4	<p>Media Mix and Media Strategy</p> <p>Media Mix: Meaning, need for media mix, identifying audience for mass media,</p>	<p>Defining the target group, market prioritization, media weights, media mix, media scheduling. Media Budgeting, Buying & Media Budget Meaning: Factors to be considered while framing a budget: Advertising task, competitive framework, market dominance, market Coverage.</p> <p>Internal assignments Submissions and Project work presentations Internal Test – 24.02.2021</p>	<p>TRP, TVR, program reach & time spent, stickiness index, ad viewership Radio Metrics.</p> <p>Arbitron radio rating. Print Metrics: Circulation, average issue readership (AIR), total or claimed reader, sole or solus reader. OOH Metrics: Traffic Audit Bureau (TAB) Benchmarking Metrics:</p>	
5	<p>factors affecting media mix decision, types of media mix decisions: Internal Test – 27.01.2021</p>		<p>Share, profile, and selectivity Index Plan Metrics: Gross Rating Points (GRP), Gross Impressions (GI), Share of Voice (SOV). 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</p> <p>Internal Test – 24.03.2021</p>	<p>-----</p>


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Remarks by H.O.D.: None

Sign. : _____

Date: 5TH January 2021

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TERMWISE TEACHING PLAN

20-21-JAN/ D – TTP-SFC/BMS/10

Academic Year: 2020-21

Term: Sem. VI

Department: BMS Class: TYBMS B

Subject: Sports Marketing

Name of the Faculty: Ashish Mathur

Week	January	February	March	April
1	-----	features of sports marketing, Model of sports Industry, Implementation of sports marketing programme Environment & Research in Sports Marketing: Environmental factors, individual decision making for sports involvement, role of research in sports marketing: types of primary market research, common problems in sports marketing research	Promotion & Distribution Strategies in Sports Marketing	Legal Aspects & Marketing of major Sport Events Cross impact among the 5Ps of sports marketing mix
2	. Sports Marketing: Introduction, Environment & Research Introduction to sports marketing:	The sports Product, Pricing Strategies & Sponsorship The sports products: Core & extensions, key issues in sports products strategy	Promotional strategies: Promotional concepts & practice, components of promotion mix for sports marketing:	Legal aspects of sports marketing: Endorsement agreement, Player agreement, Franchise agreement & Sponsorship agreement
3	Sports marketing definition & characteristics, marketing myopia in sports, distinctive factors,	managing sports brands, brand equity: benefits & development, Sales: Definition, sales approaches used in sports, selling sports to the community Pricing strategies The basics of pricing, core issues, factors affecting pricing Sponsorship:	Sales promotion, sponsorship, public relation, digital marketing & advertising. Media options in sports marketing, Distribution strategies: M. Datta	Marketing of major sport events: Olympic Games, Commonwealth Games, ICC Cricket World Cup, Indian Premier League, FIFA Football World Cup, Wimbledon

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4	decision making for sports involvement, role of research in sports marketing	Definition, growth of sponsorship, evaluating and ensuring sponsorship effectiveness, selling the sponsorship, ethical issues in selling the sponsorships	Placing core products & their extensions, the facility: marketing channels	
5	: types of primary market research, common problems in sports marketing research	----- -	the product-place matrix	-----

Remarks by H.O.D.: Syllabus as per autonomy

Date: 5/1/2021

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Class Test dates

Unit I – 18TH feb 2021
 Unit II – 4TH March 2021
 Unit III – 18th March 2021
 Unit IV – 10nd April 2021

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TERMWISE TEACHING PLAN

20-21-Jan/ D – TTP-SFC/BMS/PT/KS/01

Academic Year: 2020-21
Department: BMS Class: SYBMS A

Term: Sem. IV
Subject: Business Economics Name of the Faculty: Ms. Kinnarie Singh

Week	January	February	March	April
1	-----	Unit III: Constituents of Fiscal Policy Fiscal Policy, Union Budget, Internals – Test 1	Foreign Investment Internals – Test 2	Short Run Economic Fluctuations, Aggregate Demand & Aggregate Supply
2	Unit II: Money, Inflation & Monetary Policy: Money Supply, Demand for Money	Public Debt, Public Expenditure	Foreign Exchange	Consumption Function, Investment Functions
3	Inflation	Public Revenue	Foreign Exchange Market	Internal – Test 4
4	Monetary Policy Group Presentations starts	Unit IV: Open Economy: Theory & Issues of International Trade Balance of Payments	Unit I: Introduction to Macroeconomics Data & Theory Introduction Internals – Test 3	
5	-----	-----	Circular flow of aggregate income & expenditure	-----

Remarks by H.O.D.: Syllabus as per Autonomy
Date: 10/01/21

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20-21-Jan/ D – TTP-SFC/BMS/PT/KS/02

Academic Year: 2020-21
Department: BMS Class: SYBMS B

Term: Sem. IV
Subject: Business Economics Name of the Faculty: Ms. Kinnarie Singh

Week	January	February	March	April
1	-----	Unit III: Constituents of Fiscal Policy Fiscal Policy, Union Budget, Internals – Test 1	Foreign Investment Internals – Test 2	Short Run Economic Fluctuations, Aggregate Demand & Aggregate Supply
2	Unit II: Money, Inflation & Monetary Policy: Money Supply, Demand for Money	Public Debt, Public Expenditure	Foreign Exchange	Consumption Function, Investment Functions
3	Inflation	Public Revenue	Foreign Exchange Market	Internal – Test 4
4	Monetary Policy Group Presentations starts	Unit IV: Open Economy: Theory & Issues of International Trade Balance of Payments	Unit I: Introduction to Macroeconomics Data & Theory Introduction Internals – Test 3	
5	-----	-----	Circular flow of aggregate income & expenditure	-----

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20-21-Jan / D – TTP- JAN/SF/BMS/FT/MM/03

Academic Year: 2020-21

Term: Sem. IV

Department: B.M.S Class: SYBMS-A Subject: Business Research Methods Name of the Faculty: Dr. Mona Mehta

Week	Jan	Feb	Mar	April
1		<p>Unit 2 - Research Design, Sampling and Scales</p> <p>Research design– Meaning, definition, need and Importance, steps in research design, Essentials of a good research design, Areas / Scope of research design.</p>	<p>Unit 3 - Primary and Secondary Data</p> <p>a) Observation- i) structured and unstructured, ii) disguised and undisguised, iii) mechanical observations (use of gadgets) b) Experimental i) Field ii) Laboratory.</p>	<p>Unit 4 - Data analysis, interpretation and report writing</p> <p>Processing of data– i) Editing- field and office editing, ii) coding– meaning and essentials, iii) tabulation – note</p>
2	<p>Unit 1 - Introduction to Business Research Methods</p> <p>Meaning and objectives of research, when research is necessary and unnecessary, threats to marketing research.</p>	<p>Unit 2 - Research Design, Sampling and Scales</p> <p>Sampling– a) meaning of sample and sampling, b) methods of sampling- i) Non Probability Sampling– Convenient, Judgment, Quota, Snow ball ii) Probability– Simple Random, Systematic, Stratified, Cluster, Area, Multi Stage.</p>	<p>Unit 3 - Primary and Secondary Data</p> <p>c) Interview – i) Personal Interview ii) focused group, iii) in- depth interviews -Method, d) Survey– Telephonic survey, Mail, E-mail, Internet survey, Social media and Media listening.</p>	<p>Unit 4 - Data analysis, interpretation and report writing</p> <ul style="list-style-type: none"> • Analysis of data-Meaning, Purpose, types. • Interpretation of data-Essentials, importance and Significance of processing data • Multivariate analysis– concept only
3	<p>Unit 1 - Introduction to Business Research Methods</p>	<p>Unit 2 - Research Design, Sampling and Scales</p>	<p>Unit 3 - Primary and Secondary Data</p> <p>e) Survey instrument– i) Questionnaire</p>	<p>Unit 4 - Data analysis, interpretation and report writing</p>

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	Types of research— a) Pure, Basic and Fundamental b) Applied, c) Empirical d) Scientific & Social e) Historical f) Exploratory g) Descriptive h) Causal.	Types of scales - i) Likert scale, ii) Semantic Differential scale iii) Rating methods – itemised rating scale, rank-order scale, constant sum scale, graphic rating scales. Internals – Test 2	designing.	Report writing – i) Meaning, importance, functions of reports, essential of a good report, content of report, steps in writing a report, Bibliography • Ethics and research • Objectivity, Confidentiality and anonymity in Research • Plagiarism Internals – Test 4
4	Unit 1 - Introduction to Business Research Methods • Concepts in Research: Variables, Qualitative and Quantitative Research. Stages in research process. • Characteristics of Good Research.	Unit 3 - Primary and Secondary Data Types of data and sources-primary and secondary data sources • Methods of collection of primary data.	Unit 3 - Primary and Secondary Data f) Types of questions– i) structured/ close ended and ii) unstructured/ open ended, iii) Dichotomous, iv) Multiple Choice Questions. Internals – Test 3	-----
5	Unit 1 - Introduction to Business Research Methods Hypothesis-Meaning, Nature, Significance, Types of Hypothesis, Sources. Internals – Test 1 Group Presentations Starts	-----	-----	-----

Remarks by H.O.D.: Syllabus as per Autonomy

Date: 2 Jan 2021

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TERMWISE TEACHING PLAN

20-21-Jan/ D – TTP- JAN/SF/BMS/FT/MM/04

Academic Year: 2020-21

Term: Sem. IV

Department: B.M.S

Class: SYBMS-B

Subject: Business Research Methods

Name of the Faculty: Dr. Mona Mehta

Week	Jan	Feb	Mar	April
1		<p>Unit 2 - Research Design, Sampling and Scales</p> <p>Research design– Meaning, definition, need and Importance, steps in research design, Essentials of a good research design, Areas / Scope of research design.</p>	<p>Unit 3 - Primary and Secondary Data</p> <p>a) Observation- i)structured and unstructured, ii) disguised and undisguised, iii)mechanical observations (use of gadgets) b) Experimental i)Field ii) Laboratory.</p>	<p>Unit 4 - Data analysis, interpretation and report writing</p> <p>Processing of data– i) Editing- field and office editing, ii)coding– meaning and essentials, iii) tabulation – note</p>
2	<p>Unit 1 - Introduction to Business Research Methods</p> <p>Meaning and objectives of research, when research is necessary and unnecessary, threats to marketing research.</p>	<p>Unit 2 - Research Design, Sampling and Scales</p> <p>Sampling– a) meaning of sample and sampling, b) methods of sampling-i)Non Probability Sampling– Convenient, Judgment, Quota, Snow ball ii) Probability– Simple Random, Systematic, Stratified, Cluster, Area, Multi Stage.</p>	<p>Unit 3 - Primary and Secondary Data</p> <p>c) Interview – i) Personal Interview ii)focused group, iii) in- depth interviews -Method, d) Survey– Telephonic survey, Mail, E-mail, Internet survey, Social media and Media listening.</p>	<p>Unit 4 - Data analysis, interpretation and report writing</p> <ul style="list-style-type: none"> • Analysis of data-Meaning, Purpose, types. • Interpretation of data-Essentials, importance and Significance of processing data • Multivariate analysis– concept only

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3	Unit 1 - Introduction to Business Research Methods Types of research– a) Pure, Basic and Fundamental b) Applied, c) Empirical d) Scientific & Social e) Historical f) Exploratory g) Descriptive h) Causal.	Unit 2 - Research Design, Sampling and Scales Types of scales - i) Likert scale, ii) Semantic Differential scale iii) Rating methods – itemised rating scale, rank-order scale, constant sum scale, graphic rating scales. Internals – Test 2	Unit 3 - Primary and Secondary Data e) Survey instrument– i) Questionnaire designing.	Unit 4 - Data analysis, interpretation and report writing Report writing – i) Meaning, importance, functions of reports, essential of a good report, content of report, steps in writing a report, Bibliography • Ethics and research • Objectivity, Confidentiality and anonymity in Research • Plagiarism Internals – Test 4
4	Unit 1 - Introduction to Business Research Methods • Concepts in Research: Variables, Qualitative and Quantitative Research. Stages in research process. • Characteristics of Good Research.	Unit 3 - Primary and Secondary Data Types of data and sources– primary and secondary data sources • Methods of collection of primary data.	Unit 3 - Primary and Secondary Data f) Types of questions– i) structured/ close ended and ii) unstructured/ open ended, iii) Dichotomous, iv) Multiple Choice Questions. Internals – Test 3	
5	Unit 1 - Introduction to Business Research Methods Hypothesis– Meaning, Nature, Significance, Types of Hypothesis, Sources. Internals – Test 1 Group Presentations Starts			

Remarks by H.O.D.: Syllabus as per Autonomy

Date: 2 Jan 2021

None

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TERMWISE TEACHING PLAN

20-21-Jan / D – TTP-SFC/BMS/FT/GD/05

Academic Year: 2020-21

Term: Sem. IV

Department: BMS Class: SYBMS -A

Subject: Change Management

Name of the Faculty: Ms. Gargi Dubey

Week	January	February	March	April
1		Team Change –concept, need, importance and limitation. Internal Test 1	Impact of Resistance to change to Organization and Individual.	Learning Organization- concept, process, and discipline of Senge Approach Presentation
2	Unit :1 Introduction Introduction and levels of change, importance, imperatives of change, forces of change. Organizational culture and change	Change Agents -types, roles and competencies of change agent, agent styles, areas of change agent. Presentation	Six Box Model: Minimizing RTC. OD Interventions to overcome change- meaning and importance	Senge Approach Knowledge organization- concept, evolution, importance and process
3	Types and Models of Change – Kurt Levin’s change model, action research, expanded process model, A.J. Leavitt’s	Unit 3 Resistance to Change Change and its Impact– resistance to change and sources-sources of individual	Team intervention, role analysis technique, coaching and mentoring,	Case study on smart change leaders, case lets on action research Internal Test 4

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	Model.	resistance,	
4	Change Model Presentation	Internal Test 2 sources of organizational resistance. Overcoming Resistance to Change – manifestations of resistance	T-group, job expectations technique, behaviour modification, managing role stress. Presentation
5	Unit 2 Impact of Change Change and its Implementation– individual change: concept, need, importance and risk of not having individual perspective	-	Unit 4 Effective Implementation of change Systematic approach to change, client and consultant relationship Internal Test 3

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TERMWISE TEACHING PLAN

20-21-Jan/ D – TTP-SFC/BMS/FT/GD/06

Academic Year: 2020-21

Term: Sem. IV

Department: BMS Class: SYBMS -B

Subject: Change Management

Name of the Faculty: Ms. Gargi Dubey

Week	January	February	March	April
1		Team Change –concept, need, importance and limitation. Internal Test 1	Impact of Resistance to change to Organization and Individual.	Learning Organization- concept, process, and discipline of Senge Approach Presentation
2	Unit :1 Introduction Introduction and levels of change, importance, imperatives of change, forces of change. Organizational culture and change	Change Agents -types, roles and competencies of change agent, agent styles, areas of change agent. Presentation	Six Box Model: Minimizing RTC. OD Interventions to overcome change- meaning and importance	Senge Approach Knowledge organization- concept, evolution, importance and process
3	Types and Models of Change – Kurt Levin’s change model, action research, expanded	Unit 3 Resistance to Change Change and its Impact– resistance to change and	, Team intervention, role analysis technique, coaching and mentoring,	Case study on smart change leaders, case lets on action research <i>M Datta</i>

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	process model, A.J. Leavitt's Model.	sources-sources of individual resistance,		Internal Test 4
4	Change Model Presentation	Internal Test 2 sources of organizational resistance. Overcoming Resistance to Change – manifestations of resistance	T-group, job expectations technique, behaviour modification, managing role stress. Presentation	
5	Unit 2 Impact of Change Change and its Implementation- individual change: concept, need, importance and risk of not having individual perspective	-	Unit 4 Effective Implementation of change Systematic approach to change, client and consultant relationship Internal Test 3	

Remarks by H.O.D.: Syllabus as per Autonomy *New*

Date: 10/01/21

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TERMWISE TEACHING PLAN


20-21-Jan/ D – TTP-SFC/BMS/FT/SD/07

Academic Year: 2020-21

Term: Sem. IV

Department: BMS Class: SYBMS A

Subject: Production & Total Quality Management Name of the Faculty: Ms. Sheetal Desai

Week	January	February	March	April
1	-----	Inventory Management: Importance–Inventory Control Techniques ABC, VED, FSN, GOLF, XYZ, SOS, HML	Product & Service Quality Dimensions, SERVQUAL Characteristics of quality, quality assurance, quality circle: objectives of Quality Circles, Ishikawa Fish Bone - applications in organizations.	ISO 9000, ISO 1400, QS9000
2	Unit I: Production Management Objectives, Components–Manufacturing systems: intermittent and continuous production systems. Product development, classification and product design	EOQ: Assumptions limitations & advantages of Economic Order Quantity, Simple numerical on EOQ, Lead Time, Reorder Level, Safety Stock. Internals – Test 2	Simple numerical on productivity. Internals – Test 3	Malcolm Baldrige National Quality Award(MBNQA),
3	Plant Location & Plant Layout– Objectives, principles of good product layout, types of layout. Importance of purchase management Internals - Test 1	Unit III: Basics Of Productivity & TQM: Concepts of productivity, modes of calculating productivity. Importance Of Quality Management, factors affecting quality;	Unit IV: Quality Improvement Strategies & Certifications: Lean Thinking, Kepner Tregor methodology of problem solving.	Deming's Application Prize Internal – Test 4 

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4	Unit II: Materials Management Concept, objectives and importance of materials management, various types of material handling systems Group Presentations starts	TQM– concept and importance, cost of quality, philosophies and approaches to quality: Edward Deming, J. Juran , Kaizen , P. Crosby's philosophy.	Sigma features, Enablers, goals, DMAIC/DMADV
5	various types of material handling systems	-	Taguchi's quality engineering

Remarks by H.O.D.: Syllabus as per Autonomy

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TERMWISE TEACHING PLAN

20-21-Jan/ D – TTP-SFC/BMS/FT/SD/08

Academic Year: 2020-21

Term: Sem. IV

Department: BMS Class: SYBMS B

Subject: Production & Total Quality Management Name of the Faculty: Ms. Sheetal Desai

Week	January	February	March	April
1	-----	Inventory Management: Importance–Inventory Control Techniques ABC, VED, FSN, GOLF, XYZ, SOS, HML	Product & Service Quality Dimensions, SERVQUAL Characteristics of quality, quality assurance, quality circle: objectives of Quality Circles, Ishikawa Fish Bone - applications in organizations.	ISO 9000, ISO 1400, QS9000
2	Unit I: Production Management Objectives, Components–Manufacturing systems: intermittent and continuous production systems. Product development, classification and product design	EOQ: Assumptions limitations & advantages of Economic Order Quantity, Simple numerical on EOQ, Lead Time, Reorder Level, Safety Stock. Internals – Test 2	Simple numerical on productivity. Internals – Test 3	Malcolm Baldrige National Quality Award(MBNQA),
3	Plant Location & Plant Layout– Objectives, principles of good product layout, types of layout. Importance of purchase management Internals - Test 1	Unit III: Basics Of Productivity & TQM: Concepts of productivity, modes of calculating productivity. Importance Of Quality Management, factors affecting quality;	Unit IV: Quality Improvement Strategies & Certifications: Lean Thinking, Kepner Tregor methodology of problem solving.	Deming's Application Prize Internal – Test 4

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4	Unit II: Materials Management Concept, objectives and importance of materials management, various types of material handling systems Group Presentations starts	TQM- concept and importance, cost of quality, philosophies and approaches to quality: Edward Deming, J. Juran , Kaizen , P. Crosby's philosophy.	Sigma features, Enablers, goals, DMAIC/DMADV	
5	-----	-----	Taguchi's quality engineering	-----

Sign. : Sheetal

Remarks by H.O.D.: Syllabus as per Autonomy Mous

Date: 10th Jan 2021

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20-21-Jan/ D – TTP-SFC/BMS/PT/TS/09

Academic Year: 2020-21

Term: Sem. IV

Department: BMS Class: SYBMS A

Subject: Information Technology in Management- II Name of the Faculty: Dr. Trupti Shah

Week	January	February	March	April
1	-----	Decision support system - Definition ,Relationship with MIS Evolution of DSS, characteristics, classification, objectives, components, applications of DSS	Unit- 2 Data mining and CRM: CRM and workflow automation. • Concept of E-SCM - Strategic advantages, benefits, ESCM components and chain architecture • Major Trends in e-SCM. • Case studies ERP/SCM/CRM Unit- 3 Demo of creating table and building relationships-	Unit- 4 Outsourcing- Introduction to Outsourcing: Meaning of outsourcing, need for outsourcing, and scope of outsourcing. Outsourcing: IT and Business Processes. • Business Process Outsourcing (BPO) Introduction
2	Unit- 1 Management Information System- Management Information System - definition, characteristics. • Subsystems of MIS (activity and functional subsystems).	Unit- 2 ERP/E-SCM/E-CRM- Concepts of ERP. • Architecture of ERP - Generic modules of ERP	Unit- 3 Introduction to DBMS. Meaning of DBMS, Need for using DBMS. Concepts of tables, records, attributes, keys, integrity constraints, schema architecture, data independence.	BPO Vendors How does BPO Work? BPO service scope Benefits of BPO BPO and IT Services Project Management approach in BPO BPO and IT-enabled services- BPO Business Model Strategy for Business Process Outsourcing
3	Structure of MIS. • Reasons for failure of MIS- Use of MIS in practical way-	Applications of ERP. • ERP Implementation concepts - ERP lifecycle • Concept of XRP (extended ERP). Unit- 3 Demo of Database in	Data Warehousing and Data Mining - Concepts of data warehousing, Importance of data warehouse for an organization,- Characteristics of data warehouse, Functions of data	Process of BPO ITO Vs. BPO • BPO to KPO Meaning of KPO KPO vs. BPO KPO : opportunity and scope KPO challenges KPO Indian Scenario • Outsourcing in

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		Access-	warehouse,	Cloud Environment Cloud computing offerings • Traditional Outsourcing Vs. Cloud Computing
4	Understanding major functional systems. Marketing and sales systems, finance and accounting systems, Manufacturing and production systems, Human resource systems.	Features of commercial ERP software, Study of SAP, Oracle Apps, MS Dynamics NAV, and PeopleSoft. • Concept of e-CRM E-CRM solutions and its advantages, How technology helps? • CRM capabilities and customer life cycle - Privacy issues and CRM.	Data warehouse architecture, Business use of data warehouse. Standard Reports and queries- Preparing reports with examples and demo- Use of MIS and Tally to prepare reports in Balancesheet format	Doubt solving-
5	Inventory systems. • Sub systems, description and organizational levels	-	Data Mining The scope and the techniques used. Business applications of data warehousing and data mining.	

Remarks by H.O.D.: Syllabus as per Autonomy
Date: 10/1/2021

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20-21-Jan/ D – TTP-SFC/BMS/FT/TS/10

Academic Year: **2020-21**
 Department: **BMS** Class: **SYBMS B**

Term: **Sem. IV**
 Subject: **Information Technology in Management- II** Name of the Faculty: **Dr. Trupti Shah**

Week	January	February	March	April
1	-----	Decision support system - Definition, Relationship with MIS Evolution of DSS, characteristics, classification, objectives, components, applications of DSS	Unit- 2 Data mining and CRM: CRM and workflow automation. • Concept of E-SCM - Strategic advantages, benefits, ESCM components and chain architecture • Major Trends in e-SCM. • Case studies ERP/SCM/CRM Unit- 3 Demo of creating table and building relationships-	Unit- 4 Outsourcing- Introduction to Outsourcing: Meaning of outsourcing, need for outsourcing, and scope of outsourcing. Outsourcing: IT and Business Processes. • Business Process Outsourcing (BPO) Introduction
2	Unit- 1 Management Information System- Management Information System - definition, characteristics. • Subsystems of MIS (activity and functional subsystems).	Unit- 2 ERP/E-SCM/E-CRM- Concepts of ERP. • Architecture of ERP - Generic modules of ERP	Unit- 3 Introduction to DBMS. Meaning of DBMS, Need for using DBMS. Concepts of tables, records, attributes, keys, integrity constraints, schema architecture, data independence.	BPO Vendors How does BPO Work? BPO service scope Benefits of BPO BPO and IT Services Project Management approach in BPO BPO and IT-enabled services- BPO Business Model Strategy for Business Process Outsourcing
3	Structure of MIS. • Reasons for failure of MIS- Use of MIS in practical way-	Applications of ERP. • ERP Implementation concepts - ERP lifecycle • Concept of XRP (extended ERP). Unit- 3 Demo of Database in	Data Warehousing and Data Mining - Concepts of data warehousing, Importance of data warehouse for an organization,- Characteristics of data warehouse, Functions of data	Process of BPO ITO Vs. BPO • BPO to KPO Meaning of KPO KPO vs. BPO KPO : opportunity and scope KPO challenges KPO Indian Scenario • Outsourcing in

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		Access-	warehouse,	Cloud Environment Cloud computing offerings • Traditional Outsourcing Vs. Cloud Computing
4	Understanding major functional systems. Marketing and sales systems finance and accounting systems, Manufacturing and production systems, Human resource systems,	Features of commercial ERP software, Study of SAP, Oracle Apps, MS Dynamics NAV, and PeopleSoft. • Concept of e-CRM E-CRM solutions and its advantages, How technology helps? • CRM capabilities and customer life cycle - Privacy issues and CRM.	Data warehouse architecture, Business use of data warehouse. Standard Reports and queries- Preparing reports with examples and demo- Use of MIS and Tally to prepare reports in Balancesheet format	Doubt solving-
5	Inventory systems. • Sub systems, description and organizational levels	----- -----	Data Mining The scope and the techniques used. Business applications of data warehousing and data mining.	-----

Remarks by H.O.D.: Syllabus as per Autonomy
Date: 10/1/2021

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20-21-Jan/ D – TTP-SFC/BMS/PT/RNI/11

Academic Year: 2020-21

Term: Sem IV

Department: SFC-BMS Class: SYBMS A Subject: Strategic Cost Management

Name of the faculty : R.N Iyer

Week	JANUARY	FEBRUARY	MARCH	APRIL
1	-----	Unit II: Activity Based Costing : Activity Based Management and Activity Based Budgeting: concept, rationale, issues, limitations.	Unit-III: Strategic cost Management and performance Assessment Cost audit & management audit under Companies Act with reference to strategic assessment of cost & managerial performance	Unit IV: Variance Analysis and Responsibility Accounting Standard Costing (Material, labour, overhead, sales and profit).
2	Unit I: Strategic Cost Management (SCM): Concept and philosophy-objectives of SCM-environmental influences on cost management practices, key elements in SCM-different aspects of Strategic Cost Management:	Design and implementation of Activity Based Costing (Practical Problems on ABC), Life Cycle costing	Strategic Cost-Benefit Analysis of different business restructuring propositions -Entrepreneurial approach to Cost Management.	Responsibility Accounting – introduction, types
3	Value Analysis and Value Engineering, wastage control, disposal management, Business Process Re-engineering	Kaizen costing, Back Flush costing. Evaluation criterion; Return on cash systems; Transfer pricing and divisional performance.	Core competencies , strategic advantages & long-term perspective of Cost Management.	evaluation of profit center and investment center
4	Total Quality Management, Total Productive Maintenance, Energy	Transfer Pricing in International Business, Marginal Costing and Managerial Decision Mix	Six Sigma, Learning Curve, Praise Analysis and Simulation	----- <i>M. Datta</i>

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	Audit, control of total distribution cost and supply cost.	(Practical Problems).		
5	cost reduction and product life cycle costing	-----	-----	-----

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Date: 10/1/2020

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TERMWISE TEACHING PLAN

20-21-Jan/ D – TTP-SFC/BMS/FT/PP/12

Term: Sem IV

Academic Year: 2020-21

Department: SFC-BMS Class: SYBMS Subject: CORPORATE RESTRUCTURING Name of the faculty : POONAM POPAT

Week	JANUARY	FEBRUARY	MARCH	APRIL
1	-----	<p>Assignment submission starts: 3/2/2021</p> <p>UNIT-II: Accounting for Internal Reconstruction: Need for reconstruction and Company Law provisions, distinction between internal and external reconstructions.</p>	<p>Unit-III: Accounting for External Reconstruction: Amalgamation -Merger</p> <p>Takeover and absorption Practical examples</p>	<p>Change in External Aspects on Reorganization - Engagement with statutory authorities, revised ISO Certification and similar other certifications, revisiting past government approvals, decisions and other contracts.</p>
2	<p><u>Unit-I</u> Corporate Restructuring - Historical background, meaning of corporate restructuring, corporate restructuring as a business strategy, need and scope. Planning, formulation and execution of various restructuring strategies</p>	<p>Methods: Alteration of share capital Practical examples</p>	<p>Amalgamation in the nature of merger and purchase; corresponding accounting treatments of pooling of interests and purchase methods respectively. Practical Examples</p>	<p>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.</p>
3	<p>Forms of Restructuring - Merger, Demerger, Reverse Merger, Disinvestment, Takeover/Acquisition, Joint Venture (JV), Strategic Alliance, Franchising and Slump Sale.</p>	<p>Methods: Variation of shareholder rights, sub division, consolidation, surrender Practical examples</p>	<p>Computation and meaning of purchase consideration and problems based on purchase method of accounting only. Practical Examples</p>	<p>Demerger -L&T • Overseas Acquisition - Tata Corus deal • Merger of ICICI with ICICI Bank • Slump Sale - Piramal to Abbott • Dr Reddy Laboratories- multiple restructuring strategies. • Leveraged buy-out - Bharti-Zain • Overseas Acquisition - Daiichi RanBaxy • Acquisition - Patni by IGate</p>

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				INTERNAL TEST-4 ON 17/4/2021
4	Case studies of each type of restructuring with practical example from the corporate sector on Merger, Demerger, Reverse Merger, Disinvestment, Takeover/Acquisition, Joint Venture (JV) INTERNAL TEST-1 ON 30/1/2021	Methods: reissue/cancellation, reduction of share capital, with relevant legal provisions and accounting treatments for same. Practical sums INTERNAL TEST-2 ON 27/2/ 2021	Unit:IV Change in the Internal Aspects on Reorganization – change of name and logo, revised organization chart, communication, employee compensation, benefits and welfare activities, aligning company policies, aligning accounting and internal database management systems, re-visiting internal processes and re-allocation of people. INTERNAL TEST-3 ON 27/3/2021	-----
5	Strategic Alliance, Franchising and Slump Sale.	-----	-----	-----

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Date: 10/1/2020

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Academic Year: 2020-21

Term: II

Class: SYBMS B

Sem: IV

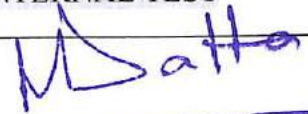
Department: SFC- BMS

Subject: INTEGRATED MARKETING COMMUNICATION

Name of the faculty: MEHA MANDAWEWALA

Week	January	February	March	April
1	Introduction and syllabus Unit 1: Meaning, Features, Evolution, Growth of IMC	INTERNAL TEST Unit 2: Advertising: Features, roles, advantages, disadvantages, types and types of media	Managing (planning, implementation, evaluation, research), publicity, sponsorship (definition, event sponsorship, cause sponsorship, essentials of good sponsorship)	Test market, competitive responses, scanner data, purchase simulation test
2	Promotional Tools, IMC process planning, Role of IMC in marketing GROUP PRESENTATION BEGINS EVERY LECTURE	Sales Promotion: Scope, role, reasons for growth, advantages, disadvantages, types, objectives, strategies, campaign and evaluation.	Personal selling: features, role, advantages, disadvantages, process and importance	Ethics and marketing communication, stereotyping, targeting vulnerable customer, offensive brand message, legal issue, commercial free speech, misleading claims, puffery, fraud, questionable B2B practices.
3	Communication Process, Traditional and alternative response hierarchy	INTERNAL TEST Unit 3: Direct marketing: role objectives, components, tools and alternative media evaluation	INTERNAL TEST Unit 4: Evaluation process, message, advertising, copy testing, emotional reaction, cognitive neuro science, online evaluation and behavioral evaluation	Current trends in IMC, Internet, advertising through internet, PR through internet, sales promotion through internet, direct marketing on internet INTERNAL TEST

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4	Establishing objectives and budgeting, sale vs communication objectives, DAGMAR, Problems in setting objectives, Setting objectives for IMC Program	Public Relations and Publicity: introduction, role, advantages, disadvantages, types, tools	Sales and response rate, POPAI, toll numbers, QR Codes, Facebook likes, response cards, internet response, redemption rate	-----
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Date: 10/01/21

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20-21-Jan/D-TTP-SFC/BMS/PT/GK/ 14

Academic Year: 2020-21

Term: **Sem. IV**

Name of the Faculty: **Ms. Geetha Krishnan**


Department: SFC- BMS

Class: **SYBMS-B**

Subject: **Event Marketing**

Week	January	February	March	April
1		Segmenting, Targeting and Positioning of Events and Concept of Product in Events. Concept of market in events; segmentation and targeting of the market for events; positioning of events-event property.	Networking components: print media, radio, television, internet, outdoor media, direct marketing, sales promotion, public relations, merchandising, and in-venue publicity.	Safety and security of event. Event crisis management.
2	Introduction to Events Definition and meaning of event marketing : the evolution of event marketing, advantages of event marketing, 5 C's of events- conceptualization, costing, canvassing, customization, carrying-out;	Concept of product in events: benefit levels-core, generic, expected, augmented; categories of events: competitive events, based.	Event sponsorship: concept of sponsorship, sponsorship in a communication context, synergy between sponsor and event, identifying potential sponsors, Internal Assignments	Growth of event industry in India. Career in event marketing.

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3	<p>Event designing; reach; interaction-interaction points, direct interaction, indirect interaction, interaction catalysts or enablers.</p> <p>Importance of events as a marketing communication tool</p> <p>events as a marketing tool: the varied marketing needs addressed by events: brand building, Focus on target market.</p>	<p>Concept of Pricing and Promotion in Events</p> <p>☑ Risk rating, setting pricing objectives, understanding local legislations and tax laws, feedback about events.</p>	<p>impact measurement, practical sponsor incentivization, in-kind sponsorship.</p> <p>Projects and presentations.</p>	<p>Revision and clearing of doubts.</p> <p>Internal Test – 10.04.2021</p>
4	<p>Implementation of marketing plan, marketing research, relationship building, creating opportunities for better deals with different media, events and their economic implications.</p>	<p>Artistic expression, cultural celebrations, exhibition events, charitable events, special business events, retail events.</p> <p>Event Variations- Time frame based, concept based, artist based, client industry.</p> <p>Internal assignments.</p>	<p>Trends and Challenges in Event Marketing.</p> <p>E-event marketing, virtual events, societal event marketing.</p>	<p>-----</p>
5	<p>Concept of event creativity, key elements of events: event infrastructure; customer groups; clients; event organizers; venue; media.</p> <p>Internal Test -28.01.21</p>	<p>- Internal Test – 25.02.2021 --</p>	<p>Green event, cause-related event marketing, sports event marketing.</p> <p>Internal Test – 25.03.2021</p>	<p>-----</p> <p><i>M Datta</i></p>

Remarks by H.O.D.: Syllabus as per Autonomy
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20-21-JAN/ D – TTP- SFC / BMS / FTND / 01

Academic Year: 2020-21

Term: Sem. II

Department: SFC-BMS

Class: FYBMS

Subject: Business Communication - II

Name of the Faculty: Nelson Daniel

Week	Topics to be Covered			
	January	February	March	April
1		Presentation Skills Effective use of Transparencies	Group Communication Conference: Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing.	Business Correspondence > Letters under Right to Information (RTI) Act
2		Presentation Skills How to make a Power-Point Presentation 10/02/2021 Internal Test - 1	Group Communication > Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR 10/03/2021 Internal Test - 2	Language And Writing Skills > Reports: Parts, Types, Feasibility Reports, Investigative Reports.

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3	Reading and Presentation Skills ➤ What is reading?	Group Communication Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit	Business Correspondence ➤ Trade Letters: Order, Credit and Status Enquiry, Collection	Language And Writing Skills ➤ Summarisation: Identification of main and supporting/sub points
4	➤ Types of reading. ➤ SQ3R technique of reading.	Group Communication Meetings: 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	Business Correspondence ➤ Letters of Inquiry, Letters of Complaints, Claims,	➤ Presenting these in a cohesive manner. 12/04/2021 Internal Test - 4
5	Presentation Skills Four Principles of Effective Presentation Effective use of OHP	_____	Business Correspondence ➤ Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, 31/03/2021 Internal Test - 3	_____

Remarks by H.O.D.: None

Sign. : Nelson Date: 15/01/2021

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20-21-JAN/ D – TTP- SFC / BMS / FTND / 02

Academic Year: **2020-21**

Term: Sem. **II**

Department: **SFC-BMS**

Class: **FYBMS**

Subject: **Foundation Course -II**

Name of the Faculty: **Nelson Daniel**

Week	Topics to be Covered			
	January	February	March	April
1		Globalization and Indian Society <ul style="list-style-type: none">➤ Impact of globalization on industry: changes in employment and increasing migration	Ecology <ul style="list-style-type: none">➤ Importance of Environment Studies in the current developmental context;	Understanding Stress and Conflict <ul style="list-style-type: none">➤ Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict.
2		Globalization and Indian Society <ul style="list-style-type: none">➤ Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides. 11/02/2021-Internal Test	Ecology <ul style="list-style-type: none">➤ Understanding concepts of Environment, Ecology and their interconnectedness	Managing Stress and Conflict in Contemporary Society <ul style="list-style-type: none">➤ Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualization

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3	Globalization and Indian Society Understanding the concepts of liberalization	Human Rights ➤ Concept of Human Rights; origin and evolution of the concept;	Ecology ➤ Environment as natural capital and connection to quality of human life	Managing Stress and Conflict in Contemporary Society ➤ different methods of responding to conflicts in society;
4	privatization and globalization;	Human Rights ➤ The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution 27/02/2021 Internal Test-2	Ecology ➤ Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment 27/03/2021 Internal Test-3	➤ Conflict- resolution and efforts towards building peace and harmony in society. 17/04/2021 Internal Test-4
5	Globalization and Indian Society ➤ Growth of information technology and communication and its impact manifested in everyday life	<hr/>	Understanding Stress and Conflict ➤ Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual;	<hr/>

Remarks by H.O.D.: Moushumi

Sign. : Nelson Date: 15/01/2021

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20-21 -Jan/ D – TTP- SFC/BMS /FTSJ/03

Academic Year: 2020-21

Term: Sem. II

Department: B.M.S Class: FYBMS

Subject: Business Environment

Name of the Faculty: Dr. Swapna Joshi

Week	January	February	March	April
1	-----	Unit 3: Social and cultural , Technological and competitive Environment Social and cultural Environment: Nature, impact of foreign culture on business, Traditional values and its impact	Unit 4: International Environment : International Environment: GATT/WTO: Objectives and Evolution, Uruguay Round, GATT Vs WTO Assignment 1 given	Challenges Faced by International Business and Investment opportunities for Indian Industry
2		Social audit: Meaning and importance, concept of corporate governance and CSR	Functions of WTO, Pros and Cons of WTO Globalization : Meaning, Nature and stages of Globalization	Unit 2: Political and Legal Environment : Political Institutions : Legislature, Executive , Judiciary, Role of Government in Business, Legal framework
3	Unit 1: Introduction to Business Environment Business : Meaning, definition , nature , scope	Technological Environment : Features, impact of technology on Business. Case study	Features of globalization, Foreign Market Entry Strategies , LPG Model	Economic Environment: Economic system and economic policies, Concept of Capitalism, Socialism and Mixed Economy, Impact of business on private sector and public sector, Challenges

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Vice Principal – Academics

4	Types of business organizations Business Environment: Meaning, characteristics , scope	Competitive Environment: Meaning, Michal Porter's Five Forces Model, Competitive strategies	MNCs: Definition, Meaning, Merits , Demerits , MNCs in India	
5	Significance , components of business environment Micro and Macro Environment: Definition, differentiation, Analysis and SWOT		FDI: Meaning, FDI Concepts and functions, Need for FDI in developing countries , Factors influencing FDI, FDI Operations in India. Assignment 2 given	

Remarks by H.O.D.: Syllabus as per autonomy

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Date: 10th JAN 21

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20-21-Jan/ D – TTP-SFC/BMS/FTKR/04

Academic Year: 2020-21

Department: SFC-BMS Class: FYBMS

Subject: Business Mathematics

Term: Sem II

Name of the Faculty : Kavita Rana

Week	JANUARY	FEBRUARY	MARCH	APRIL
1	-----	Depreciation of Assets: Equated Monthly Installments (EMI) using flat interest rate and reducing balance method.	Transpose of a Matrix, Inverse of a Matrix using ad-joint of a matrix and matrix inversion method,	Application of Derivatives: Maxima, Minima, Average Cost and Marginal Cost, Total Revenue
2	-----	Permutation and Combination: (Simple Problems to be solved with the calculator only).	Application of Matrices in Decision making. Case Studies: Input Output Analysis.	Marginal Revenue, Average Revenue, Average and Marginal Profit, Price Elasticity of Demand.
3	Simple and Compound Interest: Interest compounded once a year, more than once a year,	Determinants of a Matrix of order two or three: Properties and Results, Solving a system of linear equations using Cramer's Rule.	Functions: Algebraic function and the functions used in business and Economics, Break Even and Equilibrium Point.	Finite Differences, forward Difference Operator, Newton's Forward Difference,
4	Continuous, nominal and effective rate of interest.	Matrices: Some important definitions and some important results, Matrix operation	Derivatives of Constant Function, Logarithmic Functions, Polynomial and Exponential Function.	Backward Difference Operator – Newton's Backward Interpolation.
5	Annuity: Present and future value-sinking funds.	-----	Addition, Multiplication, Quotient, Second Order Derivatives.	-----

Remarks by H.O.D.:

MouSign. : Kavita Date: 15/1/2020

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20-21-JAN/ D – TTP-SFC/BMS/FTSD/05

Academic Year: 2020-21

Term: **Sem. II**

Department: **BMS** Class: **FYBMS**

Subject: **Industrial Law**

Name of the Faculty: **Ms. Sheetal Desai**

Week	January	February	March	April
1	-----	Obligation & rights of Employers & Employees, Difference between Strike & Lock Out, Difference between Individual Dispute & Industrial Dispute	The Workmen Compensation Act 1923: Introduction, Employers liability for compensation.	Payment of Bonus Act 1965: Introduction, Minimum Bonus, Maximum Bonus, Set off & Set On.
2	-----	The Trade Union Act, 1926: Objectives, Definitions, Registration, Role, Cancellation of Registration, Dissolution of Trade Union, Amalgamation of Trade Union, Rights & liabilities of Registered Trade Union. Internals - Test 1	. Nature of Employers Liability: The Doctrine of Assumed Risk. The Doctrine of Common Employment The Doctrine of Contributory Negligence. Internals – Test 2	Payment of Gratuity Act 1972: Introduction, Eligibility conditions to receive gratuity, Payment of gratuity
3	Module 1: Industrial Dispute Act 1947: Objectives, Authorities, Award, Settlement.	Module 2: The Factories Act 1948:	Module 3: The Employee State Insurance Act, 1948:	Nomination & Rules for Nomination, <i>M Datta</i> MANAGEMENT REPRESENTATIVE

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		Definitions, Approval, licensing & registration Occupier, Inspecting Staff, Health provision.	Objects, Scope Definition, Insurable Limit, Sickness, Maternity, Disablement, Dependant & Funerals benefit, Offences & penalties, Occupational diseases.	
4	Strikes, Lay-off, Retrenchment, Closure,	Safety Provision & Welfare Provisions.	The Employees Provident Fund & Miscellaneous Provisions Act, 1952: Meaning, Scheme, Contribution, Recovery, Obligation & rights of employers & employees Internals - Test 3	Obligation & rights of Employers & Employees. Internal - Test 4
5	- Lock-out, Arbitration.	----- -	Module 4: The Payment of Wages Act 1936: Definitions, Authorized deductions, Responsibility of Payment of Wages, Fixation of wage period, time of Payment.	-----

Remarks by H.O.D.:

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Date: 15/01/2021

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TERMWISE TEACHING PLAN

20-21-Nov/ D – TTP-SFC/BMS/FTGD/06

Academic Year: 2020-21

Department: BMS Class: FYBMS

Term: Sem. II

Subject: Principles of Marketing

Name of the Faculty: Ms. Gargi Dubey

Week	January	February	March	April
1		<p>Unit 2 <u>Segmentation, Targeting, Positioning, MIS and Consumer Behavior</u></p> <p>Segmentation – Meaning, importance, basis. Targeting – Meaning, evaluating market segments and selecting market segments, concentrated marketing, micromarketing, choosing a target marketing strategy.</p> <p>Internal Test 1</p>	<p>Product Mix</p> <p>New product development – failure of new product, Product life cycle strategies</p> <p>Presentation</p>	<p>Public-Relations – Role and Impact of Public Relations, Major Public Relations tools.</p> <p>Personal Selling – Nature of Personal Selling, The role of sales force.</p>

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2		Positioning – Meaning, strategies, developing a positioning statement	Pricing – Objective, Factors influencing pricing policy and pricing strategy Presentation	Direct Marketing – The new direct marketing model, benefits and growth of direct marketing.
3	Unit 1 Introduction to Marketing Importance of marketing: Definition, Importance of marketing, The 4P's and 4C's of marketing. Marketing v/s Selling.	MIS and Consumer Behaviour Meaning, features and Importance, Consumer Behaviour meaning, Importance, Factors affecting consumer behaviour	Branding Strategy – Building strong brands, Brand equity and Managing Brands. Physical distribution – meaning, Factor affecting channel selection, types of marketing channels	Marketing Strategies in the Digital Age – E-Business, E-Commerce and E-Marketing, Benefits to buyer, Benefits to seller
4	Core Marketing Concepts Needs want and demand, Target markets, positioning & segmentation, Offering and Brands, Value and Satisfaction, Marketing Channels, Supply Chain, Competition, Marketing Environment.	Unit 3 Marketing mix: Meaning – elements of Marketing Mix. Product - Product Services and experience, Levels of Products, Product line decisions, Product mix decisions, Internal Test 2	Unit 4 Advertising, Sales Promotion, Public Relations, Personal Selling, Direct Marketing and Marketing Strategies in the Digital Age Advertising - Setting advertising objectives, Setting the advertising budget, Developing advertising strategy Internal Test 3	E-Market domains (B2C, B2B, C2C, C2B), Click only versus Click and Mortar E-Marketers, Opportunities and Challenges to E-Marketing Internal Test 4
5	Company Orientation towards the Marketplace The Production Concept, The Product Concept, The selling Concept, The Marketing Concept, The Holistic Marketing Concept.	-	Sales Promotion – Objectives, Major sales promotion tools	

Remarks by H.O.D.: Syllabus as per Autonomy

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Date: 10th Jan 21

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DI/F-TTP/00

20-21-JANUARY/D-TTP-SFC/BMM/FT/KC/ 07

Academic Year: 2020-21

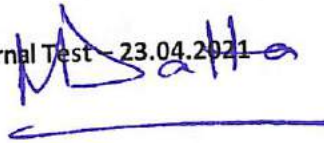
Term: Sem. II

Name of the Faculty: Mr. Karan Chitroda

Department: BMS

Class: FYBMS

Subject: Business Economics I

Week	January	February	March	April
1		Unit 4: Market Structure: <ul style="list-style-type: none"> Short run and long run equilibrium of a firm under Monopoly Monopolistic competition: equilibrium Debate over role of advertising 	Unit 1: Scope and Importance of Business Economics: <ul style="list-style-type: none"> Introduction Scope of Business Economics Basic tools i.e. Opportunity cost, Marginal concepts Basic functional relations – Total, Average and Marginal relations 	Cost concepts: <ul style="list-style-type: none"> Types of costs Cost Output Relationship LAC and Learning Curves Break even analysis
2		<ul style="list-style-type: none"> Oligopolistic markets Collusive and non-collusive oligopoly market Cartels models 	Practical problems on certain concepts Internal Assignments	<ul style="list-style-type: none"> Case Studies Practical problems
3	Unit 2: Demand Analysis: Demand Function: <ul style="list-style-type: none"> Meaning of Demand Meaning of Demand Analysis Determinants/Factors affecting Demand 	Cost oriented pricing methods <ul style="list-style-type: none"> Cost plus pricing Marginal cost pricing Discriminating pricing Multiple product pricing 	Unit 3: Supply and Production Decisions and Cost of Production: Production Function: <ul style="list-style-type: none"> Law of variable proportions Isoquants 	Revision and clearing of doubts. Internal Test – 23.04.2021  MANAGEMENT REPRESENTATIVE ISO 9001 : 2015 NAGINDAS KHANDWALA COLLEGE (AUTONOMOUS) MALAD (W), MUMBAI - 400 064

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			<ul style="list-style-type: none"> Least cost combination of inputs 	
4	<p>Law of Demand</p> <ul style="list-style-type: none"> Demand Concept (Objectives) Nature of Demand curve under different markets 	<p>Case Studies relating to the above Internal assignments.</p> <p>Internal Test – 26.02.2021</p>	<p>Projects and presentations.</p>	
5	<p>Elasticity of Demand:</p> <ul style="list-style-type: none"> Meaning Types of Elasticity of demand Relationship between Elasticity of demand & Revenue concepts <p>Demand Forecasting:</p> <ul style="list-style-type: none"> Meaning Significance Types of Demand Forecasting <p>Internal Test – 29.01.2021</p>		<p>Law of Returns to Scale Economies and diseconomies of scale</p> <p>Internal Test – 29.03.2021</p>	

Remarks by H.O.D.: Syllabus as per Autonomy

Date: 10th January 2021

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