

Academic Calendar and Teaching Plans 2018-19

| ACADEMIC CALENDAR 2018-19 | | | | | | | | |
|----------------------------------|--------------|-----------------------------|-----------------------|------------------------|-----------------------------|-------------------------|----------------------------|--------------------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation |
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) |
| | July | 31 | 05 | - | 26 | Nil | 26 | - |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | - |
| | Nov | 05 | 01 | - | - | 04 | 04 | - |
| Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 |
| II 2018 | Nov | 25 | 03 | - | 05 | Nil | 05 | 17 days (6/11 to 25/11 Term break) |
| | Dec | 31 | 05 | - | 20 | Nil | 20 | 06 days (26/12 to 1/01 Winter break) |
| 2019 | Jan | 31 | 04 | 01 | 25 | Nil | 25 | 01 day |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - |
| | March | 31 | 04 | 03 | 24 | Nil | 24 | - |
| | April | 30 | 05 | 02 | - | 23 | 23 | - |
| | May | 31 | 04 | - | - | 04 | 04 | 23 days (Summer break) |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 |

*15th August Independence Day

Podar : Nurturing Intellect, Creating Personalities.

Teaching Plans

B.Com

R.A.Podar College of Commerce & Economics
Teaching – Learning Plan for the Academic Year: 2018-19
Department of Accountancy

Program- B. com
Course- AFMI & II

TEACHING OBJECTIVES:

To enlighten the students about-

- 1) Accounting standards operating in India
- 2) To compute proper valuation of inventory
- 3) To identify the nature of income and expenditure
- 4) To prepare Final Accounts of Manufacturing concern
- 5) Accounting procedure of Hire Purchase method

| Sem | Month | Number of days | Sundays | Holidays | Teaching days | Exam. Days | No. of Working days | Topics Covered | Teaching Aids |
|-------------------|-----------|----------------|---------|----------|---------------|------------|---------------------|--|--|
| I 2018 | June | 30 | 4 | NIL | 12 | - | 12 | Accounting Standards Stock valuation | PPT, Case Study, MS. Word, Ms EXcel |
| | July | 31 | 5 | NIL | 26 | NIL | 26 | Accounting Standards Stock valuation | PPT, Case Study, MS. Word, Ms EXcel |
| | August | 31 | 4 | 2 | 24+1* | NIL | 24+1* | Capital and Revenue, Expenditure & Receipts Stock Valuation | PPT, Case Study, MS. Word, Ms EXcel |
| | September | 30 | 5 | 1 | 20 | NIL | 20 | Final Accounts of a Sole Proprietor Hire Purchase Accounting | PPT, Case Study, MS. Word, Ms EXcel |
| | October | 31 | 4 | 2 | 8 | 17 | 25 | Final Accounts of a Sole Proprietor Hire Purchase Accounting | PPT, Case Study, MS. Word, Ms Excel |

| | | | | | | | | | |
|-----------------------------|----------|------------|-----------|-----------|----------------|-----------|----------------|--|---|
| | November | 5 | 01 | - | - | 04 | 04 | Revision | |
| SUBTOTAL | | 158 | 23 | 5 | 90+01* | 21 | 111+01* | | |
| II Term 2019 | November | 25 | 3 | - | 5 | NIL | 5 | Single Entry Consignment Accounting | PPT, Case Study, MS. Word, MS Excel |
| | December | 31 | 5 | - | 20 | NIL | 20 | Single Entry Consignment Accounting | PPT, Case Study, MS. Word, MS Excel |
| | January | 31 | 4 | 1 | 25 | NIL | 25 | Branch Accounting Departmental Final Accounts | PPT, Case Study, MS. Word, MS Excel |
| | February | 28 | 4 | 2 | 22 | NIL | 22 | Branch Accounting Departmental Final Accounts | PPT, Case Study, MS. Word, MS Excel |
| | March | 31 | 4 | 3 | 24 | NIL | 24 | Branch Accounting Departmental Final Accounts | PPT, Case Study, MS. Word, MS Excel |
| | April | 30 | 4 | 4 | NIL | 10 | 22 | Revision | |
| | May | 31 | 5 | 2+1 | | 23 | 23 | | |
| SUBTOTAL | | 207 | 29 | 8 | 96 | 27 | 123 | | |
| GRAND TOTAL | | 365 | 52 | 13 | 186+01* | 48 | 234+01* | | |

EXPECTED LEARNING OUTCOMES-

Students will be in a position to maintain the books of accounts of a manufacturing concern

LIST OF ANY THREE REFERENCE BOOKS/MAGAZINE/REFERENCE MATERIAL:

Reference Books-

- 1) Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill & co. Ltd, Mumbai
- 2) Introduction to Accountancy by T.S. Grewal, S. Chand and Company(P) Ltd., New Delhi
- 3) Financial Accounting by P.C. Tulsian, Pearson publications, New Delhi



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-19

Teacher's Name: Prof (Dr) Vinita Pimpale , Ms. Karishma Khadiwala, Mr Sanjay Dhage, Ms Aayushi Dedhia

Department: Commerce

Program: B. Com

Course: Commerce-I & II

Semester: I & II (F.Y.B. Com)

Division: A-G

No. of lectures (per week): 3

TEACHING OBJECTIVES:

Semester I

1. To create awareness among the learners regarding the concept and importance of business
2. To apprise the learners regarding business environment and entrepreneurship.
3. To familiarize learners regarding setting up of Business unit.

Semester II

1. To make aware the learners regarding the broad framework of different types of Services.
2. To provide insights into the key requirements, opportunities and challenges in the services sector.

Teaching Plan for the Academic Year: 2018-19

| Term dates: 1 st Term – 18 th June 2018 to 5 th Nov 2018 | | | | | | | | |
|---|-------|----------------|---------|----------------------|---------------|-----------|--|--|
| Semester | Month | Number of days | Sundays | Holidays | Teaching days | Exam Days | Topics Covered | Teaching Aids |
| I 2018 | June | 30 | 04 | 14 (Summer break) | 12 | Nil | | |
| | July | 31 | 05 | - | 26 | Nil | <ul style="list-style-type: none"> Linkage between business and society: Experience in India with reference to Past, Present & Future. | Chalk and Talk PPT presentation Use of Whiteboard Case Studies Web/YouTube links for reference |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | <ul style="list-style-type: none"> Strategy Alternatives: Growth, Stability, Retrenchment, Restructuring, Turnaround Business Combinations Case-studies of successful businesses world-wide: Apple, Google, TCS, Toyota, Sony Case studies of companies that perished- lessons to be learned- Encyclopaedia Britannica, Lehman Brothers, Kodak etc. | Chalk and Talk PPT presentation Use of Whiteboard Case Studies Web/YouTube links for reference |

| | | | | | | | | |
|---|------|------------|-----------|----------------------------|-----------------|-----------|---|--|
| | | | | | | | <ul style="list-style-type: none"> • Inter relationship between Business and Environment • WTO Agreements (TRIPs, TRIMs, GATS, AoA) Major Trading Blocs (EU, ASEAN, SAARC, NAFTA) | |
| | Sept | 30 | 05 | 01 + 04 (Midterm break) | 20 | Nil | <ul style="list-style-type: none"> • Types of Entrepreneurs • Start up space in India: Importance, Challenges and Solutions available in the changing scenario. • Women Entrepreneurs: Problems and Promotion. • Role of Government in Promotion Business Units • Licensing and Registration Procedure, Filing returns and other documents, • Ease of doing business In India: Importance, India's position worldwide | Chalk and Talk PPT presentation Use of Whiteboard Case Studies Web/YouTube links for reference |
| | Oct | 31 | 04 | 02 | 08 | 17 | <ul style="list-style-type: none"> • Sources of funding for starting up new business • Project on preparation of Business Plan. | PPT presentation Case discussions Web/YouTube links for reference |
| | Nov | 05 | 01 | - | - | 04 | | |
| SUBTOTAL | | 158 | 23 | 05 + 18 (Break) | 90 + 01* | 21 | | |
| 2nd Term – 26th November 2018 to 4th May 2019 | | | | | | | | |

| | | | | | | | | |
|--------------------|-------|----|----|-----------------------------|----|-----|--|---|
| II 2018 | Nov | 25 | 03 | 17 (Term break) | 05 | Nil | | Case Studies Web/YouTube links for reference Industrial Visit |
| | Dec | 31 | 05 | 06 (Winter break) | 20 | Nil | <ul style="list-style-type: none"> • IT in retailing • Mall Management, Retail Franchising, FDI in Retailing, Careers in Retailing. • Legal and ethical aspects in retailing Case-studies: Successful Retailers in India & in the World- Walmart, TESCO, D-Mart, Lulu International | Chalk and Talk PPT presentation Use of Whiteboard Case Studies Web/YouTube links for reference |
| | | | | | | | | |
| 2019 | Jan | 31 | 04 | 01+ 01 (Winter break) | 25 | Nil | <ul style="list-style-type: none"> • Trends in Tourism Sector • Trends in Logistics Sector • Trends in Health and Wellness • Trends in Hospitality Sector | Chalk and Talk PPT presentation Use of Whiteboard Case Studies Web/YouTube links for reference |
| | Feb | 28 | 04 | 02 | 22 | Nil | <ul style="list-style-type: none"> • Business Models of E-Commerce • Principles of Website Design • Marketing- Techniques • Cyber Security. | Chalk and Talk PPT presentation Use of Whiteboard Case Studies Web/YouTube links |
| | March | 31 | 04 | 03 | 24 | Nil | • Revision lectures | Chalk and Talk PPT presentation Use of Whiteboard Case Studies Web/YouTube links |
| | April | 30 | 05 | 02 | - | 23 | | |

| | | | | | | | | |
|--------------------|-----|------------|-----------|----------------------------|-----------------|-----------|--|--|
| | May | 31 | 04 | 23 (Summer break) | - | 04 | | |
| SUBTOTAL | | 207 | 29 | 08 + 47 (Break) | 96 | 27 | | |
| GRAND TOTAL | | 365 | 52 | 13 + 65 (Break) | 186+ 01* | 48 | | |

Key reference Books/Magazines/Reference Material:

1. Kew John, Business Environment: Managing in a Strategic Context, Jaico Publications 2006
2. Hanke John K, Business Forecasting, Prentice Hall India, 2002
3. Paul Justin, Business Environment, Tata McGraw Hill, 2008
4. Butter David, Business Planning: A Guide to Business Start-up, Butterwort Heinemann, 2003
5. Piramal Gita, Business Legends, Penguin Books, 1998
6. Hitt Michael A, Strategic Management, Cengage Learning ,2016
7. Zeithaml, Valarie A, Services Marketing, McGraw Hill Education, 2011
7. Gupta S L, Retailing and E- tailing, International Book House, New Delhi, 2011
8. Raghuram G, Logistics & Supply Chain Management: Cases and Concepts, Macmillan Business Books,
9. Joseph P T, E-Commerce an Indian Perspective, Prentice Hall India, 2015
10. "Entrepreneurship: Theory, Process, and Practice" by Donald F. Kuratko
11. "Business Ethics: Concepts and Cases" by Manuel G. Velasquez



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-19

Teacher's Name: Sudarshana Saikia, Eco-W, Eco-X, Eco-Y, Eco-Z

Department: Economics and Foundation Course **Program:** B.Com **Course:** Business Economics-I &II

Semester: I&II (F.Y.B.Com) **Division:** A-G **No. of lectures (per week):** 3

TEACHING OBJECTIVES:

1. Introduction to economics, dealing with the problems of allocation of scarce resources in optimum manner.
2. Build a familiarity with the basic tools of consumer and producer theory, the operation of markets and optimisation in an economic context
3. Explain economic issues and solutions in a practical manner.

Teaching Plan for the Academic Year: 2018-19

| Term dates: 1st Term – 18th June 2018 to 5th Nov 2018 | | | | | | | | |
|---|--------------|-----------------------|----------------|----------------------------|----------------------|------------------|--|--|
| Semester | Month | Number of days | Sundays | Holidays + Breaks | Teaching days | Exam Days | Topics Covered | Teaching Methodology/ Tools |
| I 2018 | June | 30 | 04 | 14 (Summer break) | 12 | Nil | | |
| | July | 31 | 05 | - | 26 | Nil | Economic Analysis | 1. Class room teaching 2. Case study & Assignment |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | Economic Analysis Demand Analysis | 1. Class room teaching 2. Case study & Assignment |
| | Sept | 30 | 05 | 01 + 04 (Midterm break) | 20 | Nil | Theory of Production Cost Analysis | 1. Class room teaching 2. Case study & Assignment |
| | Oct | 31 | 04 | 02 | 08 | 17 | Cost Analysis and Revision | 1. Class room teaching 2. Case Study & Assignment |
| | Nov | 05 | 01 | - | - | 04 | - | - |
| SUBTOTAL | | 158 | 23 | 05 + 18 (Break) | 90 + 01* | 21 | | |
| 2nd Term – 26th November 2018 to 4th May 2019 | | | | | | | | |
| II 2018 | Nov | 25 | 03 | 17 (Term break) | 05 | Nil | Market Structure | 1. Class room teaching 2. Case Study & Assignment |
| | Dec | 31 | 05 | 06 (Winter break) | 20 | Nil | Market Structure | 1. Class room teaching 2. Case Study & Assignment |
| 2019 | Jan | 31 | 04 | 01 + 01 (Winter break) | 25 | Nil | Pricing Practices | 1. Class room teaching 2. Case Study & Assignment |
| | Feb | 28 | 04 | 02 | 22 | Nil | Capital Budgeting | 1. Class room teaching |

| | | | | | | | | |
|--------------------|-------|------------|-----------|----------------------------|------------------|-----------|----------|----------------------------|
| | | | | | | | | 2. Case Study & Assignment |
| | March | 31 | 04 | 03 | 24 | Nil | Revision | 1. Practice |
| | April | 30 | 05 | 02 | - | 23 | - | - |
| | May | 31 | 04 | 23 (Summer break) | - | 04 | - | - |
| SUBTOTAL | | 207 | 29 | 08 + 47 (Break) | 96 | 27 | | |
| GRAND TOTAL | | 365 | 52 | 13 + 65 (Break) | 186 + 01* | 48 | | |

Key reference Books/Magazines/Reference Material:

1. Mankiw, N.G., Economics: Principles and Applications, Cengage Learning, 2009.
2. Pindyck, R.S. and D.L. Rubinfeld, Microeconomics, Pearson Education, 2008.
3. Stiglitz, J.E. and C.E. Walsh, Principles of Economics, W.W. Norton, 2002.



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-19

Teacher's Name: Mr.Kapildeo Indurkar & Ms. Pradnya Nadkarni

Department: Environmental Studies

Program: FY B.Com

Course: Environmental Studies

Semester: I &II

Division: A to G (07 Divisions)

No. of lectures (per week): 04

TEACHING OBJECTIVES:

1. To create environmental awareness among commerce students.
2. Make students aware about various environmental factors and its relation to the subject of commerce.
3. To highlight functional and spatial links between environment, economy and society.
4. To create an insight into various environmental issues at various levels and environmental movements towards making environment sustainable.

| Term dates: 1 st Term – 18 th June 2018 to 5 th Nov 2018 | | | | | | | | |
|---|-------|-------------|---------|-------------------------|---------------|------------|---|--|
| Sem | Month | No. of days | Sundays | Holidays + Breaks | Teaching days | Exam. Days | Topics Covered | Teaching Methodology/ Tools |
| I 2018 | June | 30 | 04 | 14 (Summer break) | 12 | Nil | -- | -- |
| | July | 31 | 05 | - | 26 | Nil | Meaning/definition, classification of resources. Scope & components of environment. | Classroom teaching. Ppt presentation. |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | Factors influencing resource utilization, resource conservation, Energy resources, water resources. Forest resources. Concept of ecosystem | Classroom teaching. Ppt presentation. Case study discussion (Newspaper articles) |
| | Sept | 30 | 05 | 01 + 04 (Midterm break) | 20 | Nil | Sustainable development. Population, Growth pattern, Control measures, HDI, Food chain, food web, ecological pyramids, scope of environmental studies, problems of migration and urban environment. World map studies. | Classroom teaching. Map interpretation and map filling exercises. |
| | Oct | 31 | 04 | 02 | 08 | 17 | Smart & sustainable cities, | Classroom teaching. |

| | | | | | | | | |
|---|-----|------------|-----------|--------------------------|-----------------|-----------|--|--|
| | | | | | | | Urban heat islands, Revision, Map revision & exercises. | Map practice. |
| | Nov | 05 | 01 | - | - | 04 | | |
| SUBTOTAL | | 158 | 23 | 05 +18 (Break) | 90 + 01* | 21 | | |
| 2nd Term – 26th November 2018 to 4th May 2019 | | | | | | | | |
| II 2018 | Nov | 25 | 03 | 17 (Term break) | 05 | Nil | Classification and sources of waste. Loss of productivity | Classroom teaching. |
| | Dec | 31 | 05 | 06 (Winter break) | 20 | Nil | Effects of pollution, SWM in Mumbai, SWM in urban and rural areas. Environmental problems associated with agriculture, sustainable agricultural practices. | Classroom teaching. Case study discussion (Newspaper articles) |
| 2019 | Jan | 31 | 04 | 01+ 01 (Winter break) | 25 | Nil | Major env. Movements in India, Env. Management, EIA, ISO 14000 & 16000, Mumbai & Konkan Map studies. Environmental problems associated with industries. | Classroom teaching. Ppt presentation. Map filling exercises. |
| | Feb | 28 | 04 | 02 | 22 | Nil | Carbon bank & trading, E.P Acts, Geo-spatial technology. Impacts of tourism on economy, environment & culture. Sustainable industrial | Classroom teaching. |

| | | | | | | | | |
|--|------------------------|------------|-----------|------------------------|-----------------|-----------|---|-----------------------------|
| | | | | | | | practices. Tourism: meaning, nature, scope, importance, typology, challenges. New tourism Policy. | |
| | March | 31 | 04 | 03 | 24 | Nil | Revision, Map revision and exercises. | Map exercises & practice |
| | April | 30 | 05 | 02 | - | 23 | | |
| | May | 31 | 04 | 23 (Summer break) | - | 04 | | |
| | SUBTOTAL | 207 | 29 | 08 + 47 (Break) | 96 | 27 | | |
| | GRAND TOTAL | 365 | 52 | 13 + 65 (Break) | 186+ 01* | 48 | | |

*15th August Independence Day

List of Reference Books/ Magazine/ Any other Reference Material:

1. Santra S.C, 2004, 'Environmental Science' New Central Book Agency Pvt. Ltd, Kolkata.
2. Saxena, H.M, 2000, 'Environmental Mngement', Rawat Publicatio, New Delhi.
3. Cunningham W, Cunningham M, 2003, 'Principles of Environmental Science' Tata McGraw Hill Publications Company Ltd, New Delhi.
4. Uberoi N. K, 2007, 'Environmental Management' Excel Books, New Delhi.
5. Wright R, 2008, 'Environmental Science- Towards Sustainable Future' Eastern Company Edition.
6. Bharucha, 'Environmental Studies'.
7. Asthana & Asthana, 'Environment- Problems & Solutions'.



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-19

Teacher's Name: Kavita Jajoo, Kapildeo Indurkar, Sudarshana Saikia, Pradnya Nadkarni, Eco-W, Eco-X, Eco-Y

Department: Economics and Foundation Course **Program:** B.Com **Course:** Foundation Course-I &II

Semester: I&II (F.Y.B.Com)

Division: A-G

No. of lectures (per week): 3

Objectives (for the learners):

- 1) To help the learner understand the inter-disciplinary approach of social fabric.
- 2) To sensitise learners on the socio-economic concerns in India with specific focus on the issues of the youth.
- 3) To help learners articulate their views on the contemporary social issues.

Teaching Plan for the Academic Year: 2018-19

| Term dates: 1st Term – 18th June 2018 to 5th Nov 2018 | | | | | | | | |
|---|--------------|-----------------------|----------------|----------------------------|----------------------|------------------|--|---|
| Semester | Month | Number of days | Sundays | Holidays | Teaching days | Exam Days | Topics Covered | Teaching Aids |
| I 2018 | June | 30 | 04 | 14 (Summer break) | 12 | Nil | - | - |
| | July | 31 | 05 | - | 26 | Nil | Multi-cultural diversity of Indian society; regional variations; diversity as difference | 1. Class room teaching 2. Group discussions |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | Concept of disparity; disparities arising out of gender; people with disabilities; inequalities manifested due to caste, communalism and inter-group conflicts | 1. Class room teaching 2. Debates and G.Ds |
| | Sept | 30 | 05 | 01 + 04 (Midterm break) | 20 | Nil | The Indian Constitution; The party system in Indian politics; Local self-government | 1. Class room teaching 2. Newspaper articles |
| | Oct | 31 | 04 | 02 | 08 | 17 | Role and significance of women in politics; Growing Social Problems in India | 1. Class room teaching 2. Newspaper articles |
| | Nov | 05 | 01 | - | - | 04 | | |
| SUBTOTAL | | 158 | 23 | 05 + 18 (Break) | 90 + 01* | 21 | | |
| 2nd Term – 26th November 2018 to 4th May 2019 | | | | | | | | |
| II 2018 | Nov | 25 | 03 | 17 (Term break) | 05 | Nil | Globalisation and Indian Society; Impact of globalization on industry, agriculture | 1. Class room teaching 2. Newspaper articles |
| | Dec | 31 | 05 | 06 (Winter break) | 20 | Nil | Concept of Human Rights; UDHR; Fundamental Rights stated in the Constitution | 1. Class room teaching 2. Newspaper articles |
| 2019 | Jan | 31 | 04 | 01+ 01 (Winter break) | 25 | Nil | Ecology and their interconnectedness; Sustainable development; Understanding Stress and Conflict | 1. Class room teaching 2. Newspaper articles |

| | | | | | | | | |
|--------------------|-------|------------|-----------|----------------------------|-----------------|-----------|--|---|
| | Feb | 28 | 04 | 02 | 22 | Nil | Managing Stress and Conflict ; Contemporary Societal Challenges | 1. Class room teaching 2. Newspaper articles |
| | March | 31 | 04 | 03 | 24 | Nil | Revision | 1. Practice |
| | April | 30 | 05 | 02 | - | 23 | - | - |
| | May | 31 | 04 | 23 (Summer break) | - | 04 | - | - |
| SUBTOTAL | | 207 | 29 | 08 + 47 (Break) | 96 | 27 | | |
| GRAND TOTAL | | 365 | 52 | 13 + 65 (Break) | 186+ 01* | 48 | | |

Key reference Books/Magazines/Reference Material:

1. Shivananda, J. Human Rights. Alfa Publications, New Delhi,. 2006
2. Kleinman Daniel Lee Science and Technology in Society; John Wiley and Sons; 2005
3. Datta, Prabhat The Great Indian Divide; Frontline; Volume 21 - Issue 14, Jul. 03 - 16, 2004
4. Pereira, W Inhuman Rights: The Western System and Global Human Rights Abuse; Apex Press; 1997



S.P. Mandali's

R. A. Podar College of Commerce & Economics

Teaching – Learning Plan for the Academic Year: 2018-19

Department: English

Course: Business Communication I & II

Program: F.Y. B.Com Semester: I & II

No. of lectures (per week): 03

Division: A, B, C, D, E, F, G

TEACHING OBJECTIVES:

Sem I& II Business Communication

1. To develop learners' awareness of the communication process
2. To develop effective listening skills in students so as to enable them to comprehend instructions and become a critical listener
3. To develop effective spoken language skills so as to enable students to speak confidently, interpersonally as well as in groups
4. To develop effective writing skills so as enable students to write in a clear, concise, domain-specific and audience-centered manner
5. To familiarize the learners with the nuances of corporate communication.
6. To develop global communication competency in learners
7. To introduce learners with group discussion
8. To familiarize students with the interview process

| Sem | Month | No. of days | Sundays + Holidays + Breaks | Teaching days | Exam. Days | Topics Covered | Teaching Methodology / Tools |
|-----------|-------|-------------|-----------------------------|---------------|------------|--|------------------------------|
| I 2018 | June | 30 | 04 | 12 | Nil | | . |
| | July | 31 | 05 | 26 | Nil | <p>Concepts of communication Meaning, Definition, Process, Need, Feedback, and technological advancements on communication</p> <p>Problems in communication Physical/ Semantic/Language / Socio-Cultural / Psychological Barriers, ways to overcome these barriers</p> <p>Theory of business letter writing Parts, Structure, Layouts—Full Block, Principles of Effective Letter Writing, Principles of effective Email Writing, Email Drafting-regular office correspondence.</p> | Classroom teaching. |

| | | | | | | | |
|--|------|----|----|-------|-----|---|--|
| | Aug | 31 | 06 | 24+1* | Nil | <p>Channel & Objectives of communication</p> <p>Channels: Formal and Informal, Vertical, Horizontal, Diagonal and Grapevine</p> <p>Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees</p> <p>Listening Importance of Listening Skills, Process of listening, Cultivating good Listening Skills, types of listening skills</p> <p>Statement of Purpose</p> | Classroom teaching. Ppt presentation. Case study discussion (Newspaper articles) |
| | Sept | 30 | 06 | 20 | Nil | <p>Methods and Modes of communication</p> <p>Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication</p> <p>Modes: Telephone, Computers and E-communication,</p> | Classroom teaching, internet |

| | | | | | | | |
|-----------------|-----|-----|----|-------|----|---|--|
| | | | | | | <p>Video and Satellite Conferencing,</p> <p>Communication etiquette Etiquette of letter writing, E-mail etiquette, Telephone etiquette, social media etiquette, Corporate etiquette</p> <p>Job acceptance and resignation</p> | |
| | Oct | 31 | 6 | 08 | 17 | <p>Job application letter and resume and revision</p> <p>Paragraph writing Developing an idea, using appropriate linking devices, etc Cohesion and Coherence, self editing, etc</p> <p>Revision</p> | |
| | Nov | 05 | 01 | - | 04 | Exam | |
| Subtotal | | 158 | 28 | 90+1* | 21 | | |

| | | | | | | | |
|--------------------|-----|----|----|----|-----|---|--|
| II 2018 | Nov | 25 | 03 | 05 | Nil | <p>Group Discussion</p> <p>Interviews Definition of interview, types of Interviews – Selection – face to face, telephonic/online, Ap praisal, Grievance, Exit, Basics of job interview, Preparing for a job</p> | |
| | Dec | 31 | 05 | 25 | Nil | <p>Interviews Definition of interview, types of Interviews – Selection – face to face, telephonic/online, Ap praisal, Grievance, Exit, Basics of job interview, Preparing for a job</p> <p>Trade letters – Precautions</p> | |
| 2019 | Jan | 31 | 05 | 25 | Nil | <p>Meeting Need and Importance of Meetings, Conduct of Meeting, Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions</p> | |

| | | | | | | | |
|----------------------|-------------------|---------|----|----|-----|---|--|
| | Feb | 28 | 06 | 22 | Nil | Public Relations Meaning, Functions of PR Department, External and Internal Measures of PR Conference Meaning and Importance of Conference, Organizing a Conference, Modern Methods: Video and Tele-Conferencing | |
| | Mar ch | 31 | 07 | 24 | Nil | Report writing Parts, Types, Feasibility Reports, Investigative Reports, Project Report Letter of inquiry and reply RTI letter, Sales Letter Letter of complaint, claim and Adjustment | |
| | April | 30 | 07 | - | 23 | Exam | |
| | May | 31 | 4 | - | 4 | | |
| Subto tal | | 20 7 | 37 | 96 | 27 | | |

| | | | | | | | |
|--------------|--|---------|----|------------|----|--|--|
| Total | | 36 5 | 65 | 186+1 * | 48 | | |
|--------------|--|---------|----|------------|----|--|--|



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-19

Teacher's Name:

Department: Mathematics, Statistics and Computers

Program: B.Com

1. Mrs. Manjusha Sawant
2. Mr. Asif Shaikh
3. Ms. Diksha
4. Ms. Roshani

Course: Mathematical and Statistical Techniques

Semester: I & II

Division: A-G

No. of lectures (per week): (5 Lectures + 5 Tutorials) per division

TEACHING OBJECTIVE:

The main objective of this course is to introduce mathematics and statistics to undergraduate students of commerce, so that they can use them in the field of commerce and industry to solve the real life and industrial problems.

| Term dates: 1 st Term – 18 th June 2018 to 5 th Nov 2018 | | | | | | | | |
|---|-------|-------------|-----------|----------------------------|-----------------|------------|---|---------------------------------|
| Sem | Month | No. of days | Sundays | Holidays + Breaks | Teaching days | Exam. Days | Topics Covered | Teaching Methodology/ Tools |
| I 2018 | June | 30 | 04 | 14 (Summer break) | 12 | Nil | Nil | |
| | July | 31 | 05 | - | 26 | Nil | Maths: Permutations Stats: MCT | Chalk and Talk Problem sheet |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | Maths: Combinations, LPP, Shares Stats: MCT, MD | Chalk and Talk Problem sheet |
| | Sept | 30 | 05 | 01 + 04 (Midterm break) | 20 | Nil | Maths: Shares, MF Stats: Probability Theory, Decision Theory | Chalk and Talk Problem sheet |
| | Oct | 31 | 04 | 02 | 08 | 17 | Maths: MF and Practice Stats: Decision Theory, Practice | Chalk and Talk Problem sheet |
| | Nov | 05 | 01 | - | - | 04 | | |
| SUBTOTAL | | 158 | 23 | 05 +18 (Break) | 90 + 01* | 21 | | |
| 2 nd Term – 26 th November 2018 to 4 th May 2019 | | | | | | | | |
| II 2018 | Nov | 25 | 03 | 17 (Term break) | 05 | Nil | Maths: Derivatives Stats: Correlation | Chalk and Talk Problem sheet |
| | Dec | 31 | 05 | 06 (Winter break) | 20 | Nil | Maths: Derivatives and Applications Stats: Regression, Time Series | Chalk and Talk Problem sheet |

| | | | | | | | | |
|--------------------|-----------------|------------|------------------------|------------------------|-----------|-----------|---|------------------------------|
| 2019 | Jan | 31 | 04 | 01+ 01 (Winter break) | 25 | Nil | Maths: Interest, Annuity Stats: Time Series, Index Numbers, | Chalk and Talk Problem sheet |
| | Feb | 28 | 04 | 02 | 22 | Nil | Maths: Annuity Stats: Binomial & Poisson Distribution | Chalk and Talk Problem sheet |
| | March | 31 | 04 | 03 | 24 | Nil | Maths: Annuity and Practice Stats: Poisson & Normal Distribution and Revision Lectures | Chalk and Talk Problem sheet |
| | April | 30 | 05 | 02 | - | 23 | | |
| | May | 31 | 04 | 23 (Summer break) | - | 04 | | |
| | SUBTOTAL | 207 | 29 | 08 + 47 (Break) | 96 | 27 | | |
| GRAND TOTAL | 365 | 52 | 13 + 65 (Break) | 186+ 01* | 48 | | | |

*15th August Independence Day

List of Reference Books/ Magazine/ Any other Reference Material:

1. Problem Sheets per chapter prepared by department
2. Mathematics for Economics and Finance Methods and Modelling by Martin Anthony and Norman Biggs, Cambridge University Press, Cambridge low-priced edition, 2000, Chapters 1, 2, 4, 6 to 9 & 10.
3. Applied Calculus: By Stephen Waner and Steven Constenoble, Brooks/Cole Thomson Learning, second edition, Chapter 1 to 5.
4. Business Mathematics By D. C. Sancheti and V. K. Kapoor, Sultan Chand & Sons, 2006, Chapter 1, 5, 7, 9 & 10.
5. Mathematics for Business Economics: By J. D. Gupta, P. K. Gupta and Man Mohan, Tata Mc- Graw Hill Publishing Co. Ltd., 1987, Chapters 9 to 11 & 16.
6. Quantitative Methods-Part-I By S. Saha and S. Mukerji, New Central Book Agency, 1996, Chapters 7 & 12.

7. Mathematical Basis of Life Insurance By S.P. Dixit, C.S. Modi and R.V. Joshi, Insurance Institute of India, Chapters 2: units 2.6, 2.9, 2.20 & 2.21.
8. Securities Laws & Regulation of Financial Market : Intermediate Course Paper 8, Institute of Company Secretaries of India, Chapter 11.
9. Investments By J.C. Francis & R.W. Taylor, Schaum's Outlines, Tata Mc-Graw Hill Edition 2000, Chapters 2,4 & section 25.1.
10. Indian Mutual Funds Handbook : By Sundar Shankaran, Vision Books, 2006, Sections 1.7,1.8.1, 6.5 & Annexures 1.1to 1.3.
11. STATISTICS by Schaum Series.
12. Operations Research by Gupta and Kapoor
13. Operations Research by Schaum Series
14. Fundamentals of Statistics - D. N. Elhance.
15. Statistical Methods - S.G. Gupta (S. Chand & Co.
16. Statistics for Management - Lovin R. Rubin D.S. (Prentice Hall of India)
17. Statistics - Theory, Method & Applications D.S.Sancheti & V. K. Kapoor.
18. Modern Business Statistics - (Revised)-B. Pearles & C. Sullivan –Prentice Hall of India.
19. Business Mathematics & Statistics : B Aggarwal, Ane Book Pvt. Limited
20. Business Mathematics : D C Sancheti & V K Kapoor, Sultan Chand & Sons
21. Business Mathematics : A P Verma, Asian Books Pvt. :Limited.

R.A.Podar College of Commerce & Economics

Teaching – Learning Plan for the Academic Year: 2018-19

Department of Accountancy

Program- B. com

Course- AFM III & IV

TEACHING OBJECTIVES:

To enlighten the students about-

- 1) To acquaint learners with theoretical as well as practical aspects of accounting of the Partnership Firms with respect to admission, retirement, death of Partner/s
- 2) To acquaint learners with the process of payment of liabilities of the Partnership Firm upon its dissolution.
- 3) To acquaint learners with the accounting of conversion of Partnership Firm into a Limited Liability Partnership.
- 4) To acquaint learners with the accounting of conversion of Partnership Firm into a Limited Company.

| Sem | Month | Number of days | Sundays | Holidays | Teaching days | Exam. Days | No. of Working days | Topics Covered | Teaching Aids |
|-------------------|--------------|-----------------------|----------------|-----------------|----------------------|-------------------|----------------------------|---|-------------------------------------|
| I 2018 | June | 30 | 4 | NIL | 12 | - | 12 | Partnership Final Accounts based on Adjustment of Admission, Retirement/Death of Partner/s- | PPT, Case Study, MS. Word, Ms EXcel |
| | July | 31 | 5 | NIL | 26 | NIL | 26 | Partnership Final Accounts based on Adjustment of Admission, Retirement/Death of Partner/s- | PPT, Case Study, MS. Word, Ms EXcel |
| | August | 31 | 4 | 2 | 24+1* | NIL | 24+1* | Piecemeal Distribution of Cash Amalgamation of Partnership Firms | PPT, Case Study, MS. Word, Ms EXcel |

| | | | | | | | | | |
|-----------------------------|--------------------|------------|-----------|-----------|----------------|-----------|----------------|---|---|
| | September | 30 | 5 | 1 | 20 | NIL | 20 | Piecemeal Distribution of Cash Amalgamation of Partnership Firms | PPT, Case Study, MS. Word, Ms Excel |
| | October | 31 | 4 | 2 | 8 | 17 | 25 | Conversion of Partnership into LLP | PPT, Case Study, MS. Word, Ms Excel |
| | November | 5 | 01 | - | - | 04 | 04 | Revision | |
| | SUBTOTAL | 158 | 23 | 5 | 90+01* | 21 | 111+01* | | |
| II Term 2019 | November | 25 | 03 | - | 5 | NIL | 5 | Introduction to Company Accounts Redemption of Preference Shares | PPT, Case Study, MS. Word, Ms Excel |
| | December | 31 | 5 | - | 20 | NIL | 20 | Introduction to Company Accounts Redemption of Preference Shares | PPT, Case Study, MS. Word, Ms Excel |
| | January | 31 | 4 | 1 | 25 | NIL | 25 | Introduction to Company Accounts Redemption of Preference Shares | PPT, Case Study, MS. Word, Ms Excel |
| | February | 28 | 4 | 2 | 22 | NIL | 22 | Redemption of Debentures Conversion of Partnership into LLP | PPT, Case Study, MS. Word, Ms Excel |
| | March | 31 | 4 | 3 | 24 | NIL | 24 | Redemption of Debentures Conversion of Partnership into LLP | PPT, Case Study, MS. Word, Ms Excel |
| | April | 30 | 5 | 2 | NIL | 23 | 23 | Revision | |
| | May | 31 | 4 | - | - | 4 | 4 | | |
| | SUBTOTAL | 207 | 29 | 8 | 96 | 27 | 123 | | |
| | GRAND TOTAL | 365 | 52 | 13 | 186+01* | 48 | 234+01* | | |

EXPECTED LEARNING OUTCOMES-

Learners are acquainted with the accounting of partnership firm like effect of admission retirement and death of partners, amalgamation of partnership firm and conversion of Partnership Firm into a Limited Liability Partnership.

LIST OF ANY THREE REFERENCE BOOKS/MAGAZINE/REFERENCE MATERIAL:

Reference Books-

- 1) Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill & co. Ltd, Mumbai
- 2) Introduction to Accountancy by T.S. Grewal, S. Chand and Company(P) Ltd., New Delhi
- 3) Financial Accounting by P.C. Tulsian, Pearson publications, New Delhi

R.A.Podar College of Commerce & Economics

Teaching – Learning Plan for the Academic Year: 2018-19

Department of Accountancy

Program- B. com

Course- AFM V & VI

TEACHING OBJECTIVES:

To enlighten the students about-

- 1) To acquaint learners with the various methods and their importance in analysing the financial statements of an entity.
- 2) To acquaint learners with the knowledge and ability to use various capital budgeting techniques in a decision making process.
- 3) To acquaint learners with the knowledge and ability to understand and estimate the working capital requirements of different types of entities.
- 4) To acquaint learners with the various Auditing Techniques: Vouching & Verification of Incomes, Expenses, Assets and Liabilities

| Sem | Month | Number of days | Sundays | Holidays | Teaching days | Exam. Days | No. of Working days | Topics Covered | Teaching Aids |
|-------------------|--------------|-----------------------|----------------|-----------------|----------------------|-------------------|----------------------------|---------------------------------------|-------------------------------------|
| I 2018 | June | 30 | 4 | NIL | 12 | - | 12 | Introduction to Management Accounting | PPT, Case Study, MS. Word, Ms EXcel |
| | July | 31 | 5 | NIL | 26 | NIL | 26 | Ratio Analysis and Interpretation | PPT, Case Study, MS. Word, Ms EXcel |
| | August | 31 | 4 | 2 | 24+1* | NIL | 24+1* | Ratio Analysis and Interpretation | PPT, Case Study, MS. Word, Ms EXcel |

| | | | | | | | | | |
|---------------------|-----------|------------|-----------|-----------|----------------|-----------|----------------|--|-------------------------------------|
| | September | 30 | 5 | 1 | 20 | NIL | 20 | Working Capital Management | PPT, Case Study, MS. Word, Ms Excel |
| | October | 31 | 4 | 2 | 8 | 17 | 25 | Capital Budgeting | PPT, Case Study, MS. Word, Ms Excel |
| | November | 5 | 01 | - | - | 04 | 04 | Revision | |
| SUBTOTAL | | 158 | 23 | 5 | 90+01* | 21 | 111+01* | | |
| II Term 2019 | November | 25 | 03 | - | 5 | NIL | 5 | Introduction to Auditing | PPT, Case Study, MS. Word, Ms Excel |
| | December | 31 | 5 | - | 20 | NIL | 20 | Introduction to Auditing | PPT, Case Study, MS. Word, Ms Excel |
| | January | 31 | 4 | 1 | 25 | NIL | 25 | Audit Planning, Procedures and Documentation | PPT, Case Study, MS. Word, Ms Excel |
| | February | 28 | 4 | 2 | 22 | NIL | 22 | Auditing Techniques : Vouching & Verification | PPT, Case Study, MS. Word, Ms Excel |
| | March | 31 | 4 | 3 | 24 | NIL | 24 | Auditing Techniques : Vouching & Verification | PPT, Case Study, MS. Word, Ms Excel |
| | April | 30 | 5 | 2 | NIL | 23 | 23 | | |
| | May | 31 | 4 | - | - | 4 | 4 | | |
| SUBTOTAL | | 207 | 29 | 8 | 96 | 27 | 123 | | |
| GRAND TOTAL | | 365 | 52 | 13 | 186+01* | 48 | 234+01* | | |

EXPECTED LEARNING OUTCOMES-

Learners are acquainted with the knowledge and ability to use various capital budgeting techniques in a decision making process.

Learners are acquainted with the Audit Planning, Procedures and Documentation process in Auditing.

LIST OF ANY THREE REFERENCE BOOKS/MAGAZINE/REFERENCE MATERIAL:

Reference Books-

- 1) Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill & co. Ltd, Mumbai
- 2) Introduction to Accountancy by T.S. Grewal, S. Chand and Company(P) Ltd., New Delhi
- 3) Financial Accounting by P.C. Tulsian, Pearson publications, New Delhi

Teaching – Learning Plan for the Academic Year: 2018-2019Department: CommerceProgra
m:
B.Com.

Business Management – I & II

Semester: III & IVNo. Of lectures (per week): 03**COURSE OBJECTIVES:**

- To make the learners aware about conceptual knowledge and evolution of Marketing Management.
- To familiarize the learners with the functions in Marketing Management.
- To sensitize the learners about the actual work environment and how marketing managers have to deal with the challenges of a changing environment.

LEARNING OUTCOMES:

- Learners are expected to know the meaning of Marketing management and its importance related to micro and macro environment with specific reference to India as well as brand building.
- Learners need to know the international marketing environment.
- Learners acquire skills and are expected to learn the various strategies, SWOT analysis and analyzing the competitions.
- Learners shall understand the need for strategic planning in the competitive environment.

Term dates Term dates: First Term – 14th June -6th November 2018

| Sem | Month | No. of days | Sundays | Holidays | Teaching days | Exam. Days | Topics Covered | Teaching Methodology/Tools |
|-------------|-------|-------------|---------|----------|---------------|------------|--|----------------------------|
| III 2018 | June | 30 | 04 | 11 | 15 | Nil | Module 1 : Marketing Management and Marketing environment Definition, Need, Importance of marketing management Functions of marketing management Micro and macro environment | Chalk & Talk, Case Study |

| | | | | | | | | |
|------|--|----|----|--|----|---|---|---|
| | | | | | | with specific reference to India | | |
| | | | | | | Emerging marketing opportunities in India | | |
| | | | | | | Marketing to the bottom of the pyramid | | |
| | | | | | | Growing middle class | | |
| | | | | | | Rural marketing in India | | |
| | | | | | | Factors responsible for the growth of Rural Market in India | | |
| | | 31 | 04 | | 01 | 26 | Nil | research in |
| July | | | | | | | International marketing environment | Strategic Planning Process-Types of research. |
| | | | | | | | Module -II : Understanding competition and Strategic Marketing | Marketing Strategy: Definition and features |
| | | | | | | | | Steps in Strategic marketing planning process |
| | | | | | | | | SW |
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Over review of Marketing Research-The importance of

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Strategic
Marketing with
reference to
Rural Marketing
in India.

Chalk and
talk, Case
studies,
research
surveys and
review of
business
articles

| | | | | | | |
|-----------|----|------------|----|-----|---|--|
| August | 31 | 4+1* 24 | 2 | Nil | Module-III : Product Definition, Product levels-customer value hierarchy Product classification: Based on durability and tangibility, Consumer goods Classification and industrial goods classification Product Life Cycle: Stages and features of each stage Product positioning: Meaning and importance New Product Development-Steps - New Product Development in Urban markets and rural markets | auction pricing Steps in pricing Price related Marketing Strategies REVISION LECTURES |
| September | 30 | 04 22 | 04 | Nil | | |
| October | 31 | 05 7 | 03 | 16 | Module-IV : Pricing Meaning and objectives of pricing Factors affecting pricing decisions Methods of pricing: Mark – up pricing, target – return pricing, and | |

Chalk and talk, Case studies, research surveys and review of business articles

studies, research surveys and review of business articles

SUBTOTAL

153

Chalk and talk, Case

21+1*

21

94

16

Second Term – 25th November to 30th April

NOV

30

04

13

13

Nil

**Module 1:
Distribution and
Logistics
Management**

Chalk and talk,
PPT
,
Case-
study,

VI
2018

| | | | | | | | | |
|------|-----|----|----|----------------------|----|-----|---|---|
| | | | | | | | Types of middlemen Factors affecting channel decisions Functions performed by middlemen Logistics: Meaning and components E-marketing Meaning, Merits and demerits of e-marketing Online Retailing - Successful online retailers in India and abroad Packaging and Warehousing- importance and Career prospects | RolePlay |
| | Dec | 31 | 04 | 6 | 21 | Nil | Module 2: Promotion Elements of promotion mix Objectives of promotion and marketing communication Factors affecting promotion mix decisions Steps in designing a marketing communication program Role of Social Media in marketing communication Integrated Marketing Communication | Chalk and talk, PPT , Case-study ,Role Play |
| 2019 | Jan | 31 | 5 | 01 (Republic day) | 25 | Nil | Module 3: Understanding Buyer Behavior Definition of Consumer, Buyer-Comparing consumer markets (individuals and households) with organizational buyers | Chalk and Talk. PPT, Case Study |

| | | | | | | | | |
|--|-----------------|------------|-----------|--------------|-----------|-----------|--|---------------------|
| | | | | | | | (Industrial/Business houses) Factors affecting consumer behavior Steps in consumer purchase decision process (with respect to high involvement and low involvement products) Factors affecting organizational buyer behavior Steps in organizational purchase decision process (with respect to different buying situations) | |
| | Feb | 28 | 04 | 01 | 23 | Nil | Module 4: Marketing of services Rural Marketing Services: Definition and features Marketing mix for services Distinction between Marketing of products and services. Managing service quality and productivity. Marketing Services in rural areas – Challenges and Opportunities Recent trends in Services Marketing. Problems in Marketing ‘Services’ | Chalk and Talk, PPT |
| | March | 31 | 4 | 2 | 10 | Nil | REVISION LECTURES | |
| | April | 30 | 4 | 3 | - | 23 | | |
| | May | 31 | 05 | 26 | - | - | | |
| | SUBTOTAL | 212 | 30 | 51+1* | 92 | 38 | | |

| | | | | | | | |
|--------------------|------------|-----------|-----------|------------|-----------|--|--|
| GRAND TOTAL | 365 | 52 | 73 | 186 | 54 | | |
|--------------------|------------|-----------|-----------|------------|-----------|--|--|

BOOKS RECOMMENDED FOR BM 1:

1. Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
2. Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
3. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
4. McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.
5. Micheal R. Czinkota & Masaaki Kotabe, Marketing Management, Vikas Thomson Learning, 2nd edition, 2001.
6. Duglas, J. Darymple, Marketing Management, John Wiley & Sons, 7th edition, 2008.
7. NAG, Marketing successfully- A Professional Perspective, Macmillan 2008.
8. Boyd Walker, Marketing Management, McGraw Hill, 5th edition, 2006.
9. Dalvymple, Marketing Management, Wiley India Pvt Ltd, 2008.

BOOKS RECOMMENDED FOR BM II:

1. Ahmed, R. R., Kumar, R., Baig, M. Z., & Khan, M. K. (2016). Impact of Digital Media on Brand Loyalty and Brand Positioning. New Media and Mass Communication, 45, 16-28.
2. Alwi, S., & Ismail, S. A. (2013). A framework to attain brand promise in an online setting. 31 (5), 557-578.

3. Appliance Retailer(2015), “ E-tailers Alibaba and Amazon ranked as top Most Valuable Global Retail Brands” report available at: <http://www.applianceretailer.com.au/2015/05/e-tailers-alibaba-and-amazon-ranked-as-top-two-most-valuable-global-retail-brands/#.WFIIJIN97IV>(assessed 20 december 2016)

4. Ballester, E. D., & Espallardo, M. H. (2008). Building online brands through brand alliances in internet. *European Journal of Marketing* , 42 (9), 954-976.

5. Bruhn, M., Schoenmueller, V., & Schafer, D. B. (2012). Are social media replacing traditional media in terms of brand equity creation? *Management Research Review* , 35 (9), 770-790.

6. The Economic Times(2016), “ India e-tailing industry may touch USD 28 billion by FY 2020”, 7 September, available at: <http://economictimes.indiatimes.com/industry/services/retail/indian-e-tailing-industry-may-touch-usd28-billion-by-fy2020/articleshow/54091296.cms>(assessed 20 December 2016)



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-19

Department: Commerce

Program: B.Com

Course: Commerce

Semester: III & IV Division: A&G No. Of lectures (per week): 03

Division: A-G

No. of lectures (per week): 3

TEACHING OBJECTIVES:

- The objective is make the learners understand the set of approaches used to integrate the functional operation management and logistic areas of marketing management.
- The learner learns the factors affecting consumer behaviour.
- To enable learners to focus on the analysis of target audience and analysis of distribution and promotion of products and services.
- Learner understands how to persuade and convince the buyer using promotional mix.

Teaching Plan for the Academic Year: 2018-19

| Term dates: 1 st Term – 18 th June 2018 to 5 th Nov 2018 | | | | | | | | |
|---|-------|----------------|---------|----------------------|---------------|-----------|---|----------------|
| Semester | Month | Number of days | Sundays | Holidays | Teaching days | Exam Days | Topics Covered | Teaching Aids |
| III 2018 | June | 30 | 04 | 14 (Summer break) | 12 | Nil | Modules-1: Introduction Management • Management- Concept, Nature, Functions, Managerial Skills Competencies • Evolution of Management Thoughts Classical Approach: Scientific Management – F.W. Taylor’s Contribution Classical Organization Theory: Henri Fayol’s Principles Neo Classical: Human Relations Approach – Elton Hawthorne experiments • Modern Management Approach- Drucker’s Dimensions of Management, Indian Management Thoughts: Origin Significance of Indian Ethos Management. | Chalk and Talk |
| | July | 31 | 05 | - | 26 | Nil | Module 2 : Planning & Decision Making • Planning - Steps, Importance, Components, Coordination Importance • M.B.O- Process, Advantages, Management By Exception Advantages; Management Information System- Concept, Components • Decision Making - Techniques, Essentials of a Sound Decision | |

| | | | | | | | | |
|---|------|------------|-----------|----------------------------|-----------------|-----------|--|----------------|
| | | | | | | | Making, Impact of Technology on Decision Making. | |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | Modules-3: Organizing <ul style="list-style-type: none"> • Organizing -Steps, Organization Structures Features of Line Organization, Matrix Organization, Virtual Organization, Formal Inf Organization. • Departmentation-Meaning Span of Management- Factors Influencing Span of Management, and Flat Organization. | Chalk and Talk |
| | Sept | 30 | 05 | 01 + 04 (Midterm break) | 20 | Nil | <ul style="list-style-type: none"> • Delegation of Authority- Process, Barriers Delegation, Principles Effective Delegation. Decentralization: Factors Influencing Decentralization, Centralization v/s Decentralization Module-4 Directing And Controlling Motivation – Concept, Importance, Influencing factors. Importance Communication, Barriers to effective Communication • Leadership - Concept, Functions, Styles, Qualities of a good leader. • Controlling – Concept, Steps, Essentials of good control system, Techniques of Controlling -PERT, CPM, Budgetary Control, Management Audit. | Chalk and Talk |
| | Oct | 31 | 04 | 02 | 08 | 17 | | |
| | Nov | 05 | 01 | - | - | 04 | | |
| SUBTOTAL | | 158 | 23 | 05 +18 (Break) | 90 + 01* | 21 | | |
| 2nd Term – 26th November 2018 to 4th May 2019 | | | | | | | | |

| | | | | | | | | |
|--------------------|-------|------------|-----------|-----------------------------|-----------------|-----------|--|----------------|
| 2019 | Jan | 31 | 04 | 01+ 01 (Winter break) | 25 | Nil | Module 3: INDIAN SYSTEM • Indian Financial Market: Structure, Primary Market – IPO Dematerialisation: Process, Role Depositories: NSDL and CDSL • SEBI: Functions of SEBI, Investors protection measures of SEBI. Stock Exchange – Functions, Speculators. • Credit Rating: Advantages, Credit Rating Agencies in India - CRISIL, CARE, and ICRA | Chalk and Talk |
| | Feb | 28 | 04 | 02 | 22 | Nil | Module 4: RECENT TRENDS IN FINANCE • Mutual Funds- Advantages and Limitations, Types, Factors responsible for growth of mutual funds – Systematic Investment Plan. • Commodity Market: Categories, Derivatives Market: Types, Participants, Types of Derivative Instruments. | Chalk and Talk |
| | March | 31 | 04 | 03 | 24 | Nil | Start-up Ventures – Concept, Sources of Funding, Micro Finance – Importance, Role of Self Help Groups REVISION LECTURES | Chalk and Talk |
| | April | 30 | 05 | 02 | - | 23 | Term end exam | |
| | May | 31 | 04 | 23 (Summer break) | - | 04 | | |
| SUBTOTAL | | 207 | 29 | 08 + 47 (Break) | 96 | 27 | | |
| GRAND TOTAL | | 365 | 52 | 13 + 65 (Break) | 186+ 01* | 48 | | |

Key reference Books/Magazines/Reference Material:

LEARNING OUTCOME

The learner reviews the channel of distribution practiced by manufacturers and service providers. • The learner understands how to analyse the buyers behaviour with reference to consumer products and industrial products. • The learner appreciates the complexities in the process of learner of marketing management. • The learner is able to appreciate the emergence of innovative distribution system and learn to integrate technology with the marketing function. • The learner explores possibilities of setting up his/her own enterprise to provide marketing oriented services.

BOOK REFERENCES: Sem III

1. Management Today Principles& Practice- Gene Burton, Manab Thakur, Tata McGraw Hill,PublishingCo.Ltd. 2. Management – James A.F. Stoner, Prentice Hall, Inc .U.S.A. 3. Management : Global Prospective –Heinz Wehrich & Harold Koontz, Tata McGraw- Hill, Publishing Co.Ltd. 4. Essential of Database Management Systems -Alexis Leon , Mathews Leon Vijay Nicole, Imprints Pvt Ltd. 5. Management –Task ,Resp, Practices – Peta Druche “willian Heinemann LTD.

Sem IV

1. Production and Operations Management –Prof L.C. Jhamb, Event Publishing House. 2. Production Planning & Control- Prof L.C. Jhamb, Event Publishing House
3. Production & Operation Management (Text & Cases)- K. Ashwathappa &G. Sudeshana Reddy, Himalaya Publication. 4. Launching New Ventues : An Enterpreneurial Approach-Kathleen R.Allen, Cengage Learning
5. Essentials of Inventory Management-MaxMuller,Amacon Publishes
6. Indian Financial System—BharathiPathiak, Pearson Publication
7. Financial Institutions and Markets : Structure Growth& Innovations – L.M.Bhole , Jitendra Mahakad, Tata McGraw Hill. 8.The IndianFinancial System and Financial Market Operator-Vasant Desai, Himalaya Publishing
9. Indian Financial System – M.Y.Khan, Tata McGraw –Hill
10.Production and Operations Management –Anand kumar Sharma, Anmol Publication
11. Mutual Funds in India: Emerging Issues-Nalini Prava Tripathy, Excel Books New Delhi. 12. Start up Stand up: A step by step guide to Growing your Business,Nandini Vaidyanathan, Jaico Publishing House, Mumbai
13. A Trades Guide to Indian Commodities Market-Vijay L. Bhambwani, Network 18 Publication Ltd.



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-19

Teacher's Name: Sudarshana Saikia, Eco-W, Eco-X, Eco-Y, Eco-Z

Department: Economics and Foundation Course **Program:** B.Com **Course:** Business Economics-III &IV

Semester: III&IV (S.Y.B. Com) **Division:** A-G **No. of lectures (per week):** 3

TEACHING OBJECTIVES:

1. Introduction to the basic analytical tools of macro economics to evaluate macro economic conditions such as inflation, unemployment and growth.
2. Provide a clear explanation of many aspects of aggregate economic variables to inspire a consistent way of thinking about key macroeconomic phenomena. It intends to familiarize the commerce students with basic concepts of macroeconomics and with certain common features of economic occurrence in the real world.
3. Tools to understand the underlying concepts and practical tradeoffs entailed in Public finance policy alternatives

Teaching Plan for the Academic Year: 2018-19

| Term dates: 1st Term – 18th June 2018 to 5th Nov 2018 | | | | | | | | |
|---|--------------|-----------------------|----------------|----------------------------|----------------------|------------------|--|--|
| Semester | Month | Number of days | Sundays | Holidays | Teaching days | Exam Days | Topics Covered | Teaching Aids |
| I 2018 | June | 30 | 04 | 14 (Summer break) | 12 | Nil | Macroeconomics, Circular Flow of Income; Trade Cycles; Say's Law, Keynes' Theory of Income Determination | 1. Class room teaching 2. Case study & Assignment |
| | July | 31 | 05 | - | 26 | Nil | Consumption Function, Theory of Multiplier – Investment function, Relevance of Keynesian theory, Supply of Money; Keynes' Theory of Demand for Money | 1. Class room teaching 2. Case study & Assignment |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | Theories of Demand for Money, Inflation: Causes, Effects and Measures to Control Inflation; Phillips Curve; Stagflation | 1. Class room teaching 2. Case study & Assignment |
| | Sept | 30 | 05 | 01 + 04 (Midterm break) | 20 | Nil | IS-LM Model; Monetary Policy: Supply side economics | 1. Class room teaching 2. Case study & Assignment |
| | Oct | 31 | 04 | 02 | 08 | 17 | Revision | 1. Practice |
| | Nov | 05 | 01 | - | - | 04 | | |
| SUBTOTAL | | 158 | 23 | 05 + 18 (Break) | 90 + 01* | 21 | | |
| 2nd Term – 26th November 2018 to 4th May 2019 | | | | | | | | |
| II 2018 | Nov | 25 | 03 | 17 (Term break) | 05 | Nil | Concept of Public Finance; Principles of Maximum Social Advantage: Dalton & Musgrave versions | 1. Class room teaching 2. Assignment |
| | Dec | 31 | 05 | 06 (Winter break) | 20 | Nil | Public Revenue; Direct & Indirect Tax; Public Expenditure | 1. Class room teaching 2. Assignment |

| | | | | | | | | |
|--------------------|-------|------------|-----------|-----------------------------|-----------------|-----------|--|---|
| 2019 | Jan | 31 | 04 | 01+ 01 (Winter break) | 25 | Nil | Public Debt; Fiscal Solvency | 1. Class room teaching 2. Newspaper articles |
| | Feb | 28 | 04 | 02 | 22 | Nil | Fiscal Policy, Principles of Sound and Functional Finance, Budget, Fiscal Federalism | 1. Class room teaching 2. Newspaper articles |
| | March | 31 | 04 | 03 | 24 | Nil | Revision | 1. Practice |
| | April | 30 | 05 | 02 | - | 23 | | |
| | May | 31 | 04 | 23 (Summer break) | - | 04 | | |
| SUBTOTAL | | 207 | 29 | 08 + 47 (Break) | 96 | 27 | | |
| GRAND TOTAL | | 365 | 52 | 13 + 65 (Break) | 186+ 01* | 48 | | |

Key reference Books/Magazines/Reference Material:

1. Hajela T.N: Public Finance – Ane Books Pvt.Ltd
2. Musgrave, R.A and P.B. Musgrave (1976) : Public Finance in Theory and Practice, Tata McGraw Hill, Kogakusha, Tokyo
3. Bhatia H.L.: Public Finance. Vikas Publishing House Pvt. Ltd.
4. Blanchard Olivier (2000), Macro Economics, Englewood Elitt, Prentice Hall
5. Gregory .N. Mankiw, Macroeconomics, Fifth Edition (2002) New York:Worth Publishers
6. Shapiro, E (1996), Macro-Economic Analysis , Galgotia Publication, New Delhi.



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-19

Teacher's Name: Sudarshana Saikia, Pradnya Nadkarni, Eco-W, Eco-X, Eco-Y

Department: Economics and Foundation Course **Program:** B.Com **Course:** Foundation Course-III &IV

Semester: III&IV (S.Y.B. Com) **Division:** A-G **No. of lectures (per week):** 3

TEACHING OBJECTIVES:

1. Develop a basic understanding about issues related to human rights violations, ecology and urban-rural disparities in access to health and education
2. Gain an overview of significant skills required to address competition in career choices
3. Appreciate the importance of developing a scientific temper towards technology and its use in everyday life

Teaching Plan for the Academic Year: 2018-19

| Term dates: 1 st Term – 18 th June 2018 to 5 th Nov 2018 | | | | | | | | |
|---|-------|----------------|-----------|----------------------------|-----------------|-----------|--|---|
| Semester | Month | Number of days | Sundays | Holidays | Teaching days | Exam Days | Topics Covered | Teaching Aids |
| I 2018 | June | 30 | 04 | 14 (Summer break) | 12 | Nil | Human Rights Violations and Redressal; Constitutional provisions and laws protecting the rights of vulnerable groups | 1. Class room teaching 2. Group discussions |
| | July | 31 | 05 | - | 26 | Nil | Threats to the environment arising from extinction, loss of habitat, degradation of environment, pollution, and climate change; Disaster Management; Human Rights issues in addressing disasters | 1. Class room teaching 2. Debates and G.D.s 3. Case studies |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | Development of Science; Science and scientific temper | 1. Class room teaching 2. Newspaper articles 3. Class Test |
| | Sept | 30 | 05 | 01 + 04 (Midterm break) | 20 | Nil | Soft Skills for Effective Interpersonal Communication; Understanding Issues of Right to Health and Education | 1. Class room teaching 2. Newspaper articles 3. Role Play |
| | Oct | 31 | 04 | 02 | 08 | 17 | Revision | 1. Practice |
| | Nov | 05 | 01 | - | - | 04 | | |
| SUBTOTAL | | 158 | 23 | 05 + 18 (Break) | 90 + 01* | 21 | | |
| 2 nd Term – 26 th November 2018 to 4 th May 2019 | | | | | | | | |
| II 2018 | Nov | 25 | 03 | 17 (Term break) | 05 | Nil | Significant Rights of Citizens; RTI; PIL | 1. Class room teaching 2. Newspaper articles |
| | Dec | 31 | 05 | 06 (Winter break) | 20 | Nil | Understanding approaches to ecology | 1. Class room teaching 2. Newspaper articles |

| | | | | | | | | |
|--------------------|-------|------------|-----------|-----------------------------|-----------------|-----------|---|---|
| 2019 | Jan | 31 | 04 | 01+ 01 (Winter break) | 25 | Nil | Technology and Development; significant modern technologies | 1. Class room teaching 2. Newspaper articles 3. Class Test |
| | Feb | 28 | 04 | 02 | 22 | Nil | Basic information on Competitive Exams; Urban - Rural Disparities in Development | 1. Class room teaching 2. Newspaper articles |
| | March | 31 | 04 | 03 | 24 | Nil | Revision | 1. Practice |
| | April | 30 | 05 | 02 | - | 23 | | |
| | May | 31 | 04 | 23 (Summer break) | - | 04 | | |
| SUBTOTAL | | 207 | 29 | 08 + 47 (Break) | 96 | 27 | | |
| GRAND TOTAL | | 365 | 52 | 13 + 65 (Break) | 186+ 01* | 48 | | |

Key reference Books/Magazines/Reference Material:

1. Shivananda, J. Human Rights. Alfa Publications, New Delhi,. 2006
2. Kleinman Daniel Lee Science and Technology in Society; John Wiley and Sons; 2005
3. Datta, Prabhat The Great Indian Divide; Frontline; Volume 21 - Issue 14, Jul. 03 - 16, 2004
4. Pereira, W Inhuman Rights: The Western System and Global Human Rights Abuse; Apex Press; 1997



S.P. Mandali's

R. A. Podar College of Commerce & Economics

Teaching – Learning Plan for the Academic Year: 2018-19

Department: English

Course: Journalism I & II

Program: S.Y. B. Com

Semester: III & IV

No. of lectures (per week): 03

Division: F

TEACHING OBJECTIVES:

Sem III & IV Journalism

Objectives:

1. To acquaint the learners with the basic concepts of journalism and to familiarize them with the content of a newspaper and departments of the newspaper publishing house.
2. To sensitize them to the styles of journalistic prose
3. To inculcate in them the skills of reporting, editing and feature writing in print medium
4. To enable the students to have a career perspective in journalism

Course Outcomes:

1. To write in various journalistic formats effectively
2. To become citizen reporters
3. To develop a career perspective in journalism

| Sem | Month | No. of days | Sundays + Holidays + Breaks | Teaching days | Exam Days | Topics Covered | Teaching Methodology / Tools |
|-----------|-------|-------------|-----------------------------|---------------|-----------|--|--|
| I 2018 | June | 30 | 04 | 12 | Nil | What is news; Origin and development of the Indian Press Circulation dept News Agencies News Value, News Gathering, Readers' interest | . |
| | July | 31 | 05 | 26 | Nil | Major Press Laws in India: Adam's Regulations Press Syndicate Mechanical Departments Qualities and aptitude necessary for a reporter, Types of reports, Writing of Reports | Classroom teaching. |
| | Aug | 31 | 06 | 24+1* | Nil | Vernacular Press Act; Press and Socio-Political issues in pre and post-Independence India Electronic Journalism Advertising, dept | Classroom teaching. Ppt presentation. Case study discussion (Newspaper articles) |

| | | | | | | | |
|-----------------|------|-----|----|-------|-----|--|------------------------------|
| | | | | | | Basic principles of report drafting, Parts of a news report, 5Ws | |
| | Sept | 30 | 06 | 20 | Nil | Freedom Movement, Emergency and Violence in society Ethics in Journalism Editorial dept Headline writing, Types of Leads, and Report writing | Classroom teaching, internet |
| | Oct | 31 | 6 | 08 | 17 | Exam | |
| | Nov | 05 | 01 | - | 04 | | |
| Subtotal | | 158 | 28 | 90+1* | 21 | | |
| II 2018 | Nov | 25 | 03 | 05 | Nil | Principles of editing, editorial policy Students are expected to learn how to edit an article for newsworthiness Types of features: Obits, Reviews, Columns Make up and its functions | |

| | | | | | | | |
|-------------|-------|----|----|----|-----|--|--|
| | Dec | 31 | 05 | 25 | Nil | <p>Role of the Editor, role of the News Editor, role of Chief Sub-editor, role of Sub-editors</p> <p>length and suitable expression</p> <p>Trend stories. Students are expected to learn how to write a feature on a contemporary topic</p> <p>Types of Layout: Horizontal, Vertical Make up</p> | |
| 2019 | Jan | 31 | 05 | 25 | Nil | <p>Compiling of data, Editing for Language and style</p> <p>Circus Make up, Modular layout, Broadsheet layout</p> | |
| | Feb | 28 | 06 | 22 | Nil | <p>Editing for space, editing for correctness, editing for clarity</p> <p>Tabloid layout, Fonts and Typography</p> | |
| | March | 31 | 07 | 24 | Nil | <p>Editing for space, editing for correctness, editing for clarity</p> <p>Tabloid layout, Fonts and Typography.</p> <p>Revision</p> | |

| | | | | | | | |
|-----------------|-------|-----|----|--------|----|------|--|
| | April | 30 | 07 | - | 23 | Exam | |
| | May | 31 | 4 | - | 4 | | |
| Subtotal | | 207 | 37 | 96 | 27 | | |
| Total | | 365 | 65 | 186+1* | 48 | | |



S.P. Mandali's

R. A. Podar College of Commerce & Economics

Teaching – Learning Plan for the Academic Year: -2018-2019

Department: Commerce

Course: Advertising I & II

Program: SY B.Com

Semester: III & IV

No. of lectures (per week): 03

Division: A to E

TEACHING OBJECTIVES:

Semester III (Advertising – I)

1. To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.
2. It aims to orient learners towards the practical aspects and techniques of advertising.
3. To provide insight about how organizations /ad agencies relay information through mass media to large segment of the viewers at the same time. 4.
4. To explain the different forms of advertising and stimulate interest among students about the new trends in advertising.

Semester III (Advertising – II)

1. It identifies creativity relevant to selected media, to orient learners towards the practical aspects and techniques of advertising.

2. It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising.
3. Learners will be able to highlight the importance of integrating, commercial, visual and communication skills in advertising.
4. It motivates students to consider career options in the field of advertising.

| Term dates: First Term – 14th June -6th November 2018 | | | | | | | | | |
|--|--------------|--------------------|----------------|--------------------------|----------------------|---|------------------|--|---|
| Sem | Month | No. of days | Sundays | Holidays + Breaks | Teaching days | E-Content development/ Administrative work | Exam Days | Topics Covered | Teaching Methodology/ Tools |
| I 2018 | June | 30 | 04 | 11 | 15 | 15 | Nil | Module-I Introduction to Advertising Advertising: Concept, Characteristics, Evolution of Advertising, Active Participants, Benefits of advertising to all stakeholders. • Integrated Marketing Communication (IMC): Concept, Elements, The Communication Process, Role of advertising within IMC during different stages of a Product's Life Cycle (PLC) • Brand Building: Brand Name – Characteristics, Brand Positioning, Brand Loyalty and Brand equity – Concept and Significance, Role of Advertising in managing Brand Crises. | MS-teams platform, Google Classroom PPT presentation Use of Whiteboard Web presentation. case discussions Web/YouTube links for reference |
| | July | 31 | 04 | 1 | 26 | 26 | Nil | Module-II Economic & Social Aspects of Advertising Economic Aspects: Effect of advertising on consumer demand, innovation, monopoly, competition and market expansion, pricing, criticisms in advertising • Social Aspects: Ethical and social issues | MS-teams platform, Google Classroom PPT presentation Use of Whiteboard Web presentation. case discussions Web/YouTube links for reference |

| | | | | | | | | | |
|------|----|------|----|----|------------------------|-----|--|---|--|
| | | | | | | | | <p>in advertising, positive and negative influence of advertising on Indian values and culture, Influence of Advertising on Children.</p> <ul style="list-style-type: none"> • Consumer Protection: Regulation & Self-Regulation of Advertising <p>Objectives and Role of the following:</p> <ol style="list-style-type: none"> ASCI FSSI Ministry of Consumer Affairs Role of Consumer Protection Act, 1984 with reference to Advertising | <p>MS-teams platform, Google Classroom PPT presentation Use of Whiteboard Web presentation. case discussions Web/YouTube links for reference</p> |
| Aug | 31 | 4+1* | 2 | 24 | 24+1(Independence Day) | Nil | <p>Module-III Media in Advertising</p> <ul style="list-style-type: none"> • Traditional Media: Print, Broadcasting, Out-Of-Home advertising and films - advantages and limitations of all the above traditional media • New Age Media: Digital Media / Internet Advertising – Forms, Significance and Limitations • Media Research: Concept, Importance, Tools for Media Research - ABC and BARC & TRP, National Readership Survey | <p>MS-teams platform, Google Classroom PPT presentation Use of Whiteboard Web presentation. Web/YouTube links for reference</p> | |
| Sept | 30 | 04 | 04 | 22 | 22 | Nil | <p>Module-IV Forms of advertising, Special Purpose Advertising and Trends in Advertising</p> <ul style="list-style-type: none"> • Forms of advertising: Based on Target audience- Industrial advertising, Professional, Trade(B2B), Consumer (B2C) Based on Functions –Product/ | <p>MS-teams platform, Google Classroom PPT presentation Use of Whiteboard Web presentation. case discussions Web/YouTube links for reference Chanakya Niti E-</p> | |

| | | | | | | | | | |
|--|-----|------------|-----------|--------------|-----------|---------------|-----------|--|---|
| | | | | | | | | Service, Institutional, Generic, Financial Advertising, Soft Sell (Indirect Action)- Hard-Sell advertising (Direct Action) Based on Geographic Location: Local, regional, national and international advertising Advantages of each form of advertising • Special purpose advertising: Rural advertising, Political advertising, Advocacy advertising, Corporate Image advertising, Green Advertising – Pro Bono/Social advertising Features of each type of special purpose advertising • Advertising Trends in India: Media, Advertisers, Ad Agencies, innovation and technology in Advertising (Use of Artificial Intelligence, QR Code, E-logo, digital music logos, etc.) | Book, Audio Book link |
| | Oct | 31 | 05 | 03 | 7 | 23 | 16 | • | MS-teams platform, Google Classroom PPT presentation Use of Whiteboard Web presentation. case discussions Web/YouTube links for reference |
| SUBTOTAL | | 212 | 52 | 51+1* | 92 | 110+1* | 16 | | |
| Second Term – 25th November to 30th April | | | | | | | | | |
| II | Nov | 30 | 4 | 13 | 13 | 13 | Nil | • Module-Planning Advertising | MS-teams platform, |

| | | | | | | | | | |
|-----|----|----|---|----|----|-----|---|---|--|
| | | | | | | | | <p>Campaigns</p> <ul style="list-style-type: none"> Advertising Campaign: Concept, Steps in Advertising Campaign Planning - Determining advertising objectives –AIDA Model and DAGMAR model Advertising Budgets: Factors determining advertising budgets, methods of setting advertising budgets, Media Objectives - Reach, Frequency and GRPs Media Planning: Concept, Process, Factors considered while selecting media, Media Scheduling Strategies | <p>Google Classroom PPT presentation</p> <p>Use of Whiteboard</p> <p>Web presentation. case discussions</p> <p>Web/YouTube links for reference</p> |
| Dec | 31 | 04 | 6 | 21 | 21 | Nil | <p>Module-II Fundamentals of Creativity in Advertising</p> <ul style="list-style-type: none"> Creativity: Concept and Importance, Creative Process, Concept of Creative Brief, Techniques of Visualization Creative aspects: Buying Motives - Types, Selling Points- Features, Appeals – Types, Concept of Unique Selling Proposition (USP) Creativity through Endorsements: Endorsers – Types, Celebrity Endorsements– Advantages and Limitations, High | <p>MS-teams platform,</p> <p>Google Classroom PPT presentation</p> <p>Use of Whiteboard</p> <p>Web presentation. case discussions</p> <p>Web/YouTube links for reference</p> | |

| | | | | | | | | | |
|----------------------------------|-----|----|----|------------------|----|----|-----|---|---|
| | | | | | | | | Involvement and • Low Involvement Products | |
| IV- Semester 2021- 2022 | Jan | 31 | 5 | 1(Republic Day) | 25 | 25 | Nil | Module-III Execution and Evaluation of Advertising • Preparing print ads: Essentials of Copywriting, Copy – Elements, Types, Layout- Principles, Illustration - Importance. • Creating broadcast ads: Execution Styles, Jingles and Music – Importance, Concept of Storyboard • Evaluation: Advertising copy, Pre-testing and Post-testing of Advertisements – Methods and Objectives | MS-teams platform, Google Classroom PPT presentation Us of Whiteboard Web presentation. case discussions Web/YouTube links for reference |
| | Feb | 28 | 04 | 1 | 23 | 23 | nil | Module-IV Advertising Agency • Advertising Agency: Features, Structure and services offered, Types • of advertising agencies, Agency selection criteria • Agency and Client: Maintaining Agency–Client relationship, Reasons • and ways of avoiding Client Turnover, Creative Pitch, Agency • compensation • Careers in advertising: | MS-teams platform, Google Classroom PPT presentation Use of Whiteboard Web presentation. case discussions Web/YouTube links for reference |

| | | | | | | | | | |
|--|--------------------|------------|-----------|--------------|------------|---------------|-----------|---|--|
| | | | | | | | | Skills required for a career in advertising, • . | |
| | March | 31 | 4 | 2 | 10 | 25 | 15 | • Various Career Options, Freelancing Career Options – Graphics, • Animation, Modelling, Dubbing, Careers in Digital Advertising / Social Media Advertising | |
| | April | 30 | 4 | 3 | - | 23 | 23 | Revision lectures Mock test Term end Exam | |
| | May | 31 | 05 | 26 | | | | | |
| | SUBTOTAL | 212 | 30 | 51+1* | 92 | 130 | 38 | | |
| | GRAND TOTAL | 365 | 52 | 73 | 186 | 240+1* | 54 | | |

First Term - 07th August, 2020 to 31 st December, 2020 Both days

Second Term - 01 st January, 2021 to 31 st May, 2021 inclusive

Diwali Vacation from 12 th November, 2020 to 18 th November, 2020 ** total 07 days.

Summer Vacation from 1 st June, 2021 to 13 th June, 2021 ** total 13 days. ** - both days inclusive

References:

1. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma – Prentice Hall.

2. Advertising Management, 5th Edition, 2002 –Batra, Myers and Aaker – Pearson Education.
3. Advertising and Promotion: An Integrated Marketing Communications Perspective, 10th Edition.
4. George Belch and Michael Belch, 2015, McGraw Hill Education.
5. Advertising Principles and Practice, 2012 - Ruchi Gupta – S.Chand Publishing.
6. Advertising, 10th Edition, Sandra Moriarty, Nancy D Mitchell, William D. Wells, 2010 Pearson Advertising and Promotion : An Integrated Marketing Communications Perspective (SIE) –
7. Contemporary Advertising, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education, 2017.
8. George E Belch, Michael A Belch and Keyoor Purani –9th Edition, 2011 - McGraw Hill Education.
9. Integrated Advertising, Promotion, and Marketing Communications, Kenneth E. Clow and Donald E. Baack, 5th Edition, 2012 – Pearson.
10. Kotler Philip and Eduardo Roberto, Social Marketing, Strategies for Changing Public Behaviour, The Free Press, New York, 1989.
11. Kleppner’s Advertising Procedure – Ron Lane and Karen King, 18th edition, 2011 – Pearson.
12. The Advertising Association Handbook - J. J. D. Bullmore, M. J. Waterson, 1983 - Holt Rinehart & Winston.
13. Strategic Brand Management – Kevin Lane Keller, 4th Edition, 2013 – Pearson Education limited.

Websites:

1. <http://www.davp.nic.in>
2. <https://ascionline.org/>
3. <https://www.fssai.gov.in/>
4. <https://doordarshan.gov.in/revised-code-commercial-advertising-doordarshan>

5. <https://consumeraffairs.nic.in/>



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-19

Teacher's Name: Adv. Siddhesh P. Tiwrekar

Department: Business Law

Program: B.Com

Course:

Semester: III

Division:

No. of lectures (per week): 20

TEACHING OBJECTIVES:

1. To help students to understand the course and content of Business Law by sharing my knowledge.
2. To upgrade academic standard and quality of understanding of the subject.
3. Making students familiar with the legal language and terminology. Keep them updated with latest developments in the world of Business Law.

Term dates: 1st Term – 18th June 2018 to 5th Nov 2018

| Sem | Month | No. of days | Sundays | Holidays + Breaks | Teaching days | Exam. Days | Topics Covered | Teaching Methodology/ Tools |
|-------------------|--------------|--------------------|----------------|--------------------------|----------------------|-------------------|--|--|
| I 2018 | June | 30 | 04 | 14 (Summer break) | 12 | Nil | Appointed in July. | - |
| | July | 31 | 05 | - | 26 | Nil | Indian Contract Act 1872. Part I Introduction – Definitions- Essentials- Classifications, distinguish between Contract and agreement & Offer introduction. | Explaining the concepts - Discussions- Dictating Notes. |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | Rules of Valid offer & Acceptance – Counter offer- standing offer- distinguish between offer and invitation to offer- Concept of communication and revocation of offer and acceptance- Capacity to contract- Consideration. Indian Contract Act 1872. Part II | Case laws- Examples- Explaining the concepts - Discussions- Dictating Notes. |

| | | | | | | | | |
|---|-----------------|------------|-----------|----------------------------|-----------------|-----------|--|---|
| | | | | | | | Consent- Void Agreement- Contingent Contract- Modes of Discharge. | |
| | Sept | 30 | 05 | 01 + 04 (Midterm break) | 20 | Nil | Negotiable Instrument Act 2015 Introduction- characteristics – Classification- Maturity- Promissory Notes- Bills of exchange & cheque- Miscellaneous. Revision. | - |
| | Oct | 31 | 04 | 02 | 08 | 17 | | |
| | Nov | 05 | 01 | - | - | 04 | | |
| | SUBTOTAL | 158 | 23 | 05 +18 (Break) | 90 + 01* | 21 | | |
| 2nd Term – 26th November 2018 to 4th May 2019 | | | | | | | | |
| II 2018 | Nov | 25 | 03 | 17 (Term break) | 05 | Nil | | |
| | Dec | 31 | 05 | 06 (Winter break) | 20 | Nil | Indian Partnership Act 1932 Introduction- Essentials- Test of Partnership- Partnership Deed- Types of Partnership- Rights and Duties of Partners- Distinguish between Partnership & HUF. | - |

| | | | | | | | | |
|-------------|-----------------|------------|-----------|------------------------|-----------|-----------|---|---|
| 2019 | Jan | 31 | 04 | 01+ 01 (Winter break) | 25 | Nil | Dissolution- Limited liability Partnership (LLP)- Extent of LLP & Partnership. | |
| | Feb | 28 | 04 | 02 | 22 | Nil | Consumer Protection Act 1986 & Competition Act 2002. Introduction- objects- definitions- dispute- complaint Defect- Deficiency-Unfair Trade Practice- Goods and Services- Councils & Redressal Agencies | - |
| | March | 31 | 04 | 03 | 24 | Nil | Competition Act 2002- Introduction- Features- Abuse of position- Competition Commission- Anti competition agreements. Intellectual Property Rights IPR concept- Nature- background- Patents- Copy Rights-Trademarks. | - |
| | April | 30 | 05 | 02 | - | 23 | Revision | |
| | May | 31 | 04 | 23 (Summer break) | - | 04 | | |
| | SUBTOTAL | 207 | 29 | 08 + 47 (Break) | 96 | 27 | | |

| | | | | | | | |
|------------------------|------------|-----------|------------------------|-----------------|-----------|--|--|
| GRAND TOTAL | 365 | 52 | 13 + 65 (Break) | 186+ 01* | 48 | | |
|------------------------|------------|-----------|------------------------|-----------------|-----------|--|--|

*15th August Independence Day

List of Reference Books/ Magazine/ Any other Reference Material:



S.P. Mandali's

R. A. Podar College of Commerce & Economics

Teaching – Learning Plan for the Academic Year: 2018-19

Department: English

Course: Mass Communication I & II

Program: S.Y. B.Com

Semester: III & IV

No. of lectures (per week): 03

Division: F

TEACHING OBJECTIVES:

Sem III & IV Mass Communication

1. To introduce the students to some major aspects of communication and mass communication.
2. To develop among the students a broad perspective of the past and the present status of Mass Media in India.
3. To develop among the students a critical understanding of the Mass Media with regard to their presentation formats, roles and audiences in Indian context.
4. To develop among the students a critical understanding of some special roles of different Mass Media in India.
5. To help the students to assess the contribution of Indian mass media to national development.
6. To acquaint the students with some issues and laws related to mass media in India.
7. To introduce the students to various job and career opportunities in media industry.

| Sem | Month | No. of days | Sundays + Holidays + Breaks | Teaching days | Exam Days | Topics Covered | Teaching Methodology / Tools |
|-----------|-------|-------------|-----------------------------|---------------|-----------|---|--|
| I 2018 | June | 30 | 04 | 12 | Nil | Nature of Communication a. Definitions, elements and process of communication interpersonal, group and mass communication Concept of 'Mass Audience' | . |
| | July | 31 | 05 | 26 | Nil | Modes - verbal and non-verbal Means – traditional, electronic, digital The process of mass communication Major types of newspapers and magazines Major formats of newspaper items | Classroom teaching. |
| | Aug | 31 | 06 | 24+1* | Nil | Barriers – physical, linguistic, psychological and cultural Features of mass communication Functions of mass communication: entertainment, surveillance, education, interpretation, | Classroom teaching. Ppt presentation. Case study discussion (Newspaper articles) |

| | | | | | | | |
|-----------------|------|-----|----|-------|-----|--|------------------------------|
| | | | | | | <p>persuasion, socialization, opinion building</p> <p>Its beginning in India</p> <p>Milestones in its technological advancement</p> <p>Major formats of radio programmes</p> <p>Major formats of TV programmes</p> | |
| | Sept | 30 | 06 | 20 | Nil | <p>Channels of mass communication: traditional folk media, print media, electronic media, new/digital media</p> <p>Its reach / total users at present (regional, special, demographic coverage)</p> <p>Its ownership, control and governance</p> <p>Major types of films</p> <p>Major web based social media/ networking sites</p> | Classroom teaching, internet |
| | Oct | 31 | 6 | 08 | 17 | Exam | |
| | Nov | 05 | 01 | - | 04 | | |
| Subtotal | | 158 | 28 | 90+1* | 21 | | |

| | | | | | | | |
|--------------------|-----|----|----|----|-----|---|--|
| II 2018 | Nov | 25 | 03 | 05 | Nil | <p>Print media as an interpreter and a watchdog</p> <p>Radio as a patron of music</p> <p>Television and surveillance</p> <p>Role of media in exposing anti-development elements</p> <p>Freedom of expression and Censorship</p> | |
| | Dec | 31 | 05 | 25 | Nil | <p>Television and its impact on the Indian family institution</p> <p>Television and Consumerism</p> <p>Role of media in strengthening democracy</p> <p>Role of media in education</p> | |
| 2019 | Jan | 31 | 05 | 25 | Nil | <p>Films voicing social problems</p> <p>Social networking sites and mass campaigns</p> <p>Role of media in promoting government schemes</p> <p>The relationship between the media and the government</p> | |

| | | | | | | | |
|-----------------|-------|-----|----|--------|-----|---|--|
| | Feb | 28 | 06 | 22 | Nil | Media objectivity, including media bias and political leanings Objectionable advertising Major laws in India related to media | |
| | March | 31 | 07 | 24 | Nil | Career opportunities in Mass Media Revision lectures | |
| | April | 30 | 07 | - | 23 | Exam | |
| | May | 31 | 4 | - | 4 | | |
| Subtotal | | 207 | 37 | 96 | 27 | | |
| Total | | 365 | 65 | 186+1* | 48 | | |



S.P. Mandali's

R. A. Podar College of Commerce & Economics

Teaching – Learning Plan for the Academic Year: 2018-19

Department: English

Course: Journalism I & II

Program: S.Y. B. Com

Semester: III & IV

No. of lectures (per week): 03

Division: F

TEACHING OBJECTIVES:

Sem III & IV Journalism

Objectives:

1. To acquaint the learners with the basic concepts of journalism and to familiarize them with the content of a newspaper and departments of the newspaper publishing house.
2. To sensitize them to the styles of journalistic prose
3. To inculcate in them the skills of reporting, editing and feature writing in print medium
4. To enable the students to have a career perspective in journalism

Course Outcomes:

1. To write in various journalistic formats effectively
2. To become citizen reporters
3. To develop a career perspective in journalism

| Sem | Month | No. of days | Sundays + Holidays + Breaks | Teaching days | Exam Days | Topics Covered | Teaching Methodology / Tools |
|-----------|-------|-------------|-----------------------------|---------------|-----------|--|--|
| I 2018 | June | 30 | 04 | 12 | Nil | What is news; Origin and development of the Indian Press Circulation dept News Agencies News Value, News Gathering, Readers' interest | . |
| | July | 31 | 05 | 26 | Nil | Major Press Laws in India: Adam's Regulations Press Syndicate Mechanical Departments Qualities and aptitude necessary for a reporter, Types of reports, Writing of Reports | Classroom teaching. |
| | Aug | 31 | 06 | 24+1* | Nil | Vernacular Press Act; Press and Socio-Political issues in pre and post-Independence India Electronic Journalism Advertising, dept | Classroom teaching. Ppt presentation. Case study discussion (Newspaper articles) |

| | | | | | | | |
|-----------------|------|-----|----|-------|-----|--|------------------------------|
| | | | | | | Basic principles of report drafting, Parts of a news report, 5Ws | |
| | Sept | 30 | 06 | 20 | Nil | Freedom Movement, Emergency and Violence in society Ethics in Journalism Editorial dept Headline writing, Types of Leads, and Report writing | Classroom teaching, internet |
| | Oct | 31 | 6 | 08 | 17 | Exam | |
| | Nov | 05 | 01 | - | 04 | | |
| Subtotal | | 158 | 28 | 90+1* | 21 | | |
| II 2018 | Nov | 25 | 03 | 05 | Nil | Principles of editing, editorial policy Students are expected to learn how to edit an article for newsworthiness Types of features: Obits, Reviews, Columns Make up and its functions | |

| | | | | | | | |
|-------------|-------|----|----|----|-----|--|--|
| | Dec | 31 | 05 | 25 | Nil | <p>Role of the Editor, role of the News Editor, role of Chief Sub-editor, role of Sub-editors</p> <p>length and suitable expression</p> <p>Trend stories. Students are expected to learn how to write a feature on a contemporary topic</p> <p>Types of Layout: Horizontal, Vertical Make up</p> | |
| 2019 | Jan | 31 | 05 | 25 | Nil | <p>Compiling of data, Editing for Language and style</p> <p>Circus Make up, Modular layout, Broadsheet layout</p> | |
| | Feb | 28 | 06 | 22 | Nil | <p>Editing for space, editing for correctness, editing for clarity</p> <p>Tabloid layout, Fonts and Typography</p> | |
| | March | 31 | 07 | 24 | Nil | <p>Editing for space, editing for correctness, editing for clarity</p> <p>Tabloid layout, Fonts and Typography.</p> <p>Revision</p> | |

| | | | | | | | |
|-----------------|-------|-----|----|--------|----|------|--|
| | April | 30 | 07 | - | 23 | Exam | |
| | May | 31 | 4 | - | 4 | | |
| Subtotal | | 207 | 37 | 96 | 27 | | |
| Total | | 365 | 65 | 186+1* | 48 | | |



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-19

Department: Commerce

Program: B.Com.

Course: Company Secretarial Practice

Semester: III & IV

Division: A To G

No. Of lectures (per week): 03

TEACHING OBJECTIVES:

1. To highlight the role of marketing research in the era of online business, importance in creation of success of brands and its importance within the marketing function of a Company.
2. It aims to orient learners towards the practical aspects and techniques of Marketing Research like AI, MIS, and Data warehouse, Data mining.
3. It is expected that this course will prepare learners to lay down a foundation for advanced Post-graduate courses in Research Methodology.
4. It will motivate students to consider career options in the field of Marketing Research.:

Teaching Plan for the Academic Year: 2018-19

| Term dates: 1 st Term – 18 th June 2018 to 5 th Nov 2018 | | | | | | | | |
|---|-------|----------------|---------|----------------------|---------------|-----------|--|----------------|
| Semester | Month | Number of days | Sundays | Holidays | Teaching days | Exam Days | Topics Covered | Teaching Aids |
| III 2018 | June | 30 | 04 | 14 (Summer break) | 12 | Nil | Module 1 Introduction to Company • Introduction to Company – Features, Types -As per Company’s Act, 2013. • Company Secretary – Qualities, Qualifications, Appointment procedure, Resignation & Removal. | Chalk and Talk |
| | July | 31 | 05 | - | 26 | Nil | • Role of Company Secretary–Rights, Responsibilities, Liabilities of Company Secretary, Career options of Company Secretary | Chalk and Talk |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | Module 2 Company Secretary Practices • Advisory Services – Role of Company Secretary as an advisor to Chairman, Secretary as an liaison officer between the (a) Company and Stock Exchange (b) Company | Chalk and Talk |

| | | | | | | | | |
|--|------|----|----|----------------------------|----|-----|---|----------------|
| | | | | | | | and Depository Participants (c) Company and Register of Companies (ROC). <ul style="list-style-type: none"> • Representation Services of Company Secretary at different forums Company Law Board, Consumer Forum, SEBI, Arbitration & conciliation services, Cyber Law compliance, Secretarial Standards – Chalk and talk Advantages, Secretarial Standards by ICSI, Secretarial Standards -1-10. • Secretarial Audit – Procedure and Stages, Need and Importance, Scope. | |
| | Sept | 30 | 05 | 01 + 04 (Midterm break) | 20 | Nil | Module 3 Company Documentation and Formation <ul style="list-style-type: none"> • Memorandum of Association (MOA) - Clauses, Alteration of MOA, Ultra Vires. Articles of Association (AOA) – Contents, Prospectus – Statement in Lieu of Prospectus, Contents, Misleading Prospectus. • Company Formation – Stages, Secretarial Duties at each stage in public company and private company. • Conversion & Reconversion of Private and Public Company – Secretarial Procedure | Chalk and Talk |
| | Oct | 31 | 04 | 02 | 08 | 17 | Module 4 Secretarial Correspondence | Chalk and Talk |

| | | | | | | | | |
|---|-----|------------|-----------|-------------------------|-----------------|-----------|---|----------------|
| | | | | | | | <ul style="list-style-type: none"> • Correspondence– Shareholders, Debenture Holders, Registrar of Companies, Stock Exchange & penalties thereon • Correspondence with SEBI, Company Law Board and penalties thereon, Role of technology in Secretarial Correspondence • Specimens– Letter to shareholders - Rights Issue, Bonus Issue, Letter to ROC-Alteration of MOA/ AOA, Letter to Stock Exchange –Listing of shares, Letters to GovernmentReconversion/Conversion, Letter to Bank – Overdraft Facility | |
| | Nov | 05 | 01 | - | - | 04 | | |
| SUBTOTAL | | 158 | 23 | 05 +18 (Break) | 90 + 01* | 21 | | |
| 2nd Term – 26th November 2018 to 4th May 2019 | | | | | | | | |
| IV 2018 | Nov | 25 | 03 | 17 (Term break) | 05 | Nil | Module 1 Management of Companies <ul style="list-style-type: none"> • Directors – Appointment, Duties, Role, Directors Report, Director Identification Number (DIN). • Types of Directors , Role of CEO, Non- Executive Directors, Independent Director Chalk and talk • Auditor - Appointment, Duties, Rights & Powers, Audit report. | Chalk and Talk |
| | Dec | 31 | 05 | 06 (Winter break) | 20 | Nil | Module 2 Company Meetings <ul style="list-style-type: none"> • Types of Company meeting, Secretarial Duties – Before, During and after company meeting – Annual General | Chalk and Talk |

| | | | | | | | | |
|------|-------|----|----|--------------------------|----|-----|---|----------------|
| | | | | | | | Meeting, Extra -Ordinary General Meeting, Board Meeting. <ul style="list-style-type: none"> • Notices, agenda, Chairman, Quorum & Proxy – Concept and Statutory Provisions • Motion, Resolution, Minutes – Concept, Types Voting, Minutes – Concept, Methods. | |
| | | | | | | | | |
| 2019 | Jan | 31 | 04 | 01+ 01 (Winter break) | 25 | Nil | Module 3 Dematerialisation and Online Trading <ul style="list-style-type: none"> • Dematerialisation – Need and Importance, Secretarial Duties, Procedures, Participants. • Online Trading – Concept, Advantages & Disadvantages, Bombay Stock Exchange Online Trading (BOLT), BOSS. • Listing of securities – Procedure, Advantages, Secretarial Duties, Scrips – Types. | Chalk and Talk |
| | Feb | 28 | 04 | 02 | 22 | Nil | Module 4 Reports and Winding Up <ul style="list-style-type: none"> • Company Reports – Types, Secretarial Duties with regard to payment of dividend, Interest, Charges & penalties. • Winding up of a Company – Procedure, & Statutory Provisions, Secretarial role in winding up. | Chalk and Talk |
| | March | 31 | 04 | 03 | 24 | Nil | <ul style="list-style-type: none"> • Specimen – Notice & Agenda of Annual General Meeting, Notice & Agenda of Board Meeting prior to Annual General Meeting, Resolution for appointment of | Chalk and Talk |

| | | | | | | | | |
|--------------------|-------|------------|-----------|----------------------------|-----------------|-----------|---|--|
| | | | | | | | Company Secretary, Special Resolution for alteration of Memorandum of Association, Minutes of Board Meeting prior to Annual General Meeting, Minutes of Annual General Meeting. REVISION LECTUREs | |
| | April | 30 | 05 | 02 | - | 23 | Term end exam | |
| | May | 31 | 04 | 23 (Summer break) | - | 04 | | |
| SUBTOTAL | | 207 | 29 | 08 + 47 (Break) | 96 | 27 | | |
| GRAND TOTAL | | 365 | 52 | 13 + 65 (Break) | 186+ 01* | 48 | | |

Key reference Books/Magazines/Reference Material:

1. Indian Economic Survey Reports (Annual), Ministry of Finance, Government of India
2. Indian Economy by Misra and Puri, Himalaya Publishing House - Delhi
3. Gaurav Dutt & Ashwini Mahajan, (2016) Indian Economy, S.Chand& company PVT LTD New Delhi
4. A.N.Agarwal – Indian Economy problems of Development and Planning New Age International Publisher
5. RuddarDatt K.P.M Sundharam – Indian Economy S. Chand E-co LTD. Delhi
6. Kindleberger, C.P. (1973) International Economics, Homewood
7. Krugman, P.R. and M. Obstgold (1994), International Economics: Theory and Policy, Glenview, Foreman
8. Dwivedi D N (2013) International Economics: Theory and Policy, Vikas publishing House New Delhi
9. M.L. Jhingan – International Economics – Vrinda publication Pvt. Ltd – Delhi
10. Dominick Salvatore – International Economics – John Wiley & sons, Inc Singapore

R. A. Podar College of Commerce & Economics

Teaching – Learning Plan for the Academic Year: 18-19

Teaching – Learning Plan for the Academic Year: 18-19

Department of Accountancy

Program- B. com

Course- FAA VII & VIII

Semester : V-VI

TEACHING OBJECTIVES:

To enlighten the students about-

- 1) The relevant provisions of the Companies Act, 2013 related to preparation of final accounts
- 2) The concept of internal reconstruction, its legal aspects and accounting procedure.
- 3) The concept of buyback of shares, conditions of buyback and the accounting treatment thereof
- 4) Investments in fixed and variable income earning securities and its accounting treatment
- 5) Ethics and disclosure requirement with respect to companies' final accounts
- 6) The concepts of amalgamations in the nature of mergers and acquisitions and its accounting as per AS-14
- 7) The meaning of foreign currency transactions, need for conversion of foreign currency transactions in the reporting currency, recognition of exchange fluctuation and its accounting
- 8) The meaning and significance of winding up of companies, its types and its accounting treatment
- 9) Concept of underwriting of shares, types of underwriting, related provisions of the Companies Act, 2013, determining the liability of underwriters and its accounting treatment.
- 10) The Formation, significance of LLP, Accounting for LLP..

| Sem | Month | Number of days | Sundays | Holidays | Teaching days | Exam. Days | No. of Working days | Topics Covered | Teaching Aids |
|-----|-------|----------------|---------|----------|---------------|------------|---------------------|-------------------------|---------------|
| V | June | 30 | 4 | | 12 | NIL | 12 | 1. Preparation of Final | PPT, Case |

| | | | | | | | | | |
|----------------------|-----------|------------|-----------|------------------------|-------------|-----------|------------------------------|--|---|
| Term 18-19 | | | | | | | | Accounts of Companies 2. Internal Reconstruction | Study, MS. Word, MS Excel |
| | July | 31 | 5 | | 26 | NIL | 26 | 1. Preparation of Final Accounts of Companies 2. Internal Reconstruction | PPT, Case Study, MS. Word, MS Excel |
| | August | 31 | 4 | 2 | 25 | NIL | 24 + 1 (Independence Day) | 1. Buyback of Shares 2. Investment Accounting | PPT, Case Study, MS. Word, MS Excel |
| | September | 30 | 05 | 1 | 20 | NIL | 20 | 1. Buyback of Shares 2. Investment Accounting 3. Ethics, Principles and Conventions | PPT, Case Study, MS. Word, MS Excel |
| | October | 31 | 4 | 2 | 8 | 17 | 25 | 1. Ethics, Principles and Conventions | PPT, Case Study, MS. Word, MS Excel |
| | November | 5 | 1 | | | 4 | 4 | Revision | PPT, Case Study, MS. Word, MS Excel |
| SUBTOTAL | | 158 | 23 | 05 | 90+1 | 21 | 111 + 1 | | |
| VI Term 18-19 | November | 25 | 3 | - | 13 | NIL | 5 | 1. AS – 14 - Amalgamation, Absorption & External Reconstruction. 2. Accounting of Transactions of Foreign Currency | PPT, Case Study, MS. Word, MS Excel |
| | December | 31 | 5 | - | 20 | NIL | 20 | 1. AS – 14 - Amalgamation, Absorption & External Reconstruction. 2. Accounting of Transactions of Foreign Currency | PPT, Case Study, MS. Word, MS Excel |
| | January | 31 | 4 | 1 (Republic Day) | 25 | NIL | 24 + 1 | 1. Liquidation of Companies 2. Underwriting of Shares & Debentures | PPT, Case Study, MS. Word, MS Excel |
| | February | 28 | 4 | 2 | 22 | NIL | 22 | 1. Liquidation of Companies 2. Underwriting of Shares & Debentures | PPT, Case Study, MS. Word, MS Excel |
| | March | 31 | 4 | 3 | 24 | Nil | 24 | 1. Accounting for Limited | PPT, Case Study, |

| | | | | | | | | | |
|--|--------------------|------------|-----------|-----------|--------------|-----------|--------------|----------------------------------|--------------------|
| | | | | | | | | Liability Partnership, Revision. | MS. Word, MS Excel |
| | April | 30 | 4 | 2 | NIL | 23 | 23 | 1. Examination | |
| | May | 31 | 4 | - | NIL | 4 | 4 | 1. Examination | |
| | SUBTOTAL | 207 | 29 | 8 | 96 | 27 | 123 | | |
| | GRAND TOTAL | 365 | 52 | 13 | 186+1 | 48 | 234+1 | | |

EXPECTED LEARNING OUTCOMES-

Students are in a position to maintain the books of accounts of a Company. Learners are able to determine the nature and need of internal reconstruction. They are also able to construct the balance sheet after internal reconstruction. Learners are able to understand the meaning of buyback of securities and accounting treatment thereof. They are also acquainted with the provisions of Companies Act 2013 regarding buyback of shares. Learners are able to understand accounting for personal investments in the light of applicable accounting standard as also effects of cum interest/dividend and ex interest/dividend prices on profits/loss and income. Students got acknowledged with the ethics that are to be followed by an accountant while performing his job.

Students are be able to understand the term Amalgamation and the methods of accounting for amalgamation, calculate purchase consideration and accounting in the books of purchasing company and vendor company. Learners are able to know accounting of foreign exchange transactions in the light of applicable accounting standard. They also understood Gain/loss that may arise on said transactions and difference between monetary and nonmonetary items and conversion at the year end. Learners are aware regarding the concepts of underwriting, underwriting commission, types of underwriting, marked, un-marked and firm-underwriting applications. Learners are able to understand the duties and power of liquidator, determine the order of priority of payment of the company's debt in liquidation and prepare accounting records necessary for liquidation of a company. Students are be able to understand Formation, significance of LLP, Accounting for LLP.

LIST OF ANY THREE REFERENCE BOOKS/MAGAZINE/REFERENCE MATERIAL:

Reference Books-

- 1) Ashish K. Bhattacharyya – “Financial Accounting for Business Managers”, Prentice Hall of India Pvt. Ltd.
- 2) Shashi K. Gupta – “Contemporary Issues in Accounting”, Kalyani Publishers.
- 3) R. Narayanaswamy – “Financial Accounting”, Prentice Hall of India, New Delhi

Teaching – Learning Plan for the Academic Year: 18-19

Department of Accountancy

Program- B. com

Course- FAA IX & X

TEACHING OBJECTIVES:

To enlighten the students about-

- 1) The concept of cost accounting and its related terms
- 2) The estimation of material cost, various levels of stock and controlling of material cost
- 3) The estimation of labour cost, remuneration plans and controlling of labour cost
- 4) The estimation of overhead cost, ascertainment, allocation, segregation, and absorption of overheads
- 5) The preparation of cost sheet and statement of reconciliation of profits/losses between Cost Records and Financial Records.
- 6) Integrated and non-integrated system of cost accounting, relationships between cost and financial accounting, preparation of various cost ledger accounts
- 7) Meaning of contract, different terms used in contract costing and preparation of Contract Accounts in the books of Contractor
- 8) Process accounting technique, ascertainment of unit cost of different processes, allocation of materials, labour and factory overhead costs to different process cost centers
- 9) Estimation of cost for various level of production, to ascertain the desirable volume of production, the profit at various level of production, and the differences between sales, revenue and variable cost
- 10) Variances, Identification of material and labour variances, Use of variances to control cost
- 11) The Concepts of target costing, life cycle costing, benchmarking, ABC Costing, Various phases of Product life Cycle.

| Sem | Month | Number of days | Sundays | Holidays | Teaching days | Exam. Days | No. of Working days | Topics Covered | Teaching Aids |
|-----------------------------|-------|----------------|---------|----------|---------------|------------|---------------------|--|-------------------------------------|
| V Term 18-19 | June | 30 | 4 | | 12 | NIL | 12 | 1. Introduction to Cost Accounting 2. Material Cost | PPT, Case Study, MS. Word, Ms EXcel |
| | July | 31 | 5 | | 26 | NIL | 26 | 1. Introduction to Cost Accounting 2. Material Cost | PPT, Case Study, MS. Word, Ms |

| | | | | | | | | | |
|------------------------------|-----------------|------------|-----------|------------------------|-------------|-----------|------------------------------|--|--|
| | | | | | | | | | EXcel |
| | August | 31 | 4 | 2 | 25 | NIL | 24 + 1 (Independence Day) | 1. Labor Cost 2. Overheads | PPT, Case Study, MS. Word, Ms EXcel |
| | September | 30 | 05 | 1 | 20 | NIL | 20 | 1. Overheads 2. Classification of Cost, Cost Sheet Reconciliation of Cost and Financial Account and Revision | PPT, Case Study, MS. Word, Ms EXcel |
| | October | 31 | 4 | 2 | 8 | 17 | 25 | 1. Classification of Cost Cost Sheet Reconciliation of Cost and Financial Account and Revision | PPT, Case Study, MS. Word, Ms Excel |
| | November | 5 | 1 | | | 4 | 4 | | |
| | SUBTOTAL | 158 | 23 | 05 | 90+1 | 21 | 111 + 1 | | |
| VI Term 18-19 | November | 25 | 3 | - | 13 | NIL | 5 | 1. Cost Control Accounts 2. Contract Costing | PPT, Case Study, MS. Word, Ms Excel |
| | December | 31 | 5 | - | 20 | NIL | 20 | 3. Cost Control Accounts Contract Costing | PPT, Case Study, MS. Word, Ms Excel |
| | January | 31 | 4 | 1 (Republic Day) | 25 | NIL | 24 + 1 | 1. Process Costing 2. Introduction to Marginal Costing | PPT, Case Study, MS. Word, Ms Excel |
| | February | 28 | 4 | 2 | 22 | NIL | 22 | 1. Introduction to Standard Costing | PPT, Case Study, MS. Word, Ms Excel |
| | March | 31 | 4 | 3 | 24 | Nil | 24 | 1. Some Emerging concepts of Cost Accounting, Revision | PPT, Case Study, MS. Word, Ms Excel |
| | April | 30 | 4 | 2 | NIL | 23 | 23 | 1. Examination | PPT, Case Study, MS. Word, Ms Excel |
| | May | 31 | 4 | - | NIL | 4 | 4 | | |
| | SUBTOTAL | 207 | 29 | 8 | 96 | 27 | 123 | | |

| | | | | | | | | |
|--------------------|------------|-----------|-----------|--------------|-----------|--------------|--|--|
| GRAND TOTAL | 365 | 52 | 13 | 186+1 | 48 | 234+1 | | |
|--------------------|------------|-----------|-----------|--------------|-----------|--------------|--|--|

EXPECTED LEARNING OUTCOMES-

Students will be in a position to identify cost, classification of cost, various techniques used to control the cost of an organization.

Students are able to understand the meaning cost, costing and Cost Accounting, Advantages and Disadvantages of Cost accounting. Students are able to acquaint with the procedure of storekeeping, documentation of material receipt and issue, how to use a technique for setting stock levels, calculation of Economic Order Quantity, Methods of valuation of inventory and importance of ABC analysis for classification of the various materials. Students are able to understand attendance and payroll system, Methods of Labour Turnover, remuneration and bonus methods, also be able to calculate labour cost. Students are able to understand cost unit, cost centre and calculation of various costs. They are able to prepare a cost sheet to find out cost and net profit/net loss of a particular product.

Students are able to acquaint how to record cost information by using double-entry book keeping system. They are able to prepare the various ledger accounts relating to cost records. Students are able to understand cost accounting methods maintained by real estate developers/builders and other businesses working on contract. They are able to calculate the cost and profit of each contract. Students are able to calculate Adverse and Favourable variances relating to material and labour. Students are able to acquaint the technique of marginal costing and its advantages and disadvantage and also application of marginal cost equations. Students are able to understand the concepts of normal, abnormal loss/gain and its calculation. They are able to know the calculation of cost per process. Students are be able to know how to apply emerging cost concepts in cost reduction, planning and management at the initial stage of production.

LIST OF ANY THREE REFERENCE BOOKS/MAGAZINE/REFERENCE MATERIAL:

Reference Books-

- 1) Cost Accounting- A managerial emphasis by Horngren, Charles, Foster and Datar, Prentice Hall
- 2) Management Accounting by Khan and Jain, Tata McGraw Hill
- 3) Practical Costing by P C Tulsian, Vikas New Delhi

R. A. Podar College of Commerce & Economics

Teaching – Learning Plan for the Academic Year: 18-19

Department of Accountancy

Program- B. com

Course- Direct and Indirect Taxes

Semester: V-VI

TEACHING OBJECTIVES:

To enlighten the students about-

1. The basic concepts, definitions and terms related to direct taxation.
2. The concept of residential status, identifying the residential status of an individual, the scope of total income for an assessee with different kinds of residential status.
3. the procedure for computation of income under various heads namely income from salaries, house property, business/ profession, capital gains and income from other sources.
4. deductions under Chapter VI-A of the Income tax act, 1961 and latest deductions inserted by Finance Act.
5. Determination of net total taxable income of an individual assessee and also to compute tax payable based on tax slab.
6. The pre-requisites for E-Filing of Income Tax Return
7. The basic concepts, definitions and terms related to Goods and Service tax (GST).
8. The concept of Supply along with the rules related to time, place and value of supply.
9. Computation of the Goods and Service Tax (GST) payable by a supplier after considering the eligible input tax credit.
10. Procedure required for the E-filing of GST returns
11. Training to become a tax consultant in preparing the tax planning, tax management. Payment of tax and filing of tax returns.

| Sem | Month | Number of days | Sundays | Holidays | Teaching days | Exam. Days | No. of Working days | Topics Covered | Teaching Aids |
|------------------------------|------------|----------------|-----------|-------------|---------------|----------------|---------------------------|--|----------------------------------|
| V Term 18-19 | June | 30 | 4 | | 12 | NIL | 12 | 1. Basic Terms Scope of Total Income & Residential Status | PPT, Case Study, Word, MS. EXcel |
| | July | 31 | 5 | | 26 | NIL | 26 | 1. Heads of Income | PPT, Case Study, Word, MS. EXcel |
| | August | 31 | 4 | 2 | 25 | NIL | 24 + 1 (Independence Day) | 1. Heads of Income Deduction from Total Income | PPT, Case Study, Word, MS. EXcel |
| | September | 30 | 05 | 1 | 20 | NIL | 20 | 1. Computation of Total Income for Individual and Tax thereon for individual 2. Preparation of Income Tax Return for E-Filing | PPT, Case Study, Word, MS. EXcel |
| | October | 31 | 4 | 2 | 8 | 17 | 25 | 1. Preparation of Income Tax Return for E-Filing | PPT, Case Study, Word, MS. Excel |
| | November | 5 | 1 | | | 4 | 4 | Revision | |
| SUBTOTAL | 158 | 23 | 05 | 90+1 | 21 | 111 + 1 | | | |
| VI Term 18-19 | November | 25 | 3 | - | 13 | NIL | 5 | 1. Introduction 2. Levy and Collection of Tax | PPT, Case Study, Word, MS. Excel |
| | December | 31 | 5 | - | 20 | NIL | 20 | 1. Levy and Collection of Tax 2. Time, Place and Value of Supply | PPT, Case Study, Word, MS. Excel |

| | | | | | | | | | |
|--|--------------------|------------|-----------|---------------------|--------------|-----------|--------------|---|-------------------------------------|
| | January | 31 | 4 | 1 (Republic Day) | 25 | NIL | 24 + 1 | 1. Input Tax Credit & Payment of Tax | PPT, Case Study, MS. Word, Ms Excel |
| | February | 28 | 4 | 2 | 22 | NIL | 22 | 1. Input Tax Credit & Payment of Tax 2. Registration under GST Law | PPT, Case Study, MS. Word, Ms Excel |
| | March | 31 | 4 | 3 | 24 | Nil | 24 | 1. Pre-requisites for E-Filing of GST Returns 2. Revision | PPT, Case Study, MS. Word, Ms Excel |
| | April | 30 | 4 | 2 | NIL | 23 | 23 | 1. Examination | PPT, Case Study, MS. Word, Ms Excel |
| | May | 31 | 4 | - | NIL | 4 | 4 | | |
| | SUBTOTAL | 207 | 29 | 8 | 96 | 27 | 123 | | |
| | GRAND TOTAL | 365 | 52 | 13 | 186+1 | 48 | 234+1 | | |

EXPECTED LEARNING OUTCOMES-

Students will be in a position to understand and apply Taxation Law in India and compute tax liability for Income Tax and GST.

LIST OF ANY THREE REFERENCE BOOKS/MAGAZINE/REFERENCE MATERIAL:

Reference Books-

- 1) Students guide to Income Tax (simplified version) by V.K.Singhania and Monica Singhania, Taxmann
- 2) Systematic approach to Income Tax by Ahuja& Gupta, Bharat Law Publication
- 3) Income Tax by T.M. Manorahan, Snow White
- 4) GST Bare Act 2017
- 5) GST Law & Practice - V.S Datey (6th Edition)
- 6) GST Laws – National Academy of Customs, Indirect Tax



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-19

Department: Commerce

Program: B.Com.

Course: Commerce Semester: V & VI

Division: A&G No. Of lectures (per week): 03

TEACHING OBJECTIVES:

1. To make the learners acquainted with- Marketing concept, significance, scope and its evolution.
2. To familiarize the learners with Marketing Mix in Marketing.
3. To make the learners aware about recent trends and challenges in marketing
4. Enthuse learners to develop skills for career options in marketing

Teaching Plan for the Academic Year: 2018-19

| Term dates: 1 st Term – 18 th June 2018 to 5 th Nov 2018 | | | | | | | | |
|---|-------|----------------|---------|----------------------|---------------|-----------|--|----------------|
| Semester | Month | Number of days | Sundays | Holidays | Teaching days | Exam Days | Topics Covered | Teaching Aids |
| V 2018 | June | 30 | 04 | 14 (Summer break) | 12 | Nil | Module 1: Introduction to Marketing <ul style="list-style-type: none"> ■ Marketing, Concept, Features, Importance, Functions, Evolution, Strategic v/s Traditional Marketing ■ Marketing Research - Concept, Features, Process Marketing Information System-Concept, Components Data Mining- Concept, Importance | Chalk and Talk |
| | July | 31 | 05 | - | 26 | Nil | <ul style="list-style-type: none"> ■ Consumer Behaviour- Concept, Factors influencing Consumer Behaviour Market Segmentation- Concept, Benefits, Bases of market segmentation Customer Relationship Management- Concept , Techniques Market Targeting- Concept, Five patterns of Target market Selection | Chalk and Talk |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | Module 2 : Marketing Decisions I | Chalk and Talk |

| | | | | | | | | |
|--|------|----|----|----------------------------|----|-----|---|--|
| | | | | | | | <ul style="list-style-type: none"> · Marketing Mix- Concept, Product- Product Decision Areas Product Life Cycle- Concept, Managing stages of PLC Branding- Concept , Components Brand Equity- Concept , Factors influencing Brand Equity · Packaging- Concept , Essentials of a good package Product Positioning- Concept, Strategies of Product Positioning Service Positioning- Importance & Challenges · Pricing- Concept, Objectives, Factors influencing Pricing, Pricing Strategies | |
| | Sept | 30 | 05 | 01 + 04 (Midterm break) | 20 | Nil | <p>Module 3 : Marketing Decisions</p> <ul style="list-style-type: none"> · Physical Distribution- Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional & Contemporary Channels) Supply Chain Management- Concept, Components of SCM · Promotion- Concept, Importance, Elements of Promotion mix Integrated Marketing Communication (IMC)- Concept, Scope ,Importance · Sales Management- Concept, Components, Emerging trends in selling Personal Selling- Concept , Process of personal selling, Skill Sets required for Effective Selling <p>Module 4 : Key</p> | |

| | | | | | | | | |
|---|-----|------------|-----------|-----------------------|-----------------|-----------|---|----------------|
| | | | | | | | Marketing Dimensions · Marketing Ethics: Concept, Unethical practices in marketing, General role of consumer organizations Competitive Strategies for Market Leader, Market Challenger, Market Follower and Market Nicher Marketing Ethics: · Rural Marketing- Concept, Features of Indian Rural Market, Strategies for Effective Rural Marketing Digital Marketing-Concept, trends in Digital Marketing Green Marketing-concept, importance · Challenges faced by Marketing Managers in 21st Century Careers in Chalkandtalk Marketing – Skill sets required for effective marketing Factors contributing to Success of brands in India with suitable examples, Reasons for failure of brands in India with suitable examples. | |
| | Oct | 31 | 04 | 02 | 08 | 17 | | |
| | Nov | 05 | 01 | - | - | 04 | | |
| SUBTOTAL | | 158 | 23 | 05 +18 (Break) | 90 + 01* | 21 | | |
| 2nd Term – 26th November 2018 to 4th May 2019 | | | | | | | | |
| VI 2018 | Nov | 25 | 03 | 17 (Term break) | 05 | Nil | Module-1 Human Resource Management · Human Resource Management – Concept, Functions, Importance, | Chalk and Talk |

| | | | | | | | | |
|------|-----|----|----|-----------------------------|----|-----|---|----------------|
| 2019 | Jan | 31 | 04 | 01+ 01 (Winter break) | 25 | Nil | <p>Module-4 Human Relations</p> <ul style="list-style-type: none"> · Human Relations- Concept, Significance Leadership –Concept, Transactional & Transformational Leadership Motivation- Concept, Theories of Motivation,(Maslow’s Need Hierarchy Theory, Vroom’s Expectancy Theory, McGregor’s Theory X and Theory Y, Pink’s Theory of Motivation) · Employees Morale- Concept, Factors affecting Morale, Measurement of Employees Morale Emotional Quotient and Spiritual Quotient- Concept, Factors affecting EQ & SQ · Employee Grievance- Causes, Procedure for Grievance redressal Employee welfare measures and Healthy & Safety Measures. | Chalk and Talk |
| | Feb | 28 | 04 | 02 | 22 | Nil | <p>Module-4 Trends In HumanResource Management</p> <ul style="list-style-type: none"> · HR in changing environment: Competencies- concept, classification Learning organizations- Concept, Creating an innovative organization, Innovation culture- Concept, Need, Managerial role. · Trends in Human Resource Management,: Employee Engagement- Concept, Types Human resource Information System (HRIS) – Concept, Importance, Changing patterns of employment | Chalk and Talk |

| | | | | | | | | |
|--------------------|-------|------------|-----------|----------------------------|-----------------|-----------|---|----------------|
| | March | 31 | 04 | 03 | 24 | Nil | · Challenges in Human Resource Management: Employee Empowerment, Workforce Diversity. Attrition, Downsizing, Employee Absenteeism, Work life Balance, Sexual Harassment at work place, Domestic and International HR Practices, Millennial (Gen Y) Competency Mapping REVISION LECTUREs | Chalk and Talk |
| | April | 30 | 05 | 02 | - | 23 | Term end exam | |
| | May | 31 | 04 | 23 (Summer break) | - | 04 | | |
| SUBTOTAL | | 207 | 29 | 08 + 47 (Break) | 96 | 27 | | |
| GRAND TOTAL | | 365 | 52 | 13 + 65 (Break) | 186+ 01* | 48 | | |

Key reference Books/Magazines/Reference Material:

LEARNING OUTCOME 1. To make the learners acquainted with- Marketing concept, significance, scope and its evolution.

2. To familiarize the learners with Marketing Mix in Marketing.
3. To make the learners aware about Recent trends and challenges in marketing
4. Enthuse learners to develop skills for career options in marketing.

BOOK REFERENCES:

Commerce V

- Phillip Kotler. (2005) Marketing Management, Englewood cliffs, Prentice Hall, NJ
- Richard M. S Wilson, Colin Gilligan, Strategic Marketing Management, Viva Books Pvt. Ltd., 2003.
- Walker –Boyd, Larreche , Marketing Strategies –Planning Implementations, Tata MacGraw Hill. 2004.
- Neelamegam, S. (2007) Marketing in India : Cases and Readings, Vikas, New Delhi

- Kotler, P., Keller, K.L. Koshy, A. & Jha. M. (2009). Marketing Management: A South Asian Perspective. (Thirteenth Ed). Pearson Education, New Delhi.
- Gandhi, J.C. Marketing a Managerial Introduction Tata McGraw Hill.
- Maheshwari, R.P., Jindal, Lokesh, (2011). Marketing Management Theory and Practice.
- Sherlekar, S.A. Marketing Management. Himalaya Publishing House.
- Saxena, Rajan. Marketing Management
- Ramaswamy & Kumari Nama. Marketing Management Commerce Vi
- Bernardin, John H: Human Resource Management, Tata McGraw Hill, New Delhi 2004.
- Arthur M, Career Theory Handbook, Prentice Hall Inc, Englewood Cliff.
- Belkaoui, A.R. and Belkaoui, JM, Human Resource Valuation: A Guide to Strategies and Techniques, Quorum Books, Greenwood, 1995.
- Dale, B, Total Quality and Human Resources: An Executive Guide, Blackwell, Oxford.
- Greenhaus, J.H., Career Management, Dryden, New York.
- Mabey, C and Salama, G., Strategic Human Resource Management, Blackwell, Oxford.
- Aswathappa. K, Human Resource Management
- Subba Rao, Human Resources Management.
- Michael Porter, HRM and Human Relations.
- M.N. Rudrabasavaraj: Cases in Human Resource Management –Himalaya Publishing House –New Delhi, 1998
- Decenzo, D.A. and Robbins, S. P., Fundamentals of Human Resource Management, Wiley, India.
- Dessler, G. and Varkkey, B., Human Resource Management, Pearson Education, Delhi.
- Chhabra, T.N., Human Resource Management, Dhanpat Rai & Co., Delhi.
- Aswathappa K., Human Resource Management, Tata McGraw, Hill, New Delhi.
- H. John Bernardin and Richard W. Beatty: Performance Appraisal: Human Behavior at work –Boston: Kent, 1984
- George T. Milkovich and John W. Boudream: Personnel / Human Resources Management: A Diagnostic Approach, 5th Edn. Plano, TX: Business Publications, 1998.
- Lepak, David & Gowan, Mary. Human Resource Management. Dorling Kindersley (India).
- Khanna, S.S. Human resource Management (Text and Cases). S. Chand, New Delhi.
- Sadri, J., Sadri, S., Nayak, N., A Strategic Approach to Human Resource Management, JAICO Publishing House.
- Davar, R. S. Personnel Management and Industrial Relations. Vikas Publication, Noida.
- Robbins, Stephen P. Organisational Behaviour. Pearson Education, New Delhi



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-19

Teacher's name: Dr. Tejashree P Patankar

Department: Commerce Program:

B.Com. Business Management Paper-III Management and Organization Development

Semester: V & VI

Division: E

No. Of lectures (per week): 04

TEACHING OBJECTIVES:

1. To familiarize students with basic concepts and their interrelationships in management
2. To enable students to know the nature of management and the evolution of management thought and the need for acquiring management skills.
3. To help students get insights into the management functions of planning, organizing and Staffing.
4. To understand the effect of the Indian worldview on your effectiveness as a manager.

Teaching Plan for the Academic Year: 2018-19

| Term dates: 1 st Term – 18 th June 2018 to 5 th Nov 2018 | | | | | | | | |
|---|-------|----------------|---------|----------------------|---------------|-----------|--|--|
| Semester | Month | Number of days | Sundays | Holidays | Teaching days | Exam Days | Topics Covered | Teaching Aids |
| V 2018 | June | 30 | 04 | 14 (Summer break) | 12 | Nil | Module-I Introduction to Management Management – Definition and Characteristics and Principles <ul style="list-style-type: none"> • Functions of Management in a typical business organization — Levels of management and managerial competencies. • Development of Management Thought – Scientific Approach Administrative School, Behaviour School, Systems Approach and Contingency Approach. Evolution of Indian Management thoughts and their relevance in the current era. • Profile of Indian thinkers and their influence on Indian managers. | Virtual Ms-teamplatformthrough PPTCase studies, youtubevideos, debates&groupdiscussions Profiles of Indian Thinkers/Entrepreneurs/Pioneers |
| | July | 31 | 05 | - | 26 | Nil | Module-II Planning Planning, forecasting, decision making and problem solving <ul style="list-style-type: none"> • Nature, characteristics, merits and limitations of planning. | Virtual Ms-teamplatformthrough PPTCase studies, researchsurveys andreviewofbusiness articles |

| | | | | | | | | |
|--|-----|----|----|----|----------|-----|--|--|
| | | | | | | | <ul style="list-style-type: none"> • Classification and components of plans • Essentials of a good plan and planning process • Management by objectives (MBO) – Management by Exception-Active Management by exception versus Passive Management by exception-Importance and relevance | |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | <p>Module-III Organizing as a Managerial Function Definition and Process of organizing</p> <ul style="list-style-type: none"> • Organization • Departmentalization - concepts and types of Departmentalization appropriate for Virtual Ms-teamplatformthrough PPTCase studies, youtubevideos, debates&groupdiscussions <p>Profiles of Indian different business organization</p> <ul style="list-style-type: none"> • Formal organizations – Functional, SBU, Matrix, Committees • Informal organizations– Relevance and Importance | Virtual Ms-teamplatformthrough PPTCase studies, researchsurveys andreviewofbusiness articles |

| | | | | | | | | |
|-----------------|------|------------|-----------|----------------------------|-----------------|-----------|---|--|
| | | | | | | | <ul style="list-style-type: none"> • Authority, responsibility, accountability and span of control - Graicunas Theory – Wide/Narrow Span Suitability -Tall/Flat Organizations • Organizational hierarchy – charts • Delegation of authority and decentralization • Emergence of virtual organization – merits and limitations | |
| | Sept | 30 | 05 | 01 + 04 (Midterm break) | 20 | Nil | Module-IV Staffing Importance of human resource in organizations • Estimation of human resource requirements • Human Asset Accounting • Employee Value Proposition • Job Analysis • Recruitment and selection • Training and Development • Performance Appraisal • Stress Management -Skills & techniques • Managerial Effectiveness- In Government and in the Private Sector | Virtual Ms-teamplatformthrough PPTCase studies, researchsurveys andreviewofbusiness articles |
| | Oct | 31 | 04 | 02 | 08 | 17 | Revision Lectures Mock Test Term End Exam | |
| | Nov | 05 | 01 | - | - | 04 | | |
| SUBTOTAL | | 158 | 23 | 05 + 18 (Break) | 90 + 01* | 21 | | |

2nd Term – 26th November 2018 to 4th May 2019

| | | | | | | | | |
|--|---------------------------|--------------------------|--------------------------|---|--------------------------|---------------------------|--|---|
| <p align="center">VI 2018</p> | <p align="center">Nov</p> | <p align="center">25</p> | <p align="center">03</p> | <p align="center">17 (Term break)</p> | <p align="center">05</p> | <p align="center">Nil</p> | <p>Module-1 Directing and Leading Directing – Concept-natureimportance- principles</p> <ul style="list-style-type: none"> • Effective Communication for directing & leading-Barriers to communication in organisations. Ethical Issues in using social media for communication • Role of a leader in business organisations – Qualities of a good leader • Styles of leadership • Developing an effective leader: Tannenbaum-Schmidt Leadership Continuum– Robert House’s Path Goal Theory • Transactional and Transformational leaders • Personality Trait or Leadership Trait <ul style="list-style-type: none"> • Leadership and Morals - Managing with Power, Responsibility – Ethical Aspects of Effective Leadership | <p align="center">Virtual Ms-teampatformthrough PPT</p> |
| | | | | | | | | |

| | | | | | | | | |
|------|-----|----|----|-----------------------------|----|-----|--|------------------------------------|
| | Dec | 31 | 05 | 06 (Winter break) | 20 | Nil | Module-2 Co-ordination & Motivation Co-ordination as the essence of management <ul style="list-style-type: none"> • Co-ordination vs Co-operation vs Conciliation • Team Building Approach– Meaning- Challenges • Motivation – Meaning and Importance • Financial and Non-Financial Motivators • Theories | Virtual Ms-teamplatformthrough PPT |
| | | | | | | | | |
| 2019 | Jan | 31 | 04 | 01+ 01 (Winter break) | 25 | Nil | Module-3 Controlling and Information Management <ul style="list-style-type: none"> • Definition and Steps in Controlling • Strategic and Operational Controlling Techniques • Requirements of an effective control system • Flow of information in a typical organization – Need for managing information • Designing and developing modern MIS- ERP | Virtual Ms-teamplatformthrough PPT |
| | Feb | 28 | 04 | 02 | 22 | Nil | Module-4 Contemporary Issues in Management Challenges in organizational growth and development – management perspective | Virtual Ms-teamplatformthrough PPT |

| | | | | | | | | |
|--------------------|-------|------------|-----------|----------------------------|-------------|-----------|---|------------------------------------|
| | | | | | | | <ul style="list-style-type: none"> • Change Management • Importance of Time Management and tools for effective time management | |
| | March | 31 | 04 | 03 | 24 | Nil | <ul style="list-style-type: none"> • Addressing diversity due to human resource mobility • Conflict management - Negotiation Skills | Virtual Ms-teamplatformthrough PPT |
| | April | 30 | 05 | 02 | - | 23 | | |
| | May | 31 | 04 | 23 (Summer break) | - | 04 | | |
| SUBTOTAL | | 207 | 29 | 08 + 47 (Break) | 96 | 27 | | |
| GRAND TOTAL | | 365 | 52 | 13 + 65 (Break) | 186+ | 48 | | |

Key reference Books/Magazines/Reference Material:

1. Indian Economic Survey Reports (Annual), Ministry of Finance, Government of India
2. Indian Economy by Misra and Puri, Himalaya Publishing House - Delhi
3. Gaurav Dutt & Ashwini Mahajan, (2016) Indian Economy, S.Chand& company PVT LTD New Delhi
4. A.N.Agarwal – Indian Economy problems of Development and Planning New Age International Publisher
5. RuddarDatt K.P.M Sundharam – Indian Economy S. Chand E-co LTD. Delhi
6. Kindleberger, C.P. (1973) International Economics, Homewood
7. Krugman, P.R. and M. Obstgold (1994), International Economics: Theory and Policy, Glenview, Foreman
8. Dwivedi D N (2013) International Economics: Theory and Policy, Vikas publishing House New Delhi
9. M.L. Jhingan – International Economics – Vrinda publication Pvt. Ltd – Delhi
10. Dominick Salvatore – International Economics – John Wiley & sons, Inc Singapore



S.P. Mandali's
R. A. Podar College of Commerce & Economics
Teaching – Learning Plan for the Academic Year: 2018-19
Department: Commerce

Course: Business Management (Financial Management) V & VI

Program: TY B.Com

Semester: V & VI

No. of lectures (per week): 04

Division: E

TEACHING OBJECTIVES:

Semester V

1. To make the learners aware about conceptual and practical knowledge of Financial Management.
2. To familiarize the learners with various techniques and methods of Financial Management.
3. To enable learners to understand, analyze and Interpret Financial Statements.
4. To enable learners to understand calculation and application of accounting ratios.

Semester VI

1. To acquaint the learners with the concepts of Capital Budgeting - Meaning and Importance
2. To enable the learners, solve capital budgeting-based Decision-making problems with help of practical sums.
3. To enable the learners, solve capital budgeting-based Decision-making problems with help of practical sums.
3. To enable the learners, solve capital budgeting-based Decision-making problems with help of practical sums.
4. To acquaint the learners with working capital- its meaning, importance, Estimation and Management.

| Sem | Month | Number of days | Sundays | Holidays | Teaching days | Exam. Days | No. of Working days | Topics Covered | Teaching Aids |
|--------------------|-------|----------------|---------|----------|---------------|------------|---------------------|---|-------------------------------------|
| V Term 18-19 | June | 30 | 4 | | 12 | NIL | 12 | • Basics of Financial management, Balance | PPT, Case Study, MS. Word, MS Excel |

| | | | | | | | | | |
|----------------------|-----------|------------|-----------|------------------|-------------|-----------|---------------------------|---|--|
| | | | | | | | | Sheet, Profit and loss Accounts | |
| | July | 31 | 5 | | 26 | NIL | 26 | <ul style="list-style-type: none"> Introduction to Financial Management Study of Financial Statements | PPT, Case Study, MS. Word, MS Excel |
| | August | 31 | 4 | 2 | 25 | NIL | 24 + 1 (Independence Day) | <ul style="list-style-type: none"> Ratio Analysis Cash Flow Analysis | PPT, Case Study, MS. Word, MS Excel |
| | September | 30 | 05 | 1 | 20 | NIL | 20 | <ul style="list-style-type: none"> Sources of Finance Cash Flow Analysis | PPT, Case Study, MS. Word, MS Excel |
| | October | 31 | 4 | 2 | 8 | 17 | 25 | <ul style="list-style-type: none"> Cash Flow Analysis | PPT, Case Study, MS. Word, MS Excel |
| | November | 5 | 1 | | | 4 | 4 | <ul style="list-style-type: none"> Revision | PPT, Case Study, MS. Word, MS Excel |
| SUBTOTAL | | 158 | 23 | 05 | 90+1 | 21 | 111 + 1 | | |
| VI Term 18-19 | November | 25 | 3 | - | 13 | NIL | 5 | <ul style="list-style-type: none"> Capital Budgeting and Evaluation techniques | <ul style="list-style-type: none"> Capital Budgeting and Evaluation techniques |
| | December | 31 | 5 | - | 20 | NIL | 20 | 1) Working Capital Management | <ul style="list-style-type: none"> Working Capital Management |
| | January | 31 | 4 | 1 (Republic Day) | 25 | NIL | 24 + 1 | <ul style="list-style-type: none"> Cash Management and Marketable Securities Receivable Management | <ul style="list-style-type: none"> Cash Management and Marketable Securities Receivable Management |
| | February | 28 | 4 | 2 | 22 | NIL | 22 | 1) Basic Principles of Cost Accounting | <ul style="list-style-type: none"> Basic Principles of Cost Accounting |
| | March | 31 | 4 | 3 | 24 | Nil | 24 | 1. Revision | <ul style="list-style-type: none"> Capital Budgeting and Evaluation techniques |

| | | | | | | | | | |
|--------------------|-------|------------|-----------|-----------|--------------|-----------|--------------|----------------|--|
| | April | 30 | 4 | 2 | NIL | 23 | 23 | 1. Examination | |
| | May | 31 | 4 | - | NIL | 4 | 4 | 1. Examination | |
| SUBTOTAL | | 207 | 29 | 8 | 96 | 27 | 123 | | |
| GRAND TOTAL | | 365 | 52 | 13 | 186+1 | 48 | 234+1 | | |



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-19

Teacher's Name: Sudarshana Saikia, Eco-W, Eco-X, Eco-Y, Eco-Z

Department: Economics and Foundation Course **Program:** B.Com **Course:** Business Economics-V& VI

Semester: V&VI (T.Y.B. Com) **Division:** A-F **No. of lectures (per week):** 3

TEACHING OBJECTIVES:

1. To understand the macroeconomic events and to analyze current economic happenings.
2. Analyses key aspects of Indian economic development
3. Understand current trends in International developments.
4. Understand theoretical exposition of bases, effects and the restrictions on free flow of international trade with the empirical evidence.

Teaching Plan for the Academic Year: 2018-19

| Term dates: 1st Term – 18th June 2018 to 5th Nov 2018 | | | | | | | | |
|---|--------------|-----------------------|----------------|----------------------------|----------------------|------------------|--|---|
| Semester | Month | Number of days | Sundays | Holidays | Teaching days | Exam Days | Topics Covered | Teaching Aids |
| I 2018 | June | 30 | 04 | 14 (Summer break) | 12 | Nil | Overview of New Economic Policy-1991 Sustainable Development Goals and Policy measures; Foreign Investment Policy Measures in India | 1. Class room teaching 2. Assignment 3. Economic Survey 2017-18 discussion |
| | July | 31 | 05 | - | 26 | Nil | National Agricultural Policy 2000 Agricultural pricing and agricultural finance; Agricultural Marketing Development | 1. Class room teaching 2. Assignment 3. Newspaper articles, Planning Commission Reports |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | Competition Act 2003, MSME sector Industrial Pollution in India Service Sector | 1. Class room teaching 2. Newspaper articles |
| | Sept | 30 | 05 | 01 + 04 (Midterm break) | 20 | Nil | Challenges in Banking and Insurance Industry Money Market Capital Market | 1. Class room teaching 2. Newspaper articles |
| | Oct | 31 | 04 | 02 | 08 | 17 | Revision | 1. Practice |
| | Nov | 05 | 01 | - | - | 04 | | |
| SUBTOTAL | | 158 | 23 | 05 + 18 (Break) | 90 + 01* | 21 | | |
| 2nd Term – 26th November 2018 to 4th May 2019 | | | | | | | | |
| II 2018 | Nov | 25 | 03 | 17 (Term break) | 05 | Nil | Comparative Cost Theory, Heckscher Ohlin Theory; Terms of Trade; Gains from trade | 1. Class room teaching 2. Newspaper articles |
| | Dec | 31 | 05 | 06 (Winter break) | 20 | Nil | Commercial Trade Policy –Free Trade and Protection Tariff And Non Tariff Barriers | 1. Class room teaching 2. Newspaper articles |

| | | | | | | | International Economic Integration | |
|--------------------|-------|------------|-----------|-----------------------------|-----------------|-----------|--|--|
| 2019 | Jan | 31 | 04 | 01+ 01 (Winter break) | 25 | Nil | Concept & Structure of BOP, disequilibrium in BOP WTO Agreements; Foreign exchange Rate: Spot and Forward | 1. Class room teaching 2. Newspaper articles 3. Class Test |
| | Feb | 28 | 04 | 02 | 22 | Nil | Equilibrium Exchange Rate Determination – Purchasing Power Parity theory Managed flexible exchange rate system of India | 1. Class room teaching 2. Newspaper articles |
| | March | 31 | 04 | 03 | 24 | Nil | Revision | 1. Practice |
| | April | 30 | 05 | 02 | - | 23 | | |
| | May | 31 | 04 | 23 (Summer break) | - | 04 | | |
| SUBTOTAL | | 207 | 29 | 08 + 47 (Break) | 96 | 27 | | |
| GRAND TOTAL | | 365 | 52 | 13 + 65 (Break) | 186+ 01* | 48 | | |

Key reference Books/Magazines/Reference Material:

1. Indian Economic Survey Reports (Annual), Ministry of Finance, Government of India
2. Indian Economy by Misra and Puri, Himalaya Publishing House - Delhi
3. Gaurav Dutt & Ashwini Mahajan, (2016) Indian Economy, S.Chand& company PVT LTD New Delhi
4. A.N.Agarwal – Indian Economy problems of Development and Planning New Age International Publisher
5. RuddarDatt K.P.M Sundharam – Indian Economy S. Chand E-co LTD. Delhi
6. Kindleberger, C.P. (1973) International Economics, Homewood
7. Krugman, P.R. and M. Obstgold (1994), International Economics: Theory and Policy, Glenview, Foreman
8. Dwivedi D N (2013) International Economics: Theory and Policy, Vikas publishing House New Delhi
9. M.L. Jhingan – International Economics – Vrinda publication Pvt. Ltd – Delhi
10. Dominick Salvatore – International Economics – John Wiley & sons, Inc Singapore



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-19

Teacher's Name: Mrs Kavita Jajoo

Department: Industrial Psychology

Program: B.Com

Course: P.H.B.W.

Semester:

Division:

No. of lectures (per week):

V

B,C,D, E and F

03

TEACHING OBJECTIVES:

Objectives:-

1. To generate interest in the study of human behavior .
2. To impart knowledge and understanding of the basic concepts and modern trends in the field of Psychology of Human Work Behavior.
3. To create awareness about the role and importance of Psychological factors and processes in the world of work.

| Term dates: 1 st Term – 18 th June 2018 to 5 th Nov 2018 | | | | | | | | | |
|---|-------|-------------|-----------|-------------------------|-----------------|------------|---|---|---------------------------|
| Sem | Month | No. of days | Sundays | Holidays + Breaks | Teaching days | Exam. Days | Topics Covered | Teaching Methodology/ Tools | |
| I 2018 | June | 30 | 04 | 14 (Summer break) | 12 | Nil | <u>Unit 1. Understanding Organizational Behaviour</u> | Chalk and talk, Case study and Role play. | |
| | July | 31 | 05 | - | 26 | Nil | <u>Unit 2. Attitudes and Job Satisfaction</u> | Class room discussion Chalk and talk, Case study and Role play | |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | <u>Unit 3. Motivation Concepts</u> | Class room discussion Chalk and talk, Case study and Role play | |
| | Sept | 30 | 05 | 01 + 04 (Midterm break) | 20 | Nil | <u>Unit 4. Leadership</u> | Class room discussion Chalk and talk, Case study and Role play | |
| | Oct | 31 | 04 | 02 | | 08 | 17 | Revision | Practice in Paper writing |
| | Nov | 05 | 01 | - | | - | 04 | Exam days | |
| SUBTOTAL | | 158 | 23 | 05 +18 (Break) | 90 + 01* | 21 | | | |
| 2 nd Term – 26 th November 2018 to 4 th May 2019 | | | | | | | | | |
| II 2018 | Nov | 25 | 03 | 17 (Term break) | 05 | Nil | <u>Unit 1. Understanding Work Teams</u> | Class room discussion Chalk and talk, Case study and Role play | |

| | | | | | | | | |
|--------------------|-------|------------|-----------|------------------------|-----------------|-----------|--|---|
| | Dec | 31 | 05 | 06 (Winter break) | 20 | Nil | <u>Unit 2. Conflict and Negotiation</u> | Class room discussion Chalk and talk, Case study and Role play |
| 2019 | Jan | 31 | 04 | 01+ 01 (Winter break) | 25 | Nil | <u>Unit 3. Emotions and Moods</u> | Class room discussion Chalk and talk, Case study and Role play |
| | Feb | 28 | 04 | 02 | 22 | Nil | <u>Unit 4. Organizational Change and Stress Management</u> | Class room discussion Chalk and talk, Case study and Role play |
| | March | 31 | 04 | 03 | 24 | Nil | Revision | Test paper practice |
| | April | 30 | 05 | 02 | - | 23 | Examination days | |
| | May | 31 | 04 | 23 (Summer break) | - | 04 | | |
| SUBTOTAL | | 207 | 29 | 08 + 47 (Break) | 96 | 27 | | |
| GRAND TOTAL | | 365 | 52 | 13 + 65 (Break) | 186+ 01* | 48 | | |

*15th August Independence Day

List of Reference Books/ Magazine/ Any other Reference Material:

Book for study

Robbins, S. P. Judge, T. A. & Vohra, N. (2017). Organizational Behavior. (16th ed.), Indian subcontinent adaptation, New Delhi: Pearson India Education Services Private Limited.



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-19

Teacher's Name:

| |
|----------------------|
| 1) Mr. S Natarjan |
| 2) Ms. Lohita Rao |
| 3) Ms. Roshani Gupta |

Department: Computer Systems and Applications

Program: B.Com

Course: T.Y

Semester: V & VI

| Sr.No | No. of Lectures | No. of Lectures | Division |
|-------|-----------------|-----------------|----------|
| | (per week) | (per week) | |
| 1 | 8 | 12 | A |
| 2 | | | B |
| 3 | | | E |

TEACHING OBJECTIVES:

- 1) To take a glance on Computer System and applications.
- 2) Understand the fundamental concepts of data communications and networking
- 3) Identify different components and their respective roles in a computer communication system.
- 4) To apply the acquaintance, concepts and terms related to data communication and networking.
- 5) To understand the usefulness and importance of computer communication in today's life and society.
- 6) Define the Internet and describe its associated protocols
- 7) Understand the difference between the Internet & the World Wide Web
- 8) To establish a basic understanding of the analysis and design of a database SQL in practical life.
- 9) Establish a basic understanding of the process of Database Development and Administration using SQL.
- 10) Here we give a simple database to understand the huge structure of practical life situation.
- 11) To enhance Programming and Software Engineering skills and techniques using SQL (Create, Insert, Update, and Retrieve a simple database).
- 12) Excel being introduced to understand how the practical mathematical, financial functions and statistical data analysis can be done very easily by knowing simple financial, statistical and mathematical functions of Excel respectively.
- 13) Even the graphical analysis can be viewed with the data given on hand.

Term dates: 1st Term – 18th June 2018 to 5th Nov 2018

| Sem | Month | No. of days | Sundays | Holidays + Breaks | Teaching days | Exam Days | Topics Covered | Teaching Methodology/ Tools |
|-------------------|--------------|--------------------|----------------|--------------------------|----------------------|------------------|--|------------------------------------|
| I 2018 | June | 30 | 04 | NIL | 22 | NIL | 1. Data Communication Component, Data representation, Distributed processing (Concepts only). | |

| | | | | | | | | |
|------|----|----|----|----|-----|--|---|---|
| | | | | | | | <p>2.Network Basics and Infrastructure</p> <p>i) Definition, Types (LAN, MAN, WAN) Advantages.</p> <p>ii) Network Structures – Server Based, Client server, Peer to Peer.</p> <p>iii) Topologies – Star, Bus, Ring.</p> <p>iv) Network Media, Wired-Twisted Pair, Co-axial, Fiber Optic and Wireless – Radio and Infrared.</p> <p>Internet</p> <p>i) Definition, Types of connections, sharing internet connection, Hot Spots.</p> <p>ii) Services on net- WWW, Email-Blogs.</p> <p>iii) IP addresses, Domain names, URLs, Hyperlinks, Web Browsers</p> <p>iv) Sniffing, spoofing, cybercrime, cyber law, hacking</p> | Chalk, Computer ppt, talk, Practical work |
| July | 31 | 05 | 01 | 25 | Nil | <p>3. Database and MySQL</p> <p>a) Introduction: To Databases, Relational and Non-relational database system MySQL as a Non-procedural Language. View of data.</p> <p>b) MySQL Basics :Statements (Schema Statements, Data statements, Transaction statements), names (table & column names), data types (Char, Varchar, Text, Mediumtext, Longtext, Smallint, Bigint, Boolean, Decimal, Float, Double, Date, Date Time, Timestamp, Year, Time), Creating Database, inserting data, Updating data, Deleting data, expressions, built-in-functions – lower, upper, reverse length, Itrim, rtrim, trim, left, right, mid, concat, now, time, date, curdate, day, month, year, dayname, monthname, abs, pow, mod, round, sqrt missing data(NULL and NOT NULL DEFAULT values) CREATE,USE, ALTER (Add, Remove, Change columns), RENAME, SHOW, DESCRIBE (CREATE TABLE, COLUMNS, STATUS and DATABASES only) and DROP</p> | Chalk, Computer ppt, talk, Practical work | |

| | | | | | | | | |
|------|----|----|----|----|-----|--|--|--|
| | | | | | | | (TABLE, COLUMN, DATABASES statements), PRIMARY KEY FOREIGN KEY (One and more columns) Simple Validity checking using CONSTRAINTS | |
| Aug | 31 | 04 | 02 | 25 | Nil | <p>Simple queries: The SELECT statement (From, Where, Group By, Having, Order By, Distinct, Filtering Data by using conditions. Simple and complex conditions using logical, arithmetic and relational operators (=,!=, , <>, AND, OR, NOT, LIKE) Aggregate Functions – count, sum, avg, max, min.</p> <p>Multi-table queries: Simple joins (INNER JOIN), SQL considerations for multi table queries (table aliases, qualified column names, all column selections self joins).</p> <p>Nested Queries (Only up to two levels) :Using sub queries, sub query search conditions, sub queries & joins, nested sub queries, correlated sub queries, sub queries in the HAVING clause. Simple Transaction illustrating START, COMMIT, and ROLLBACK</p> | Chalk, Computer ppt, talk, Practical work | |
| Sept | 30 | 04 | 08 | 18 | NIL | <p>Spreadsheets:</p> <p>a) Creating and Navigating worksheets and adding information to worksheets • Types of data, entering different types of data such as texts, numbers, dates, functions. • Quick way to add data Auto complete, Autocorrect, Auto fill, Auto fit. Undo and Redo. • Moving data, contiguous and noncontiguous selections, Selecting with keyboard. Cut-Copy, Paste. Adding and moving columns or rows. Inserting columns and rows. • Find and replace values. Spell check. • Formatting cells, Numbers, Date, Times, Font, Colors, Borders, Fills. Multiple Spreadsheets • Adding, removing, hiding and renaming worksheets. • Add headers/Footers to a Workbook. Page breaks,</p> | Chalk, Computer ppt, talk, Practical work | |

| | | | | | | | | |
|-----------------|-----|------------|-----------|-----------------------|-----------|-----------|--|--|
| | | | | | | | <p>preview. • Creating formulas, inserting functions, cell references, Absolute, Relative (within a worksheet, other worksheets and other workbooks). c) Functions • Financial functions: FV, PV, PMT, PPMT, IPMT, NPER, RATE • Mathematical and statistical functions. ROUND, ROUNDDOWN, ROUNDUP, CEILING, FLOOR, INT, MAX, MIN, MOD, SQRT, ABS, SUM, COUNT, AVERAGE d) Data Analysis • Sorting, Subtotal. • Pivot Tables- Building Pivot Tables, Pivot Table regions, Rearranging Pivot Table.</p> | |
| | Oct | 31 | 5 | 2+6 (Diwali Break) | NIL | 18 | | |
| SUBTOTAL | | 153 | 22 | 18 | 90 | 18 | | |

2nd Term – 26th November 2018 to 4th May 2019

| | | | | | | | | |
|--------------------|-----|----|----|--------------------|----|-----|--|--|
| II 2018 | Nov | 30 | 04 | 12 (Term break) | 14 | Nil | <p>E-commerce: a) Definition of E-commerce b) Features of E-commerce c) Types of E-commerce (B2C, B2B, C2C, P2P) d) Business Models in E-commerce (Advertising, Subscription, Transaction Fee, Sales Revenue, Affiliate Revenue) e) Major B2C models (Portal, Etailer, Content Provider, Transaction Broker, Market Creator, Service Provider, Community Provider). f) E-Commerce Security: Integrity, Non repudiation, Authenticity, Confidentiality, Privacy Availability. g) Encryption: Definition, Digital Signatures, SSL. h) Payment Systems: Digital Cash, Online stored value, Digital accumulating balance payment, Digital credit accounts,</p> | Chalk, Computer ppt,talk, Practical work |
|--------------------|-----|----|----|--------------------|----|-----|--|--|

| | | | | | | | | |
|------|-----|----|----|----------------------|----|-----|--|---|
| | | | | | | | digital checking. i) How an Online credit card transaction works. SET protocol. j) Limitation of E-commerce. k) M-commerce (Definition and Features). | |
| | Dec | 31 | 05 | 07 (Winter break) | 19 | Nil | Advanced Spread Sheet: a) Multiple Spread sheets • Creating and using templates, Using predefined templates, Adding protection option. • Creating and Linking Multiple Spreadsheets. • Using formulas and logical operators. • Creating and using named ranges. • Creating Formulas that use reference to cells in different worksheets. b) Functions • Database Functions LOOKUP, VLOOKUP, HLOOKUP • Conditional Logic functions IF, Nested IF, COUNTIF, SUMIF, AVERAGEIF • String functions LEFT, RIGHT, MID, LEN, UPPER, LOWER, PROPER, TRIM, FIXED | Chalk, Computer ppt, talk, Practical work |
| 2019 | Jan | 31 | 04 | 01 (Winter break) | 25 | Nil | Advanced Spread Sheet: a) Functions • Date functions TODAY, NOW, DATE, TIME, DAY, MONTH, YEAR, WEEKDAY, DAYS360 • Statistical Functions COUNTA, COUNTBLANK, CORREL, LARGE, SMALL b) Data Analysis • Filter with customized condition. • The Graphical representation of data Column, Line, Pie and Bar charts. • Using Scenarios, creating and managing a scenario. • Using Goal Seek • Using Solver • Understanding Macros, Creating, Recording and Running Simple Macros. Editing a Macro(concept only) | Chalk, Computer ppt,talk, Practical work |
| | Feb | 28 | 04 | 02 | 22 | Nil | Visual Basic: | Chalk, Computer ppt, talk, |

| | | | | | | | | |
|--------|----|----|----|----|-----|----------------------------------|---|----------------|
| | | | | | | | <p>a) Introduction to Visual Basic, Introduction Graphical User Interface (GUI). Programming Language (Procedural, Object Oriented, Event Driven), Writing VB Projects. The Visual Basic Environment b) Introduction to VB Controls Text boxes, Frames, Check boxes, Option button, Designing the User Interface, Default & Cancel property, tab order, Coding for controls using Text, Caption, Value property and Set Focus method c) Variables, Constants, and Calculations Variable and Constant, Data Type (String, Integer, Currency, Single, Double, Date), Naming rules/conventions, Constants (Named & Intrinsic), Declaring variables, Val Function, Arithmetic Operations, Formatting Data. d) Decision and Condition Condition, Comparing numeric variables and constants, Comparing Strings, Comparing Text Property of text box, Compound Conditions (And, Or, Not). If Statement, if then-else Statement, LCase and Ucase function, Using If statements with Option Buttons & Check Boxes. MsgBox (Message box) statement Input Validation : Is Numeric function. e) Sub-procedures and Sub-functions, Using common dialog box, Creating a new sub-procedure, Writing a Function procedure. Simple loops using For Next statements and Do while statement and display output using MsgBox Statement.</p> | Practical work |
| Marc h | 31 | 04 | 03 | 24 | Nil | Exam Days | | |
| April | 30 | 05 | 02 | - | 23 | Exam Days and Assessments | | |
| May | 31 | 04 | 23 | - | 04 | | | |

| | | | | | | | | |
|------------------------|------------|-----------|----------------------------------|---------------------------|-----------|--|--|--|
| | | | | (Summer break) | | | | |
| SUBTOTAL | 207 | 29 | 08 + 47 (Break) | 96 | 27 | | | |
| GRAND TOTAL | 365 | 52 | 13 + 65 (Break) | 186+ 01* | 48 | | | |

EXPECTED LEARNING OUTCOMES- Students are evolving and showing enthusiasm in the lectures as well as in practical's.

LIST OF REFERENCE BOOKS/MAGAZINE/REFERENCE MATERIAL:

Reference Books-

1. Computer Systems and Application – Dr.Faiyaz Gadiwalla and Mukesh Tekwani
2. Computer Systems and Application – D.M.Doke , Latika Bonde, Manisha Jadhav
3. Computer Systems and Application – Verus D'Sa
4. E- Commerce - Kenneth Laudon, Carol Traver , Pearson Education
5. Frontiers of Electronic Commerce - Kalakota & Whinston
6. E- Commerce - Rajaraman • E- Commerce - Whitley
7. E- Commerce concepts and cases - Rao and Deshpande.
8. Programming in VB 6.0 - Julia case Bradley, Anita C. Milspaugh, TMH
9. Visual Basic 6.0 Programming - Content Development Group, TMH
10. The Complete Reference to Visual Basic 6 - Noel Jerke, TMH
11. Visual Basic 6 Programming Black Book - Steven Holzner, Dreamtech Press

REVIEW/ FEEDBACK QUESTION: -----

R. A. Podar College of Commerce & Economics

Teaching – Learning Plan for the Academic Year: 18-19

Department of Accountancy

Program- B. com

Course- Direct and Indirect Taxes

Semester: V-VI

TEACHING OBJECTIVES:

To enlighten the students about_

1. The basic concepts, definitions and terms related to direct taxation.
2. The concept of residential status, identifying the residential status of an individual, the scope of total income for an assessee with different kinds of residential status.
3. the procedure for computation of income under various heads namely income from salaries, house property, business/ profession, capital gains and income from other sources.
4. deductions under Chapter VI-A of the Income tax act, 1961 and latest deductions inserted by Finance Act.
5. Determination of net total taxable income of an individual assessee and also to compute tax payable based on tax slab.
6. The pre-requisites for E-Filing of Income Tax Return
7. The basic concepts, definitions and terms related to Goods and Service tax (GST).
8. The concept of Supply along with the rules related to time, place and value of supply.
9. Computation of the Goods and Service Tax (GST) payable by a supplier after considering the eligible input tax credit.
10. Procedure required for the E-filing of GST returns
11. Training to become a tax consultant in preparing the tax planning, tax management. Payment of tax and filing of tax returns.

| Sem | Month | Number of days | Sundays | Holidays | Teaching days | Exam. Days | No. of Working days | Topics Covered | Teaching Aids |
|-----------------------------|-----------|----------------|---------|----------|---------------|------------|----------------------------------|---|--|
| V Term 18-19 | June | 30 | 4 | | 12 | NIL | 12 | 1. Basic Terms Scope of Total Income & Residential Status | PPT, Case Study, MS. Word, Ms EXcel |
| | July | 31 | 5 | | 26 | NIL | 26 | 1. Heads of Income | PPT, Case Study, MS. Word, Ms EXcel |
| | August | 31 | 4 | 2 | 25 | NIL | 24 + 1 (Independ ence Day) | 1. Heads of Income Deduction from Total Income | PPT, Case Study, MS. Word, Ms EXcel |
| | September | 30 | 05 | 1 | 20 | NIL | 20 | 1. Computation of Total Income for Individual and Tax thereon for individual 2. Preparation of Income Tax Return for E- Filling | PPT, Case Study, MS. Word, Ms EXcel |
| | October | 31 | 4 | 2 | 8 | 17 | 25 | 1. Preparation of Income Tax | PPT, Case Study, MS. |

| | | | | | | | | | |
|----------------------|------------|-----------|-----------|------------------|-----------|----------------|--------|---|-------------------------------------|
| | | | | | | | | Return for E-Filing | Word, Ms Excel |
| | November | 5 | 1 | | | 4 | 4 | Revision | |
| SUB TOTAL | 158 | 23 | 05 | 90+1 | 21 | 111 + 1 | | | |
| VI Term 18-19 | November | 25 | 3 | - | 13 | NIL | 5 | 1. Introduction 2. Levy and Collection of Tax | PPT, Case Study, MS. Word, Ms Excel |
| | December | 31 | 5 | - | 20 | NIL | 20 | 1. Levy and Collection of Tax 2. Time, Place and Value of Supply | PPT, Case Study, MS. Word, Ms Excel |
| | January | 31 | 4 | 1 (Republic Day) | 25 | NIL | 24 + 1 | 1. Input Tax Credit & Payment of Tax | PPT, Case Study, MS. Word, Ms Excel |
| | February | 28 | 4 | 2 | 22 | NIL | 22 | 1. Input Tax Credit & Payment of Tax 2. Registration under GST Law | PPT, Case Study, MS. Word, Ms Excel |
| | March | 31 | 4 | 3 | 24 | Nil | 24 | 1. Pre-requisites for E-Filing of GST Returns 2. Revision | PPT, Case Study, MS. Word, Ms Excel |

| | | | | | | | | | |
|--------------------|-------|------------|-----------|-----------|--------------|-----------|--------------|----------------|-------------------------------------|
| | April | 30 | 4 | 2 | NIL | 23 | 23 | 1. Examination | PPT, Case Study, MS. Word, Ms Excel |
| | May | 31 | 4 | - | NIL | 4 | 4 | | |
| SUBTOTAL | | 207 | 29 | 8 | 96 | 27 | 123 | | |
| GRAND TOTAL | | 365 | 52 | 13 | 186+1 | 48 | 234+1 | | |

EXPECTED LEARNING OUTCOMES-

Students will be in a position to understand and apply Taxation Law in India and compute tax liability for Income Tax and GST.

LIST OF ANY THREE REFERENCE BOOKS/MAGAZINE/REFERENCE MATERIAL:

Reference Books-

- 1) Students guide to Income Tax (simplified version) by V.K.Singhania and Monica Singhania, Taxmann
- 2) Systematic approach to Income Tax by Ahuja& Gupta, Bharat Law Publication
- 3) Income Tax by T.M. Manorahan, Snow White
- 4) GST Bare Act 2017
- 5) GST Law & Practice - V.S Datey (6th Edition)
- 6) GST Laws – National Academy of Customs, Indirect Tax



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-19

Department: Commerce Program:

B.Com. Course: Export marketing

Semester: V & VI

Division: A To G

No. Of lectures (per week): 03

TEACHING OBJECTIVES:

- To aim at characteristics of export marketing in detail
- Aim to enhance knowledge related to world trade organization and how world export marketing works
- Explain various schemes and export financing
- How to plan exporting and Aims at export documenting

Teaching Plan for the Academic Year: 2018-19

| Term dates: 1 st Term – 18 th June 2018 to 5 th Nov 2018 | | | | | | | | |
|---|-------|----------------|---------|----------------------|---------------|-----------|---|----------------|
| Semester | Month | Number of days | Sundays | Holidays | Teaching days | Exam Days | Topics Covered | Teaching Aids |
| V 2018 | June | 30 | 04 | 14 (Summer break) | 12 | Nil | Module 1 Introduction to Export Marketing a) Concept and features of Export Marketing; Importance of Exports for a Nation and a Firm; Distinction between Domestic Marketing and Export Marketing b) Factors influencing Export Marketing; Risks involved in Export Marketing; Problems of India's Export Sector c) Major merchandise/commodities exports of India (since 2015); Services | Chalk and Talk |

| | | | | | | | | |
|------|----|----|----|----------|-----|--|--|--|
| | | | | | | | exports of India (since 2015); Region-wise India's Export Trade (since 2015) | |
| July | 31 | 05 | - | 26 | Nil | Module 2 Global Framework for Export Marketing a) Trade barriers; Types of Tariff Barriers and Non-Tariff barriers. b) Major Economic Groupings of the World; Positive and Negative Impact of Regional Economic Groupings; Agreements of World Trade Organisation (WTO) c) Need for Overseas Market Research; Market Selection Process, Determinants of Foreign Market Selection | Chalk and Talk | |
| Aug | 31 | 04 | 02 | 24 + 01* | Nil | Module 3 India's Foreign Trade Policy a) New Foreign Trade Policy (FTP) - Highlights and Implications, Export Trade facilitations and ease of doing business as per the new FTP b) Role of Directorate General of Foreign Trade (DGFT), Negative list of Exports 2020, Export Promotion Capital Goods Scheme, Duty | Chalk and Talk | |

| | | | | | | | | |
|--|------|----|----|----------------------------|----|-----|--|----------------|
| | | | | | | | Exemption/Remission Schemes, Gems and Jewellery Promotion Scheme. | |
| | Sept | 30 | 05 | 01 + 04 (Midterm break) | 20 | Nil | c) Other Schemes -Special Economic Zones (SEZS), Free Trade Warehousing Zones (FTWZ), Star Export Houses, Deemed exports, Agri Export Zones, Target Plus Scheme, Duty Drawback (DBK); IGST Refund for Exporters. New schemes – recent government announcement. | Chalk and Talk |
| | Oct | 31 | 04 | 02 | 08 | 17 | Module 4 Export Incentives and Assistance a) Financial Incentives available to Indian Exporters - Marketing Development Assistance (MDA), Market Access Initiative (MAI), Assistance to States for Infrastructure Development for Exports (ASIDE),Industrial Raw Material Assistance Centre(IRMAC), b) Institutional Assistance to Indian Exporters - Federation of Indian Export Organisations (FIEO), India Trade Promotion Organisation (ITPO), The Federation of Indian Chambers of Commerce and Industry (FICCI), Export Promotion Councils (EPCs) & Commodity Boards (CBs), Indian Institute of Foreign Trade (IIFT), Indian Institute of Packaging (IIP) | Chalk and Talk |

| | | | | | | | | |
|---|-----|------------|-----------|---------------------------|-----------------|-----------|---|----------------|
| | | | | | | | c) Careers in export marketing Revision | |
| | Nov | 05 | 01 | - | - | 04 | | |
| SUBTOTAL | | 158 | 23 | 05 +18 (Break) | 90 + 01* | 21 | | |
| 2nd Term – 26th November 2018 to 4th May 2019 | | | | | | | | |
| VI 2018 | Nov | 25 | 03 | 17 (Term break) | 05 | Nil | Module 1 Product Planning and Pricing Decisions for Export Marketing a) Planning for Export Marketing with regards to Product, Branding, Packaging b) Need for Labelling and Marking in Exports, Factors determining Export Price; Objectives of Export Pricing. c) International Commercial (INCO) Terms; Export Pricing Quotations – Free on Board (FOB), Cost Insurance and Freight (CIF) and Cost and Freight (C&F); Problems on FOB quotation | Chalk and Talk |
| | Dec | 31 | 05 | 06 (Winter break) | 20 | Nil | Module 2 Export Distribution and Promotion a) Factors influencing Distribution Channels; Direct and Indirect Exporting Channels; Distinction between Direct | Chalk and Talk |

| | | | | | | | | |
|-------------|-----|----|----|--------------------------|----|-----|--|----------------|
| | | | | | | | and Indirect Exporting Channels b) Components of Logistics in Export marketing; Selection criteria of Modes of Transport; Need for Insurance in Export Marketing c) Sales Promotion Techniques used in Export Marketing; Importance of Trade Fairs and Exhibitions; Benefits of Personal Selling; Essentials of Advertising in Export Marketing; | |
| | | | | | | | | |
| 2019 | Jan | 31 | 04 | 01+ 01 (Winter break) | 25 | Nil | Module 3 Export Finance a) Methods of Payment In export marketing; Procedure to open Letter of Credit, Types and Benefits of Countertrade b) Features of Pre-shipment and Post-shipment finance; Procedure to obtain Export Finance; Distinction between Pre-shipment Finance and Post Shipment Finance. c) Role of Commercial Banks, EXIM Bank, SIDBI in financing exporters; E-exporting and Contemporary Issues in Export Marketing: Examine e-business, e-commerce and e-marketing relate to export marketing | Chalk and Talk |

| | | | | | | | | |
|--------------------|-------|------------|-----------|----------------------------|-----------------|-----------|---|----------------|
| | Feb | 28 | 04 | 02 | 22 | Nil | Module 4 Export Procedure and Documentation a) Registration with different authorities; Pre-shipment Procedure involved in Exports; Procedure of Quality Control and Pre-shipment Inspection; b) Shipping and Custom Stage Formalities; Role of Clearing & Forwarding Agent; Post-shipment Procedure for Realisation of Export proceeds | Chalk and Talk |
| | March | 31 | 04 | 03 | 24 | Nil | Procedure of Export under Bond and Letter of Undertaking. (LUT) c) Importance of - Commercial Invoice cum Packing list, Bill of Lading/ Airway Bill, Shipping Bill/Bill of Export, Consular Invoice, Certificate of Origin | Chalk and Talk |
| | April | 30 | 05 | 02 | - | 23 | Term end exam | |
| | May | 31 | 04 | 23 (Summer break) | - | 04 | | |
| SUBTOTAL | | 207 | 29 | 08 + 47 (Break) | 96 | 27 | | |
| GRAND TOTAL | | 365 | 52 | 13 + 65 (Break) | 186+ 01* | 48 | | |

Key reference Books/Magazines/Reference Material:

LEARNING OUTCOME

- Understand the export process skill sets required, key marketing concepts and the differences between export marketing and domestic marketing
- Study the global framework in export
- Identify export marketing research methodologies and the international marketing environment
- Incorporate the marketing mix of product, price, place (distribution), and promotion
- Assess the different modes of export market entries, selection criteria and the planning process.
- Utilize e-exporting tools and understand contemporary issues in export marketing

BOOK REFERENCES:

1. Export Policy Procedures& Documentation– M. I. Mahajan, Snow White Publications Pvt. Ltd, 26th Edition
2. International Business, K. Aswathappa, McGraw-Hill Education (India) Pvt. Ltd.,6th Edition
3. Export Import Procedures - Documentation and Logistics, C. Rama Gopal, New Age International Publishers, 2006 / Reprint Jan 2016
4. International Trade and Export Management, Francis Cherunilam, Himalaya Publishing House, 20th Edition, 2017
5. R. K. Jain's, Foreign Trade Policy & Handbook of Procedures [With Forms, Circulars & Public Notices], Centax Publication, 2017
6. EXIM Policy & Handbook of EXIM Procedure – VOL I & II
7. International Marketing and Export Management, Gerald Albaum, Edwin Duerr, Alexander Josiassen, Pearson Publications, 8th Edition, June 2016
8. International Marketing Strategy, IsobelDoole and Robin Lowe, 5th Edition, Thomson Learning, 2008.
9. Global marketing, Warren J. Keegan 9th Edition Pearson Education, Delhi,
10. New Import Export Policy - Nabhi Publications, 2017
11. P.K. Khurana, Export Management, Galgotia Publishing Co, New Delhi
12. P. K.Vasudeva, International Marketing-, Excel Books, fourth edition, New Delhi
13. Paras Ram, Export documentation and procedure A-Z Export: What, Where, How?
14. Paras Ram, & Nikhil K. Garg, Anupam Publishers, 47th Edition, 2016-17
15. International Marketing, Mary C. Gilly, John L. Graham, Philip R. Cateora 14th Edition, Tata McGraw-Hill Co. Ltd., 2014
16. International Marketing Management, An Indian Perspective, R. L.Varshney and B Bhattacharya, Sultan Chand & Sons, 24th

Edition, 2012

18. International Marketing Analysis and Strategy, SakOnkvisit, John J. Shaw, Prentice Hall of India Pvt. Ltd., 5th Edition, 2008
19. International Marketing, Subhash C. Jain, South-Western, 6th Edition, 2001
20. Export Management, T. A. S. Balagopal , Himalaya Publishing House, Mumbai, 2014
21. Michael R. Czinkota and Iikka A. Ronkainen, International Marketing, South Western, 10th Edition, 2012
22. Export-Import and Logistics Management, Charlie Hill, Random Publications, 2014
23. International Marketing Management, M.V. Kulkarni, Everest Publishing House



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-19

Teacher's name: Dr.Tejashree P Patankar

Department: Commerce

Program: B.Com.

Course: Marketing Research

Semester: V & VI

Division: E&F

No. Of lectures (per week): 03

TEACHING OBJECTIVES:

1. To highlight the role of marketing research in the era of online business, importance in creation of success of brands and its importance within the marketing function of a Company.
2. It aims to orient learners towards the practical aspects and techniques of Marketing Research like AI, MIS, and Data warehouse, Data mining.
3. It is expected that this course will prepare learners to lay down a foundation for advanced Post-graduate courses in Research Methodology.
4. It will motivate students to consider career options in the field of Marketing Research:

Teaching Plan for the Academic Year: 2018-19

| Term dates: 1 st Term – 18 th June 2018 to 5 th Nov 2018 | | | | | | | | |
|---|-------|----------------|---------|----------------------|---------------|-----------|--|----------------|
| Semester | Month | Number of days | Sundays | Holidays | Teaching days | Exam Days | Topics Covered | Teaching Aids |
| V 2018 | June | 30 | 04 | 14 (Summer break) | 12 | Nil | Modules-1: Introduction to Marketing Research Marketing Research- Definition, features, functions, significance of Marketing Research in marketing decision making, limitations of Marketing Research. Steps in Marketing Research, Ethics in Marketing Research Career options in Marketing Research, Qualities of a good Marketing Research professional in Marketing Research, Qualities of a good Marketing Research professional | Chalk and Talk |
| | July | 31 | 05 | - | 26 | Nil | . • Marketing Information System- Definition, components, essentials of a good MIS, Concept of Decision Support System- Components, importance Data Mining concept, importance. Data Warehouse: concept, importance, Data Privacy, Role of Social Media, Data Security Practices and Policy Purpose in Marketing Research, Qualities of a good Marketing Research professional. • Marketing | Chalk and Talk |

| | | | | | | | | |
|--|------|----|----|----------------------------|----------|-----|---|----------------|
| | | | | | | | Information System- Definition, components, essentials of a good MIS, Concept of Decision Support System- Components, importance Data Mining concept, importance. Virtual Ms-teamplatformthroughPPTPracticeResearchguidance-developingfor theinternalproject topic Data Warehouse: concept, importance, Data Privacy, Role of Social Media, Data Security Practices and Policy Purpose | |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | <p>Modules-2: Planning Research</p> <ul style="list-style-type: none"> · Research Design- concept, importance, types Hypothesis- concept, types, importance · Questionnaire- concept, types of questions, steps in the preparation of questionnaire, essentials of a good questionnaire. Sampling- concept, terms in sampling, techniques of sampling, essentials of good sampling | Chalk and Talk |
| | Sept | 30 | 05 | 01 + 04 (Midterm break) | 20 | Nil | <p>Module-3 Data Collection</p> <ul style="list-style-type: none"> · Primary data-concept, merits, demerits, methods · Secondary data- concept, merits, demerits, sources · Qualitative and Quantitative research- concept, features, Qualitative v/s Quantitative research <p>Integrating technology in data collection, methods- (online surveys, hand held devices, text messages, social networking), importance Module-4 Data Processing, Analysis, Reporting</p> <ul style="list-style-type: none"> · Stages in Data processing Editing- meaning, objectives, types Coding- meaning, guidelines Classification- meaning, methods Tabulation- meaning, methods · Data Analysis & Interpretation Data Analysis- meaning, steps, use of | Chalk and Talk |

| | | | | | | | | |
|---|-----|------------|-----------|-------------------------|-----------------|-----------|--|----------------|
| | | | | | | | <ul style="list-style-type: none"> · statistical tools (SPSS, SAS, MS EXCEL, MINITAB, RDBMS) Data · Interpretation- meaning, importance, stages · Report Writing- concept, types, contents, essentials, use of visual Virtual <p>Ms-teamplatformthroughPPTPracticeResearchguidance-Topic:EffectivenessofOnlinelearningandteaching.</p> <p>Questionnairepreparationforonlinesurveyonthetopic.</p> <p>aids in</p> <ul style="list-style-type: none"> · research report | |
| | Oct | 31 | 04 | 02 | 08 | 17 | | |
| | Nov | 05 | 01 | - | - | 04 | | |
| SUBTOTAL | | 158 | 23 | 05 +18 (Break) | 90 + 01* | 21 | | |
| 2nd Term – 26th November 2018 to 4th May 2019 | | | | | | | | |
| VI 2018 | Nov | 25 | 03 | 17 (Term break) | 05 | Nil | <p>Module-1 Applications of Marketing Research-I</p> <ul style="list-style-type: none"> · Product Research- concept, areas, steps in new product development Product Testing & Test Marketing- concept, methods · Brand Research- concept, components of a Brand, importance of brand research Packaging Research- concept, importance Price Research- concept, factors influencing pricing, importance of price research, methods of price research | Chalk and Talk |
| | Dec | 31 | 05 | 06 (Winter break) | 20 | Nil | <p>Module-2Applications of Marketing Research-II</p> <ul style="list-style-type: none"> · Physical Distribution research- concept, types of distribution channels, Supply Chain Management- | Chalk and Talk |

| | | | | | | | | |
|-------------|-------|----|----|--------------------------|----|-----|--|----------------|
| | | | | | | | concept, components of supply chain management, importance of physical distribution research · Promotion Research- concept, elements of promotion, importance of promotion research Advertising Research- concept, scope, pre & post testing methods of advertising effectiveness Consumer Research- concept, objectives, methods Motivation Research- concept, importance | |
| | | | | | | | | |
| 2019 | Jan | 31 | 04 | 01+ 01 (Winter break) | 25 | Nil | Module-4 Applications of Marketing Research-III · Sales Research- concept, significance, scope/areas · Rural Marketing Research- concept, features of Indian rural market, sources of data, research tools, do's and don'ts in rural Marketing Research · Global Marketing Research- concept, factors affecting Global Marketing, need and scope of Global Marketing Research | Chalk and Talk |
| | Feb | 28 | 04 | 02 | 22 | Nil | Module-4 Managing Marketing Research · Organizing Marketing Research activity- factors involved in organizing Marketing Research activity, methods of organizing Marketing Research activity, In house marketing department, -- structure, merits, demerits | Chalk and Talk |
| | March | 31 | 04 | 03 | 24 | Nil | Professional Marketing Research agencies- structure, merits, demerits, professional standards Prominent Marketing Research agencies- HTA, ORG, IMRB, NCAER, Nielson REVISION LECTURES | Chalk and Talk |
| | April | 30 | 05 | 02 | - | 23 | Term end exam | |

| | | | | | | | | |
|--------------------|-----|------------|-----------|----------------------------|-----------------|-----------|--|--|
| | May | 31 | 04 | 23 (Summer break) | - | 04 | | |
| SUBTOTAL | | 207 | 29 | 08 + 47 (Break) | 96 | 27 | | |
| GRAND TOTAL | | 365 | 52 | 13 + 65 (Break) | 186+ 01* | 48 | | |

LEARNING OUTCOME

- Students learn about the emergence of media as well as study about the technological advancements/ growth of media industr inIndia.
- Students are expected to analyses how research improve the efficiency of in promotion, advertising and motivation
- Student can learn to understand Sales Control Research is the identification and measurement of all those variables which individuallyandincombination have an effect on sales.
- Students to understand difference between in-house marketing research agencies and professional agencies.

Key reference Books/Magazines/Reference Material:

BOOK REFERENCES:

1. Fundamentals of Marketing Research, M.K. Gawande, Chandralok Prakashan, Kanpur, 2012
2. Fundamentals in Marketing Research, Scott Smith and Gerald Albaum
3. Marketing Research (Text with Cases), Suja Nair, Himalaya Publishing House, Maharashtra, 2014
4. Research Methods for Business Students, Mark Saunders, Philip Lewis and Adrian Thornhill
5. Marketing Research, John Boyce, Tata McGraw Hill Publishing Co. Ltd.,Maharashtra, 2011
6. Marketing Research: A Global Outlook, V. Kumar, Sage Publications, New Delhi, 2015.
7. Management & Business Research, Mark Easterby-Smith, Richard Thorpe, Paul R. Jackson and Lena J. Jaspersen
8. Marketing Research Text and Cases, Rajendra Nargundkar, McGraw Hill, 2nd edition
9. Marketing Research: The impact of internet, Gates, Roger et al, John Wiley & sons, Great Britain, 2002.
10. Marketing Research, G. C. Beri, McGraw Hill, New Delhi, 2007
11. Business Research Methods, Emma Bell, Alan Bryman and Bill Harley.
12. Encyclopaedia of Marketing Research Series, S.D. Singh, Anmol Publications Pvt. Ltd., New Delhi, 2012.



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-19

Teacher's Name: Mr. Hemant Solanki **Department:** Mathematics, Statistics and Computers
Program: B.Com **Course:** Operations Research

Semester: V and VI **Division:** E **No. of lectures (per week):** 03

TEACHING OBJECTIVES:

1. To describe the need and importance of Operations Research in industry
2. To discuss the basic Operations Research concepts and techniques for solving particular problem and identification of appropriate solution
3. Identify or construct an appropriate model for solution development

| Term dates: 1 st Term – 18 th June 2018 to 5 th Nov 2018 | | | | | | | | |
|---|------------|-------------|-----------------------|-------------------------|-----------------|------------|--|--|
| Sem | Month | No. of days | Sundays | Holidays + Breaks | Teaching days | Exam. Days | Topics Covered | Teaching Methodology/ Tools |
| I 2018 | July | 31 | 05 | - | 26 | Nil | Introduction of Statistics\Research, Application in Business Research, Application in Business/ Replacement Theory | chalk, Blackboard, Marker, white board |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | Replacement Theory / Transportation Problem | chalk, Blackboard, Marker, white board |
| | Sept | 30 | 05 | 01 + 04 (Midterm break) | 20 | Nil | Transportation Problem/ Linear Programming Problems | chalk, Blackboard, Marker, white board |
| | Oct | 31 | 04 | 02 | 08 | 17 | Linear Programming Problems | chalk, Blackboard, Marker, white board |
| | Nov | 05 | 01 | - | - | 04 | Theory Exam/ Revision | chalk, Blackboard, Marker, white board |
| | 158 | 23 | 05 +18 (Break) | 90 + 01* | 21 | | | |
| SUBTOTAL | | 158 | 23 | 05 +18 (Break) | 90 + 01* | 21 | | |
| 2 nd Term – 26 th November 2018 to 4 th May 2019 | | | | | | | | |
| II 2018 | Dec | 31 | 05 | 06 (Winter break) | 20 | Nil | PERT / Time Cost Trade – Off Analysis for CPM Networks. | chalk, Blackboard, |

| | | | | | | | | |
|-----------------|------------|------------|----------------------------|----------------------------|-----------------|-----------|--|--|
| | | | | | | | | Marker, white board |
| | Jan | 31 | 04 | 01+ 01 (Winter break) | 25 | Nil | Theory of Games | chalk, Blackboard, Marker, white board |
| 2019 | Feb | 28 | 04 | 02 | 22 | Nil | Inventory Models | chalk, Blackboard, Marker, white board |
| | March | 31 | 04 | 03 | 24 | Nil | EOQ models (instantaneous/uniform rate of replenishment and constant rate of demand assuming shortages are allowed/not allowed.) | chalk, Blackboard, Marker, white board |
| | April | 30 | 05 | 02 | - | 23 | Exam days | |
| | May | 31 | 04 | 23 (Summer break) | - | 04 | Exam days | |
| | 207 | 29 | 08 + 47 (Break) | 96 | 27 | | | |
| SUBTOTAL | | 365 | 52 | 13 + 65 (Break) | 186+ 01* | 48 | | |
| | | | | | | | | |

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List of Reference Books/ Magazine/ Any other Reference Material:

1. PERT & CPM Principles and Applications by L.S.Srinath
2. Operations Research Principles & Practice by Ravinderan, Phillips Solber.

3. Schaum's outline series Theory & Problems of Operations Research by Richard Bronson
4. Operations Research by H.A.Taha
5. Operations Research by Gupta & Hira
6. Operations Research Theory & Applications by J.K.Sharma

Teaching Plans

BMS



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Ms. Divya Lalwani.

Department BMS

Program: FY BMS

Course: Business Communication I

Semester: I Division: A and B

No. of lectures (per week):6

TEACHING OBJECTIVES:

- To understand the effective use of power point presentation
- To understand the relevance and importance of inter personal communication skills
- To enhance written communication skills

| Term dates: 1 st Term – June 2018 to October 2018 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|---|--|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Theory of Communication | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Theory of Communication/ Obstacles to Communication in Business World | PPT , Case Study |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Obstacles to Communication in Business World/ Business Correspondence/ Language and Writing Skills | PPT , Case Study |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Revision | PPT |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam | |
| Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | | |

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List of Reference Books/Magazine/ Any other Reference Material:

- Agarwal, AnjuD(1989) A Practical Handbook for Consumers, IBH.
- Alien, R.K.(1970) Organisational Management through Communication.
- Ashley,A(1992) A Handbook Of Commercial Correspondence, Oxford University Press.
- Aswathapa, K (1991)OrganisationalBehaviour, Himalayan Publication, Mumbai.
- Atreya N and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.
- Bangh, LSue, Fryar,Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group USA



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Ms. Arpita Baijal

Department: BMS

Program: FY BMS

Course: Business Economics

Semester: I Division: A and B

No. of lectures (per week): 6

TEACHING OBJECTIVES:

- To understand the basic concepts and microeconomics
- To understand the demand function with the help of numerical illustration on trend analysis and simple linear regression
- To understand the concept of supply, production function and cost of production
- To understand the different market structures

| Term dates: 1 st Term – June 2018 to October 2018 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|---|--|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Introduction to Economic | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Demand Analysis/ Supply and Production Decisions and Cost of Production | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Supply and Production Decisions and Cost of Production / | PPT , Case Study, video |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Market structure: Perfect competition Imperfect Competition / Pricing Theory | |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Exam/ Revision | |
| Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | | |

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List of Reference Books/ Magazine/ Any other Reference Material:

- Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
- Hirchey .M., Managerial Economics, Thomson South western (2003)
- Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
- Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3)



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R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Ms. Kasturi save

Department: BMS

Program: FY BMS

Course: Business Law

Semester: I

Division: A and B

No. of lectures (per week): 6

TEACHING OBJECTIVES:

- To understand the nature of contract and law applicable while buying and selling goods.
- To understand the objects of consumer law and the application of negotiable instruments.
- To introduce the concept of company and its relevance.
- To familiarize the students with the different concepts of IPR.

| Term dates: 1 st Term – June 2018 to October 2018 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|---|---|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Contract Act, 1872 & Sale of Goods Act, 1930 | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Negotiable Instrument Act, 1981 & Consumer Protection Act, 1986 | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Intellectual Property Rights(IPR)/ | |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Company Law | |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam/ Revision | |
| Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | | |

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List of Reference Books/ Magazine/ Any other Reference Material:

- Business Law – P.C. Tulsian
- Elements of mercantile Law – N.D.Kapoor
- Business Law – SS Gulshan
- Company Law – Dr.Avtar Singh
- Indian contract Act – Dr.Avtar Singh



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R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Mr. Hemant Solanki

Department: BMS

Program: FY BMS

Course: Business Statistics

Semester: I Division: A and B

No. of lectures (per week): 8

TEACHING OBJECTIVES:

- To understand the basics of statistics and organizing of data in presentation format
- To understand the various tools used in statistics
- To understand the knowledge of probability and the standard statistical distribution

| Term dates: 1 st Term – June 2018 to October 2018 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|---|---|---|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Introduction to Statistics, Measures of Dispersion, Linear Regression | Chalk , white board, Practical question |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Measures of Dispersion, and Linear Regression | Chalk , white board, Practical question |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Probability and Decision Theory | Chalk , white board, Practical question |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Time Series and Index Number. | Chalk , white board, Practical question |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam/ Revision | Chalk , white board, Practical question |
| Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | | |

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List of Reference Books/ Magazine/ Any other Reference Material:

- Statistics of Management , Richard Levin & David S. Rubin, Printice Hall of India , New Delhi.
- Statistics for Business & Economics, David R Anderson, Dennis J Sweney, Thopmson Publication.
- Fundamental of Statistics, S C Gupta, Himalya Publication House.



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R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name : Ms. Supriya Shetty

Department: BMS

Program: FY BMS

Course: Foundation Course I

Semester: I Division: A and B

No. of lectures (per week): 6

TEACHING OBJECTIVES:

- To help the learner understand the inter-disciplinary approach of social fabric.
- To sensitize learners on the socio-economic concerns in India with specific focus on the issues of the youth.
- To help learners articulate their views on the contemporary social issues.

| Term dates: 1 st Term – June 2018 to October 2018 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|---|---|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Indian Society – Unity in Diversity and conflicts | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Social issues and problem | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | The Indian Constitution/ Significant Aspects of Political Processes | |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Revision | |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam | |
| Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | | |

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List of Reference Books/ Magazine/ Any other Reference Material:

- Social and Economic Problems in India, Naseem Azad, R Gupta Pub (2011)
- Indian Society and Culture, Vinita Padey, Rawat Pub (2016)
- Social Problems in India, Ram Ahuja, Rawat Pub (2014)
- Faces of Feminine in Ancient , medieval and Modern India, Mandakranta Bose Oxford University
- National Humana rights commission- disability Manual



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R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Ms. Deepika Gawade

Department: BMS

Program: FY BMS

Course: Foundation of Human Skills

Semester: I Division: A and B

No. of lectures (per week): 6

TEACHING OBJECTIVES:

- To understand individual differences and factors that affect the same
- To ensure clarity in understanding different types of personality and the theories related to the same
- To understand the difference between intelligent quotient, emotional quotient and spiritual quotient at workplace

Term dates: 1st Term – June 2018 to October 2018

| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
|-------------------|--------------|-----------------------------|-----------------------|------------------------|-----------------------------|-------------------------|----------------------------|---|---|------------------------------------|
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Understanding of Human Nature | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Introduction to Group Behaviour | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Organizational Culture and Motivation at workplace, Organizational Creativity and Development and Work Stress | |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Revision | |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam | |
| Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | | |

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List of Reference Books/ Magazine/ Any other Reference Material:

- Organizational behavior, S.Robbins, Prentice Hall
- Organizational behavior, John W.Newstrom and Keith Davis, Tata McGrawhill
- Organizational behavior, Fred Luthans, McGrawhill,Newyork
- Organizational behavior, K.Aswathappa, Himalaya Publishing House



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Mr. Yogesh Kumar Vaishya Department: BMS

Program: FY BMS

Course: Introduction to Financial Accounting Semester: I Division: A and B

No. of lectures (per week): 8

TEACHING OBJECTIVES:

- To understand the basic concept in bookkeeping
- To impart knowledge on passing of journal entries and converting the journal entries into ledger
- To learn the concept of depreciation and its application

| Term dates: 1 st Term – June 2018 to October 2018 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|---|--|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Introduction to Accounting | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Accounting Transactions | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Depreciation Accounting & Trial Balance/ Final Account | |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Revision | |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam | |
| Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | | |

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List of Reference Books/ Magazine/ Any other Reference Material:

- Financial Accounts (a managerial emphasis): By Ashok Banerjee – Excel books
- Fundamental of Accounting and Financial Analysis: By Anil Choudhary (Pearson education)
- Indian Accounting Standards and IFRS for non-financial executives: By T.P. Ghosh– Taxman
- Financial Accounting for Business Managers: By Ashish K. Bhattacharya.
- Introduction to Accountancy by T.S. Grewal, S. Chand and Company (P) Ltd., New Delhi



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R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Ms. Supriya Shetty Department: BMS Program: FY BMS
Course: Business communication II Semester: II Division: A and B No. of lectures (per week): 6

TEACHING OBJECTIVES:

- To understand the effective use of power point presentation
- To understand the relevance and importance of conducting meetings
- To equip the students with the formats of letter writing

Term dates: 2st Term – November 2018 to March 2019

| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
|--------------------|--------------|-----------------------------|-----------------------|------------------------|-----------------------------|-------------------------|----------------------------|--|-----------------------------|------------------------------------|
| II 2018 | Nov | 25 | 03 | - | 05 | Nil | 05 | 17 days (6/11 to 25/11 Term break) | Presentation Skills | PPT , Case Study, video |
| | Dec | 31 | 05 | - | 20 | Nil | 20 | 06 days (26/12 to 1/01 Winter break) | Group Communication | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | 01 | 25 | Nil | 25 | 01 day | Business Correspondence | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Language and Writing Skills | PPT , Case Study, video |
| | March | 31 | 04 | 03 | 24 | Nil | 24 | - | Revision | |
| | April | 30 | 05 | 02 | - | 23 | 23 | SY exam to start on 1 st April 2019 and FY exam to start on 10 th April 2019 | Theory Exam | |
| | May | 31 | 04 | - | - | 04 | 04 | 23 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

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List of Reference Books/ Magazine/ Any other Reference Material:

- Agarwal, AnjuD(1989) A Practical Handbook for Consumers, IBH.
- Alien, R.K.(1970) Organisational Management through Communication.
- Ashley,A(1992) A Handbook Of Commercial Correspondence, Oxford University Press.
- Aswathapa, K (1991)OrganisationalBehaviour, Himalayan Publication, Mumbai.
- Atreya N and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Ms. Deepika Gawade Department: BMS

Program: FY BMS

Course: Business Environment

Semester: II

Division: A and B

No. of lectures (per week): 6

TEACHING OBJECTIVES:

- To understand the nature and dynamics of business organizations
- To understand the impact of internal and external environmental factors on a business enterprise
- To sensitize the students on social responsibilities
- To introduce concept of relevance and importance related to current trends in business enterprise

| Term dates: 2 st Term – November 2018 to March 2019 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|--|--|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| II 2018 | Nov | 25 | 03 | - | 05 | Nil | 05 | 17 days (6/11 to 25/11 Term break) | Introduction to Business Environment | PPT , Case Study, video |
| | Dec | 31 | 05 | - | 20 | Nil | 20 | 06 days (26/12 to 1/01 Winter break) | Political and Legal environment | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | 01 | 25 | Nil | 25 | 01 day | Social and Cultural Environment | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Technological environment/ Competitive Environment | PPT , Case Study, video |
| | March | 31 | 04 | 03 | 24 | Nil | 24 | - | Revision | |
| | April | 30 | 05 | 02 | - | 23 | 23 | SY exam to start on 1 st April 2019 and FY exam to start on 10 th April 2019 | Theory Exam | |
| | May | 31 | 04 | - | - | 04 | 04 | 23 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

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List of Reference Books/ Magazine/ Any other Reference Material:

- Morrison J, The International Business Environment, Palgrave
- Francis Cherunilam, Business Environment-Himalaya Publishing House, New Delhi
- K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi
- MISHRA AND PURI, Indian Economy, Himalaya Publishing House, New Delhi
- Business Environment Raj Aggarwal Excel Books, Delhi



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Mr. Hemant Solanki Department: BMS

Program: FY BMS

Course: Business Mathematics

Semester: II Division: A and B

No. of lectures (per week): 8

TEACHING OBJECTIVES:

- To understand the various concepts of financial mathematics such as simple interest, compound interest, and annuity, permutation and combination
- To understand the concept of calculus such as there are waiters and application of derivatives
- To understand the concept of numerical analysis such as interpolation

Term dates: 2st Term – November 2018 to March 2019

| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
|--------------------|--------------|-----------------------------|-----------------------|------------------------|-----------------------------|-------------------------|----------------------------|--|---|------------------------------------|
| II 2018 | Nov | 25 | 03 | - | 05 | Nil | 05 | 17 days (6/11 to 25/11 Term break) | Elementary Financial Mathematics | PPT , Case Study, video |
| | Dec | 31 | 05 | - | 20 | Nil | 20 | 06 days (26/12 to 1/01 Winter break) | Matrices and Determinants | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | 01 | 25 | Nil | 25 | 01 day | Numerical Analysis [Interpolation] | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Derivatives and Applications of Derivatives | PPT , Case Study, video |
| | March | 31 | 04 | 03 | 24 | Nil | 24 | - | Revision | |
| | April | 30 | 05 | 02 | - | 23 | 23 | SY exam to start on 1 st April 2019 and FY exam to start on 10 th April 2019 | Theory Exam | |
| | May | 31 | 04 | - | - | 04 | 04 | 23 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

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List of Reference Books/ Magazine/ Any other Reference Material:

- Mathematics for Economics and Finance, Martin Anthony, Norman Biggs, Cambridge lowprice editions, 2000.
- Business Mathematics, D.C. Sancheti, V.K. Kapoor, Sultan Chand & Sons Publications, 2006.
- Business Mathematics, J.K. Singh, 2009, Himalaya Publishing House.
- Mathematics for Business and Economics, J.D. Gupta, P.K. Gupta, Man Mohan, Tata McGrawHill Publishing Company Ltd.



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Ms. Supriya Shetty

Department: BMS

Program: FY BMS

Course: Foundation Course II Semester: II

Division: A and B

No. of lectures (per week): 6

TEACHING OBJECTIVES:

- To understand the concept of liberalization, privatization and globalization
- To ensure that the students understand the concept of human rights with special reference to fundamental rights as stated in the constitution of India
- To understand oneself and manage personal stress and conflict for harmonious interpersonal relationships.

| Term dates: 2 st Term – November 2018 to March 2019 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|--|----------------------------------|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| II 2019 | Nov | 25 | 03 | - | 05 | Nil | 05 | 17 days (6/11 to 25/11 Term break) | Globalization and Indian Society | PPT , Case Study, video |
| | Dec | 31 | 05 | - | 20 | Nil | 20 | 06 days (26/12 to 1/01 Winter break) | Human Rights | PPT , Case Study, video |
| 2020 | Jan | 31 | 04 | 01 | 25 | Nil | 25 | 01 day | Understanding oneself | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Stress and conflict management | PPT , Case Study, video |
| | March | 31 | 04 | 03 | 24 | Nil | 24 | - | Revision | |
| | April | 30 | 05 | 02 | - | 23 | 23 | SY exam to start on 1 st April 2019 and FY exam to start on 10 th April 2019 | Theory Exam | |
| | May | 31 | 04 | - | - | 04 | 04 | 23 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

*15th August Independence Day

List of Reference Books/ Magazine/ Any other Reference Material:

- A decade of economic reforms in India (The past, the present, the future)-Edited by Raj
- Kapila and Uma Kapila, Academic Foundation (2002)
- Impact of the policies of WTO on Indian agriculture - S. Nehru, Serial Pub. (2012)
- Privatisation of public enterprises – Emerging dimensions – Edited by G.S. Batra,



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R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Ms. Divya Lalwani

Department: BMS

Program: FY BMS

Course: Principles of Marketing

Semester: II

Division: A and B

No. of lectures (per week): 6

TEACHING OBJECTIVES:

- To understand the place and contribution of marketing to the business enterprise.
- To understand major bases for segmenting consumer and business markets; define and be able to apply steps of target marketing: market segmentation and market positioning
- Identify the costs and benefits of marketing channels; discuss the firms and the functions involved in typical channels.

| Term dates: 2 st Term – November 2018 to March 2019 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|--|---|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| II 2018 | Nov | 25 | 03 | - | 05 | Nil | 05 | 17 days (6/11 to 25/11 Term break) | Introduction to Marketing | PPT , Case Study, video |
| | Dec | 31 | 05 | - | 20 | Nil | 20 | 06 days (26/12 to 1/01 Winter break) | Marketing Environment, Research and Consumer Behavior | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | 01 | 25 | Nil | 25 | 01 day | Marketing Mix/ | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Segmentation, Targeting and Positioning | PPT , Case Study, video |
| | March | 31 | 04 | 03 | 24 | Nil | 24 | - | Revision | |
| | April | 30 | 05 | 02 | - | 23 | 23 | SY exam to start on 1 st April 2019 and FY exam to start on 10 th April 2019 | Theory Exam | |
| | May | 31 | 04 | - | - | 04 | 04 | 23 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

List of Reference Books/ Magazine/ Any other Reference Material:

- Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
- Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
- Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
- McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.



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R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Ms. Kasturi Save

Department: BMS

Program: FY BMS

Course: Industrial Law

Semester: II

Division: A and B

No. of lectures (per week): 6

TEACHING OBJECTIVES:

- To introduce the nature of industrial dispute and the role of trade unions
- To understand the laws related to health and safety of the employees
- To familiarize the concept of provident fund and insurance

Term dates: 2st Term – November 2018 to March 2019

| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
|--------------------|--------------|-----------------------------|-----------------------|------------------------|-----------------------------|-------------------------|----------------------------|--|--|------------------------------------|
| II 2019 | Nov | 25 | 03 | - | 05 | Nil | 05 | 17 days (6/11 to 25/11 Term break) | Laws Related to Industrial Relations . | PPT , Case Study, video |
| | Dec | 31 | 05 | - | 20 | Nil | 20 | 06 days (26/12 to 1/01 Winter break) | Laws Related to Health, Safety and Welfare | PPT , Case Study, video |
| 2020 | Jan | 31 | 04 | 01 | 25 | Nil | 25 | 01 day | Law related to Social Security | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Laws Related/ Compensation Management | PPT , Case Study, video |
| | March | 31 | 04 | 03 | 24 | Nil | 24 | - | Revision | |
| | April | 30 | 05 | 02 | - | 23 | 23 | SY exam to start on 1 st April 2019 and FY exam to start on 10 th April 2019 | Theory Exam | |
| | May | 31 | 04 | - | - | 04 | 04 | 23 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

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List of Reference Books/ Magazine/ Any other Reference Material:

- Industrial and Labour Laws, Dr. Sanjeev Kumar, Bharat Law HP Ltd
- Labour and Industrial Laws, S.N Misra, Central Law Publication
- Labour and Industrial Laws, P.K.Padhi, Eastern Economy Edition
- Commercial and Industrial Law, S.K. Dasgupta, Sterling Publishers Pvt. Ltd



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R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Ms. Deepika Gawade

Department: BMS

Program: FY BMS

Course: Principles of Management

Semester: II Division: A and B

No. of lectures (per week): 6

TEACHING OBJECTIVES:

- To introduce theories of learning on the evolution of levels of management
- To understand the process and limitation in decision-making
- To understand structure and hierarchy of a business enterprise

Term dates: 2st Term – November 2018 to March 2019

| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
|--------------------|--------------|-----------------------------|-----------------------|------------------------|-----------------------------|-------------------------|----------------------------|--|--|------------------------------------|
| II 2019 | Nov | 25 | 03 | - | 05 | Nil | 05 | 17 days (6/11 to 25/11 Term break) | Nature of Management | PPT , Case Study, video |
| | Dec | 31 | 05 | - | 20 | Nil | 20 | 06 days (26/12 to 1/01 Winter break) | Planning and Decision Making | PPT , Case Study, video |
| 2020 | Jan | 31 | 04 | 01 | 25 | Nil | 25 | 01 day | Organizing | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Directing, Leadership, Co-ordination and Controlling | PPT , Case Study, video |
| | March | 31 | 04 | 03 | 24 | Nil | 24 | - | Theory Exam/ Revision | |
| | April | 30 | 05 | 02 | - | 23 | 23 | SY exam to start on 1 st April 2019 and FY exam to start on 10 th April 2019 | | |
| | May | 31 | 04 | - | - | 04 | 04 | 23 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

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List of Reference Books/ Magazine/ Any other Reference Material:

- Principles of Management, Ramasamy, Himalaya Publication, Mumbai
- Principles of Management, Tripathi Reddy, Tata Mc Graw Hill
- Management Text & Cases, VSP Rao, Excel Books, Delhi
- Management Concepts and OB, P S Rao & N V Shah, AjabPustakalaya



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Divya Lalwani

Department: BMS

Program: SY BMS

Course: Advertising

Semester: III

Division: B

No. of lectures (per week): 3

TEACHING OBJECTIVES:

1. To understand and examine the growing importance of advertising.
2. To understand the construction of an effective advertisement
3. To understand the role of advertising in contemporary scenario.
4. To understand the future and career in advertising.

| Term dates: 1 st Term – June 2018 to October 2018 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|---|--|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Introduction to Advertising, Budget, Evaluation, Current trends and careers in Advertising | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Individual-Determinants of Consumer Behavior | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Creativity in Advertising | PPT , Case Study, video |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Revision | PPT , Case Study, video |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam | |
| Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | | |

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List of Reference Books/Magazine/ Any other Reference Material:

1. Belch, Michael, “Advertising and Promotion: An integrated marketing communications perspective” Tata Mcgraw Hill 2010
2. Mohan, Manendra “Advertising Management Concept and Cases”, Tata Mcgraw Hill 2008
3. Kleppner, Russell J; Thomac, Lane W , “Advertising Procedure”, Prentice Hall 1999
4. Shimp, Terence, “Advertising and promotion :An IMC Approach”, Cengage Learning 2007
5. Sharma, Sangeeta and Singh, Raghuvir “Advertising planning and Implementation”, Prentice Hall of India 2006
6. Clow, Kenneth E and Baack, Donald E “Integrated Advertising Promotion and Marketing



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R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Ms. Deepika Gawade Department: BMS

Program: SY BMS

Course: Consumer Behaviour Semester: III

Division: B

No. of lectures (per week): 3

TEACHING OBJECTIVES:

1. The objectives of consumer behaviour analysis is to understand the attitudes of the consumer about a product their preferences, likes and dislikes which lead to the further modernization of the sales strategies by the marketer.
2. To develop an understanding about the consumer decision making process and its applications in the marketing function of a firm.
3. This course is meant to equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour.
4. Students are expected to develop the skill of understanding and analysing consumer information and using it to create consumer- oriented marketing strategies.

| Term dates: 1 st Term – June 2018 to October 2018 | | | | | | | | | | |
|--|-----------------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|---|--|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Introduction To Consumer Behaviour | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Individual-Determinants of Consumer Behaviour | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Environmental Determinants of Consumer Behaviour Consumer decision making models and New Trends | PPT , Case Study, video |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Revision | PPT , Case Study, video |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam | |
| | Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | |

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List of Reference Books/ Magazine/ Any other Reference Material:

1. Schiffman, L.G., Kanuk, L.L., & Kumar, S.R. (2011). Consumer Behaviour. (10th ed.). Pearson.
2. Solomon, M.R. (2009). Consumer Behaviour – Buying, Having, and Being. (8th ed.) New Delhi: Pearson .
3. Blackwell, R.D., Miniard, P.W., & Engel, J. F. (2009). Consumer Behaviour. New Delhi: Cengage Learning.
4. Hawkins, D.I., Best, R. J., Coney, K.A., & Mookerjee, A. (2007). Consumer Behaviour – Building Marketing Strategy. (9th ed.). Tata McGraw Hill.



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Hemant Solanki

Department:BMS

Program: SY BMS

Course: Corporate Finance

Semester: III

Division: A

No. of lectures (per week): 3

TEACHING OBJECTIVES:

- 1.To learn about various concept of financial management.
2. To study time value of money and its impact in depth
3. To help in bring role of finance in maintaining the business

Term dates: 1st Term – June 2018 to October 2018

| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
|-------------------|--------------|-----------------------------|-----------------------|------------------------|-----------------------------|-------------------------|----------------------------|---|---|------------------------------------|
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Introduction to Corporate Finance | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Capital Structure and Leverage | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Time Value of Money Mobilizations of Funds | PPT , Case Study, video |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Revision | PPT , Case Study, video |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam | |
| Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | | |

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List of Reference Books/ Magazine/ Any other Reference Material:

1. Foster, George Financial Statement Analysis, 2nd ed., Pearson Education Pvt Ltd
2. Damodaran, A. (2008). Damodaran on Valuation, Security Analysis for Investment and Corporate Finance
3. Chandra, P. (2011). Corporate Valuation and Value Creation, (1st ed). TMH
4. Weston, Chung, Hoag, Mergers, Restructuring and Corporate Control, Prentice Hall Of India. 5. M.Y. Khan



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R. A. Podar College of Commerce & Economics(Autonomous)

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Ms. Swamini Sabnis

Department: BMS

Program: SY BMS

Course: Equity and Debt Market

Semester: III

Division: A

No. of lectures (per week): 3

TEACHING OBJECTIVES:

1. To impart knowledge relating to types of shares and method and legal aspect of issue of shares.
2. This paper will enable the students to understand the evolution of various aspects of financial markets which in turn will help them in framing the financial policies, development of financial instruments and processes and evolving the strategies during crisis

| Term dates: 1st Term – June 2018 to October 2018 | | | | | | | | | | |
|--|--------------|-----------------------------|-----------------------|------------------------|-----------------------------|-------------------------|----------------------------|---|--|------------------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| I 2019 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Introduction to Financial Market | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Dynamics of Equity Market | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Players in Debt Markets/ Valuation of Equity & Bonds | PPT , Case Study, video |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Revision | PPT , Case Study, video |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam | |
| Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | | |

List of Reference Books/ Magazine/ Any other Reference Material:

1. Allen, Larry (1750-2000). The Global Financial System.
2. Ian H. Giddy (1994). Global Financial Markets. Houghton Mifflin.
3. Saunders, Anthony & Cornett, Marica Millon. Financial markets & institutions: A modern
4. LM Bhole. Financial institutions & markets: Structure, growth & innovations. TMH (5th ed.)



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R. A. Podar College of Commerce & Economics (Autonomous)

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Ms. Deepika Gawade

Department: BMS

Program: SY BMS

Course: Motivation & Leadership

Semester: III

Division: B

No. of lectures (per week): 3

TEACHING OBJECTIVES:

1. To gain knowledge of the leadership strategies for motivating people and changing organizations
2. To study how leaders facilitate group development and problem solving and work through problems and issues as well as transcend differences
3. To acquaint the students about practical approaches to Motivation and Leadership & its application in the Indian context

| Term dates: 1 st Term – June 2018 to October 2018 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|---|--------------------------------|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| I 2019 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Motivation -I | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Motivation -II | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Leadership-I/ Leadership-II | PPT , Case Study, video |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Theory Exam/ Revision | PPT , Case Study, video |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam/ | |
| Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | | |

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List of Reference Books/ Magazine/ Any other Reference Material:

1. Personnel Management and Industrial relations – P. C. Shejwalkar and S. B. Malegaonkar
2. Labour Management relations in India – K.M. Subramanian
3. Trade Unionism Myth and Reality, New Delhi, Oxford University Press, 1982
4. Dynamic Personnel Administration – Prof. M.N. Rudrabasavraj. ster



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R. A. Podar College of Commerce & Economics(Autonomous)

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Supriya Shetty

Department: BMS

Program: SY BMS

Course: Recruitment & Selection

Semester: III

Division: B

No. of lectures (per week): 3

TEACHING OBJECTIVES:

1. The objective is to familiarize the students with concepts and principles, procedure of Recruitment and Selection in an organization.
2. To give an in-depth insight into various aspects of Human Resource management and make them acquainted with practical aspect of the subject.
3. To ensure the understanding of the Hiring and selection process

| Term dates: 1 st Term – June 2018 to October 2018 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|---|--------------------------------------|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Hiring Process | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Selection | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Placement and Induction/ Soft Skills | PPT , Case Study, video |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Revision | PPT , Case Study, video |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam | |
| Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | | |

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List of Reference Books/ Magazine/ Any other Reference Material:

1. Dipak Kumar Bhattacharya - Human Resource Management
2. Arun Monappa- Managing Human Resource.
3. C.B. Memoria -Personnel Management
4. Armstrong, Michael & Baron Angela. (2005). Handbook of Strategic HRM (1st ed.). New Delhi: Jaico



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R. A. Podar College of Commerce & Economics(Autonomous)

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Vahid Kapadia

Department: BMS

Program: SY BMS

Course: Information Technology in Business Management-I

Semester: III

Division: A/B

No. of lectures (per week): 6

TEACHING OBJECTIVES:

1. To learn basic concepts of Information Technology, its support and role in Management, for managers.
2. To understand basic concepts of Email, Internet and websites, domains and security therein.
3. To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features.

| Term dates: 1 st Term – June 2018 to October 2018 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|---|--|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Cyber law and IT act | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Office Automation using MS-Office | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Email, Internet and its Applications/ E-Security | PPT , Case Study, video |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Revision | PPT , Case Study, video |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam/ | |
| Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | | |

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List of Reference Books/ Magazine/ Any other Reference Material:

1. Information Technology for Management, 6TH ED (With CD) By Efraim Turban, Dorothy Leidner, Ephraim Mclean, James Wetherbe (Ch1, Ch2)
2. Microsoft Office Professional 2013 Step by Step By Beth Melton, Mark Dodge, Echo Swinford, Andrew
3. Tata McGraw Hill Joseph, P.T. : E-commerce An Indian Perspective (Ch-13,Ch-14)
4. Computer Viruses and Related Threats: A Management Guide (Ch-2, Ch-3) By John P. Wack, Lisa J.



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R. A. Podar College of Commerce & Economics(Autonomous)

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Supriya Shetty

Department: BMS

Program: SY BMS

Course: Foundation Course –III

Semester: III Division: A/B

No. of lectures (per week): 6

TEACHING OBJECTIVES:

- 1) To learn about various Environmental Concepts
- 2) To study Environment degradation and its impact in depth
- 3) To help in bring Sustainability and role of business in maintaining sustainability
- 4) To foster Innovations in business- an environmental Perspective

| Term dates: 1 st Term – June 2018 to October 2018 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|---|---|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Environmental Concepts | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Environment degradation | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Sustainability and role of business / Innovations in business- an environmental Perspective | PPT , Case Study, video |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Revision | PPT , Case Study, video |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam/ | |
| Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | | |

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List of Reference Books/ Magazine/ Any other Reference Material:

1. Environment Management, N.K. Uberoi , Excel Books, Delhi
2. Environmental Management - Text & Cases, Bala Krishnamoorthy, Prentice Hall of India
3. Environmental Management- National and global Perspectives, Swapan C. Deb, JAICO
4. Environmental Management, Dr.Anand S. Bal, Himalaya Publishing House
5. Environmental Priorities in India, Khoshoo, Environmental Society (N.Delhi)



R. A. Podar College of Commerce & Economics(Autonomous)

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Ms. Deepika Gawade

Department:BMS

Program: SY BMS

Course:Business Planning & Entrepreneurial Management Semester: III Division: A/B No. of lectures (per week): 6

TEACHING OBJECTIVES:

- 1) Entrepreneurship is one of the major focus areas of the discipline of Management. This course introduce Entrepreneurship to budding managers.
- 2) To develop entrepreneurs &to prepare students to take the responsibility of full line of management function of a company with special reference to SME sector.
- 3) To ensure that the students are able to prepare a commercially viable project

Term dates: 1st Term – June 2018 to October 2018

| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
|-------------------|--------------|-----------------------------|-----------------------|------------------------|-----------------------------|-------------------------|----------------------------|---|--|------------------------------------|
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Foundations of Entrepreneurship Development | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Types & Classification Of Entrepreneurs | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Entrepreneur Project Development & Business Plan / Venture Development | PPT , Case Study, video |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Revision | PPT , Case Study, video |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam | |
| Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | | |

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List of Reference Books/ Magazine/ Any other Reference Material

1. Dynamics of Entrepreneurial Development Management - Vasant Desai, Himalaya Publishing House.
2. Entrepreneurial Development - S.S. Khanna
3. Entrepreneurship & Small Business Management - CL Bansal, Haranand Publication



S.P. Mandali's

R. A. Podar College of Commerce & Economics(Autonomous)

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Yogeshkumar Vaishya **Department:BMS**

Program: SY BMS

Course:Accounting for Managerial Decisions **Semester: III** **Division: A/B** **No. of lectures (per week): 6**

TEACHING OBJECTIVES:

- To acquaint management learners with basic accounting fundamentals.
- To develop financial analysis skills among learners.
- To impart knowledge in learner to make decision by using various management accounting tools
- The course aims at explaining the core concepts of business finance and its importance in managing a business

| Term dates: 1 st Term – June 2018 to October 2018 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|---|---|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| I 2019 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Analysis and Interpretation of Financial statements | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Ratio analysis and Interpretation | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Cash flow statement/ Working capital | PPT , Case Study, video |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Revision | PPT , Case Study, video |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam | |
| Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | | |

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List of Reference Books/ Magazine/ Any other Reference Material:

1. Srivastava R M, Essentials of Business Finance, Himalaya Publications
2. Anthony R N and Reece JS. Accounting Principles ,HoomwoodIllinos , Richard D. Irvin
3. Bhattacharya SK and Dearden J. - Accounting for Management. Text and Cases , New Delhi.
4. Hingorani NL and ramanthan AR - Management Accounting , New Delhi



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R. A. Podar College of Commerce & Economics (Autonomous)

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Hemant Solanki

Department:BMS

Program: SY BMS

Course:Strategic ManagementSemester: III Division: A/B

No. of lectures (per week): 6

TEACHING OBJECTIVES:

1. To expose students to various perspectives and concepts in the field of Strategic Management
2. The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations.
3. To help students develop skills for applying these concepts to the solution of business problems
4. To help students master the analytical tools of strategic management

| Term dates: 1 st Term – June 2018 to October 2018 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|---|--|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Introduction to Business policy and Strategic management | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Strategy Formulation | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Strategic Implementation/ Strategic Evaluation & Control | PPT , Case Study, video |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Revision | PPT , Case Study, video |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam/ | |
| Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | | |

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List of Reference Books/ Magazine/ Any other Reference Material:

1. Kazmi Azhar, Business Policy & Strategic Management, Tata McGraw Hill.
2. P.K. Ghosh : Business Policy , Strategy , Planning and Management
3. Christensen , Andrews Dower: Business Policy- Text and Cases
4. William F. Gkycj : Business Policy – Strategy Formation and Management Action
5. Bongee and Colonan : Concept of Corporate Strategy



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ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Vahid Kapadia

Department: BMS

Program: SY BMS

Course: Information Technology in Business Management -II Semester: IV Division: B

No. of lectures (per week): 6

TEACHING OBJECTIVES:

1. To understand Managerial decision making and to develop perceptive of major functional area of MIS.
2. To learn Outsourcing concepts, BPO/KPO industries and their structure.
3. To introduce to the students the process of data warehousing

Term dates: 2st Term – November 2018 to March 2019

| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
|--------------------|--------------|-----------------------------|-----------------------|------------------------|-----------------------------|-------------------------|----------------------------|--|--|------------------------------------|
| II 2018 | Nov | 30 | 04 | 12 | 14 | Nil | 14 | 14 days (including 02 Sundays) | MIS and Subsystems | PPT , Case Study, video |
| | Dec | 31 | 05 | 06 | 20 | Nil | 20 | 06 days(including 01 Sunday) (26/12 to 1/01 Winter break) | ERP/E-SCM | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | - | 27 | Nil | 27 | - | Introduction to databases and data warehouse / Outsourcing | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Outsourcing | PPT , Case Study, video |
| | March | 31 | 05 | 02 | 18 | 06 | 24 | - | Theory Exam/ Revision | |
| | April | 30 | 04 | 04 | - | 22 | 22 | - | Theory Exam/ | |
| | May | 31 | 04 | 27 | - | - | - | 27 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

Reference Book :

- Information Technology for Management, 6TH ED (With CD) By Efraim Turban,
- Dorothy Leidner, Ephraim Mclean, James Wetherbe (Ch1, Ch2)
- Microsoft Office Professional 2013 Step by Step By Beth Melton, Mark Dodge.
- Tata McGraw Hill Joseph, P.T. : E-commerce An Indian Perspective.



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R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Ms. Deepika Gawade

Department:BMS

Program: SY BMS

Course:Ethics and Governance Semester:IV Division:A/B No. of lectures (per week):6

TEACHING OBJECTIVES:

1. To understand significance of ethics and practices in business which are indispensable for progress of country.
2. To study the ethical business practices, CSR and Corporate practiced by various Organisations.
3. To understand the growing importance and role of corporate governance

| Term dates: 2 st Term – November 2018 to March 2019 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|--|--|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| II 2018 | Nov | 30 | 04 | 12 | 14 | Nil | 14 | 14 days (including 02 Sundays) | Introduction to Ethics and Business Ethics | PPT , Case Study, video |
| | Dec | 31 | 05 | 06 | 20 | Nil | 20 | 06 days(including 01 Sunday) (26/12 to 1/01 Winter break) | Ethics in Marketing, Finance and HRM | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | - | 27 | Nil | 27 | - | Corporate Governance | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | CSR | PPT , Case Study, video |
| | March | 31 | 05 | 02 | 18 | 06 | 24 | - | Theory Exam/ Revision | |
| | April | 30 | 04 | 04 | - | 22 | 22 | - | Theory Exam/ | |
| | May | 31 | 04 | 27 | - | - | - | 27 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

Reference Book :

- Laura P. Hartman, Joe DesJardins, Business Ethics, Mcgraw Hill, 2nd Edition
- Fernando, Business Ethics – An Indian Perspective, Pearson, 2010
- Joseph DesJardins, An Introduction to Business Ethics, Tata McGraw Hill, 2nd Edition
- Richard T DeGeorge, Business Ethics, Pearson, 7th Edition



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R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Ms. Arpita Baijal

Department: BMS

Program: SY BMS

Course: Business Economics-II Semester: IV Division: A and B No. of lectures (per week): 6

TEACHING OBJECTIVES:

1. Understand the fundamental principles and models of modern economics.
2. Be able to use mathematical models to analyse behaviour.
3. Be able to supply advanced, modern econometric methods to the analysis of data.

| Term dates: 4 th Term – November 2018 to March 2019 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|--|-----------------------------------|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| II 2018 | Nov | 30 | 04 | 12 | 14 | Nil | 14 | 14 days (including 02 Sundays) | Macroeconomic Data and Theory | PPT , Case Study, video |
| | Dec | 31 | 05 | 06 | 20 | Nil | 20 | 06 days(including 01 Sunday) (26/12 to 1/01 Winter break) | Money Inflation and policy | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | - | 27 | Nil | 27 | - | Fiscal policy and Its Instruments | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Open Economy and Theory | PPT , Case Study, video |
| | March | 31 | 05 | 02 | 18 | 06 | 24 | - | Theory Exam/ Revision | |
| | April | 30 | 04 | 04 | - | 22 | 22 | - | Theory Exam/ | |
| | May | 31 | 04 | 27 | - | - | - | 27 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

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Reference Book :

- Ackley. G (1976), Macro Economic Theory and Policy, Macmillan Publishing Co. New York.
- Ahuja. H.L., Modern Economics — S.Chand Company Ltd. New Delhi.
- Blanchard Olivier (2000), Macro Economics, Englewood Elitt, Prentice Hall
- Bouman John, Principles of Macro Economic



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R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Hemant Solanki

Department: BMS

Program: SY BMS

Course: Business Research Methodology Semester:IV Division:A and B No. of lectures (per week):6

TEACHING OBJECTIVES:

- 1.To describe the need and importance of Training and Development in industry
2. To discuss the basic concepts and techniques for solving particular problem and identification of appropriate solution
3. To understand the various methods of data collection and analysis

| Term dates: 2 st Term – November 2018 to April 2019 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|--|---------------------------------------|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| II 2018 | Nov | 30 | 04 | 12 | 14 | Nil | 14 | 14 days (including 02 Sundays) | Introduction to Business Method | PPT , Case Study, video |
| | Dec | 31 | 05 | 06 | 20 | Nil | 20 | 06 days(including 01 Sunday) (26/12 to 1/01 Winter break) | Data Collection and processing | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | - | 27 | Nil | 27 | - | Data analysis and Interpretation | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Advanced techniques in report writing | PPT , Case Study, video |
| | March | 31 | 05 | 02 | 18 | 06 | 24 | - | Theory Exam/ Revision | |
| | April | 30 | 04 | 04 | - | 22 | 22 | - | Theory Exam/ | |
| | May | 31 | 04 | 27 | - | - | - | 27 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

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Reference Book :

- Marketing Research- Text and Cases Harper W. Boyd Jr. , Ralph Westfall.
- Research methodology in Social sciences, O.R.Krishnaswamy, Himalaya Publication
- Business Research Methods, Donald R Cooper, Pamela Schindler, Tata McGraw Hill



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R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Yogeshkumar Vaishya

Department: BMS

Program: SY BMS

Course: Production and Total Quality Management

Semester: IV

Division: A and B.

No. of lectures (per week):6

TEACHING OBJECTIVES:

1. To make the learner to evaluate and analysis by using various productivity tools.
2. To enable the learner, understand the cost of quality and its evaluation techniques.
3. To ensure ease in understanding of Basics of TQM

| Term dates: 2 st Term – November 2018 to April 2019 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|--|---|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| II 2018 | Nov | 30 | 04 | 12 | 14 | Nil | 14 | 14 days (including 02 Sundays) | Production management | PPT , Case Study, video |
| | Dec | 31 | 05 | 06 | 20 | Nil | 20 | 06 days(including 01 Sunday) (26/12 to 1/01 Winter break) | Material management | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | - | 27 | Nil | 27 | - | Basics of TQM | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Improvements strategies and certification | PPT , Case Study, video |
| | March | 31 | 05 | 02 | 18 | 06 | 24 | - | Theory Exam/ Revision | |
| | April | 30 | 04 | 04 | - | 22 | 22 | - | Theory Exam/ | |
| | May | 31 | 04 | 27 | - | - | - | 27 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

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Reference Book:

- Production and Operations Management: R. Paneerselvam .
- Production (Operations) Management: L.C. Jhamb
- K. Ashwathappa and K .Shridhar Bhatt ; Production and Operations management.



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R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name:Supriya Shetty Department:BMS Program: SY BMS

Course:Rural Marketing Semester:IV Division: B. No. of lectures (per week): 3

TEACHING OBJECTIVES:

1. To make students understand about the concepts of 4Ps and 4As with reference to rural marketing.
2. It also focuses on understanding and contributing to the emerging challenges in the upcoming global economic scenario.
3. To acquaint the students about the various techniques used in rural marketing

| Term dates: 2 st Term – November 2018 to April 2019 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|--|----------------------------|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| II 2018 | Nov | 30 | 04 | 12 | 14 | Nil | 14 | 14 days (including 02 Sundays) | Introduction to marketing | PPT , Case Study, video |
| | Dec | 31 | 05 | 06 | 20 | Nil | 20 | 06 days(including 01 Sunday) (26/12 to 1/01 Winter break) | Rural marketing | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | - | 27 | Nil | 27 | - | Rural marketing mix | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Rural marketing strategies | PPT , Case Study, video |
| | March | 31 | 05 | 02 | 18 | 06 | 24 | - | Theory Exam/ Revision | |
| | April | 30 | 04 | 04 | - | 22 | 22 | - | Theory Exam/ | |
| | May | 31 | 04 | 27 | - | - | - | 27 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

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Reference Book :

- Badi & Badi : Rural Marketing
- Matoria, C.B. & Badri Vishal : Agriculture problems in India
- Arora, R.C. : Integrated Rural Development



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ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Divya lalwani

Department: BMS

Program: SY BMS

Course: Integrated Marketing Communications Semester: IV Division: B No. of lectures (per week): 3

TEACHING OBJECTIVES:

1. To enable the students to build and be aware of different brands
2. To ensure that the students are able to understand the features and the use of the product so as to make informed decisions
3. To ensure the understanding of the integration of all marketing activities

| Term dates: 2 st Term – November 2018 to April 2019 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|--|--|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| II 2018 | Nov | 30 | 04 | 12 | 14 | Nil | 14 | 14 days (including 02 Sundays) | Introduction to IMC | PPT , Case Study, video |
| | Dec | 31 | 05 | 06 | 20 | Nil | 20 | 06 days(including 01 Sunday) (26/12 to 1/01 Winter break) | Elements of IMC-I | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | - | 27 | Nil | 27 | - | Elects of IMC-II | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Evaluation in marketing communication. | PPT , Case Study, video |
| | March | 31 | 05 | 02 | 18 | 06 | 24 | - | Theory Exam/ Revision | |
| | April | 30 | 04 | 04 | - | 22 | 22 | - | Theory Exam/ | |
| | May | 31 | 04 | 27 | - | - | - | 27 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

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Reference Book:

- Belch, Michael, Belch, George “Advertising and Promotion: An integrated marketing Communications perspective” Tata Mcgraw Hill 2010
- Clow ,Kenneth E ;Baack, Donald E “Integrated Advertising Promotion and Marketing Communication”, Pearson Edu 2014
- Duncan, Tom, “Principles of Advertising and IMC”, Tata Mcgraw Hill Pub 2006



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R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Mr. Vallabhan Narayanan Department:BMS Program: SY BMS

Course: Corporate Restructuring Semester:IV Division:A No. of lectures (per week): 3

TEACHING OBJECTIVES:

1. To impart knowledge relating redemption of preference share.
2. To impart knowledge relating buy-back of equity shares.
3. To discuss the basic concepts and techniques for solving particular problem and identification of appropriate solution

| Term dates: 2 st Term – November 2018 to April 2019 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|--|--|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| II 2018 | Nov | 30 | 04 | 12 | 14 | Nil | 14 | 14 days (including 02 Sundays) | Corporate Restructuring | PPT , Case Study, video |
| | Dec | 31 | 05 | 06 | 20 | Nil | 20 | 06 days(including 01 Sunday) (26/12 to 1/01 Winter break) | Accounting of internal Reconstruction | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | - | 27 | Nil | 27 | - | Accounting For External Resonstruction. | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Impact of Reorganization of the company. | PPT , Case Study, video |
| | March | 31 | 05 | 02 | 18 | 06 | 24 | - | Theory Exam/ Revision | |
| | April | 30 | 04 | 04 | - | 22 | 22 | - | Theory Exam/ | |
| | May | 31 | 04 | 27 | - | - | - | 27 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

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Reference Book:

- Ramanujam : Mergers et al, LexisNexis Butterworths Wadhwa Nagpur
- Ray : Mergers and Acquisitions Strategy, Valuation and Integration, PH
- Advanced Accounts Shukla and Grewal S. Chand and Co. (P) Ltd., New Delhi
- Advanced accountancy R.L. Gupta and M. Radhaswamy S. Chand and Co. (P) Ltd., New



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R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Mr. Yogesh kumar Vaishya **Department:**BMS **Program:** SY BMS

Course: Financial institution Market **Semester:**IV **Division:** A **No. of lectures (per week):** 3

TEACHING OBJECTIVES:

1. To inculcate understanding relating to managing of financial system.
2. To introduce Foreign Exchange Market to enable the student to understand the concept.
3. To ensure the understanding of the financial market systems

| Term dates: 2 st Term – November 2018 to April 2019 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|--|--|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| II 2018 | Nov | 30 | 04 | 12 | 14 | Nil | 14 | 14 days (including 02 Sundays) | Financial Institutions | PPT , Case Study, video |
| | Dec | 31 | 05 | 06 | 20 | Nil | 20 | 06 days(including 01 Sunday) (26/12 to 1/01 Winter break) | Financial Regulators & Institutions in India | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | - | 27 | Nil | 27 | - | Financial Markets | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Managing Financial Systems Design | PPT , Case Study, video |
| | March | 31 | 05 | 02 | 18 | 06 | 24 | - | Theory Exam/ Revision | |
| | April | 30 | 04 | 04 | - | 22 | 22 | - | Theory Exam/ | |
| | May | 31 | 04 | 27 | - | - | - | 27 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

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Reference Book :

- M. Bhole, Financial Institutions and Markets, TATA McGraw Hill
- V. A. Avadhani, Marketing of Financial Services, Himalaya Publishers, Mumbai
- Vasant Desai, Indian Financial Systems, Himalaya Publishers
- Gordon and Natarajan, Financial Services, Himalaya Publishers



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R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Ms. Deepika Gawade

Department:BMS

Program: SY BMS

Course: Training and Development

Semester: IV Division: B

No. of lectures (per week): 3

TEACHING OBJECTIVES:

1. To describe the need and importance of Training and Development in industry
2. To discuss the basic concepts and techniques for solving particular problem and identification of appropriate solution
3. To ensure the understanding of the importance of performance measurement

| Term dates: 2 st Term – November 2018 to April 2019 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|--|---|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| II 2018 | Nov | 30 | 04 | 12 | 14 | Nil | 14 | 14 days (including 02 Sundays) | Training Objectives, Scopes, Importance | PPT , Case Study, video |
| | Dec | 31 | 05 | 06 | 20 | Nil | 20 | 06 days(including 01 Sunday) (26/12 to 1/01 Winter break) | Overview of Development | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | - | 27 | Nil | 27 | - | Concept of Management Development | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Performance Measurement | PPT , Case Study, video |
| | March | 31 | 05 | 02 | 18 | 06 | 24 | - | Theory Exam/ Revision | |
| | April | 30 | 04 | 04 | - | 22 | 22 | - | Theory Exam/ | |
| | May | 31 | 04 | 27 | - | - | - | 27 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

*15th August Independence Day

Reference Book :

- Employee Training And Development – Raymond Noe
- Every Trainers Handbook- Devendra Agochia
- 360 Degree Feedback, Competency Mapping And Assessment Centre- Radha Sharma



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Ms. Deepika Gawade Department: BMS

Program: SY BMS

Course: Change Management

Semester:IV Division: B

No. of lectures (per week): 3

TEACHING OBJECTIVES:

- 1.The objectives of this paper is to prepare students as organizational facilitators using the knowledge and techniques
2. To ensure the understanding of Effective Implementation of Change
3. To acquaint the students about the Impact of Change Management

| Term dates: 2 st Term – November 2018 to April 2019 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|--|------------------------------------|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| II 2018 | Nov | 30 | 04 | 12 | 14 | Nil | 14 | 14 days (including 02 Sundays) | Introduction of Change Management | PPT , Case Study, video |
| | Dec | 31 | 05 | 06 | 20 | Nil | 20 | 06 days(including 01 Sunday) (26/12 to 1/01 Winter break) | Impact of Change Management | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | - | 27 | Nil | 27 | - | Resistance to Change Management | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Effective Implementation of Change | PPT , Case Study, video |
| | March | 31 | 05 | 02 | 18 | 06 | 24 | - | Theory Exam/ Revision | |
| | April | 30 | 04 | 04 | - | 22 | 22 | - | Theory Exam/ | |
| | May | 31 | 04 | 27 | - | - | - | 27 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

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Reference Book:

- Kavita Singh- Organization change
- S.K. Bhatia- Organisational Change
- K.Ashwathapa- Management & OB, HRM.



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ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Usha Rao

Department: BMS

Program: TY BMS

Course: Logistics and Supply Chain Management

Semester: V

Division: A & B

No. of lectures (per week): 6

TEACHING OBJECTIVES:

- To enable the students to increase efficiency with minimum inventory.
- To enable the students to handle unexpected events.
- To enable the students to Reduce Transportation and Logistics Cost and improve quality.

| Term dates: 1 st Term – June 2018 to October 2018 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|---|--|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Overview of Logistics and Supply Chain Management | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Elements of Logistics Mix | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Inventory Management, Logistics Costing, Performance/ Recent Trends in Logistics and Supply Chain Management | PPT , Case Study, video |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Theory Exam/ Revision | PPT , Case Study, video |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam/ | |
| Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | | |

List of Reference Books/Magazine/ Any other Reference Material:

- David Simchi Levi, Philip Kaminshy, Edith Simchi Levi, Designing & Managing the Supply Chain -Concepts, Strategies and Case Studies Logistics Donald Waters, An Introduction to Supply Chain
- Martin Christopher, Logistics & Supply Chain Management - Strategies for Reducing Cost &ImprovingServices
- Vinod Sople, Logistic Management - The Supply Chain Imperative
- Donald J Bowersox & David J Closs, Logistic Management - The Integrated Supply Chain Process



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ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Divya Lalwani

Department: BMS

Program: TY BMS

Course: Corporate Communication & Public Relations

Semester: V Division: A & B

No. of lectures (per week): 6

TEACHING OBJECTIVES:

- To enable the students to understand what corporate communication is, what its role in corporations is, and the different perspectives on corporate communication.
- To enable the student to understand key concepts of corporate communication and public relations.
- To ensure the students know key theories of corporate communications and public relations.

| Term dates: 1 st Term – June 2018 to October 2018 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|---|--|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Foundation of Corporate Communication | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Understanding Public Relations | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Functions of Corporate Communication and Public Relations / Emerging Technology in Corporate Communication | PPT , Case Study, video |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Theory Exam/ Revision | PPT , Case Study, video |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam/ | |
| Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | | |

List of Reference Books/Magazine/ Any other Reference Material:

- Richard R. Dolphin, The Fundamentals of Corporate Communication
- Joep Cornelissen, Corporate Communications: Theory and Practice
- James L. Horton, Integrating Corporate Communication: The Cost Effective Use of Message & Medium
- Sandra Oliver, Handbook of Corporate Communication & Public Relations A Cross-Cultural Approach



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ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Vallaban Narayanan

Department: BMS

Program: TY BMS

Course: Investment Analysis and Portfolio Management Semester: V Division: A No. of lectures (per week): 3

TEACHING OBJECTIVES:

- To help the learner to select the best investment options as per one's income, age, time horizon and risk appetite.
- To understand Capital appreciation.
- To enable the learner to maximize returns on investment.

| Term dates: 1 st Term – June 2018 to October 2018 | | | | | | | | | | |
|--|-----------------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|---|---|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Introduction to Investment Environment | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Risk - Return Relationship | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Portfolio Management and Security Analysis/ Theories, Capital Asset Pricing Model and Portfolio Performance Measurement | PPT , Case Study, video |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Theory Exam/ Revision | PPT , Case Study, video |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam/ | |
| | Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | |

List of Reference Books/Magazine/ Any other Reference Material:

- Kevin. S, Security Analysis and Portfolio Management
- Donald Fischer & Ronald Jordon, Security Analysis & Portfolio Management
- Prasanna Chandra, Security Analysis & Portfolio Management
- Sudhindhra Bhatt, Security Analysis and Portfolio Management.



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ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Ms. Swamini Sabnis Department: BMS Program: TY BMS

Course: Commodities and Derivatives Semester: V Division: A No. of lectures (per week): 3

TEACHING OBJECTIVES:

- To ensure that the learner understand show to hedge his risks, diversifying his portfolio.
- To enable the leaner to understand global diversification and hedging against inflation and deflation.
- To understand complex financial instruments that are used for various purposes, including hedging.

Term dates: 1st Term – June 2018 to October 2018

| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
|-------------------|--------------|-----------------------------|-----------------------|------------------------|-----------------------------|-------------------------|----------------------------|---|--|------------------------------------|
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Introduction to Commodities Market and Derivatives Market | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Futures and Hedging | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Options and Option Pricing Models / Trading, Clearing & Settlement In Derivatives Market and Types of Risk | PPT , Case Study, video |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Theory Exam/ Revision | PPT , Case Study, video |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam/ | |
| Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | | |

List of Reference Books/Magazine/ Any other Reference Material:

- John C. Hull & Basu -Futures, options & other derivatives
- Robert McDonald, Derivatives market, Pearson education
- John Hull, Fundamentals of futures & options
- Ankit Gala & Jitendra Gala, Guide to Indian Commodity market, Buzzingstock publishing house



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ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Mr. Vallaban Narayanan

Department: BMS

Program: TY BMS

Course: Wealth Management

Semester: V Division: A

No. of lectures (per week): 3

TEACHING OBJECTIVES:

- To provide an overview of various aspects related to wealth management.
- To study the relevance and importance of Insurance in wealth management.
- To acquaint the learners with issues related to taxation in wealth management.
- To understand various components of retirement planning.

Term dates: 1st Term – June 2018 to October 2018

| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
|-------------------|-----------------|-----------------------------|-----------------------|------------------------|-----------------------------|-------------------------|----------------------------|---|--|------------------------------------|
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Introduction | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Insurance Planning and Investment Planning | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Financial Mathematics/ Tax and Estate Planning / Retirement Planning/ Income Streams & Tax Savings Schemes | PPT , Case Study, video |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Theory Exam/ Revision | PPT , Case Study, video |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam/ | |
| | Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | |

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List of Reference Books/Magazine/ Any other Reference Material:

- Harold Evensky, Wealth Management, McGraw Hill Publication
- NCFM, CFP, IIBF, etc, Wealth Management modules
- Harold Evensky, The new wealth Management, CFA Institute Investment Series Publication



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ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Vallaban Narayanan Department: BMS Program: TY BMS

Course: Risk Management Semester: V Division: A No. of lectures (per week): 3

TEACHING OBJECTIVES:

- To ensure that the learner understands the management of risk and is consistent with and supports the achievement of the strategic and corporate objectives.
- To ensure that the learner Initiates action to prevent or reduce the adverse effects of risk.
- To ensure that the learner can understand statutory and legal obligations.

| Term dates: 1 st Term – June 2018 to October 2018 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|---|--|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Introduction, Risk Measurement and Control | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Risk Avoidance and ERM | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Risk Governance and Assurance / Risk Management in Insurance | PPT , Case Study, video |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Theory Exam/ Revision | PPT , Case Study, video |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam/ | |
| Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | | |

List of Reference Books/Magazine/ Any other Reference Material:

- Thomas S. Coleman, Quantitative Risk Management : A Practical Guide to Financial Risk
- Steve Peterson, Investment Theory and Risk Management
- Risk Management , M/s Macmillan India Limited
- Theory & Practice of Treasury Risk Management: M/s Taxman Publications Ltd.



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ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Usha Rao

Department: BMS

Program: TY BMS

Course: Service Marketing Semester: V

Division: B

No. of lectures (per week): 3

TEACHING OBJECTIVES:

- To equip the students with requisite knowledge, skills and right attitude to provide effective service delivery.
- To develop competent management professionals with strong ethical values capable of assuming pivotal role in various sectors of the economy
- To identify the target segment and formulate the right marketing mix for customer satisfaction.
- Analyze the factors affecting business environment, study the failures and strategize recovery.
- To provide insights into the challenges and opportunities at national and global level.

| Term dates: 1 st Term – June 2018 to October 2018 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|---|--|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Introduction of Services Marketing | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Key Elements of Services Marketing Mix | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Managing Quality Aspects of Services Marketing / Marketing of Services | PPT , Case Study, video |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Theory Exam/ Revision | PPT , Case Study, video |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam/ | |
| Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | | |

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List of Reference Books/Magazine/ Any other Reference Material:

- Valarie A. Zeuhaml & Mary Jo Bitner, Service Marketing, Tata McgrawHill, 6th Edition
- Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee, Service Marketing People, Technology, Strategy
- A South Asian Perspective , Pearson Education, 7th Edition
- Ramneek Kapoor, Justin Paul & Biplab Halder, Services Marketing-Concepts And Practices, Mcgraw Hill, 2011



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ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Ms. Deepika Gawade

Department: BMS

Program: TY BMS

Course: Sales and Distribution Management

Semester: V Division: B

No. of lectures (per week): 3

TEACHING OBJECTIVES:

- To understand about the selling process.
- To know about the Key aspects of Sales management skills.
- To get familiar with the practical approaches in distribution channels.
- To understand about the evaluation in sales management performance.

| Term dates: 1 st Term – June 2018 to October 2018 | | | | | | | | | | |
|--|-----------------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|---|---|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Introduction | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Market Analysis and Selling | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Distribution Channel Management / Performance Evaluation, Ethics and Trends | PPT , Case Study, video |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Theory Exam/ Revision | PPT , Case Study, video |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam/ | |
| | Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | |

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List of Reference Books/Magazine/ Any other Reference Material:

- Nag, Sales and Distribution Management, Mcgraw Hill, 2013 Edition
- Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Sales Management, Pearson Education, 5th edition.
- Krishna K. Havaldar, Vasant M. Cavale, Sales and Distribution Management – Text & Cases, Mcgraw
- Hill Education, 2nd Edition, 2011



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R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Divya Lalwani Department: BMS

Program: TY BMS

Course: E-Commerce and Digital Marketing Management Semester: V Division: B No. of lectures (per week): 3

TEACHING OBJECTIVES:

- To provide knowledge about E Commerce and to prepare the student for vocational competency including training and development of skill.
- To encourage the students to do content writing.
- To create awareness about the trends and future of E commerce and Digital marketing

| Term dates: 1 st Term – June 2018 to October 2018 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|---|---|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Introduction to E-commerce | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | E-Business & Applications | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Payment, Security, Privacy & Legal Issues in E-Commerce / Digital Marketing | PPT , Case Study, video |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Theory Exam/ Revision | PPT , Case Study, video |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam/ | |
| Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | | |

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List of Reference Books/Magazine/ Any other Reference Material:

- D Nidhi ,E-Commerce Concepts and Applications, ,Edn 2011, International Book house P.ltd
- Bajaj Kamlesh K,E-Commerce- The cutting edge of Business
- Whiteley David, E-Commerce Technologies and Applications-2013
- E-Business & E-Commerce Management 3rd Ed, Pearson Education



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R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Hemant Solanki

Department: BMS

Program: TY BMS

Course: Strategic Human Resource Management

Semester: V Division: B

No. of lectures (per week): 3

TEACHING OBJECTIVES:

- To encourage flexibility, innovation, and competitive advantage.
- To ensure that the learner develops a 'fit for purpose' organizational culture.
- To ensure that the learner is able to contribute to improving the business performance.

| Term dates: 1 st Term – June 2018 to October 2018 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|---|-------------------------------------|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | SHRM - An Overview | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | HR Strategies | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | HR Policies / Recent Trends in SHRM | PPT , Case Study, video |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Theory Exam/ Revision | PPT , Case Study, video |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam/ | |
| Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | | |

List of Reference Books/Magazine/ Any other Reference Material:

- Michael Armstrong, Angela Baron, Handbook of Strategic HRM, Jaico publishing House
- Armstrong M.-Strategic Human Resource Management_ A Guide to Action (2006)
- Strategic Human Resource Management, Tanuja Agarwal
- Strategic Human Resource Management, Jeffrey A. Mello



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R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Ms. Deepika Gawade Department: BMS Program: TY BMS

Course: Finance for HR Professionals and Compensation Semester: V Division: B No. of lectures (per week): 3

TEACHING OBJECTIVES:

- To ensure the understanding of the compensation plans.
- To understand about the concept of cost to company.
- To know about the legal aspects in compensation

Term dates: 1st Term – June 2018 to October 2018

| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
|-------------------|-----------------|-----------------------------|-----------------------|------------------------|-----------------------------|-------------------------|----------------------------|---|---|------------------------------------|
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Compensation Plans and HR Professionals | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Incentives and Wages | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Compensation to Special Groups and Recent Trends / Legal and Ethical issues in Compensation | PPT , Case Study, video |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Theory Exam/ Revision | PPT , Case Study, video |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam/ | |
| | Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | |

List of Reference Books/Magazine/ Any other Reference Material:

- Gary Dessler, Biju Varkkey, Human Resource Management, Pearson, 12th edition
- Mick Marchington and Adrian Wilkinson, Human Resource Management at Work IIIrd Edition,
- Shashi K. Gupta, Rosy Joshi, Human Resource Management, Kalyani Publishers
- Gary Dessler, Framework for HRM, 3rd Edition, Pearson Education



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R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Supriya Shetty Department: BMS Program: TY BMS

Course: Performance Management and Career Planning Semester: V Division: B No. of lectures (per week): 3

TEACHING OBJECTIVES:

- To understand the concept and process of performance management in organizations.
- To understand the importance and relevance of ethics in performance management system.
- To understand the importance of Career Planning and Career Development in the organization.

| Term dates: 1 st Term – June 2018 to October 2018 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|---|---|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Performance Management – An Overview | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Performance Management Process | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Ethics, Under Performance and Key Issues in Performance / Career Planning and Development | PPT , Case Study, video |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Theory Exam/ Revision | PPT , Case Study, video |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam/ | |
| Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | | |

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List of Reference Books/Magazine/ Any other Reference Material:

- Shashi K. Gupta, Rosy Joshi, Human Resource Management, Kalyani Publishers
- Armstrong, Michael, Baron, Performance Management, Jaico Publishers
- Robert Bacal, Performance Management, McGraw-Hill Education, 2007
- T.V. Rao, Performance Management and Appraisal Systems: HR Tools for Global



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Supriya Shetty Department: BMS Program: TY BMS

Course: Industrial Relations Semester: V Division: B No. of lectures (per week): 3

TEACHING OBJECTIVES:

- To introduce various concepts related to Industrial Relations
- To sensitize the students about Industrial Dispute and various machinery to resolve Industrial dispute.
- To familiarize the students with the importance of Trade union and the process of Collective Bargaining
- To help students understand various laws governing Industrial Relations.

Term dates: 1st Term – June 2018 to October 2018

| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
|-------------------|-----------------|-----------------------------|-----------------------|------------------------|-----------------------------|-------------------------|----------------------------|---|---|------------------------------------|
| I 2018 | June | 30 | 04 | - | 12 | Nil | 12 | 14 days (Summer break) | Industrial Relations- An overview | PPT , Case Study, video |
| | July | 31 | 05 | - | 26 | Nil | 26 | - | Industrial Disputes | PPT , Case Study, video |
| | Aug | 31 | 04 | 02 | 24 + 01* | Nil | 24 + 01* | - | Trade Unions and Collective Bargaining / Industrial Relations Related Laws in India | PPT , Case Study, video |
| | Sept | 30 | 05 | 01 | 20 | Nil | 20 | 04 days (13/9 to 17/9 midterm break) | Theory Exam/ Revision | PPT , Case Study, video |
| | Oct | 31 | 04 | 02 | 08 | 17 | 25 | SY exam to start on Oct 11th 2018 and FY to start on 20th Oct 2018. | Theory Exam/ | |
| | Subtotal | | 158 | 23 | 05 | 90 + 01* | 21 | 111 + 01* | 18 | |

*15th August Independence Day

List of Reference Books/Magazine/ Any other Reference Material:

- Davar R S: Personnel Management and Industrial Relations in India
- Mamoria C B: Industrial Relations
- Charles Myeres: Industrial Relations in India
- Arun Monappa: Industrial Relations



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ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Mr Hemant Solanki

Department: BMS

Program: TYBMS

Course: Operations Research

Semester: VI

Division: A and B

No. of lectures (per week): 4

TEACHING OBJECTIVES:

- To help students to solve various problems practically.
- To make students proficient in case analysis and interpretation.
- To understand mathematical models used in Operations Research.
- To apply these techniques constructively to make effective business decisions and improve its quality.
- Identify optimum solution

| Term dates: 2 st Term – November 2018 to April 2019 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|--|--|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| II 2018 | Nov | 30 | 04 | 12 | 14 | Nil | 14 | 14 days (including 02 Sundays) | Introduction to Operations Research and Linear Programming | PPT , Case Study, video |
| | Dec | 31 | 05 | 06 | 20 | Nil | 20 | 06 days(including 01 Sunday) (26/12 to 1/01 Winter break) | Assignment and Transportation Models | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | - | 27 | Nil | 27 | - | Network Analysis | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Job Sequencing and Theory of Games. | PPT , Case Study, video |
| | March | 31 | 05 | 02 | 18 | 06 | 24 | - | Theory Exam/ Revision | |
| | April | 30 | 04 | 04 | - | 22 | 22 | - | | |
| | May | 31 | 04 | 27 | - | - | - | 27 days (Summer break) | | |
| Subtotal | | 212 | 30 | 53 | 101 | 28 | 129 | 47 | | |
| Grand Total | | 365 | 52 | 74 | 191+01* | 48 | 238+01* | | | |

List of Reference Books/ Magazine/ Any other Reference Material:

- Operations Research – An introduction 6th Edition , Taha H.A., Hall of India
- Operations Research Techniques for Management 7th Edition, Kapoor V.K., Sultan Chand & Sons
- Operations Research 9th Edition, Kantiswarup, Gupta P.K. & Sultan Chand & Sons Manmohan



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ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Yogesh Kumar Vaishya

Department:BMS Program: TYBMS

Course:Innovative Financial Services

Semester: VI Division: A No. of lectures (per week): 3

TEACHING OBJECTIVES:

- To familiarize the learners with the fundamental aspects of various issues associated with various Financial Services
- To give a comprehensive overview of emerging financial services in the light of globalization
- To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of financial services

Term dates: 2st Term – November 2018 to April 2019

| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
|--------------------|--------------|-----------------------------|-----------------------|------------------------|-----------------------------|-------------------------|----------------------------|--|--|------------------------------------|
| II 2018 | Nov | 30 | 04 | 12 | 14 | Nil | 14 | 14 days (including 02 Sundays) | Introduction to Traditional Financial Services | PPT , Case Study, video |
| | Dec | 31 | 05 | 06 | 20 | Nil | 20 | 06 days(including 01 Sunday) (26/12 to 1/01 Winter break) | Issue Management and Securitization | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | - | 27 | Nil | 27 | - | World Financial Markets & Institutions | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Consumer Finance and Credit Rating | PPT , Case Study, video |
| | March | 31 | 05 | 02 | 18 | 06 | 24 | - | Theory Exam/ Revision | |
| | April | 30 | 04 | 04 | - | 22 | 22 | - | | |
| | May | 31 | 04 | 27 | - | - | - | 27 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

*15th August Independence Day

Reference Books

- IM Pandey, Financial Management, Vikas Publishing House Ltd.
- Khan M.Y., Financial Services, Mc Graw Hill Education.
- Dr.S.Gurusamy, Financial Services, Vijay Nicole Imprints.
- Financial Market and Services, E, Gordon and K. Natrajan, Himalaya Publishing House



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ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Mr. Yogeshkumar Vaishya **Department:**BMS

Program: TYBMS

Course:Project Management **Semester:** VI **Division:**A

No. of lectures (per week): 3

TEACHING OBJECTIVES:

- The objective of this course is to familiarize the learners with the fundamental aspects of various issues associated with Project Management.
- To give a comprehensive overview of Project Management as a separate area of Management
- To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of Project Management.

| Term dates: 2 st Term – November 2018 to April 2019 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|--|---|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| II 2018 | Nov | 30 | 04 | 12 | 14 | Nil | 14 | 14 days (including 02 Sunays) | Introduction to Project Management & Project Initiation | PPT , Case Study, video |
| | Dec | 31 | 05 | 06 | 20 | Nil | 20 | 06 days(including 01 Sunday) (26/12 to 1/01 Winter break) | Analyzing Project Feasibility | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | - | 27 | Nil | 27 | - | Budgeting, Cost & Risk | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | New Dimensions in Project Management | PPT , Case Study, video |
| | March | 31 | 05 | 02 | 18 | 06 | 24 | - | Theory Exam/ Revision | |
| | April | 30 | 04 | 04 | - | 22 | 22 | - | | |
| | May | 31 | 04 | 27 | - | - | - | 27 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

Reference Books

- Harold Kerzer, Project Management–A System Approach to Planning, Scheduling & Controlling
- Jack .R. Meredith & Samuel .J. Mantel, Jr., Project Management – A Managerial Approach
- Bhavesh .M. Patel, Project Management – Strategic Financial Planning , Evaluation & Control



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ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Mr. Yogesh kumar Vaishya

Department:BMS

Program: TYBMS

Course: International Finance **Semester:** VI

Division: A

No. of lectures (per week): 3

TEACHING OBJECTIVES:

- To match the needs of current market scenario and upgrade the learner's skills and knowledge for long term sustainability.
- Changing scenario in Banking Sector and the inclination of learners towards choosing banking as a career option has made study of financial management in banking sector inevitable.
- To acquaint learners with contemporary issues related to financial management.

| Term dates: 2 st Term – November 2018 to April 2019 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|--|--|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| II 2018 | Nov | 30 | 04 | 12 | 14 | Nil | 14 | 14 days (including 02 Sunays) | Dividend Decision and XBRL | PPT , Case Study, video |
| | Dec | 31 | 05 | 06 | 20 | Nil | 20 | 06 days(including 01 Sunday) (26/12 to 1/01 Winter break) | Capital Budgeting and Capital Rationing | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | - | 27 | Nil | 27 | - | Shareholder Value and Corporate Governance | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Financial Management in Banking Sector. | PPT , Case Study, video |
| | March | 31 | 05 | 02 | 18 | 06 | 24 | - | Theory Exam/ Revision | |
| | April | 30 | 04 | 04 | - | 22 | 22 | - | | |
| | May | 31 | 04 | 27 | - | - | - | 27 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

Reference Books

- C. Paramasivan& T. Subramanian, Financial Management
- IM Pandey, Financial Management
- Ravi Kishor, Financial Management
- Khan & Jain, Financial Management



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ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Mr. Vallabhan Narayanan Department:BMS Program: TYBMS

Course: Risk Management Semester: VI Division:A No. of lectures (per week): 3

TEACHING OBJECTIVES:

- The objective of this course is to familiarize the student with the fundamental aspects of various issues associated with International Finance
- The course aims to give a comprehensive overview of International Finance as a separate area in International Business
- To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of International Finance in this Globalized Market

| Term dates: 2 st Term – November 2018 to April 2019 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|--|--|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| II 2018 | Nov | 30 | 04 | 12 | 14 | Nil | 14 | 14 days (including 02 Sunays) | Foreign Exchange Risk | PPT , Case Study, video |
| | Dec | 31 | 05 | 06 | 20 | Nil | 20 | 06 days(including 01 Sunday) (26/12 to 1/01 Winter break) | Appraisal & Tax Management, Foreign Exchange Markets. | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | - | 27 | Nil | 27 | - | Inventory Models, World Financial Markets | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Institutions & Risks, Foreign Exchange Risk, Appraisal | PPT , Case Study, video |
| | March | 31 | 05 | 02 | 18 | 06 | 24 | - | Theory Exam/ Revision | |
| | April | 30 | 04 | 04 | - | 22 | 22 | - | | |
| | May | 31 | 04 | 27 | - | - | - | 27 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

Reference Books

- Cheol. S. Eun& Bruce G. Resnick, International Finance Management
- Maurice D. Levi, International Finance – Special Indian Edition
- Prakash G. Apte, International Finance – A Business Perspective
- V A. Aadhani, International Finance
- P G Apte, International Financial Management, 5th Edition, The McGraw Hill



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ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: DivyaLalwani

Department:BMS

Program: TYBMS

Course:Brand Management Semester: VI Division:B

No. of lectures (per week): 3

Objectives

- To understand the meaning and significance of Brand Management
- To enable the learner to know how to build, sustain and grow brands
- To ensure that the learner knows about the various sources of brand equity

| Term dates: 2 st Term – November 2018 to April 2019 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|--|--|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| II 2018 | Nov | 30 | 04 | 12 | 14 | Nil | 14 | 14 days (including 02 Sunays) | Introduction to Brand Management | PPT , Case Study, video |
| | Dec | 31 | 05 | 06 | 20 | Nil | 20 | 06 days(including 01 Sunday) (26/12 to 1/01 Winter break) | Planning and Implementing Brand Marketing Programs | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | - | 27 | Nil | 27 | - | Measuring and Interpreting Brand Performance | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Growng and Sustaining Brand Equity | PPT , Case Study, video |
| | March | 31 | 05 | 02 | 18 | 06 | 24 | - | Theory Exam/ Revision | |
| | April | 30 | 04 | 04 | - | 22 | 22 | - | | |
| | May | 31 | 04 | 27 | - | - | - | 27 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

Reference Books

- Keller Kevin Lane, Strategic Brand Management-2008
- Elliot, Richard, Strategic Brand Management-2008
- Kapferer, Jean-Noel, Strategic Brand Management-2000
- Kishen, Ram, Strategic Brand Management- 2013



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ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Usha Rao **Department:** BMS

Program: TYBMS

Course: International Marketing **Semester:** VI **Division:** B **No. of lectures (per week):** 3

TEACHING OBJECTIVES:

- To gain knowledge and understanding of key issues associated with international marketing
- To provide an insight on the dynamics of International Marketing Environment.
- To understand the impact of international issues on the marketing mix
- To develop skills in researching and analyzing trends in global markets and in modern marketing practice

| Term dates: 2 st Term – November 2018 to April 2019 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|--|--|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| II 2018 | Nov | 30 | 04 | 12 | 14 | Nil | 14 | 14 days (including 02 Sunays) | Introduction to International Marketing & Trade | PPT , Case Study, video |
| | Dec | 31 | 05 | 06 | 20 | Nil | 20 | 06 days(including 01 Sunday) (26/12 to 1/01 Winter break) | International Marketing Environment and Marketing Research | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | - | 27 | Nil | 27 | - | International Marketing Mix | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Trends in International Marketing | PPT , Case Study, video |
| | March | 31 | 05 | 02 | 18 | 06 | 24 | - | Theory Exam/ Revision | |
| | April | 30 | 04 | 04 | - | 22 | 22 | - | | |
| | May | 31 | 04 | 27 | - | - | - | 27 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

Reference Books

- Philip R.Cateora, John L. Graham, PrashanthSalwan, International Marketing , Tata Mcgraw hill Education Private limited, New Delhi, Thirteenth Edition .
- RajGopal, International Marketing, Vikas Publishing House Pvt. Ltd., Edition 2007.
- SakOnkvisit, John J.Shaw, International Marketing Analysis and Strategy, Pearson Publication,
- Francis Cherunilam, International Business, PHI Leaning Private Limited New Delhi, Fifth Edition



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ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Supriya Shetty Department: BMS

Program: TYBMS

Course: Media Planning and Management Semester: VI Division:B No. of lectures (per week): 3

Objectives

- To understand Media Planning, Strategy, Research and Management.
- To facilitate understanding process of Media Budgeting and Media Buying Process.
- To provide an insight on evaluation metrics of each media enabling a rational decision making process.

| Term dates: 2 st Term – November 2018 to April 2019 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|--|--------------------------------------|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| II 2018 | Nov | 30 | 04 | 12 | 14 | Nil | 14 | 14 days (including 02 Sunays) | Overview of Media and Media Planning | PPT , Case Study, video |
| | Dec | 31 | 05 | 06 | 20 | Nil | 20 | 06 days(including 01 Sunday) (26/12 to 1/01 Winter break) | Media Mix & Media Strategy | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | - | 27 | Nil | 27 | - | Media Budgeting, Buying & Scheduling | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Media Measurement, Evaluation | PPT , Case Study, video |
| | March | 31 | 05 | 02 | 18 | 06 | 24 | - | Theory Exam/ Revision | |
| | April | 30 | 04 | 04 | - | 22 | 22 | - | | |
| | May | 31 | 04 | 27 | - | - | - | 27 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

Reference Books

- Arpita Menon , Media Planning and Buying, Tata McGraw Hill Education Private Limited , Second Edition 2010
- Jack Z Sissors and Roger B. Baron, Advertising Media Planning, McGraw Hill Education India Pvt. Limited, Seventh Edition.
- Larry Percy and Richard Elliott, Strategic Advertising Management , Oxford University Press, Second Edition
- Larry d. Kelly and Donald W. Jugeneimer, Advertising Media Planning , PHI learning Private Limited,



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ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: DivyaLalwani

Department:BMS

Program: TYBMS

Course: Retail Management **Semester:** VI

Division:B

No. of lectures (per week): 3

TEACHING OBJECTIVES:

- To familiarize the students with retail management concepts and operations
- To provide understanding of retail management and types of retailers
- To develop an understanding of retail management terminology including merchandize management, store management and retail strategy.
- To create awareness about emerging trends in retail management

| Term dates: 2 st Term – November 2018 to April 2019 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|--|-------------------------------------|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| II 2018 | Nov | 30 | 04 | 12 | 14 | Nil | 14 | 14 days (including 02 Sunays) | Retail Management- An overview | PPT , Case Study, video |
| | Dec | 31 | 05 | 06 | 20 | Nil | 20 | 06 days(including 01 Sunday) (26/12 to 1/01 Winter break) | Retail Consumer and Retail Strategy | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | - | 27 | Nil | 27 | - | Merchandise Management and Pricing | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Managing and Sustaining Retail | PPT , Case Study, video |
| | March | 31 | 05 | 02 | 18 | 06 | 24 | - | Theory Exam/ Revision | |
| | April | 30 | 04 | 04 | - | 22 | 22 | - | | |
| | May | 31 | 04 | 27 | - | - | - | 27 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

Reference Books

- Gibson G. Vedamani, “Retail Management- Functional Principles and Practices”, Jaico Publishing House, Mumbai.
- Michael Levy & Barton AWeitz, “Retailing Management”, Tata Mc Graw Hill
- Jim, “Retail Strategies-understanding why we shop”, Jaico Publishing House, Mumbai.
- Dunne Lusch, “Retail Management”, South Western Cengage Learning
- K.S. Menon, “Store Management”, Macmillan India Ltd.,



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ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Usha Rao

Department: BMS

Program: TYBMS

Course:HR in Global Perspective **Semester:**VI

Division: B

No. of lectures (per week): 3

TEACHING OBJECTIVES:

1. To gain knowledge about complexities in HRM.
2. To get insight of the concepts of Expatriates and Repatriates.
3. To study the recent changes in international HRM with relevance to ethics.

| Term dates: 2 st Term – November 2018 to April 2019 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|--|---|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| II 2018 | Nov | 30 | 04 | 12 | 14 | Nil | 14 | 14 days (including 02 Sunays) | International HRM overview | PPT , Case Study, video |
| | Dec | 31 | 05 | 06 | 20 | Nil | 20 | 06 days(including 01 Sunday) (26/12 to 1/01 Winter break) | Global HRM function | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | - | 27 | Nil | 27 | - | Expatriation and Repatriation in HRM | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | International HRM Trends and Challenges | PPT , Case Study, video |
| | March | 31 | 05 | 02 | 18 | 06 | 24 | - | Theory Exam/ Revision | |
| | April | 30 | 04 | 04 | - | 22 | 22 | - | | |
| | May | 31 | 04 | 27 | - | - | - | 27 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

Reference Books:

Peter J. Dowling, Marion Festing, Allen d. Engle Sr: International Human Resource Management, 5th Edition, Cengage Learning

- P. L. Rao: International Human Resource Management, Text and Cases, Excel Books

- Peer J. Dowling, Denice E. Welch and Randall S. Schuler (1999): International Human Resource Management, Managing People in a Multinational Context', South Western College Publishing.



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R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name:Usha Rao

Department:BMS

Program: TYBMS

Course: Organizational Development Semester:VI Division: B No. of lectures (per week): 3

TEACHING OBJECTIVES:

- 1.To describe the need and importance of Training and Development in industry
2. To discuss the basic concepts and techniques for solving particular problem and identification of appropriate solution
3. To understand organisational effectiveness and intervention

| Term dates: 2 st Term – November 2018 to April 2019 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|--|--|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| II 2018 | Nov | 30 | 04 | 12 | 14 | Nil | 14 | 14 days (including 02 Sunays) | OD overview | PPT , Case Study, video |
| | Dec | 31 | 05 | 06 | 20 | Nil | 20 | 06 days(including 01 Sunday) (26/12 to 1/01 Winter break) | Organizational Diagnosis, Renewal and Change | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | - | 27 | Nil | 27 | - | Organizational Intervention. | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Organizational Effectiveness. | PPT , Case Study, video |
| | March | 31 | 05 | 02 | 18 | 06 | 24 | - | Theory Exam/ Revision | |
| | April | 30 | 04 | 04 | - | 22 | 22 | - | | |
| | May | 31 | 04 | 27 | - | - | - | 27 days (Summer break) | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

Reference Books:

- C. Bhattacharjee: Service Sector Management, An Indian Perspective, Jaico Publishing House
- Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee: Services Marketing, Pearson Christopher Lovelock: Services Marketing, People, Technology, Strategy, Pearson Education Asia
- James A. Fitzsimmons, Mona J, Fitzsimmons: Service Management, Operations, Strategy, Information Technology, Tata McGraw – Hill



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R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: SupriyaShetty Department:BMS Program: TYBMS

Course: HRM in Service Sector Management Semester:VI Division: B No. of lectures (per week): 3

TEACHING OBJECTIVES:

1. The objectives of this paper is to prepare students as organizational facilitators using the knowledge and techniques.
2. To understand the issues and Challenges of HR in various service sector.
3. To understand the importance of human elements in service sector

| Term dates: 2 st Term – November 2018 to April 2019 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|--|--|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| II 2018 | Nov | 30 | 04 | 12 | 14 | Nil | 14 | 14 days (including 02 Sunays) | Service sector Management overview | PPT , Case Study, video |
| | Dec | 31 | 05 | 06 | 20 | Nil | 20 | 06 days(including 01 Sunday) (26/12 to 1/01 Winter break) | Managing Human Elements in service sector | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | - | 27 | Nil | 27 | - | HRP evaluation, Attrition, retention and Globalization | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Issues and Challenges in service sector | PPT , Case Study, video |
| | March | 31 | 05 | 02 | 18 | 06 | 24 | - | Theory Exam/ Revision | |
| | April | 30 | 04 | 04 | - | 22 | 22 | - | | |
| | May | 31 | 04 | 27 | - | - | - | 27 days Summer break | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

Reference Books:

C. Bhattacharjee: Service Sector Management, An Indian Perspective, Jaico Publishing House • Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee: Services Marketing, Pearson Christopher Lovelock: Services Marketing, People, Technology, Strategy, Pearson Education Asia • James A. Fitzsimmons, Mona J, Fitzsimmons: Service Management, Operations, Strategy, Information Technology, Tata McGraw – Hill



S.P. Mandali's

R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2018-2019

Teacher's Name: Ms. Deepika Gawade

Department: BMS

Program: TYBMS

Course: Indian Ethos Management Semester: VI Division: B. No. of lectures (per week): 3

TEACHING OBJECTIVES:

- 1) To understand Managerial decision making and to develop perceptive of major functional area of MIS.
- 2) To learn Outsourcing concepts, BPO/KPO industries and Their structure
- 3) To equip the students to handle stress with ease

| Term dates: 2 st Term – November 2018 to April 2019 | | | | | | | | | | |
|--|-------|----------------------|----------------|-----------------|----------------------|------------------|---------------------|--|----------------------------|-----------------------------|
| Term | Month | No. of days in month | No. of Sundays | No. of Holidays | No. of Teaching days | No. of Exam days | No. of working days | Vacation | Topics Covered | Teaching Methodology/ Tools |
| II 201 | Nov | 30 | 04 | 12 | 14 | Nil | 14 | 14 days (including 02 Sunays) | Indian Ethos | PPT , Case Study, video |
| | Dec | 31 | 05 | 06 | 20 | Nil | 20 | 06 days(including 01 Sunday) (26/12 to 1/01 Winter break) | Work Ethos | PPT , Case Study, video |
| 2019 | Jan | 31 | 04 | - | 27 | Nil | 27 | - | Stress Management | PPT , Case Study, video |
| | Feb | 28 | 04 | 02 | 22 | Nil | 22 | - | Indian Systems of learning | PPT , Case Study, video |
| | March | 31 | 05 | 02 | 18 | 06 | 24 | - | Theory Exam/ Revision | |
| | April | 30 | 04 | 04 | - | 22 | 22 | - | | |
| | May | 31 | 04 | 27 | - | - | - | 27 days Summer break | | |
| Subtotal | | 207 | 29 | 08 | 96 | 27 | 123 | 47 | | |
| Grand Total | | 365 | 52 | 13 | 186 + 01* | 48 | 234 + 01* | 65 | | |

Reference Books

R Nandagopal, Ajith Sankar RN: Indian Ethics and Values in Management

Tata Mc Graw Hill • Bhatta,

S.K., Business Ethics & Managerial Values. • Dave,

Nalini V: Vedanta and Mana • Chakraborty,

S.K.: Foundation of Managerial Work-Contributions from Indian Thought, Himalaya Publication House, Delhi 1998

Teaching Plans

M.Com

Teaching and Learning Plan of Post Graduate Department
Accountancy / Business Management
Semester – I

Date of Commencement: 22nd August, 2018

Academic Year: 2018-19

No. of Lectures: 15

Course: Economics for Business Decisions:

| Sr. No. | Name of the Topics |
|---------|--|
| 1 | Meaning and scope of Business Economics –twin principles of scarcity and efficiency |
| 2 | Incremental and Marginal principle. Profit maximization principle. |
| 3 | Market economy and the invisible hand. Production possibility frontier. |
| 4 | Opportunity cost - accounting profit and economic profit. Market failure, externality, public goods and economic role of Government. |
| 5 | Determinants of demand – market demand function - theory of attributes, snob appeal, band wagon and Veblen effect and demand function. |
| 6 | Law of supply- elasticity of supply |
| 7 | Applications of elasticity of demand and supply to economic issues: Paradox of bumper harvest- tax on price and quantity |
| 8 | minimum floor and maximum ceilings: minimum wages controversy and Administered price control |
| 9 | The theory of consumer choice - Consumer preference and budget constraint - equilibrium position of tangency with the help of Indifference curve analysis |
| 10 | Effect of changes in price and income on consumer equilibrium. |
| | Production function - short run and long run - Law of variable proportion, returns to scale, scale economies, scope economies- least cost factor combination for a given output |
| 11 | Expansion path and Multiproduct firm- cost reduction through experience - learning curve |
| 12 | Economic analysis of Cost: Classification of costs, short run and long run cost functions. |
| 13 | Difference between perfectly and imperfectly competitive markets -Perfect competition and Monopoly as limiting cases of market imperfections - Sources of market power - profit maximization of simple and discriminating monopolist |

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| 14 | Methods of measuring monopoly power - Public policy towards monopoly power. Different forms of imperfect competition - Monopolistic competition and Oligopoly -Strategic decision making in oligopoly markets- collusive and non-collusive oligopoly |
|----|--|

Course: Cost and Management Accounting:

Date of Commencement: 22nd August, 2018

Academic Year: 2018-19

No. of Lectures: 15

| Sr. No. | Topics Detail |
|---------|---|
| 1 | Introduction of Marginal Costing, Absorption Costing – Theory and Concept |
| 2 | Practical Problems on marginal and absorption costing |
| 3 | Practical Problems on marginal and Absorption Costing |
| 4 | Standard Costing – Theory and Concept |
| 5 | Practical Problems on standand costing – Material Variances |
| 6 | Practical Problems on standard Costing – Labour Variances |
| 7 | Practical Problems – Overheads Variances |
| 8 | Practical Problems – Sales Variances |
| 9 | Budgetary Control- Types , Theory and Concept |
| 10 | Practical Problems on Budgetary Control |
| 11 | Practical Problems on Budgetary Control |
| 12 | Practical Problems on Budgetary Control |
| 13 | Operating Costing – Types , Concepts and Case Study |
| 14 | Practical Problems on Operating Costing |
| 15 | Practical Problems on Operating Costing |
| 16 | Guidance Lecture |

Course: Business Ethics and Social Responsibility:

Date of Commencement: 22nd August, 2018

Academic Year: 2018-19

No. of Lectures: 15

| Sr. No. | Name of the Topics |
|----------------|---|
| 1. | Introduction to Business Ethics |
| | Business Ethics – Concept, Characteristics, Importance and Need for business ethics. Indian Ethos, Ethics and Values, Work Ethos. Sources of Ethics, Ethical dilemma in business. Ethics in Marketing and Advertising, Ethics in Human Resources Management, Ethics in Finance and Accounting, Ethics in Production, Ethics in Information Technology, Copyrights and Patents |
| 2. | Introduction to Business Ethics |
| | Various approaches to Business Ethics – Theories of Ethics- Friedman’s Economic theory, Kant’s Deontological theory, Mill & Bentham’s Utilitarianism theory |
| 3. | Introduction to Business Ethics |
| | Gandhian Approach in Management and Trusteeship, Importance and relevance of trusteeship principle in Modern Business, Gandhi’s Doctrine of Satya and Ahimsa |
| 3. | REVISION LECTURE |
| 4. | Indian Ethical Practices and Corporate Governance |
| | Corporate Governance: Concept, Importance, Evolution of Corporate Governance, Principles of Corporate Governance, |
| 5. | Indian Ethical Practices and Corporate Governance |
| | Regulatory Framework of Corporate Governance in India, SEBI Guidelines and clause 49, Audit Committee. |
| 6. | Indian Ethical Practices and Corporate Governance |
| | Role of Independent Directors, Protection of Stake Holders, Changing roles of corporate Boards. |
| 7. | Indian Ethical Practices and Corporate Governance |
| | Elements of Good Corporate Governance, Failure of Corporate Governance and its consequences. |
| 7. | REVISION LECTURE |
| 8. | INTERNAL ASSESMENT |

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| 8. | Introduction to Corporate Social Responsibility |
| | Corporate Social Responsibility: Concept, Scope & Relevance and Importance of CSR in Contemporary Society. |
| 9. | Introduction to Corporate Social Responsibility |
| | Corporate philanthropy, Models for Implementation of CSR, Drivers of CSR, Prestigious awards for CSR in India. |
| 10. | Introduction to Corporate Social Responsibility |
| | CSR –legislation in India and world. Sec 135. Organization citizenship Behaviour in the work place. |
| 11. | Introduction to Corporate Social Responsibility |
| | Role of NGO's and International Agencies in CSR, Integrating CSR into Business. |
| 11. | REVISION LECTURE |
| 12. | Areas of CSR and CSR Policy |
| | CSR towards Stakeholders-- Shareholders, Creditors and Financial Institutions, Government, Consumers, Employees and Workers, Local Community and Society |
| 13. | Areas of CSR and CSR Policy |
| | CSR and environmental concerns. Designing CSR Policy- Factors influencing CSR Policy, Role of HR Professionals in CSR |
| 14. | Areas of CSR and CSR Policy |
| | Global Recognitions of CSR- ISO- 14000-SA 8000 – AA 1000 – Codes formulated by UN Global Compact – UNDP, Global Reporting Initiative; Major codes on CSR. |
| 15. | Areas of CSR and CSR Policy |
| | CSR and Sustainable Development, CSR through Triple Bottom Line in Business |
| 15. | INTERNAL ASSESMENT |

Course: Strategic Management:

Date of Commencement: 22nd August, 2018

Academic Year: 2018-19

No. of Lectures: 15

| Sr. No | Topics |
|---------------|--|
| 1 | Introduction to Strategic Management: Concept of Strategic Management, Strategic Management Process, Vision, Mission and Goals, Benefits and Risks of Strategic Management. Levels of Strategies: Corporate, Business and Operational Level Strategy |
| 2 | Functional Strategies: Human Resource Strategy, Marketing Strategy, Financial Strategy , Operational Strategy Environmental Scanning. ETOP- Environmental Threat and Opportunity Profile |
| 3 | Strategic Formulation: Stages and Importance, Formulation of Alternative Strategies: Mergers, Acquisitions, Takeovers, Joint Ventures, Diversification, Turnaround, Divestment and Liquidation. |
| 4 | Strategic Analysis and Choice: Issues and Structures, Corporate Portfolio Analysis SWOT Analysis, BCG Matrix, GE Nine Cell Matrix, Hofer's Matrix, Strategic Choice Factors and Importance. |
| 5 | Strategic Implementation: Steps, Importance and Problems, Resource Allocation Importance & Challenges |
| 6 | Internal Assessment |
| 7 | Strategic Evaluation and Control: Importance, Limitations and Techniques, Budgetary Control: Advantages, Limitations |
| 8 | Corporate Restructuring Strategies: Concept, Need and Forms, Corporate Renewal Strategies: Concept, Internal and External factors and Causes. |
| 9 | Strategic Alliance: Concept, Types, Importance, Problems of Indian Strategic Alliances and International Businesses |
| 10 | Public Private Participation: Importance, Problems and Governing Strategies of PPP Model. Information Technology Driven Strategies: Importance, Limitations and contribution of IT sector in Indian Business |
| 11 | Start-up Business Strategies and Make in India Model: Process of business startups and its Challenges, Growth Prospects and government initiatives in Make in India Model with reference to National manufacturing, Contribution of Make in India Policy in overcoming industrial sickness |
| 12 | Reengineering Business Processes- Business Reengineering, Process Reengineering and Operational Reengineering |
| 13 | Three new Dimensions- Holistic performance score card (HPC) – moon ocean strategy CINE Matrix for VUCA Context Business continuity Management – Coping strategy |

Program: Accountancy/ Business Management
Semester – II

Date of Commencement: 21st January, 2019

Academic Year: 2018-19

No. of Lectures: 15

Course: Macro Economics Concepts and Applications:

| Sr. No. | Name of the Topics |
|----------------|--|
| 1 | National income aggregates - and measurement; - GNP, GDP, NDP, Real and nominal income concepts, measures of inflation and price indices |
| 2 | GDP deflator, - Nominal and real interest rates- PPP income and HDI. |
| 3 | Keynesian concepts of Aggregate Demand (ADF), Aggregate Supply (ASF), |
| 4 | Inflationary gap Policy trade- off between Inflation and unemployment – Phillips’ curve – short run and long run. |
| 5 | Interaction of ADF and ASF and determination of real income |
| 6 | The IS-LM model: Equilibrium in goods and money market; Monetary and real influences on IS-LM curves, |
| 7 | Economic fluctuations and Stabilization policies in the ISLM framework, Transmission mechanism and the crowding out effect; composition of output and policy mix |
| 8 | IS-LM in India. |
| 9 | Balance of payments disequilibrium of an open economy - corrective policy measures - |
| 10 | Expenditure changing policies and expenditure switching policies BOP adjustments through monetary and fiscal policies |
| 11 | The Mendel-Fleming model - Devaluation, revaluation as expenditure switching policies |
| 12 | Effectiveness of devaluation and J -curve effect. |
| 13 | Revision Lecture I |
| 14 | Revision Lecture II |
| 15 | Practice Exam |

Course: Corporate Finance:

Date of Commencement: 21st January, 2019

Academic Year: 2018-19

No. of Lectures: 15

| Sr. No. | Topics Details |
|----------------|--|
| 1 | Scope and Objectives of Financial Management – Theory , Concept and Case Study |
| 2 | Time value of Money- Concepts, Techniques and Types of Valuation of Bonds |
| 3 | Practical Problems on Time value of Money |
| 4 | Financial Analysis – Introduction of Financial Statement, Explanation of various ratio |
| 5 | Practical Problems on Ratio analysis |
| 6 | Practical Problems on Ratio analysis |
| 7 | Financial Decision – Cost of Capital – Introduction |
| 8 | Practical Problems on Cost of Capital |
| 9 | Practical Problems on cost of capital |
| 10 | Financial Decision – Capital Structure - Introduction |
| 11 | Introduction on Capital Structure and Practical Problems |
| 12 | Practical Problems on Capital Structure |
| 13 | Practical Problems on Financial Risk |
| 14 | Practical Problems on Financial Risk |
| 15 | Guidance Lecture |

Course: E – Commerce:

Date of Commencement: 21st January, 2019

Academic Year: 2018-19

No. of Lectures: 15

| Sr. No. | Name of the Topic |
|----------------|--|
| 1 | Syllabus Discussion. Topics covered- Going International, Importance, Nature and Scope of International Business; Modes of Entry into International Business In-class activity: Case Study analysis. |
| 2 | Topics covered- EPRG Framework, Internationalization Process. Globalization: Meaning, Implications, Globalization as a Driver of International Business. In-class activity: Case Study on McDonalds, Coca-Cola |
| 3 | Topics covered - The Multinational Corporations (MNCs) – Evolution, Features and Dynamics of the Global Enterprises. Consequences of Economic Globalization In-class activity: Understanding the changing landscape of Indian economy and its impact on businesses in India. |
| 4 | Topics covered - Reverse Globalization. WTO, IMF, World Bank, UNCTAD. In-class activity- Revision of Unit one |
| 5 | Topics covered - Political Economy of International Business, Economic and Political Systems, Legal Environment. In-class activity- Problem solving exercise based on political environment |
| 6 | Topics covered - Cultural Environment, Technological Environment. Growing Concern for Ecology In-class activity- Discussion about new technologies and their applications. An insight into the use of AI, IoT, Blockchain Technology, Machine learning and their usage in modern businesses |
| 7 | Topics covered - Digitalization; Outsourcing and Global Value Chains, Labour and Other Environmental Issues. In-class activity- Discussion on various trends in International Business Environment. Exploring the Global Value chain of Apple and McDonalds. |
| 8 | Topics covered- Labor and Other Environmental Issues, Impact of Pandemic COVID-19 on International Trade. Revision of Unit Two In-class activity- Drawing differences between the labour issues in selected countries. |
| 9 | Topics covered - Foreign Investments – Introduction, Pattern, Structure and Effects. |
| 10 | Topics covered - Theories of Foreign Direct Investment, Traditional and Modern Theories of FDI, Modes of FDI - Greenfield, Brownfield Investments In-class activity- Links shared with students. |
| 11 | Topics covered - Mergers and Acquisitions, Motives of FDI, FDI Contrasted with FPI. Basics of Forex Market. Revision of Unit 3 In-class activity- Study of major mergers and acquisitions through case studies |
| 12 | Topics covered - Concept and Significance of Balance of Payments, Current and Capital Account Components |

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| | In-class activity- Review of Current and Capital Account of India |
| 13 | Topics covered - Introduction to the Basic Concept of IFRS. India's Balance of Payment and Balance of Trade In-class activity- Case study solving session for exams |

Course: Research Methodology for Business:

Date of Commencement: 21st January, 2019

Academic Year: 2018-19

No. of Lectures: 15

| Sr. No | Topics |
|--------|---|
| 1 | Introduction to Research :Features and Importance of research in business, Objectives and Types of research- Basic, Applied, Descriptive, Analytical and Empirical Research. |
| 2 | Formulation of research problem, Research Design, significance of Review of Literature Hypothesis: Formulation, Sources, Importance and Types |
| 3 | Sampling: Significance, Methods, Factors determining sample size |
| 4 | Research Process : Stages in Research process Data Collection: Primary data: Observation, Experimentation, Interview, Schedules, Survey |
| 5 | Limitations of Primary data Secondary data: Sources and Limitations, Factors affecting the choice of method of data collection. |
| 6 | Questionnaire: Types, Steps in Questionnaire Designing, Essentials of a good questionnaire |
| 7 | Internal Assessment |
| 8 | Data Processing and Statistical Analysis: Data Processing: Significance in Research, Stages in Data Processing: Editing, Coding, Classification, Tabulation, Graphic Presentation |
| 9 | Statistical Analysis: Tools and Techniques, Measures of Central Tendency, Measures of Dispersion, Correlation Analysis and Regression Analysis. |
| 10 | Testing of Hypotheses – Parametric Test-t test, f test, z test Non-Parametric Test - Chi square test, ANOVA, Factor Analysis Interpretation of data: significance and Precautions in data interpretation |
| 11 | Research Reporting and Modern Practices in Research : Research Report Writing: Importance, Essentials, Structure/ layout, Types References and Citation Methods: APA (American Psychological Association) CMS (Chicago Manual Style) MLA (Modern Language Association) |
| 12 | Footnotes and Bibliography Modern Practices: Ethical Norms in Research, Plagiarism, Role of Computers in Research |
| 13 | Guidance Lecture |

Program: Accountancy

Semester – III

Date of Commencement: 01st August, 2018

Academic Year: 2018-19

No. of Lectures: 15

Course: Advance Cost Accounting:

| Sr. No. | Name of the Topics |
|---------|--|
| 1 | Process Costing |
| | Introduction - Features of process, Concept of Process Loss, Abnormal Loss, Normal Loss, Abnormal Gain. |
| 2 | Process Costing |
| | Introduction - Features of process, Concept of Process Loss, Abnormal Loss, Normal Loss, Abnormal Gain. |
| 3 | Process Costing |
| | Computation of Equivalent Production – Weighted Average and FIFO. |
| 4 | Process Costing |
| | Problem Solving with process stock Accounts |
| 5 | Process Costing |
| | WIP units Calculation/Problem Solving with Sales/ Profit/ Loss in every process. |
| 6 | Cost Allocation and Activity Based Costing Systems |
| | Cost Allocation – Meaning and its Types, Relationship between resources, activities, Cost and Cost drivers, Methods of allocating central costs - cost allocation using Direct Method, Step Down Method and Reciprocal Method. |
| 7 | Cost Allocation and Activity Based Costing Systems |
| | Activity Based Costing – Introduction, Advantages, Limitations, Identification of cost drivers, Practical Problems on Traditional V/s Activity Based Costing System. |
| 8 | Cost Allocation and Activity Based Costing Systems |
| | Problem Solving |
| 9 | Responsibility Accounting |

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| | Responsibility Accounting – Meaning, Features, Objective, Assumptions, Problems, Responsibility Centre’s – Cost, Profit, Revenue and Investment. |
| 10 | Responsibility Accounting |
| | Concept of Controllability – Introduction, Measuring Managerial Performance (ROI and Residual Income Approach) |
| 11 | Responsibility Accounting |
| | Concept of Controllability – Introduction, Measuring Managerial Performance (ROI and Residual Income Approach) |
| 12 | Strategic Cost Management |
| | Transfer Pricing – Introduction, Advantages and Disadvantages, Setting Transfer Pricing – Negotiated transfer pricing, Cost Based transfer pricing. |
| 14 | Strategic Cost Management |
| | Transfer Pricing – Introduction, Advantages and Disadvantages, Setting Transfer Pricing – Negotiated transfer pricing, Cost Based transfer pricing. |
| 15 | REVISION LECTURE |

Course: Advance Auditing:

Date of Commencement: 01st August, 2018

Academic Year: 2018-19

No. of Lectures: 15

| Sr. No. | Topics |
|----------------|---|
| 1 | Company Audit - Audit of Shares, Qualifications and Disqualifications of Auditors, Appointment of auditors, Removal of auditors, Powers and duties of auditors. |
| 2 | audit, Joint audit, Special audit, and Reporting requirements under the Companies 13. |
| 3 | Concepts of true and fair and materiality and audit risk in the context of audit of companies. |
| 4 | Audit reports; qualifications, notes on accounts, distinction between notes and qualifications. And Case Study |
| 5 | Detailed observations by the statutory auditor to the management vis-a-vis obligations of reporting to the members |
| 6 | Special points in audit of different types of undertakings, i.e., Educational institutions, Hotels, Clubs, Hospitals |

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| 7 | Case Study on auditing of Educational , Institution , Hotels , Clubs and Hospital |
| 8 | Cost audit, Environmental Audit, Energy Audit., Audit under different statutes, viz; income tax, other direct tax laws and indirect taxes |
| 9 | Case Study |
| 10 | Audit under computerized environment: Computer auditing; specific problems of EDP audit |
| 11 | need for review of internal control especially procedure controls and facility controls |
| 12 | techniques of audit of EDP output; use of computers for internal and management audit purposes |
| 13 | test packs, computerized audit programmes – Case Study |
| 14 | Revision Lecture |

Course: Financial Services:

Date of Commencement: 01st August, 2018

Academic Year: 2018-19

No. of Lectures: 15

| Sr. No. | Topics |
|---------|---|
| 1 | Introduction to Financial Services, Leasing and Hire Purchase- Financial Services in India, Growth, Structure and Types of financial services |
| 2 | Meaning, nature and functions; merchant banking in India, role in issue management; classification and regulation of merchant bankers by SEBI |
| 3 | Venture Capital: Meaning and Definition of Venture Capital, Characteristics of Venture Capital, Forms/Types of Venture Capital Assistances |
| 4 | Venture Capital Process, Modes of Venture Capital Assistance and Case Study |
| 5 | Introduction, Definition, Concept, Need, Players Involved in Securitization, Securitization Structure, Instruments of Securitization, |
| 6 | Differentiate between Pass Through Certificate and Pay Through Securities, Process of Securitization |
| 7 | Hire Purchase Finance - meaning, concepts of hire purchase finance, instalment credit and consumer credit; sources of finance in India |
| 8 | Need, nature of housing finance, fixed and floating rate home loans; sources of housing finance in India, growth of housing finance in India; |
| 9 | Internal Exam - Guidance |
| 10 | Role of National Housing Bank; concept of mortgage and reverse mortgage; housing loans and mortgage loans, types of mortgage loans |
| 11 | Stock Broking – meaning, types of stockbrokers, sub-brokers; stock broking in India e-broking – meaning, Indian experience |

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| 12 | Depository Services – meaning, role of depositories and their services, Advantages of depository system; Functioning of depository system; |
| 13 | Depositories in India – NSDL & CSDL; Depository participants (DPs) and their role Custodial services - meaning; obligations and responsibilities of custodians; code of conduct |
| 14 | Revision and Guidance Lecture |

Course: Advance Financial Accounting:

Date of Commencement: 01st August, 2018

Academic Year: 2018-19

No. of Lectures: 15

| Sr. No. | Name of the Topics |
|---------|--|
| 1. | Foreign Currency Conversion (As per Accounting Standard/s applicable) |
| | Theory |
| 2. | Foreign Currency Conversion (As per Accounting Standard/s applicable) |
| | Problems |
| 3. | Foreign Currency Conversion (As per Accounting Standard/s applicable) |
| | Problems |
| 3. | REVISION LECTURE |
| 4. | Final Accounts & Statutory Requirements for Banking Companies |
| | Theory |
| 5. | Final Accounts & Statutory Requirements for Banking Companies |
| | Problems |
| 6. | Final Accounts & Statutory Requirements for Banking Companies |
| | Problems |
| 7. | Final Accounts & Statutory Requirements for Banking Companies |
| | Problems |
| 7. | REVISION LECTURE |
| 8. | Accounting & Statutory Requirements of (Insurance Companies) |
| | Theory |
| 9. | Accounting & Statutory Requirements of (Insurance Companies) |
| | Problems |
| 10. | Accounting & Statutory Requirements of (Insurance Companies) |
| | Problems |
| 11. | Accounting & Statutory Requirements of (Insurance Companies) |
| | Problems |
| 11. | REVISION LECTURE |
| 12. | Accounting & Statutory Requirements of Co-operative Societies |
| | Theory |
| 13. | Accounting & Statutory Requirements of Co-operative Societies |
| | Problems |
| 14. | Accounting & Statutory Requirements of Co-operative Societies |
| | Problems |
| 15. | Accounting & Statutory Requirements of Co-operative Societies |

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| | Problems |
| 15. | INTERNAL ASSESMENT |

Course: Direct Tax :

Date of Commencement: 01st August, 2018

Academic Year: 2018-19

No. of Lectures: 15

| Sr. No. | Name of the Topics |
|----------------|---|
| 1. | Definitions and Basis of Charge |
| | Definitions: Person, Assessee, Income |
| 2. | Definitions and Basis of Charge |
| | Basis of Charge: Previous Year, Assessment Year, Residential Status |
| 3. | Definitions and Basis of Charge |
| | Basis of Charge: Scope of Total Income, Deemed Income |
| 3. | REVISION LECTURE |
| 4. | Heads of Income |
| | Income from Salary |
| 5. | Heads of Income |
| | Income from House Property Income from Other Sources |
| 6. | Heads of Income |
| | Profits and Gains from Business and Profession |
| 7. | Heads of Income |
| | Income from Capital Gains |
| 7. | REVISION LECTURE |
| 8. | Deductions u/s 80 and Exclusions from the Total Income |
| | Deductions: 80C, 80CCF, 80D, 80DD, 80DDB, 80E, 80U |
| 9. | Deductions u/s 80 and Exclusions from the Total Income |
| | Exclusions: Exemptions related to Specific Heads of Income to be Covered with Relevant Provisions |
| 10. | Deductions u/s 80 and Exclusions from the Total Income |
| | Exclusions: Agricultural Income, Sums Received from HUF by a Member |
| 11. | Deductions u/s 80 and Exclusions from the Total Income |
| | Exclusions: Share of Profit from Firm, Income from Minor Child, Dividend |
| 11. | REVISION LECTURE |
| 12. | Computation of Income and Tax of Individual, Firm and Company (Including MAT) and Provisions for Filing Return of Income - Sec 139(1) and Sec 139(5) |
| | Computation of Income & Tax of Individual |
| 13. | Computation of Income and Tax of Individual, Firm and Company (Including MAT) and Provisions for Filing Return of Income - Sec 139(1) and Sec 139(5) |
| | Computation of Income & Tax of Partnership Firm |
| 14. | Computation of Income and Tax of Individual, Firm and Company (Including MAT) and Provisions for Filing Return of Income - Sec 139(1) and Sec 139(5) |
| | Clubbing and Setoff |
| 15. | Computation of Income and Tax of Individual, Firm and Company (Including MAT) and Provisions for Filing Return of Income - Sec 139(1) and Sec 139(5) |

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| | Clubbing and Setoff |
| 15. | INTERNAL ASSESMENT |

Program: Accountancy
Semester – IV

Date of Commencement: 21st January, 2019

Academic Year: 2018-19

No. of Lectures: 15

Course: Financial Management:

| Sr. No. | Name of the Topics |
|----------------|--|
| 1 | Types of Financing |
| | Introduction Needs of Finance and Sources: Long Term, Medium Term, Short Term Long Term Sources of Finance Owners Capital / Equity Capital Preference share capital Retained Earning Debentures or Bonds |
| 2 | Types of Financing |
| | Loans from Financial Institutions / Banks Short Term Sources of Finance Trade Credit Accrued Expenses and Deferred Income Advances from Customers Commercial Papers |
| 3 | Types of Financing |
| | Bank Advances: Loans, O/D, Clean O/Ds, Cash Credit, Advances against goods, Bills Purchased, Discounted, Advances against documents of title of goods, Advances against supply of bills, Term Loans, Inter Corporate Deposits, Certificate of Deposits, Public Deposits |
| 4 | Investment Decisions |
| | Capital Budgeting Introduction, Nature of Capital Budgeting , Purpose of Capital Budgeting, Capital Budgeting Process, Types of Capital Investment |
| 5 | Investment Decisions |
| | Decisions Project Cash Flows and Net Profit Approval, Basic Principle of Measuring Project Cash Flows, Increment principle, Long Term Funds Principle, Exclusion of Financial Cost , Principle, Post Tax Principle |
| 6 | Investment Decisions |
| | Probability technique for measurement of cash flow Capital Budgeting Techniques: Net Return Value; Internal Rate of Return; Profitability Index Methods A Comparison; Project Selection Under Capital Rationing |
| 7 | Management of Working Capital |
| | Meanings, Concepts and policies of working capital , Management of working capital , Issues in working capital, Estimating working capital needs (only Theory) , Operating or working capital cycle (only Theory) |

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|-----------|---|
| 8 | Management of Working Capital |
| | Management of components of working capital Management of Cash and Marketable Securities: Motives for Holding Cash; Objectives of Cash Management; Factors Determining Cash Needs; Basic Strategies of Cash Management; |
| 9 | Management of Working Capital |
| | Cash Management Techniques / Processes; Marketable Securities; and Cash Management Practices in India. Receivable Management: Objectives; Credit Policies; Credit Terms; and Collection Policies. Inventory Management: Objectives; and Techniques |
| 10 | Financial Planning |
| | Introduction ,Meaning of Budget ,Essentials of a budget ,Types of Budgets Advantages of Budgeting, Zero Based Budget |
| 11 | Financial Planning |
| | Practical Questions on Sales Budget, Production Budget |
| 12 | Financial Planning |
| | Practical Questions on Material Budget, Cash Budget and Master Budget |
| 13 | Financial Policy and Corporate Strategy |
| | Meaning of strategic financial management, Strategic financial decision- making framework |
| 14 | Financial Policy and Corporate Strategy |
| | Functions of Strategic Financial Management, Financial Planning |
| 15 | REVISION LECTURE |

Course: International Financial Reporting Standards:

Date of Commencement: 21st January, 2019

Academic Year: 2018-19

No. of Lectures: 15

| Sr. No | Topics |
|---------------|--|
| 1 | Introduction of Financial Reporting Need for reporting Contents of Financial Report Recent trends in Financial reporting |
| 2 | AS Accounting Standards (AS) – applicability, interpretation, scope and compliance in India Introduction to I.F.R.S Ind – AS |
| 3 | Application and Case Study on Above topics |
| 4 | Specific Ind AS: Borrowing Costs Operating Segments Earning per share Income Taxes Accounting for fixed assets |
| 5 | Meaning, Need & Approach Methods of valuation |
| 6 | Meaning, Stand Alone Financial Statements Consolidated Financial statements – Applicability, Advantages & Disadvantages |
| 7 | Application and Case Study on Above topics |
| 8 | Procedure of consolidation of Balance-sheet & Profit & Loss Account (Excluding cross holding, Chain Holding & Foreign Subsidiary) |
| 9 | Internal Exam – Guidance Lecture |

Course: Personal Financial Planning:

Date of Commencement: 21st January, 2019

Academic Year: 2018-19

No. of Lectures: 15

| Sr. No | Topics |
|---------------|---|
| 1 | Understanding Personal Finance: Introduction Time value of money applications Personal financial statements, Cash flow and debt management, tools and budgets. |
| 2 | Money Management Tax planning Managing Checking and Savings Accounts Maintaining Good Credit Credit Cards and Consumer Loans |
| 3 | Vehicle and Other Major Purchases Obtaining Affordable Housing Income and Asset Protection Managing Property and Liability Risk Managing Health Expenses |
| 4 | Risk Analysis & Insurance Planning : Risk management and insurance decision in personal financial planning, Various Insurance Policies and Strategies for General Insurance, Life Insurance, Motor Insurance, Medical Insurance. |
| 5 | Internal Exam |
| 6 | Retirement needs analysis techniques, Development of retirement plan, Various retirement schemes such as Employees Provident Fund (EPF) |
| 7 | Provident Fund (PPF), Superannuation Fund, Gratuity, Other Pension Plan and Post-retirement counselling. |
| 8 | Investment Planning : Risk Return Analysis Investing in Stocks and Bonds, Mutual Fund, Derivatives, Investing in Real Estate, Asset Allocation |
| 9 | Investment strategies and Portfolio construction and management |
| 10 | Case Study Analysis |
| 11 | Revision Lecture |

Course: Corporate Financial Accounting:

Date of Commencement: 21st January, 2019

Academic Year: 2018-19

No. of Lectures: 15

| Sr. No. | Name of the Topics |
|----------------|---|
| 1. | Corporate Financial Reporting |
| | Introduction of Financial Reporting |
| 2. | Corporate Financial Reporting |
| | Need for reporting Contents of Financial Report |
| 3. | Corporate Financial Reporting |
| | Recent trends in Financial reporting |
| 3. | REVISION LECTURE |
| 4. | International Financial Reporting Standards (IFRS) & Ind |

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|------------|---|
| | AS Accounting Standards (AS) – applicability, interpretation, scope and compliance in India |
| 5. | International Financial Reporting Standards (IFRS) & Ind |
| | Introduction to I.F.R.S |
| 6. | International Financial Reporting Standards (IFRS) & Ind |
| | Specific Ind AS: Borrowing Costs Operating Segments Earning per share |
| 7. | International Financial Reporting Standards (IFRS) & Ind |
| | Specific Ind AS: Income Taxes Accounting for fixed assets |
| 7. | REVISION LECTURE |
| 8. | Valuation of Business for Amalgamation & Merger |
| | Meaning, Need & Approach Methods of valuation |
| 9. | Valuation of Business for Amalgamation & Merger |
| | Problems |
| 10. | Valuation of Business for Amalgamation & Merger |
| | Problems |
| 11. | Valuation of Business for Amalgamation & Merger |
| | Problems |
| 11. | REVISION LECTURE |
| 12. | Consolidated Financial Statement |
| | Meaning, Stand Alone Financial Statements Consolidated Financial statements – Applicability, Advantages & Disadvantages Procedure of consolidation of Balance-sheet & Profit & Loss Account (Excluding cross holding, Chain Holding & Foreign Subsidiary) |
| 13. | Consolidated Financial Statement |
| | Problems |
| 14. | Consolidated Financial Statement |
| | Problems |
| 15. | Consolidated Financial Statement |
| | Problems |
| 15. | INTERNAL ASSESMENT |

Course: Indirect Tax- Introduce of Goods and Service Tax:

Date of Commencement: 21st January, 2019

Academic Year: 2018-19

No. of Lectures: 15

| Sr. No. | Name of the Topics |
|----------------|---|
| 1. | Overview of Goods and Service Tax |
| | Introduction and Meaning of GST and IGST Scope of GST Present/old Tax Structure v/s GST |

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|------------|--|
| 2. | Overview of Goods and Service Tax |
| | GST in Other Countries Existing taxes proposed to be subsumed under GST Principles adopted for subsuming the taxes |
| 3. | Overview of Goods and Service Tax |
| | Dual GST Benefits of GST GST Council |
| 4. | Overview of Goods and Service Tax |
| | GST Network (GSTN) and GST regime Integrated Goods and Services Tax Act, 2017: title and definitions, administration. |
| 5. | REVISION LECTURE |
| 6. | Registration Under GST |
| | Rules and Procedure of registration Special provisions relating to casual taxable person and non-resident taxable person |
| 7. | Registration Under GST |
| | Amendment of registration Cancellation of registration Revocation of cancellation of registration |
| 8. | Collection of Tax under Integrated Goods and Services Tax Act, 2017 |
| | Sec 5 and Sec 6 |
| 9. | Collection of Tax under Integrated Goods and Services Tax Act, 2017 |
| | Sec 5 and Sec 6 |
| 9. | REVISION LECTURE |
| 10. | Place of supply of goods or services or both under Integrated Goods and Services Tax Act, 2017 |
| | Sec 10 and Sec 12 |
| 11. | Place of supply of goods or services or both under Integrated Goods and Services Tax Act, 2017 |
| | Sec 10 and Sec 12 |
| 12. | Indirect Tax- Introduction of Goods and Service Tax |
| | Introduction Time of GST Payment |
| 13. | Indirect Tax- Introduction of Goods and Service Tax |
| | How to make payment Challan Generation & CPIN TDS & TCS |
| 14. | REVISION LECTURE |
| 15. | INTERNAL ASSESMENT |

Program: Business Management
Semester – III

Date of Commencement: 01st August, 2018

Academic Year: 2018-19

No. of Lectures: 15

Course: Human Resource Management:

| Sr. No. | Name of the Topics |
|----------------|--|
| 1. | Discussion on the syllabus Module 1: Human Resource Management Human Resource Management (HRM). – Concept, Traditional HRM v/s Strategic HRM , Objectives of HRM, Organization Structure of HRM Department |
| 2. | Changing Role of H.R. Manager. Human Resource Planning- Concept, Factors affecting HRP, Information Management in HRP |
| 3. | HRIS (Human Resource Information System), Job Analysis, Psychological and Behavioural Issues in HRP. Recruitment and Selection of managerial personnel - Factors affecting recruitment process |
| 4. | Module 2: Human Resource Development Training and Development - Designing of the effective training programme Evaluation of the effective training programme, Challenges before trainers |
| 5. | Management Development Programme – Techniques. Performance Appraisal- Process, Guidelines for conducting appraisal Interviews, Ethical aspects in performance appraisal. |
| 6. | Career Advancement and Succession Planning-.Self-Development Mechanism and Knowledge enrichment, Managing Promotion and Transfers, Managing dismissal, |
| 7. | Succession Planning- Problems and Issues, Culture as a factor in Succession Planning |
| 8. | Module 3: Latest Development in H.R.M. and Labour Legislation Industrial Relation Act – Prominent features and recent changes in Trade Union Act 2016, Factories Act 1961, Industrial Disputes Act 1950. |
| 9. | Prominent features and recent changes to Child and Women Labour Act 1986, Social Security Act 2016, |
| 10. | Prevention of Sexual harassment Act, 2013. Prominent features and recent changes to Employees Acts like payment of Gratuity Act 2015, |
| 11. | Provident Fund Act 1952, Minimum Wages Act 2016 and Payment of Wages Act 1991, Workmen Compensation Act 2014/ESI Scheme. |
| 12. | Module 4: Emerging Issues In H.R.M Finding Talent in the External Labor Market, Employment Agencies Finding Talent Internally, Lateral Transfers and Promoting From Within Designing an HR Talent Inventory Linking Recruitment to the HRM Process |
| 13. | Opportunities, Challenges, and Recent Developments in Recruiting Talent Legal Dimensions of Recruitment: Equal Employment Opportunity and Discrimination |

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| 14. | Talent Management – Concept, Importance, Process, Talent Management and VUCA Environment (Volatility, Uncertainty, Complexity, Ambiguity) |
| 15. | H.R. Practices at Global level. Managing Millennial (Gen Y) Revision |

Course: Rural Marketing:

Date of Commencement: 01st August, 2018

Academic Year: 2018-19

No. of Lectures: 15

| Sr. No. | Name of the Topic |
|----------------|--|
| 1 | Syllabus Discussion. Rural Marketing: Concept, Scope, Nature and Evolution of Rural Marketing, Rural Marketing Strategies-4P's |
| 2 | Rural Infrastructural Facilities – Warehousing, Cold Storage, Logistics. Indian Rural Market: Profile, Rural Vs Urban Market, Importance of Branding, Scope and Importance of Transportation Networking in rural markets. |
| 3 | Rural marketing environment: Population, occupation pattern, income generation, location of rural population, expenditure pattern, literacy level, land distribution, land use pattern, irrigation, development programs |
| 4 | Rural marketing environment: Infrastructure facilities, rural credit institutions, rural retail outlets, print media in rural areas, rural areas requirement, rural demand and rural market index, problems in rural marketing. Revision of Unit One |
| 5 | Consumer Behaviour: Characteristics of Buying Behaviour- Awareness, Understanding, Consumer Purchase Decision, Importance of Rural Marketing Communication, Salesmen Influence. |
| 6 | Government Schemes: Rural Development Programmes and Schemes of Government, Entrepreneurship Development Programme |
| 7 | Role of Food Corporation of India (FCI), Role of Khadi and Village Industries Commission (KVIC). Role of Banks in Rural Marketing: Role of Agricultural Cooperative Banks, Commercial Banking for Rural Marketing. Revision of Unit Two |
| 8 | Agricultural Marketing- Importance, Prospects and Issues, Role of Cooperatives and Self Help Groups (SHG) in Rural Marketing |
| 9 | Commodity Boards: Role and Contribution of Commodity Boards in generating revenue to government and employment in rural India. |
| 10 | Agricultural Exports: Composition and Contribution of Agricultural Exports in generating revenue for India- Food Grains, Organic products, Marine Products |
| 11 | Role of Agricultural & Processed Food Products Export Development Authority (APEDA). Revision of Unit Three |
| 12 | e- Rural Marketing-CRM & e-CRM in Rural Marketing- Advanced Practices in Rural Marketing- Social Marketing-Network Marketing -Green Marketing in Indian and Global |

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| | Context-Co-operative Marketing- Micro Credit Marketing- Public Private Partnership Model in Rural Marketing |
| 13 | Advancement of Technology in Rural Marketing- Structure of Competition in Rural India. Information Technology: Impact of IT in Agricultural Marketing, E-Chaupal, Project Shakti, Web-casting-online training and guidance to farmers. Revision of Unit Four |
| 14 | Case study solving session |
| 15 | Revision. Doubt clearing session |

Course: Entrepreneurial Management:

Date of Commencement: 01st August, 2018

Academic Year: 2018-19

No. of Lectures: 15

| Sr. No. | Name of the Topic |
|----------------|---|
| 1 | Syllabus Discussion Entrepreneurship – Concept, Factors affecting growth of Entrepreneurship, Types of Entrepreneurs, Requirements of Entrepreneurial structure. |
| 2 | Entrepreneurial Culture -Elements of culture, Steps to change Entrepreneurial culture, Entrepreneurial v/s administrative culture |
| 3 | Theories of Entrepreneurship- Schumpeter Dynamic Entrepreneurship Innovation Theory. Case study analysis |
| 4 | Theory of High Achievement by McClelland, Theory of Personnel Resourcefulness. Revision of Unit one |
| 5 | Entrepreneurial Environment- Significance, SWOC Analysis, Problems of Entrepreneurship . |
| 6 | Financial Analysis of Entrepreneurial Venture- Significance, Tools of Financial Analysis, Sources of development finance |
| 7 | Social Entrepreneurship- Features, Importance, Arguments (for and against) Social Entrepreneurship, Women Entrepreneurs – concept and special Government schemes for women entrepreneurs in India. |
| 8 | Experiences of startup (Successful and failing to succeed case studies). Revision of Unit two |
| 9 | Project - Concepts and Classification of Project, Search of Business Idea, Project Cycle. |
| 10 | Project formulation-----Steps for project formulation, Project Design and network analysis – concept and network analysis techniques: PERT/ CPM. |
| 11 | Project Management – Concept, Phases, Project Identification and Project Feasibility Analysis. Revision of Unit Three |
| 12 | Incentives – Need, Promotion and development Entrepreneurship-Types of Assistance and incentives -Fiscal, Financial, Promotional, Marketing, and Organizational. |
| 13 | NPSD - National Policy for Skill Development and Entrepreneurship 2015. Case study discussion |
| 14 | Institutions in aid of Entrepreneurship Development - The National institute for Entrepreneurship and small business development, District Industry Centre (DIC), National Alliance of young Entrepreneurs. |
| 15 | Revision. Doubt clearing session |

Course: Marketing Strategies and Practices:

Date of Commencement: 01st August, 2018

Academic Year: 2018-19

No. of Lectures: 15

| Sr. No. | Name of the Topic |
|----------------|---|
| 1 | Syllabus Discussion. Introduction: Marketing Strategies – Concept, Evolution, Role/ Importance, Types, Formulation of Marketing Strategies- Steps |
| 2 | Marketing Opportunities and Plan: Analyzing Marketing Opportunities, Future of Marketing, Effective Marketing Plan. |
| 3 | New Marketing Strategies: Holistic, New Brand, Service, Green and Guerrilla Marketing Strategies. Revision of Unit one |
| 4 | Marketing Mix: Marketing Strategy Implementation - Steps, Marketing Mix 4 P's – Importance |
| 5 | Alternative Marketing Mix Propositions- Profit, People, and Planet. Marketing Plans: Marketing Planning- Importance, Types and Content |
| 6 | Strategic Business Unit - Structure, SWOT Analysis. Defensive Marketing Strategies: Importance, Types |
| 7 | Offensive V/S Defensive Marketing Strategies, Position Defense Strategies. Revision of Unit two |
| 8 | Environmental Analysis: Analyzing the Macro Environment, Theories of MarketingPESTLE Analysis, VRIO Analysis |
| 9 | Porter's Competency Model, and Customer Perceived Value (CPV). Case Study Analysis |
| 10 | Customer Value: Applying Customer Value and Satisfaction, Customer Relationship Management (CRM)- Concepts and Techniques |
| 11 | Customer Loyalty: Importance, Consumer Behaviour – Impact of Personal, Cultural, Social and Psychological Factors. Revision of Unit Three |
| 12 | Emerging Strategies: 21st Century Marketing Strategies, Global Marketing Strategies, and Strategies for Entering Emerging Market |
| 13 | E-Marketing: Concept, Pros and Cons, Digital Marketing – Concept and features, Experiential Marketing – Concept and features |
| 14 | Hospitality Marketing Management. Social Marketing: Social Marketing - Importance, Barriers, Trends in Marketing Practices in India and across Globe. Revision of Unit Four |
| 15 | Revision. Doubt clearing session |

Course: Organizational Behavior:

Date of Commencement: 01st August, 2018

Academic Year: 2018-19

No. of Lectures: 15

| Sr. No | Topics |
|-------------------|--|
| 1 | Introduction to Organizational Behaviour : Understanding Organizational Behaviour: Definition, Goals, Focus and Fundamentals of OB |
| 2 | Concepts of OB and Inter-disciplinary approach of OB A Basic Model of OB: Emerging Trends |
| 3 | Foundation of Individual Behaviour : Factors affecting Individual behaviour- Personal, Psychological, Organization System, Environmental. Personality& Perception – Nature of personality, Determinants of personality |
| 4 | Personality Traits., Factors Influencing Perception, Managing perception Process, Perception and OB |
| 5 | Attitude – Nature, components, work related attitudes , Barriers to attitudinal Change, Measures to attitudinal change. |
| 6 | Group – Types of groups, Stages of Group Development, Group Decision making – Advantages and Problems. |
| 7 | Work place behaviour – Determinants of Group Behaviour, Power and Politics – Sources of Power, Types of Organizational politics. |
| 8 | Conflict – Levels of Conflict, Strategies for resolving Conflict, and Guidelines for effective negotiation. |
| 9 | Stress Management – Sources, Effects, Strategies, Stress and Performance. Organization culture – Cultural Dimensions, Creating Organizational Culture, Maintaining Organizational Culture. |
| 10 | Workforce Diversity – Concept, Managing Diversity effectively, Ethical Behaviour in workplace, Managing Ethics at work place. |
| 11 | Internal Exam |
| 12 | Revision Lecture |

Program: Business Management
Semester – IV

Date of Commencement: 21st January, 2019.

Academic Year: 2019-20

No. of Lectures: 15

Course: Supply Chain Management and Logistics:

| Sr. No. | Name of the Topic |
|----------------|---|
| 1 | Syllabus Discussion. Supply Chain Management: Concept, Features, Evolution, Importance, Process and Barriers of Supply Chain Management. |
| 2 | Principles and Strategies: Principles, Supply Chain Strategies – Organizations, Coordination, Innovation and Forecasting. |
| 3 | Participants in SCM: Supply chain intermediaries- Concept and Types, Channels of Distribution for Industrial Goods and Consumer Goods Case study analysis |
| 4 | Channel of Distribution at Services Level, Factors for selection of suitable channels. Revision of Unit one |
| 5 | Global perspectives: Measuring and analyzing the value and efficiency of global Supply Chain Networks, Global market forces, Types of global supply chain. |
| 6 | Indian Perspectives: Measuring and Analyzing the value and efficiency of domestic Supply Chain Networks, Economic effects of supply chains. |
| 7 | Customer Perspectives: Customer values, Role of customers and Ways of improving customer services in SCM. Revision of Unit two |
| 8 | Logistics Management: Concept and Process, Competitive Advantages and Three C's, Changing Logistics Environment, Reverse Logistics, Importance of Inventory Control, Bull-whip effect |
| 9 | Transportation and Warehousing: Transport Functions and Participants in Transportation Decisions, Transport Infrastructure- Forms |
| 10 | Warehouse Functions and Operations Packaging and Materials Management- Consumer and Industrial Goods Packaging - Importance |
| 11 | Factors influencing Materials Planning, Preservation Safety and Measures of Materials Handling. Revision of Unit Three |
| 12 | SCM Plan- Demand Planning, Source of Procurement, Production or Assembly Steps, Sales return of defective or excess goods |
| 13 | Use of Internet in SCM- E-market places, E-procurement, E-logistics, E-fulfillment. Operative Systems in SCM: Enterprise Resource Planning (ERP). New Horizon in Supply chain Management (Careers) |
| 14 | Performance Modeling of supply chains using Markov chains, Inventory Control Importance, Pareto's Law. Revision of Unit Four |
| 15 | Revision. Doubt clearing session |

Course: Advertising and Sales Management:

Date of Commencement: 21st January, 2019.

Academic Year: 2019-20

No. of Lectures: 15

| Sr. No. | Name of the Topics |
|----------------|---|
| 1. | MODULE 1: Advertising Fundamentals and Media Basics of Advertising : Concept and Features, Significance, Classification of Advertising, Integrated Marketing Communication (IMC) |
| 2. | Behavioural Model (E.K. Strong AIDA), DAGMAR Model (Russell Colley), Hierarchy of Effects (Lavidge and Steiners) |
| 3. | Elements, Ad Agency : Various Functional Department, Types, Measures for gaining and reasons for loosing clients, Evaluation Criteria for Selecting an Advertising Agency |
| 4. | Media : New Media Options, Forms of Digital Media, Media Objectives, Criteria for Selecting Suitable Media, Methods of Setting Advertising Budget |
| 5. | MODULE 2: Creativity, Social and Regulatory Framework of Advertising Creativity & Research: Developing advertising copy - print, broadcast and digital media, Pre-test and post-test methods. |
| 6. | Society: Socio-economic contribution and criticisms of advertising, professional courses and careers in the field of advertising |
| 7. | Regulatory framework of advertising: Legal Framework of Advertising, Role of Information and Broadcasting Ministry (IBM), |
| 8. | Self-Regulatory Bodies – Advertising Standards Council of India(ASCI) and Indian Broadcasting Foundation(IBF) |
| 9. | MODULE3: Sales Management - I Introduction: Sales Management - Features, Functions and Importance, |
| 10. | Art of Selling – Types, Process, Qualities of an Effective Salesman. Sales force management : Selection Procedure, Training Methods, Motivational Factors and Compensation methods of sales personnel, Ethical Aspects. |
| 11. | Sales organization : Concept, Objectives, Structure and Steps in Developing a Sales organization |
| 12. | MODULE4: Sales Management - II Sales planning : Concept, Process, Sales Forecasting - Methods and Limitations |
| 13. | Sales controlling : Concept of Sales Budget and Sales Audit, Sales Quota - Methods and Types, Objectives and Factors Determining and Designing Sales Territory |
| 14. | Recent trends - Importance of Customer Feedback, Sales Management - Data Mining, Role of IT Managing Talent – Ethical Aspects |
| 15. | Revision |

Course: Retail Management:

Date of Commencement: 21st January, 2019.

Academic Year: 2019-20

No. of Lectures: 15

| Sr. No. | Name of the Topic |
|----------------|--|
| 1 | Syllabus Discussion. Retailing: Concept, Scope and Importance of Retailing and Retail Management, Theories of Retail change |
| 2 | Retail Environment Economic, Legal, Technological & Competitive. Retail sector in India: Size, and Drives of Retail changes, FDI in Retailing in Indian Context |
| 3 | Disruptions in Retailing: Changing Modern Retail Formats, Mall System, Challenges and coping mechanism by the Retail Sector, Ethics in Retailing. Revision of Unit one |
| 4 | Retail Strategies: Promotional Strategies, Retail Planning Process |
| 5 | Retail - Market Segmentation - Concept and Significance Relationship Marketing Strategies: CRM in Retailing, Retail Value Chain |
| 6 | Retail life Cycle, HRM in retailing- Growing importance of HR and Challenges faced by HR in retailing |
| 7 | Consumer Strategies: Consumer Behavior in Retail Context, Buying Decision Process, Customer Service as a Part of Retail Strategy. Revision of Unit two |
| 8 | Retail Location& Merchandising: Importance, Types, Steps involved in choosing a Retail Location |
| 9 | Merchandising: Concept and Merchandising Planning Process, Retail Branding, Merchandising Buying, Visual Merchandising |
| 10 | Store Design and Layout: Store Design - Elements, Store Layout - Importance, Steps for Designing. Revision of Unit Three |
| 11 | Technologies: Use of Technologies in retailing - Electronic Data Interchange (EDI), Radio Frequency Identification (RFI). |
| 12 | Data Base Management System E-Retailing: Formats, Challenges, Green Retailing - Concept and Importance |
| 13 | Retail as a Career: Various Career Options, Responsibilities of Store Manager, Functions of Merchandising Manager |
| 14 | Case study solving session |
| 15 | Revision. Doubt clearing session |

Course: Tourism Management:

Date of Commencement: 21st January, 2019.

Academic Year: 2019-20

No. of Lectures: 15

| Sr. No. | Name of the Topics |
|----------------|--|
| 1. | Module 1: Introduction to Tourism Management Tourism – Concept, Characteristics Importance and Types of Tourism – Inbound Tourism |
| 2. | Tourism Industry: Concept, Nature, Structure and Components, Career options in Tourism. |
| 3. | Tourism Destination: Concept, Elements, Tourism Destination Planning – Process and Importance. |
| 4. | Module 2: Marketing for tourism planning and development Introduction- Consumer Buying Behavior |
| 5. | Market Segmentation , Pricing , |
| 6. | Promotion and Direct Marketing, Packaging and Programming |
| 7. | Tourism Resource Planning |
| 8. | Module 3: International Tourism Environment Malaysia Model, Dubai Tourism Model |
| 9. | Sustainable tourism model: Bhutan Community Based model : Konkan (India) , Wellness Tourism: Kerala (India) Case Studies |
| 10. | Role of Institutions and organizations in promoting International Tourism - WTTC, IATO, TAAI, ITDC |
| 11. | Module 4: Sustainable and green tourism Introduction to Sustainable Tourism & Global Concerns Approaches to Sustainable Tourism, Code of Conduct for safe and sustainable Tourism in India |
| 12. | Environmental Impact Assessment Green Tourism |
| 13. | Sustainable Tourism and Community Development Restrictions and Considerations in Sustainable Tourism Planning Scheme, |
| 14. | Major Tourism schemes of Government of India- Visa on Arrival (VoA), PRASAD, HRIDAY Scheme, Travel Circuits; Incredible India Campaign |
| 15. | Revision |

Course: Management of Business Relation:

Date of Commencement: 21st January, 2019.

Academic Year: 2019-20

No. of Lectures: 15

| Sr. No. | Name of the Topic |
|----------------|---|
| 1 | Syllabus Discussion. Introduction to Business Relations |
| 2 | Business Relations - Need, Importance of Business relations, Business Relationship Management (BRM) Competencies. |
| 3 | Business Relation Manager- Role, qualities, Skills. Case study analysis |
| 4 | Business Relations- Principles, Steps, Trends, Impact of Communication on Business Relations. Revision of Unit one |
| 5 | Customer Relations Management: Concept, Characteristics of an empowered customer, Approaches &Types, Role of Customer Relations Manager. |
| 6 | Designing and developing customer Value- Turning customers to loyal clients, Strategic Framework for CRM, E-CRM: Concept and Benefits, Steps, Successful CRM implementation |
| 7 | Channel Relationship - Concept, importance, Challenges, Elements contributing to effective channel relationships. Revision of Unit two |
| 8 | Employee Relationship Management - Concept, Objectives of Employee Relations , Approaches to Employee Relations |
| 9 | Role of Employee Relations Manager, Prospects & Importance of Industrial Relations |
| 10 | Problems & Challenges of Employee Relations, Key Drivers for shifting from Industrial Relations to Employee Relations |
| 11 | Strategic Framework for ERM, Factors influencing ERM, Essentials of an effective ERM, ERM strategy. Revision of Unit Three |
| 12 | Supplier Relations – Concept, Supplier Segmentation Pyramid, Supplier Improvement Process for better relations, Challenges |
| 13 | Investors Relations –Concept, Focus, Keys to successful investor’s relations, Enhancing shareholders loyalty and retention |
| 14 | Stakeholder relations- Types of stakeholders, Role of business in social development, strategies to improve community relations, impact of community relations on business. |
| 15 | Revision. Doubt clearing session |

***** **THE END*******