

# **Academic Calendar and Teaching Plans 2019-20**

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

Matunga, Mumbai 400019

**ACADEMIC CALENDAR 2019-20**

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	Remarks
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June
	July	31	04	-	27	Nil	27	-	
	Aug	31	04	02	24+01*	Nil	24+01*	-	
	Sept	30	05	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>	
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days ( including 02 Sundays)	15 <sup>th</sup> Nov re-opens
	Dec	31	05	06	20	Nil	20	06 days(including 01 Sunday) (26/12 to 1/01 Winter break)	
<b>2020</b>	Jan	31	04	-	27	Nil	27	-	
	Feb	28	04	02	22	Nil	22	-	
	March	31	05	02	18	06	24	-	24 <sup>th</sup> March exam starts
	April	30	04	04	-	22	22	-	
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>	
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>		

\*15<sup>th</sup> 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: 2019-20**  
**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, Lease Accounting and Installment sale method

Sem	Month	Number of days	Sundays	Holidays	Teaching days	Exam. Days	No. of Working days	Topics Covered	Teaching Aids
<b>I 2019</b>	June	30	5	04	21	-	21	Accounting Standards Stock valuation	PPT, Case Study, MS. Word, Ms EXcel
	July	31	4	NIL	27	NIL	27	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	7	17	01	18	Final Accounts of a Sole Proprietor Lease Accounting and Installment Sale Accounting	PPT, Case Study, MS. Word, Ms EXcel
	October	31	4	8	-	19	19	Final Accounts of a Sole Proprietor Lease Accounting and	PPT, Case Study, MS. Word, Ms Excel

								Installment Sale Accounting	
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01*</b>		
<b>II Term 2020</b>	November	30	04	12	14	NIL	14	Single Entry Consignment Accounting	PPT, Case Study, MS. Word, MS Excel
	December	31	5	06	20	NIL	20	Single Entry Consignment Accounting	PPT, Case Study, MS. Word, MS Excel
	January	31	4	-	27	NIL	27	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	5	2	18	06	24	Branch Accounting Departmental Final Accounts	PPT, Case Study, MS. Word, MS Excel
	April	30	4	4	NIL	22	22	Revision	
	May	31	4	27	-	-	-		
<b>SUBTOTAL</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>		
<b>GRAND TOTAL</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>		

### 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 (Autonomous)**

**Department of Economics and Foundation Course  
Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Commerce**

**Program: B.Com**

**Course: Commerce I & II**

**Semester: I & II**

**Division: A-G**

**No. of lectures (per week): 3**

### **TEACHING OBJECTIVES:**

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

### **LEARNING OUTCOMES:**

1. It is expected that the learners become fully conversant with the aspects of business, elements of business environment, entrepreneurship and setting up of business unit.
2. Learners appreciate the importance of business in a developing economy.
3. Learners consider entrepreneurship as a career option.
4. It is expected that the learners acquaint themselves with the opportunities and challenges in the services sector.

5. The learners are expected to develop skills relating to marketing of services.

### Teaching Plan for the Academic Year: 2019-20

Term dates: 1 <sup>st</sup> Term – 6 <sup>th</sup> June 2019 to 24 <sup>th</sup> Oct 2019								
Semester	Month	Number of days	Sundays	Holidays + Breaks	Teaching days	Exam Days	Topics Covered	Teaching Methodology/ Tools
I 2019	June	30	05	04	21	Nil	<b>Introduction to Business</b> Business: Concept Significance to Business Firms, Customers and Society Business Functions Objectives of Business: Classification of business objectives, Reconciliation of Economic with Social Objectives.	Classroom teaching. Ppt presentation.
	July	31	04	-	27	Nil	Social Responsibility of a Business Firm towards various Stakeholders. Corporate Social Responsibility:  <b>Business Environment</b> Concept, Relevance and Importance of CSR Linkage between business and society: Experience in India with reference to Past, Present & Future. Strategy Alternatives: Growth, Stability, Retrenchment,	Classroom teaching. Ppt presentation. Case study discussion (Newspaper articles)

							<p>Restructuring, Turnaround / Business Combinations.</p> <p>Case-studies of successful businesses world-wide: Apple, Google, TCS, Toyota, Sony 10. Case studies of companies that perished- lessons to be learned Encyclopedia Britannica, Lehman Brothers, Kodak etc.</p> <p>Concept and importance of Business Environment</p> <p>Inter relationship between Business and Environment</p> <p>Internal Business Environment – Elements</p> <p>External Business Environment: Micro &amp; Macro – Elements</p> <p>SWOC Analysis: Concept and Importance</p> <p>WTO Agreements (TRIPs, TRIMs, GATS, AoA)</p> <p>Major Trading Blocs (EU, ASEAN, SAARC, NAFTA)</p>	
	Aug	31	04	02	24+01*	Nil	<p><b>Entrepreneurship</b></p> <p>Introduction: Concept and importance of entrepreneurship,</p> <p>Factors Contributing to Growth of Entrepreneurship</p> <p>Entrepreneur and Manager,</p> <p>Entrepreneur and Intrapreneur</p> <p>Types of Entrepreneurs</p> <p>Competencies Of An Entrepreneur</p>	Classroom teaching.



							<p>Training and Development centers in India.</p> <p>Incentives to Entrepreneurs in India (Govt)</p> <p>Start up space in India: Importance, Challenges and Solutions available in the changing scenario.</p> <p>Women Entrepreneurs: Problems and Promotion.</p>	
	Sept	30	05	07	17	01	<p><b>Setting up of Business</b></p> <p>Introduction: Business Planning Process;</p> <p>Concept and importance of Project Planning; Project Report; Feasibility Study-Types, Importance.</p> <p>Business Unit Promotion: Concept and Stages of Business Unit Promotion.</p> <p>Location - Factors determining location,</p> <p>Role of Government in Promotion Business Units</p> <p>Licensing and Registration Procedure, Filling returns and other documents, Ease of doing business In India : Importance, India's position worldwide</p> <p>Sources of funding for starting up</p>	Classroom teaching.
	Oct	31	04	08	-	19		
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>		
<b>2<sup>nd</sup> Term – 15<sup>th</sup> November 2019 to 30<sup>th</sup> April 2020</b>								

II 2019	Nov	30	04	12	14	Nil	<b>Introduction to services</b> Concept of Services, Characteristics Scope of Services Importance of Service sector in the Indian context. Marketing Mix for Services Consumer Expectations, Managing Demand and Capacity, Role of Customer Relationship Management in Services Marketing Case-studies of Successful Entrepreneurs in Services Sector	Classroom teaching.
	Dec	31	05	06	20	Nil	<b>Retailing</b> Concept of organized and unorganized retailing Trends in retailing in India Survival strategies for unorganized Retailers. Retail Format: Store format, Non-Store format Store Planning, design and layout. IT in retailing Mall Management, Retail	Classroom teaching. Case study discussion (Newspaper articles)
2020	Jan	31	04	-	27	Nil	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.  <b>Recent Trends in Services Sector</b> ITES Sector: Concept and scope of	Classroom teaching.

							BPO/ KPO/LPO Enterprise Resource Planning	
	Feb	28	04	02	22	Nil	Trends in Aviation Sector Trends in Banking Sector Trends in Insurance Sector Trends in Tourism Sector Trends in Logistics Sector Trends in Health and Wellness Trends in Hospitality Sector <b>E – Commerce</b> E-Commerce-Concept, Functions. Benefits of E-Commerce	Classroom teaching.
	March	31	05	02	18	06	Challenges of E-Commerce Internet Payment systems E-Commerce Business Strategies Business Models of E-Commerce Principles of Website Design E-Marketing- Techniques Cyber Security.	Classroom teaching.
	April	30	04	04	-	22	-	-
	May	31	04	27	-	-		
	<b>SUBTOTAL</b>	<b>207</b>	<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	
	<b>GRAND TOTAL</b>	<b>365</b>	<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	

**Key reference Books/Magazines/Reference Material:**

1. Asthana & Asthana, 'Environment- Problems & Solutions'.
2. Butter David, Business Planning: A Guide to Business Start-up, Butterworth Heinemann, 2003
3. Cunningham W, Cunningham M, 2003, 'Principles of Environmental Science' Tata McGraw Hill Publications Company Ltd, New Delhi.
4. Gupta S L, Retailing & E- tailing, International Book House, New Delhi, 2011
5. Hanke John K, Business Forecasting, Prentice Hall India, 2002 3. Paul Justin, Business Environment, Tata McGraw Hill, 2008

6. Hitt Michael A, Strategic Management, Cengage Learning ,2016
7. Joseph P T, E-Commerce an Indian Perspective, Prentice Hall India, 2015
8. Kew John, Business Environment: Managing in a Strategic Context, Jaico Publications 2006
9. Piramal Gita, Business Legends, Penguin Books, 1998
10. Raghuram G, Logistics & Supply Chain Management: Cases and Concepts, Macmillan Business Books,
11. Santra S.C, 2004, 'Environmental Science' New Central Book Agency Pvt. Ltd, Kolkata.
12. Saxena, H.M, 2000, 'Environmental Mngement', Rawat Publicatio, New Delhi.
13. Uberoi N. K, 2007, 'Environmental Management' Excel Books, New Delhi.
14. Wright R, 2008, 'Environmental Science- Towards Sustainable Future' Eastern Company Edition.
15. Zeithaml, Valarie A, Services Marketing, McGraw Hill Education,2011



S.P. Mandali's

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

**Department of Economics and Foundation Course  
Teaching – Learning Plan for the Academic Year: 2019-20**

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

**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: 2019-20**

**Term dates: 1<sup>st</sup> Term – 6<sup>th</sup> June 2019 to 24<sup>th</sup> Oct 2019**

Semester	Month	Number of days	Sundays	Holidays + Breaks	Teaching days	Exam Days	Topics Covered	Teaching Methodology/ Tools
<b>I 2019</b>	June	30	05	04	21	Nil	Demand Function and Demand Estimation	1. Class room teaching 2. Assignment
	July	31	04	-	27	Nil	Ordinal Utility theory	1. Class room teaching 2. Assignment
	Aug	31	04	02	24+01*	Nil	Consumer surplus Production function	1. Class room teaching 2. Case study 3. Class test
	Sept	30	05	07	17	01	Cost concepts Cost Output Relationship; Revision	1. Class room teaching 2. Case study & Assignment
	Oct	31	04	08	-	19	-	
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>		
<b>2<sup>nd</sup> Term – 15<sup>th</sup> November 2019 to 30<sup>th</sup> April 2020</b>								
<b>II 2019</b>	Nov	30	04	12	14	Nil	Market Structure	1. Class room teaching 2. Assignment
	Dec	31	05	06	20	Nil	Market Structure & Factor Market	1. Class room teaching 2. Case Study
<b>2020</b>	Jan	31	04	-	27	Nil	Pricing Practices	1. Class room teaching 2. Class Test
	Feb	28	04	02	22	Nil	Market Failure	1. Class room teaching 2. Case Study & Assignment
	March	31	05	02	18	06	Revision	1. Practice
	April	30	04	04	-	22	-	-
	May	31	04	27	-	-	-	-
<b>SUBTOTAL</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>		
<b>GRAND TOTAL</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>		

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.

# R.A. Podar College of Commerce & Economics

## Department of Environmental Studies

### Teaching, Learning and Evaluation Plan

2019-20

#### Theory (60 marks per semester)

	Divisions	No. of modules/units taken
<b>Environmental Studies I &amp; II</b>		
KI	04 (03 lec.)	03
	03 (02 lec.)	02
PN	04 (01 lec.)	01
	03 (02 lec.)	02
<b>Foundation Course I &amp; II</b>		
KI	01 (02 lec.)	02 and half
PN	01 (01 lec.)	01 and half

#### Methodology:

1. Chalk and board method
2. Case studies as per need
3. PPT/ Audio-visual presentations
4. Map practice sessions

**Term End Examination: 60 Marks (per semester)**

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#### Continuous Internal Evaluation (CIE- 40 marks per semester)

Sr. No.	Methodology	Marks allotted
<b>Semester-I</b> <b>Evaluation and Assessment period: 5<sup>th</sup> August, 2019-10<sup>th</sup> August, 2019 and 13<sup>th</sup> September, 2019-19<sup>th</sup> September, 2019</b>		
1.	Written class test	10 (05 marks for objective + 05 marks for descriptive questions)
2.	Maps practice session and submission of map workbook (World Map)	10
3.	Project/field work	20 i. E-waste Management and submission of report <b>OR</b> ii. Tetra-pack Management and submission of report
<b>Semester-II</b> <b>Evaluation and Assessment period: 5<sup>th</sup> January, 2020-10<sup>th</sup> January, 2020 and 12<sup>th</sup> February, 2020-18<sup>th</sup> February, 2020</b>		
1.	Written class test	10 (05 marks for objective + 05 marks for descriptive questions)
2.	Maps practice session and submission of map workbook (Mumbai & Konkan Maps)	10
3.	Project/field work	20 i. Bio-composting and submission of report <b>OR</b> ii. Waste paper Management and submission of report



### Teaching Plan for the Academic year 2019-20

Term dates: 1st term – 6 <sup>th</sup> June 2019 – 24 <sup>th</sup> October 2019								
Semester	Month	No. of days	Sundays	Holidays + Breaks	Teaching days	Exam days	Topics Covered	Teaching Methodology/ Tools
<b>I 2019</b>	June	30	05	04	21	Nil	---	1. Chalk and board method 2. Case studies as per need 3. PPT/ Audio-visual presentations
	July	31	04	-	27	Nil	Environment and ecosystems. Resources: Classification and conservation	1. Chalk and board method 2. Case studies as per need 3. PPT/ Audio-visual presentations
	Aug	31	04	02	24+01*	Nil	Management of water, forest and energy, sustainable development. Urbanisation and migration.	1. Chalk and board method 2. Case studies as per need 3. PPT/ Audio-visual presentations
	Sept	30	05	07	17	01	Populations and Emerging Issues of Development . Impacts of urbanisation, Urban heat islands, Smart, safe and sustainable Cities. Map reading and filling	1. Classroom teaching. 2. Map interpretation and map filling exercises.
	Oct	31	04	08	-	19	-	-
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>		
Term dates: 2 <sup>nd</sup> term – 15 <sup>th</sup> November 2019 – 30 <sup>th</sup> April 2020								
<b>II 2019</b>	Nov	30	04	12	14	Nil	Solid wastes: types, sources,	1. Chalk and board method 2. Case studies

							pollution. Environmental Problems Associated with Agriculture	as per need 3. PPT/ Audio-visual presentations
	Dec	31	05	06	20	Nil	Solid Waste Management. Environmental Problems Associated with Industries	1. Chalk and board method 2. Case studies as per need 3. PPT/ Audio-visual presentations
<b>II 2020</b>	Jan	31	04	-	27	Nil	Tourism: Scope, importance, types. Ecotourism; Tourism in India.	1. Chalk and board method 2. Case studies as per need 3. PPT/ Audio-visual presentations
	Feb	28	04	02	22	Nil	Consequences of tourism: Positive and negative impacts on economy, culture and environment. Environmental movements in India, Environmental Management	1. Chalk and board method 2. Case studies as per need 3. PPT/ Audio-visual presentations
	March	31	05	02	18	06	Carbon Bank, Carbon Credit, EIA, Environment Protection Acts, GST in Env. Management. Map filling of Mumbai and Konkan,	1. Classroom teaching. 2. Map filling exercises/practice.
	April	30	04	04	-	22		
	May	31	04	27	-	-	-	-
	<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>		





S.P. Mandali's

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

**Department of Economics and Foundation Course  
Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name:** Sudarshana Saikia, Eco-W, Eco-X, Eco-Y, PHB Department, EVS Department

**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 sensitize 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.

### **Course Outcome:**

- 1) The successful completion of course will enable the learner to understand factual aspects of Indian society.
- 2) It will help create awareness and empathy among learners about various issues faced by youth.
- 3) It will help ingrain social responsibility and participatory approval towards society.

**Teaching Plan for the Academic Year: 2019-20**

**Term dates: 1<sup>st</sup> Term – 6<sup>th</sup> June 2019 to 24<sup>th</sup> Oct 2019**

<b>Semester</b>	<b>Month</b>	<b>Number of days</b>	<b>Sundays</b>	<b>Holidays</b>	<b>Teaching days</b>	<b>Exam Days</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	Concept of diversity vs disparity; multi - cultural diversity; Linguistic Regionalism	1. Class room teaching 2. Group discussions
	July	31	04	-	27	Nil	Communal Violence; Naxalism; gender issues; Assignment	1. Class room teaching 2. Group discussions
	Aug	31	04	02	24+01*	Nil	People with physical and mental disabilities; rehabilitation; Assignment	1. Class room teaching 2. Debates and G.Ds
	Sept	30	05	07	17	01	The Indian Constitution; features of the Constitution	1. Class room teaching 2. Newspaper articles
	Oct	31	04	08	-	19	Local self-government; 73 <sup>rd</sup> and 74 <sup>th</sup> Amendments; Women in politics	1. Class room teaching 2. Newspaper articles
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>		
<b>2<sup>nd</sup> Term – 15<sup>th</sup> November 2019 to 30<sup>th</sup> April 2020</b>								
<b>II 2019</b>	Nov	30	04	12	14	Nil	Globalisation and Indian Society; Impact of globalization on industry, agriculture	1. Class room teaching 2. Newspaper articles
	Dec	31	05	06	20	Nil	Concept of Human Rights; UDHR; Assignment	1. Class room teaching 2. Newspaper articles
<b>2020</b>	Jan	31	04	-	27	Nil	Self and Personality development; Aggression and Violence	1. Class room teaching 2. Discussions
	Feb	28	04	02	22	Nil	Coping mechanisms; Managing Stress and Conflict	1. Discussions
	March	31	05	02	18	06	Individual Conflict- resolution and efforts; Revision	1. Discussions 2. Practice
	April	30	04	04	-	22	-	-
	May	31	04	27	-	-	-	-
<b>SUBTOTAL</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>		
<b>GRAND TOTAL</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>		

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: 2019-20

**Teacher's Name:** Mrs. Vrushali Kaneri

**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 develop ability to communicate effectively with the help of electronic media
6. To familiarize the learners with the nuances of corporate communication
6. To develop global communication competency in learners
7. To use innovative and progressive evaluation techniques
8. To integrate E-learning and M-learning in instruction and assessment

**Term dates: 1<sup>st</sup> Term 6<sup>th</sup> June 2019 to 24<sup>th</sup> Oct 2019**

Sem	Month	No. of days	Sundays	Holidays + Breaks	Teaching days	Exam . Days	Topics Covered	Teaching Methodology / Tools
I 201 9	June	30	05	04	21	Nil	Concepts of communication Meaning, Definition, Process, Need, Feedback, and technological advancements on communication	Classroom teaching. Ppt presentation.

							<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>	
July	31	04	-	27	Nil	<p>Channel &amp; Objectives of communication Channels: Formal and Informal, Vertical, Horizontal, Diagonal and Grapevine 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,</p>	<p>Classroom teaching. Ppt presentation. Case study discussion (Newspaper articles)</p>	



							types of listening skills	
							Statement of purpose	
Aug	31	04	02	24+01*	Nil	<p>Methods and Modes of communication  Methods: Verbal and Nonverbal,  Characteristics of Verbal Communication  Characteristics of Non-verbal Communication  Modes: Telephone, Computers and E-communication, Video and Satellite Conferencing, Social media.</p> <p>Communication etiquette  Etiquette of letter writing, E-mail etiquette, Telephone etiquette, social media etiquette, Corporate etiquette</p> <p>Job acceptance and resignation, Letter of appointment, promotion</p>	Classroom teaching, internet	
Sept	30	05	07	17	01	<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>	Classroom teaching, internet	

							Interpretation of technical data, Composition on a given situation etc.	
							Letter of termination, reference, refusal, Memo, office order, circular Revision	
	Oct	31	04	08	-	19		
	<b>TOTAL</b>	<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>		
<b>SUBTOTAL</b>			<b>23</b>	<b>05 +18</b>	<b>90 + 01*</b>	<b>21</b>		
<b>2<sup>nd</sup> Term – 15<sup>th</sup> November 2019 to 30<sup>th</sup> April 2020</b>								
<b>II 201 9</b>	Nov	30	04	12	14	Nil	Presentation skills Selection of topics, structure of presentation, Use of PPT, Body language and non-verbal cues  Meeting Need and Importance of Meetings, Conduct of Meeting and Group Dynamics, Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions  Public Relations Meaning, Functions of PR Department, External and Internal Measures of PR	Classroom teaching.
	Dec	31	05	06	20	Nil	Interviews Definition of interview, types of Interviews – Selection – face to	Classroom teaching. Case study discussion

							<p>face, telephonic/online, Appraisal, Grievance, Exit, Basics of job interview, Preparing for a job Interview, how to use social media – job portal like timesjobs, naukari etc., professional portals like LinkedIn etc.</p> <p>Conference Meaning and Importance of Conference, Organizing a Conference, Modern Methods: Video and Tele-Conferencing</p> <p>Trade letters – precautions</p>	(Newspaper articles)
2020	January	31	04	-	27	Nil	<p>Report writing Parts, Types, Feasibility Reports, Investigative Reports, Project Report</p> <p>Letter of inquiry and reply</p> <p>RTI letter, Sales letter</p>	Classroom teaching.
	February	28	04	02	22	Nil	<p>Proposal writing and revision</p> <p>Letter of complaint, claim and adjustment</p>	Classroom teaching.

							Consumer grievance, Summarisation	
	March	31	05	02	18	06	Revision	Classroom teaching.
	April	30	04	04	-	22		
	May	31	04	27	-	-	-	
	<b>SUBTOTAL</b>	<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>		
	<b>GRAND TOTAL</b>	<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>		

\*15<sup>th</sup> August Independence Day

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

#### Semester I & II

1. Raman Meenakshi and Singh Prakash. *Business Communication*. Oxford University Press , 2007. 24x19 - 275 PB 0-19-567695-5, Meenakshi X45.
2. Deshmukh Sandeep. *Group Communication: Theory and Methods*. Ane Books India, 2008. 22x15 - 495 HB 81-8052-146-X, Sandeep X45
3. Riel Cees B.M. *Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management*. 23x15 - 495 PB 0-415-32826-8, Riel, Cees B.M. X45
4. Bhatia R.C. *Business Communication*. Ane Books India, 2008. 24x18 - 250 PB 81-8052-016-1, Bhatia, R. C. X45.
5. Ober Scat. *Contemporary Business Communication (with CD)*. Bizatantra , 2005. 26x20 - 349 PB 81-7722-522-7. Scat X45.
6. Kumar Raj. *Basic Business Communication ( With CD # C01130 ) : Concepts, Applications and Skills*. Excel Books, 2010. 295 PB 978-81-7446-866-6, Kumar Raj X45.
7. Lesikar, Raymond.V., Pettit John D and Flatley Marie . *Basic Business Communication*. Richard D. Irwin, INC. 1993. 26x20c.m. HB 0 256 10936 2, Lesikar, R.V. X:8(22).
8. Naterop, B. Jean and Revell, Rod. *Telephoning in English*. Cambridge University. 2007. 24x18 + C00942 - C00943 - 375 PB 0-521-70893-1, B. Jean X45.

#### Suggested List of MOOCs

1. <https://www.mooc-list.com/tags/communication-skills>
2. <https://www.mooc-list.com/.../effective-communication>
3. <https://www.mooc-list.com/tags/business-communication>
4. <https://www.skilledup.com/.../learn-communications-online-free>
5. <http://www.about.com/Communication+Skills+List>

#### Courses:

1. <https://www.coursera.org/learn/management-leadership-english#>
2. <https://www.coursera.org/learn/business#>
3. <https://www.coursera.org/learn/powerpoint-presentations>



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

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name:**

**Department: Mathematics, Statistics and Computers**

**Program: B.Com**

1. Mrs. Manjusha Sawant
2. Mr. Asif Shaikh

**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.

**TEACHING LEARNING PLAN 2019-20**

**TERM I –June 6<sup>th</sup> 2019 to October 24<sup>th</sup> 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	Nil	
	July	31	04	-	27	Nil	27	<b>Mathematics:</b> Co ordinate geometry and LPP <b>Statistics:</b> Measures of central Tendency and Measures of Dispersion	1.Chalk and Talk 2. Problem sheet
	Aug	31	04	02	24+01*	Nil	24+01*	<b>Mathematics:</b> Interest, Annuity and Perpetuity <b>Statistics:</b> Measures of Dispersion and Elementary Probability Theory	1.Chalk and Talk 2. Problem sheet
	Sept	30	05	07	17	01	18	<b>Mathematics:</b> Interest, Annuity and Perpetuity <b>Statistics:</b> Elementary Probability Theory and Decision Theory	1.Chalk and Talk 2. Problem sheet
	Oct	31	04	08	-	19	19	-	-
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>		

TERM II-November 15<sup>th</sup> 2019 to April 30<sup>th</sup> 2020

<b>II 2019</b>	Nov	30	04	12	14	Nil	14	<b>Mathematics:</b> Shares and Mutual Funds <b>Statistics:</b> Linear correlation and Regression	1.Chalk and Talk 2. Problem sheet
	Dec	31	05	06	20	Nil	20	<b>Mathematics:</b> Shares and Mutual Funds <b>Statistics:</b> Linear correlation and Regression	1.Chalk and Talk 2. Problem sheet
<b>2020</b>	Jan	31	04	-	27	Nil	27	<b>Mathematics:</b> Derivatives and their application <b>Statistics:</b> Time Series	1.Chalk and Talk 2. Problem sheet
	Feb	28	04	02	22	Nil	22	<b>Mathematics:</b> Shares and Mutual Funds <b>Statistics:</b> Index Numbers	1.Chalk and Talk 2. Problem sheet
	March	31	05	02	18	06	24	<b>Mathematics:</b> Shares and Mutual Funds <b>Statistics:</b> Elementary Probability Distributions	1.Chalk and Talk 2. Problem sheet
	April	30	04	04	-	22	22		-
	May	31	04	27	-	-	-		-
	<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>		



## **Reference :**

1. 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.
2. Applied Calculus: By Stephen Waner and Steven Constenoble, Brooks/Cole Thomson Learning, second edition, Chapter 1 to 5.
3. Business Mathematics By D. C. Sancheti and V. K. Kapoor, Sultan Chand & Sons, 2006, Chapter 1, 5, 7, 9 & 10.
4. 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.
5. Quantitative Methods-Part-I By S. Saha and S. Mukerji, New Central Book Agency, 1996, Chapters 7 & 12.
6. Mathematical Basis of Life Insurance By S.P. Dixit, C.S. Modi and R.V. Joshi, Insurance Institute of India, Chapters 1 and 2
7. Securities Laws & Regulation of Financial Market : Intermediate Course Paper 8, Institute of Company Secretaries of India, Chapter 11.
8. Investments By J.C. Francis & R.W. Taylor, Schaum's Outlines, Tata Mc-Graw Hill Edition 2000, Chapters 2,4 & section 25.1.
9. Indian Mutual Funds Handbook : By SundarShankaran, Vision Books, 2006, Sections 1.7,1.8.1, 6.5 & Annexures 1.1to 1.3.
10. STATISTICS by Schaum Series.
11. Operations Research by Gupta and Kapoor.
12. Operations Research by Schaum Series.
13. Fundamentals of Statistics - D. N. Elhance.
14. Statistical Methods - S.G. Gupta (S. Chand & Co.
15. Statistics for Management - Lovin R. Rubin D.S. (Prentice Hall of India)
16. Statistics - Theory, Method & Applications D.S.Sancheti& V. K. Kapoor.

17. Modern Business Statistics - (Revised)-B. Pearles& C. Sullivan –Prentice Hall of India.
18. Business Mathematics & Statistics : B Aggarwal, Ane Book Pvt. Limited.
19. Business Mathematics : D C Sancheti& V K Kapoor, Sultan Chand & Sons.
20. Business Mathematics : A P Verma, Asian Books Pvt. :Limited.
21. Statistics of Management , Richard Levin & David S. Rubin, Printice Hall of India , New Delhi.
22. Statistics for Business & Economics, David R Anderson, Dennis J Sweney, Thopmson Publication.
23. Business Statistics , Bharadwaj , Excel Books, Delhi
24. Business Mathematics, S.K Singh & J.K Singh, Brijwasi Book Distributor & Publisher.
25. Mathematics for Economics and Finance, Martin Anthony, Norman Biggs, Cambridge low price editions, 2000.
26. Business Mathematics, J.K. Singh, 2009, Himalaya Publishing House.
27. Mathematics of Finance 2nd Edition Schaum's Outline Series Peter Zima, Robert Browns Tata McGraw-Hill Publishing Company Ltd

**R.A.Podar College of Commerce & Economics**

**Teaching – Learning Plan for the Academic Year: 2019-20**

**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.

<b>Sem</b>	<b>Month</b>	<b>Number of days</b>	<b>Sundays</b>	<b>Holidays</b>	<b>Teaching days</b>	<b>Exam. Days</b>	<b>No. of Working days</b>	<b>Topics Covered</b>	<b>Teaching Aids</b>
<b>I 2019</b>	June	30	5	04	21	-	21	Partnership Final Accounts based on Adjustment of Admission, Retirement/Death of Partner/s-	PPT, Case Study, MS. Word, Ms EXcel
	July	31	4	NIL	27	NIL	27	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	7	17	01	18	Piecemeal Distribution of Cash Amalgamation of Partnership Firms	PPT, Case Study, MS. Word, Ms Excel
	October	31	4	8	-	19	19	Conversion of Partnership into LLP	PPT, Case Study, MS. Word, Ms Excel
<b>SUBTOTAL</b>		<b>158</b>	<b>23</b>	<b>5</b>	<b>90+01*</b>	<b>21</b>	<b>111+01*</b>		
<b>II Term 2020</b>	November	30	04	12	14	NIL	14	Introduction to Company Accounts Redemption of Preference Shares	PPT, Case Study, MS. Word, Ms Excel
	December	31	5	06	20	NIL	20	Introduction to Company Accounts Redemption of Preference Shares	PPT, Case Study, MS. Word, Ms Excel
	January	31	4	-	27	NIL	27	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	5	2	18	06	24	Redemption of Debentures Conversion of Partnership into LLP	PPT, Case Study, MS. Word, Ms Excel
	April	30	4	4	NIL	22	22	Revision	
	May	31	4	27	-	-	-		
<b>SUBTOTAL</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>		
<b>GRAND TOTAL</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>		

#### 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: 2019-20

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
<b>I 2019</b>	June	30	5	04	21	-	21	Introduction to Management Accounting	PPT, Case Study, MS. Word, Ms Excel
	July	31	4	NIL	27	NIL	27	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	7	17	01	18	Working Capital Management	PPT, Case Study, MS. Word, Ms Excel
	October	31	4	8	-	19	19	Capital Budgeting	PPT, Case Study,

									MS. Word, Ms Excel
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01*</b>		
<b>II Term 2020</b>	November	30	04	12	14	NIL	14	Introduction to Auditing	PPT, Case Study, MS. Word, Ms Excel
	December	31	5	06	20	NIL	20	Introduction to Auditing	PPT, Case Study, MS. Word, Ms Excel
	January	31	4	-	27	NIL	27	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	5	2	18	06	24	Auditing Techniques : Vouching & Verification	PPT, Case Study, MS. Word, Ms Excel
	April	30	4	4	NIL	22	22		
	May	31	4	27	-	-	-		
<b>SUBTOTAL</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>		
<b>GRAND TOTAL</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>		

#### 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







S.P. Mandali's

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

**Department of Economics and Foundation Course  
Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Dr. SHOBANA VASUDEVAN**

**Program: B.Com**

**Course: Business Management – I & II**

**Semester: III & IV (S.Y.B. Com)**

**Division: A-G**

**No. of lectures (per week): 3**

### **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

### Teaching Plan for the Academic Year: 2019-20

Term dates: 1 <sup>st</sup> Term – 6 <sup>th</sup> June 2019 to 24 <sup>th</sup> Oct 2019								
Semester	Month	Number of days	Sundays	Holidays + Breaks	Teaching days	Exam Days	Topics Covered	Teaching Methodology/ Tools
I 2019	June	30	05	04	21	Nil	<b>Module 1: Marketing Management and Marketing environment</b>  Definition, Need, Importance of marketing management  Functions of marketing management  Micro and macro environment with specific reference to India  Emerging marketing opportunities in India  Marketing to the bottom of the pyramid  Growing middle class  Rural marketing in India	Chalk & Talk, Case Study, PPT

							Factors responsible for the growth of Rural Market in India	
							International marketing environment	
	July	31	04	-	27	Nil	<p><b>Module-II: Understanding competition and Strategic Marketing</b></p> <p>Over review of Marketing Research- The importance of research in Strategic Planning Process-Types of research.</p> <p>Marketing Strategy: Definition and features</p> <p>Steps in Strategic marketing planning process</p> <p>SWOT Analysis</p> <p>Analyzing Competition</p> <p>Strategic Marketing with reference to Rural Marketing in India.</p>	<p>Chalk and talk, PPT, Case-study, Role Play</p> <p>Case studies, research surveys and review of business articles</p>
	Aug	31	04	02	24+01*	Nil	<b>Module-III: Product</b>	Chalk and talk, PPT, Case-study, Role Play

							<p>Definition, Product levels- customer value hierarchy</p> <p>Product classification: Based on durability and tangibility, Consumer goods</p> <p>Classification and industrial goods classification</p> <p>Product Life Cycle: Stages and features of each stage</p> <p>Product positioning: Meaning and importance</p> <p>New Product Development-Steps-New Product Development in Urban markets and rural markets</p>	<p>Case studies, you tube videos, debates &amp; group discussions Profiles of India Thinkers/Entrepreneurs / Pioneers</p>
	Sept	30	05	07	17	01	<p><b>Module-IV: Pricing</b></p> <p>Meaning and objectives of pricing</p> <p>Factors affecting pricing decisions</p> <p>Methods of pricing: Mark – up pricing, target – return pricing, and auction pricing</p>	<p>Chalk and talk, PPT, Case-study, Role Play</p> <p>Case studies of companies that are successful/failures in India and globally</p>

							Steps in pricing	
							Price related Marketing Strategies	
	Oct	31	04	08	-	19	REVISION LECTURES	
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>		
<b>2<sup>nd</sup> Term – 15<sup>th</sup> November 2019 to 30<sup>th</sup> April 2020</b>								
<b>II 2019</b>	Nov	30	04	12	14	Nil	<b>Module 1: Distribution and Logistics Management</b>  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	Chalk and talk, PPT Case-study, Role Play
	Dec	31	05	06	20	Nil	<b>Module 2: Promotion</b> Elements of promotion mix	Chalk and talk, PPT , Case-study ,Role Play

							<p>Objectives of promotion and marketing communication Factors affecting promotion mix decisions</p> <p>Steps in designing a marketing communication program</p> <p>Role of Social Media in marketing communication</p> <p>Integrated Marketing Communication</p>	
2020	Jan	31	04	-	27	Nil	<p><b>Module 3: Understanding Buyer Behavior</b></p> <p>Definition of Consumer, Buyer- Comparing consumer markets (individuals and households) with organizational buyers (Industrial/Business houses)</p> <p>Factors affecting consumer behavior</p> <p>Steps in consumer purchase decision process (with respect to high involvement and low involvement products)</p>	Chalk and Talk. PPT, Case Study

							Factors affecting organizational buyer behavior	
							Steps in organizational purchase decision process (with respect to different buying situations)	
	Feb	28	04	02	22	Nil	<b>Module 4: Marketing of services</b> <b>Rural Marketing</b>  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	05	02	18	06	REVISION LECTURES	
	April	30	04	04	-	22	-	-
	May	31	04	27	-	-		
	<b>SUBTOTAL</b>	<b>207</b>	<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	
	<b>GRAND TOTAL</b>	<b>365</b>	<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	

### **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-twomost-valuable-global-retailbrands/#.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 (Autonomous)**

**Department of Economics and Foundation Course  
Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Commerce**

**Program: B.Com**

**Course: Commerce III & IV**

**Semester: III & IV**

**Division: A-G**

**No. of lectures (per week): 3**

### **TEACHING OBJECTIVES:**

#### **Sem III (Management: Functions and Challenges)**

- To acquaint the learners with the basic concepts of Production Management, Inventory Management & Quality Management.
- To provide basic knowledge about Indian Financial Systems.
- To update the learners with the recent trends in Finance.
- To acquaint the learners with the basic concepts of Production Management,

#### **Sem IV (Management: Production & Finance)**

- Inventory Management & Quality Management.
- To provide basic knowledge about Indian Financial Systems.
- To update the learners with the recent trends in Finance.

### Teaching Plan for the Academic Year: 2019-20

Term dates: 1 <sup>st</sup> Term – 6 <sup>th</sup> June 2019 to 24 <sup>th</sup> Oct 2019								
Semester	Month	Number of days	Sundays	Holidays + Breaks	Teaching days	Exam Days	Topics Covered	Teaching Methodology/ Tools
<b>I 2019</b>	June	30	05	04	21	Nil	<ul style="list-style-type: none"> <li>• Management- Concept, Nature, Functions, Managerial Skills &amp; Competencies</li> <li>• Evolution of Management Thoughts Classical Approach: Scientific Management – F.W. Taylor’s Contribution, Classical Organisation Theory: Henri Fayol’s Principles Neo Classical: Human Relations Approach – Elton Mayo’s Hawthorne experiments</li> <li>• Modern Management Approach-Peter Drucker’s Dimensions of Management, Indian Management Thoughts: Origin &amp; Significance of Indian. Ethos to Management.</li> </ul>	Classroom teaching. Ppt presentation.
	July	31	04	-	27	Nil	<ul style="list-style-type: none"> <li>• Planning - Steps, Importance,</li> </ul>	Classroom teaching.

							<p>Components, Coordination – Importance</p> <ul style="list-style-type: none"> <li>• M.B.O -Process, Advantages, Management By Exception- Advantages;</li> </ul> <p>Management Information System- Concept, Components</p> <p>Decision Making - Techniques, Essentials of a Sound Decision Making, Impact of Technology on Decision Making.</p>	<p>Ppt presentation. Case study discussion (Newspaper articles)</p>
	Aug	31	04	02	24+01*	Nil	<ul style="list-style-type: none"> <li>• Organising-Steps, Organisation Structures – Features of Line &amp; Staff Organisation, Matrix Organisation, Virtual Organisation, Formalv/s Informal Organisation.</li> <li>• Departmentation -Meaning -Bases, Span of Management-Factors Influencing Span of Management, Tall and Flat Organisation.</li> <li>• Delegation of Authority- Process, Barriers to Delegation, Principles of Effective</li> </ul>	<p>Classroom teaching.</p>

							<ul style="list-style-type: none"> <li>Delegation.</li> <li>Decentralisation: Factors Influencing Decentralisation, Centralization v/s Decentralisation</li> </ul>	
	Sept	30	05	07	17	01	<ul style="list-style-type: none"> <li>Motivation – Concept, Importance, Influencing factors. Importance of Communication, Barriers to effective Communication</li> <li>Leadership- Concept, Functions, Styles, Qualities of a good leader.</li> <li>Controlling – Concept, Steps, Essentials of good control system, Techniques of Controlling -PERT, CPM, Budgetary Control, Management Audit.</li> </ul>	Classroom teaching.
	Oct	31	04	08	-	19		
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>		
<b>2<sup>nd</sup> Term – 15<sup>th</sup> November 2019 to 30<sup>th</sup> April 2020</b>								
<b>II 2019</b>	Nov	30	04	12	14	Nil	<ul style="list-style-type: none"> <li>Production Management: Objectives, Scope, Production Planning &amp; Control: Steps, Importance</li> <li>Production Systems: Concept, Types -</li> </ul>	Classroom teaching.

							<p>Continuous and Intermittent. Productivity: Concept, Factors influencing Productivity, Measures for improving Productivity.</p> <ul style="list-style-type: none"> <li>• Inventory Management- Objectives, Inventory Control- Techniques. Scientific Inventory Control System - Importance</li> </ul>	
	Dec	31	05	06	20	Nil	<ul style="list-style-type: none"> <li>• Introduction to Quality: Dimensions of Quality, Cost of Quality: Types – Internal Failure Cost, External Failure Cost, Appraisal Cost, Prevention Cost, Quality Circle: Features.</li> <li>• Quality Management Tools: TQM – Importance, Six Sigma – Process, ISO 9000 – Certification Procedure, Kaizen – Process</li> <li>• Service Quality Management: Importance, SERVQUAL Model, Measures to improve service quality.</li> </ul>	Classroom teaching. Case study discussion
<b>2020</b>	Jan	31	04	-	27	Nil	<ul style="list-style-type: none"> <li>• Indian Financial Market: Structure, Primary Market – IPO Procedure</li> </ul>	Classroom teaching.

							Dematerialization: Process, Role of 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.	
	Feb	28	04	02	22	Nil	•Mutual Funds- Advantages and Limitations, Types, Factors responsible for growth of mutual funds – Systematic Investment Plan.	Classroom teaching.
	March	31	05	02	18	06	• Commodity Market: Categories, Derivatives Market: Types, Participants, Types of Derivative Instruments. Start-up Ventures –Concept, Sources of Funding, Micro Finance – Importance, Role of Self Help Groups.	Classroom teaching.
	April	30	04	04	-	22	-	-
	May	31	04	27	-	-		
<b>SUBTOTAL</b>		<b>207</b>	<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	
<b>GRAND TOTAL</b>		<b>365</b>	<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	

**Key reference Books/Magazines/Reference Material:**

### **Semester III**

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

### **Semester IV**

- Production and Operations Management –Prof L.C. Jhamb, Event Publishing House.
- Production Planning & Control- Prof L.C. Jhamb, Event Publishing House
- Production & Operation Management (Text & Cases)- K. Ashwathappa & G.Sudeshana Reddy, Himalaya Publication.
- Launching New Ventures : An Enterpreneurial Approach-Kathleen R. Allen, Cengage Learning
- Essentials of Inventory Management-MaxMuller, Amacon Publishes
- Indian Financial System—Bharathi Pathiak, Pearson Publication
- Financial Institutions and Markets : Structure Growth & Innovations – L.M. Bhole , Jitendra Mahakad, Tata McGraw Hill.
- The Indian Financial System and Financial Market Operator-Vasant Desai, Himalaya Publishing
- Indian Financial System – M.Y. Khan, Tata McGraw –Hill
- Production and Operations Management –Anandkumar Sharma, Anmol Publication 📖 Mutual Funds in India: Emerging Issues-Nalini Prava Tripathy, Excel Books New Delhi.
- Start up Stand up: A step by step guide to Growing your Business, Nandini Vaidyanathan, Jaico Publishing House, Mumbai
- 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 (Autonomous)**

**Department of Economics and Foundation Course  
Teaching – Learning Plan for the Academic Year: 2019-20**

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

**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: 2019-20**

<b>Term dates: 1<sup>st</sup> Term – 6<sup>th</sup> June 2019 to 24<sup>th</sup> Oct 2019</b>								
<b>Semester</b>	<b>Month</b>	<b>Number of days</b>	<b>Sundays</b>	<b>Holidays + Breaks</b>	<b>Teaching days</b>	<b>Exam Days</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	Circular Flow of Income; Trade Cycles; Income Determination	1. Class room teaching 2. Case study
	July	31	04	-	27	Nil	Consumption Function; Investment function, Keynes' Theory	1. Class room teaching 2. Case study
	Aug	31	04	02	24+01*	Nil	Theories of Demand for Money, Inflation; Phillips Curve; Stagflation	1. Class room teaching 2. Case study
	Sept	30	05	07	17	01	IS-LM Model; Monetary Policy: Supply side economics; Revision	1. Class room teaching 2. Case study
	Oct	31	04	08	-	19	-	-
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>		
<b>2<sup>nd</sup> Term – 15<sup>th</sup> November 2019 to 30<sup>th</sup> April 2020</b>								
<b>II 2019</b>	Nov	30	04	12	14	Nil	Public Finance; Maximum Social Advantage	1. Class room teaching
	Dec	31	05	06	20	Nil	Public Revenue; Direct & Indirect Tax; Public Expenditure	1. Class room teaching 2. Newspaper articles
<b>2020</b>	Jan	31	04	-	27	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	1. Class room teaching 2. Newspaper articles
	March	31	05	02	18	06	Fiscal Federalism Revision	1. Class room teaching 2. Practice
	April	30	04	04	-	22	-	-
	May	31	04	27	-	-		
<b>SUBTOTAL</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>		
<b>GRAND TOTAL</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>		

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 (Autonomous)**

**Department of Economics and Foundation Course  
Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name:** Sudarshana Saikia, EVS Department, Eco-W, Eco-X, Eco-Y

**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: 2019-20**

**Term dates: 1<sup>st</sup> Term – 6<sup>th</sup> June 2019 to 24<sup>th</sup> Oct 2019**

<b>Semester</b>	<b>Month</b>	<b>Number of days</b>	<b>Sundays</b>	<b>Holidays</b>	<b>Teaching days</b>	<b>Exam Days</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	Human Rights Violations and Redressal; Constitutional provisions	1. Class room teaching 2. Group discussions
	July	31	04	-	27	Nil	Threats to the environment; Disaster Management; Human Rights issues in addressing disasters	1. Class room teaching 2. Newspaper articles 3. Case studies
	Aug	31	04	02	24+01*	Nil	Development of Science; Science and scientific temper	1. Class room teaching 2. G.D.s
	Sept	30	05	07	17	01	Soft Skills for Effective Interpersonal Communication; Understanding Issues of Right to Health and Education; Revision	1. Class room teaching 2. Newspaper articles 3. Practice Role Play
	Oct	31	04	08	-	19	-	-
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>		
<b>2<sup>nd</sup> Term – 15<sup>th</sup> November 2019 to 30<sup>th</sup> April 2020</b>								
<b>II 2019</b>	Nov	30	04	12	14	Nil	Rights of Citizens; RTI; PIL	1. Class room teaching 2. Newspaper articles
	Dec	31	05	06	20	Nil	Understanding approaches to ecology	1. Class room teaching
<b>2020</b>	Jan	31	04	-	27	Nil	Technology and Development; significant modern technologies	1. Class room teaching 2. Newspaper articles
	Feb	28	04	02	22	Nil	Modern technologies; Basic information on Competitive Exams	1. Class room teaching 2. Newspaper articles
	March	31	05	02	18	06	Urban - Rural Disparities in Development; Revision	1. Class room teaching 2.Practice
	April	30	04	04	-	22		
	May	31	04	27	-	-		
<b>SUBTOTAL</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>		
<b>GRAND TOTAL</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>		

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 (Autonomous)**

**Department of Economics and Foundation Course  
Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Commerce**

**Program: B.Com**

**Course: Business law I & II**

**Semester: III & VI**

**Division: A-G**

**No. of lectures (per week): 3**

### **TEACHING OBJECTIVES:**

#### **Semester III (Business Law – I)**

- To provide a conceptual study about the framework of Indian Business Laws.
- To orient students about the legal aspects of business.
- To make students aware about the legality of contract including property and goods
- To introduce students to E-Contract and RTI Act & To make student aware of banking regulation Act and IRDA

#### **Semester IV (Business Law – II)**

- To have a complete knowledge about Indian partnership Act.
- To familiarize the learners with consumer protection Act.
- To make student learn IT Act.
- Make students understand the importance of IPR Act

### Teaching Plan for the Academic Year: 2019-20

Term dates: 1 <sup>st</sup> Term – 6 <sup>th</sup> June 2019 to 24 <sup>th</sup> Oct 2019								
Semester	Month	Number of days	Sundays	Holidays + Breaks	Teaching days	Exam Days	Topics Covered	Teaching Methodology/ Tools
I 2019	June	30	05	04	21	Nil	Indian Contract Act – 1872 Part –I • Contract — Definition of Contract and Agreement, Essentials of Valid Contract, Classification of Contracts. • Offer and Acceptance — Rules of valid offer and acceptance, Counter offer, standing or open offer, distinguish between offer and invitation to offer. Concept of Communication and Revocation of offer and acceptance (sec. 3,5) • Capacity to Contract (S. 10-12) — Minor, Unsound Mind, Disqualified Persons. • Consideration (S. 2 & 25) — Concept and Importance of consideration, Legal rules of Consideration, Exceptions to the Rule, 'No Consideration No Contract' (Ss. 25)	Chalk and talk YouTube links

							<p>Unlawful Consideration (S 23)</p> <p>Indian Contract Act – 1872</p> <p>Part –II • Consent (Ss.13, 14-18, 39.53, 55, 66) Agreements in which consent is not free- Coercion, Undue Influence, Misrepresentation Fraud, Mistake. • Void Agreements (S. 24-30) — Concept, Void Agreements under Indian Contract Act. • Contingent Contract (S. 31), Quasi Contract (S.68-72), Concept of E-Contract&amp; Legal Issues in formation and discharge of E-Contract. Concept of Performance of Contract (S 37)</p>	
	July	31	04	-	27	Nil	<p>Modes of Discharge of Contract, Remedies on breach of Contract. (73-75)</p> <p>Special Contracts • Law of Indemnity &amp; Guarantee (Ss. 124-125, Ss. 126- 129, 132147) — Concept, Essentials elements of Indemnity and Guarantee, Contract of Indemnity vs. Guarantee, Modes of Discharge of Surety. • Law of Bailment</p>	Chalk and talk YouTube links



						<p>(S. 148, 152-154, 162, 172, 178, 178A, 179) — Concept, Essentials of Bailment, Kinds of Bailment, Rights and Duties of Bailor and Bailee • Law of Pledge — Concept, Essentials of valid Pledge, Lien - concept, Difference between Pledge and Lien, Rights of Pawnor &amp; Pawnee. (Ss.173, 174, 177) • Law of Agency (Ss. 182-185, 201-209) — Concept, Modes of creation of Agency, Modes of termination of Agency, Rights&amp; Duties of Principal and Agent. The Sales of Goods Act – 1930 Contract of Sale (S.2) – Concept, Essentials of contract of sale, Distinction between Sale and Agreement to sell (S.4) Distinguish between Sale and Hire Purchase Agreement, Types of Goods. Effects of destruction of Goods. (Ss. 6, 7, 8). Conditions &amp; Warranties (Ss. 11-25 &amp; 62, 63) – Concept, Distinguish between Conditions and Warranties, Implied</p>	
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							Conditions & Warranties, Concept of Doctrine of Caveat Emptor – Exceptions. Property – Concept, Rules of Transfer of property (Ss. 18-26)	
	Aug	31	04	02	24+01*	Nil	Unpaid Seller (Ss. 45-54, 55 & 56). Concept, Rights of an unpaid seller, Remedies for Breach of contract of Sale (Ss. 55-61), Auction sale – Concept, Legal Provisions. (S. 64) The Negotiable Instruments (Amended Act 2015) Negotiable Instruments – Concept (S13), Characteristics,	Chalk and talk YouTube links
	Sept	30	05	07	17	01	Classification of Negotiable Instruments (Ss. 11, 12, 1720, 42, 43, 104, 134, 135) Maturity of Instruments. Promissory Note and Bill of Exchange (Ss. 4, 5, 108116)- Concept, Essentials of Promissory Note, Bill of Exchange (Ss. 4,5), Essential features of promissory note and Bill of exchange, Kinds Promissory note	Chalk and talk YouTube links

							and Bill of exchange, Cheque (S.6)- Concept, Types & Crossing of Cheque – Concept & Penalties (Ss. 138, 139,142) Miscellaneous Provisions (S. 8-10, 22, 99-102, 134-137) – Parties to Negotiable instruments Holder, Holder in due Course, Rights & Privileges of Holder in due course, Payment in due course, Nothing & Protest (99-104A)	
	Oct	31	04	08	-	19		
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>		
<b>2<sup>nd</sup> Term – 15<sup>th</sup> November 2019 to 30<sup>th</sup> April 2020</b>								
<b>II 2019</b>	Nov	30	04	12	14	Nil	Indian Companies Act – 2013 Part - I Company – Concept, Features, Role of Promoters (S. 2(69) S. 92), Duties and liabilities of the Promoter Effects of Pre-Incorporation contracts, Consequences of nonregistration, and Lifting of Corporate Veil. Classification of Companies Distinction between Private Company and Public Company, Advantages and disadvantages of Private company and Public	Chalk and talk YouTube links

							Company. – Common Procedure for Incorporation of Company, Memorandum of Association (MOA) & Article of Association (AOA) – Concept, Clauses of MOA, AOAContents, Doctrine of constructive notice, Doctrine of Ultra Vires, Doctrine of Indoor Management. Prospectus – Concept, Kinds, Contents, Private Placement	
	Dec	31	05	06	20	Nil	Indian Companies Act – 2013, Part - II Member of a Company –Concept, who can become a member, Modes of acquiring membership, Cessation of membership, Right & Liabilities of Members. Director – Qualifications& Disqualification, Classification, Director Identification Number (DIN), Legal Position of Directors. Meetings – Types, Legal Provisions of Statutory Meeting, Annual General Meeting, Extra-Ordinary Meeting, Board	Chalk and talk YouTube links

							Meeting Indian Partnership Act – 1932 Partnership – Concept, Essentials, True Test of Partnership, Partnership Deed, Types of Partnership, Rights and Duties of Partners, Distinguish between Partnership & Hindu Undivided Family (HUF)	
<b>2020</b>	Jan	31	04	-	27	Nil	Dissolution – Concept, Modes of Dissolution, Consequences of Dissolution. Limited Liability Partnership (LLP) 2008 – Concept, Characteristics, Advantages & Disadvantages, Procedure for Incorporation. Extent of L.L.P.- Conversion of LLP, Mutual rights & duties of partners, Winding up of LLP, Distinction between LLP and Partnership. Consumer Protection Act, 1986 & Competition Act 2002 Consumer Protection Act – Concept, Objects, Reasons for enacting the Consumer Protection Act, Definition of Consumer, Consumer Dispute, Complaint, Complainant, Defect,	Chalk and talk YouTube links

							Deficiency, Consumer Dispute, Unfair Trade Practices, Goods and Services.	
	Feb	28	04	02	22	Nil	<p>Consumer Protection Councils &amp; Redressal Agencies – District, State &amp; National.</p> <p>Competition Act 2002 – Concept, Salient Features, Objectives &amp; Advantages.</p> <p>Abuse of Dominant Position, Competition Commission of India, Anti- Competition Agreements,</p> <p>Intellectual Property Rights</p> <p>12 Intellectual Property Right (IPR) – Concept, Nature, Introduction &amp; background of IPR in India. IPR relating to Patents – Concepts of Invention and discovery, Comparison (S2 (j)), Concept of Patents, General principles applicable to working of patented inventions, Term of Patent. Infringement of Patent Rights &amp; Remedies. (Ss. 104-115) IPR relating to Copyrights- Concept of Copyright (Ss. 14, 16, 54,) Concept of author and authorized acts, (S.2) Ownership of Copy right (S.17) Duration or term of</p>	Chalk and talk YouTube links

							<p>Copy right. (S. 22-27),  Original work and fair use,  Rights of Copyright holder,  Infringement of Copyrights &amp;  Remedies. (Ss. 51, 52)  IPR relating to Trademarks  –Concept, Functions of Trade  Mark, types, trademarks that cannot  be registered, Registration of Trade  Marks and rights of the proprietor  of Trade Marks. Procedure for  registration of Trade Marks.,  Infringement of Trademarks &amp;  Remedies.</p>	
	March	31	05	02	18	06	<p>Indian Companies Act – 2013 Part  - I Company – Concept, Features,  Role of  Promoters (S. 2(69) S. 92), Duties  and liabilities of the Promoter  Effects of  Pre Incorporation contracts,  Consequences of nonregistration,  and Lifting of Corporate Veil.  Classification of Companies  Distinction between Private  Company and Public Company,  Advantages and disadvantages of  Private company and Public  Company. – Common Procedure  for</p>	<p>Chalk and talk  YouTube links</p>

							Incorporation of Company, Memorandum of Association (MOA) & Article of Association (AOA) – Concept, Clauses of MOA, AOAContents, Doctrine of constructive notice, Doctrine of Ultra Vires, Doctrine of Indoor Management. Prospectus – Concept, Kinds, Contents, Private Placement	
	April	30	04	04	-	22	-	-
	May	31	04	27	-	-		
<b>SUBTOTAL</b>		<b>207</b>	<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	
<b>GRAND TOTAL</b>		<b>365</b>	<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	





S.P. Mandali's

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

**Department of Economics and Foundation Course  
Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Commerce**

**Program: B.Com**

**Semester: III & IV (SYBcom)**

**Course: Advertising I and II**

**Division: A-G**

**No. of lectures (per week): 3**

### **Course Objectives:**

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. It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising

**Teaching Plan for the Academic Year: 2019-20**

Term dates: 1 <sup>st</sup> Term – 6 <sup>th</sup> June 2019 to 24 <sup>th</sup> Oct 2019								
Semester	Month	Number of days	Sundays	Holidays + Breaks	Teaching days	Exam Days	Topics Covered	Teaching Methodology/ Tools
<b>I 2019</b>	June	30	05	04	21	Nil	<p><b>Introduction to Advertising</b></p> <ul style="list-style-type: none"> <li>• <b>Integrated Marketing Communications (IMC)</b>- Concept, Features, Elements, Role of advertising in IMC</li> <li>• <b>Advertising:</b> Concept, Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers.</li> <li>• <b>Classification of advertising:</b> Geographic, Media, Target audience and Functions.</li> </ul> <p><b>Ad Agency:</b> Features, Structure and services offered, Types of advertising agencies, Agency selection criteria</p>	Classroom teaching. Short quiz and case discussions <a href="http://www.afaqs.com">www.afaqs.com</a> Youtube reviews

	July	31	04	-	27	Nil	<p><b>Agency and Client:</b> Maintaining Agency  –Client relationship,  Reasons and ways of avoiding Client Turnover, Creative Pitch, Agency compensation</p> <p>• <b>Careers in advertising:</b> Skills required for a career in advertising, Various Career Options, Freelancing Career Options - Graphics, Animation, Modeling, Dubbing.</p> <p><b>Economic Aspects:</b> Effect of advertising on consumer demand, monopoly and competition, Price.</p>	Classroom teaching. Case study discussion Review of Newspaper articles
	Aug	31	04	02	24+01*	Nil	<p>• <b>Social aspects:</b> Ethical and social issues in advertising, positive and negative influence of advertising on Indian values and culture.</p> <p>• <b>Pro Bono/Social advertising:</b> Pro Bono Advertising, Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP),</p>	Classroom teaching. Debates

							Self-Regulatory body- Role of ASCI (Advertising Standard Council of India) <b>Brand Building:</b> The Communication Process, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises.	
	Sept	30	05	07	17	01	<b>Special purpose advertising:</b> Rural advertising, Political advertising-, Advocacy advertising, Corporate Image advertising, Green Advertising – Features of all the above special purpose advertising. <b>Trends in Advertising:</b> Media, Ad spends, Ad Agencies, Execution of advertisements	Classroom teaching. Review of articles and books on great brands
	Oct	31	04	08	-	19		
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>		
<b>2<sup>nd</sup> Term – 15<sup>th</sup> November 2019 to 30<sup>th</sup> April 2020</b>								
<b>II 2019</b>	Nov	30	04	12	14	Nil	<b>Traditional Media:</b> Print, Broadcasting, Out-Of-Home advertising and films advantages and limitations of all the above traditional media <b>• New Age Media:</b> Digital Media / Internet	Classroom teaching. You tube videos of award Winning campaigns

							Advertising – Forms, Significance and Limitations <ul style="list-style-type: none"> <li>• <b>Media Research:</b> Concept, Importance, Tool for regulation - ABC and Doordarshan Code</li> </ul>	
	Dec	31	05	06	20	Nil	<p><b>Advertising Campaign:</b> Concept, Advertising Campaign Planning -Steps</p> <p>Determining advertising objectives - DAGMAR model</p> <ul style="list-style-type: none"> <li>• <b>Advertising Budgets:</b> Factors determining advertising budgets, methods of setting advertising budgets, Media Objectives - Reach, Frequency and GRPs</li> <li>• <b>Media Planning:</b> Concept, Process, Factors considered while selecting media, Media Scheduling Strategies</li> </ul>	Classroom teaching. Case study discussion (Newspaper articles)
<b>2020</b>	Jan	31	04	-	27	Nil	<b>Creativity:</b> Concept and Importance,	Classroom teaching. Creativity

							Creative Process, Concept of Creative Brief, Techniques of Visualization <b>• Creative aspects:</b> Buying Motives Types, Selling Points- Features, Appeals – Types, Concept of Unique Selling Proposition (USP)	Workshops Create Ad Campaign Contests
	Feb	28	04	02	22	Nil	<b>Creativity through Endorsements:</b> Endorsers – Types, Celebrity Endorsements – Advantages and Limitations, High Involvement and Low Involvement Products  <b>Preparing print ads:</b> Essentials of Copywriting, Copy – Elements, Types, Layout- Principles, Illustration Importance.	Classroom teaching. Book Review of 100 Greatest Ad campaigns
	March	31	05	02	18	06	<b>Creating broadcast ads:</b> Execution Styles, Jingles and Music – Importance, Concept of Storyboard <b>Evaluation:</b> Advertising copy, Pre-testing and Post-testing of Advertisements – Methods and Objectives	Classroom teaching. Case studies of most famous television commercials
	April	30	04	04	-	22	-	-

	May	31	04	27	-	-		
<b>SUBTOTAL</b>		<b>207</b>	<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>		<b>28</b>
<b>GRAND TOTAL</b>		<b>365</b>	<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>		<b>48</b>

**Key reference Books/Magazines/Reference Material:**

1. Advertising and Promotion : An Integrated Marketing Communications Perspective George Belch and Michael Belch, 2015, 10<sup>th</sup> Edition, McGraw Hill Education
2. Contemporary Advertising, 2017, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education
3. Strategic Brand Management – Kevin Lane Keller, 4th Edition, 2013 – Pearson Education Limited
4. Kleppner’s Advertising Procedure – Ron Lane and Karen King, 18th edition, 2011 – Pearson Education Limited
5. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma –Prentice Hall
6. Advertising Management, 5th Edition, 2002 – Batra, Myers and Aaker – Pearson Education
7. Advertising Principles and Practice, 2012 - Ruchi Gupta – S.Chand Publishing
8. Brand Equity & Advertising- Advertising’s role in building strong brands, 2013- David A. Aker, Alexander L. Biel, Psychology Press
9. Brand Positioning – Strategies for Competitive Advantage, Subroto Sengupta, 2005, Tata McGraw Hill Publication.
10. The Advertising Association Handbook - J. J. D. Bullmore, M. J. Waterson, 1983 - Holt Rinehart & Winston
11. Integrated Advertising, Promotion, and Marketing Communications, Kenneth E. Clow and Donald E. Baack, 5th Edition, 2012 – Pearson Education Limited
12. Kotler Philip and Eduardo Roberto, Social Marketing, Strategies for Changing Public Behaviour, 1989, The Free Press, New York.
13. Confessions of an Advertising Man, David Ogilvy, 2012, Southbank Publishing
14. Advertising, 10<sup>th</sup> Edition, 2010 - Sandra Moriarty, Nancy D Mitchell, William D. Wells, Pearson



**S.P. Mandali's**

**R. A. Podar College of Commerce & Economics**

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name:**

**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 the media industry.

**Course Outcome:**

By the end of the course the students should be able to receive and analyse various media products critically and become interested in jobs or career in Media Industry.



Term dates: 1 <sup>st</sup> Term 6 <sup>th</sup> June 2019 to 24 <sup>th</sup> Oct 2019								
Sem	Month	No. of days	Sundays	Holidays + Breaks	Teaching days	Exam. Days	Topics Covered	Teaching Methodology/ Tools
<b>I 2019</b>	June	30	05	04	21	Nil	<p>Nature of Communication</p> <p>a. Definitions, elements and process of communication interpersonal, group and mass communication</p> <p>Concept of 'Mass Audience'</p>	Classroom teaching. Ppt presentation.
	July	31	04	-	27	Nil	<p>Modes - verbal and non-verbal</p> <p>Means – traditional, electronic, digital</p> <p>The process of mass communication</p> <p>Major types of newspapers and magazines</p> <p>Major formats of newspaper items</p>	Classroom teaching. Ppt presentation. Case study discussion (Newspaper articles)
	Aug	31	04	02	24+01*	Nil	<p>Barriers – physical, linguistic, psychological and cultural</p> <p>Features of mass communication</p> <p>Functions of mass communication: entertainment, surveillance, education, interpretation, persuasion,</p>	Classroom teaching.

							socialization, opinion building Its beginning in India Milestones in its technological advancement Major formats of radio programmes Major formats of TV programmes	
	Sept	30	05	07	17	01	Channels of mass communication: traditional folk media, print media, electronic media, new/digital media Its reach / total users at present (regional, special, demographic coverage) Its ownership, control and governance Major types of films Major web based social media/ networking sites	Classroom teaching, internet
	Oct	31	04	08	-	19		
	<b>TOTAL</b>	<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>		
	<b>SUBTOTAL</b>		<b>23</b>	<b>05 +18</b>	<b>90 + 01*</b>	<b>21</b>		
<b>2<sup>nd</sup> Term – 15<sup>th</sup> November 2019 to 30<sup>th</sup> April 2020</b>								
<b>II 2019</b>	Nov	30	04	12	14	Nil	Print media as an interpreter and a watchdog Radio as a patron of music Television and surveillance	Classroom teaching.

							Role of media in exposing anti-development elements Freedom of expression and Censorship	
	Dec	31	05	06	20	Nil	Television and its impact on the Indian family institution Television and Consumerism Role of media in strengthening democracy Role of media in education	Classroom teaching. Case study discussion (Newspaper articles)
<b>2020</b>	January	31	04	-	27	Nil	Films voicing social problems Social networking sites and mass campaigns Role of media in promoting government schemes The relationship between the media and the government	Classroom teaching.
	February	28	04	02	22	Nil	Media objectivity, including media bias and political leanings Objectionable advertising Major laws in India related to media	Classroom teaching.
	March	31	05	02	18	06	Career opportunities in Mass Media	Classroom teaching.
	April	30	04	04	-	22		
	<b>May</b>	31	04	27	-	-	-	
	<b>SUBTOTAL</b>	<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>		
	<b>GRAND TOTAL</b>	<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>		

\*15<sup>th</sup> August Independence Day

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

**Semester III & IV**

1. Corner, John. The Art of Record: A Critical Introduction to Documentary Manchester University Press, 1996.
2. Mehrotra, Rajiv. The Open Frame Reader: Unreeling the Documentary, Rupa & Company, 2006.
3. Nichols, Bill. Introduction to Documentary, Indiana University Press, 2001.
4. Fox, Broderick. Documentary Media: History, Theory, Practice, Allyn & Bacon, 2010.
5. Michie Susan, West Robert, Campbell Rona, Brown Jamie and Gainforth Heather. ABC of Behaviour Change Theories. Silverback Publishing, 2014.
6. McQuail, Denis. McQuail's Mass Communication Theory, Sage Publication, 2010.
7. Fortner, Robert S. The Handbook of Media and Mass Communication. Vol I, Wiley and Sons, 2014.
8. Noelle-Neumann, Elisabeth. The Spiral of Silence: The Public Opinion—Our Social Skills, University of Chicago Press, 1993.
9. Acharya, A.N. Television in India, Manas Publication, New Delhi, 1987.
10. Ahuja B.K. Mass Media Communication: Theory and Practice, Saurabh Publishing House, New Delhi, 2010
11. Ahuja, B.N. History of Press, Press Laws and Communication, Surjeet Pub, New Delhi 1989
12. Chattergy, P.C. Broadcasting In India, SAGE Publications Pvt. Ltd; Second edition Delhi, 1991.



**S.P. Mandali's**

**R. A. Podar College of Commerce & Economics**

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name:**

**Department: English**

**Course: Journalism I & II**

**Program: S.Y. B.Com**

**Semester: III & IV**

**No. of lectures (per week): 03**

**Division: G**

**TEACHING OBJECTIVES:**

**Sem III & IV Mass Communication**

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 Outcome:**

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

<b>Term dates: 1<sup>st</sup> Term 6<sup>th</sup> June 2019 to 24<sup>th</sup> Oct 2019</b>								
<b>Sem</b>	<b>Month</b>	<b>No. of days</b>	<b>Sundays</b>	<b>Holidays + Breaks</b>	<b>Teaching days</b>	<b>Exam. Days</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	What is news; Origin and development of the Indian Press	

							<p>Circulation dept</p> <p>News Agencies</p> <p>News Value, News Gathering, Readers' interest</p>	
July	31	04	-	27	Nil	<p>Major Press Laws in India: Adam's Regulations</p> <p>Press Syndicate</p> <p>Mechanical Departments</p> <p>qualities and aptitude necessary for a reporter,</p> <p>Types of reports, Writing of Reports</p>	<p>Classroom teaching.</p> <p>Ppt presentation.</p> <p>Case study discussion (Newspaper articles)</p>	
Aug	31	04	02	24+01*	Nil	<p>Vernacular Press Act; Press and Socio-Political issues in pre and post-Independence India</p> <p>Electronic Journalism</p> <p>Advertising, dept</p> <p>Basic principles of report drafting, Parts of a news report, 5Ws</p>	<p>Classroom teaching.</p>	
Sept	30	05	07	17	01	<p>Freedom Movement, Emergency and Violence in society</p> <p>Ethics in Journalism</p> <p>Editorial dept</p>	<p>Classroom teaching, internet</p>	

							Headline writing, Types of Leads, and Report writing	
	Oct	31	04	08	-	19		
	<b>TOTAL</b>	<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>		
	<b>SUBTOTAL</b>		<b>23</b>	<b>05 +18</b>	<b>90 + 01*</b>	<b>21</b>		
<b>2<sup>nd</sup> Term – 15<sup>th</sup> November 2019 to 30<sup>th</sup> April 2020</b>								
<b>II 2019</b>	Nov	30	04	12	14	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	Classroom teaching.
	Dec	31	05	06	20	Nil	role of the Editor, role of the News Editor, role of Chief Sub-editor, role of Sub-editors  length and suitable expression  Trend stories. Students are expected to learn how to write a feature on a contemporary topic  Types of Layout: Horizontal, Vertical Make up	Classroom teaching. Case study discussion (Newspaper articles)
<b>2020</b>	January	31	04	-	27	Nil	Compiling of data, Editing for Language and style  Circus Make up, Modular layout, Broadsheet layout	Classroom teaching.
	February	28	04	02	22	Nil	Editing for space, editing for correctness, editing for clarity  Tabloid layout, Fonts and Typography	Classroom teaching.

	March	31	05	02	18	06	Editing for space, editing for correctness, editing for clarity  Tabloid layout, Fonts and Typography.	Classroom teaching.
	April	30	04	04	-	22	Revision	
	May	31	04	27	-	-		
	<b>SUBTOTAL</b>	<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>		
	<b>GRAND TOTAL</b>	<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>		

\*15<sup>th</sup> August Independence Day

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

**Semester III & IV**

1. Shrivastava, K.M. News Reporting and Editing. Sterling Publishers Pvt. Ltd. 2008.
2. Krishnaswamy K.V. Writing and Editing. Orient BlackSwan Pvt. Ltd., 2011.
3. Bull, Andy. The NCTJ Essential Guide to Careers in Journalism. SAGE Publications Ltd, London, 2007.
4. King, Graham. Improve Your Writing skills. Collins, London, 2009.
5. Goodwin, Eugene. Groping for Ethics in Journalism. Iowa State Press, 1999.
6. Ames, Stevens. Elements of Newspaper Design. Praeger Publishers Inc., 1989. 7.
7. Ukonu, Michael D. News Editing and Design. Nsukka: Grand-Heritage Global Communications, 2013.
8. Wheeler, Sharon. Feature Writing for Journalists. Rutledge, 2005.
9. Kamath, M.V. Professional Journalism. Vikas Publication House Pvt Ltd, New Delhi, 1980.
10. Mencher, Melvin. Basic News Writing. Universal Book Stall, New Delhi, 1992.
11. Menon, P. K. Practical Journalism. Neha Publishers & Distributors, 2017.
12. Natrajan, J. History of India Journalism. Publication Division, Ministry of Information and Broadcasting, New Delhi, 1995. 13. Parthasarthy, Rangaswami. Here is the News! Reporting for the Media. Sterling Publication, New Delhi, 1994. 14. Gross Gerald and Sharada Prasad H. Y. Editors on Editing. National Book Trust, New Delhi, 2004





S.P. Mandali's

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

**Department of Economics and Foundation Course**  
**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Commerce**

**Program: B.Com**

**Course: Company Secretarial Practice**

**Semester: III & IV**

**Division: A-G**

**No. of lectures (per week): 3**

### **TEACHING OBJECTIVES:**

#### **Sem III (Management: Functions and Challenges)**

- To acquaint the learners with the basic concepts of Production Management, Inventory Management & Quality Management.
- To provide basic knowledge about Indian Financial Systems.
- To update the learners with the recent trends in Finance.
- To acquaint the learners with the basic concepts of Production Management,

#### **Sem IV (Management: Production & Finance)**

- Inventory Management & Quality Management.
- To provide basic knowledge about Indian Financial Systems.
- To update the learners with the recent trends in Finance.

**Teaching Plan for the Academic Year: 2019-20**

Term dates: 1 <sup>st</sup> Term – 6 <sup>th</sup> June 2019 to 24 <sup>th</sup> Oct 2019								
Semester	Month	Number of days	Sundays	Holidays + Breaks	Teaching days	Exam Days	Topics Covered	Teaching Methodology/ Tools
<b>I 2019</b>	June	30	05	04	21	Nil	<b>Module 1 Introduction to Company</b> • Introduction to Company – Features, Types -As per Company’s Act, 2013. • Company Secretary – Qualities, Qualifications, Appointment procedure, Resignation & Removal.	Classroom teaching. Ppt presentation.
	July	31	04	-	27	Nil	Role of Company Secretary–Rights, Responsibilities, Liabilities of Company Secretary, Career options of Company Secretary.	Classroom teaching. Ppt presentation. Case study discussion (Newspaper articles)
	Aug	31	04	02	24+01*	Nil	<b>Module 2 Company Secretary Practices</b> • Advisory Services – Role of Company Secretary as an advisor to Chairman, Secretary as an liaison officer between the (a) Company and Stock Exchange (b)	Classroom teaching.

							<p>Company and Depository Participants (c) Company and Register of Companies (ROC).</p> <ul style="list-style-type: none"> <li>Representation Services of Company</li> </ul> <p>Secretary at different forums- Company Law Board, Consumer Forum, SEBI, Arbitration &amp; conciliation services, Cyber Law compliance, Secretarial Standards – Advantages, Secretarial Standards by ICSI, Secretarial Standards -1- 10. Secretarial Audit – Procedure and Stages, Need and Importance, Scope.</p>	
	Sept	30	05	07	17	01	<p><b>Module 3 Company Documentation and Formation</b></p> <ul style="list-style-type: none"> <li>Memorandum of Association (MOA) - Clauses, Alteration of MOA, Ultra Vires.</li> <li>Articles of Association (AOA) – Contents,</li> <li>Prospectus – Statement in Lieu of Prospectus, Contents, Misleading Prospectus.</li> <li>Company Formation –Stages, Secretarial Duties at each stage in public company and private company.</li> <li>Conversion &amp;</li> </ul>	Classroom teaching

							Reconversion of Private and Public Company – Secretarial Procedure.	
	Oct	31	04	08	-	19	<b>Module 4 Secretarial Correspondence</b> <ul style="list-style-type: none"> <li>• Correspondence– Shareholders, Debenture Holders, Registrar of Companies, Stock Exchange &amp; penalties thereon</li> <li>• Correspondence with SEBI, Company Law Board and penalties thereon, Role of technology in Secretarial Correspondence</li> <li>• Specimens– Letter to shareholders - Rights Issue, Bonus Issue, Letter to ROCA Alteration of MOA/ AOA, Letter to Stock Exchange –Listing of shares, Letters to Government- Reconversion/Conversion, Letter to Bank – Overdraft Facility</li> </ul>	Classroom Teaching
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>		
<b>2<sup>nd</sup> Term – 15<sup>th</sup> November 2019 to 30<sup>th</sup> April 2020</b>								
<b>II 2019</b>	Nov	30	04	12	14	Nil	<b>Module 1 Management of Companies</b> <ul style="list-style-type: none"> <li>• Directors –</li> </ul>	Classroom teaching.

							<p>Appointment, Duties, Role, Directors Report, Director Identification Number (DIN).</p> <ul style="list-style-type: none"> <li>• Types of Directors, Role of CEO, Non- Executive Directors, Independent Director</li> <li>• Auditor- Appointment, Duties, Rights &amp; Powers, Audit report.</li> </ul>	
	Dec	31	05	06	20	Nil	<p><b>Module 2 Company Meetings</b></p> <ul style="list-style-type: none"> <li>• Types of Company meeting, Secretarial Duties – Before, During and after company meeting – Annual General Meeting, Extraordinary General Meeting, Board Meeting.</li> </ul>	Classroom teaching. Case study discussion (Newspaper articles)
2020	Jan	31	04	-	27	Nil	<ul style="list-style-type: none"> <li>• Notices, agenda, Chairman, Quorum&amp; Proxy – Concept and Statutory Provisions</li> <li>• Motion, Resolution, Minutes – Concept, Types Voting, Minutes – Concept, Methods.</li> </ul>	Classroom teaching.
	Feb	28	04	02	22	Nil	<p><b>Module 3 Dematerialization and Online Trading</b></p> <ul style="list-style-type: none"> <li>• Dematerialization – Need and Importance, Secretarial Duties, Procedures, Participants.</li> <li>• Online Trading – Concept, Advantages &amp; Disadvantages, Bombay Stock Exchange Online Trading (BOLT), BOSS.</li> </ul>	Classroom teaching.

							Listing of securities – Procedure, Advantages, Secretarial Duties, Scripts – Types.	
	March	31	05	02	18	06	<b>Module 4 Reports and Winding Up</b> <ul style="list-style-type: none"> <li>• Company Reports – Types, Secretarial Duties with regard to payment of dividend, Interest, Charges &amp; penalties.</li> <li>• Winding up of a Company – Procedure, &amp; Statutory Provisions, Secretarial role in winding up. Specimen – Notice &amp; Agenda of Annual General Meeting, Notice &amp; Agenda of Board Meeting prior to Annual General Meeting, Resolution for appointment of Company Secretary, Special Resolution for alteration of Memorandum of Association, Minutes of Board Meeting prior to Annual General Meeting, Minutes of Annual General Meeting.</li> </ul> REVISION LECTURES	Classroom teaching.
	April	30	04	04	-	22	-	-

	May	31	04	27	-	-		
<b>SUBTOTAL</b>		<b>207</b>	<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>		<b>28</b>
<b>GRAND TOTAL</b>		<b>365</b>	<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>		<b>48</b>

### Key reference Books/Magazines/Reference Material:

#### Semester III

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

#### Semester IV

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

# **R. A. Podar College of Commerce & Economics**

## **Teaching – Learning Plan for the Academic Year: 19-20**

### **Teaching – Learning Plan for the Academic Year: 19-20**

#### **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..

<b>Sem</b>	<b>Month</b>	<b>Number of days</b>	<b>Sundays</b>	<b>Holidays</b>	<b>Teaching days</b>	<b>Exam. Days</b>	<b>No. of Working days</b>	<b>Topics Covered</b>	<b>Teaching Aids</b>
V	June	30	5	4	21	NIL	21	1. Preparation of Final	PPT, Case



<b>Term 19-20</b>								Accounts of Companies 2. Internal Reconstruction	Study, MS. Word, MS Excel
	July	31	4		27	NIL	27	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	7	17	1	18	1. Buyback of Shares 2. Investment Accounting 3. Ethics, Principles and Conventions. 4. Revision.	PPT, Case Study, MS. Word, MS Excel
	October	31	4	8	-	19	19		PPT, Case Study, MS. Word, MS Excel
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+1</b>	<b>20</b>	<b>109 + 1</b>		
<b>VI Term 19-20</b>	November	30	4	12	14	NIL	14	1. AS – 14 - Amalgamation, Absorption & External Reconstruction. 2. Accounting of Transactions of Foreign Currency	PPT, Case Study, MS. Word, MS Excel
	December	31	5	6	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		27	NIL	27	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. 3. Accounting for Limited Liability Partnership, Revision.	PPT, Case Study, MS. Word, MS Excel

	March	31	5	2	18	6	24	1. Accounting for Limited Liability Partnership, Revision.	PPT, Case Study, MS. Word, MS Excel
	April	30	4	4	NIL	22	22	1. Examination	
	May	31	4	27	NIL	4	4		
<b>SUBTOTAL</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>		
<b>GRAND TOTAL</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+1</b>	<b>48</b>	<b>238+1</b>		

### 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: 19-20**

**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
<b>V Term 19-20</b>	June	30	5	4	21	NIL	21	1. Introduction to Cost Accounting 2. Material Cost	PPT, Case Study, MS. Word, Ms EXcel
	July	31	4		27	NIL	27	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	7	17	1	18	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	8	-	19	19	1. Classification of Cost Cost Sheet Reconciliation of Cost and Financial Account and Revision	PPT, Case Study, MS. Word, Ms Excel
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+1</b>	<b>20</b>	<b>109 + 1</b>		
<b>VI Term 19-20</b>	November	30	4	12	14	NIL	14	1. Cost Control Accounts 2. Contract Costing	PPT, Case Study, MS. Word, Ms Excel
	December	31	5	6	20	NIL	20	3. Cost Control Accounts Contract Costing	PPT, Case Study, MS. Word, Ms Excel
	January	31	4		27	NIL	27	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	5	2	18	6	24	1. Some Emerging concepts of Cost Accounting, Revision 2. Examination	PPT, Case Study, MS. Word, Ms Excel
	April	30	4	4	NIL	22	22	1. Examination	PPT, Case Study, MS. Word, Ms Excel
	May	31	4	27	NIL	4	4		
<b>SUBTOTAL</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>		

<b>GRAND TOTAL</b>	<b>365</b>	<b>52</b>	<b>74</b>	<b>191+1</b>	<b>48</b>	<b>238+1</b>		
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### **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: 19-20**

**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
<b>V Term 19-20</b>	June	30	5	4	21	NIL	21	1. Basic Terms Scope of Total Income & Residential Status	PPT, Case Study, Word, MS. EXcel
	July	31	4		27	NIL	27	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	7	17	1	18	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	8	-	19	19	1. Preparation of Income Tax Return for E-Filing	PPT, Case Study, Word, MS. EXcel
<b>SUBTOTAL</b>	<b>153</b>	<b>22</b>	<b>21</b>	<b>89+1</b>	<b>20</b>	<b>109 + 1</b>			
<b>VI Term 19-20</b>	November	30	4	12	14	NIL	14	1. Introduction 2. Levy and Collection of Tax	PPT, Case Study, Word, MS. EXcel
	December	31	5	6	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		27	NIL	27	1. Input Tax Credit & Payment of Tax	PPT, Case Study, 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	5	2	18	6	24	1. Pre-requisites for E-Filing of GST Returns 2. Revision	PPT, Case Study, MS. Word, Ms Excel
	April	30	4	4	NIL	22	22	1. Examination	PPT, Case Study, MS. Word, Ms Excel
	May	31	4	27	NIL	4	4		
<b>SUBTOTAL</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>		
<b>GRAND TOTAL</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+1</b>	<b>48</b>	<b>238+1</b>		

#### 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 (Autonomous)**

**Department of Economics and Foundation Course  
Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Commerce**

**Program: B.Com**

**Semester: V & VI**

**Course: Commerce V & VI (MHRM)**

**Division: A-G**

**No. of lectures (per week): 3**

**Teaching Plan for the Academic Year: 2019-20**

Term dates: 1 <sup>st</sup> Term – 6 <sup>th</sup> June 2019 to 24 <sup>th</sup> Oct 2019								
Semester	Month	Number of days	Sundays	Holidays + Breaks	Teaching days	Exam Days	Topics Covered	Teaching Methodology/ Tools
I 2019	June	30	05	04	21	Nil	<p><b><u>Introduction to Marketing</u></b></p> <ul style="list-style-type: none"> <li>• <u>Marketing, Concept</u>, Features, Importance, Functions, Evolution, Strategic v/s Traditional Marketing</li> <li>• <u>Marketing Research - Concept, Features, Process</u> <u>Marketing Information System</u> Concept, Components</li> <li><u>Data Mining- Concept, Importance</u></li> <li>• <u>Consumer Behavior- Concept, Factors influencing Consumer Behavior</u> <u>Market Segmentation- Concept, Benefits, Bases of market segmentation</u></li> <li><u>Customer Relationship Management- Concept , Techniques</u> Market Targeting- Concept, Five patterns of Target market Selection.</li> </ul>	Classroom Teaching
	July	31	04	-	27	Nil	<p><b><u>Marketing Decisions I</u></b></p> <ul style="list-style-type: none"> <li>• <u>Marketing Mix- Concept, Product- Product</u></li> </ul>	Classroom teaching. Ppt presentation.

							<p>Decision Areas Product Life Cycle-  Concept,  Managing stages of PLC Branding-  Concept, Components Brand  Equity- Concept, Factors  influencing Brand Equity</p> <ul style="list-style-type: none"> <li>•Packaging- Concept, Essentials of  a good package Product  Positioning Concept, Strategies of  Product Positioning  Service Positioning- Importance &amp;  Challenges</li> <li>•Pricing- Concept, Objectives,  Factors influencing Pricing,  Pricing Strategies</li> </ul>	
	Aug	31	04	02	24+01*	Nil	<p><b><u>Marketing Decisions</u></b></p> <ul style="list-style-type: none"> <li>• Physical Distribution-  Concept, Factors influencing  Physical Distribution, Marketing  Channels (Traditional &amp;  Contemporary Channels)  Supply Chain  Management-Concept,  Components of SCM</li> <li>• Promotion- Concept,  Importance,  Elements of Promotion mix  Integrated Marketing  Communication</li> </ul>	<p>Classroom teaching.  Ppt presentation. Case  study discussion  (Newspaper articles)</p>

							(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.	
	Sept	30	05	07	17	01	<p><b><u>Key Marketing Dimensions</u></b></p> <ul style="list-style-type: none"> <li>• Marketing Ethics: Concept, Unethical practices in marketing, General role of consumer organizations Competitive Strategies for Market Leader, Market Challenger, Market Follower and Market Nicher</li> <li>• Rural Marketing- Concept, Features of Indian Rural Market, Strategies for Effective Rural Marketing</li> <li>Digital Marketing-Concept, trends in Digital Marketing</li> <li>Green Marketing- concept, importance</li> <li>• Challenges faced by Marketing Managers in 21st Century</li> <li>Careers in Marketing – Skill sets required for effective marketing</li> </ul>	Classroom teaching.

							Factors contributing to Success of brands in India with suitable examples, Reasons for failure of brands in India with suitable examples.	
	Oct	31	04	08	-	19		
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>		
<b>2<sup>nd</sup> Term – 15<sup>th</sup> November 2019 to 30<sup>th</sup> April 2020</b>								
<b>II 2019</b>	Nov	30	04	12	14	Nil	<b><u>Human Resource Management</u></b> <ul style="list-style-type: none"> <li>• Human Resource Management – Concept, Functions, Importance, Traditional v/s Strategic Human Resource Management</li> <li>• Human Resource Planning- Concept</li> </ul> Steps in Human Resource Planning Job Analysis-Concept, Components, Job design- Concept, Techniques	Classroom teaching.
	Dec	31	05	06	20	Nil	Recruitment- Concept, Sources of Recruitment Selection - Concept, process, Techniques of E-selection. <b><u>Human Resource Development</u></b> <ul style="list-style-type: none"> <li>• Human Resource Development-Concept, functions</li> </ul> Training- Concept, Process of identifying training and	Classroom teaching. Case study discussion (Newspaper articles)

							development needs, Methods of Training & Development (Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In, basket, management games) Evaluating training effectiveness- Concept, Methods.	
2020	Jan	31	04	-	27	Nil	<ul style="list-style-type: none"> <li>• Performance Appraisal- Concept, Benefits, Limitations, Methods Potential</li> <li>Appraisal-Concept, Importance</li> <li>• Career Planning- Concept, Importance</li> <li>Succession Planning- Concept, Need Mentoring- Concept, Importance Counseling- Concept, Techniques.</li> <li><b><u>Human Relations</u></b></li> <li>• Human Relations- Concept, Significance</li> <li>Leadership –Concept, Transactional &amp; Transformational Leadership</li> <li>Motivation- Concept, Theories of Motivation, (Maslow’s Need Hierarchy</li> </ul>	Classroom teaching.

							<p>Theory, Vroom's Expectancy Theory,  McGregor's Theory X and Theory Y,  Pink's Theory of Motivation)</p> <ul style="list-style-type: none"> <li>•Employees Morale- Concept, Factors affecting Morale, Measurement of Employees Morale</li> </ul> <p>Emotional Quotient and Spiritual Quotient- Concept, Factors affecting EQ &amp; SQ.</p>	
	Feb	28	04	02	22	Nil	<p>Employee Grievance- Causes, Procedure for Grievance redressal  Employee welfare measures and Health &amp; Safety Measures.</p> <p><b><u>Trends In Human Resource Management</u></b></p> <ul style="list-style-type: none"> <li>• HR in changing environment: Competencies- concept, classification</li> </ul> <p>Learning organizations- Concept, Creating an innovative organization, Innovation culture- Concept, Need, Managerial role.</p>	Classroom teaching
	March	31	05	02	18	06	<ul style="list-style-type: none"> <li>• Trends in Human Resource Management, Employee Engagement- Concept, Types Human resource</li> </ul>	Classroom teaching.

							Information System (HRIS) – Concept, Importance, Changing patterns of employment. •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	
	April	30	04	04	-	22	-	-
	May	31	04	27	-	-		
<b>SUBTOTAL</b>		<b>207</b>	<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	
<b>GRAND TOTAL</b>		<b>365</b>	<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	

Key reference Books/Magazines/Reference Material:

**Semester V**

- Phillip Kotler. ( 2005) Marketing Management, Englewood cliffs, Prentice Hall, NJ
- Richard M. S Wilson, Colin gilligam, Strategic Marketing Management, Viva BooksPvt. Ltd.,2003.
- Walker –Boyd, Larreche , Marketing Strategies –Planning Implementations, TataMacgraw 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 TataMcGrawHill.
- 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

## Semester 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 –NewDelhi, 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.
- AswathappaK., 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, 5thEdn. 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. Pearsons Education, New Delhi



S.P. Mandali's

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

**Department of Economics and Foundation Course  
Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: BM**

**Program: B.Com**

**Course: BM V & VI**

**Semester: V & VI (TYBcom)**

**Division: E**

**No. of lectures (per week): 3**

### **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: 2019-20**

Term dates: 1 <sup>st</sup> Term – 6 <sup>th</sup> June 2019 to 24 <sup>th</sup> Oct 2019								
Semester	Month	Number of days	Sundays	Holidays + Breaks	Teaching days	Exam Days	Topics Covered	Teaching Methodology/ Tools
I 2019	June	30	05	04	21	Nil	<b>Module-I Introduction to Management</b> – Definition and Characteristics and Principles <ul style="list-style-type: none"> <li>• Functions of Management in a typical business organization — Levels of management and managerial competencies.</li> <li>• 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.</li> </ul>	Classroom teaching. Ppt presentation.
	July	31	04	-	27	Nil	<b>Module-II Planning</b> Planning, forecasting, decision making and problem solving • Nature, characteristics, merits and limitations of planning. •	Classroom teaching. Ppt presentation.

							<p>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</p> <p><b>Module-III Organizing as a Managerial Function</b></p> <p>Definition and Process of organizing</p> <ul style="list-style-type: none"> <li>• Organization</li> <li>• Departmentalization - concepts and types of Departmentalization appropriate for different business organization</li> </ul> <p>Formal organizations – Functional, SBU, Matrix, Committees</p>	
	Aug	31	04	02	24+01*	Nil	<ul style="list-style-type: none"> <li>• Informal organizations– Relevance and Importance • Authority, responsibility, accountability and span of control - Graicunas Theory –</li> <li>• Wide/Narrow Span Suitability -Tall/Flat Organizations</li> </ul>	Classroom teaching. Ppt presentation. Case study discussion (Newspaper articles)

							<ul style="list-style-type: none"> <li>Organizational hierarchy – charts</li> <li>Delegation of authority and decentralization</li> <li>Emergence of virtual organization – merits and limitations</li> </ul>	
	Sept	30	05	07	17	01	<b>Module-IV Staffing</b> 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	Classroom teaching.
	Oct	31	04	08	-	19	Revision Lectures Mock Test Term End Exam	
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>		
<b>2<sup>nd</sup> Term – 15<sup>th</sup> November 2019 to 30<sup>th</sup> April 2020</b>								
<b>II 2019</b>	Nov	30	04	12	14	Nil	<b>Module-1 Directing and Leading</b> Directing – Concept- nature- importance principles	Classroom teaching.

							<ul style="list-style-type: none"> <li>• Effective Communication for directing &amp; leading- Barriers to communication in organisations. Ethical Issues in using social media for communication</li> <li>• Role of a leader in business organisations – Qualities of a good leader</li> <li>• Styles of leadership</li> <li>• Developing an effective leader: Tannenbaum-Schmidt Leadership Continuum– Robert House’s Path Goal Theory</li> </ul>	
	Dec	31	05	06	20	Nil	<ul style="list-style-type: none"> <li>• Transactional and Transformational leaders</li> <li>• Personality Trait or Leadership Trait</li> <li>• Leadership and Morals - Managing with Power, Responsibility – Ethical Aspects of Effective Leadership</li> </ul> <p><b>Module-2 Co-ordination &amp; Motivation</b> Co-ordination as the essence of management</p>	Classroom teaching. Case study discussion (Newspaper articles)

							<ul style="list-style-type: none"> <li>• Co-ordination vs Co-operation vs Conciliation</li> <li>• Team Building Approach– Meaning-Challenges</li> <li>• Motivation – Meaning and Importance</li> <li>• Financial and Non-Financial Motivators</li> </ul> <p>Theories</p>	
2020	Jan	31	04	-	27	Nil	<p><b>Module-3 Controlling and Information Management</b></p> <ul style="list-style-type: none"> <li>• Definition and Steps in Controlling</li> <li>• Strategic and Operational Controlling Techniques</li> <li>• Requirements of an effective control system</li> <li>• Flow of information in a typical organization – Need for managing information</li> <li>• Designing and developing modern MIS-ERP</li> </ul>	Classroom teaching.
	Feb	28	04	02	22	Nil	<p><b>Module-4 Contemporary Issues in Management</b> Challenges in organizational growth and development – management perspective</p> <ul style="list-style-type: none"> <li>• Change Management</li> </ul>	Classroom teaching.

							<ul style="list-style-type: none"> <li>• Importance of Time Management and tools for effective time management</li> <li>• Addressing diversity due to human resource mobility</li> </ul> Conflict management - Negotiation Skills	
	March	31	05	02	18	06	REVISION LECTURES  MOCK TEST  Term End Exam	
	April	30	04	04	-	22	-	-
	May	31	04	27	-	-		
<b>SUBTOTAL</b>		<b>207</b>	<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	
<b>GRAND TOTAL</b>		<b>365</b>	<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	

**Key reference Books/Magazines/Reference Material:**

**Semester 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, TataMacGraw 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 TataMcGrawHill.
- 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



## Semester 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, Quarum 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 –NewDelhi, 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.
- AswathappaK., 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, 5thEdn. 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. Pearsons Education, New Delhi



**S.P. Mandali's**

**R. A. Podar College of Commerce & Economics**  
**Teaching – Learning Plan for the Academic Year: 2019-20**

**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
<b>V Term 19-20</b>	June	30	5	4	21	NIL	21	<ul style="list-style-type: none"> <li>Basics of Financial management, Balance Sheet, Profit and loss Accounts</li> <li>Introduction to Financial Management</li> </ul>	PPT, Case Study, MS. Word, MS Excel
	July	31	4		27	NIL	27	<ul style="list-style-type: none"> <li>Study of Financial Statements</li> </ul>	PPT, Case Study, MS. Word, MS Excel
	August	31	4	2	25	NIL	24 + 1 (Independence Day)	<ul style="list-style-type: none"> <li>Ratio Analysis</li> <li>Cash Flow Analysis</li> </ul>	PPT, Case Study, MS. Word, MS Excel
	September	30	05	7	17	1	18	<ul style="list-style-type: none"> <li>Sources of Finance</li> <li>Cash Flow Analysis</li> </ul>	PPT, Case Study, MS. Word, MS Excel
	October	31	4	8	-	19	19	<ul style="list-style-type: none"> <li>Cash Flow Analysis</li> </ul>	PPT, Case Study, MS. Word, MS Excel
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+1</b>	<b>20</b>	<b>109 + 1</b>		
<b>VI Term 19-20</b>	November	30	4	12	14	NIL	14	<ul style="list-style-type: none"> <li>Capital Budgeting and Evaluation techniques</li> </ul>	<ul style="list-style-type: none"> <li>Capital Budgeting and Evaluation techniques</li> </ul>
	December	31	5	6	20	NIL	20	1) Working Capital Management	<ul style="list-style-type: none"> <li>Working Capital Management</li> </ul>
	January	31	4		27	NIL	27	<ul style="list-style-type: none"> <li>Cash Management and Marketable</li> <li>Securities Receivable Management</li> </ul>	<ul style="list-style-type: none"> <li>Cash Management and Marketable</li> <li>Securities Receivable Management</li> </ul>
	February	28	4	2	22	NIL	22	1) Basic Principles of Cost Accounting	<ul style="list-style-type: none"> <li>Basic Principles of Cost Accounting</li> </ul>
	March	31	5	2	18	6	24	1. Revision	<ul style="list-style-type: none"> <li>Capital Budgeting and</li> </ul>

									Evaluation techniques
	April	30	4	4	NIL	22	22	1. Examination	
	May	31	4	27	NIL	4	4		
<b>SUBTOTAL</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>		
<b>GRAND TOTAL</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+1</b>	<b>48</b>	<b>238+1</b>		



S.P. Mandali's

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

**Department of Economics and Foundation Course  
Teaching – Learning Plan for the Academic Year: 2019-20**

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

**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. Analyse 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: 2019-20**

Term dates: 1 <sup>st</sup> Term – 6 <sup>th</sup> June 2019 to 24 <sup>th</sup> Oct 2019								
Semester	Month	Number of days	Sundays	Holidays + Breaks	Teaching days	Exam Days	Topics Covered	Teaching Methodology/ Tools
<b>I 2019</b>	June	30	05	04	21	Nil	Overview of New Economic Policy-1991; Sustainable Development Goals; Foreign Investment Policy Measures	1. Class room teaching 2. Economic Survey discussion
	July	31	04	-	27	Nil	National Agricultural Policy 2000 Agricultural pricing; Agricultural Marketing Development	1. Class room teaching 2. Newspaper articles
	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	07	17	01	Banking and Insurance Industry; Money and Capital Market; Revision	1. Class room teaching 2. Newspaper articles
	Oct	31	04	08	-	19	-	-
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>		
2 <sup>nd</sup> Term – 15 <sup>th</sup> November 2019 to 30 <sup>th</sup> April 2020								
<b>II 2019</b>	Nov	30	04	12	14	Nil	Comparative Cost Theory; Terms of Trade; Gains from trade	1. Class room teaching 2. Newspaper articles
	Dec	31	05	06	20	Nil	Free Trade and Protection Tariff and Non-Tariff Barriers	1. Class room teaching 2. Newspaper articles
<b>2020</b>	Jan	31	04	-	27	Nil	BOP, disequilibrium in BOP WTO Agreements; Foreign exchange	1. Class room teaching 2. Newspaper articles
	Feb	28	04	02	22	Nil	Equilibrium Exchange Rate –Purchasing Power Parity theory	1. Class room teaching 2. Newspaper articles
	March	31	05	02	18	06	Managed flexible exchange rate system of India Revision	1. Class room teaching 2. Practice
	April	30	04	04	-	22	-	-
	May	31	04	27	-	-		
<b>SUBTOTAL</b>		<b>207</b>	<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	
<b>GRAND TOTAL</b>		<b>365</b>	<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	

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. Rudder Datt K.P.M Sundharam – Indian Economy S. Chand Eco 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 (Autonomous)**

**Department of Economics and Foundation Course  
Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name:** Ms. Kavita Jajoo

**Program:** B.Com

**Course:** Psychology of Human Behaviour at Work -I&II

**Semester:** I&II (T.Y.B.Com)

**Division:** B-F

**No. of lectures (per week):** 3

### **TEACHING OBJECTIVES:**

- Understand the scientific foundations of Organisational Behaviour
- Identify personal dimensions of personality and attitudes.
- Understand the applications of Motivation concepts in Industry.
- Understand the evolving concept of leadership



**Teaching Plan for the Academic Year: 2019-20**

**Term dates: 1<sup>st</sup> Term – 6<sup>th</sup> June 2019 to 24<sup>th</sup> Oct 2019**

<b>Semester</b>	<b>Month</b>	<b>Number of days</b>	<b>Sundays</b>	<b>Holidays + Breaks</b>	<b>Teaching days</b>	<b>Exam Days</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	Sem V Topics-E-content development	1. Class room teaching 2. Assignment 3. YouTube Videos, Notes, Group discussion sample questions
	July	31	04	-	27	Nil	Unit 1 completed with revision. Unit 2 started	1. Class room teaching 2. Assignment 3. YouTube Videos, Notes, Group discussion sample questions
	Aug	31	04	02	24+01*	Nil	Unit 2 completed with revision and doubt clearing session Unit 3 started	1. Class room teaching 2. Case study 3. Class test 4. YouTube Videos, Notes, Group discussion sample questions
	Sept	30	05	07	17	01	Unit 3 completed with revision. Unit 4 started	1. Class room teaching 2. Case study & Assignment 3. YouTube Videos, Notes, Group discussion sample questions

	Oct	31	04	08	-	19	-	
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>		
<b>2<sup>nd</sup> Term – 15<sup>th</sup> November 2019 to 30<sup>th</sup> April 2020</b>								
<b>II 2019</b>	Nov	30	04	12	14	Nil	Unit 1 completed with revision. Unit 2 started	1. Class room teaching 2. Assignment 3. YouTube Videos, Notes, Group discussion sample questions
	Dec	31	05	06	20	Nil	Unit 2 completed with revision and doubt clearing session Unit 3 started	1. Class room teaching 2. Case Study 3. YouTube Videos, Notes, Group discussion sample questions
<b>2020</b>	Jan	31	04	-	27	Nil	Unit 3 completed with revision. Unit 4 started	1. Class room teaching 2. Class Test 3. YouTube Videos, Notes, Group discussion sample questions
	Feb	28	04	02	22	Nil	Unit 4 completed. Revision taken and doubt clearing session for all the topics	1. Class room teaching 2. Case Study & Assignment 3. YouTube Videos, Notes, Group discussion sample questions
	March	31	05	02	18	06	Revision	1. Practice
	April	30	04	04	-	22	-	-
	May	31	04	27	-	-	-	-
<b>SUBTOTAL</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>		

<b>GRAND TOTAL</b>	<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>		
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**R.A. PODAR College**  
of  
**Commerce and Economics,**  
**Matunga, Mumbai.**  
**Autonomous**

**ACADEMIC CELL**

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name:**

- |                        |
|------------------------|
| 1) Mr. S Natarjan      |
| 2) Ms. Lohita R. Ardhi |

**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: 1<sup>st</sup> Term – 17<sup>th</sup> June 2019 to 5<sup>th</sup> Nov 2019**

<b>Sem</b>	<b>Month</b>	<b>No. of days</b>	<b>Sundays</b>	<b>Holidays + Breaks</b>	<b>Teaching days</b>	<b>Exam Days</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I</b> <b>2019</b>	June	30	04	NIL	22	NIL	<b>1. Data Communication</b> Component, Data representation, Distributed processing (Concepts only). <b>2. Network Basics and Infrastructure</b>	

						<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><b>Internet</b></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><b>3. Database and MySQL</b></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 &amp; 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 (TABLE, COLUMN, DATABASES statements), PRIMARY KEY FOREIGN KEY (One and more columns) Simple Validity checking using CONSTRAINTS</p>	Chalk, Computer ppt, talk, Practical work
Aug	31	04	02	25	Nil	<p><b>Simple queries:</b> The SELECT statement (From, Where, Group By, Having, Order By, Distinct, Filtering Data by using</p>	Chalk, Computer ppt, talk,

						<p>conditions. Simple and complex conditions using logical, arithmetic and relational operators (=, !=, &lt;, &gt;, AND, OR, NOT, LIKE) Aggregate Functions – count, sum, avg, max, min.</p> <p>Multi-table queries: Simple joins (INNER JOIN), SQL considerations for <b>multi table queries</b> (table aliases, qualified column names, all column selections self joins).</p> <p><b>Nested Queries</b> (Only up to two levels) :Using sub queries, sub query search conditions, sub queries &amp; joins, nested sub queries, correlated sub queries, sub queries in the HAVING clause. Simple Transaction illustrating START, COMMIT, and ROLLBACK</p>	Practical work
Sept	30	04	08	18	NIL	<p><b>Spreadsheets:</b></p> <p>a) Creating and Navigating worksheets and adding information to worksheets</p> <ul style="list-style-type: none"> <li>• Types of data, entering different types of data such as texts, numbers, dates, functions.</li> <li>• Quick way to add data Auto complete, Autocorrect, Auto fill, Auto fit. Undo and Redo.</li> <li>• Moving data, contiguous and noncontiguous selections, Selecting with keyboard. Cut-Copy, Paste. Adding and moving columns or rows. Inserting columns and rows.</li> <li>• Find and replace values. Spell check.</li> <li>• Formatting cells, Numbers, Date, Times, Font, Colors, Borders, Fills.</li> <li>Multiple Spreadsheets</li> <li>• Adding, removing, hiding and renaming worksheets.</li> <li>• Add headers/Headers to a Workbook. Page breaks, preview.</li> <li>• Creating formulas, inserting functions, cell references, Absolute, Relative (within a worksheet, other worksheets and other workbooks).</li> <li>c) Functions</li> <li>• Financial functions: FV, PV, PMT, PPMT, IPMT, NPER, RATE</li> <li>• Mathematical and statistical functions. ROUND, ROUNDDOWN, ROUNDUP, CEILING, FLOOR, INT, MAX, MIN, MOD, SQRT, ABS, SUM, COUNT, AVERAGE</li> <li>d) Data Analysis</li> <li>• Sorting, Subtotal.</li> <li>• Pivot Tables- Building Pivot Tables, Pivot</li> </ul>	Chalk, Computer ppt, talk, Practical work

							Table regions, Rearranging Pivot Table.	
	Oct	31	5	2+6 (Diwali Break)	NIL	18		
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>18</b>	<b>90</b>	<b>18</b>		

## 2<sup>nd</sup> Term – 26<sup>th</sup> November 2019 to 4<sup>th</sup> May 2020

<b>II 2019</b>	Nov	30	04	12 (Term break)	14	Nil	<b>E-commerce:</b> 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, E-tailer, 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, digital checking. i) How an Online credit card transaction works. SET protocol. j) Limitation of E-commerce. k) M-commerce (Definition and Features).	Chalk, Computer ppt,talk, Practical work
	Dec	31	05	07 (Winter break)	19	Nil	<b>Advanced Spread Sheet:</b> 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	Chalk, Computer ppt, talk, Practical work



							IF, Nested IF, COUNTIF, SUMIF, AVERAGEIF • String functions LEFT, RIGHT, MID, LEN, UPPER, LOWER, PROPER, TRIM, FIXED	
2020	Jan	31	04	01 (Winter break)	25	Nil	<b>Advanced Spread Sheet:</b> 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	<b>Visual Basic:</b> 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	Chalk, Computer ppt, talk, Practical work

							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.	
	March	31	04	03	24	Nil	<b>Exam Days</b>	
	April	30	05	02	-	23	<b>Exam Days and Assessments</b>	
	May	31	04	23 (Summer break)	-	04		
	<b>SUBTOTAL</b>	<b>207</b>	<b>29</b>	<b>08 + 47 (Break)</b>	<b>96</b>	<b>27</b>		
	<b>GRAND TOTAL</b>	<b>365</b>	<b>52</b>	<b>13 + 65 (Break)</b>	<b>186+ 01*</b>	<b>48</b>		

**EXPECTED LEARNING OUTCOMES-** Students are evolving and showing enthusiasm in the lectures as well as in practicals.

**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: 19-20**

**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
<b>V Term 19-20</b>	June	30	5	4	21	NIL	21	1. Basic Terms Scope of Total Income & Residential Status	PPT, Case Study, MS. Word, Ms EXcel
	July	31	4		27	NIL	27	1. Heads of Income	PPT, Case Study, MS. Word, Ms EXcel
	August	31	4	2	25	NIL	24 + 1 (Independence Day)	1. Heads of Income Deduction from Total Income	PPT, Case Study, MS. Word, Ms EXcel
	September	30	05	7	17	1	18	1. Computation of Total Income for Individual and Tax thereon for individual 2. Preparation of Income Tax Return for E- Filing	PPT, Case Study, MS. Word, Ms EXcel
	October	31	4	8	-	19	19	1. Preparation of Income Tax Return for E- Filing	PPT, Case Study, MS. Word, Ms EXcel
<b>SUB TOT AL</b>	<b>153</b>	<b>22</b>	<b>21</b>	<b>89+1</b>	<b>20</b>	<b>109 + 1</b>			

<b>VI Term 19-20</b>	November	30	4	12	14	NIL	14	1. Introduction 2. Levy and Collection of Tax	PPT, Case Study, MS. Word, Ms Excel
	December	31	5	6	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		27	NIL	27	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	5	2	18	6	24	1. Pre-requisites for E-Filing of GST Returns 2. Revision	PPT, Case Study, MS. Word, Ms Excel
	April	30	4	4	NIL	22	22	1. Examination	PPT, Case Study, MS. Word, Ms Excel
	May	31	4	27	NIL	4	4		
	<b>SUBTOTAL</b>	<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>		
	<b>GRAND TOTAL</b>	<b>365</b>	<b>52</b>	<b>74</b>	<b>191+1</b>	<b>48</b>	<b>238+1</b>		

**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 (Autonomous)**

**Department of Economics and Foundation Course  
Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Commerce**

**Program: B.Com**

**Course: Export Marketing**

**Semester: V & VI**

**Division: A-G**

**No. of lectures (per week): 3**

### **TEACHING OBJECTIVES:**

The aim of the course is to provide an understanding of the export marketing concept as an important managerial function within the domain of small and medium-sized firms.

- (i) familiarize students with the nature of international markets and marketing decisions;
- (ii) provide an understanding of the major marketing tools and techniques in the context of exporting activities of small and medium-sized firms;
- (iii) make students aware of the role that these tools and techniques play in helping practising export marketing managers perform their organizational tasks;
- (iv) provide students with an opportunity to analyze export marketing problems and issues of managerial importance.

**Teaching Plan for the Academic Year: 2019-20**

Term dates: 1 <sup>st</sup> Term – 6 <sup>th</sup> June 2019 to 24 <sup>th</sup> Oct 2019								
Semester	Month	Number of days	Sundays	Holidays + Breaks	Teaching days	Exam Days	Topics Covered	Teaching Methodology/ Tools
I 2019	June	30	05	04	21	Nil	<b>Module – I Basics of Export Marketing:</b> 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 exports of India (since 2015); Region-wise India’s Export Trade (since 2015)	lecture method with blackboard illustration
	July	31	04	-	27	Nil	<b>Module – II Global Framework for Export Marketing</b> a) Trade barriers; Types of Tariff Barriers and Non-Tariff barriers;	lecture method with blackboard illustration



							<p>Distinction between Tariff and Non-Tariff barriers</p> <p>b) Major Economic Groupings of the World; Positive and Negative Impact of Regional Economic Groupings;</p> <p>Agreements of World Trade Organisation (WTO)</p> <p>c) Need for Overseas Market</p> <p>Research; Market Selection Process,</p> <p>Determinants of Foreign Market Selection</p>	
	Aug	31	04	02	24+01*	Nil	<p><b>Module – III India’s Foreign Trade Policy</b></p> <p>a) Foreign Trade Policy (FTP) 201520 - Highlights and Implications, Export Trade facilitations and ease of doing business as per the new FTP</p> <p>b) Role of Directorate General of Foreign Trade (DGFT), Negative list of Exports, Deemed Exports</p> <p>c) Benefits to Status Holders &amp; Towns of Excellence; Common benefits for EHTP, BTP and STP; Benefits enjoyed by (IIAs)</p> <p>Integrated</p>	

							Industrial Areas(SEZ), EOU, AEZ	
	Sept	30	05	07	17	01	<b>Module – IV Export Incentives and Assistance</b> 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) c. Schemes - Export Promotion Capital Goods (EPCG) Scheme,	Case study of successful intrapreneurs and entrepreneurs

							Duty Exemption and Remission Schemes, Export Advance Authorisation Scheme; Duty Drawback (DBK); IGST Refund for Exporters	
	Oct	31	04	08	-	19		
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>		
<b>2<sup>nd</sup> Term – 15<sup>th</sup> November 2019 to 30<sup>th</sup> April 2020</b>								
<b>II 2019</b>	Nov	30	04	12	14	Nil	<b>Module – I Product Planning and Pricing Decisions for Export Marketing</b> 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	Classroom Teaching
	Dec	31	05	06	20	Nil	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	Classroom Teaching

							<b>Module –II Export Distribution and Promotion</b> a) Factors influencing Distribution Channels; Direct and Indirect Exporting Channels; Distinction between Direct and Indirect Exporting Channels	
2020	Jan	31	04	-	27	Nil	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; <b>Module – III Export Finance</b> a) Methods of Payment In export marketing; Procedure to open Letter of Credit, Types and Benefits of Countertrade.	Classroom Teaching
	Feb	28	04	02	22	Nil	b) Features of Pre-shipment and Post-shipment finance; Procedure to obtain Export Finance; Distinction between Pre-shipment Finance and Post Shipment Finance.	Classroom Teaching

							<p>c) Role of Commercial Banks, EXIM Bank, SIDBI in financing exporters; Role of ECGC</p> <p><b>Module – IV Export Procedure and Documentation:</b></p> <p>a. Registration with different authorities; Pre-shipment Procedure involved in Exports; Procedure of Quality Control and Pre-shipment Inspection;</p>	
	March	31	05	02	18	06	<p>b. Shipping and Custom Stage Formalities; Role of Clearing &amp; Forwarding Agent; Post-shipment Procedure for Realisation of Export Proceeds; Procedure of Export under Bond and Letter of Undertaking. (LUT)</p> <p>c. Importance of - Commercial Invoice cum Packing list, Bill of Lading/ Airway Bill, Shipping Bill/Bill of Export, Consular Invoice, Certificate of Origin</p>	
	April	30	04	04	-	22	-	-
	May	31	04	27	-	-		

<b>SUBTOTAL</b>	<b>207</b>	<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	
<b>GRAND TOTAL</b>	<b>365</b>	<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	

### **EXPECTED LEARNING OUTCOMES:**

- Develop an Export Business Plan.
- Identify existing local, state, and federal exporting resources.
- Demonstrate an understanding of cultural diversity in the Export Business Plan.
- Describe the role that governments play in international business transactions.
- Demonstrate, using the Export Business Plan, how domestic marketing strategies are impacted and may have to change, when doing business on an international scale.

### **REFERENCES**

1. International Marketing : Analysis & Strategy: SakOnkvist, John J. Shaw, Prentice Hall, 2. International Marketing-Dana –NicoletaLascu, Biztantra , New Delhi.
3. International Marketing – Francis Cherunilam – Himalaya Publishing House, Mumbai.
4. International Marketing Management – An Indian Perspective – R. L. Varshney and B. Bhattacharya, Sultan Cha & Sons.
5. International Marketing – P. K. Vasudeva – Excel Books, New Delhi.
6. Pepsi Handbook of India Exports – Global Business Press, New Delhi
7. Export Import procedure- documentation and logistics, C Rama Gopal, New age Publication
8. Export Management – P. K. Khurana – Galgotia Publishing Company, New Delhi.
9. Export Management – T. A. S. Balagopal – Himalaya Publishing House, Mumbai.
10. Export Management – D. C. Kapoor – Vikas Publishing House Pvt. Ltd., New Delhi
11. New Import Export Policy - Nabhi Publications
12. EXIM Policy & Handbook of EXIM Procedure – VOL I & II
13. A Guide on Export Policy Procedure & Documentation– Mahajan
14. How to Export – Nabhi Publications
15. WTO and Indian perspective: JayantaBagchi, Eastern Law houses,
16. WTO and India : A critical study of its first decade : JK Mittal, D.Raju, New Era Law Publication

17. International Business: Environment and Operations, Danoes, John D. Radebaugh, Lee H., and Daniel P. Sullivan 12th ed., Prentice Hall, 2009.

**REVIEW/FEEDBACK QUESTIONS**

Students are strongly encouraged to take part in case study discussions and, also, raise and comment on issues of interest in class. It should be remembered that sharing their observations and experiences about the topic discussed has enhance understanding and facilitate dissemination of ideas in class.



S.P. Mandali's

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

**Department of Economics and Foundation Course  
Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Tejashree Patankar**

**Program: B.Com**

**Semester: V and VI**

**Course: Marketing Research**

**Division: E and F**

**No. of lectures (per week): 3**



**Teaching Plan for the Academic Year: 2019-20**

Term dates: 1 <sup>st</sup> Term – 6 <sup>th</sup> June 2019 to 24 <sup>th</sup> Oct 2019								
Semester	Month	Number of days	Sundays	Holidays + Breaks	Teaching days	Exam Days	Topics Covered	Teaching Methodology/ Tools
I 2019	June	30	05	04	21	Nil	Marketing Research definition, Features, functions, significance of Marketing Research in marketing decision making, limitation of marketing research. Steps in Marketing Research, ethics in marketing research, career options in Marketing Research, Qualities of good marketing research professional *Marketing Information system Definition, components, essentials of good MIS, concept of Decision Support System –Components importance. Data Mining –Concept, Importance	Case-Study, Power point presentation
	July	31	04	-	27	Nil	Research Design Concept, Importance, type. Hypothesis-Concept, type	Case-Study, Power point presentation,
	Aug	31	04	02	24+01*	Nil	Questionnaire Concept, types of questions, steps in the preparation of questionnaire, essentials of a good questionnaire.	Case-Study, Power point presentation,

							<p>Sample- Concept, terms in sampling, techniques of sampling, essentials of good sampling.</p> <p>*Primary data-concept, merits, demerits, methods</p> <p>*Secondary data Concept, merits, demerits, sources</p> <p>*Qualitative and Quantitative research concept, features, Qualitative V/s quantitative research. Integrating technology in data collection, methods ((online surveys, hand held devices, text messages, social networking), importance.</p>	
	Sept	30	05	07	17	01	<p>*Stages in Data processing, Editing meaning, objectives, Types. Coding- Meaning, guidelines. Classification-Meaning, methods Tabulation-Meaning, Methods. Data Analysis and Interpretation Data Analysis-Meaning, steps, Use of statistical tools (SPSS, SAS MS Excel, MINITAB)</p> <p>*Data Interpretation – Meaning, importance, stages, Report writing –</p>	Case-Study, Power point presentation

							Concept, types, contents, essentials, use of visual aids in research report.	
	Oct	31	04	08	-	19		
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>		
<b>2<sup>nd</sup> Term – 15<sup>th</sup> November 2019 to 30<sup>th</sup> April 2020</b>								
<b>II 2019</b>	Nov	30	04	12	14	Nil	<b>Applications of Marketing Research-I</b> a. Product Research- concept, areas, steps in new product development Product Testing & Test Marketing concept, methods b. Brand Research concept, components of a Brand, importance of brand research Packaging Research- concept, importance c. Price Research- concept, factors influencing pricing, importance of price research, methods of price research	Case-Study, Power point presentation, Field –study and encourage for filed survey
	Dec	31	05	06	20	Nil	<b>2 Applications of Marketing</b>	Case-Study, Power point

							<p><b>Research-II</b></p> <p>a. Physical Distribution research-concept, types of distribution channels, Supply Chain Management concept, components of supply chain management, importance of physical distribution research</p> <p>b. Promotion Research- concept, elements of promotion, importance of promotion research Advertising Research-concept, scope, pre-&amp; post testing methods of advertising effectiveness</p> <p>c. Consumer Research- concept, objectives, methods Motivation Research concept, importance</p>	<p>presentation, Field –study and encourage for filed survey</p>
2020	Jan	31	04	-	27	Nil	<p><b>3 Applications of Marketing Research-III</b></p> <p>a. Sales Research concept, significance, scope/areas</p> <p>b. Rural Marketing Research-concept, features of Indian rural market, sources of data, research</p>	<p>Case-Study, Power point presentation, Field –study and encourage for filed survey</p>

							tools, do's and don'ts in rural Marketing Research c. Global Marketing Research-concept, factors affecting Global Marketing, need and scope of Global Marketing Research	
	Feb	28	04	02	22	Nil	<b>4. Managing Marketing Research</b> a. Organizing Marketing Research activity factors involved in organizing Marketing Research activity, methods of organizing Marketing Research activity, In house marketing department, -structure, merits, demerits. b. Professional Marketing Research agencies structure merits, demerits, professional standards	Case-Study, Power point presentation, Field –study and encourage for filed survey
	March	31	05	02	06	06	c. Prominent Marketing Research agencies- HTA, ORG, IMRB, NCAER, Nielson.	Case-Study, Power point presentation, Field –study and encourage for filed survey
	April	30	04	04	-	22	-	-
	May	31	04	27	-	-		
<b>SUBTOTAL</b>		<b>207</b>	<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	

<b>GRAND TOTAL</b>	<b>365</b>	<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	
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**EXPECTED LEARNING OUTCOMES: Introduce about the basic concept of the Marketing research so that the next the students can use this basic research tool for research as their research project**

**LIST OF ANY THREE KEY REFERENCE BOOKS/MAGAZINES/REFERENCE MATERIAL:**

1. Marketing Research by – Naresh Malhotra
2. Strategic Market Research: A Guide to Conducting Research that Drives Businesses (2010) by Anne E. Beall.
3. Market Research in Practice: How to Get Greater Insight from Your Market (2013) by Paul N Hague, Nicholas Hague, and Carol-Ann Morgan



S.P. Mandali's

## R. A. Podar College of Commerce & Economics

ACADEMIC CELL

Teaching – Learning Plan for the Academic Year: 2019-20

**Teacher's Name:** Hemant Solanki                      **Department:** Math and Statistics                      **Program:** B.Com

**Course:** Element of operation Research                      **Semester:** V and VI                      **Division:**                      **No. of lectures (per week):** 3

### 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

<b>Term dates: 1<sup>st</sup> Term – 10<sup>th</sup> June 2019 to 5<sup>th</sup> Nov 2020</b>								
<b>Sem</b>	<b>Month</b>	<b>No. of days</b>	<b>Sundays</b>	<b>Holidays + Breaks</b>	<b>Teaching days</b>	<b>Exam. Days</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2018</b>	June	20	03	-	15	Nil	Introduction of Statistics\Research, Application in Business Research, Application in Business/ Replacement Theory	chalk,Blackboard,Marker,white board
	July	31	04	02	24 + 01*	Nil	Replacement Theory / Transportation Problem	chalk,Blackboard,Marker,white board
	Aug	31	04	01 + 04 (Midterm break)	20	Nil	Transportation Problem/ Linear Programming Problems	chalk,Blackboard,Marker,white board
	Sept	30	04	02	08	17	Linear Programming Problems	chalk,Blackboard,Marker,white board
	Oct	05	01	-	-	04	Theory Exam/ Revision	chalk,Blackboard,Marker,white board
			<b>158</b>	<b>23</b>	<b>05 +18 (Break)</b>	<b>90 + 01*</b>	<b>21</b>	
<b>SUBTOTAL</b>		<b>158</b>	<b>23</b>	<b>05 +18 (Break)</b>	<b>90 + 01*</b>	<b>21</b>		



2 <sup>nd</sup> Term – 26 <sup>th</sup> November 2019 to 4 <sup>th</sup> May 2020									Nov
<b>II 2018</b>	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	
<b>2019</b>	Feb	29	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		
	<b>208</b>	<b>29</b>	<b>08 + 47 (Break)</b>	<b>96</b>	<b>27</b>				
	<b>SUBTOTAL</b>	<b>366</b>	<b>52</b>	<b>13 + 65 (Break)</b>	<b>186+ 01*</b>	<b>48</b>			

\*15<sup>th</sup> August Independence Day

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

# **Teaching Plans**

## **BMS**



S.P. Mandali's

## **R. A. Podar College of Commerce & Economics**

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name:Ms. DivyaLalwani. Department BMS Program:FY BMS**

**Course:Business CommunicationI 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<sup>st</sup> Term – June 2019 to October 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Theory of Communication	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		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	
	Sept	30	05	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

\*15<sup>th</sup> August Independence Day

**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: 2019-20**

**Teacher's Name:Ms. Vinita Fernandas 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<sup>st</sup> Term – June 2019 to October 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Introduction to Economic	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		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 / Market structure: Perfect competition Imperfect Competition / Pricing	
	Sept	30	05	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts  2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	

	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

\*15<sup>th</sup> August Independence Day

**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: 2019-20**

**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<sup>st</sup> Term – June 2019 to October 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Contract Act, 1872 & Sale of Goods Act, 1930	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		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)/ Company Law	
	Sept	30	05	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

\*15<sup>th</sup> August Independence Day

**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: 2019-20**

**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<sup>st</sup> Term – June 2019 to October 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Introduction to Statistics, Measures of Dispersion, Linear Regression	Chalk , white board, Practical question
	July	31	04	-	27	Nil	27	-		Measures of Dispersion, and Linear Regression	Chalk , white board, Practical question
	Aug	31	04	02	24+01*	Nil	24+01*	-		Probability and Decision Theory /Time Series and Index Number.	Chalk , white board, Practical question
	Sept	30	05	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	Chalk , white board, Practical question
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break		Chalk , white board, Practical question
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

\*15<sup>th</sup> August Independence Day

**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: 2019-20**

**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 enable learners articulate their views on the contemporary social issues.

**Term dates: 1<sup>st</sup> Term – June 2019 to October 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Indian Society – Unity in Diversity and conflicts	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		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	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

\*15<sup>th</sup> August Independence Day



**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: 2019-20**

**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: 1<sup>st</sup> Term – June 2019 to October 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Understanding of Human Nature	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		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	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Exam/ Revision	
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

\*15<sup>th</sup> August Independence Day

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

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



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## **R. A. Podar College of Commerce & Economics**

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**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<sup>st</sup> Term – June 2019 to October 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Introduction to Accounting	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		Accounting Transactions	PPT , Case Study, video
	Aug	31	04	02	24+01*	Nil	24+01*	-		Depreciation Accounting & Trial Balance/ Final Account	
	Sept	30	05	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Exam/ Revision	
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

\*15<sup>th</sup> August Independence Day

**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: 2019-20**

**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 teach the formats of letter writing



**Term dates: 2<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology / Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sundays)	15 <sup>th</sup> Nov re-opens	Presentation Skills	PPT , Case Study, video
	Dec	31	05	06	20	Nil	20	06 days(including 01 Sunday) (26/12 to 1/01 Winter break)		Group Communication	PPT , Case Study, video
<b>2020</b>	Jan	31	04	-	27	Nil	27	-		Business Correspondence	PPT , Case Study, video
	Feb	28	04	02	22	Nil	22	-		Language and Writing Skills	PPT , Case Study, video
	March	31	05	02	18	06	24	-	24 <sup>th</sup> March exam starts	Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				

**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.



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## **R. A. Podar College of Commerce & Economics**

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Mr. Yogesh Kumar Vaishya    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<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sundays)	15 <sup>th</sup> Nov re-opens	Introduction to Business Environment	PPT , Case Study, video
	Dec	31	05	06	20	Nil	20	06 days(including 01 Sunday) (26/12 to 1/01 Winter break)		Political and Legal environment	PPT , Case Study, video
<b>2020</b>	Jan	31	04	-	27	Nil	27	-		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	05	02	18	06	24	-	24 <sup>th</sup> March exam starts	Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				

**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



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## **R. A. Podar College of Commerce & Economics**

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**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: 2<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sundays)	15 <sup>th</sup> Nov re-opens	Elementary Financial Mathematics	PPT , Case Study, video
	Dec	31	05	06	20	Nil	20	06 days(including 01 Sunday) (26/12 to 1/01 Winter break)		Matrices and Determinants	PPT , Case Study, video
<b>2020</b>	Jan	31	04	-	27	Nil	27	-		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	05	02	18	06	24	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				

**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: 2019-20**

**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<sup>st</sup> Term – November 2019 to March 2020**

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	Remarks	Topics Covered	Teaching Methodology/ Tools
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sundays)	15 <sup>th</sup> Nov re-opens	Globalization and Indian Society	PPT , Case Study, video
	Dec	31	05	06	20	Nil	20	06 days(including 01 Sunday) (26/12 to 1/01 Winter break)		Human Rights	PPT , Case Study, video
<b>2020</b>	Jan	31	04	-	27	Nil	27	-		Understanding oneself	PPT , Case Study, video
	Feb	28	04	02	22	Nil	22	-		Stress and conflict management	PPT , Case Study, video
	March	31	05	02	18	06	24	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				

**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,
- NarinderKaur ,Anmol Pub. (1995)





S.P. Mandali's

## **R. A. Podar College of Commerce & Economics**

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name:Ms. DivyaLalwani 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<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sundays)	15 <sup>th</sup> Nov re-opens	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)		Marketing Environment, Research and Consumer Behavior	PPT , Case Study, video
<b>2020</b>	Jan	31	04	-	27	Nil	27	-		Marketing Mix	PPT , Case Study, video
	Feb	28	04	02	22	Nil	22	-		Segmentation, Targeting and Positioning and Trends In Marketing	PPT , Case Study, video
	March	31	05	02	18	06	24	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				

**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.



S.P. Mandali's

## **R. A. Podar College of Commerce & Economics**

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**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: 2<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sundays)	15 <sup>th</sup> Nov re-opens	Laws Related to Industrial Relations .	PPT , Case Study, video
	Dec	31	05	06	20	Nil	20	06 days(including 01 Sunday) (26/12 to 1/01 Winter break)		Laws Related to Health, Safety and Welfare	PPT , Case Study, video
<b>2020</b>	Jan	31	04	-	27	Nil	27	-		Law related to Social Security	PPT , Case Study, video
	Feb	28	04	02	22	Nil	22	-		Laws Related To Compensation Management	PPT , Case Study, video
	March	31	05	02	18	06	24	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				

**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
- Industrial Law, Mr. N.D. Kapoor, Sultan Chand



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## **R. A. Podar College of Commerce & Economics**

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**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: 2<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sundays)	15 <sup>th</sup> Nov re-opens	Nature of 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 Decision Making	PPT , Case Study, video
<b>2020</b>	Jan	31	04	-	27	Nil	27	-		Organizing	PPT , Case Study, video
	Feb	28	04	02	22	Nil	22	-		Directing, Leadership, Co-ordination and Controlling	PPT , Case Study, video
	March	31	05	02	18	06	24	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				

**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
- Essentials of Management, Koontz II & W, Mc. Graw Hill, New York



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

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: DivyaLalwani      Department: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 career opportunities in advertising.



**Term dates: 1<sup>st</sup> Term – June 2019 to October 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Introduction to Advertising, Budget, Evaluation, Current trends and careers in Advertising	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		Individual-Determinants of Consumer Behaviour	PPT , Case Study, video
	Aug	31	04	02	24+01*	Nil	24+01*	-		Creativity in Advertising	PPT , Case Study, video
	Sept	30	05	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	PPT , Case Study, video
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

**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(Autonomous)**

**ACADEMIC CELL**

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name:Usha Rao Department: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<sup>st</sup> Term – June 2019 to October 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Introduction To Consumer Behaviour	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		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	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	PPT , Case Study, video
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

\*15<sup>th</sup> August Independence Day

**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.



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

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Hemant Solanki**

**Department: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 understanding the role of finance in maintaining the business

Term dates: 1 <sup>st</sup> Term – June 2019 to October 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	Remarks	Topics Covered	Teaching Methodology/ Tools
I 2019	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Introduction to Corporate Finance	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		Capital Structure and Leverage	PPT , Case Study, video
	Aug	31	04	02	24+01*	Nil	24+01*	-		Time Value of Money /Mobilisation of Funds	PPT , Case Study, video
	Sept	30	05	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	PPT , Case Study, video
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

**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: 2019-20**

**Teacher's Name: Yogeshkumar Vaishya**

**Department: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: 1<sup>st</sup> Term – June 2019 to October 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Introduction to Financial Market	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		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	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	PPT , Case Study, video
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

**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: 2019-20**

**Teacher's Name: Ms. Deepika Gawade**

**Department: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<sup>st</sup> Term – June 2019 to October 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Motivation -I	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		Motivation -II	PPT , Case Study, video
	Aug	31	04	02	24+01*	Nil	24+01*	-		Leadership-I / Leadership-I	PPT , Case Study, video
	Sept	30	05	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	PPT , Case Study, video
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

\*15<sup>th</sup> August Independence Day

**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: 2019-20**

**Teacher's Name: Supriya Shetty**

**Department: 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 indepth 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 <sup>st</sup> Term – June 2019 to October 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	Remarks	Topics Covered	Teaching Methodology/ Tools
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Hiring Process	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		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	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	PPT , Case Study, video
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

\*15<sup>th</sup> August Independence Day

**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: 2019-20**

**Teacher's Name: Vahid Kapadia    Department: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<sup>st</sup> Term – June 2019 to October 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Cyber law and IT act	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		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	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	PPT , Case Study, video
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

\*15<sup>th</sup> August Independence Day

**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.



S.P. Mandali's

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

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name:Supriya Shetty    Department: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<sup>st</sup> Term – June 2019 to October 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Environmental Concepts	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		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	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	PPT , Case Study, video
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break		
	<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>		

\*15<sup>th</sup> August Independence Day

**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: 2019-20**

**Teacher's Name: Deepika Gawade Department: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 introduces 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: 1<sup>st</sup> Term – June 2019 to October 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Foundations of Entrepreneurship Development	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		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	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	PPT , Case Study, video
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

\*15<sup>th</sup> August Independence Day

**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





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

**ACADEMIC CELL**

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Yogeshkumar Vaishya    Department: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 <sup>st</sup> Term – June 2019 to October 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	Remarks	Topics Covered	Teaching Methodology/ Tools
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Analysis and Interpretation of Financial statements	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		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	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	PPT , Case Study, video
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

\*15<sup>th</sup> August Independence Day

**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: 2019-20**

**Teacher's Name: Hemant Solanki**

**Department: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<sup>st</sup> Term – June 2019 to October 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Introduction to Business policy and Strategic management	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		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	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	PPT , Case Study, video
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

\*15<sup>th</sup> August Independence Day

**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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## **R. A. Podar College of Commerce & Economics**

**ACADEMIC CELL**

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Vahid Kapadia   Department: 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: 2<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sundays)	15 <sup>th</sup> Nov re-opens	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
<b>2020</b>	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	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				



**Reference Book :**

- Information Technology for Management, 6<sup>TH</sup> ED (With CD) By Efrain 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: 2019-20**

**Teacher's Name: Deepika Gawade**

**Department: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<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology / Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sundays)	15 <sup>th</sup> Nov re-opens	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
<b>2020</b>	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	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				

**Reference Book :**

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



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## **R. A. Podar College of Commerce & Economics**

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Vinita Fernandes**

**Department: 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: 2<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sundays)	15 <sup>th</sup> Nov re-opens	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
<b>2020</b>	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	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				

**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: 2019-20**

**Teacher's Name:Hemant Solanki Department: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<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sundays)	15 <sup>th</sup> Nov re-opens	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
<b>2020</b>	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	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				

**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: 2019-20**

**Teacher's Name:Yogesh Vaishya    Department: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<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sundays)	15 <sup>th</sup> Nov re-opens	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
<b>2020</b>	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	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				

**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: 2019-20**

**Teacher's Name:Supriya Shetty Department: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<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sundays)	15 <sup>th</sup> Nov re-opens	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
<b>2020</b>	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	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				

**Reference Book :**

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





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## **R. A. Podar College of Commerce & Economics**

**ACADEMIC CELL**

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name:Divya lalwani      Department:BMS**

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

### **TEACHING OBJECTIVES:**

1. Helps in building and awareness for your brand.
2. Helps the students to communicate information about the product.
3. To ensure the understanding of the integration of all marketing activities

**Term dates: 2<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sundays)	15 <sup>th</sup> Nov re-opens	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
<b>2020</b>	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	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				

**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



S.P. Mandali's

## **R. A. Podar College of Commerce & Economics**

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Yogesh Vaishya Department: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<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sundays)	15 <sup>th</sup> Nov re-opens	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
<b>2020</b>	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	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				

**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: 2019-20**

**Teacher's Name:** Vallabah Narayan

**Department:** BMS

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

### **TEACHING OBJECTIVES:**

1. To inculcate understanding relating to managing of financial system.
2. To introduction Foreign Exchange Market to enable the student to understand the concept.
3. To understand the role of financial institutions in India

**Term dates: 2<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sundays)	15 <sup>th</sup> Nov re-opens	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
<b>2020</b>	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	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				



**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
- Meir Khan, Financial Institutions and Markets, Oxford Press



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## **R. A. Podar College of Commerce & Economics**

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Deepika Gawade**

**Department: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<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sundays)	15 <sup>th</sup> Nov re-opens	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
<b>2020</b>	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	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				

**Reference Book :**

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



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## **R. A. Podar College of Commerce & Economics**

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Deepika Gawade**

**Department: 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<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sundays)	15 <sup>th</sup> Nov re-opens	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
<b>2020</b>	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	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				

**Reference Book:**

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



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**R. A. Podar College of Commerce & Economics**

**ACADEMIC CELL**

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Viren C Dayal and Gaurav Somani    Department: 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<sup>st</sup> Term – June 2019 to October 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Overview of Logistics and Supply Chain Management	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		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	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts  2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	PPT , Case Study, video
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November  Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

**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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**R. A. Podar College of Commerce & Economics**

**ACADEMIC CELL**

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Divya Lalwani Department: 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<sup>st</sup> Term – June 2019 to October 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Foundation of Corporate Communication	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		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	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	PPT , Case Study, video
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

**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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**R. A. Podar College of Commerce & Economics**

**ACADEMIC CELL**

**Teaching – Learning Plan for the Academic Year: 2019-20**

Teacher's Name: Vallaban Narayanan Department: 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<sup>st</sup> Term – June 2019 to October 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Introduction to Investment Environment	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		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	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts  2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	PPT , Case Study, video
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November  Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

**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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**R. A. Podar College of Commerce & Economics**

**ACADEMIC CELL**

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Purvi Shah**

**Department: BMS**

**Course: Commodities and Derivatives**

**Semester: V**

**Division: A**

**No. of lectures (per week): 3**

**TEACHING OBJECTIVES:**

- To ensure that the learner understand how to hedge his risks, diversifying his portfolio.
- To enable the learner 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: 1<sup>st</sup> Term – June 2019 to October 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Introduction to Commodities Market and Derivatives Market	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		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	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	PPT , Case Study, video
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

**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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**R. A. Podar College of Commerce & Economics**

**ACADEMIC CELL**

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Yogesh kumar Vaishya Department: 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: 1<sup>st</sup> Term – June 2019 to October 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Introduction	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		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	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	PPT , Case Study, video
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

**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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**R. A. Podar College of Commerce & Economics**

**ACADEMIC CELL**

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Vallaban Narayanan Department: 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	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	Remarks	Topics Covered	Teaching Methodology/ Tools
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Introduction, Risk Measurement and Control	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		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	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	PPT , Case Study, video
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break		
	<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>		



**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.



**S.P. Mandali's**

**R. A. Podar College of Commerce & Economics**

**ACADEMIC CELL**

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Usha Rao    Department: 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<sup>st</sup> Term – June 2019 to October 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Introduction of Services Marketing	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		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	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	PPT , Case Study, video
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

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

- Valarie A. Zeuhaml & Mary Jo Bitner, Service Marketing, Tata McgrawHill, 6th Edition
- Christoper Lovelock, JochenWirtz, 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



**Term dates: 1<sup>st</sup> Term – June 2019 to October 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Introduction	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		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	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts  2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	PPT , Case Study, video
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November  Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

**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, 5<sup>th</sup> edition.
- Krishna K. Havaladar, Vasant M. Cavale, Sales and Distribution Management – Text & Cases, Mcgraw Hill Education, 2nd Edition, 2011



**S.P. Mandali's**

**R. A. Podar College of Commerce & Economics**

**ACADEMIC CELL**

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Divya Lalwani    Department: 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<sup>st</sup> Term – June 2019 to October 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Introduction to E-commerce	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		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	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	PPT , Case Study, video
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

**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



**S.P. Mandali's**

**R. A. Podar College of Commerce & Economics**

**ACADEMIC CELL**

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Hemant Solanki Department: 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<sup>st</sup> Term – June 2019 to October 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	SHRM - An Overview	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		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	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	PPT , Case Study, video
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November  Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

**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



**S.P. Mandali's**

**R. A. Podar College of Commerce & Economics**

**ACADEMIC CELL**

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Deepika Gawade Department: BMS Course: Finance for HR Professionals and Compensation**

**Semester: V**

**Division: B**

**No. of lectures (per week): 3**

**TEACHING OBJECTIVES:**

- To understand about the compensation plans.
- To understand about the cost to company.
- To know about the legal aspects in compensation to be paid to teh employees

**Term dates: 1<sup>st</sup> Term – June 2019 to October 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Compensation Plans and HR Professionals	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		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	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	PPT , Case Study, video
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

**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





**S.P. Mandali's**

**R. A. Podar College of Commerce & Economics**

**ACADEMIC CELL**

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Supriya Shetty    Department: 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<sup>st</sup> Term – June 2019 to October 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Performance Management – An Overview	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		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	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	PPT , Case Study, video
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

**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: 2019-20**

**Teacher's Name: Supriya Shetty    Department: 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: 1<sup>st</sup> Term – June 2019 to October 2019**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>I 2019</b>	June	30	05	04	21	Nil	21	04( including 01 Sunday)	College re-opens 6 <sup>th</sup> June	Industrial Relations- An overview	PPT , Case Study, video
	July	31	04	-	27	Nil	27	-		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	07	17	01	18	-05 days (Ganapati Break)	30 <sup>th</sup> Sept exam starts 2 <sup>nd</sup> Sept – 7 <sup>th</sup> Sept	Theory Exam/ Revision	PPT , Case Study, video
	Oct	31	04	08	-	19	19	06 days (including 01 Sunday)	25 <sup>th</sup> Oct to 14 <sup>th</sup> November Diwali break		
<b>Subtotal</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>	<b>109+01</b>	<b>14</b>			

**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



S.P. Mandali's

## **R. A. Podar College of Commerce & Economics**

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Mr Hemant Solanki**

**Department: BMS**

**Program: BMS**

**Course: Operation Research BMS**

**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

**Term dates: 2<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sundays)	15 <sup>th</sup> Nov re-opens	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
<b>2020</b>	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	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				



**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
- Operations Research 8th Edition, Sharma S.D., Kedarnath, Ramnath & Company
- Operations Research 2nd Edition, Bronson R, Shaum's Outline Series
- Quantitative Techniques in Management 3rd Edition , Vora N.D., Tata McGraw Hill co.



S.P. Mandali's

## **R. A. Podar College of Commerce & Economics**

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Yogesh Kumar Vaishya**

**Department:BMS**

**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: 2<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sundays)	15 <sup>th</sup> Nov re-opens	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
<b>2020</b>	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	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				

### **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



S.P. Mandali's

## **R. A. Podar College of Commerce & Economics**

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

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

**Course:Project ManagementSemester: 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<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sunays)	15 <sup>th</sup> Nov re-opens	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
<b>2020</b>	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	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				

## **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



S.P. Mandali's

## **R. A. Podar College of Commerce & Economics**

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Mr. Vallaban Narayana**  
**Course: Strategic Financial Management**

**Department:BMS**  
**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<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sunays)	15 <sup>th</sup> Nov re-opens	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
<b>2020</b>	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	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				

## **Reference Books**

- C. Paramasivan & T. Subramanian, Financial Management
- IM Pandey, Financial Management
- Ravi Kishor, Financial Management
- Khan & Jain, Financial Management
- Van Horne & Wachowiz, Fundamentals of Financial Management
- Prasanna Chandra, Strategic Financial Management



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## **R. A. Podar College of Commerce & Economics**

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Mr. Vallabhan Narayanan    Department:BMS**

**Course: International Finance    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<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sunays)	15 <sup>th</sup> Nov re-opens	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
<b>2020</b>	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	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				

### **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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## **R. A. Podar College of Commerce & Economics**

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: DivyaLalwani Department: BMS**

**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<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sunays)	15 <sup>th</sup> Nov re-opens	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
<b>2020</b>	Jan	31	04	-	27	Nil	27	-		Measuring and Interpreting Brand Performance	PPT , Case Study, video
	Feb	28	04	02	22	Nil	22	-		Growing and Sustaining Brand Equity	PPT , Case Study, video
	March	31	05	02	18	06	24	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				

## **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
- Keller Kevin Lane, Strategic Brand Management 4e-2015
- Keller Kevin Lane, Strategic Brand Management: Building, Measuring and Managing Brand Equity





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## **R. A. Podar College of Commerce & Economics**

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

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

**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<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sunays)	15 <sup>th</sup> Nov re-opens	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
<b>2020</b>	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	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				

## **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, Third Edition
- Francis Cherunilam, International Business, PHI Learning Private Limited New Delhi, Fifth Edition



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## **R. A. Podar College of Commerce & Economics**

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Supriya Shetty Department: BMS**

**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<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sunays)	15 <sup>th</sup> Nov re-opens	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
<b>2020</b>	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	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				

### **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,
- Dennis .F.Herrick, Media Management in Age of Giants, Surjeet Publications
- Charles Warner and Joseph Buchman, Media selling, Surjeet Publication, 3rd edition



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## **R. A. Podar College of Commerce & Economics**

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Divya Lalwani   Department: BMS**

**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<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sunays)	15 <sup>th</sup> Nov re-opens	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
<b>2020</b>	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	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				



## **Reference Books**

- Gibson G. Vedamani, “Retail Management- Functional Principles and Practices”, Jaico Publishing House, Mumbai.
- 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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## **R. A. Podar College of Commerce & Economics**

**ACADEMIC CELL**

**Teaching – Learning Plan for the Academic Year: 2019-20**

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

**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<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sunays)	15 <sup>th</sup> Nov re-opens	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
<b>2020</b>	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	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				



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## **R. A. Podar College of Commerce & Economics**

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name:Usha Rao**

**Department:BMS**

**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 the role of organisational effectiveness and intervention

**Term dates: 2<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sunays)	15 <sup>th</sup> Nov re-opens	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
<b>2020</b>	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	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
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## **R. A. Podar College of Commerce & Economics**

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: SupriyaShetty    Department:BMS**

**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<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sunays)	15 <sup>th</sup> Nov re-opens	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
<b>2020</b>	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	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				

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: 2019-20**

**Teacher's Name: Deepika Gawade      Department: BMS**

**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 perceptiveness of major functional areas 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<sup>st</sup> Term – November 2019 to March 2020**

<b>Term</b>	<b>Month</b>	<b>No. of days in month</b>	<b>No. of Sundays</b>	<b>No. of Holidays</b>	<b>No. of Teaching days</b>	<b>No. of Exam days</b>	<b>No. of working days</b>	<b>Vacation</b>	<b>Remarks</b>	<b>Topics Covered</b>	<b>Teaching Methodology/ Tools</b>
<b>II 2019</b>	Nov	30	04	12	14	Nil	14	14 days (including 02 Sunays)	15 <sup>th</sup> Nov re-opens	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
<b>2020</b>	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	-	24 <sup>th</sup> March exam starts	Theory Exam/ Revision	
	April	30	04	04	-	22	22	-			
	May	31	04	27	-	-	-	27 days (Summer break)	1 <sup>st</sup> May 2020 to June 10 <sup>th</sup> 2020		
<b>Subtotal</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>	<b>129</b>	<b>47</b>			
<b>Grand Total</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>	<b>238+01*</b>				

#### 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**

## **BAS**



S.P. Mandali's

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

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Ms. Purvi Shah**

**Department: BAS**

**Program: FY BAS**

**Course: Accountancy and Financial Management Semester: I**

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

### **TEACHING OBJECTIVES:**

- To impart the knowledge of various accounting concepts, conventions, policies and related accounting standards to the learners.
- To impart the knowledge to learners about accounting procedures, methods and techniques in solving problems and issues relating to various areas of accounting.
- To acquaint learners with practical aspects of 'accounts writing' by giving them exposure to special areas of accounting such as Co-operative Housing Societies, Trust, Branches, Installment Sale, Lease Accounting, Single Entry, etc.

Term dates: 1 <sup>st</sup> Term – June 2019 to October 2019								
Sem	Month	No. of days	Sundays	Holidays + Breaks	Teaching days	Exam. Days	Topics Covered	Teaching Methodology/Tools
I 2019	Jun	30	05	04	21	Nil	Accounting Concepts, Conventions and Related Standards	Chalk and talk, Worksheets, PPT
	July	31	04	-	27	Nil	Valuation of Inventories: AS-2	Chalk and talk, Worksheets, PPT
	Aug	31	04	02	24+01*	Nil	Final Accounts of Manufacturing Enterprise	Chalk and talk, Worksheets, PPT
	Sept	30	05	07	17	01	Accounting for Installment Sale and Lease	Chalk and talk, Worksheets, PPT
	Oct	31	04	08	-	19	Theory Exam/ Revision	
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>		

\*15<sup>th</sup> August Independence Day

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

- Introduction to Accountancy by T. S. Grewal, S. Chand and Company (P) Ltd., New Delhi
- Advance Accounts by Shukla & Grewal, S. Chand and Company (P) Ltd., New Delhi
- Advanced Accountancy by R. L Gupta and M Radhaswamy, S. Chand and Company (P) Ltd., New Delhi
- Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill & Co. Ltd., Mumbai
- Financial Accounting by Lesile Chandwickh, Pentice Hall of India Adin Bakley (P) Ltd.



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

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Mr. Dhruv Gavde    Department: BAS                      Program: FY BAS**

**Course: Insurance Business I    Semester: I                      Division: A                      No. of lectures (per week): 3**

### **TEACHING OBJECTIVES:**

- The objective of this course is to explain the concept of insurance
- To understand the underlying risks and returns to undergraduate students of commerce.
- To enable the students to understand the different insurance products

Term dates: 1 <sup>st</sup> Term – June 2019 to October 2019								
Sem	Month	No. of days	Sundays	Holidays + Breaks	Teaching days	Exam. Days	Topics Covered	Teaching Methodology/Tools
<b>I 2019</b>	Jun	30	05	04	21	Nil	The Conceptual Framework	PPT, Case Study, Videos
	July	31	04	-	27	Nil	The Insurance Contract	PPT, Case Study, Videos
	Aug	31	04	02	24+01*	Nil	Insurance Products	PPT, Case Study, Videos
	Sept	30	05	07	17	01	The Insurance Market	PPT, Case Study,
	Oct	31	04	08	-	19	Theory Exam/ Revision	
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>		

\*15<sup>th</sup> August Independence Day

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

- Kew John, Business Environment: Managing in a Strategic Context, Jaico Publications 2006
- Hanke John K, Business Forecasting, Prentice Hall India, 2002
- Paul Justin, Business Environment, Tata McGraw Hill, 2008
- Butter David, Business Planning: A Guide to Business Start-up, Butterworth Heinemann, 2003
- Piramal Gita, Business Legends, Penguin Books, 1998





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

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Mr. Sunit Das**

**Department: BAS**

**Program: FY BAS**

**Course: Business Economics – I**

**Semester: I**

**Division: A**

**No. of lectures (per week): 3**

### **TEACHING OBJECTIVES:**

- To provide an overall introduction to economics as dealing with the problems of allocating scarce resources in an optimum manner.
- It aims to build a familiarity with the basic tools of consumer and producer theory, the operation of markets, and optimization in an economic context.
- To explain the economic issues and solutions practically, the concepts are to be discussed with case studies and numerical problems wherever applicable.

Term dates: 1 <sup>st</sup> Term – June 2019 to October 2019								
Sem	Month	No. of days	Sundays	Holidays + Breaks	Teaching days	Exam. Days	Topics Covered	Teaching Methodology/Tools
<b>I 2019</b>	Jun	30	05	04	21	Nil	Demand Analysis	PPT, Case Study, Videos
	July	31	04	-	27	Nil	Consumer Behaviour Theory	PPT, Case Study, Videos
	Aug	31	04	02	24+01*	Nil	Supply and Production Decisions	PPT, Case Study, Chalk and Talk Videos
	Sept	30	05	07	17	01	Cost of Production	PPT, Case Study, Chalk and Talk, Videos
	Oct	31	04	08	-	19	Theory Exam/ Revision	
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>		

\*15<sup>th</sup> August Independence Day

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

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



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

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Ms. Divya Lalwani    Department: BAS    Program: FY BAS**

**Course: Business Communication I    Semester: I    Division: A    No. of lectures (per week): 3**

### **TEACHING OBJECTIVES:**

- To develop learners' awareness of the communication process
- To develop effective listening skills in students to enable them to comprehend instructions and become a critical listener
- To develop effective spoken language skills to enable students to speak confidently, interpersonally as well as in groups
- To develop effective writing skills so as to enable students to write in a clear, concise, domain-specific, and audience-centred manner

Term dates: 1 <sup>st</sup> Term – June 2019 to October 2019								
Sem	Month	No. of days	Sundays	Holidays + Breaks	Teaching days	Exam. Days	Topics Covered	Teaching Methodology/Tools
<b>I 2019</b>	Jun	30	05	04	21	Nil	Theory of Communication	PPT, Study Material
	July	31	04	-	27	Nil	Obstacles to Communication in Business World	PPT, Study Material
	Aug	31	04	02	24+01*	Nil	Business Correspondence	PPT, Study Material
	Sept	30	05	07	17	01	Writing Skills	PPT, Study Material
	Oct	31	04	08	-	19	Theory Exam/ Revision	
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>		

\*15<sup>th</sup> August Independence Day

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

- Raman Meenakshi and Singh Prakash. Business Communication. Oxford University Press , 2007. 24x19 - 275 PB 0-19-567695-5, Meenakshi X45
- Deshmukh Sandeep. Group Communication: Theory and Methods. Ane Books India, 2008. 22x15 - 495 HB 81-8052-146-X, Sandeep X45
- Riel Cees B.M. Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management. 23x15 - 495 PB 0-415-32826-8, Riel, Cees B.M. X45
- Bhatia R.C. Business Communication. Ane Books India, 2008. 24x18 - 250 PB 81-8052- 016-1, Bhatia, R. C. X45.
- Ober Scat. Contemporary Business Communication (with CD). Bizatantra , 2005. 26x20 - 349 PB 81-7722-522-7. Scat X45



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

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Ms. Supriya Shetty    Department: BAS                      Program: FY BAS**

**Course: Environmental Studies-I    Semester: I                      Division: A                      No. of lectures (per week): 3**

### **TEACHING OBJECTIVES:**

- To familiarize the students with the ecosystem
- To enable them to read Thematic Maps
- To appreciate the importance of sustainability

Term dates: 1 <sup>st</sup> Term – June 2019 to October 2019								
Sem	Month	No. of days	Sundays	Holidays + Breaks	Teaching days	Exam. Days	Topics Covered	Teaching Methodology/Tools
<b>I 2019</b>	Jun	30	05	04	21	Nil	Environment and Ecosystem	PPT, Case Study, Videos
	July	31	04	-	27	Nil	Natural Resources and Sustainable Development	PPT, Videos
	Aug	31	04	02	24+01*	Nil	Populations and Emerging Issues of Development	PPT, Case Study, Videos
	Sept	30	05	07	17	01	Urbanization and Environment Reading of Thematic Maps and Map Filling	PPT, Case Study, Map work
	Oct	31	04	08	-	19	Theory Exam/ Revision	
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>		

\*15<sup>th</sup> August Independence Day

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

- Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner
- Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net
- Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
- Clark R.S., Marine Pollution, Clarendon Press Oxford
- Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumbai, 1196p



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

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Ms. Deepika Gawade**

**Department: BAS**

**Program: FY BAS**

**Course: Foundation Course-I**

**Semester: I**

**Division: A**

**No. of lectures (per week): 3**

### **TEACHING OBJECTIVES:**

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

<b>Term dates: 1<sup>st</sup> Term – June 2019 to October 2019</b>								
<b>Sem</b>	<b>Month</b>	<b>No. of days</b>	<b>Sundays</b>	<b>Holidays + Breaks</b>	<b>Teaching days</b>	<b>Exam. Days</b>	<b>Topics Covered</b>	<b>Teaching Methodology/Tools</b>
<b>I 2019</b>	Jun	30	05	04	21	Nil	Indian Society- Unity in Diversity and Conflicts	PPT, Videos
	July	31	04	-	27	Nil	Social issues and problems	PPT, Case Study, Videos
	Aug	31	04	02	24+01*	Nil	The Indian Constitution	PPT, Study Material
	Sept	30	05	07	17	01	Significant Aspects of Political Processes Project	PPT, Case Study, Study Material
	Oct	31	04	08	-	19	Theory Exam/ Revision	
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>		

\*15<sup>th</sup> August Independence Day

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

- 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 Press
- National Human rights commission- disability Manual
- Rural, Urban Migration: Trends, challenges & Strategies, S Rajagopalan, ICFAI2012





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

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Mr. Nachiket Kulkarni/Ms. Manjusha Sawant      Department: BAS      Program: FY BAS**

**Course: Financial mathematics – I      Semester: I      Division: A      No. of lectures (per week): 3**

### **TEACHING OBJECTIVES:**

- The main objective of this course is to introduce financial mathematics to undergraduate students of commerce so that they can use them in the field of commerce and industry to solve real-life problems.
- To relate to the concept and the calculation of interest
- To understand the concept of Functions and their applications

Term dates: 1 <sup>st</sup> Term – June 2019 to October 2019								
Sem	Month	No. of days	Sundays	Holidays + Breaks	Teaching days	Exam. Days	Topics Covered	Teaching Methodology/Tools
<b>I 2019</b>	Jun	30	05	04	21	Nil	Functions and their applications	Chalk and talk, Worksheets, PPT
	July	31	04	-	27	Nil	Sequences and Series	Chalk and talk, Worksheets, PPT
	Aug	31	04	02	24+01*	Nil	Permutations and Combinations	Chalk and talk, Worksheets,
	Sept	30	05	07	17	01	Interest	Chalk and talk, Worksheets
	Oct	31	04	08	-	19	Theory Exam/ Revision	
<b>SUBTOTAL</b>		<b>153</b>	<b>22</b>	<b>21</b>	<b>89+01*</b>	<b>20</b>		

\*15<sup>th</sup> August Independence Day

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

- 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.
- Applied Calculus: By Stephen Waner and Steven Constenoble, Brooks/Cole Thomson Learning, second edition, Chapter 1 to 5
- Business Mathematics By D. C. Sancheti and V. K. Kapoor, Sultan Chand & Sons, 2006, Chapter 1, 5, 7, 9 & 10.
- 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.



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

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Ms. Purvi Shah**

**Department: BAS**

**Program: FY BAS**

**Course: Accountancy and Financial Management II**

**Semester: II**

**Division: A**

**No. of lectures (per week): 3**

### **TEACHING OBJECTIVES:**

- To impart the knowledge of various accounting concepts, conventions, policies and related accounting standards to the learners.
- To impart knowledge to learners about accounting procedures, methods, and techniques in solving problems and issues relating to various areas of accounting.
- To acquaint learners with practical aspects of 'accounts writing' by exposing them to special accounting areas such as Co-operative Housing Societies, Trust, Branches, Installment Sale, Lease Accounting, Single Entry, etc.

Term dates: 2 <sup>nd</sup> Term – November 2019 to May 2020								
Sem	Month	No. of days	Sundays	Holidays + Breaks	Teaching days	Exam. Days	Topics Covered	Teaching Methodology/Tools
II 2019	Nov	30	04	12	14	Nil	Accounting from Incomplete Records	Chalk and talk, Worksheets
	Dec	31	05	06	20	Nil	Accounting for Non-Profit Organisation w.r.t. Co-operative Housing Society and Trusts	Chalk and talk, Worksheets
II 2020	Jan	31	04	-	27	Nil	Departmental Accounts	Chalk and talk, Worksheets
	Feb	28	04	02	22	Nil	Branch Accounts	Chalk and talk, Worksheets
	March	31	05	02	18	06	Exam days	
	April	30	04	04	-	22	Exam days	
	May	31	04	27	-	-		
<b>SUBTOTAL</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>		
<b>GRAND TOTAL</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>		

\*15<sup>th</sup> August Independence Day

### Reference Books

- Introduction to Accountancy by T. S. Grewal, S. Chand and Company (P) Ltd., New Delhi
- Advance Accounts by Shukla & Grewal, S. Chand and Company (P) Ltd., New Delhi
- Advanced Accountancy by R. L Gupta and M Radhaswamy, S. Chand and Company (P) Ltd., New Delhi
- Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill & Co. Ltd., Mumbai
- Financial Accounting by Lesile Chandwickk, Pentice Hall of India Adin Bakley (P) Ltd. 6. Financial Accounting for Management by Dr. Dinesh Harsalekar, Multi-Tech. Publishing Co. Ltd., Mumbai.



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

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Mr. Dhruv Gavde**

**Department: BAS**

**Program: FY BAS**

**Course: Insurance Business II**

**Semester: II**

**Division: A**

**No. of lectures (per week): 3**

### **TEACHING OBJECTIVES:**

- The objective of this course is to explain the concept of insurance as well as the underlying risks and returns to undergraduate students of commerce.
- To enable the students to understand the importance of health insurance
- To equip the students with the calculations of annuities

Term dates: 2 <sup>nd</sup> Term – November 2019 to May 2020								
Sem	Month	No. of days	Sundays	Holidays + Breaks	Teaching days	Exam. Days	Topics Covered	Teaching Methodology/Tools
II 2019	Nov	30	04	12	14	Nil	Life Insurance Organization	PPT, Worksheet, Study Material
	Dec	31	05	06	20	Nil	Introduction to Actuarial Valuation	PPT, Study Material
II 2020	Jan	31	04	-	27	Nil	Annuities	PPT, Worksheet, Study Material
	Feb	28	04	02	22	Nil	Introduction to health Insurance	PPT, Study Material
	March	31	05	02	18	06	Exam days	
	April	30	04	04	-	22	Exam days	
	May	31	04	27	-	-		
<b>SUBTOTAL</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>		
<b>GRAND TOTAL</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>		

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### Reference Books

- Kew John, Business Environment: Managing in a Strategic Context, Jaico Publications 2006
- Hanke John K, Business Forecasting, Prentice Hall India, 2002
- Paul Justin, Business Environment, Tata McGraw Hill, 2008
- Butter David, Business Planning: A Guide to Business Start-up, Butterworth Heinemann, 2003
- Piramal Gita, Business Legends, Penguin Books, 1998



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

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Mr. Sunit Das**

**Department: BAS**

**Program: FY BAS**

**Course: Business Economics II**

**Semester: II**

**Division: A**

**No. of lectures (per week): 3**

### **TEACHING OBJECTIVES:**

- To appraise the students of the market structure and failures
- To acquaint the students of the pricing practices
- To ensure the understanding of pricing mechanism

Term dates: 2 <sup>nd</sup> Term – November 2019 to May 2020								
Sem	Month	No. of days	Sundays	Holidays + Breaks	Teaching days	Exam. Days	Topics Covered	Teaching Methodology/Tools
II 2019	Nov	30	04	12	14	Nil	Market Structure	PPT, Study Material, Case Study
	Dec	31	05	06	20	Nil	Factor Markets	PPT, Study Material
II 2020	Jan	31	04	-	27	Nil	Pricing practices	PPT, Study Material, Case Study
	Feb	28	04	02	22	Nil	Market Failure	PPT, Study Material
	March	31	05	02	18	06	Exam days	
	April	30	04	04	-	22	Exam days	
	May	31	04	27	-	-		
<b>SUBTOTAL</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>		
<b>GRAND TOTAL</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>		

\*15<sup>th</sup> August Independence Day

### Reference Book

- Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi)
- Hirschey.M., Managerial Economics, Thomson South Western
- Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore)
- Frank R.H, Bernanke.B.S., Principles of Economics (Tata McGraw Hill)
- Gregory Mankiw., Principles of Economics, Thomson South Western





S.P. Mandali's

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

**ACADEMIC CELL**

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Ms. Lata Shetty**

**Department: BAS**

**Program: FY BAS**

**Course: Business Communication II**

**Semester: II**

**Division: A**

**No. of lectures (per week): 3**

### **TEACHING OBJECTIVES:**

- To familiarize the learners with the nuances of corporate communication.
- To develop global communication competency in learners.
- To use innovative and progressive evaluation techniques.
- To integrate E-learning and M-learning in instruction and assessment.

Term dates: 2 <sup>nd</sup> Term – November 2019 to May 2020								
Sem	Month	No. of days	Sundays	Holidays + Breaks	Teaching days	Exam. Days	Topics Covered	Teaching Methodology/Tools
II 2019	Nov	30	04	12	14	Nil	Group Communication	PPT, Case Study
	Dec	31	05	06	20	Nil	Business Correspondence	PPT, Videos, Study Material
II 2020	Jan	31	04	-	27	Nil	Presentation Skills	PPT, Videos, Study Material
	Feb	28	04	02	22	Nil	Language and Writing Skills	PPT,
	March	31	05	02	18	06	Exam days	
	April	30	04	04	-	22	Exam days	
	May	31	04	27	-	-		
<b>SUBTOTAL</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>		
<b>GRAND TOTAL</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>		

\*15<sup>th</sup> August Independence Day

### Reference Books:

- Raman Meenakshi and Singh Prakash. Business Communication. Oxford University Press , 2007. 24x19 - 275 PB 0-19-567695-5, Meenakshi X45.
- Deshmukh Sandeep. Group Communication: Theory and Methods. Ane Books India, 2008. 22x15 - 495 HB 81-8052-146-X, Sandeep X45
- Riel Cees B.M. Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management. 23x15 - 495 PB 0-415-32826-8, Riel, Cees B.M. X45
- Bhatia R.C. Business Communication. Ane Books India, 2008. 24x18 - 250 PB 81-8052- 016-1, Bhatia, R. C. X45.
- Ober Scat. Contemporary Business Communication (with CD). Bizatantra , 2005. 26x20 - 349 PB 81-7722-522-7. Scat



S.P. Mandali's

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

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name:** Ms. Supriya Shetty

**Department:** BAS

**Program:** FY BAS

**Course:** Environmental Studies-II

**Semester:** II

**Division:** A

**No. of lectures (per week):** 3

### **TEACHING OBJECTIVES:**

- To sensitize the students regarding waste management
- To familiarize the students regarding environmental movements and managements
- To ensure that there is awareness about the growing importance of sustainability

Term dates: 2 <sup>nd</sup> Term – November 2019 to May 2020								
Sem	Month	No. of days	Sundays	Holidays + Breaks	Teaching days	Exam. Days	Topics Covered	Teaching Methodology/Tools
II 2019	Nov	30	04	12	14	Nil	Solid Waste Management for Sustainable Society	PPT, Case Study, Videos
	Dec	31	05	06	20	Nil	Agriculture and Industrial Development	PPT, Videos
II 2020	Jan	31	04	-	27	Nil	Tourism and Environment	PPT, Case Study, Videos
	Feb	28	04	02	22	Nil	Environmental Movements and Management	PPT, Case Study, Map work
	March	31	05	02	18	06	Exam days	
	April	30	04	04	-	22	Exam days	
	May	31	04	27	-	-		
<b>SUBTOTAL</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>		
<b>GRAND TOTAL</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>		

\*15<sup>th</sup> August Independence Day

#### Reference Books

- Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner
- Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net
- Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
- Clark R.S., Marine Pollution, Clarendon Press Oxford 5. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumbai, 1196



S.P. Mandali's

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

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Ms. Deepika Gawade**

**Department: BAS**

**Program: FY BAS**

**Course: Foundation Course II**

**Semester: II**

**Division: A**

**No. of lectures (per week): 3**

### **TEACHING OBJECTIVES:**

- To understand the current economic reforms in India.
- To understand the genesis and present form of Human rights.
- To understand oneself and manage personal stress and conflict for harmonious interpersonal relationships.

Term dates: 2 <sup>nd</sup> Term – November 2019 to May 2020								
Sem	Month	No. of days	Sundays	Holidays + Breaks	Teaching days	Exam. Days	Topics Covered	Teaching Methodology/Tools
II 2019	Nov	30	04	12	14	Nil	Globalisation and Indian Society	PPT, Videos
	Dec	31	05	06	20	Nil	Human Rights	PPT, Case Study, Study Material
II 2020	Jan	31	04	-	27	Nil	Understanding oneself	PPT, Study Material
	Feb	28	04	02	22	Nil	Stress and conflict management	PPT, Case Study, Study Material
	March	31	05	02	18	06	Exam days	
	April	30	04	04	-	22	Exam days	
	May	31	04	27	-	-		
<b>SUBTOTAL</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>		
<b>GRAND TOTAL</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>		

\*15<sup>th</sup> August Independence Day

### Reference Books

- 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 Press
- National Human rights commission- disability Manual
- Rural, Urban Migration: Trends, challenges & Strategies, S Rajagopalan, ICFAI2012
- 6. Regional Inequalities in India Bhat L SSSRD- New Delhi



S.P. Mandali's

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

ACADEMIC CELL

**Teaching – Learning Plan for the Academic Year: 2019-20**

**Teacher's Name: Mr. Nachiket Kulkarni    Department: BAS    Program: FY BAS**

**Course: Financial mathematics II    Semester: II    Division: A    No. of lectures (per week): 3**

### **TEACHING OBJECTIVES:**

- To appraise the students about Matrices.
- To acquaint the students with Linear Inequalities.
- To enable the students to understand shares and mutual funds.

Term dates: 2 <sup>nd</sup> Term – November 2019 to May 2020								
Sem	Month	No. of days	Sundays	Holidays + Breaks	Teaching days	Exam. Days	Topics Covered	Teaching Methodology/Tools
II 2019	Nov	30	04	12	14	Nil	Matrices	Chalk and talk, Worksheets
	Dec	31	05	06	20	Nil	Graph of Linear Inequalities	Chalk and talk, Worksheets
II 2020	Jan	31	04	-	27	Nil	Annuity and Sinking funds	Chalk and talk, Worksheets
	Feb	28	04	02	22	Nil	Shares and Mutual Funds	Chalk and talk, Worksheets
	March	31	05	02	18	06	Exam days	
	April	30	04	04	-	22	Exam days	
	May	31	04	27	-	-		
<b>SUBTOTAL</b>		<b>212</b>	<b>30</b>	<b>53</b>	<b>101</b>	<b>28</b>		
<b>GRAND TOTAL</b>		<b>365</b>	<b>52</b>	<b>74</b>	<b>191+01*</b>	<b>48</b>		

\*15<sup>th</sup> August Independence Day

### Reference Books

- 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.
- Applied Calculus: By Stephen Waner and Steven Constenoble, Brooks/Cole Thomson Learning, second edition, Chapter 1 to 5.
- Business Mathematics By D. C. Sancheti and V. K. Kapoor, Sultan Chand & Sons, 2006, Chapter 1, 5, 7, 9 & 10.
- 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.



# **Teaching Plans**

## **M.Com**

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

**Date of Commencement:** 29<sup>th</sup> July, 2019

**Academic Year:** 2019-20

**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 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

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
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**Course: Cost and Management Accounting:**

**Date of Commencement: 29<sup>th</sup> July, 2019**

**Academic Year: 2019-20**

**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: 29<sup>th</sup> July, 2019**

**Academic Year: 2019-20**

**No. of Lectures: 15**

<b>Sr. No.</b>	<b>Name of the Topics</b>
<b>1.</b>	<b>Introduction to Business Ethics</b>
	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
<b>2.</b>	<b>Introduction to Business Ethics</b>
	Various approaches to Business Ethics – Theories of Ethics- Friedman’s Economic theory, Kant’s Deontological theory, Mill & Bentham’s Utilitarianism theory
<b>3.</b>	<b>Introduction to Business Ethics</b>
	Gandhian Approach in Management and Trusteeship, Importance and relevance of trusteeship principle in Modern Business, Gandhi’s Doctrine of Satya and Ahimsa
<b>3.</b>	<b>REVISION LECTURE</b>
<b>4.</b>	<b>Indian Ethical Practices and Corporate Governance</b>
	Corporate Governance: Concept, Importance, Evolution of Corporate Governance, Principles of Corporate Governance,
<b>5.</b>	<b>Indian Ethical Practices and Corporate Governance</b>
	Regulatory Framework of Corporate Governance in India, SEBI Guidelines and clause 49, Audit Committee.
<b>6.</b>	<b>Indian Ethical Practices and Corporate Governance</b>
	Role of Independent Directors, Protection of Stake Holders, Changing roles of corporate Boards.
<b>7.</b>	<b>Indian Ethical Practices and Corporate Governance</b>
	Elements of Good Corporate Governance, Failure of Corporate Governance and its consequences.
<b>7.</b>	<b>REVISION LECTURE</b>
<b>8.</b>	<b>INTERNAL ASSESMENT</b>

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

**Course: Strategic Management:**

**Date of Commencement: 29<sup>th</sup> July, 2019**

**Academic Year: 2019-20**

**No. of Lectures: 15**

<b>Sr. No</b>	<b>Topics</b>
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:** 18<sup>th</sup> November, 2019

**Academic Year:** 2019-20

**No. of Lectures:** 15

**Course: Macro Economics Concepts and Applications:**

<b>Sr. No.</b>	<b>Name of the Topics</b>
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: 18<sup>th</sup> November, 2019**

**Academic Year: 2019-20**

**No. of Lectures: 15**

<b>Sr. No.</b>	<b>Topics Details</b>
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: 18<sup>th</sup> November, 2019**

**Academic Year: 2019-20**

**No. of Lectures: 15**

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

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

**Course: Research Methodology for Business:**

**Date of Commencement:** 18<sup>th</sup> November, 2019

**Academic Year:** 2019-20

**No. of Lectures:** 15

Sr. No	Topics
1	<b>Introduction to Research</b> :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	<b>Research Process</b> : 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	<b>Data Processing and Statistical Analysis:</b> 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	<b>Research Reporting and Modern Practices in Research</b> : 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	<b>Footnotes and Bibliography Modern Practices:</b> Ethical Norms in Research, Plagiarism, Role of Computers in Research
13	<b>Guidance Lecture</b>

**Program: Accountancy**

**Semester – III**

**Date of Commencement: 15<sup>th</sup> July, 2019**

**Academic Year: 2019-20**

**No. of Lectures: 15**

**Course: Advance Cost Accounting:**

<b>Sr. No.</b>	<b>Name of the Topics</b>
<b>1</b>	<b>Process Costing</b>
	Introduction - Features of process, Concept of Process Loss, Abnormal Loss, Normal Loss, Abnormal Gain.
<b>2</b>	<b>Process Costing</b>
	Introduction - Features of process, Concept of Process Loss, Abnormal Loss, Normal Loss, Abnormal Gain.
<b>3</b>	<b>Process Costing</b>
	Computation of Equivalent Production – Weighted Average and FIFO.
<b>4</b>	<b>Process Costing</b>
	Problem Solving with process stock Accounts
<b>5</b>	<b>Process Costing</b>
	WIP units Calculation/Problem Solving with Sales/ Profit/ Loss in every process.
<b>6</b>	<b>Cost Allocation and Activity Based Costing Systems</b>
	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.
<b>7</b>	<b>Cost Allocation and Activity Based Costing Systems</b>
	Activity Based Costing – Introduction, Advantages, Limitations, Identification of cost drivers, Practical Problems on Traditional V/s Activity Based Costing System.
<b>8</b>	<b>Cost Allocation and Activity Based Costing Systems</b>
	Problem Solving
<b>9</b>	<b>Responsibility Accounting</b>

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

**Course: Advance Auditing:**

**Date of Commencement: 15<sup>th</sup> July, 2019**

**Academic Year: 2019-20**

**No. of Lectures: 15**

<b>Sr. No.</b>	<b>Topics</b>
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

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: 15<sup>th</sup> July, 2019**

**Academic Year: 2019-20**

**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

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: 15<sup>th</sup> July, 2019**

**Academic Year: 2019-20**

**No. of Lectures: 15**

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

**15.**

**INTERNAL ASSESMENT**



**Course: Direct Tax :**

**Date of Commencement: 15<sup>th</sup> July, 2019**

**Academic Year: 2019-20**

**No. of Lectures: 15**

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

	Clubbing and Setoff
<b>15.</b>	<b>INTERNAL ASSESMENT</b>

**Program: Accountancy**  
**Semester – IV**

**Date of Commencement:** 04<sup>th</sup> November, 2019

**Academic Year:** 2019-20

**No. of Lectures:** 15

**Course: Financial Management:**

<b>Sr. No.</b>	<b>Name of the Topics</b>
<b>1</b>	<b>Types of Financing</b>
	<b>Introduction</b> 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
<b>2</b>	<b>Types of Financing</b>
	<b>Loans from Financial Institutions / Banks Short</b> Term Sources of Finance Trade Credit Accrued Expenses and Deferred Income Advances from Customers Commercial Papers
<b>3</b>	<b>Types of Financing</b>
	<b>Bank Advances:</b> 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
<b>4</b>	<b>Investment Decisions</b>
	<b>Capital Budgeting</b> Introduction, Nature of Capital Budgeting, Purpose of Capital Budgeting, Capital Budgeting Process, Types of Capital Investment
<b>5</b>	<b>Investment Decisions</b>
	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
<b>6</b>	<b>Investment Decisions</b>
	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
<b>7</b>	<b>Management of Working Capital</b>
	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)

<b>8</b>	<b>Management of Working Capital</b>
	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;
<b>9</b>	<b>Management of Working Capital</b>
	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
<b>10</b>	<b>Financial Planning</b>
	Introduction ,Meaning of Budget ,Essentials of a budget ,Types of Budgets Advantages of Budgeting, Zero Based Budget
<b>11</b>	<b>Financial Planning</b>
	Practical Questions on Sales Budget, Production Budget
<b>12</b>	<b>Financial Planning</b>
	Practical Questions on Material Budget, Cash Budget and Master Budget
<b>13</b>	<b>Financial Policy and Corporate Strategy</b>
	Meaning of strategic financial management, Strategic financial decision- making framework
<b>14</b>	<b>Financial Policy and Corporate Strategy</b>
	Functions of Strategic Financial Management, Financial Planning
<b>15</b>	<b>REVISION LECTURE</b>

**Course: International Financial Reporting Standards:**

**Date of Commencement: 04<sup>th</sup> November, 2019**

**Academic Year: 2019-20**

**No. of Lectures: 15**

<b>Sr. No</b>	<b>Topics</b>
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
10	Revision Lecture

**Course: Personal Financial Planning:**

**Date of Commencement: 04<sup>th</sup> November, 2019**

**Academic Year: 2019-20**

**No. of Lectures: 15**

<b>Sr. No</b>	<b>Topics</b>
1	<b>Understanding Personal Finance:</b> 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	<b>Risk Analysis &amp; Insurance Planning :</b> 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: 04<sup>th</sup> November, 2019**

**Academic Year: 2019-20**

**No. of Lectures: 15**

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

	AS Accounting Standards (AS) – applicability, interpretation, scope and compliance in India
<b>5.</b>	<b>International Financial Reporting Standards (IFRS) &amp; Ind</b>
	Introduction to I.F.R.S
<b>6.</b>	<b>International Financial Reporting Standards (IFRS) &amp; Ind</b>
	Specific Ind AS: Borrowing Costs Operating Segments Earning per share
<b>7.</b>	<b>International Financial Reporting Standards (IFRS) &amp; Ind</b>
	Specific Ind AS: Income Taxes Accounting for fixed assets
<b>7.</b>	<b>REVISION LECTURE</b>
<b>8.</b>	<b>Valuation of Business for Amalgamation &amp; Merger</b>
	Meaning, Need & Approach Methods of valuation
<b>9.</b>	<b>Valuation of Business for Amalgamation &amp; Merger</b>
	Problems
<b>10.</b>	<b>Valuation of Business for Amalgamation &amp; Merger</b>
	Problems
<b>11.</b>	<b>Valuation of Business for Amalgamation &amp; Merger</b>
	Problems
<b>11.</b>	<b>REVISION LECTURE</b>
<b>12.</b>	<b>Consolidated Financial Statement</b>
	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)
<b>13.</b>	<b>Consolidated Financial Statement</b>
	Problems
<b>14.</b>	<b>Consolidated Financial Statement</b>
	Problems
<b>15.</b>	<b>Consolidated Financial Statement</b>
	Problems
<b>15.</b>	<b>INTERNAL ASSESMENT</b>

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

**Date of Commencement: 04<sup>th</sup> November, 2019**

**Academic Year: 2019-20**

**No. of Lectures: 15**

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

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

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**Program: Business Management**  
**Semester – III**

**Date of Commencement:** 15<sup>th</sup> July, 2019

**Academic Year:** 2019-20

**No. of Lectures:** 15

**Course: Human Resource Management:**

<b>Sr. No.</b>	<b>Name of the Topics</b>
1.	<b>Discussion on the syllabus</b> <b>Module 1: Human Resource Management</b> 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.	<b>Module 2: Human Resource Development</b> 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.	<b>Module 3: Latest Development in H.R.M. and Labour Legislation</b> 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.	<b>Module 4: Emerging Issues In H.R.M</b> 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

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) <b>Revision</b>

**Course: Rural Marketing:**

**Date of Commencement: 15<sup>th</sup> July, 2019**

**Academic Year: 2019-20**

**No. of Lectures: 15**

<b>Sr. No.</b>	<b>Name of the Topic</b>
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

	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: 15<sup>th</sup> July, 2019**

**Academic Year: 2019-20**

**No. of Lectures: 15**

<b>Sr. No.</b>	<b>Name of the Topic</b>
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: 15<sup>th</sup> July, 2019**

**Academic Year: 2019-20**

**No. of Lectures: 15**

<b>Sr. No.</b>	<b>Name of the Topic</b>
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: 15<sup>th</sup> July, 2019**

**Academic Year: 2019-20**

**No. of Lectures: 15**

<b>Sr. No</b>	<b>Topics</b>
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:** 04<sup>th</sup> November, 2019.

**Academic Year:** 2019-20

**No. of Lectures:** 15

**Course: Supply Chain Management and Logistics:**

<b>Sr. No.</b>	<b>Name of the Topic</b>
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: 04<sup>th</sup> November, 2019.**

**Academic Year: 2019-20**

**No. of Lectures: 15**

<b>Sr. No.</b>	<b>Name of the Topics</b>
1.	<b>MODULE 1: Advertising Fundamentals and Media</b> 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.	<b>MODULE 2: Creativity, Social and Regulatory Framework of Advertising</b> 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.	<b>MODULE3: Sales Management - I</b> 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.	<b>MODULE4: Sales Management - II</b> 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: 04<sup>th</sup> November, 2019.**

**Academic Year: 2019-20**

**No. of Lectures: 15**

<b>Sr. No.</b>	<b>Name of the Topic</b>
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: 04<sup>th</sup> November, 2019.**

**Academic Year: 2019-20**

**No. of Lectures: 15**

<b>Sr. No.</b>	<b>Name of the Topics</b>
1.	<b>Module 1: Introduction to Tourism Management</b> 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.	<b>Module 2: Marketing for tourism planning and development</b> Introduction- Consumer Buying Behavior
5.	Market Segmentation , Pricing ,
6.	Promotion and Direct Marketing, Packaging and Programming
7.	Tourism Resource Planning
8.	<b>Module 3: International Tourism Environment</b> 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.	<b>Module 4: Sustainable and green tourism</b> 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.	<b>Revision</b>

**Course: Management of Business Relation:**

**Date of Commencement: 04<sup>th</sup> November, 2019.**

**Academic Year: 2019-20**

**No. of Lectures: 15**

<b>Sr. No.</b>	<b>Name of the Topic</b>
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**\*\*\*\*\*