

**Government of Maharashtra's
Ismail Yusuf College of Arts, Science and Commerce,
Jogeshwari (East), Mumbai 400060.**

Department of BMS

Teaching Plan for Academic Year 2018-19

Name of the Faculty Member: Pratiksha Gurav

Class: FYBMS

Semester: I

Subject: Introduction to Financial Accounts

Month	Topics to be covered	No of Lectures
July	Introduction to Financial Accounts Meaning and Scope of Accounting: Accounting principles International Financial Reporting Standards (IFRS)	10 03
August	<ul style="list-style-type: none"> Accounting transactions: Accounting cycle, Journal, Journal proper, Opening and closing entries, Relationship between journal & ledger: Rules regarding posting: Trial balance: Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns & cash book –Triple Column), Bank Reconciliation Statement. Expenditure: Classification of Expenditure- Capital, revenue and Deferred Revenue Expenditure Unusual expenses: Effects of error: Criteria test. Receipts: Capital receipt, Revenue receipt, distinction between capital receipts and revenue receipts. Profit or Loss: Revenue profit or loss, capital profit or loss 	14
September	Depreciation Accounting & Trial Balance/ Final Accounts <ul style="list-style-type: none"> Depreciation accounting: Practical problem based on depreciation using SLM and RBM methods. (Where Provision for depreciation Account not maintained). Final Accounts <ul style="list-style-type: none"> Preparation of Trial Balance: Introduction and Preparation of Trial Balance Introduction to Final Accounts of a Sole proprietor. Rectification of errors. 	14

October	Final Accounts Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet. <ul style="list-style-type: none"> • Preparation and presentation of Final Accounts in horizontal format • Introduction to Schedule 6 of Companies Act ,1956 	14
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Jogeshwari (East), Mumbai -400 060.


Name of the Faculty Member: Sapna Jha

Class: : FYBMS

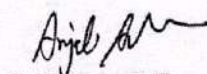
Semester: I

Subject: Business Law

Month	Topics to be covered	No of Lectures
July	Contract Act, 1872 & Sale of Goods Act, 1930 Contract Act, 1872: Essential elements of Contract; Agreement and Contract – Capacity to Contract, free consent, consideration, lawful objects/consideration,	12
August	Negotiable Instrument Act, 1981 & Consumer Protection Act, 1986 Negotiable Instrument Act, 1981: Introduction of Negotiable Instruments – Characteristics of negotiable instruments, Promissory note, Bills of exchange, Cheque, Dishonour of Cheque. • Consumer Protection Act, 1986:	13
September	Company Law	14
October	Intellectual Property Rights(IPR)	12



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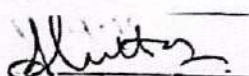


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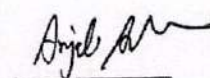
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Jogeshwari (East), Mumbai - 400 060.

Name of the Faculty Member: Dr. Ashwin Mehta
Class: FYBMS
Semester: I
Subject: Business Statistics

Month	Topics to be covered	No of Lectures
July	Introduction to Statistics Introduction: Functions/Scope, Importance, Limitations • Data: Relevance of Data(Current Scenario), Type of data(Primary & Secondary), Primary(Census vs Samples, Method of Collection, Secondary(Merits, Limitations, Sources)	11
August	Measures of Dispersion, Co- Relation and Linear Regression	12
September	Time Series and Index Number Index Number: Simple(unweighted) Aggregate Method, Weighted Aggregate Method, Simple Average of Price Relatives, Weighted Average of Price Relatives, Chain Base Index Numbers, Base Shifting, Splicing and Deflating, Cost of Living Index Number	13
October	Probability and Decision Theory	12



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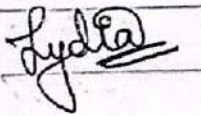
Name of the Faculty Member: Lydia Kalgutkar

Class: FYBMS

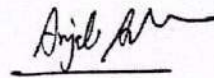
Semester: I

Subject: Business Communication- I

Month	Topics to be covered	No of Lectures
July	Theory of Communication Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication	14
August	Obstacles to Communication in Business World	13
September	Business Correspondence	14
October	Language and Writing Skills	11



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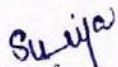
Name of the Faculty Member: Sumaiya Khan

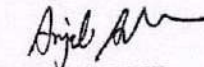
Class: : FYBMS

Semester: I

Subject: Foundation Course -I

Month	Topics to be covered	No of Lectures
July	Overview of Indian Society	12
August	Concept of Disparity-1	10
August/September	Concept of Disparity- 2	10
September	The Indian Constitution Philosophy of the Constitution Significant Aspects of Political Processes	09
October	PPT Presentations	03


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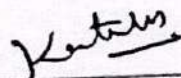
Name of the Faculty Member: Uttam Katarmal

Class : FYBMS

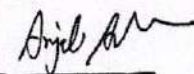
Semester: I

Subject: Foundation of Human Skills

Month	Topics to be covered	No of Lectures
July	Understanding of Human Nature Individual Behaviour Personality and attitude Thinking, learning and perceptions	12
August/September	Introduction to Group Behaviour Group Dynamics Team effectiveness Organizational processes and system. Power and politics Organizational conflicts and resolution:	13
September/October	Organizational Culture and Motivation at workplace <ul style="list-style-type: none">• Organizational Culture: Characteristics of organizational culture. Types, functions and barriers of organizational culture Ways of creating and maintaining effective organization culture• Motivation at workplace: Concept of motivation Theories of motivation in an organisational set up. A.Maslow Need Hierarchy F.Hertzberg Dual Factor Mc.Gregor theory X and theory Y. Ways Of Motivating through carrot (positive reinforcement) and stick (negative reinforcement) at workplace.	12
October	Organisational Change, Creativity and Development and Work Stress Organisational change and creativity: Concepts of organisational change, Factors leading/influencing organisational change, Kurt Lewins model of organisational change and development, Creativity and qualities of a creative person, Ways of enhancing creativity for effective decision making, Creative problem solving. • Organisational Development and work stress: Need for organisational development, OD Techniques, Stress, types of stress, Causes and consequences of job stress, Ways for coping up with job stress	11



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Name of the Faculty Member: Rajdeep Kamble

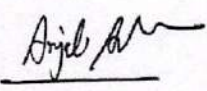
Class: : FYBMS

Semester: I

Subject: Business Economics - I

Month	Topics to be covered	No of Lectures
July	Scope and Importance of Business Economics - basic tools- Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations - functional relations: equations- Total, Average and Marginal relations- use of Marginal analysis in decision making, The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium	12
August/September	Demand Analysis	11
September/ October	Supply and Production Decisions and Cost of Production	14
October	Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition Pricing Practices	10


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Department of BMS

Teaching Plan for Academic Year 2018-19

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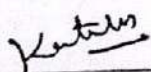
Class: FYBMS

Semester: II

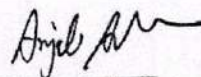
Subject: Principles of Marketing

Month	Topics to be covered	No of Lectures
November/ December	Introduction to Marketing, Concepts of Marketing	10
	Introduction to Marketing: Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function • Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges. • Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing	03
December/ January	Marketing Environment Research and Consumer Behaviour The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders. • Macro environment: Political Factors; Economic Factors; Socio Cultural Factors, Technological Factors (PEST Analysis) • Marketing research: Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research • MIS: Meaning, features and Importance • Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour	14
January	Marketing Mix • Marketing mix: Meaning –elements of Marketing Mix. • Product-product mix-product line lifecycle-product planning – New product development- failure of new product-levels of product. • Branding – Packing and packaging – role and importance • Pricing – objectives-factors influencing pricing policy and Pricing strategy. • Physical distribution – meaning – factor affecting channel selection-types of marketing channels • Promotion – meaning and significance of promotion. Promotion • tools (brief)	14

February	Segmentation, Targeting and Positioning and Trends In Marketing Segmentation – meaning , importance , basis • Targeting – meaning , types • Positioning – meaning – strategies • New trends in marketing – E-marketing , Internet marketing and marketing using Social network • Social marketing/ Relationship marketing	12
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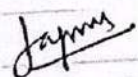
Name of the Faculty Member: Sapna Jha

Class: : FYBMS

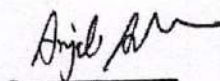
Semester: II

Subject: Industrial Law

Month	Topics to be covered	No of Lectures
November	Laws Related to Industrial Relations and Industrial Disputes Industrial Disputes Act, 1947: Definition, Authorities, Awards, Settlements, Strikes Lockouts, Lay Offs, Retrenchment and Closure • The Trade Union Act, 1926	12
December	Laws Related to Health, Safety and Welfare • The Factory Act 1948: (Provisions related to Health, Safety and Welfare) • The Workmen's Compensation Act, 1923 Provisions: χ Introduction: The doctrine of assumed risk, The doctrine of Common Employment, The doctrine of Contributory Negligence χ Definitions χ Employers liability for compensation (S-3 to 13) χ Rules as to Compensation (Sec 4 to Sec 9) (14 A & 17)	11
January	Social Legislation • Employee State Insurance Act 1948: Definition and Employees Provident Fund • Miscellaneous Provision Act 1948: Schemes, Administration and determination of dues	14
February	Laws Related to Compensation Management The payment of Wages Act 1948: Objectives, Definition, Authorised Deductions • Payment of Bonus Act, 1965 • The Payment Of Gratuity Act, 1972	11



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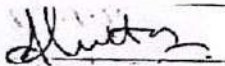
Name of the Faculty Member: Dr. Ashwin Mehta

Class: : FYBMS

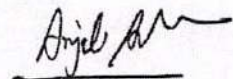
Semester: II

Subject: Business Mathematics

Month	Topics to be covered	No of Lectures
November	Elementary Financial Mathematics	12
December	Matrices and Determinants	13
January	Derivatives and Applications of Derivatives • Introduction and Concept: Derivatives	15
February	Numerical Analysis [Interpolation] Introduction and concept: Finite differences – forward difference operator – Newton's forward difference formula with simple examples • Backward Difference Operator. Newton's backward interpolation formula with simple examples	15



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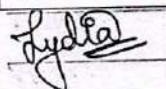
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Class: : FYBMS

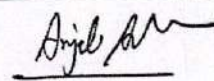
Semester: II

Subject: Business Communication- II

Month	Topics to be covered	No of Lectures
November	Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of OHP	10
December	Group Communication Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions Conference: Meaning and Importance of Conference Organizing a Conference Modern Met Co ordinators: Video and Tele – Conferencing Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR	13
January	Business Correspondence Trade Letters: Order, Credit and Status Enquiry, Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act	14
February	Language and Writing Skills Reports: Parts, Types, Feasibility Reports, Investigative Reports Summarisation: Identification of main and supporting/sub points Presenting these in a cohesive manner	13



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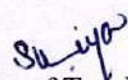
Name of the Faculty Member: Sumaiya Khan

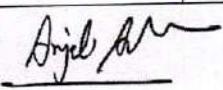
Class: : FYBMS

Semester: II

Subject: Foundation Course -II

Month	Topics to be covered	No of Lectures
November	Globalisation and Indian Society Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.	12
December	Human Rights Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution	11
January	Ecology Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation-causes and impact on human life; Sustainable development-concept and components; poverty and environment	14
February	Understanding Stress and Conflict	11
March	Managing Stress and Conflict in Contemporary Society	03


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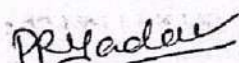
Name of the Faculty Member: Pooja Yadav

Class: : FYBMS

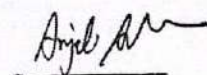
Semester: II

Subject: Business Environment

Month	Topics to be covered	No of Lectures
November	Introduction to Business Environment	12
December	Political and Legal environment Political Institutions: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India. • Economic environment: economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy • Impact of business on Private sector, Public sector and Joint sector • Sunrise sectors of India Economy. Challenges of Indian economy	10
January	Social and Cultural Environment, Technological environment and Competitive Environment	14
February	International Environment	11



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Name of the Faculty Member: Pratiksha Gurav

Class: : FYBMS

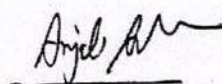
Semester: II

Subject: Principles of Management

Month	Topics to be covered	No of Lectures
November	Nature of Management Management: Concept, Significance, Role & Skills, Levels of Management, Concepts of PODSCORB, Managerial Grid. • Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach.	12
December	Planning and Decision Making	12
January	Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations • Departmentation: Meaning, Basis and Significance • Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control Centralization vs Decentralization • Delegation: Authority & Responsibility relationship	14
February	Directing, Leadership, Co- ordination and Controlling	13



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Department of BMS

Teaching Plan for Academic Year 2018-19

Name of the Faculty Member: Sumaiya Khan

Class: : SYBMS

Semester: III

Subject: Consumer Behaviour

Month	Topics to be covered	No of Lectures
June/July	Introduction To Consumer Behaviour: Meaning of Consumer Behaviour, Features and Importance Types of Consumer (Institutional & Retail), Diversity of consumers and their behaviour- Types Of Consumer Behaviour Profiling the consumer and understanding their needs Consumer Involvement Application of Consumer Behaviour knowledge in Marketing Consumer Decision Making Process and Determinants of Buyer Behaviour, factors affecting each stage, and Need recognition.	14
July	Individual- Determinants of Consumer Behaviour Consumer Needs & Motivation (Theories - Maslow, Mc Cleland). Personality – Concept, Nature of personality, Freudian, non - Freudian and Trait theories, Personality Traits and it's Marketing significance, Product personality and brand personification. Self Concept – Concept Consumer Perception Learning - Theory, Nature of Consumer Attitudes, Consumer Attitude Formation & Change. Attitude - Concept of attitude	13

August	<p>Environmental Determinants of Consumer Behaviour</p> <p>Family Influences on Buyer Behaviour, Roles of different members, needs perceived and evaluation rules. Factors affecting the need of the family, family life cycle stage and size. Social Class and Influences. Group Dynamics & Consumer Reference Groups, Social Class & Consumer Behaviour - Reference Groups, Opinion Leaders and Social Influences In- group versus out-group influences, role of opinion leaders in diffusion of innovation and in purchase process. Cultural Influences on Consumer Behaviour Understanding cultural and sub- cultural influences on individual, norms and their role, customs, traditions and value system.</p>	12
September	<p>Consumer decision making models and New Trends</p> <p>Consumer Decision making models: Howard Sheth Model, Engel Blackwell, Miniard Model, Nicosia Models of Consumer Decision Making Diffusion of innovations Process of Diffusion and Adoption, Innovation, Decision process, Innovator profiles E-Buying behaviour The E-buyer vis-a vis the Brick and Mortar buyer, Influences on E-buying</p>	13

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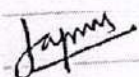
Name of the Faculty Member: Sapna Jha

Class: : SYBMS

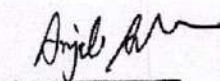
Semester: III

Subject: Advertising

Month	Topics to be covered	No of Lectures
June/July	Definition, Evolution of Advertising, Importance, Scope, Features, Benefits, Five M's of Advertising • Types of Advertising consumer advertising, industrial advertising, institutional advertising, classified advertising, national advertising, generic advertising	14
July	Strategy and Planning Process in Advertising	12
August	Creativity in Advertising • Introduction to Creativity	14
September	Budget, Evaluation, Current trends and careers in Advertising Advertising Budget – Definition of Advertising Budget, Features,	12



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Name of the Faculty Member: Heena Chaudhary

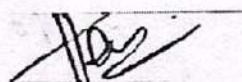
Class: :SYBMS

Semester: III

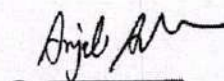
Subject: Environmental Management

Month	Topics to be covered	No of Lectures
June/July	1. Environmental Concepts Environment : Definition and composition, Lithosphere, Atmosphere, Hydrosphere, Biosphere Biogeochemical cycles – Concept and Water Cycle Ecosystem & Ecology; Food Chain, Food Web & Energy Flow Pyramid Resources: Meaning, Classification (Renewable & non-renewable), Types & Exploitation of Natural Resources in Sustainable Manner	12
July	2. Environment Degradation Degradation – Meaning and Causes, Degradation of Land, Forest and Agricultural Land and its remedies Pollution – meaning, types, causes and remedies (land, air, water and others) Global Warming : Meaning, Causes and Effects Disaster Management : Meaning, Disaster Management Cycle Waste Management : Definition and Types – Solid waste management anthropogenic waste, e-waste & biomedical waste (consumerism as a cause of waste)	13
August	3. Sustainability and Role of Business Sustainability : Definition, Importance and Environment Conservation Environmental Clearance for establishing and operating Industries in India EIA, Environmental Auditing, ISO 14001 Salient Features of Water Act, Air Act and Wildlife Protection Act Carbon Bank & Kyoto Protocol	14

September	4. Innovations in Business – An Environmental Perspective Non-Conventional Energy Sources – Wind, Bio-fuel, Solar, Tidal and Nuclear Energy. Innovative Business Models: Eco- tourism, Green marketing, Organic farming, Eco-friendly packaging, Waste management projects for profits ,other business projects for greener future	13
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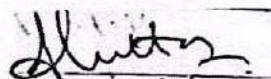
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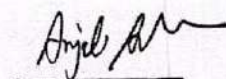
Name of the Faculty Member: Dr. Ashwin Mehta
Class: : SYBMS
Semester: III
Subject: Information Technology in Business Management-I

Month	Topics to be covered	No of Lectures
June	Introduction to IT Support in Management Concept of Data, Information and Knowledge Concept of Database	12
July	<p>Learn Word: Creating/Saving of Document Editing and Formatting Features Designing a title page, Preparing Index, Use of Smart Art Cross Reference, Bookmark and Hyperlink. Mail Merge Feature.</p> <p>Spreadsheet application (e.g. MS-Excel/openoffice.org) Creating/Saving and editing spreadsheets Drawing charts. Using Basic Functions: text, math & trig, statistical, date & time, database, financial, logical Using Advanced Functions : Use of Lookup/Hookup Data analysis – sorting data, filtering data (AutoFilter , Advanced Filter), data validation, what-if analysis (using data tables/scenarios), creating sub-totals and grand totals, pivot table/chart, goal seek/solver,</p> <p>Presentation Software Creating a presentation with minimum 20 slides with a script. Presenting in different views, Inserting Pictures, Videos, Creating animation effects on them Slide Transitions, Timed Presentations Rehearsal of presentation</p>	13 (08 – Practical Lectures in Computer Lab)

August	Email, Internet and its Applications	14 (06 – Practical Lectures in Compute r Lab)
September	E-Security Systems Threats to Computer systems and control measures. Types of threats Virus, hacking, phishing, spyware, spam, physical threats (fire, flood, earthquake, vandalism) Threat Management	12



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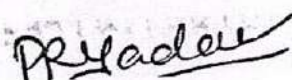


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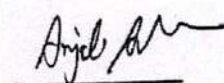
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Name of the Faculty Member: Pooja Yadav
Class: SYBMS
Semester: III
Subject: Business Planning & Entrepreneurial Management

Month	Topics to be covered	No of Lectures
June	Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship, Importance and significance of growth of entrepreneurial activities Characteristics and qualities of entrepreneur	14
July	Types & Classification Of Entrepreneurs	15
August	Entrepreneur Project Development & Business Plan	14
September	Venture Development	13



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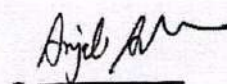
Name of the Faculty Member: Vivek Vichare
Class: : SYBMS
Semester: III
Subject: Accounting for Managerial Decisions

Month	Topics to be covered	No of Lectures
June	Analysis and Interpretation of Financial statements <ul style="list-style-type: none"> • Study of balance sheet of limited companies. Study of Manufacturing, Trading, Profit and Loss A/c of Limited Companies • Vertical Form of Balance Sheet and Profit & Loss A/c-Trend Analysis, Comparative Statement & Common Size. 	13
July	Ratio analysis and Interpretation Ratio analysis and Interpretation (based on vertical form of financial statements)including conventional and functional classification restricted to: Balance sheet ratios: Current ratio, Liquid Ratio, Stock Working capital ratio, Proprietary ratio, Debt Equity Ratio, Capital Gearing Ratio. Revenue statement ratios: Gross profit ratio, Expenses ratio, Operating ratio, Net profit ratio, Net Operating Profit Ratio, Stock turnover Ratio, Debtors Turnover , Creditors Turnover Ratio Combined ratios: Return on capital Employed (including Long term borrowings), Return on Proprietors fund (Shareholder fund and Preference Capital), Return on Equity Capital, Dividend Payout Ratio, Debt Service Ratio, Different modes of expressing ratios:- Rate, Ratio, Percentage, Number. Limitations of the use of Ratios.	13
August	Cash flow statement Preparation of cash flow statement(Accounting Standard-3(revised))	14

September	Working capital Working capital -Concept, Estimation of requirements in case of Trading & Manufacturing Organizations. Receivables management -Meaning & Importance, Credit Policy Variables, methods of Credit Evaluation (Traditional and Numerical-Credit Scoring); Monitoring the Debtors Techniques [DSO, Ageing Schedule]	12
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Name of the Faculty Member: Rajdeep Kamble

Class: : SYBMS

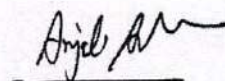
Semester: III

Subject: Strategic Management

Month	Topics to be covered	No of Lectures
June	<ul style="list-style-type: none">• Business Policy-Meaning, Nature, Importance• Strategy-Meaning, Definition• Strategic Management-Meaning, Definition, Importance, Strategic management• Process & Levels of Strategy and Concept and importance of Strategic Business Units (SBU's)• Strategic Intent-Mission, Vision, Goals, Objective, Plans	12
July	Strategy Formulation • Environment Analysis and Scanning(SWOT) • Corporate Level Strategy (Stability, Growth, Retrenchment, Integration and Internationalization)	12
August	Strategic Implementation Models of Strategy making. Strategic Analysis& Choices &Implementation: BCG Matrix, GE 9Cell, Porter5 Forces, 7S Frame Work Implementation: Meaning, Steps and implementation at Project, Process, Structural, Behavioural ,Functional level.	13
September	Strategic Evaluation & Control – Meaning, Steps of Evaluation & Techniques of Control Synergy: Concept, Types, evaluation of Synergy. Synergy as a Component of Strategy & its Relevance. Change Management– Elementary Concept	13



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Teaching Plan for Academic Year 2018-19

Name of the Faculty Member: Sapna Jha

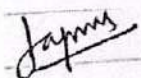
Class: SYBMS

Semester: IV

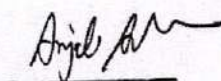
Subject: Event Marketing

Month	Modules / Units	No of Lectures
Nov/Dec	Introduction to Events	13
	<ul style="list-style-type: none"> Definition and Meaning of Event Marketing ; The Evolution of Event Marketing, Advantages of Event Marketing, 5 C's of Events- Conceptualization, costing, canvassing, customization, carrying-out; Event Designing; Reach; Interaction- Interaction Points, Direct Interaction, Indirect Interaction, Interaction Catalysts or Enablers. Importance of Events as a Marketing Communication Tool; Events as a Marketing Tool: The Varied Marketing Needs Addressed by Events: Brand Building, Focus on Target Market, Implementation of Marketing Plan, Marketing Research, Relationship Building, Creating opportunities for better deals with different media, Events and their Economic implications. Concept of Event Creativity, Key Elements of Events: Event Infrastructure; Customer Groups; Clients; Event Organizers; Venue; Media 	
December/ January	Segmenting, Targeting and Positioning of Events and Concept of Product in Events	14
	<ul style="list-style-type: none"> Concept of Market in Events; Segmentation and targeting of the Market for events; Positioning of events-Event Property. Concept of Product in Events: Benefit Levels-Core, generic, expected, augmented; Categories of Events: Competitive Events, Artistic Expression, Cultural Celebrations, Exhibition Events, Charitable Events ,Special Business Events, Retail Events. Event Variations- Time Frame Based, Concept Based, Artist Based, Client Industry Based 	
January	Concept of Pricing and Promotion in Events	13

	<ul style="list-style-type: none"> • Risk Rating, Setting Pricing Objectives, Understanding local legislations and tax laws, Feedback about events from the market, skills required for negotiating the best price, validation against pricing objectives, pricing decisions, Event Charges: Percentage of the total Event Cost, Flat Fee, Package Price, Hourly Rate. • Networking Components: Print Media, Radio, Television, Internet, Outdoor Media, Direct Marketing, Sales Promotion, Public Relations, Merchandising, In-venue Publicity. • Event Sponsorship: Concept of Sponsorship, Sponsorship in a communication context, Synergy between sponsor and Event, Identifying Potential sponsors, • Impact Measurement, Practical Sponsor Incentivization, In-Kind Sponsorship. 	
February	Trends and Challenges in Event Marketing	12
	<ul style="list-style-type: none"> • e-event marketing, Virtual Events, Societal Event Marketing, Green Event, Cause-Related Event Marketing, Sports Event Marketing. • Safety and Security of Event • Event Crisis Management • Growth of Event Industry in India • Career in Event Marketing 	



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Name of the Faculty Member: Heena Chaudhary

Class: : SYBMS

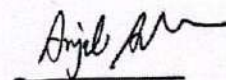
Semester: IV

Subject: Ethics and Governance

Month	Modules	No. of Lectures
November	Introduction to Ethics and Business Ethics Ethics: Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial Importance of Ethics, Objectives, Scope, Types – Transactional, Participatory and Recognition • Business Ethics: Meaning, Objectives, Purpose and Scope of Business Ethics Towards Society and Stakeholders, Role of Government in Ensuring Business Ethics Principles of Business Ethics, 3 Cs of Business Ethics – Compliance, Contribution and Consequences Myths about Business Ethics Ethical Performance in Businesses in India	12
December	Ethics in Marketing, Finance and HRM Ethics in Marketing: Ethical issues in Marketing Mix, Unethical Marketing Practices in India, Ethical Dilemmas in Marketing, Ethics in Advertising and Types of Unethical Advertisements • Ethics In Finance: Scope of Ethics in Financial Services, Ethics of a Financial Manager – Legal Issues, Balancing Act and Whistle Blower, Ethics in Taxation, Corporate Crime - White Collar Crime and Organised Crime, Major Corporate Scams in India, Role of SEBI in Ensuring Corporate Governance, Cadbury Committee Report, 1992 • Ethics in Human Resource Management: Importance of Workplace Ethics, Guidelines to Promote Workplace Ethics, Importance of Employee Code of Conduct, Ethical Leadership	12
January	Corporate Governance Concept, History of Corporate Governance in India, Need for Corporate Governance • Significance of Ethics in Corporate Governance, Principles of Corporate Governance, Benefits of Good Governance, Issues in Corporate Governance • Theories- Agency Theory, Shareholder Theory, Stakeholder Theory and Stewardship Theory • Corporate Governance in India, Emerging Trends in Corporate Governance, Models of Corporate Governance, Insider Trading	11
February	Corporate Social Responsibility (CSR) Meaning of CSR, Evolution of CSR, Types of Social Responsibility • Aspects of CSR- Responsibility, Accountability, Sustainability and Social Contract • Need for CSR • CSR Principles and Strategies • Issues in CSR • Social Accounting • Tata Group's CSR Rating Framework • Sachar Committee Report on CSR • Ethical Issues in International Business Practices • Recent Guidelines in CSR • Society's Changing Expectations of Business With Respect to Globalisation • Future of CSR	11



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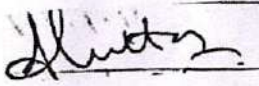


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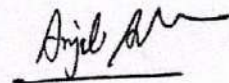
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Name of the Faculty Member: Dr. Ashwin Mehta
Class: : SYBMS
Semester: IV
Subject: Information Technology in Business Management-II

Month	Topics to be covered	No of Lectures
November	Management Information System Overview of MIS Definition, Characteristics • Subsystems of MIS (Activity and Functional subsystems) • Structure of MIS	12
December	ERP/E-SCM/E-CRM Concepts of ERP • Architecture of ERP Generic modules of ERP • Applications of ERP	16
January	Introduction to Data base and Data warehouse	14
February	Outsourcing	16



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Name of the Faculty Member: Rajdeep Kamble

Class: : SYBMS

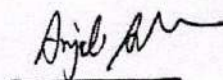
Semester: IV

Subject: Business Economics-IV

Month	Topics to be covered	No of Lectures
November	Introduction to Macro economic Data and Theory • Macroeconomics: Meaning, Scope and Importance. • Circular flow of aggregate income and expenditure: closed and open economy models	12
December	Money, Inflation and Monetary Policy • Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money • Demand for Money	16
January	Constituents of Fiscal Policy	14
February	Open Economy : Theory and Issues of International Trade • The basis of international trade	16



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Name of the Faculty Member: Nitin Gangal
Class: : SYBMS
Semester: IV
Subject: Production & Total Quality Management

Month	Topics to be covered	No of Lectures
November	Production Management • Objectives, Components– Manufacturing systems: Intermittent and Continuous Production Systems. • Product Development, Classification and Product Design. • Plant location & Plant layout– Objectives, Principles of good product layout, types of layout. • Importance of purchase management	12
December	Materials Management	16
January	Basics Of Productivity & TQM: Concepts of Productivity, modes of calculating productivity. Importance Of Quality Management, factors affecting quality; TQM– concept and importance, Cost of Quality, Philosophies and Approaches To Quality: Edward Deming, J. Juran, Kaizen , P. Crosby's philosophy. • Product & Service Quality Dimensions, SERVQUAL	14
February	Quality Improvement Strategies & Certifications	16

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Name of the Faculty Member: Pooja Yadav

Class: : SYBMS

Semester: IV

Subject: Business Research Methods

Month	Topics to be covered	No of Lectures
November	Introduction to business research methods Types of research– a)Pure, Basic and Fundamental b) Applied, c)Empirical d) Scientific & Social e)Historical f) Exploratory g) Descriptive h)Causal • Concepts	12
December	<ul style="list-style-type: none">• Types of data and sources-Primary and Secondary data sources• Methods of collection of primary data<ul style="list-style-type: none">a) Observation- i)structured and unstructured, ii) disguised and undisguised, iii)mechanical observations (use of gadgets)b) Experimental i)Field ii) Laboratoryc) Interview – i) Personal Interview ii)focused group, iii) in- depth interviews - Method,d) Survey– Telephonic survey, Mail, E-mail, Internet survey, Social media, and Media listening.e) Survey instrument– i) Questionnaire designing.f) Types of questions– i) structured/ close ended and ii) unstructured/ open ended, iii) Dicotomous, iv) Multiple Choice Questions.f) Scaling techniques-i) Likert scale, ii) Semantic Differential scale	16
January	Data analysis and Interpretation <ul style="list-style-type: none">• Processing of data– i) Editing- field and office editing, ii)coding– meaning and essentials, iii) tabulation – note• Analysis of data-Meaning, Purpose, types.	14

February	<p>Advanced techniques in Report Writing</p> <ul style="list-style-type: none"> • Report writing – i) Meaning , importance, functions of reports, essential of a good report, content of report , steps in writing a report, types of reports, <p>Footnotes and Bibliography</p> <ul style="list-style-type: none"> • Ethics and research • Objectivity, Confidentiality and anonymity in Research • Plagiarism 	14
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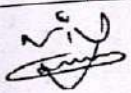
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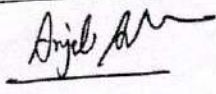
Department of BMS

Teaching Plan for Academic Year 2018-19

Name of the Faculty Member: Vivek Vichare
Class: TYBMS
Semester: V
Subject: Service Marketing

Month	Topics to be Covered	No. of Lectures
July	Role of Services in Modern Economy, Services Marketing Environment • Goods v/s Services Marketing, Goods Services Continuum • Consumer Behaviour, Positioning a Service in the Market Place • Variations in Customer Involvement, Impact of Service Recovery Efforts on Consumer Loyalty	08
August	Process-Service Mapping- Flowcharting • Branding of Services – Problems and Solutions • Options for Service Delivery	12
September	The SERVQUAL Model • Defining Productivity – Improving Productivity • Demand and Capacity Alignment	11
October	International and Global Strategies in Services Marketing: Services in the Global Economy- Moving from Domestic to Transnational Marketing • Factors Favouring Transnational Strategy • Elements of Transnational Strategy • Recent Trends in Marketing Of Services	11


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Name of the Faculty Member: Pratiksha Gurav

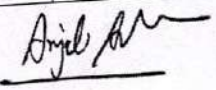
Class: TYBMS

Semester: V

Subject: E-Commerce and Digital Marketing

Month	Topics to be Covered	Number of lectures
July	Introduction to E-commerce • Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages & Limitations of E-Commerce, Traditional Commerce vs E-Commerce • Ecommerce Environmental Factors: Economic, Technological, Legal , Cultural & Social Trends in M-Commerce	12
August	E-Business & Applications • E-Business: Meaning, Launching an E-Business, • Important Concepts in E-Business: Data Warehouse, Customer Relationship Management , Supply Chain Management, Enterprise Resource Planning • Bricks and Clicks business models in E-Business:	16
September	Payment, Security, Privacy & Legal Issues in E-Commerce • Issues Relating to Privacy and Security in E-Business • Electronic Payment Systems: • Payment Gateway: • Types of Transaction Security • E-Commerce Laws:	14
October	Digital Marketing • Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing. • Digital Marketing on various Social Media platforms. • Online Advertisement, Online Marketing Research, Online PR • Web Analytics • Promoting Web Traffic • Latest developments and Strategies	16


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Name of the Faculty Member: Sumaiya Khan

Class: TYBMS

Semester: V

Subject: Sales and Distribution Management

Month	Topics to be Covered	Number of lectures
July	a) Sales Management: <ul style="list-style-type: none">• Interface of Sales with Other Management Functions• Qualities of a Sales Manager• Structure of Sales Organization b) Distribution Management: <ul style="list-style-type: none">• Integration of Marketing, Sales and Distribution	0 6
August	a) Market Analysis: <ul style="list-style-type: none">• Market Analysis and Sales Forecasting, MetCo ordinators of Sales b) Selling: <ul style="list-style-type: none">• Process of Selling, MetCo ordinators of Closing a Sale, Reasons for Unsuccessful Closing• Theories of Selling• Selling Skills –• Selling Strategies	1 2
September	Management of Distribution Channel – Meaning & Need <ul style="list-style-type: none">• Channel Partners-• Choice of Distribution System• Factors Affecting Distribution• Factors Affecting Effective Management Of Distribution Resolution of Conflicts: MetCo ordinators Motivating Channel Members Selecting Channel Partners Evaluating Channels	1 6

October	Performance Evaluation, Ethics and Trends a) Evaluation & Control of Sales Performance: b) Measuring Distribution Channel Performance: c) Ethics in Sales Management d) New Trends in Sales and Distribution Management	1 2
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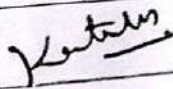
Name of the Faculty Member: Uttam Katarmal

Class: TYBMS

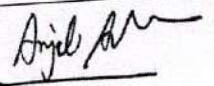
Semester: V

Subject: Customer Relationship Management

Month	Topics to be Covered	No. of Lectures
July	CRM concepts, Benefits and Objectives, Customer profitability segment, Components of CRM, Relationship Marketing, Service level agreements. Relationship challenges.	16.
August	CRM Marketing Initiatives, CRM and Customer service, Call Centre operations, Call scripting, Web based service, Call scripting, CRM and data Management. OLAP .Click stream analysis, data reporting.	16
September	Understanding customers, value, Profit chain, loyalty, Objectives of CRM strategy, Planning and implementation of CRM, B 2 B CRM, Sales and CRM, Sales force automation,	16
October	CRM Evaluation , service quality, Customer Customer satisfaction, Company 3E measures, e -CRM, software application for CRM, Activity Management, Inbound communication Management. Social Networking and CRM	16



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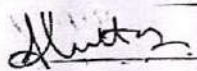


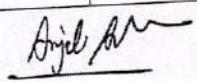
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Name of the Faculty Member: Dr. Ashwin Mehta
Class: TYBMS
Semester: V
Subject: Logistics & SCM

Month	Topics to be Covered	No. of Lectures
July	Subject introduction. Ch 1: Introduction to Logistics Ch 2: Introduction to SCM	8
August	Ch 3: Customer service Ch 6: Warehousing Ch 9: Inventory Management	16
September	Ch 5: Transportation Ch 11: Performance measurement in supply chain Ch 10: Logistics costing	12
October	Ch 8: Packaging Ch 7: Material Handling Ch 4: Demand forecasting Ch 15: Logistics outsourcing	12
Sept/October	Ch 12: Logistics network design Ch 13: IT in logistics Ch 14: Modern logistics infrastructure Ch 16: Logistics in global environment	12


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Name of the Faculty Member: Sumaiya Khan
Class: TYBMS
Semester: V
Subject: Corporate Communication and Public Relations

Month	Topics to be covered	No of Lectures
June/July	Foundation of Corporate Communication	13
July	Understanding Public Relations a) Fundamental of Public Relations: Introduction, Meaning, Essentials of Public Relations, Objectives of Public Relations, Scope of Public Relations, Significance of Public Relations in Business b) Emergence of Public Relations: Tracing Growth of Public Relations, Public Relations in India, Reasons for Emerging International Public Relations c) Public Relations Environment: Introduction, Social and Cultural Issues, Economic Issues, Political Issues, Legal Issues d) Theories used in Public Relations: Systems Theory, Situational Theory, Social Exchange Theory, Diffusion Theory	12
August	Functions of Corporate Communication and Public Relations	10

September/October	Emerging Technology in Corporate Communication and Public Relations a) Contribution of Technology to Corporate Communication Introduction, Today's Communication Technology, Importance of Technology to Corporate Communication, Functions of Communication Technology in Corporate Communication, Types of Communication Technology, New Media: Web Conferencing, Really Simple Syndication (RSS) b) Information Technology in Corporate Communication Introduction, E-media Relations, E-internal Communication, E-brand Identity and Company Reputation c) Corporate Blogging Introduction, Defining Corporate Blogging, Characteristics of a Blog, Types of Corporate Blogs, Role of Corporate Blogs, Making a Business Blog	12
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Department of BMS

Teaching Plan for Academic Year 2018-19

Class: TYBMS

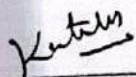
Semester: VI

Subject: Brand Management

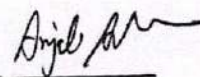
Name of the Faculty Member: Uttam Katarmal

Month	Topics to be covered	No of Lectures
December	Introduction to Brand Management: Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities, Strategic Brand Management Process, Customer Based Brand Equity model (CBBE), Sources of Brand Equity, Steps of Brand	10
January	a) Planning and Implementing Brand Marketing Programs: Brand Elements: Meaning, Criteria for choosing Brand Elements, Types of Brand Elements Integrating Marketing Programs and Activities Personalising Marketing: Experiential Marketing, One to One Marketing, Permission Marketing, Product Strategy: Perceived Quality and Relationship Marketing, Pricing Strategy: Setting Prices to Build Brand Equity, Channel Strategy: Direct, Indirect Channels	12
February	Measuring and Interpreting Brand Performance a) The Brand Value Chain b) Measuring Sources of Brand Equity: Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses c) Young and Rubicam's Brand Asset Valuator	16
March	Growing and Sustaining Brand Equity a) Designing & Implementing Branding Strategies:	12

<p>Brand Architecture: Meaning of Brand Architecture, The Brand-Product Matri,</p> <p>Breadth of a Branding Strategy, Depth of a Branding Strategy</p> <p>Brand Hierarchy: Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels</p> <p>Cause Marketing to Build Brand Equity: Meaning of Cause Marketing, Advantages, Green Marketing</p>	
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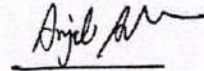
Name of the Faculty Member: Sapna Jha

Subject: Retail Management

Month	Topics to be covered	No of Lectures
December	Retail Management- An overview a) Retail Management b) Retail Formats c) Emerging Trends in Retailing	13
January	Retail Consumer and Retail Strategy a) Retail Consumer/Shopper b) CRM in Retail c) Retail Strategy d) Store Location Selection e) HRM in Retail	14
February	Merchandise Management and Pricing a) Merchandise Management b) Buying Function c) Concept of Lifestyle Merchandising	12
March/April	Managing and Sustaining Retail a) Retail Store Operations b) Store Design and Layout c) Visual Merchandising and Display d) Mall Management	13



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Name of the Faculty Member: Pratiksha Gurav

Class: TYBMS

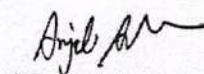
Semester: VI

Subject: International Marketing

Month	Topics to be covered	No of Lectures
December	Introduction to International Marketing & Trade Features of International Marketing, Need and Drivers of International Marketing Concept of International Trade, Barriers to Trade: Tariff and Non Tariff, Trading Blocs : SAARC, ASEAN, NAFTA, EU, OPEC	10
January	International Marketing Environment and Marketing Research a) International Marketing Environment: b) Marketing Research:	12
February	International Marketing Mix a) International Product Decision b) International Pricing Decision: c) International Distribution Decisions d) International Promotion Decisions	16
March/April	Developments in International Marketing Introduction -Developing International Marketing Plan: a) International strategies: b) International Marketing of Services	12



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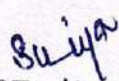
Name of the Faculty Member: Sumaiya Khan

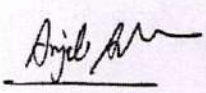
Class: TYBMS

Semester: VI

Subject: Media Planning and Management

Month	Topics to be covered	No of Lectures
December	a) Overview of Media and Media Planning: b) Media Research	11
January	Media Mix and Media Strategy a) Media Mix b) Media Choices c) Emerging Media d) Media Strategy	12
February	Media Budgeting, Buying & Scheduling Media a) Budget b) Media Buying c) Media Scheduling	16
March/April	Developments in International Marketing a) Media Measurement b) Benchmarking Metrics c) Plan Metrics d) Evaluating Media Buys	12


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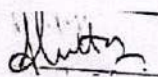
Name of the Faculty Member: Dr. Ashwin Mehta

Class: TYBMS

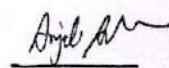
Semester: VI

Subject: Operational Research

Month	Topics to be covered	No of Lectures
December	a) Introduction To Operations Research b) Linear Programming Problems: Introduction and Formulation c) Linear Programming Problems: Graphical Method d) Linear Programming Problems: Simplex Method	12
January	Assignment Problem – Hungarian Method Transportation Problems	12
February	Critical Path Method (CPM) Project Crashing Program Evaluation and Review Technique (PERT)	13
March/April	Decision Theory Job Sequencing Problem Theory of Games	12



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Department of BMS

Teaching Plan for Academic Year 2019-20

Name of the Faculty Member: Zishan Mukhary

Class: FYBMS

Semester: I

Subject: Introduction to Financial Accounts

Month	Topics to be covered	No of Lectures
July	Introduction to Financial Accounts Meaning and Scope of Accounting: Accounting principles	10
	International Financial Reporting Standards (IFRS)	03
August	<ul style="list-style-type: none">Accounting transactions: Accounting cycle, Journal, Journal proper, Opening and closing entries, Relationship between journal & ledger: Rules regarding posting: Trial balance: Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns & cash book –Triple Column), Bank Reconciliation Statement.Expenditure: Classification of Expenditure- Capital, revenue and Deferred Revenue Expenditure Unusual expenses: Effects of error: Criteria test.Receipts: Capital receipt, Revenue receipt, distinction between capital receipts and revenue receipts.Profit or Loss: Revenue profit or loss, capital profit or loss	14
September	<p>Depreciation Accounting & Trial Balance/ Final Accounts</p> <ul style="list-style-type: none">Depreciation accounting: Practical problem based on depreciation using SLM and RBM methods. (Where Provision for depreciation Account not maintained). <p>Final Accounts</p> <ul style="list-style-type: none">Preparation of Trial Balance: Introduction and Preparation of Trial BalanceIntroduction to Final Accounts of a Sole proprietor.Rectification of errors.	14

October	<p>Final Accounts</p> <p>Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet.</p> <ul style="list-style-type: none"> • Preparation and presentation of Final Accounts in horizontal format • Introduction to Schedule 6 of Companies Act ,1956 	14
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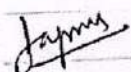
Name of the Faculty Member: Sapna Jha

Class: : FYBMS

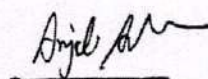
Semester: I

Subject: Business Law

Month	Topics to be covered	No of Lectures
July	Contract Act, 1872 & Sale of Goods Act, 1930 Contract Act, 1872: Essential elements of Contract; Agreement and Contract – Capacity to Contract, free consent, consideration, lawful objects/consideration,	12
August	Negotiable Instrument Act, 1981 & Consumer Protection Act, 1986 Negotiable Instrument Act, 1981: Introduction of Negotiable Instruments – Characteristics of negotiable instruments, Promissory note, Bills of exchange, Cheque, Dishonour of Cheque. • Consumer Protection Act, 1986:	13
September	Company Law	14
October	Intellectual Property Rights(IPR)	12



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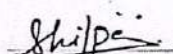
Name of the Faculty Member: Shilpa Gupta/Sarvesh Upadhyay

Class: FYBMS

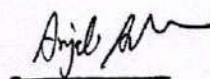
Semester: I

Subject: Business Statistics

Month	Topics to be covered	No of Lectures
July	Introduction to Statistics Introduction: Functions/Scope, Importance, Limitations • Data: Relevance of Data(Current Scenario), Type of data(Primary & Secondary), Primary(Census vs Samples, Method of Collection, Secondary(Merits, Limitations, Sources)	11
August	Measures of Dispersion, Co- Relation and Linear Regression	12
September	Time Series and Index Number Index Number: Simple(unweighted) Aggregate Method, Weighted Aggregate Method, Simple Average of Price Relatives, Weighted Average of Price Relatives, Chain Base Index Numbers, Base Shifting, Splicing and Deflating, Cost of Living Index Number	13
October	Probability and Decision Theory	12



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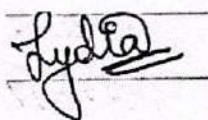
Name of the Faculty Member: Lydia Kalgutkar

Class: FYBMS

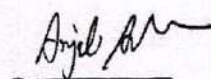
Semester: I

Subject: Business Communication- I

Month	Topics to be covered	No of Lectures
July	Theory of Communication Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication	14
August	Obstacles to Communication in Business World	13
September	Business Correspondence	14
October	Language and Writing Skills	11



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Name of the Faculty Member: Sumaiya Khan

Class: : FYBMS

Semester: I

Subject: Foundation Course -I

Month	Topics to be covered	No of Lectures
July	Overview of Indian Society	12
August	Concept of Disparity-1	10
August/September	Concept of Disparity- 2	10
September	The Indian Constitution Philosophy of the Constitution Significant Aspects of Political Processes	09
October	PPT Presentations	03

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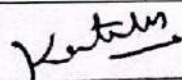
Name of the Faculty Member: Uttam Katarmal

Class: : FYBMS

Semester: I

Subject: Foundation of Human Skills

Month	Topics to be covered	No of Lectures
July	Understanding of Human Nature Individual Behaviour Personality and attitude Thinking, learning and perceptions	12
August/September	Introduction to Group Behaviour Group Dynamics Team effectiveness Organizational processes and system. Power and politics Organizational conflicts and resolution:	13
September/ October	Organizational Culture and Motivation at workplace <ul style="list-style-type: none"> Organizational Culture: Characteristics of organizational culture. Types, functions and barriers of organizational culture Ways of creating and maintaining effective organization culture Motivation at workplace: Concept of motivation Theories of motivation in an organisational set up. A.Maslow Need Heirachy F.Hertzberg Dual Factor Mc.Gregor theory X and theory Y. Waysofmotivating through carrot (positive reinforcement) and stick (negative reinforcement) at workplace. 	12
October	Organisational Change, Creativity and Development and Work Stress Organisational change and creativity: Concepts of organisational change, Factors leading/influencing organisational change, Kurt Lewins model of organisational change and development, Creativity and qualities of a creative person, Ways of enhancing creativity for effective decision making, Creative problem solving. • Organisational Development and work stress: Need for organisational development, OD Techniques, Stress, types of stress, Causes and consequences of job stress, Ways for coping up with job stress	11



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Name of the Faculty Member: Rajdeep Kamble

Class: : FYBMS

Semester: I

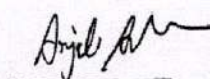
Subject: Business Economics - I

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Month	Topics to be covered	No of Lectures
July	Scope and Importance of Business Economics - basic tools- Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations - functional relations: equations- Total, Average and Marginal relations- use of Marginal analysis in decision making, The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium	12
August/September	Demand Analysis	11
September/ October	Supply and Production Decisions and Cost of Production	14
October	Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition Pricing Practices	10



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Department of BMS

Teaching Plan for Academic Year 2019-20

Name of the Faculty Member: Uttam Katarmal

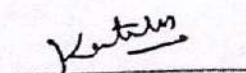
Class: FYBMS

Semester: II

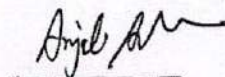
Subject: Principles of Marketing

Month	Topics to be covered	No of Lectures
November/ December	Introduction to Marketing, Concepts of Marketing Introduction to Marketing: Definition, features; advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function • Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges. • Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing	10 03
December/ January	Marketing Environment Research and Consumer Behaviour The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders. • Macro environment: Political Factors; Economic Factors; Socio Cultural Factors, Technological Factors (PEST Analysis) • Marketing research: Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research • MIS: Meaning, features and Importance • Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour	14
January	Marketing Mix • Marketing mix: Meaning –elements of Marketing Mix. • Product-product mix-product line lifecycle-product planning – New product development- failure of new product-levels of product. • Branding – Packing and packaging – role and importance • Pricing – objectives-factors influencing pricing policy and Pricing strategy. • Physical distribution – meaning – factor affecting channel selection-types of marketing channels • Promotion – meaning and significance of promotion. Promotion • tools (brief)	14

February	Segmentation, Targeting and Positioning and Trends In Marketing Segmentation – meaning , importance , basis • Targeting – meaning , types • Positioning – meaning – strategies • New trends in marketing – E-marketing , Internet marketing and marketing using Social network • Social marketing/ Relationship marketing	12
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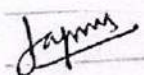
Name of the Faculty Member: Sapna Jha

Class: FYBMS

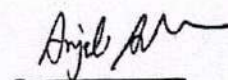
Semester: II

Subject: Industrial Law

Month	Topics to be covered	No of Lectures
November	Laws Related to Industrial Relations and Industrial Disputes Industrial Disputes Act, 1947: Definition, Authorities, Awards, Settlements, Strikes Lockouts, Lay Offs, Retrenchment and Closure • The Trade Union Act, 1926	12
December	Laws Related to Health, Safety and Welfare • The Factory Act 1948: (Provisions related to Health, Safety and Welfare) • The Workmen's Compensation Act, 1923 Provisions: χ Introduction: The doctrine of assumed risk, The doctrine of Common Employment, The doctrine of Contributory Negligence χ Definitions χ Employers liability for compensation (S-3 to 13) χ Rules as to Compensation (Sec 4 to Sec 9) (14 A & 17)	11
January	Social Legislation • Employee State Insurance Act 1948: Definition and Employees Provident Fund • Miscellaneous Provision Act 1948: Schemes, Administration and determination of dues	14
February	Laws Related to Compensation Management The payment of Wages Act 1948: Objectives, Definition, Authorised Deductions • Payment of Bonus Act, 1965 • The Payment Of Gratuity Act, 1972	11



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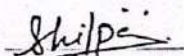
Name of the Faculty Member: Shilpa Gupta

Class: FYBMS

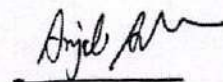
Semester: II

Subject: Business Mathematics

Month	Topics to be covered	No of Lectures
November	Elementary Financial Mathematics	12
December	Matrices and Determinants	13
January	Derivatives and Applications of Derivatives • Introduction and Concept: Derivatives	15
February	Numerical Analysis [Interpolation] Introduction and concept: Finite differences – forward difference operator – Newton's forward difference formula with simple examples • Backward Difference Operator. Newton's backward interpolation formula with simple examples	15



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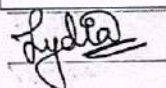
Name of the Faculty Member: Lydia Kalgutkar

Class: : FYBMS

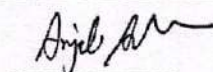
Semester: II

Subject: Business Communication- II

Month	Topics to be covered	No of Lectures
November	Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of OHP	10
December	Group Communication Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions Conference: Meaning and Importance of Conference Organizing a Conference Modern Met Co ordinators: Video and Tele – Conferencing Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR	13
January	Business Correspondence Trade Letters: Order, Credit and Status Enquiry, Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act	14
February	Language and Writing Skills Reports: Parts, Types, Feasibility Reports, Investigative Reports Summarisation: Identification of main and supporting/sub points Presenting these in a cohesive manner	13



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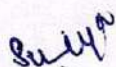
Name of the Faculty Member: Sumaiya Khan

Class: : FYBMS

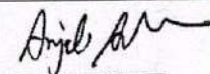
Semester: II

Subject: Foundation Course -II

Month	Topics to be covered	No of Lectures
November	Globalisation and Indian Society Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.	12
December	Human Rights Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution	11
January	Ecology Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation-causes and impact on human life; Sustainable development-concept and components; poverty and environment	14
February	Understanding Stress and Conflict	11
March	Managing Stress and Conflict in Contemporary Society	03



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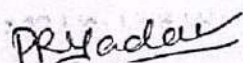
Name of the Faculty Member: Pooja Yadav

Class: FYBMS

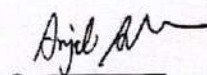
Semester: II

Subject: Business Environment

Month	Topics to be covered	No of Lectures
November	Introduction to Business Environment	12
December	Political and Legal environment Political Institutions: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India. • Economic environment: economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy • Impact of business on Private sector, Public sector and Joint sector • Sunrise sectors of India Economy. Challenges of Indian economy	10
January	Social and Cultural Environment, Technological environment and Competitive Environment	14
February	International Environment	11



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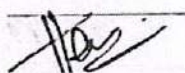
Name of the Faculty Member: Heena Chaudhary

Class: FYBMS

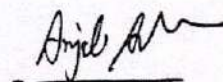
Semester: II

Subject: Principles of Management

Month	Topics to be covered	No of Lectures
November	Nature of Management Management: Concept, Significance, Role & Skills, Levels of Management, Concepts of PODSCORB, Managerial Grid. • Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach.	12
December	Planning and Decision Making	12
January	Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations • Departmentation: Meaning, Basis and Significance • Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control Centralization vs Decentralization • Delegation: Authority & Responsibility relationship	14
February	Directing, Leadership, Co- ordination and Controlling	13



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Department of BMS

Teaching Plan for Academic Year 2019-20

Name of the Faculty Member: Sumaiya Khan

Class: : SYBMS

Semester: III

Subject: Consumer Behaviour

Month	Topics to be covered	No of Lectures
June/July	Introduction To Consumer Behaviour: Meaning of Consumer Behaviour, Features and Importance Types of Consumer (Institutional & Retail), Diversity of consumers and their behaviour- Types Of Consumer Behaviour Profiling the consumer and understanding their needs Consumer Involvement Application of Consumer Behaviour knowledge in Marketing Consumer Decision Making Process and Determinants of Buyer Behaviour, factors affecting each stage, and Need recognition.	14
July	Individual- Determinants of Consumer Behaviour Consumer Needs & Motivation (Theories - Maslow, Mc Clelland). Personality – Concept, Nature of personality, Freudian, non - Freudian and Trait theories, Personality Traits and it's Marketing significance, Product personality and brand personification. Self Concept – Concept Consumer Perception Learning - Theory, Nature of Consumer Attitudes, Consumer Attitude Formation & Change. Attitude - Concept of attitude	13

August	<p>Environmental Determinants of Consumer Behaviour</p> <p>Family Influences on Buyer Behaviour, Roles of different members, needs perceived and evaluation rules. Factors affecting the need of the family, family life cycle stage and size. Social Class and Influences. Group Dynamics & Consumer Reference Groups, Social Class & Consumer Behaviour - Reference Groups, Opinion Leaders and Social Influences In- group versus out-group influences, role of opinion leaders in diffusion of innovation and in purchase process. Cultural Influences on Consumer Behaviour Understanding cultural and sub- cultural influences on individual, norms and their role, customs, traditions and value system.</p>	12
September	<p>Consumer decision making models and New Trends</p> <p>Consumer Decision making models: Howard Sheth Model, Engel Blackwell, Miniard Model, Nicosia Models of Consumer Decision Making Diffusion of innovations Process of Diffusion and Adoption, Innovation, Decision process, Innovator profiles E-Buying behaviour The E-buyer vis-a vis the Brick and Mortar buyer, Influences on E-buying</p>	13

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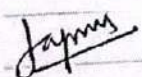
Name of the Faculty Member: Sapna Jha

Class: : SYBMS

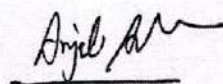
Semester: III

Subject: Advertising

Month	Topics to be covered	No of Lectures
June/July	Definition, Evolution of Advertising, Importance, Scope, Features, Benefits, Five M's of Advertising • Types of Advertising consumer advertising, industrial advertising, institutional advertising, classified advertising, national advertising, generic advertising	14
July	Strategy and Planning Process in Advertising	12
August	Creativity in Advertising • Introduction to Creativity	14
September	Budget, Evaluation, Current trends and careers in Advertising Advertising Budget – Definition of Advertising Budget, Features,	12



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Name of the Faculty Member: Heena Chaudhary

Class: :SYBMS

Semester: III

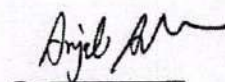
Subject: Environmental Management

Month	Topics to be covered	No of Lectures
June/July	1. Environmental Concepts Environment : Definition and composition, Lithosphere, Atmosphere, Hydrosphere, Biosphere Biogeochemical cycles – Concept and Water Cycle Ecosystem & Ecology; Food Chain, Food Web & Energy Flow Pyramid Resources: Meaning, Classification (Renewable & non-renewable), Types & Exploitation of Natural Resources in Sustainable Manner	12
July	2. Environment Degradation Degradation – Meaning and Causes, Degradation of Land, Forest and Agricultural Land and its remedies Pollution – meaning, types, causes and remedies (land, air, water and others) Global Warming : Meaning, Causes and Effects Disaster Management : Meaning, Disaster Management Cycle Waste Management : Definition and Types – Solid waste management anthropogenic waste, e-waste & biomedical waste (consumerism as a cause of waste)	13
August	3. Sustainability and Role of Business Sustainability : Definition, Importance and Environment Conservation Environmental Clearance for establishing and operating Industries in India EIA, Environmental Auditing, ISO 14001 Salient Features of Water Act, Air Act and Wildlife Protection Act Carbon Bank & Kyoto Protocol	14

September	4. Innovations in Business – An Environmental Perspective Non-Conventional Energy Sources – Wind, Bio-fuel, Solar, Tidal and Nuclear Energy. Innovative Business Models: Eco- tourism, Green marketing, Organic farming, Eco-friendly packaging, Waste management projects for profits ,other business projects for greener future	13
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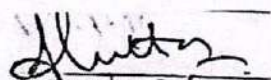
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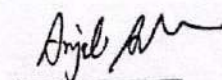
Name of the Faculty Member: Dr. Ashwin Mehta
Class: : SYBMS
Semester: III
Subject: Information Technology in Business Management-I

Month	Topics to be covered	No of Lectures
June	Introduction to IT Support in Management Concept of Data, Information and Knowledge Concept of Database	12
July	<p>Learn Word: Creating/Saving of Document Editing and Formatting Features</p> <p>Designing a title page, Preparing Index, Use of Smart Art</p> <p>Cross Reference, Bookmark and Hyperlink. Mail Merge Feature.</p> <p>Spreadsheet application (e.g. MS-Excel/openoffice.org) Creating/Saving and editing spreadsheets Drawing charts.</p> <p>Using Basic Functions: text, math & trig, statistical, date & time, database, financial, logical</p> <p>Using Advanced Functions : Use of Lookup/Hookup</p> <p>Data analysis – sorting data, filtering data (AutoFilter , Advanced Filter), data validation, what-if analysis (using data tables/scenarios), creating sub-totals and grand totals, pivot table/chart, goal seek/solver,</p> <p>Presentation Software Creating a presentation with minimum 20 slides with a script. Presenting in different views,</p> <p>Inserting Pictures, Videos, Creating animation effects on them Slide Transitions, Timed Presentations</p> <p>Rehearsal of presentation</p>	13 (08 – Practical Lectures in Computer Lab)

August	Email, Internet and its Applications	14 (06 – Practical Lectures in Computer Lab)
September	E-Security Systems Threats to Computer systems and control measures. Types of threats Virus, hacking, phishing, spyware, spam, physical threats (fire, flood, earthquake, vandalism) Threat Management	12



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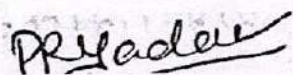
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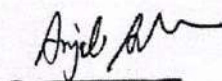
Name of the Faculty Member: Pooja Yadav

Class: SYBMS
Semester: III
Subject: Business Planning & Entrepreneurial Management

Month	Topics to be covered	No of Lectures
June	Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship, Importance and significance of growth of entrepreneurial activities Characteristics and qualities of entrepreneur	14
July	Types & Classification Of Entrepreneurs	15
August	Entrepreneur Project Development & Business Plan	14
September	Venture Development	13



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Name of the Faculty Member: Nitin Gangal

Class: : SYBMS
Semester: III
Subject: Accounting for Managerial Decisions

Month	Topics to be covered	No of Lectures
June	Analysis and Interpretation of Financial statements <ul style="list-style-type: none"> • Study of balance sheet of limited companies. Study of Manufacturing, Trading, Profit and Loss A/c of Limited Companies • Vertical Form of Balance Sheet and Profit & Loss A/c-Trend Analysis, Comparative Statement & Common Size. 	13
July	Ratio analysis and Interpretation Ratio analysis and Interpretation (based on vertical form of financial statements)including conventional and functional classification restricted to: Balance sheet ratios: Current ratio, Liquid Ratio, Stock Working capital ratio, Proprietary ratio, Debt Equity Ratio, Capital Gearing Ratio. Revenue statement ratios: Gross profit ratio, Expenses ratio, Operating ratio, Net profit ratio, Net Operating Profit Ratio, Stock turnover Ratio, Debtors Turnover , Creditors Turnover Ratio Combined ratios: Return on capital Employed (including Long term borrowings), Return on Proprietors fund (Shareholder fund and Preference Capital), Return on Equity Capital, Dividend Payout Ratio, Debt Service Ratio, Different modes of expressing ratios:- Rate, Ratio, Percentage, Number. Limitations of the use of Ratios.	13
August	Cash flow statement Preparation of cash flow statement(Accounting Standard-3(revised))	14

September	Working capital Working capital -Concept, Estimation of requirements in case of Trading & Manufacturing Organizations. Receivables management -Meaning & Importance, Credit Policy Variables, methods of Credit Evaluation (Traditional and Numerical-Credit Scoring); Monitoring the Debtors Techniques [DSO, Ageing Schedule]	12
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Gangal

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Name of the Faculty Member: Rajdeep Kamble

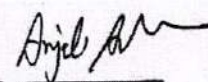
Class: : SYBMS

Semester: III

Subject: Strategic Management

Month	Topics to be covered	No of Lectures
June	<ul style="list-style-type: none">• Business Policy-Meaning, Nature, Importance• Strategy-Meaning, Definition• Strategic Management-Meaning, Definition, Importance, Strategic management• Process & Levels of Strategy and Concept and importance of Strategic Business Units (SBU's)• Strategic Intent-Mission, Vision, Goals, Objective, Plans	12
July	Strategy Formulation • Environment Analysis and Scanning(SWOT) • Corporate Level Strategy (Stability, Growth, Retrenchment, Integration and Internationalization)	12
August	Strategic Implementation Models of Strategy making. Strategic Analysis& Choices &Implementation: BCG Matrix, GE 9Cell, Porter5 Forces, 7S Frame Work Implementation: Meaning, Steps and implementation at Project, Process, Structural, Behavioural, Functional level.	13
September	Strategic Evaluation & Control – Meaning, Steps of Evaluation & Techniques of Control Synergy: Concept, Types, evaluation of Synergy. Synergy as a Component of Strategy & its Relevance. Change Management– Elementary Concept	13

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Name of the Faculty Member: Pratiksha Gurav
Subject: Cost Accounting

Month	Topics to be covered	No of Lectures
July	Introduction • Meaning, Nature and scope-Objective of Cost Accounting-Financial Accounting v/s Cost Accounting- Advantages and disadvantages of Cost Accounting- Elements of Costs-Cost classification (concept only)- - Installation of Cost Accounting System, Process (Simple and Inter process) and Job Costing (Practical Problems)	13
August	Elements of Cost • Material Costing- Stock valuation (FIFO & weighted average method), EOQ, EOQ with discounts, Calculation of Stock levels (Practical Problems) • Labour Costing – (Bonus and Incentive Plans) (Practical Problems) • Overhead Costing (Primary and Secondary Distribution)	12
September	Cost Projection • Cost Sheet (Current and Estimated) • Reconciliation of financial accounts and cost accounting	14
October	Emerging Cost Concepts Uniform Costing and Interfirm Comparison, Emerging Concepts – Target Costing, Benchmarking, JIT, The Balanced Scorecard; Strategic Based Control; concept, process, implementation of Balanced Scorecard, Challenges in implementation of Balanced Scorecard	13

Pratiksha Gurav

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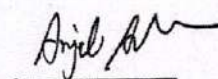
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Name of the Faculty Member: Hasina Panwar
Subject: Corporate Finance

Month	Topics to be covered	No of Lectures
July	<p>Introduction</p> <ul style="list-style-type: none"> • Introduction To Corporate Finance: Meaning, Principles of Corporate Finance, Significance of Corporate Finance, Amount of Capitalisation, Over Capitalisation and Under Capitalisation, Fixed capital and Working Capital funds. • Introduction to ownership securities– Ordinary Shares, Reference Shares, Creditor Ship Securities, Debtors and Bonds, Convertible Debentures, Concept of Private Placement of Securities. 	13
August	<p>Capital Structure and Leverage</p> <ul style="list-style-type: none"> • Introduction to Capital Structure theories, EBIT – EPS analysis for Capital Structure decision. • Cost of Capital – Cost of Debt, Cost of Preference Shares, Cost of Equity Shares and Cost of Retained Earnings, Calculation of Weighted Cost of Capital. • Introduction to concept of Leverage - Operating Leverage, Financial Leverage and Combined Leverage. 	12
September	<p>Time Value of Money</p> <ul style="list-style-type: none"> • Introduction to Time Value of Money – compounding and discounting • Introduction to basics of Capital Budgeting (time value of money based methods) – NPV and IRR (Net Present Value and Internal Rate of Return) • Importance of Risk and Return analysis in Corporate Finance 	14
October	<p>Mobilisation of Funds</p> <p>Public deposits and RBI regulations, Company deposits and SEBI regulations,</p> <p>Protection of depositors,</p> <p>RBI and public deposits with NBFC's.</p> <p>Foreign capital and collaborations, Foreign direct Investment (FDI)</p> <p>Emerging trends in FDI</p> <p>Global Depository Receipts, Policy development, Capital flows and Equity Debt.</p> <p>Brief introduction & sources of short term Finance Bank Overdraft, Cash Credit, Factoring</p>	13



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Teaching Plan for Academic Year 2019-20

Name of the Faculty Member: Sapna Jha

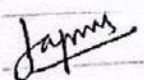
Class: SYBMS

Semester: IV

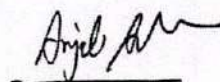
Subject: Event Marketing

Month	Modules / Units	No of Lectures
Nov/Dec	Introduction to Events	13
	<ul style="list-style-type: none"> Definition and Meaning of Event Marketing ; The Evolution of Event Marketing, Advantages of Event Marketing, 5 C's of Events- Conceptualization, costing, canvassing, customization, carrying-out; Event Designing; Reach; Interaction- Interaction Points, Direct Interaction, Indirect Interaction, Interaction Catalysts or Enablers. Importance of Events as a Marketing Communication Tool; Events as a Marketing Tool: The Varied Marketing Needs Addressed by Events: Brand Building, Focus on Target Market, Implementation of Marketing Plan, Marketing Research, Relationship Building, Creating opportunities for better deals with different media, Events and their Economic implications. Concept of Event Creativity, Key Elements of Events: Event Infrastructure; Customer Groups; Clients; Event Organizers; Venue; Media 	
December/ January	Segmenting, Targeting and Positioning of Events and Concept of Product in Events	14
	<ul style="list-style-type: none"> Concept of Market in Events; Segmentation and targeting of the Market for events; Positioning of events-Event Property. Concept of Product in Events: Benefit Levels-Core, generic, expected, augmented; Categories of Events: Competitive Events, Artistic Expression, Cultural Celebrations, Exhibition Events, Charitable Events ,Special Business Events, Retail Events. Event Variations- Time Frame Based, Concept Based, Artist Based, Client Industry Based 	
January	Concept of Pricing and Promotion in Events	13

	<ul style="list-style-type: none"> • Risk Rating, Setting Pricing Objectives, Understanding local legislations and tax laws, Feedback about events from the market, skills required for negotiating the best price, validation against pricing objectives, pricing decisions, Event Charges: Percentage of the total Event Cost, Flat Fee, Package Price, Hourly Rate. • Networking Components: Print Media, Radio, Television, Internet, Outdoor Media, Direct Marketing, Sales Promotion, Public Relations, Merchandising, In-venue Publicity. • Event Sponsorship: Concept of Sponsorship, Sponsorship in a communication context, Synergy between sponsor and Event, Identifying Potential sponsors, • Impact Measurement, Practical Sponsor Incentivization, In-Kind Sponsorship. 	
February	Trends and Challenges in Event Marketing	12
	<ul style="list-style-type: none"> • e-event marketing, Virtual Events, Societal Event Marketing, Green Event, Cause-Related Event Marketing, Sports Event Marketing. • Safety and Security of Event • Event Crisis Management • Growth of Event Industry in India • Career in Event Marketing 	



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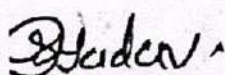
Name of the Faculty Member: Suman Yadav

Class: : SYBMS

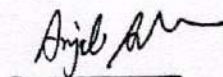
Semester: IV

Subject: Ethics and Governance

Month	Modules	No. of Lectures
November	Introduction to Ethics and Business Ethics Ethics: Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial Importance of Ethics, Objectives, Scope, Types – Transactional, Participatory and Recognition • Business Ethics: Meaning, Objectives, Purpose and Scope of Business Ethics Towards Society and Stakeholders, Role of Government in Ensuring Business Ethics Principles of Business Ethics, 3 Cs of Business Ethics – Compliance, Contribution and Consequences Myths about Business Ethics Ethical Performance in Businesses in India	12
December	Ethics in Marketing, Finance and HRM Ethics in Marketing: Ethical issues in Marketing Mix, Unethical Marketing Practices in India, Ethical Dilemmas in Marketing, Ethics in Advertising and Types of Unethical Advertisements • Ethics In Finance: Scope of Ethics in Financial Services, Ethics of a Financial Manager – Legal Issues, Balancing Act and Whistle Blower, Ethics in Taxation, Corporate Crime - White Collar Crime and Organised Crime, Major Corporate Scams in India, Role of SEBI in Ensuring Corporate Governance, Cadbury Committee Report, 1992 • Ethics in Human Resource Management: Importance of Workplace Ethics, Guidelines to Promote Workplace Ethics, Importance of Employee Code of Conduct, Ethical Leadership	12
January	Corporate Governance Concept, History of Corporate Governance in India, Need for Corporate Governance • Significance of Ethics in Corporate Governance, Principles of Corporate Governance, Benefits of Good Governance, Issues in Corporate Governance • Theories- Agency Theory, Shareholder Theory, Stakeholder Theory and Stewardship Theory • Corporate Governance in India, Emerging Trends in Corporate Governance, Models of Corporate Governance, Insider Trading	11
February	Corporate Social Responsibility (CSR) Meaning of CSR, Evolution of CSR, Types of Social Responsibility • Aspects of CSR- Responsibility, Accountability, Sustainability and Social Contract • Need for CSR • CSR Principles and Strategies • Issues in CSR • Social Accounting • Tata Group's CSR Rating Framework • Sachar Committee Report on CSR • Ethical Issues in International Business Practices • Recent Guidelines in CSR • Society's Changing Expectations of Business With Respect to Globalisation • Future of CSR	11



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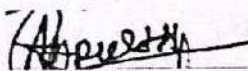


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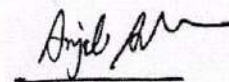
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Name of the Faculty Member: Sarvesh Upadhyay
Class: : SYBMS
Semester: IV
Subject: Information Technology in Business Management-II

Month	Topics to be covered	No of Lectures
November	Management Information System Overview of MIS Definition, Characteristics • Subsystems of MIS (Activity and Functional subsystems) • Structure of MIS	12
December	ERP/E-SCM/E-CRM Concepts of ERP • Architecture of ERP Generic modules of ERP • Applications of ERP	16
January	Introduction to Data base and Data warehouse	14
February	Outsourcing	16



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Name of the Faculty Member: Rajdeep Kamble

Class: SYBMS

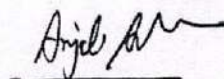
Semester: IV

Subject: Business Economics-IV

Month	Topics to be covered	No of Lectures
November	Introduction to Macro economic Data and Theory • Macroeconomics: Meaning, Scope and Importance. • Circular flow of aggregate income and expenditure: closed and open economy models	12
December	Money, Inflation and Monetary Policy • Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money • Demand for Money	16
January	Constituents of Fiscal Policy	14
February	Open Economy : Theory and Issues of International Trade • The basis of international trade	16



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Name of the Faculty Member: Nitin Gangal
Class: : SYBMS
Semester: IV
Subject: Production & Total Quality Management

Month	Topics to be covered	No of Lectures
November	Production Management • Objectives, Components– Manufacturing systems: Intermittent and Continuous Production Systems. • Product Development, Classification and Product Design. • Plant location & Plant layout– Objectives, Principles of good product layout, types of layout. • Importance of purchase management	12
December	Materials Management	16
January	Basics Of Productivity & TQM: Concepts of Productivity, modes of calculating productivity. Importance Of Quality Management, factors affecting quality; TQM– concept and importance, Cost of Quality, Philosophies and Approaches To Quality: Edward Deming, J. Juran, Kaizen , P. Crosby's philosophy. • Product & Service Quality Dimensions, SERVQUAL	14
February	Quality Improvement Strategies & Certifications	16

Gangal


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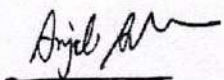
Ajil

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January	Auditing Techniques and Internal Audit Introduction <ul style="list-style-type: none"> • Test Check - Test Checking Vs Routing Checking, test Check meaning, features, factors to be considered, when Test Checks can be used, advantages disadvantages precautions. • Audit Sampling - Audit Sampling, meaning, purpose, factors in determining sample size -Sampling Risk, Tolerable Error and expected error, methods of selecting Sample Items Evaluation of Sample Results auditors Liability in conducting audit based on Sample • Internal Control - Meaning and purpose, review of internal control, advantages, auditors duties, review of internal control, Inherent Limitations of Internal control, internal control samples for sales and debtors, purchases and creditors, wages and salaries. Internal Checks Vs Internal Control, Internal Checks Vs Test Checks • Internal Audit - Meaning, basic principles of establishing Internal audit, objectives, evaluation of internal Audit by statutory auditor, usefulness of Internal Audit, Internal Audit Vs External Audit,, Internal Checks Vs Internal Audit 	14
February	Auditing Techniques: Vouching & Verification <ul style="list-style-type: none"> • Audit of Income - Cash Sales, Sales on Approval, Consignment Sales, Sales Returns Recovery of Bad Debts written off, Rental Receipts, Interest and Dividends Received Royalties Received • Audit of Expenditure - Purchases, Purchase Returns, Salaries and Wages, Rent, Insurance Premium, Telephone expense Postage and Courier, Petty Cash Expenses, Travelling Commission Advertisement, Interest Expense • Audit of Assets Book Debts / Debtors, Stocks -Auditors General Duties; Patterns, Dies and Loose Tools, Spare Parts, Empties and Containers Quoted Investments and Unquoted Investment Trade Marks / Copyrights Patents Know-How Plant and Machinery Land and Buildings Furniture and Fixtures • Audit of Liabilities - Outstanding Expenses, Bills Payable Secured loans Unsecured Loans, Contingent Liabilities 	13


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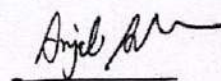
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Name of the Faculty Member: Hasina Panwar
Subject: Corporate Restructuring

Month	Topics to be covered	No of Lectures
November	Corporate Restructuring – Introduction and Concepts • Corporate Restructuring - Historical Background, Meaning of Corporate Restructuring, Corporate Restructuring as a Business Strategy, Need and Scope of Corporate Restructuring. • Planning, Formulation and Execution of Various Restructuring Strategies, Important Aspects to be considered while Planning or Implementing Corporate Restructuring Strategies. • Forms of Restructuring - Merger, Demerger, Reverse merger , Disinvestment ,Takeover/acquisition, Joint Venture (JV), Strategic Alliance, Franchising and Slump sale	13
December	Accounting of Internal Reconstruction • Need for reconstruction and Company Law provisions, Distinction between internal and external reconstructions • Methods including alteration of share capital, variation of share-holder rights, sub division, consolidation, surrender and reissue/cancellation, reduction of share capital, with relevant legal provisions and accounting treatments for same.	12
January	Time Value of Money • Introduction to Time Value of Money – compounding and discounting • Introduction to basics of Capital Budgeting (time value of money based methods) – NPV and IRR (Net Present Value and Internal Rate of Return) • Importance of Risk and Return analysis in Corporate Finance	14
February	Mobilisation of Funds Public deposits and RBI regulations, Company deposits and SEBI regulations, Protection of depositors, RBI and public deposits with NBFC's. Foreign capital and collaborations, Foreign direct Investment (FDI) Emerging trends in FDI Global Depository Receipts, Policy development, Capital flows and Equity Debt. Brief introduction & sources of short term Finance Bank Overdraft, Cash Credit, Factoring	13



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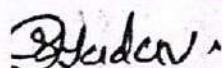
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Department of BMS

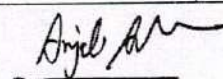
Teaching Plan for Academic Year 2019-20

**Name of the Faculty Member: Suman Yadav
Class: TYBMS
Semester: V
Subject: Service Marketing**

Month	Topics to be Covered	No. of Lectures
July	Role of Services in Modern Economy, Services Marketing Environment • Goods v/s Services Marketing, Goods Services Continuum • Consumer Behaviour, Positioning a Service in the Market Place • Variations in Customer Involvement, Impact of Service Recovery Efforts on Consumer Loyalty	08
August	Process-Service Mapping- Flowcharting • Branding of Services – Problems and Solutions • Options for Service Delivery	12
September	The SERVQUAL Model • Defining Productivity – Improving Productivity • Demand and Capacity Alignment	11
October	International and Global Strategies in Services Marketing: Services in the Global Economy- Moving from Domestic to Transnational Marketing • Factors Favouring Transnational Strategy • Elements of Transnational Strategy • Recent Trends in Marketing Of Services	11



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Name of the Faculty Member: Suryakant Patole

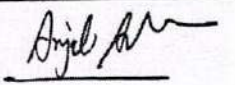
Class: TYBMS

Semester: V

Subject: E-Commerce and Digital Marketing

Month	Topics to be Covered	Number of lectures
July	Introduction to E-commerce • Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages & Limitations of E-Commerce, Traditional Commerce vs E-Commerce • Ecommerce Environmental Factors: Economic, Technological, Legal , Cultural & Social Trends in M-Commerce	12
August	E-Business & Applications • E-Business: Meaning, Launching an E-Business, • Important Concepts in E-Business: Data Warehouse, Customer Relationship Management , Supply Chain Management, Enterprise Resource Planning • Bricks and Clicks business models in E-Business:	16
September	Payment, Security, Privacy & Legal Issues in E-Commerce • Issues Relating to Privacy and Security in E-Business • Electronic Payment Systems: • Payment Gateway: • Types of Transaction Security • E-Commerce Laws:	14
October	Digital Marketing • Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing. • Digital Marketing on various Social Media platforms. • Online Advertisement, Online Marketing Research, Online PR • Web Analytics • Promoting Web Traffic • Latest developments and Strategies	16


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Jogeshwari (East), Mumbai -400 060.

Name of the Faculty Member: Pratiksha Gurav

Subject: Auditing

Month	Topics to be covered	No of Lectures
November	<p>Introduction to Auditing</p> <ul style="list-style-type: none"> • Basics – Financial Statements, Users of Information, Definition of Auditing, <p>Objectives of Auditing – Primary and Secondary, Expression of opinion, Detection of Frauds and Errors, Inherent limitations of Audit. Difference between Accounting and Auditing, Investigation and Auditing.</p> <ul style="list-style-type: none"> • Errors & Frauds – Definitions, Reasons and Circumstances, Types of Error –Commission, Omission, Compensating error. Types of frauds, Risk of fraud and <p>Error in Audit, Auditors Duties and Responsibilities in case of fraud</p> <ul style="list-style-type: none"> • Principles of Audit – Integrity, Objectivity, Independence, Skills, Competence, <p>Work performed by others, Documentation, Planning, Audi Evidence, Accounting System and Internal Control, Audit Conclusions and Reporting</p> <ul style="list-style-type: none"> • Types of Audit – Meaning, Advantages, Disadvantages of Balance sheet Audit, <p>Interim Audit, Continuous Audit, Concurrent Audit and Annual Audit</p>	13
December	<p>Audit Planning, Procedures and Documentation</p> <ul style="list-style-type: none"> • Audit Planning – Meaning, Objectives, Factors to be considered, Sources of obtaining information, Discussion with Client, Overall Audit Approach. • Audit Program – Meaning, Factors, Advantages and Disadvantages, Overcoming Disadvantages, Methods of Work , Instruction before commencing Work, Overall Audit Approach • Audit Working Papers - Meaning, importance, Factors determining Form and Contents, Main Functions / Importance, Features, Contents of Permanent Audit File, Temporary Audit File, Ownership, Custody, Access of Other Parties <p>to Audit Working Papers, Auditors Lien on Working Papers, Auditors Lien on Client's Books</p> <ul style="list-style-type: none"> • Audit Notebook – Meaning, structure, Contents, General Information, Current Information, Importance 	12

Name of the Faculty Member: Sumaiya Khan

Class: TYBMS

Semester: V

Subject: Sales and Distribution Management

Month	Topics to be Covered	Number of lectures
July	a) Sales Management: <ul style="list-style-type: none">• Interface of Sales with Other Management Functions• Qualities of a Sales Manager• Structure of Sales Organization b) Distribution Management: <ul style="list-style-type: none">• Integration of Marketing, Sales and Distribution	0 6
August	a) Market Analysis: <ul style="list-style-type: none">• Market Analysis and Sales Forecasting, MetCo ordinator of Sales b) Selling: <ul style="list-style-type: none">• Process of Selling, MetCo ordinator of Closing a Sale, Reasons for Unsuccessful Closing• Theories of Selling• Selling Skills –• Selling Strategies	1 2
September	Management of Distribution Channel – Meaning & Need <ul style="list-style-type: none">• Channel Partners-• Choice of Distribution System• Factors Affecting Distribution• Factors Affecting Effective Management Of Distribution Resolution of Conflicts: <ul style="list-style-type: none">• MetCo ordinator Motivating Channel Members• Selecting Channel Partners Evaluating Channels	1 6

October	Performance Evaluation, Ethics and Trends	1
	a) Evaluation & Control of Sales Performance:	2
	b) Measuring Distribution Channel Performance:	
	c) Ethics in Sales Management	
	d) New Trends in Sales and Distribution Management	

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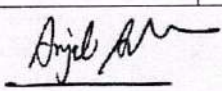
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Arts, Science & Commerce.
Jogeshwari (East), Mumbai -400 060.

Name of the Faculty Member: Rajdeep Kamble
Class: TYBMS
Semester: V
Subject: Customer Relationship Management

Month	Topics to be Covered	No. of Lectures
July	CRM concepts, Benefits and Objectives, Customer profitability segment, Components of CRM, Relationship Marketing, Service level agreements. Relationship challenges.	16.
August	CRM Marketing Initiatives, CRM and Customer service, Call Centre operations, Call scripting, Web based service, Call scripting, CRM and data Management. OLAP .Click stream analysis, data reporting.	16
September	Understanding customers, value, Profit chain, loyalty, Objectives of CRM strategy, Planning and implementation of CRM, B 2 B CRM, Sales and CRM, Sales force automation,	16
October	CRM Evaluation , service quality, Customer Customer satisfaction, Company 3E measures, e -CRM, software application for CRM, Activity Management, Inbound communication Management. Social Networking and CRM	16

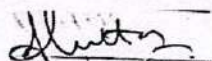

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Arts, Science & Commerce.
Jogeshwari (East), Mumbai -400 060.

Name of the Faculty Member: Dr. Ashwin Mehta
Class: TYBMS
Semester: V
Subject: Logistics & SCM

Month	Topics to be Covered	No. of Lectures
July	Subject introduction. Ch 1: Introduction to Logistics Ch 2: Introduction to SCM	8
August	Ch 3: Customer service Ch 6: Warehousing Ch 9: Inventory Management	16
September	Ch 5: Transportation Ch 11: Performance measurement in supply chain Ch 10: Logistics costing	12
October	Ch 8: Packaging Ch 7: Material Handling Ch 4: Demand forecasting Ch 15: Logistics outsourcing	12
Sept/October	Ch 12: Logistics network design Ch 13: IT in logistics Ch 14: Modern logistics infrastructure Ch 16: Logistics in global environment	12



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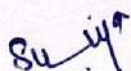
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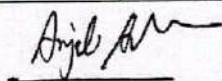
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Name of the Faculty Member: Sumaiya Khan
Class: TYBMS
Semester: V
Subject: Corporate Communication and Public Relations

Month	Topics to be covered	No of Lectures
June/July	Foundation of Corporate Communication	13
July	Understanding Public Relations a) Fundamental of Public Relations: Introduction, Meaning, Essentials of Public Relations, Objectives of Public Relations, Scope of Public Relations, Significance of Public Relations in Business b) Emergence of Public Relations: Tracing Growth of Public Relations, Public Relations in India, Reasons for Emerging International Public Relations c) Public Relations Environment: Introduction, Social and Cultural Issues, Economic Issues, Political Issues, Legal Issues d) Theories used in Public Relations: Systems Theory, Situational Theory, Social Exchange Theory, Diffusion Theory	12
August	Functions of Corporate Communication and Public Relations	10

September/October	Emerging Technology in Corporate Communication and Public Relations a) Contribution of Technology to Corporate Communication Introduction, Today's Communication Technology, Importance of Technology to Corporate Communication, Functions of Communication Technology in Corporate Communication, Types of Communication Technology, New Media: Web Conferencing, Really Simple Syndication (RSS) b) Information Technology in Corporate Communication Introduction, E-media Relations, E-internal Communication, E-brand Identity and Company Reputation c) Corporate Blogging Introduction, Defining Corporate Blogging, Characteristics of a Blog, Types of Corporate Blogs, Role of Corporate Blogs, Making a Business Blog	12
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Department of BMS

Teaching Plan for Academic Year 2019-20

Class: TYBMS

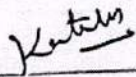
Semester: VI

Subject: Brand Management

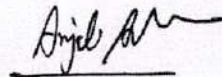
Name of the Faculty Member: Uttam Katarmal

Month	Topics to be covered	No of Lectures
December	Introduction to Brand Management: Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities, Strategic Brand Management Process, Customer Based Brand Equity model (CBBE), Sources of Brand Equity, Steps of Brand	10
January	a) Planning and Implementing Brand Marketing Programs: Brand Elements: Meaning, Criteria for choosing Brand Elements, Types of Brand Elements Integrating Marketing Programs and Activities Personalising Marketing: Experiential Marketing, One to One Marketing, Permission Marketing, Product Strategy: Perceived Quality and Relationship Marketing, Pricing Strategy: Setting Prices to Build Brand Equity, Channel Strategy: Direct, Indirect Channels	12
February	Measuring and Interpreting Brand Performance a) The Brand Value Chain b) Measuring Sources of Brand Equity: Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses c) Young and Rubicam's Brand Asset Valuator	16
March	Growing and Sustaining Brand Equity a) Designing & Implementing Branding Strategies:	12

<p>Brand Architecture: Meaning of Brand Architecture, The Brand-Product Matrix,</p> <p>Breadth of a Branding Strategy, Depth of a Branding Strategy</p> <p>Brand Hierarchy: Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels</p> <p>Cause Marketing to Build Brand Equity: Meaning of Cause Marketing, Advantages, Green Marketing</p>	
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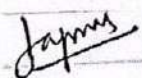


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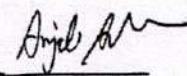
Name of the Faculty Member: Sapna Jha

Subject: Retail Management

Month	Topics to be covered	No of Lectures
December	Retail Management- An overview a) Retail Management b) Retail Formats c) Emerging Trends in Retailing	13
January	Retail Consumer and Retail Strategy a) Retail Consumer/Shopper b) CRM in Retail c) Retail Strategy d) Store Location Selection e) HRM in Retail	14
February	Merchandise Management and Pricing a) Merchandise Management b) Buying Function c) Concept of Lifestyle Merchandising	12
March/April	Managing and Sustaining Retail a) Retail Store Operations b) Store Design and Layout c) Visual Merchandising and Display d) Mall Management	13



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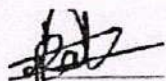
Name of the Faculty Member: Deepa Pal

Class: TYBMS

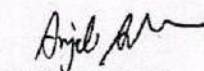
Semester: VI

Subject: International Marketing

Month	Topics to be covered	No of Lectures
December	Introduction to International Marketing & Trade Features of International Marketing, Need and Drivers of International Marketing Concept of International Trade, Barriers to Trade: Tariff and Non Tariff, Trading Blocs : SAARC, ASEAN, NAFTA, EU, OPEC	10
January	International Marketing Environment and Marketing Research a) International Marketing Environment: b) Marketing Research:	12
February	International Marketing Mix a) International Product Decision b) International Pricing Decision: c) International Distribution Decisions d) International Promotion Decisions	16
March/April	Developments in International Marketing Introduction -Developing International Marketing Plan: a) International strategies: b) International Marketing of Services	12



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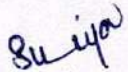
Name of the Faculty Member: Sumaiya Khan

Class: TYBMS

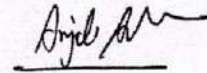
Semester: VI

Subject: Media Planning and Management

Month	Topics to be covered	No of Lectures
December	a) Overview of Media and Media Planning: b) Media Research	11
January	Media Mix and Media Strategy a) Media Mix b) Media Choices c) Emerging Media d) Media Strategy	12
February	Media Budgeting, Buying & Scheduling Media a) Budget b) Media Buying c) Media Scheduling	16
March/April	Developments in International Marketing a) Media Measurement b) Benchmarking Metrics c) Plan Metrics d) Evaluating Media Buys	12



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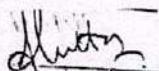
Name of the Faculty Member: Dr. Ashwin Mehta

Class: TYBMS

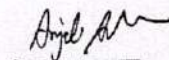
Semester: VI

Subject: Operational Research

Month	Topics to be covered	No of Lectures
December	a) Introduction To Operations Research b) Linear Programming Problems: Introduction and Formulation c) Linear Programming Problems: Graphical Method d) Linear Programming Problems: Simplex Method	12
January	Assignment Problem – Hungarian Method Transportation Problems	12
February	Critical Path Method (CPM) Project Crashing Program Evaluation and Review Technique (PERT)	13
March/April	Decision Theory Job Sequencing Problem Theory of Games	12



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Department of BMS

Teaching Plan for Academic Year 2020-21

Name of the Faculty Member: Zishan Mukhary

Class: FYBMS

Semester: I

Subject: Introduction to Financial Accounts

Month	Topics to be covered	No of Lectures
July	Introduction to Financial Accounts Meaning and Scope of Accounting: Accounting principles	10
	International Financial Reporting Standards (IFRS)	03
August	<ul style="list-style-type: none">• Accounting transactions: Accounting cycle, Journal, Journal proper, Opening and closing entries, Relationship between journal & ledger: Rules regarding posting: Trial balance: Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns & cash book –Triple Column), Bank Reconciliation Statement.• Expenditure: Classification of Expenditure- Capital, revenue and Deferred Revenue Expenditure Unusual expenses: Effects of error: Criteria test.• Receipts: Capital receipt, Revenue receipt, distinction between capital receipts and revenue receipts.• Profit or Loss: Revenue profit or loss, capital profit or loss	14
September	Depreciation Accounting & Trial Balance/ Final Accounts <ul style="list-style-type: none">• Depreciation accounting: Practical problem based on depreciation using SLM and RBM methods. (Where Provision for depreciation Account not maintained). Final Accounts <ul style="list-style-type: none">• Preparation of Trial Balance: Introduction and Preparation of Trial Balance• Introduction to Final Accounts of a Sole proprietor.• Rectification of errors.	14

October	<p>Final Accounts</p> <p>Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet.</p> <ul style="list-style-type: none"> • Preparation and presentation of Final Accounts in horizontal format • Introduction to Schedule 6 of Companies Act ,1956 	14
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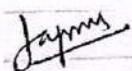
Name of the Faculty Member: Sapna Jha

Class: : FYBMS

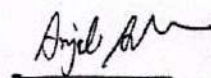
Semester: I

Subject: Business Law

Month	Topics to be covered	No of Lectures
July	Contract Act, 1872 & Sale of Goods Act, 1930 Contract Act, 1872: Essential elements of Contract; Agreement and Contract – Capacity to Contract, free consent, consideration, lawful objects/consideration,	12
August	Negotiable Instrument Act, 1981 & Consumer Protection Act, 1986 Negotiable Instrument Act, 1981: Introduction of Negotiable Instruments – Characteristics of negotiable instruments, Promissory note, Bills of exchange, Cheque, Dishonour of Cheque. • Consumer Protection Act, 1986:	13
September	Company Law	14
October	Intellectual Property Rights(IPR)	12



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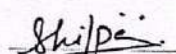
Name of the Faculty Member: Shilpa Gupta

Class: FYBMS

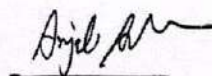
Semester: I

Subject: Business Statistics

Month	Topics to be covered	No of Lectures
July	Introduction to Statistics Introduction: Functions/Scope, Importance, Limitations • Data: Relevance of Data(Current Scenario), Type of data(Primary & Secondary), Primary(Census vs Samples, Method of Collection, Secondary(Merits, Limitations, Sources)	11
August	Measures of Dispersion, Co- Relation and Linear Regression	12
September	Time Series and Index Number Index Number: Simple(unweighted) Aggregate Method, Weighted Aggregate Method, Simple Average of Price Relatives, Weighted Average of Price Relatives, Chain Base Index Numbers, Base Shifting, Splicing and Deflating, Cost of Living Index Number	13
October	Probability and Decision Theory	12



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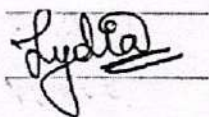
Name of the Faculty Member: Lydia Kalgutkar

Class: FYBMS

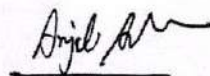
Semester: I

Subject: Business Communication- I

Month	Topics to be covered	No of Lectures
July	Theory of Communication Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication	14
August	Obstacles to Communication in Business World	13
September	Business Correspondence	14
October	Language and Writing Skills	11



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Name of the Faculty Member: Sumaiya Khan

Class: : FYBMS

Semester: I

Subject: Foundation Course -I

Month	Topics to be covered	No of Lectures
July	Overview of Indian Society	12
August	Concept of Disparity-1	10
August/September	Concept of Disparity- 2	10
September	The Indian Constitution Philosophy of the Constitution Significant Aspects of Political Processes	09
October	PPT Presentations	03

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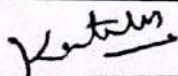
Name of the Faculty Member: Uttam Katarmal

Class : FYBMS

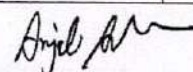
Semester: I

Subject: Foundation of Human Skills

Month	Topics to be covered	No of Lectures
July	Understanding of Human Nature Individual Behaviour Personality and attitude Thinking, learning and perceptions	12
August/September	Introduction to Group Behaviour Group Dynamics Team effectiveness Organizational processes and systems. Power and politics Organizational conflicts and resolution:	13
September/ October	Organizational Culture and Motivation at workplace <ul style="list-style-type: none">• Organizational Culture: Characteristics of organizational culture. Types, functions and barriers of organizational culture Ways of creating and maintaining effective organization culture• Motivation at workplace: Concept of motivation Theories of motivation in an organisational set up. A.Maslow Need Hierarchy F.Hertzberg Dual Factor Mc.Gregor theory X and theory Y. Ways Of Motivating through carrot (positive reinforcement) and stick (negative reinforcement) at workplace.	12
October	Organisational Change, Creativity and Development and Work Stress Organisational change and creativity: Concepts of organisational change, Factors leading/influencing organisational change, Kurt Lewins model of organisational change and development, Creativity and qualities of a creative person, Ways of enhancing creativity for effective decision making, Creative problem solving. • Organisational Development and work stress: Need for organisational development, OD Techniques, Stress, types of stress, Causes and consequences of job stress, Ways for coping up with job stress	11



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Jogeshwari (East), Mumbai -400 060.

Name of the Faculty Member: Rajdeep Kamble

Class: : FYBMS

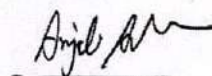
Semester: I

Subject: Business Economics - I

Month	Topics to be covered	No of Lectures
July	Scope and Importance of Business Economics - basic tools- Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations - functional relations: equations- Total, Average and Marginal relations- use of Marginal analysis in decision making, The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium	12
August/September	Demand Analysis	11
September/ October	Supply and Production Decisions and Cost of Production	14
October	Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition Pricing Practices	10



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Department of BMS

Teaching Plan for Academic Year 2020-21

Name of the Faculty Member: Uttam Katarmal

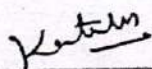
Class: FYBMS

Semester: II

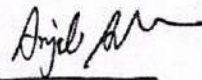
Subject: Principles of Marketing

Month	Topics to be covered	No of Lectures
November/ December	Introduction to Marketing, Concepts of Marketing Introduction to Marketing: Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function • Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges. • Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing	10 03
December/ January	Marketing Environment Research and Consumer Behaviour The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders. • Macro environment: Political Factors; Economic Factors; Socio Cultural Factors, Technological Factors (PEST Analysis) • Marketing research: Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research • MIS: Meaning, features and Importance • Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour	14
January	Marketing Mix • Marketing mix: Meaning –elements of Marketing Mix. • Product-product mix-product line lifecycle-product planning – New product development- failure of new product-levels of product. • Branding – Packing and packaging – role and importance • Pricing – objectives-factors influencing pricing policy and Pricing strategy. • Physical distribution – meaning – factor affecting channel selection-types of marketing channels • Promotion – meaning and significance of promotion. Promotion • tools (brief)	14

February	Segmentation, Targeting and Positioning and Trends In Marketing Segmentation – meaning , importance , basis • Targeting – meaning , types • Positioning – meaning – strategies • New trends in marketing – E-marketing , Internet marketing and marketing using Social network • Social marketing/ Relationship marketing	12
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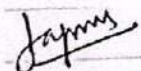
Name of the Faculty Member: Sapna Jha

Class: FYBMS

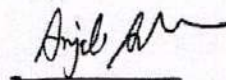
Semester: II

Subject: Industrial Law

Month	Topics to be covered	No of Lectures
November	Laws Related to Industrial Relations and Industrial Disputes Industrial Disputes Act, 1947: Definition, Authorities, Awards, Settlements, Strikes Lockouts, Lay Offs, Retrenchment and Closure • The Trade Union Act, 1926	12
December	Laws Related to Health, Safety and Welfare • The Factory Act 1948: (Provisions related to Health, Safety and Welfare) • The Workmen's Compensation Act, 1923 Provisions: χ Introduction: The doctrine of assumed risk, The doctrine of Common Employment, The doctrine of Contributory Negligence χ Definitions χ Employers liability for compensation (S-3 to 13) χ Rules as to Compensation (Sec 4 to Sec 9) (14 A & 17)	11
January	Social Legislation • Employee State Insurance Act 1948: Definition and Employees Provident Fund • Miscellaneous Provision Act 1948: Schemes, Administration and determination of dues	14
February	Laws Related to Compensation Management The payment of Wages Act 1948: Objectives, Definition, Authorised Deductions • Payment of Bonus Act, 1965 • The Payment Of Gratuity Act, 1972	11



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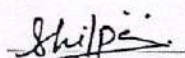
Name of the Faculty Member: Shilpa Gupta

Class: FYBMS

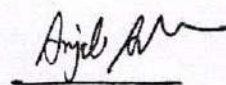
Semester: II

Subject: Business Mathematics

Month	Topics to be covered	No of Lectures
November	Elementary Financial Mathematics	12
December	Matrices and Determinants	13
January	Derivatives and Applications of Derivatives • Introduction and Concept: Derivatives	15
February	Numerical Analysis [Interpolation] Introduction and concept: Finite differences – forward difference operator – Newton's forward difference formula with simple examples • Backward Difference Operator. Newton's backward interpolation formula with simple examples	15



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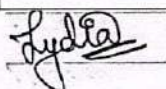
Name of the Faculty Member: Lydia Kalgutkar

Class : FYBMS

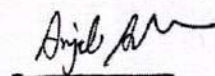
Semester: II

Subject: Business Communication- II

Month	Topics to be covered	No of Lectures
November	Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of OHP	10
December	Group Communication Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions Conference: Meaning and Importance of Conference Organizing a Conference Modern Met Co ordinators: Video and Tele – Conferencing Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR	13
January	Business Correspondence Trade Letters: Order, Credit and Status Enquiry, Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act	14
February	Language and Writing Skills Reports: Parts, Types, Feasibility Reports, Investigative Reports Summarisation: Identification of main and supporting/sub points Presenting these in a cohesive manner	13



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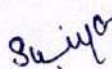
Name of the Faculty Member: Sumaiya Khan

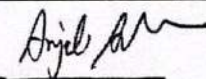
Class: : FYBMS

Semester: II

Subject: Foundation Course -II

Month	Topics to be covered	No of Lectures
November	Globalisation and Indian Society Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.	12
December	Human Rights Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution	11
January	Ecology Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation-causes and impact on human life; Sustainable development-concept and components; poverty and environment	14
February	Understanding Stress and Conflict	11
March	Managing Stress and Conflict in Contemporary Society	03


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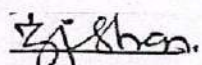
Name of the Faculty Member: Zishan Mukhary

Class: FYBMS

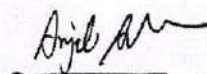
Semester: II

Subject: Business Environment

Month	Topics to be covered	No of Lectures
November	Introduction to Business Environment	12
December	Political and Legal environment Political Institutions: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India. • Economic environment: economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy • Impact of business on Private sector, Public sector and Joint sector • Sunrise sectors of India Economy. Challenges of Indian economy	10
January	Social and Cultural Environment, Technological environment and Competitive Environment	14
February	International Environment	11



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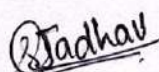
Name of the Faculty Member: Shraddha Jadhav

Class: FYBMS

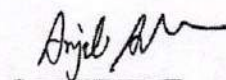
Semester: II

Subject: Principles of Management

Month	Topics to be covered	No of Lectures
November	Nature of Management Management: Concept, Significance, Role & Skills, Levels of Management, Concepts of PODSCORB, Managerial Grid. • Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach.	12
December	Planning and Decision Making	12
January	Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations • Departmentation: Meaning, Basis and Significance • Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control Centralization vs Decentralization • Delegation: Authority & Responsibility relationship	14
February	Directing, Leadership, Co- ordination and Controlling	13



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Department of BMS

Teaching Plan for Academic Year 2020-21

Name of the Faculty Member: Sumaiya Khan

Class: : SYBMS

Semester: III

Subject: Consumer Behaviour

Month	Topics to be covered	No of Lectures
July/August	Introduction To Consumer Behaviour: Meaning of Consumer Behaviour, Features and Importance Types of Consumer (Institutional & Retail), Diversity of consumers and their behaviour- Types Of Consumer Behaviour Profiling the consumer and understanding their needs Consumer Involvement Application of Consumer Behaviour knowledge in Marketing Consumer Decision Making Process and Determinants of Buyer Behaviour, factors affecting each stage, and Need recognition.	14
August/ September	Individual- Determinants of Consumer Behaviour Consumer Needs & Motivation (Theories - Maslow, Mc Cleland). Personality – Concept, Nature of personality, Freudian, non - Freudian and Trait theories, Personality Traits and it's Marketing significance, Product personality and brand personification. Self Concept – Concept Consumer Perception Learning - Theory, Nature of Consumer Attitudes, Consumer Attitude Formation & Change. Attitude - Concept of attitude	13

October	<p>Environmental Determinants of Consumer Behaviour</p> <p>Family Influences on Buyer Behaviour, Roles of different members, needs perceived and evaluation rules. Factors affecting the need of the family, family life cycle stage and size. Social Class and Influences. Group Dynamics & Consumer Reference Groups, Social Class & Consumer Behaviour - Reference Groups, Opinion Leaders and Social Influences In- group versus out-group influences, role of opinion leaders in diffusion of innovation and in purchase process. Cultural Influences on Consumer Behaviour Understanding cultural and sub- cultural influences on individual, norms and their role, customs, traditions and value system.</p>	12
October	<p>Consumer decision making models and New Trends</p> <p>Consumer Decision making models: Howard Sheth Model, Engel Blackwell, Miniard Model, Nicosia Models of Consumer Decision Making Diffusion of innovations Process of Diffusion and Adoption, Innovation, Decision process, Innovator profiles E-Buying behaviour The E-buyer vis-a vis the Brick and Mortar buyer, Influences on E-buying</p>	13

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Name of the Faculty Member: Sapna Jha

Class: : SYBMS

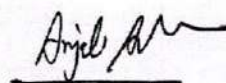
Semester: III

Subject: Advertising

Month	Topics to be covered	No of Lectures
July/August	Definition, Evolution of Advertising, Importance, Scope, Features, Benefits, Five M's of Advertising • Types of Advertising consumer advertising, industrial advertising, institutional advertising, classified advertising, national advertising, generic advertising	14
August/September	Strategy and Planning Process in Advertising	12
October	Creativity in Advertising • Introduction to Creativity	14
October	Budget, Evaluation, Current trends and careers in Advertising Advertising Budget – Definition of Advertising Budget, Features,	12



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Name of the Faculty Member: Suman Yadav

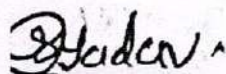
Class: SYBMS

Semester: III

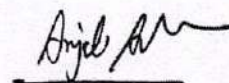
Subject: Environmental Management

Month	Topics to be covered	No of Lectures
July/August	1. Environmental Concepts Environment : Definition and composition, Lithosphere, Atmosphere, Hydrosphere, Biosphere Biogeochemical cycles – Concept and Water Cycle Ecosystem & Ecology; Food Chain, Food Web & Energy Flow Pyramid Resources: Meaning, Classification (Renewable & non-renewable), Types & Exploitation of Natural Resources in Sustainable Manner	12
August/September	2. Environment Degradation Degradation – Meaning and Causes, Degradation of Land, Forest and Agricultural Land and its remedies Pollution – meaning, types, causes and remedies (land, air, water and others) Global Warming : Meaning, Causes and Effects Disaster Management : Meaning, Disaster Management Cycle Waste Management : Definition and Types – Solid waste management anthropogenic waste, e-waste & biomedical waste (consumerism as a cause of waste)	13
October	3. Sustainability and Role of Business Sustainability : Definition, Importance and Environment Conservation Environmental Clearance for establishing and operating Industries in India EIA, Environmental Auditing, ISO 14001 Salient Features of Water Act, Air Act and Wildlife Protection Act Carbon Bank & Kyoto Protocol	14

October	4. Innovations in Business – An Environmental Perspective Non-Conventional Energy Sources – Wind, Bio-fuel, Solar, Tidal and Nuclear Energy. Innovative Business Models: Eco- tourism, Green marketing, Organic farming, Eco-friendly packaging, Waste management projects for profits ,other business projects for greener future	13
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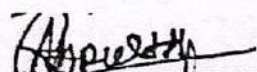
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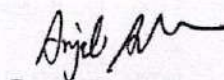
Name of the Faculty Member: Sarvesh Upadhyay
Class: : SYBMS
Semester: III
Subject: Information Technology in Business Management-I

Month	Topics to be covered	No of Lectures
July/August	Introduction to IT Support in Management Concept of Data, Information and Knowledge Concept of Database	12
August/September	<p>Learn Word: Creating/Saving of Document Editing and Formatting Features</p> <p>Designing a title page, Preparing Index, Use of Smart Art</p> <p>Cross Reference, Bookmark and Hyperlink. Mail Merge Feature.</p> <p>Spreadsheet application (e.g. MS-Excel/openoffice.org) Creating/Saving and editing spreadsheets Drawing charts.</p> <p>Using Basic Functions: text, math & trig, statistical, date & time, database, financial, logical</p> <p>Using Advanced Functions : Use of Lookup/Hookup</p> <p>Data analysis – sorting data, filtering data (AutoFilter , Advanced Filter), data validation, what-if analysis (using data tables/scenarios), creating sub-totals and grand totals, pivot table/chart, goal seek/solver,</p> <p>Presentation Software Creating a presentation with minimum 20 slides with a script. Presenting in different views,</p> <p>Inserting Pictures, Videos, Creating animation effects on them Slide Transitions, Timed Presentations</p> <p>Rehearsal of presentation</p>	13 (08 – Practical Lectures in Computer Lab)

October	Email, Internet and its Applications	14 (06 – Practical Lectures in Computer Lab)
October	E-Security Systems Threats to Computer systems and control measures. Types of threats Virus, hacking, phishing, spyware, spam, physical threats (fire, flood, earthquake, vandalism) Threat Management	12



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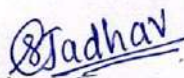


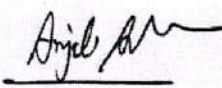
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Name of the Faculty Member: Shraddha Jadhav
Class: SYBMS
Semester: III
Subject: Business Planning & Entrepreneurial Management

Month	Topics to be covered	No of Lectures
July/August	Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship, Importance and significance of growth of entrepreneurial activities Characteristics and qualities of entrepreneur	14
August/September	Types & Classification Of Entrepreneurs	15
October	Entrepreneur Project Development & Business Plan	14
October	Venture Development	13


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Name of the Faculty Member: Nitin Gangal
Class: : SYBMS
Semester: III
Subject: Accounting for Managerial Decisions

Month	Topics to be covered	No of Lectures
July/August	Analysis and Interpretation of Financial statements <ul style="list-style-type: none"> • Study of balance sheet of limited companies. Study of Manufacturing, Trading, Profit and Loss A/c of Limited Companies • Vertical Form of Balance Sheet and Profit & Loss A/c-Trend Analysis, Comparative Statement & Common Size. 	13
August/September	Ratio analysis and Interpretation Ratio analysis and Interpretation (based on vertical form of financial statements)including conventional and functional classification restricted to: Balance sheet ratios: Current ratio, Liquid Ratio, Stock Working capital ratio, Proprietary ratio, Debt Equity Ratio, Capital Gearing Ratio. Revenue statement ratios: Gross profit ratio, Expenses ratio, Operating ratio, Net profit ratio, Net Operating Profit Ratio, Stock turnover Ratio, Debtors Turnover , Creditors Turnover Ratio Combined ratios: Return on capital Employed (including Long term borrowings), Return on Proprietors fund (Shareholder fund and Preference Capital), Return on Equity Capital, Dividend Payout Ratio, Debt Service Ratio, Different modes of expressing ratios:- Rate, Ratio, Percentage, Number. Limitations of the use of Ratios.	13
October	Cash flow statement Preparation of cash flow statement(Accounting Standard-3(revised))	14

October	Working capital Working capital -Concept, Estimation of requirements in case of Trading & Manufacturing Organizations. Receivables management -Meaning & Importance, Credit Policy Variables, methods of Credit Evaluation(Traditional and Numerical-Credit Scoring); Monitoring the Debtors Techniques [DSO, Ageing Schedule]	12
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Name of the Faculty Member: Rajdeep Kamble

Class: : SYBMS

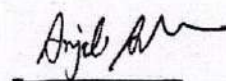
Semester: III

Subject: Strategic Management

Month	Topics to be covered	No of Lectures
July/August	<ul style="list-style-type: none">• Business Policy-Meaning, Nature, Importance• Strategy-Meaning, Definition• Strategic Management-Meaning, Definition, Importance, Strategic management• Process & Levels of Strategy and Concept and importance of Strategic Business Units (SBU's)• Strategic Intent-Mission, Vision, Goals, Objective, Plans	12
August/September	Strategy Formulation • Environment Analysis and Scanning(SWOT) • Corporate Level Strategy (Stability, Growth, Retrenchment, Integration and Internationalization)	12
October	Strategic Implementation Models of Strategy making. Strategic Analysis& Choices &Implementation: BCG Matrix, GE 9Cell, Porter5 Forces, 7S Frame Work Implementation: Meaning, Steps and implementation at Project, Process, Structural, Behavioural, Functional level.	13
October	Strategic Evaluation & Control – Meaning, Steps of Evaluation & Techniques of Control Synergy: Concept, Types, evaluation of Synergy. Synergy as a Component of Strategy & its Relevance. Change Management– Elementary Concept	13



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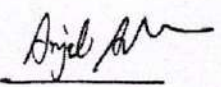
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Name of the Faculty Member: Pratiksha Gurav
Subject: Cost Accounting

Month	Topics to be covered	No of Lectures
July	Introduction • Meaning, Nature and scope-Objective of Cost Accounting-Financial Accounting v/s Cost Accounting- Advantages and disadvantages of Cost Accounting- Elements of Costs-Cost classification (concept only)- - Installation of Cost Accounting System, Process (Simple and Inter process) and Job Costing (Practical Problems)	13
August	Elements of Cost • Material Costing- Stock valuation (FIFO & weighted average method), EOQ, EOQ with discounts, Calculation of Stock levels (Practical Problems) • Labour Costing – (Bonus and Incentive Plans) (Practical Problems) • Overhead Costing (Primary and Secondary Distribution)	12
September	Cost Projection • Cost Sheet (Current and Estimated) • Reconciliation of financial accounts and cost accounting	14
October	Emerging Cost Concepts Uniform Costing and Interfirm Comparison, Emerging Concepts – Target Costing, Benchmarking, JIT, The Balanced Scorecard; Strategic Based Control; concept, process, implementation of Balanced Scorecard, Challenges in implementation of Balanced Scorecard	13


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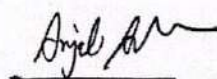
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Name of the Faculty Member: Hasina Panwar
Subject: Corporate Finance

Month	Topics to be covered	No of Lectures
July	<p>Introduction</p> <ul style="list-style-type: none"> • Introduction To Corporate Finance: Meaning, Principles of Corporate Finance, Significance of Corporate Finance, Amount of Capitalisation, Over Capitalisation and Under Capitalisation, Fixed capital and Working Capital funds. • Introduction to ownership securities– Ordinary Shares, Reference Shares, Creditor Ship Securities, Debtors and Bonds, Convertible Debentures, Concept of Private Placement of Securities. 	13
August	<p>Capital Structure and Leverage</p> <ul style="list-style-type: none"> • Introduction to Capital Structure theories, EBIT – EPS analysis for Capital Structure decision. • Cost of Capital – Cost of Debt, Cost of Preference Shares, Cost of Equity Shares and Cost of Retained Earnings, Calculation of Weighted Cost of Capital. • Introduction to concept of Leverage - Operating Leverage, Financial Leverage and Combined Leverage. 	12
September	<p>Time Value of Money</p> <ul style="list-style-type: none"> • Introduction to Time Value of Money – compounding and discounting • Introduction to basics of Capital Budgeting (time value of money based methods) – NPV and IRR (Net Present Value and Internal Rate of Return) • Importance of Risk and Return analysis in Corporate Finance 	14
October	<p>Mobilisation of Funds</p> <p>Public deposits and RBI regulations, Company deposits and SEBI regulations,</p> <p>Protection of depositors,</p> <p>RBI and public deposits with NBFC's.</p> <p>Foreign capital and collaborations, Foreign direct Investment (FDI)</p> <p>Emerging trends in FDI</p> <p>Global Depository Receipts, Policy development, Capital flows and Equity Debt.</p> <p>Brief introduction & sources of short term Finance Bank Overdraft, Cash Credit, Factoring</p>	13



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Department of BMS

Teaching Plan for Academic Year 2020-21

Name of the Faculty Member: Sapna Jha

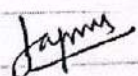
Class: SYBMS

Semester: IV

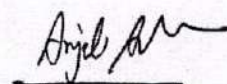
Subject: Event Marketing

Month	Modules / Units	No of Lectures
Nov/Dec	Introduction to Events	13
	<ul style="list-style-type: none"> Definition and Meaning of Event Marketing ; The Evolution of Event Marketing, Advantages of Event Marketing, 5 C's of Events- Conceptualization, costing, canvassing, customization, carrying-out; Event Designing; Reach; Interaction- Interaction Points, Direct Interaction, Indirect Interaction, Interaction Catalysts or Enablers. Importance of Events as a Marketing Communication Tool; Events as a Marketing Tool: The Varied Marketing Needs Addressed by Events: Brand Building, Focus on Target Market, Implementation of Marketing Plan, Marketing Research, Relationship Building, Creating opportunities for better deals with different media, Events and their Economic implications. Concept of Event Creativity, Key Elements of Events: Event Infrastructure; Customer Groups; Clients; Event Organizers; Venue; Media 	
December/ January	Segmenting, Targeting and Positioning of Events and Concept of Product in Events	14
	<ul style="list-style-type: none"> Concept of Market in Events; Segmentation and targeting of the Market for events; Positioning of events-Event Property. Concept of Product in Events: Benefit Levels-Core, generic, expected, augmented; Categories of Events: Competitive Events, Artistic Expression, Cultural Celebrations, Exhibition Events, Charitable Events ,Special Business Events, Retail Events. Event Variations- Time Frame Based, Concept Based, Artist Based, Client Industry Based 	
January	Concept of Pricing and Promotion in Events	13

	<ul style="list-style-type: none"> • Risk Rating, Setting Pricing Objectives, Understanding local legislations and tax laws, Feedback about events from the market, skills required for negotiating the best price, validation against pricing objectives, pricing decisions, Event Charges: Percentage of the total Event Cost, Flat Fee, Package Price, Hourly Rate. • Networking Components: Print Media, Radio, Television, Internet, Outdoor Media, Direct Marketing, Sales Promotion, Public Relations, Merchandising, In-venue Publicity. • Event Sponsorship: Concept of Sponsorship, Sponsorship in a communication context, Synergy between sponsor and Event, Identifying Potential sponsors, • Impact Measurement, Practical Sponsor Incentivization, In-Kind Sponsorship. 	
February	Trends and Challenges in Event Marketing	12
	<ul style="list-style-type: none"> • e-event marketing, Virtual Events, Societal Event Marketing, Green Event, Cause-Related Event Marketing, Sports Event Marketing. • Safety and Security of Event • Event Crisis Management • Growth of Event Industry in India • Career in Event Marketing 	



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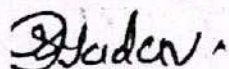
Name of the Faculty Member: Suman Yadav

Class: : SYBMS

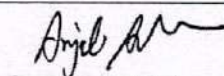
Semester: IV

Subject: Ethics and Governance

Month	Modules	No. of Lectures
November	Introduction to Ethics and Business Ethics Ethics: Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial Importance of Ethics, Objectives, Scope, Types – Transactional, Participatory and Recognition • Business Ethics: Meaning, Objectives, Purpose and Scope of Business Ethics Towards Society and Stakeholders, Role of Government in Ensuring Business Ethics Principles of Business Ethics, 3 Cs of Business Ethics – Compliance, Contribution and Consequences Myths about Business Ethics Ethical Performance in Businesses in India	12
December	Ethics in Marketing, Finance and HRM Ethics in Marketing: Ethical issues in Marketing Mix, Unethical Marketing Practices in India, Ethical Dilemmas in Marketing, Ethics in Advertising and Types of Unethical Advertisements • Ethics In Finance: Scope of Ethics in Financial Services, Ethics of a Financial Manager – Legal Issues, Balancing Act and Whistle Blower, Ethics in Taxation, Corporate Crime - White Collar Crime and Organised Crime, Major Corporate Scams in India, Role of SEBI in Ensuring Corporate Governance, Cadbury Committee Report, 1992 • Ethics in Human Resource Management: Importance of Workplace Ethics, Guidelines to Promote Workplace Ethics, Importance of Employee Code of Conduct, Ethical Leadership	12
January	Corporate Governance Concept, History of Corporate Governance in India, Need for Corporate Governance • Significance of Ethics in Corporate Governance, Principles of Corporate Governance, Benefits of Good Governance, Issues in Corporate Governance • Theories- Agency Theory, Shareholder Theory, Stakeholder Theory and Stewardship Theory • Corporate Governance in India, Emerging Trends in Corporate Governance, Models of Corporate Governance, Insider Trading	11
February	Corporate Social Responsibility (CSR) Meaning of CSR, Evolution of CSR, Types of Social Responsibility • Aspects of CSR- Responsibility, Accountability, Sustainability and Social Contract • Need for CSR • CSR Principles and Strategies • Issues in CSR • Social Accounting • Tata Group's CSR Rating Framework • Sachar Committee Report on CSR • Ethical Issues in International Business Practices • Recent Guidelines in CSR • Society's Changing Expectations of Business With Respect to Globalisation • Future of CSR	11



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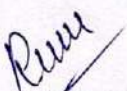
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Jogeshwari (East), Mumbai 400060.**

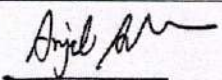
Department of BMS

Teaching Plan for Academic Year 2020-21

**Name of the Faculty Member: Pratiksha Gurav
Subject: Investment Analysis and Portfolio Management**

Month	Topics to be Covered	Number of lectures
July	Introduction to Investment Environment a) Introduction to Investment Environment b) Capital Market in India	12
August	Risk - Return Relationship • Meaning, Types of Risk- Systematic and Unsystematic risk, Measurement of Beta Standard Deviation	15
September	Portfolio Management and Security Analysis a) Portfolio Management: b) Security Analysis: • Fundamental Analysis	14
October	Theories, Capital Asset Pricing Model and Portfolio Performance Measurement a) Theories: • Dow Jones Theory • Assumptions of CAPM c) Portfolio Performance Measurement	15

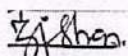

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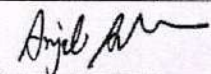
**Government of Maharashtra's
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Name of the Faculty Member: Zishan mukhary
Subject: Risk Management

Month	Topics to be Covered	Number of lectures
July	a) Introduction, Risk Measurement and Control Definition, Risk Process, Risk Organization, Key Risks –Interest, Market, Credit, Currency, Liquidity, Legal, Operational Risk Management V/s Risk Measurement – Managing Risk, Diversification, Investment Strategies and Introduction to Quantitative Risk Measurement and its Limitations Principals of Risk - Alpha, Beta, R squared, Standard Deviation, Risk Exposure Analysis, Risk Immunization, Risk and Summary Measures –Simulation Method, Duration Analysis, Linear and other Statistical Techniques for Internal Control	13
August	Risk Avoidance and ERM a) Risk Hedging Instruments and Mechanism: Forwards, Futures, Options, Swaps and Arbitrage Techniques, Risk Return	13
September	Risk Governance and Assurance a) Risk Governance: Importance and Scope of Risk Governance, Risk and Three Lines of Defense, Risk Management and Corporate Governance b) Risk Assurance: Purpose and Sources of Risk Assurance, Nature of Risk Assurance, Reports and Challenges of Risk c) Risk and Stakeholders Expectations:	14
October	Risk Management in Insurance a) Insurance Industry: Global Perspective, Regulatory Framework in India, IRDA - Reforms, Powers, Functions and Duties. Role and Importance of Actuary b) Players of Insurance Business: Life and Non- Life Insurance, Reinsurance, Bancassurance, Alternative Risk Trance, Insurance Securitization, Pricing of Insurance products	14



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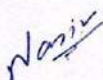
Name of the Faculty Member: Nasir Usmani

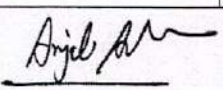
Class: TYBMS

Semester: V

Subject: Financial Accounting

Month	Topics to be Covered	No. of Lectures
July	Preparation of Final Accounts of Companies Relevant provisions of Companies Act related to preparation of Final Accounts (excluding cash flow statement) Preparation of financial statements as per Companies Act (excluding cash flow statement) AS 1 in relation to final accounts of companies (disclosure of accounting policies)	14
August	Underwriting of Shares & Debentures Introduction, Underwriting, Underwriting Commission Provision of Companies Act with respect to Payment of underwriting commission Underwriters, Sub-Underwriters, Brokers and Manager to Issues Types of underwriting, Abatement Clause Marked, Unmarked and Firm-underwriting applications, Liability of the underwriters in respect of underwriting contract- Practical problems	15
September	Accounting of Transactions of Foreign Currency In relation to purchase and sale of goods, services, assets, loan and credit transactions. Computation and treatment of exchange rate differences.	13
Sept/October	Investment Accounting (w.r.t. Accounting Standard- 13) For shares (variable income bearing securities) For Debentures/Preference shares (fixed income bearing securities) Accounting for transactions of purchase and sale of investments with ex and cum interest prices and finding cost of investment sold and carrying cost as per weighted average method (Excl. brokerage). Columnar format for investment account.	14
October	Ethical Behaviour and Implications for Accountants	12


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Name of the Faculty Member: Hasina Panwar

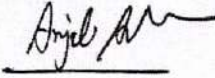
Class: TYBMS

Semester: V

Subject: Direct Taxes

Month	Topics to be Covered	No. of Lectures
July	Basic Terms (S. 2,3,4) Assessee, Assessment, Assessment Year, Annual Value, Business, Capital Assets, Income, Previous Year, Person, Transfer. Determination of Residential Status of Individual, Scope of Total Income (S.5)	08
August	Salary (S.15-17) Income from House Property (S. 22-27) Profit & Gain from Business and Profession(S. 28, 30,31,32, 35, 35D,36,37, 40, 40A and 43B)	12
September	Capital Gain (S. 45, 48, 49, 50 and 54) Income from other sources (S.56- 59) Exclusions from Total Income (S.10) (Exclusions related to specified heads to be covered with relevant heads of income)	10
Sept/October	Deductions from Total Income S. 80C, 80CCC, 80D, 80DD, 80E, 80U, 80TTA	10
October	Computation of Total Income and Taxable Income of Individuals	2

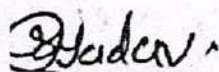

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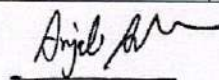
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Name of the Faculty Member: Suman Yadav
Class: TYBMS
Semester: V
Subject: Service Marketing

Month	Topics to be Covered	No. of Lectures
July	Role of Services in Modern Economy, Services Marketing Environment • Goods vs Services Marketing, Goods Services Continuum • Consumer Behaviour, Positioning a Service in the Market Place • Variations in Customer Involvement, Impact of Service Recovery Efforts on Consumer Loyalty	08
August	Process-Service Mapping- Flowcharting • Branding of Services – Problems and Solutions • Options for Service Delivery	12
September	The SERVQUAL Model • Defining Productivity – Improving Productivity • Demand and Capacity Alignment	10
October	International and Global Strategies in Services Marketing: Services in the Global Economy- Moving from Domestic to Transnational Marketing • Factors Favouring Transnational Strategy • Elements of Transnational Strategy • Recent Trends in Marketing Of Services	10



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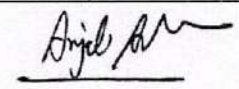
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Name of the Faculty Member: Suryakant Patole
Class: TYBMS
Semester: V
Subject: E-Commerce and Digital Marketing

Month	Topics to be Covered	Number of lectures
July	Introduction to E-commerce • Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages & Limitations of E-Commerce, Traditional Commerce vs E-Commerce • Ecommerce Environmental Factors: Economic, Technological, Legal , Cultural & Social Trends in M-Commerce	12
August	E-Business & Applications • E-Business: Meaning, Launching an E-Business, • Important Concepts in E-Business: Data Warehouse, Customer Relationship Management , Supply Chain Management, Enterprise Resource Planning • Bricks and Clicks business models in E-Business:	16
September	Payment, Security, Privacy & Legal Issues in E-Commerce • Issues Relating to Privacy and Security in E-Business • Electronic Payment Systems: • Payment Gateway: • Types of Transaction Security • E-Commerce Laws:	14
October	Digital Marketing • Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing. • Digital Marketing on various Social Media platforms. • Online Advertisement, Online Marketing Research, Online PR • Web Analytics • Promoting Web Traffic • Latest developments and Strategies	16


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Name of the Faculty Member: Sumaiya Khan
Class: TYBMS
Semester: V
Subject: Sales and Distribution Management

Month	Topics to be Covered	Number of lectures
July	a) Sales Management: <ul style="list-style-type: none"> • Interface of Sales with Other Management Functions • Qualities of a Sales Manager • Structure of Sales Organization b) Distribution Management: c) Integration of Marketing, Sales and Distribution	06
August	a) Market Analysis: <ul style="list-style-type: none"> • Market Analysis and Sales Forecasting, MetCo ordinator of Sales b) Selling: <ul style="list-style-type: none"> • Process of Selling, MetCo ordinator of Closing a Sale, Reasons for Unsuccessful Closing • Theories of Selling • Selling Skills – • Selling Strategies 	12
September	Management of Distribution Channel – Meaning & Need <ul style="list-style-type: none"> • Channel Partners- • Choice of Distribution System • Factors Affecting Distribution • Factors Affecting Effective Management Of Distribution Resolution of Conflicts: MetCo ordinator Motivating Channel Members Selecting Channel Partners Evaluating Channels	16

October	Performance Evaluation, Ethics and Trends a) Evaluation & Control of Sales Performance: b) Measuring Distribution Channel Performance: c) Ethics in Sales Management d) New Trends in Sales and Distribution Management	12
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Name of the Faculty Member: Rajdeep Kamble
Class: TYBMS
Semester: V
Subject: Customer Relationship Management

Month	Topics to be Covered	No. of Lectures
July	CRM concepts, Benefits and Objectives, Customer profitability segment, Components of CRM, Relationship Marketing, Service level agreements. Relationship challenges.	16.
August	CRM Marketing Initiatives, CRM and Customer service, Call Centre operations, Call scripting, Web based service, Call scripting, CRM and data Management. OLAP .Click stream analysis, data reporting.	16
September	Understanding customers, value, Profit chain, loyalty, Objectives of CRM strategy, Planning and implementation of CRM, B 2 B CRM, Sales and CRM, Sales force automation,	16
October	CRM Evaluation , service quality, Customer Customer satisfaction, Company 3E measures, e -CRM, software application for CRM, Activity Management, Inbound communication Management. Social Networking and CRM	16



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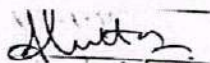
Name of the Faculty Member: Dr. Ashwin Mehta

Class: TYBMS

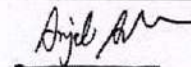
Semester: V

Subject: Logistics & SCM

Month	Topics to be Covered	No. of Lectures
July	Subject introduction. Ch 1: Introduction to Logistics Ch 2: Introduction to SCM	8
August	Ch 3: Customer service Ch 6: Warehousing Ch 9: Inventory Management	16
September	Ch 5: Transportation Ch 11: Performance measurement in supply chain Ch 10: Logistics costing	12
October	Ch 8: Packaging Ch 7: Material Handling Ch 4: Demand forecasting Ch 15: Logistics outsourcing	12
Sept/October	Ch 12: Logistics network design Ch 13: IT in logistics Ch 14: Modern logistics infrastructure Ch 16: Logistics in global environment	12



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Name of the Faculty Member: Sumaiya Khan

Class: TYBMS

Semester: V

Subject: Corporate Communication and Public Relations

Month	Topics to be covered	No of Lectures
June/July	Foundation of Corporate Communication	13
July	Understanding Public Relations a) Fundamental of Public Relations: Introduction, Meaning, Essentials of Public Relations, Objectives of Public Relations, Scope of Public Relations, Significance of Public Relations in Business b) Emergence of Public Relations: Tracing Growth of Public Relations, Public Relations in India, Reasons for Emerging International Public Relations c) Public Relations Environment: Introduction, Social and Cultural Issues, Economic Issues, Political Issues, Legal Issues d) Theories used in Public Relations: Systems Theory, Situational Theory, Social Exchange Theory, Diffusion Theory	12
August	Functions of Corporate Communication and Public Relations	10

September/October	Emerging Technology in Corporate Communication and Public Relations a) Contribution of Technology to Corporate Communication Introduction, Today's Communication Technology, Importance of Technology to Corporate Communication, Functions of Communication Technology in Corporate Communication, Types of Communication Technology, New Media: Web Conferencing, Really Simple Syndication (RSS) b) Information Technology in Corporate Communication Introduction, E-media Relations, E-internal Communication, E-brand Identity and Company Reputation c) Corporate Blogging Introduction, Defining Corporate Blogging, Characteristics of a Blog, Types of Corporate Blogs, Role of Corporate Blogs, Making a Business Blog	12
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Department of BMS

Teaching Plan for Academic Year 2020-21

Class: TYBMS

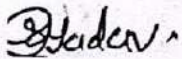
Semester: VI

Subject: Brand Management

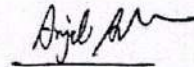
Name of the Faculty Member: Suman Yadav

Month	Topics to be covered	No of Lectures
January	Introduction to Brand Management: Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities, Strategic Brand Management Process, Customer Based Brand Equity model (CBBE), Sources of Brand Equity, Steps of Brand	10
February	a) Planning and Implementing Brand Marketing Programs: Brand Elements: Meaning, Criteria for choosing Brand Elements, Types of Brand Elements Integrating Marketing Programs and Activities Personalising Marketing: Experiential Marketing, One to One Marketing, Permission Marketing, Product Strategy: Perceived Quality and Relationship Marketing, Pricing Strategy: Setting Prices to Build Brand Equity, Channel Strategy: Direct, Indirect Channels	12
March	Measuring and Interpreting Brand Performance a) The Brand Value Chain b) Measuring Sources of Brand Equity: Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses c) Young and Rubicam's Brand Asset Valuator	16
April	Growing and Sustaining Brand Equity a) Designing & Implementing Branding Strategies:	12

<p>Brand Architecture: Meaning of Brand Architecture, The Brand-Product Matri,</p> <p>Breadth of a Branding Strategy, Depth of a Branding Strategy</p> <p>Brand Hierarchy: Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels</p> <p>Cause Marketing to Build Brand Equity: Meaning of Cause Marketing, Advantages, Green Marketing</p>	
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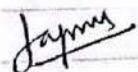


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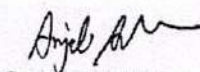
Name of the Faculty Member: Sapna Jha

Subject: Retail Management

Month	Topics to be covered	No of Lectures
January	Retail Management- An overview a) Retail Management b) Retail Formats c) Emerging Trends in Retailing	13
February	Retail Consumer and Retail Strategy a) Retail Consumer/Shopper b) CRM in Retail c) Retail Strategy d) Store Location Selection e) HRM in Retail	14
March	Merchandise Management and Pricing a) Merchandise Management b) Buying Function c) Concept of Lifestyle Merchandising	12
April	Managing and Sustaining Retail a) Retail Store Operations b) Store Design and Layout c) Visual Merchandising and Display d) Mall Management	13



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Name of the Faculty Member: Suryakant Patole

Class: TYBMS

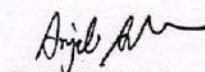
Semester: VI

Subject: International Marketing

Month	Topics to be covered	No of Lectures
January	Introduction to International Marketing & Trade Features of International Marketing, Need and Drivers of International Marketing Concept of International Trade, Barriers to Trade: Tariff and Non Tariff, Trading Blocs : SAARC, ASEAN, NAFTA, EU, OPEC	10
February	International Marketing Environment and Marketing Research a) International Marketing Environment: b) Marketing Research:	12
March	International Marketing Mix a) International Product Decision b) International Pricing Decision: c) International Distribution Decisions d) International Promotion Decisions	16
April	Developments in International Marketing Introduction -Developing International Marketing Plan: a) International strategies: b) International Marketing of Services	12



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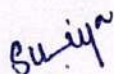
Name of the Faculty Member: Sumaiya Khan

Class: TYBMS

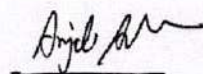
Semester: VI

Subject: Media Planning and Management

Month	Topics to be covered	No of Lectures
December	a) Overview of Media and Media Planning: b) Media Research	11
January	Media Mix and Media Strategy a) Media Mix b) Media Choices c) Emerging Media d) Media Strategy	12
February	Media Budgeting, Buying & Scheduling Media a) Budget b) Media Buying c) Media Scheduling	16
March/April	Developments in International Marketing a) Media Measurement b) Benchmarking Metrics c) Plan Metrics d) Evaluating Media Buys	12



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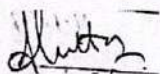
Name of the Faculty Member: Dr. Ashwin Mehta

Class: TYBMS

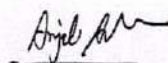
Semester: VI

Subject: Operational Research

Month	Topics to be covered	No of Lectures
December	a) Introduction To Operations Research b) Linear Programming Problems: Introduction and Formulation c) Linear Programming Problems: Graphical Method d) Linear Programming Problems: Simplex Method	12
January	Assignment Problem – Hungarian Method Transportation Problems	12
February	Critical Path Method (CPM) Project Crashing Program Evaluation and Review Technique (PERT)	13
March/April	Decision Theory Job Sequencing Problem Theory of Games	12




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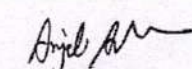


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Subject: Financial Accounting
Name of the Faculty Member: Nasir Usmani

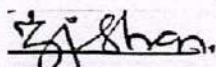
Month	Topics to be covered	No of Lectures
July/August	Preparation of Final Accounts of Companies Relevant provisions of Companies Act related to preparation of Final Accounts (excluding cash flow statement) Preparation of financial statements as per Companies Act (excluding cash flow statement) AS 1 in relation to final accounts of companies (disclosure of accounting policies)	13
September	Underwriting of Shares & Debentures Introduction, Underwriting, Underwriting Commission Provision of Companies Act with respect to Payment of underwriting commission Underwriters, Sub-Underwriters, Brokers and Manager to Issues Types of underwriting, Abatement Clause Marked, Unmarked and Firm-underwriting applications, Liability of the underwriters in respect of underwriting contract- Practical problems	11
October	Accounting of Transactions of Foreign Currency In relation to purchase and sale of goods, services, assets, loan and credit transactions. Computation and treatment of exchange rate differences.	13
December	Investment Accounting (w.r.t. Accounting Standard- 13) For shares (variable income bearing securities) For Debentures/Preference shares (fixed income bearing securities) Accounting for transactions of purchase and sale of investments with ex and cum interest prices and finding cost of investment sold and carrying cost as per weighted average method (Excl. brokerage). Columnar format for investment account.	7
December	Ethical Behaviour and Implications for Accountants. Introduction, Meaning of ethical behavior Financial Reports – link between law, corporate governance, corporate social responsibility and ethics. Need of ethical behavior in accounting profession. Implications of ethical values for the principles versus rule based approaches to accounting standards	5


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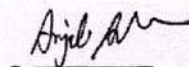

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Subject: Risk Management
Name of the Faculty Member: Zishan Mukhary

Month	Topics to be covered	No of Lectures
August	Introduction, Risk Measurement and Control a) Introduction, Risk Measurement and Control Definition, Risk Process, Risk Organization, Key Risks –Interest, Market, Credit Currency, Liquidity, Legal, Operational Risk Management V/s Risk Measurement – Managing Risk, Diversification Investment Strategies and Introduction to Quantitative Risk Measurement an its Limitations Principals of Risk - Alpha, Beta, R squared, Standard Deviation, Risk Exposure Analysis, Risk Immunization, Risk and Summary Measures – Simulation Method Duration Analysis, Linear and other Statistical Techniques for Internal Control	14
September	Risk Avoidance and ERM a) Risk Hedging Instruments and Mechanism: Forwards, Futures, Options, Swaps and Arbitrage Techniques, Risk Return Trade off, Markowitz Risk Return Model, Arbitrage Theory, System Audit Significance in Risk Mitigation b) Enterprise Risk Management: Risk Management V/s Enterprise Risk Management, Integrated Enterprise Risk Management, ERM Framework, ERM Process, ERM Matrix, SWOT Analysis, Sample Risk Register	13
October	Risk Governance and Assurance a) Risk Governance: Importance and Scope of Risk Governance, Risk and Three Lines of Defense, Risk Management and Corporate Governance b) Risk Assurance: Purpose and Sources of Risk Assurance, Nature of Risk Assurance, Reports and Challenges of Risk c) Risk and Stakeholders Expectations: Identifying the Range of Stakeholders and Responding to Stakeholders Expectations	14
December	Risk Management in Insurance a) Insurance Industry: Global Perspective, Regulatory Framework in India, IRDA - Reforms, Powers, Functions and Duties. Role and Importance of Actuary b) Players of Insurance Business: Life and Non- Life Insurance, Reinsurance, Bancassurance, Alternative Risk Trance, Insurance Securitization, Pricing of Insurance products, Expected Claim Costs, Risk Classification c) Claim Management: General Guidelines, Life Insurance, Maturity, Death, Fire, Marine, Motor Insurance and Calculation of Discounted Expected Claim Cost and Fair Premium	15



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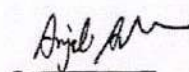
Sign of Coordinator

Subject: Direct Taxes
Name of the Faculty Member: Hasina Panwar

Month	Topics to be covered	No of Lectures
July/August	Definitions and Residential Status Basic Terms (S. 2,3,4) Assessee, Assessment, Assessment Year, Annual Value, Business, Capital Assets, Income, Previous Year, Person, Transfer. Determination of Residential Status of Individual, Scope of Total Income (S.5)	13
September	Heads of Income – I Salary (S.15-17) Income from House Property (S. 22-27) Profit & Gain from Business and Profession(S. 28, 30,31,32, 35, 35D,36,37, 40, 40A and 43B)	11
October	Heads of Income – II Capital Gain (S. 45, 48, 49, 50 and 54) Income from other sources (S.56- 59) Exclusions from Total Income (S.10)	13
December	Deductions under Chapter VI A Deductions from Total Income S. 80C, 80CCC, 80D, 80DD, 80E, 80U, 80TTA	7
December	Computation of Taxable Income of Individuals Computation of Total Income and Taxable Income of Individuals	5



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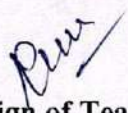


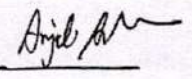
Sign of Coordinator

Subject: Investment Analysis & Portfolio Management

Name of the Faculty Member: Pratiksha Gurav

Month	Topics to be covered	No of Lectures
August	Introduction to Investment Environment a) Introduction to Investment Environment Introduction, Investment Process, Criteria for Investment, Types of Investors, Investment V/s Speculation V/s Gambling, Investment Avenues, Factors Influencing Selection of Investment Alternatives b) Capital Market in India Introduction, Concepts of Investment Banks its Role and Functions, Stock Market Index, The NASDAQ, SDL, NSDL, Benefits of Depository Settlement, Online Share Trading and its Advantages, Concepts of Small cap, Large cap, Midcap and Penny stocks	13
September	Risk - Return Relationship a) Meaning, Types of Risk- Systematic and Unsystematic risk, Measurement of Beta, Standard Deviation, Variance, Reduction of Risk through Diversification. Practical Problems on Calculation of Standard Deviation, Variance and Beta.	14
October	Portfolio Management and Security Analysis a) Portfolio Management: Meaning and Concept, Portfolio Management Process, Objectives, Basic Principles, Factors affecting Investment Decisions in Portfolio Management, Portfolio Strategy Mix. b) Security Analysis: Fundamental Analysis, Economic Analysis, Industry Analysis, Company Analysis, Technical Analysis - Basic Principles of Technical Analysis., Uses of Charts: Line Chart, Bar Chart, Candlestick Chart, Mathematical Indicators: Moving Averages, Oscillators.	13
December	Theories, Capital Asset Pricing Model and Portfolio Performance Measurement a) Theories: Dow Jones Theory, Elloit Wave Theory, Efficient Market Theory b) Capital Asset Pricing Model: Assumptions of CAPM, CAPM Equation, Capital Market Line, Security Market Line c) Portfolio Performance Measurement: Meaning of Portfolio Evaluation, Sharpe's Ratio (Basic Problems), Treynor's Ratio (Basic Problems), Jensen's Differential Returns (Basic Problems)	15


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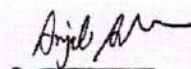

Sign of Coordinator

Subject: Innovative Financial Services
Name of the Faculty Member: Pratiksha Gurav

Month	Topics to be covered	No of Lectures
Dec/January	Introduction to Financial Service Financial Services Factoring and Forfaiting Bill Discounting:	13
February	Issue management and securitization Issue Management and Intermediaries Stock Broking Securitization	14
March	Financial Services and its mechanism Lease and Hire-Purchase Housing Finance Venture Capital	14
April	Consumer Finance and credit rating Consumer Finance Plastic Money Credit Rating	12



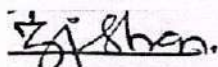
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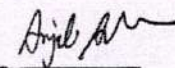
Sign of Coordinator

Subject: International Finance
Name of the Faculty Member: Zishan Mukhary

Month	Topics to be covered	No of Lectures
Dec/January	Fundamentals of International Finance Introduction to International Finance Balance of Payment International Monetary Systems An introduction to Exchange Rates	13
February	Foreign Exchange Markets, Exchange Rate Determination & Currency Derivatives Foreign Exchange Markets International Parity Relationships & Foreign Exchange Rate Currency & Interest Rate Futures	14
March	World Financial Markets & Institutions & Risks Euro Currency Bond Markets International Equity Markets & Investments International Foreign Exchange Markets International Capital Budgeting	13
April	Foreign Exchange Risk, Appraisal & Tax Management Foreign Exchange Risk Management International Tax Environment International Project Appraisal	12



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Subject: Strategic Financial Management
Name of the Faculty Member: Nasir Usmani

Month	Topics to be covered	No of Lectures
Dec/January	Dividend Decision and XBRL a) Dividend Decision: Meaning and Forms of Dividend, Dividend-Modigliani and Miller's Approach, Walter Model, Gordon Model, Factors determining Dividend Policy, Types of Dividend Policy b) XBRL: Introduction, Advantages and Disadvantages, Features and Users	13
February	Capital Budgeting and Capital Rationing a) Capital Budgeting: Risk and Uncertainty in Capital Budgeting, Risk Adjusted Cut off Rate, Certainty Equivalent Method, Sensitivity Technique, Probability Technique, Standard Deviation Method, Co-efficient of Variation Method, Decision Tree Analysis, Construction of Decision Tree. b) Capital Rationing: Meaning, Advantages, Disadvantages, Practical Problems	14
March	Shareholder Value and Corporate Governance/ Corporate Restructuring a) Shareholder Value and Corporate Governance: Financial Goals and Strategy, Shareholder Value Creation: EVA and MVA Approach, Theories of Corporate Governance, Practices of Corporate Governance in India b) Corporate Restructuring: Meaning, Types, Limitations of Merger, Amalgamation, Acquisition, Takeover, Determination of Firm's Value, Effect of Merger on EPS and MPS, Pre Merger and Post Merger Impact.	12
April	Financial Management in Banking Sector and Working Capital Financing a) Financial Management in Banking Sector: An Introduction, Classification of Investments, NPA & their Provisioning, Classes of Advances, Capital Adequacy Norms, Rebate on Bill Discounting, Treatment of Interest on Advances b) Working Capital Financing: Maximum Permissible Bank Finance (Tandon Committee), Cost of issuing Commercial Paper and Trade Credit, Matching Approach, Aggressive Approach, Conservative Approach	14

Nasir

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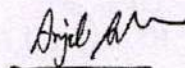
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Subject: Indirect Taxes
Name of the Faculty Member: Hasina Panwar

Month	Topics to be covered	No of Lectures
Dec/January	Introduction to Indirect Taxation and GST Basics for Taxation, Introduction to GST, Definitions, Levy and Collection of GST	08
February/ March	Concept of Supply Taxable Event Supply, Place of Supply, Time of Supply, Value of Supply	17
March/ April	Registration and Computation of GST Registration, Computation of GST, Payment of Tax-	16
April	Filing of Returns A. Documentation- Tax Invoices (Sec 31 and 32 of the Act), Credit and Debit notes (Sec 34 of the Act), Electronic Way Bill B. Returns –Types of Returns and Provisions relating to filing of Returns (Sec 37 to Sec 48 of the Act)	04



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Department of BMS

Teaching Plan for Academic Year 2021-22

**Name of the Faculty Member: Zishan Mukhary
Class: FYBMS
Semester: I
Subject: Introduction to Financial Accounts**

Month	Topics to be covered	No of Lectures
July	Introduction to Financial Accounts Meaning and Scope of Accounting: Accounting principles	10
	International Financial Reporting Standards (IFRS)	15
August	<ul style="list-style-type: none">• Accounting transactions: Accounting cycle, Journal, Journal proper, Opening and closing entries, Relationship between journal & ledger: Rules regarding posting: Trial balance: Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns & cash book –Triple Column), Bank Reconciliation Statement.• Expenditure: Classification of Expenditure- Capital, revenue and Deferred Revenue Expenditure Unusual expenses: Effects of error: Criteria test.• Receipts: Capital receipt, Revenue receipt, distinction between capital receipts and revenue receipts.• Profit or Loss: Revenue profit or loss, capital profit or loss	14
September	Depreciation Accounting & Trial Balance/ Final Accounts <ul style="list-style-type: none">• Depreciation accounting: Practical problem based on depreciation using SLM and RBM methods. (Where Provision for depreciation Account not maintained). Final Accounts <ul style="list-style-type: none">• Preparation of Trial Balance: Introduction and Preparation of Trial Balance• Introduction to Final Accounts of a Sole proprietor.• Rectification of errors.	14

October	<p>Final Accounts</p> <p>Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet.</p> <ul style="list-style-type: none"> • Preparation and presentation of Final Accounts in horizontal format • Introduction to Schedule 6 of Companies Act ,1956 	14
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Z. J. Shen.

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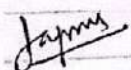
Name of the Faculty Member: Sapna Jha

Class: : FYBMS

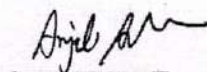
Semester: I

Subject: Business Law

Month	Topics to be covered	No of Lectures
July	Contract Act, 1872 & Sale of Goods Act, 1930 Contract Act,1872: Essential elements of Contract; Agreement and Contract – Capacity to Contract, free consent, consideration, lawful objects/consideration,	14
August	Negotiable Instrument Act, 1981 & Consumer Protection Act, 1986 Negotiable Instrument Act,1981: Introduction of Negotiable Instruments – Characteristics of negotiable instruments, Promissory note, Bills of exchange, Cheque, Dishonour of Cheque. • Consumer Protection Act, 1986:	13
September	Company Law	14
October	Intellectual Property Rights(IPR)	14



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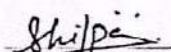
Name of the Faculty Member: Shilpa Gupta/Obaid Shaikh

Class: FYBMS

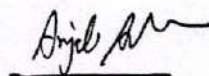
Semester: I

Subject: Business Statistics

Month	Topics to be covered	No of Lectures
July	Introduction to Statistics Introduction: Functions/Scope, Importance, Limitations • Data: Relevance of Data(Current Scenario), Type of data(Primary & Secondary), Primary(Census vs Samples, Method of Collection, Secondary(Merits, Limitations, Sources)	14
August	Measures of Dispersion, Co- Relation and Linear Regression	12
September	Time Series and Index Number Index Number: Simple(unweighted) Aggregate Method, Weighted Aggregate Method, Simple Average of Price Relatives, Weighted Average of Price Relatives, Chain Base Index Numbers, Base Shifting, Splicing and Deflating, Cost of Living Index Number	13
October	Probability and Decision Theory	12



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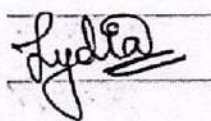
Name of the Faculty Member: Lydia Kalgutkar

Class: FYBMS

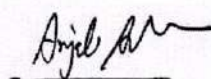
Semester: I

Subject: Business Communication- I

Month	Topics to be covered	No of Lectures
July	Theory of Communication Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication	14
August	Obstacles to Communication in Business World	15
September	Business Correspondence	14
October	Language and Writing Skills	11



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Name of the Faculty Member: Suryakant Patole

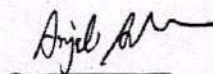
Class: : FYBMS

Semester: I

Subject: Foundation Course -I

Month	Topics to be covered	No of Lectures
July	Overview of Indian Society	13
August	Concept of Disparity-1	13
August/September	Concept of Disparity- 2	10
September	The Indian Constitution Philosophy of the Constitution Significant Aspects of Political Processes	09
October	PPT Presentations	03


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Name of the Faculty Member: Shraddha Jadhav

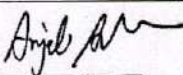
Class: : FYBMS

Semester: I

Subject: Foundation of Human Skills

Month	Topics to be covered	No of Lectures
July	Understanding of Human Nature Individual Behaviour Personality and attitude Thinking, learning and perceptions	14
August/September	Introduction to Group Behaviour Group Dynamics Team effectiveness Organizational processes and system. Power and politics Organizational conflicts and resolution:	13
September/ October	Organizational Culture and Motivation at workplace <ul style="list-style-type: none">• Organizational Culture: Characteristics of organizational culture. Types, functions and barriers of organizational culture Ways of creating and maintaining effective organization culture• Motivation at workplace: Concept of motivation Theories of motivation in an organisational set up. A.Maslow Need Heirachy F.Hertzberg Dual Factor Mc.Gregor theory X and theory Y. Waysofmotivating through carrot (positive reinforcement) and stick (negative reinforcement) at workplace.	12
October	Organisational Change, Creativity and Development and Work Stress Organisational change and creativity: Concepts of organisational change, Factors leading/influencing organisational change, Kurt Lewins model of organisational change and development, Creativity and qualities of a creative person, Ways of enhancing creativity for effective decision making, Creative problem solving. • Organisational Development and work stress: Need for organisational development, OD Techniques, Stress, types of stress, Causes and consequences of job stress, Ways for coping up with job stress	14


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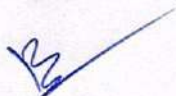
Name of the Faculty Member: Rajdeep Kamble

Class: : FYBMS

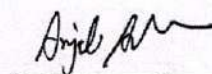
Semester: I

Subject: Business Economics - I

Month	Topics to be covered	No of Lectures
July	Scope and Importance of Business Economics - basic tools- Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations - functional relations: equations- Total, Average and Marginal relations- use of Marginal analysis in decision making, The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium	14
August/September	Demand Analysis	11
September/ October	Supply and Production Decisions and Cost of Production	14
October	Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition Pricing Practices	13



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Department of BMS

Teaching Plan for Academic Year 2021-22

Name of the Faculty Member: Saba Shaikh

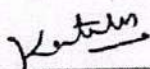
Class: FYBMS

Semester: II

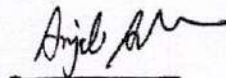
Subject: Principles of Marketing

Month	Topics to be covered	No of Lectures
November/ December	Introduction to Marketing, Concepts of Marketing Introduction to Marketing: Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function • Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges. • Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing	10 03
December/ January	Marketing Environment Research and Consumer Behaviour The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders. • Macro environment: Political Factors; Economic Factors; Socio Cultural Factors, Technological Factors (PEST Analysis) • Marketing research: Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research • MIS: Meaning, features and Importance • Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour	14
January	Marketing Mix • Marketing mix: Meaning –elements of Marketing Mix. • Product-product mix-product line lifecycle-product planning – New product development- failure of new product-levels of product. • Branding – Packing and packaging – role and importance • Pricing – objectives-factors influencing pricing policy and Pricing strategy. • Physical distribution – meaning – factor affecting channel selection-types of marketing channels • Promotion – meaning and significance of promotion. Promotion • tools (brief)	14

February	Segmentation, Targeting and Positioning and Trends In Marketing Segmentation – meaning , importance , basis • Targeting – meaning , types • Positioning – meaning – strategies • New trends in marketing – E-marketing , Internet marketing and marketing using Social network • Social marketing/ Relationship marketing	12
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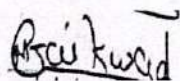
Name of the Faculty Member: Nisha Gaikwad

Class: FYBMS

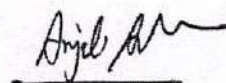
Semester: II

Subject: Industrial Law

Month	Topics to be covered	No of Lectures
November	Laws Related to Industrial Relations and Industrial Disputes Industrial Disputes Act, 1947: Definition, Authorities, Awards, Settlements, Strikes Lockouts, Lay Offs, Retrenchment and Closure • The Trade Union Act, 1926	12
December	Laws Related to Health, Safety and Welfare • The Factory Act 1948: (Provisions related to Health, Safety and Welfare) • The Workmen's Compensation Act, 1923 Provisions: χ Introduction: The doctrine of assumed risk, The doctrine of Common Employment, The doctrine of Contributory Negligence χ Definitions χ Employers liability for compensation (S-3 to 13) χ Rules as to Compensation (Sec 4 to Sec 9) (14 A & 17)	11
January	Social Legislation • Employee State Insurance Act 1948: Definition and Employees Provident Fund • Miscellaneous Provision Act 1948: Schemes, Administration and determination of dues	14
February	Laws Related to Compensation Management The payment of Wages Act 1948: Objectives, Definition, Authorised Deductions • Payment of Bonus Act, 1965 • The Payment Of Gratuity Act, 1972	11



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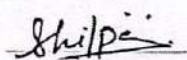
Name of the Faculty Member: Shilpa Gupta

Class: FYBMS

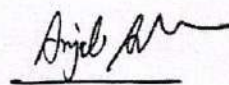
Semester: II

Subject: Business Mathematics

Month	Topics to be covered	No of Lectures
November	Elementary Financial Mathematics	12
December	Matrices and Determinants	13
January	Derivatives and Applications of Derivatives • Introduction and Concept: Derivatives	15
February	Numerical Analysis [Interpolation] Introduction and concept: Finite differences – forward difference operator – Newton's forward difference formula with simple examples • Backward Difference Operator. Newton's backward interpolation formula with simple examples	15



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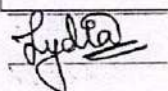
Name of the Faculty Member: Lydia Kalgutkar

Class: : FYBMS

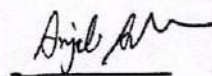
Semester: II

Subject: Business Communication- II

Month	Topics to be covered	No of Lectures
November	Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of OHP	10
December	Group Communication Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions Conference: Meaning and Importance of Conference Organizing a Conference Modern Met Co ordinators: Video and Tele – Conferencing Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR	13
January	Business Correspondence Trade Letters: Order, Credit and Status Enquiry, Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act	14
February	Language and Writing Skills Reports: Parts, Types, Feasibility Reports, Investigative Reports Summarisation: Identification of main and supporting/sub points Presenting these in a cohesive manner	13



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Name of the Faculty Member: Suryakant Patole

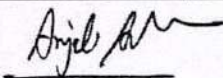
Class: : FYBMS

Semester: II

Subject: Foundation Course -II

Month	Topics to be covered	No of Lectures
November	Globalisation and Indian Society Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.	12
December	Human Rights Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution	11
January	Ecology Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation-causes and impact on human life; Sustainable development-concept and components; poverty and environment	14
February	Understanding Stress and Conflict	11
March	Managing Stress and Conflict in Contemporary Society	03


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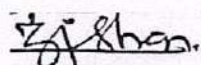
Name of the Faculty Member: Zishan Mukhary

Class: FYBMS

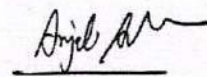
Semester: II

Subject: Business Environment

Month	Topics to be covered	No of Lectures
November	Introduction to Business Environment	12
December	Political and Legal environment Political Institutions: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India. • Economic environment: economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy • Impact of business on Private sector, Public sector and Joint sector • Sunrise sectors of India Economy. Challenges of Indian economy	10
January	Social and Cultural Environment, Technological environment and Competitive Environment	14
February	International Environment	11



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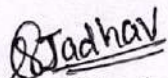
Name of the Faculty Member: Shraddha Jadhav

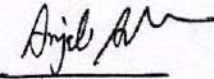
Class: FYBMS

Semester: II

Subject: Principles of Management

Month	Topics to be covered	No of Lectures
November	Nature of Management Management: Concept, Significance, Role & Skills, Levels of Management, Concepts of PODSCORB, Managerial Grid. • Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach.	12
December	Planning and Decision Making	12
January	Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations • Departmentation: Meaning, Basis and Significance • Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control Centralization vs Decentralization • Delegation: Authority & Responsibility relationship	14
February	Directing, Leadership, Co- ordination and Controlling	13


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Department of BMS

Teaching Plan for Academic Year 2021-22

Name of the Faculty Member: Sumaiya Khan

Class: : SYBMS

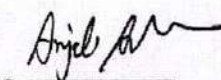
Semester: III

Subject: Consumer Behaviour

Month	Topics to be covered	No of Lectures
July	Introduction To Consumer Behaviour: Meaning of Consumer Behaviour, Features and Importance Types of Consumer (Institutional & Retail), Diversity of consumers and their behaviour- Types Of Consumer Behaviour Profiling the consumer and understanding their needs Consumer Involvement Application of Consumer Behaviour knowledge in Marketing Consumer Decision Making Process and Determinants of Buyer Behaviour, factors affecting each stage, and Need recognition.	14
August	Individual- Determinants of Consumer Behaviour Consumer Needs & Motivation (Theories - Maslow, Mc Cleland). Personality – Concept, Nature of personality, Freudian, non - Freudian and Trait theories, Personality Traits and it's Marketing significance, Product personality and brand personification. Self Concept – Concept Consumer Perception Learning - Theory, Nature of Consumer Attitudes, Consumer Attitude Formation & Change. Attitude - Concept of attitude	13

September	<p>Environmental Determinants of Consumer Behaviour</p> <p>Family Influences on Buyer Behaviour, Roles of different members, needs perceived and evaluation rules. Factors affecting the need of the family, family life cycle stage and size.</p> <p>Social Class and Influences.</p> <p>Group Dynamics & Consumer Reference Groups, Social Class & Consumer Behaviour - Reference Groups, Opinion Leaders and Social Influences In- group versus out-group influences, role of opinion leaders in diffusion of innovation and in purchase process.</p> <p>Cultural Influences on Consumer Behaviour Understanding cultural and sub- cultural influences on individual, norms and their role, customs, traditions and value system.</p>	12
October	<p>Consumer decision making models and New Trends</p> <p>Consumer Decision making models: Howard Sheth Model, Engel Blackwell, Miniard Model, Nicosia Models of Consumer Decision Making</p> <p>Diffusion of innovations Process of Diffusion and Adoption, Innovation, Decision process, Innovator profiles</p> <p>E-Buying behaviour The E-buyer vis-a vis the Brick and Mortar buyer, Influences on E-buying</p>	13

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Name of the Faculty Member: Meghana Bakraniya

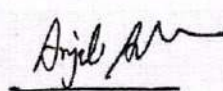
Class : SYBMS

Semester: III

Subject: Advertising

Month	Topics to be covered	No of Lectures
July	Definition, Evolution of Advertising, Importance, Scope, Features, Benefits, Five M's of Advertising • Types of Advertising consumer advertising, industrial advertising, institutional advertising, classified advertising, national advertising, generic advertising	14
August	Strategy and Planning Process in Advertising	12
September	Creativity in Advertising • Introduction to Creativity	14
October	Budget, Evaluation, Current trends and careers in Advertising Advertising Budget – Definition of Advertising Budget, Features,	12

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Name of the Faculty Member: Samjucka Mokashi

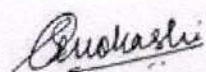
Class: SYBMS

Semester: III

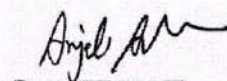
Subject: Environmental Management

Month	Topics to be covered	No of Lectures
July	1. Environmental Concepts Environment : Definition and composition, Lithosphere, Atmosphere, Hydrosphere, Biosphere Biogeochemical cycles – Concept and Water Cycle Ecosystem & Ecology; Food Chain, Food Web & Energy Flow Pyramid Resources: Meaning, Classification (Renewable & non-renewable), Types & Exploitation of Natural Resources in Sustainable Manner	12
August	2. Environment Degradation Degradation – Meaning and Causes, Degradation of Land, Forest and Agricultural Land and its remedies Pollution – meaning, types, causes and remedies (land, air, water and others) Global Warming : Meaning, Causes and Effects Disaster Management : Meaning, Disaster Management Cycle Waste Management : Definition and Types – Solid waste management anthropogenic waste, e-waste & biomedical waste (consumerism as a cause of waste)	13
September	3. Sustainability and Role of Business Sustainability : Definition, Importance and Environment Conservation Environmental Clearance for establishing and operating Industries in India EIA, Environmental Auditing, ISO 14001 Salient Features of Water Act, Air Act and Wildlife Protection Act Carbon Bank & Kyoto Protocol	14

October	4. Innovations in Business – An Environmental Perspective Non-Conventional Energy Sources – Wind, Bio-fuel, Solar, Tidal and Nuclear Energy. Innovative Business Models: Eco- tourism, Green marketing, Organic farming, Eco-friendly packaging, Waste management projects for profits ,other business projects for greener future	13
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Name of the Faculty Member: Suryakant Patole
Class: : SYBMS
Semester: III
Subject: Information Technology in Business Management-I

Month	Topics to be covered	No of Lectures
July	Introduction to IT Support in Management Concept of Data, Information and Knowledge Concept of Database	12
August	<p>Learn Word:</p> <p>Creating/Saving of Document Editing and Formatting Features</p> <p>Designing a title page, Preparing Index, Use of Smart Art</p> <p>Cross Reference, Bookmark and Hyperlink. Mail Merge Feature.</p> <p>Spreadsheet application (e.g. MS-Excel/openoffice.org)</p> <p>Creating/Saving and editing spreadsheets Drawing charts.</p> <p>Using Basic Functions: text, math & trig, statistical, date & time, database, financial, logical</p> <p>Using Advanced Functions : Use of Lookup/Hookup</p> <p>Data analysis – sorting data, filtering data (AutoFilter , Advanced Filter), data validation, what-if analysis (using data tables/scenarios), creating sub-totals and grand totals, pivot table/chart, goal seek/solver,</p> <p>Presentation Software</p> <p>Creating a presentation with minimum 20 slides with a script. Presenting in different views,</p> <p>Inserting Pictures, Videos, Creating animation effects on them Slide Transitions, Timed Presentations</p> <p>Rehearsal of presentation</p>	13 (08 – Practical Lectures in Computer Lab)

September	Email, Internet and its Applications	14 (06 – Practical Lectures in Computer Lab)
October	E-Security Systems Threats to Computer systems and control measures. Types of threats Virus, hacking, phishing, spyware, spam, physical threats (fire, flood, earthquake, vandalism) Threat Management	12


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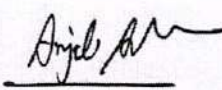
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Name of the Faculty Member: Shraddha Jadhav
Class: SYBMS
Semester: III
Subject: Business Planning & Entrepreneurial Management

Month	Topics to be covered	No of Lectures
July	Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship, Importance and significance of growth of entrepreneurial activities Characteristics and qualities of entrepreneur	14
August	Types & Classification Of Entrepreneurs	15
September	Entrepreneur Project Development & Business Plan	14
October	Venture Development	13


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Name of the Faculty Member: Nitin Gangal
Class: : SYBMS
Semester: III
Subject: Accounting for Managerial Decisions

Month	Topics to be covered	No of Lectures
July	Analysis and Interpretation of Financial statements <ul style="list-style-type: none"> • Study of balance sheet of limited companies. Study of Manufacturing, Trading, Profit and Loss A/c of Limited Companies • Vertical Form of Balance Sheet and Profit & Loss A/c-Trend Analysis, Comparative Statement & Common Size. 	13
August	Ratio analysis and Interpretation Ratio analysis and Interpretation (based on vertical form of financial statements)including conventional and functional classification restricted to: Balance sheet ratios: Current ratio, Liquid Ratio, Stock Working capital ratio, Proprietary ratio, Debt Equity Ratio, Capital Gearing Ratio. Revenue statement ratios: Gross profit ratio, Expenses ratio, Operating ratio, Net profit ratio, Net Operating Profit Ratio, Stock turnover Ratio, Debtors Turnover , Creditors Turnover Ratio Combined ratios: Return on capital Employed (including Long term borrowings), Return on Proprietors fund (Shareholder fund and Preference Capital), Return on Equity Capital, Dividend Payout Ratio, Debt Service Ratio, Different modes of expressing ratios:- Rate, Ratio, Percentage, Number. Limitations of the use of Ratios.	13
September	Cash flow statement Preparation of cash flow statement(Accounting Standard-3(revised))	14

October	Working capital Working capital -Concept, Estimation of requirements in case of Trading & Manufacturing Organizations. Receivables management -Meaning & Importance, Credit Policy Variables, methods of Credit Evaluation (Traditional and Numerical-Credit Scoring); Monitoring the Debtors Techniques [DSO, Ageing Schedule]	12
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Name of the Faculty Member: Rajdeep Kamble

Class: : SYBMS

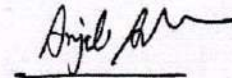
Semester: III

Subject: Strategic Management

Month	Topics to be covered	No of Lectures
July	<ul style="list-style-type: none">• Business Policy-Meaning, Nature, Importance• Strategy-Meaning, Definition• Strategic Management-Meaning, Definition, Importance, Strategic management Process & Levels of Strategy and Concept and importance of Strategic Business Units (SBU's)• Strategic Intent-Mission, Vision, Goals, Objective, Plans	12
August	Strategy Formulation <ul style="list-style-type: none">• Environment Analysis and Scanning(SWOT) • Corporate Level Strategy (Stability, Growth, Retrenchment, Integration and Internationalization)	12
September	Strategic Implementation Models of Strategy making. Strategic Analysis& Choices &Implementation: BCG Matrix, GE 9Cell, Porter's Forces, 7S Frame Work Implementation: Meaning, Steps and implementation at Project, Process, Structural, Behavioural, Functional level.	13
October	Strategic Evaluation & Control – Meaning, Steps of Evaluation & Techniques of Control Synergy: Concept, Types, evaluation of Synergy. Synergy as a Component of Strategy & its Relevance. Change Management– Elementary Concept	13



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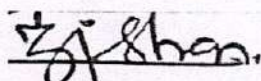


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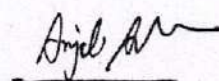
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Name of the Faculty Member: Zishan Mukhary
Subject: Cost Accounting

Month	Topics to be covered	No of Lectures
July	<p>Introduction</p> <ul style="list-style-type: none"> • Meaning, Nature and scope-Objective of Cost Accounting-Financial Accounting v/s Cost Accounting- Advantages and disadvantages of Cost Accounting- Elements of Costs-Cost classification (concept only)- - Installation of Cost Accounting System, Process (Simple and Inter process) and Job Costing (Practical Problems) 	13
August	<p>Elements of Cost</p> <ul style="list-style-type: none"> • Material Costing- Stock valuation (FIFO & weighted average method), EOQ, EOQ with discounts, Calculation of Stock levels (Practical Problems) • Labour Costing – (Bonus and Incentive Plans) (Practical Problems) • Overhead Costing (Primary and Secondary Distribution) 	12
September	<p>Cost Projection</p> <ul style="list-style-type: none"> • Cost Sheet (Current and Estimated) • Reconciliation of financial accounts and cost accounting 	14
October	<p>Emerging Cost Concepts</p> <p>Uniform Costing and Interfirm Comparison, Emerging Concepts – Target Costing, Benchmarking, JIT, The Balanced Scorecard; Strategic Based Control; concept, process, implementation of Balanced Scorecard, Challenges in implementation of</p> <p>Balanced Scorecard</p>	13



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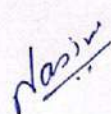


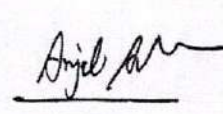
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Name of the Faculty Member: Nasir Usmani
Subject: Corporate Finance

Month	Topics to be covered	No of Lectures
July	<p>Introduction</p> <ul style="list-style-type: none"> • Introduction To Corporate Finance: Meaning, Principles of Corporate Finance, Significance of Corporate Finance, Amount of Capitalisation, Over Capitalisation and Under Capitalisation, Fixed capital and Working Capital funds. • Introduction to ownership securities– Ordinary Shares, Reference Shares, Creditor Ship Securities, Debtors and Bonds, Convertible Debentures, Concept of Private Placement of Securities. 	13
August	<p>Capital Structure and Leverage</p> <ul style="list-style-type: none"> • Introduction to Capital Structure theories, EBIT – EPS analysis for Capital Structure decision. • Cost of Capital – Cost of Debt, Cost of Preference Shares, Cost of Equity Shares and Cost of Retained Earnings, Calculation of Weighted Cost of Capital. • Introduction to concept of Leverage - Operating Leverage, Financial Leverage and Combined Leverage. 	12
September	<p>Time Value of Money</p> <ul style="list-style-type: none"> • Introduction to Time Value of Money – compounding and discounting • Introduction to basics of Capital Budgeting (time value of money based methods) – NPV and IRR (Net Present Value and Internal Rate of Return) • Importance of Risk and Return analysis in Corporate Finance 	14
October	<p>Mobilisation of Funds</p> <p>Public deposits and RBI regulations, Company deposits and SEBI regulations,</p> <p>Protection of depositors,</p> <p>RBI and public deposits with NBFC's.</p> <p>Foreign capital and collaborations, Foreign direct Investment (FDI)</p> <p>Emerging trends in FDI</p> <p>Global Depositary Receipts, Policy development, Capital flows and Equity Debt.</p> <p>Brief introduction & sources of short term Finance Bank Overdraft, Cash Credit, Factoring</p>	13


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Department of BMS

Teaching Plan for Academic Year 2021-22

Name of the Faculty Member: Meghana Bakraniya

Class: SYBMS

Semester: IV


Subject: Event Marketing

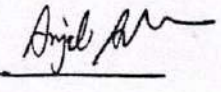
Month	Modules / Units	No of Lectures
Nov/Dec	Introduction to Events	13
	<ul style="list-style-type: none"> Definition and Meaning of Event Marketing ; The Evolution of Event Marketing, Advantages of Event Marketing, 5 C's of Events- Conceptualization, costing, canvassing, customization, carrying-out; Event Designing; Reach; Interaction- Interaction Points, Direct Interaction, Indirect Interaction, Interaction Catalysts or Enablers. Importance of Events as a Marketing Communication Tool; Events as a Marketing Tool: The Varied Marketing Needs Addressed by Events: Brand Building, Focus on Target Market, Implementation of Marketing Plan, Marketing Research, Relationship Building, Creating opportunities for better deals with different media, Events and their Economic implications. Concept of Event Creativity, Key Elements of Events: Event Infrastructure; Customer Groups; Clients; Event Organizers; Venue; Media 	
December/ January	Segmenting, Targeting and Positioning of Events and Concept of Product in Events	14
	<ul style="list-style-type: none"> Concept of Market in Events; Segmentation and targeting of the Market for events; Positioning of events-Event Property. Concept of Product in Events: Benefit Levels-Core, generic, expected, augmented; Categories of Events: Competitive Events, Artistic Expression, Cultural Celebrations, Exhibition Events, Charitable Events ,Special Business Events, Retail Events. Event Variations- Time Frame Based, Concept Based, Artist Based, Client Industry Based 	
January	Concept of Pricing and Promotion in Events	13

Name of the Faculty Member: Pratiksha Gurav
Subject: Auditing

Month	Topics to be covered	No of Lectures
November	Introduction to Auditing <ul style="list-style-type: none"> • Basics – Financial Statements, Users of Information, Definition of Auditing, Objectives of Auditing – Primary and Secondary, Expression of opinion, Detection of Frauds and Errors, Inherent limitations of Audit. Difference between Accounting and Auditing, Investigation and Auditing. • Errors & Frauds – Definitions, Reasons and Circumstances, Types of Error –Commission, Omission, Compensating error. Types of frauds, Risk of fraud and Error in Audit, Auditors Duties and Responsibilities in case of fraud • Principles of Audit – Integrity, Objectivity, Independence, Skills, Competence, Work performed by others, Documentation, Planning, Audi Evidence, Accounting System and Internal Control, Audit Conclusions and Reporting • Types of Audit – Meaning, Advantages, Disadvantages of Balance sheet Audit, Interim Audit, Continuous Audit, Concurrent Audit and Annual Audit 	13
December	Audit Planning, Procedures and Documentation <ul style="list-style-type: none"> • Audit Planning – Meaning, Objectives, Factors to be considered, Sources of obtaining information, Discussion with Client, Overall Audit Approach. • Audit Program – Meaning, Factors, Advantages and Disadvantages, Overcoming Disadvantages, Methods of Work , Instruction before commencing Work, Overall Audit Approach • Audit Working Papers - Meaning, importance, Factors determining Form and Contents, Main Functions / Importance, Features, Contents of Permanent Audit File, Temporary Audit File, Ownership, Custody, Access of Other Parties to Audit Working Papers, Auditors Lien on Working Papers, Auditors Lien on Client's Books • Audit Notebook – Meaning, structure, Contents, General Information, Current Information, Importance 	12

January	Auditing Techniques and Internal Audit Introduction <ul style="list-style-type: none"> • Test Check - Test Checking Vs Routing Checking, test Check meaning, features, factors to be considered, when Test Checks can be used, advantages disadvantages precautions. • Audit Sampling - Audit Sampling, meaning, purpose, factors in determining sample size -Sampling Risk, Tolerable Error and expected error, methods of selecting Sample Items Evaluation of Sample Results auditors Liability in conducting audit based on Sample • Internal Control - Meaning and purpose, review of internal control, advantages, auditors duties, review of internal control, Inherent Limitations of Internal control, internal control samples for sales and debtors, purchases and creditors, wages and salaries. Internal Checks Vs Internal Control, Internal Checks Vs Test Checks • Internal Audit - Meaning, basic principles of establishing Internal audit, objectives, evaluation of internal Audit by statutory auditor, usefulness of Internal Audit, Internal Audit Vs External Audit,, Internal Checks Vs Internal Audit 	14
February	Auditing Techniques: Vouching & Verification <ul style="list-style-type: none"> • Audit of Income - Cash Sales, Sales on Approval, Consignment Sales, Sales Returns Recovery of Bad Debts written off, Rental Receipts, Interest and Dividends Received Royalties Received • Audit of Expenditure - Purchases, Purchase Returns, Salaries and Wages, Rent, Insurance Premium, Telephone expense Postage and Courier, Petty Cash Expenses, Travelling Commission Advertisement, Interest Expense • Audit of Assets Book Debts / Debtors, Stocks -Auditors General Duties; Patterns, Dies and Loose Tools, Spare Parts, Empties and Containers Quoted Investments and Unquoted Investment Trade Marks / Copyrights Patents Know-How Plant and Machinery Land and Buildings Furniture and Fixtures • Audit of Liabilities - Outstanding Expenses, Bills Payable Secured loans Unsecured Loans, Contingent Liabilities 	13


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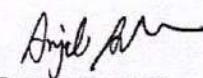
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Name of the Faculty Member: Hasina Panwar
Subject: Corporate Restructuring

Month	Topics to be covered	No of Lectures
November	<p>Corporate Restructuring – Introduction and Concepts</p> <ul style="list-style-type: none"> • Corporate Restructuring - Historical Background, Meaning of Corporate Restructuring, Corporate Restructuring as a Business Strategy, Need and Scope of Corporate Restructuring. • Planning, Formulation and Execution of Various Restructuring Strategies, Important Aspects to be considered while Planning or Implementing Corporate Restructuring Strategies. • Forms of Restructuring - Merger, Demerger, Reverse merger , Disinvestment ,Takeover/acquisition, Joint Venture (JV), Strategic Alliance, Franchising and Slump sale 	13
December	<p>Accounting of Internal Reconstruction</p> <ul style="list-style-type: none"> • Need for reconstruction and Company Law provisions, Distinction between internal and external reconstructions • Methods including alteration of share capital, variation of share-holder rights, sub division, consolidation, surrender and reissue/cancellation, reduction of share capital, with relevant legal provisions and accounting treatments for same. 	12
January	<p>Time Value of Money</p> <ul style="list-style-type: none"> • Introduction to Time Value of Money – compounding and discounting • Introduction to basics of Capital Budgeting (time value of money based methods) – NPV and IRR (Net Present Value and Internal Rate of Return) • Importance of Risk and Return analysis in Corporate Finance 	14
February	<p>Mobilisation of Funds</p> <p>Public deposits and RBI regulations, Company deposits and SEBI regulations,</p> <p>Protection of depositors,</p> <p>RBI and public deposits with NBFC's.</p> <p>Foreign capital and collaborations, Foreign direct Investment (FDI)</p> <p>Emerging trends in FDI</p> <p>Global Depositary Receipts, Policy development, Capital flows and Equity Debt. Brief introduction & sources of short term Finance Bank</p> <p>Overdraft, Cash Credit, Factoring</p>	13



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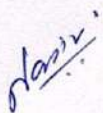
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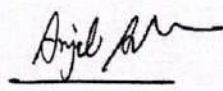
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Name of the Faculty Member: Nasir Usmani

Subject: Corporate Restructuring

Month	Topics to be covered	No of Lectures
November	Corporate Restructuring – Introduction and Concepts • Corporate Restructuring - Historical Background, Meaning of Corporate Restructuring, Corporate Restructuring as a Business Strategy, Need and Scope of Corporate Restructuring. • Planning, Formulation and Execution of Various Restructuring Strategies, Important Aspects to be considered while Planning or Implementing Corporate Restructuring Strategies. • Forms of Restructuring - Merger, Demerger, Reverse merger , Disinvestment ,Takeover/acquisition, Joint Venture (JV), Strategic Alliance, Franchising and Slump sale	13
December	Accounting of Internal Reconstruction • Need for reconstruction and Company Law provisions, Distinction between internal and external reconstructions • Methods including alteration of share capital, variation of share-holder rights, sub division, consolidation, surrender and reissue/cancellation, reduction of share capital, with relevant legal provisions and accounting treatments for same.	12
January	Time Value of Money • Introduction to Time Value of Money – compounding and discounting • Introduction to basics of Capital Budgeting (time value of money based methods) – NPV and IRR (Net Present Value and Internal Rate of Return) • Importance of Risk and Return analysis in Corporate Finance	14
February	Mobilisation of Funds Public deposits and RBI regulations, Company deposits and SEBI regulations, Protection of depositors, RBI and public deposits with NBFC's. Foreign capital and collaborations, Foreign direct Investment (FDI) Emerging trends in FDI Global Depositary Receipts, Policy development, Capital flows and Equity Debt. Brief introduction & sources of short term Finance Bank Overdraft, Cash Credit, Factoring	13


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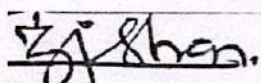
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Jogeshwari (East), Mumbai -400 060.**

Name of the Faculty Member: Zishan Mukhary

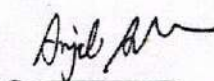
Subject: Auditing

Month	Topics to be covered	No of Lectures
November	<p>Introduction to Auditing</p> <ul style="list-style-type: none"> • Basics – Financial Statements, Users of Information, Definition of Auditing, <p>Objectives of Auditing – Primary and Secondary, Expression of opinion, Detection of Frauds and Errors, Inherent limitations of Audit. Difference between Accounting and Auditing, Investigation and Auditing.</p> <ul style="list-style-type: none"> • Errors & Frauds – Definitions, Reasons and Circumstances, Types of Error –Commission, Omission, Compensating error. Types of frauds, Risk of fraud and <p>Error in Audit, Auditors Duties and Responsibilities in case of fraud</p> <ul style="list-style-type: none"> • Principles of Audit – Integrity, Objectivity, Independence, Skills, Competence, <p>Work performed by others, Documentation, Planning, Audi Evidence, Accounting System and Internal Control, Audit Conclusions and Reporting</p> <ul style="list-style-type: none"> • Types of Audit – Meaning, Advantages, Disadvantages of Balance sheet Audit, <p>Interim Audit, Continuous Audit, Concurrent Audit and Annual Audit</p>	13
December	<p>Audit Planning, Procedures and Documentation</p> <ul style="list-style-type: none"> • Audit Planning – Meaning, Objectives, Factors to be considered, Sources of obtaining information, Discussion with Client, Overall Audit Approach. • Audit Program – Meaning, Factors, Advantages and Disadvantages, Overcoming Disadvantages, Methods of Work , Instruction before commencing Work, Overall Audit Approach • Audit Working Papers - Meaning, importance, Factors determining Form and Contents, Main Functions / Importance, Features, Contents of Permanent Audit File, Temporary Audit File, Ownership, Custody, Access of Other Parties <p>to Audit Working Papers, Auditors Lien on Working Papers, Auditors Lien on Client's Books</p> <ul style="list-style-type: none"> • Audit Notebook – Meaning, structure, Contents, General Information, Current Information, Importance 	12

January	Auditing Techniques and Internal Audit Introduction <ul style="list-style-type: none"> • Test Check - Test Checking Vs Routing Checking, test Check meaning, features, factors to be considered, when Test Checks can be used, advantages disadvantages precautions. • Audit Sampling - Audit Sampling, meaning, purpose, factors in determining sample size -Sampling Risk, Tolerable Error and expected error, methods of selecting Sample Items Evaluation of Sample Results auditors Liability in conducting audit based on Sample • Internal Control - Meaning and purpose, review of internal control, advantages, auditors duties, review of internal control, Inherent Limitations of Internal control, internal control samples for sales and debtors, purchases and creditors, wages and salaries. Internal Checks Vs Internal Control, Internal Checks Vs Test Checks • Internal Audit - Meaning, basic principles of establishing Internal audit, objectives, evaluation of internal Audit by statutory auditor, usefulness of Internal Audit, Internal Audit Vs External Audit,, Internal Checks Vs Internal Audit 	14
February	Auditing Techniques: Vouching & Verification <ul style="list-style-type: none"> • Audit of Income - Cash Sales, Sales on Approval, Consignment Sales, Sales Returns Recovery of Bad Debts written off, Rental Receipts, Interest and Dividends Received Royalties Received • Audit of Expenditure - Purchases, Purchase Returns, Salaries and Wages, Rent, Insurance Premium, Telephone expense Postage and Courier, Petty Cash Expenses, Travelling Commission Advertisement, Interest Expense • Audit of Assets Book Debts / Debtors, Stocks -Auditors General Duties; Patterns, Dies and Loose Tools, Spare Parts, Empties and Containers Quoted Investments and Unquoted Investment Trade Marks / Copyrights Patents Know-How Plant and Machinery Land and Buildings Furniture and Fixtures • Audit of Liabilities - Outstanding Expenses, Bills Payable Secured loans Unsecured Loans, Contingent Liabilities 	13



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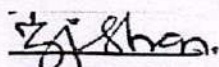


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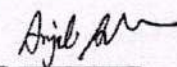
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Jogeshwari (East), Mumbai - 400 060.

Subject: Risk Management
Name of the Faculty Member: Zishan Mukhary

Month	Topics to be covered	No of Lectures
August	Introduction, Risk Measurement and Control a) Introduction, Risk Measurement and Control Definition, Risk Process, Risk Organization, Key Risks –Interest, Market, Credit Currency, Liquidity, Legal, Operational Risk Management V/s Risk Measurement – Managing Risk, Diversification Investment Strategies and Introduction to Quantitative Risk Measurement an its Limitations Principals of Risk - Alpha, Beta, R squared, Standard Deviation, Risk Exposure Analysis, Risk Immunization, Risk and Summary Measures – Simulation Method Duration Analysis, Linear and other Statistical Techniques for Internal Control	14
September	Risk Avoidance and ERM a) Risk Hedging Instruments and Mechanism: Forwards, Futures, Options, Swaps and Arbitrage Techniques, Risk Return Trade off, Markowitz Risk Return Model, Arbitrage Theory, System Audit Significance in Risk Mitigation b) Enterprise Risk Management: Risk Management V/s Enterprise Risk Management, Integrated Enterprise Risk Management, ERM Framework, ERM Process, ERM Matrix, SWOT Analysis, Sample Risk Register	13
October	Risk Governance and Assurance a) Risk Governance: Importance and Scope of Risk Governance, Risk and Three Lines of Defense, Risk Management and Corporate Governance b) Risk Assurance: Purpose and Sources of Risk Assurance, Nature of Risk Assurance, Reports and Challenges of Risk c) Risk and Stakeholders Expectations: Identifying the Range of Stakeholders and Responding to Stakeholders Expectations	14
December	Risk Management in Insurance a) Insurance Industry: Global Perspective, Regulatory Framework in India, IRDA - Reforms, Powers, Functions and Duties. Role and Importance of Actuary b) Players of Insurance Business: Life and Non- Life Insurance, Reinsurance, Bancassurance, Alternative Risk Trance, Insurance Securitization, Pricing of Insurance products, Expected Claim Costs, Risk Classification c) Claim Management: General Guidelines, Life Insurance, Maturity, Death, Fire, Marine, Motor Insurance and Calculation of Discounted Expected Claim Cost and Fair Premium	15



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Subject: Financial Accounting
Name of the Faculty Member: Nasir Usmani

Month	Topics to be covered	No of Lectures
July/August	Preparation of Final Accounts of Companies Relevant provisions of Companies Act related to preparation of Final Accounts (excluding cash flow statement) Preparation of financial statements as per Companies Act (excluding cash flow statement) AS 1 in relation to final accounts of companies (disclosure of accounting policies)	13
September	Underwriting of Shares & Debentures Introduction, Underwriting, Underwriting Commission Provision of Companies Act with respect to Payment of underwriting commission Underwriters, Sub-Underwriters, Brokers and Manager to Issues Types of underwriting, Abatement Clause Marked, Unmarked and Firm-underwriting applications, Liability of the underwriters in respect of underwriting contract- Practical problems	11
October	Accounting of Transactions of Foreign Currency In relation to purchase and sale of goods, services, assets, loan and credit transactions. Computation and treatment of exchange rate differences.	13
December	Investment Accounting (w.r.t. Accounting Standard- 13) For shares (variable income bearing securities) For Debentures/Preference shares (fixed income bearing securities) Accounting for transactions of purchase and sale of investments with ex and cum interest prices and finding cost of investment sold and carrying cost as per weighted average method (Excl. brokerage). Columnar format for investment account.	7
December	Ethical Behaviour and Implications for Accountants. Introduction, Meaning of ethical behavior Financial Reports – link between law, corporate governance, corporate social responsibility and ethics. Need of ethical behavior in accounting profession. Implications of ethical values for the principles versus rule based approaches to accounting standards	5

Nasir

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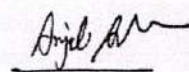
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Subject: Direct Taxes
Name of the Faculty Member: Hasina Panwar

Month	Topics to be covered	No of Lectures
July/August	Definitions and Residential Status Basic Terms (S. 2,3,4) Assessee, Assessment, Assessment Year, Annual Value, Business, Capital Assets, Income, Previous Year, Person, Transfer. Determination of Residential Status of Individual, Scope of Total Income (S.5)	13
September	Heads of Income – I Salary (S.15-17) Income from House Property (S. 22-27) Profit & Gain from Business and Profession(S. 28, 30,31,32, 35, 35D,36,37, 40, 40A and 43B)	11
October	Heads of Income – II Capital Gain (S. 45, 48, 49, 50 and 54) Income from other sources (S.56- 59) Exclusions from Total Income (S.10)	13
December	Deductions under Chapter VI A Deductions from Total Income S. 80C, 80CCC, 80D, 80DD, 80E, 80U, 80TTA	7
December	Computation of Taxable Income of Individuals Computation of Total Income and Taxable Income of Individuals	5



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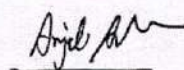
Subject: Investment Analysis & Portfolio Management

Name of the Faculty Member: Pratiksha Gurav

Month	Topics to be covered	No of Lectures
August	Introduction to Investment Environment a) Introduction to Investment Environment Introduction, Investment Process, Criteria for Investment, Types of Investors, Investment V/s Speculation V/s Gambling, Investment Avenues, Factors Influencing Selection of Investment Alternatives b) Capital Market in India Introduction, Concepts of Investment Banks its Role and Functions, Stock Market Index, The NASDAQ, SDL, NSDL, Benefits of Depository Settlement, Online Share Trading and its Advantages, Concepts of Small cap, Large cap, Midcap and Penny stocks	13
September	Risk - Return Relationship a) Meaning, Types of Risk- Systematic and Unsystematic risk, Measurement of Beta, Standard Deviation, Variance, Reduction of Risk through Diversification. Practical Problems on Calculation of Standard Deviation, Variance and Beta.	14
October	Portfolio Management and Security Analysis a) Portfolio Management: Meaning and Concept, Portfolio Management Process, Objectives, Basic Principles, Factors affecting Investment Decisions in Portfolio Management, Portfolio Strategy Mix. b) Security Analysis: Fundamental Analysis, Economic Analysis, Industry Analysis, Company Analysis, Technical Analysis - Basic Principles of Technical Analysis., Uses of Charts: Line Chart, Bar Chart, Candlestick Chart, Mathematical Indicators: Moving Averages, Oscillators.	13
December	Theories, Capital Asset Pricing Model and Portfolio Performance Measurement a) Theories: Dow Jones Theory, Elloit Wave Theory, Efficient Market Theory b) Capital Asset Pricing Model: Assumptions of CAPM, CAPM Equation, Capital Market Line, Security Market Line c) Portfolio Performance Measurement: Meaning of Portfolio Evaluation, Sharpe's Ratio (Basic Problems), Treynor's Ratio (Basic Problems), Jensen's Differential Returns (Basic Problems)	15



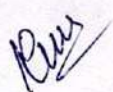
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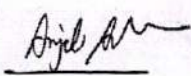


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Subject: Innovative Financial Services
Name of the Faculty Member: Pratiksha Gurav

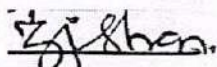
Month	Topics to be covered	No of Lectures
Dec/January	Introduction to Financial Service Financial Services Factoring and Forfaiting Bill Discounting:	13
February	Issue management and securitization Issue Management and Intermediaries Stock Broking Securitization	14
March	Financial Services and its mechanism Lease and Hire-Purchase Housing Finance Venture Capital	14
April	Consumer Finance and credit rating Consumer Finance Plastic Money Credit Rating	12


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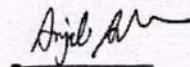

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Subject: International Finance
Name of the Faculty Member: Zishan Mukhary

Month	Topics to be covered	No of Lectures
Dec/January	Fundamentals of International Finance Introduction to International Finance Balance of Payment International Monetary Systems An introduction to Exchange Rates	13
February	Foreign Exchange Markets, Exchange Rate Determination & Currency Derivatives Foreign Exchange Markets International Parity Relationships & Foreign Exchange Rate Currency & Interest Rate Futures	14
March	World Financial Markets & Institutions & Risks Euro Currency Bond Markets International Equity Markets & Investments International Foreign Exchange Markets International Capital Budgeting	13
April	Foreign Exchange Risk, Appraisal & Tax Management Foreign Exchange Risk Management International Tax Environment International Project Appraisal	12



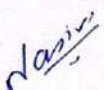
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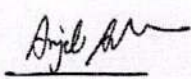


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Subject: Strategic Financial Management
Name of the Faculty Member: Nasir Usmani

Month	Topics to be covered	No of Lectures
Dec/January	Dividend Decision and XBRL a) Dividend Decision: Meaning and Forms of Dividend, Dividend-Modigliani and Miller's Approach, Walter Model, Gordon Model, Factors determining Dividend Policy, Types of Dividend Policy b) XBRL: Introduction, Advantages and Disadvantages, Features and Users	13
February	Capital Budgeting and Capital Rationing a) Capital Budgeting: Risk and Uncertainty in Capital Budgeting, Risk Adjusted Cut off Rate, Certainty Equivalent Method, Sensitivity Technique, Probability Technique, Standard Deviation Method, Co-efficient of Variation Method, Decision Tree Analysis, Construction of Decision Tree. b) Capital Rationing: Meaning, Advantages, Disadvantages, Practical Problems	14
March	Shareholder Value and Corporate Governance/ Corporate Restructuring a) Shareholder Value and Corporate Governance: Financial Goals and Strategy, Shareholder Value Creation: EVA and MVA Approach, Theories of Corporate Governance, Practices of Corporate Governance in India b) Corporate Restructuring: Meaning, Types, Limitations of Merger, Amalgamation, Acquisition, Takeover, Determination of Firm's Value, Effect of Merger on EPS and MPS, Pre Merger and Post Merger Impact.	12
April	Financial Management in Banking Sector and Working Capital Financing a) Financial Management in Banking Sector: An Introduction, Classification of Investments, NPA & their Provisioning, Classes of Advances, Capital Adequacy Norms, Rebate on Bill Discounting, Treatment of Interest on Advances b) Working Capital Financing: Maximum Permissible Bank Finance (Tandon Committee), Cost of issuing Commercial Paper and Trade Credit, Matching Approach, Aggressive Approach, Conservative Approach	14


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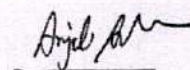
Subject: Indirect Taxes

Name of the Faculty Member: Hasina Panwar

Month	Topics to be covered	No of Lectures
Dec/January	Introduction to Indirect Taxation and GST Basics for Taxation, Introduction to GST, Definitions, Levy and Collection of GST	08
February/ March	Concept of Supply Taxable Event Supply, Place of Supply, Time of Supply, Value of Supply	17
March/ April	Registration and Computation of GST Registration, Computation of GST, Payment of Tax-	16
April	Filing of Returns A. Documentation- Tax Invoices (Sec 31 and 32 of the Act), Credit and Debit notes (Sec 34 of the Act), Electronic Way Bill B. Returns –Types of Returns and Provisions relating to filing of Returns (Sec 37 to Sec 48 of the Act)	04



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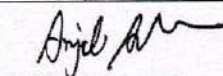
Department of BMS

Teaching Plan for Academic Year 2021-22

**Name of the Faculty Member: Pratiksha Gurav
Subject: Investment Analysis and Portfolio Management**

Month	Topics to be Covered	Number of lectures
June	Introduction to Investment Environment a) Introduction to Investment Environment b) Capital Market in India	12
July	Risk - Return Relationship • Meaning, Types of Risk- Systematic and Unsystematic risk, Measurement of Beta Standard Deviation	15
August	Portfolio Management and Security Analysis a) Portfolio Management: b) Security Analysis: • Fundamental Analysis	14
September	Theories, Capital Asset Pricing Model and Portfolio Performance Measurement a) Theories: • Dow Jones Theory • Assumptions of CAPM c) Portfolio Performance Measurement	15

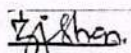

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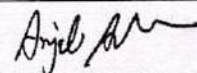
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Name of the Faculty Member: Zishan mukhary
Subject: Risk Management

Month	Topics to be Covered	Number of lectures
June	a) Introduction, Risk Measurement and Control Definition, Risk Process, Risk Organization, Key Risks –Interest, Market, Credit, Currency, Liquidity, Legal, Operational Risk Management V/s Risk Measurement – Managing Risk, Diversification, Investment Strategies and Introduction to Quantitative Risk Measurement and its Limitations Principals of Risk - Alpha, Beta, R squared, Standard Deviation, Risk Exposure Analysis, Risk Immunization, Risk and Summary Measures –Simulation Method, Duration Analysis, Linear and other Statistical Techniques for Internal Control	13
July	Risk Avoidance and ERM a) Risk Hedging Instruments and Mechanism: Forwards, Futures, Options, Swaps and Arbitrage Techniques, Risk Return	13
August	Risk Governance and Assurance a) Risk Governance: Importance and Scope of Risk Governance, Risk and Three Lines of Defense, Risk Management and Corporate Governance b) Risk Assurance: Purpose and Sources of Risk Assurance, Nature of Risk Assurance, Reports and Challenges of Risk c) Risk and Stakeholders Expectations:	14
September	Risk Management in Insurance a) Insurance Industry: Global Perspective, Regulatory Framework in India, IRDA - Reforms, Powers, Functions and Duties. Role and Importance of Actuary b) Players of Insurance Business: Life and Non- Life Insurance, Reinsurance, Bancassurance, Alternative Risk Trance, Insurance Securitization, Pricing of Insurance products	14



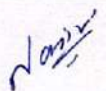
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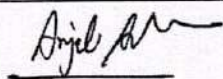


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Name of the Faculty Member: Nasir Usmani
Class: TYBMS
Semester: V
Subject: Financial Accounting

Month	Topics to be Covered	No. of Lectures
June	Preparation of Final Accounts of Companies Relevant provisions of Companies Act related to preparation of Final Accounts (excluding cash flow statement) Preparation of financial statements as per Companies Act (excluding cash flow statement) AS 1 in relation to final accounts of companies (disclosure of accounting policies)	14
July	Underwriting of Shares & Debentures Introduction, Underwriting, Underwriting Commission Provision of Companies Act with respect to Payment of underwriting commission Underwriters, Sub-Underwriters, Brokers and Manager to Issues Types of underwriting, Abatement Clause Marked, Unmarked and Firm-underwriting applications, Liability of the underwriters in respect of underwriting contract- Practical problems	15
August	Accounting of Transactions of Foreign Currency In relation to purchase and sale of goods, services, assets, loan and credit transactions. Computation and treatment of exchange rate differences.	13
September	Investment Accounting (w.r.t. Accounting Standard- 13) For shares (variable income bearing securities) For Debentures/Preference shares (fixed income bearing securities) Accounting for transactions of purchase and sale of investments with ex and cum interest prices and finding cost of investment sold and carrying cost as per weighted average method (Excl. brokerage). Columnar format for investment account.	14
October	Ethical Behaviour and Implications for Accountants	12


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Name of the Faculty Member: Hasina Panwar

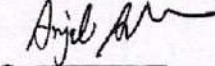
Class: TYBMS

Semester: V

Subject: Direct Taxes

Month	Topics to be Covered	No. of Lectures
June	Basic Terms (S. 2,3,4) Assessee, Assessment, Assessment Year, Annual Value, Business, Capital Assets, Income, Previous Year, Person, Transfer. Determination of Residential Status of Individual, Scope of Total Income (S.5)	08
July	Salary (S.15-17) Income from House Property (S. 22-27) Profit & Gain from Business and Profession(S. 28, 30,31,32, 35, 35D,36,37, 40, 40A and 43B)	12
August	Capital Gain (S. 45, 48, 49, 50 and 54) Income from other sources (S.56- 59) Exclusions from Total Income (S.10) (Exclusions related to specified heads to be covered with relevant heads of income)	10
September	Deductions from Total Income S. 80C, 80CCC, 80D, 80DD, 80E, 80U, 80TTA	10
October	Computation of Total Income and Taxable Income of Individuals	2



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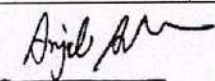

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Name of the Faculty Member: Suryakant Patole
Class: TYBMS
Semester: V
Subject: Service Marketing

Month	Topics to be Covered	No. of Lectures
June	Role of Services in Modern Economy, Services Marketing Environment • Goods vs Services Marketing, Goods Services Continuum • Consumer Behaviour, Positioning a Service in the MarketPlace • Variations in Customer Involvement, Impact of Service Recovery Efforts on Consumer Loyalty	08
July	Process-Service Mapping- Flowcharting • Branding of Services – Problems and Solutions • Options for Service Delivery	12
August	The SERVQUAL Model • Defining Productivity – Improving Productivity • Demand and Capacity Alignment	10
September	International and Global Strategies in Services Marketing: Services in the Global Economy- Moving from Domestic to Transnational Marketing • Factors Favouring Transnational Strategy • Elements of Transnational Strategy • Recent Trends in Marketing Of Services	10


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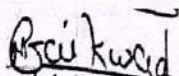
Name of the Faculty Member: Nisha Gaikwad

Class: TYBMS

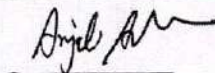
Semester: V

Subject: E-Commerce and Digital Marketing

Month	Topics to be Covered	Number of lectures
June	Introduction to E-commerce • Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages & Limitations of E-Commerce, Traditional Commerce vs E-Commerce • Ecommerce Environmental Factors: Economic, Technological, Legal , Cultural & Social Trends in M-Commerce	12
July	E-Business & Applications • E-Business: Meaning, Launching an E-Business, • Important Concepts in E-Business: Data Warehouse, Customer Relationship Management , Supply Chain Management, Enterprise Resource Planning • Bricks and Clicks business models in E-Business:	16
August	Payment, Security, Privacy & Legal Issues in E-Commerce • Issues Relating to Privacy and Security in E-Business • Electronic Payment Systems: • Payment Gateway: • Types of Transaction Security • E-Commerce Laws:	14
September	Digital Marketing • Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing. • Digital Marketing on various Social Media platforms. • Online Advertisement, Online Marketing Research, Online PR • Web Analytics • Promoting Web Traffic • Latest developments and Strategies	16



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Name of the Faculty Member: Sumaiya Khan
Class: TYBMS
Semester: V
Subject: Sales and Distribution Management

Month	Topics to be Covered	Number of lectures
June	a) Sales Management: <ul style="list-style-type: none"> • Interface of Sales with Other Management Functions • Qualities of a Sales Manager • Structure of Sales Organization b) Distribution Management: c) Integration of Marketing, Sales and Distribution	06
July	a) Market Analysis: <ul style="list-style-type: none"> • Market Analysis and Sales Forecasting, MetCo ordinator of Sales b) Selling: <ul style="list-style-type: none"> • Process of Selling, MetCo ordinator of Closing a Sale, Reasons for Unsuccessful Closing • Theories of Selling • Selling Skills – • Selling Strategies 	12
August	Management of Distribution Channel – Meaning & Need <ul style="list-style-type: none"> • Channel Partners- • Choice of Distribution System • Factors Affecting Distribution • Factors Affecting Effective Management Of Distribution Resolution of Conflicts: MetCo ordinator Motivating Channel Members Selecting Channel Partners Evaluating Channels	16

September	Performance Evaluation, Ethics and Trends a) Evaluation & Control of Sales Performance: b) Measuring Distribution Channel Performance: c) Ethics in Sales Management d) New Trends in Sales and Distribution Management	12
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Government of Maharashtra's
 Ismail Yusuf College of
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 Jogeshwari (East), Mumbai - 400 060.

Name of the Faculty Member: Rajdeep Kamble
Class: TYBMS
Semester: V
Subject: Customer Relationship Management

Month	Topics to be Covered	No. of Lectures
June	CRM concepts, Benefits and Objectives, Customer profitability segment, Components of CRM, Relationship Marketing, Service level agreements. Relationship challenges.	16.
July	CRM Marketing Initiatives, CRM and Customer service, Call Centre operations, Call scripting, Web based service, Call scripting, CRM and data Management. OLAP .Click stream analysis, data reporting.	16
August	Understanding customers, value, Profit chain, loyalty, Objectives of CRM strategy, Planning and implementation of CRM, B 2 B CRM, Sales and CRM, Sales force automation,	16
September	CRM Evaluation , service quality, Customer Customer satisfaction, Company 3E measures, e -CRM, software application for CRM, Activity Management, Inbound communication Management. Social Networking and CRM	16

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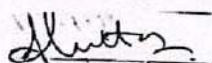
Name of the Faculty Member: Dr. Ashwin Mehta

Class: TYBMS

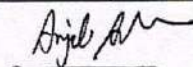
Semester: V

Subject: Logistics & SCM

Month	Topics to be Covered	No. of Lectures
June	Subject introduction. Ch 1: Introduction to Logistics Ch 2: Introduction to SCM	8
July	Ch 3: Customer service Ch 6: Warehousing Ch 9: Inventory Management	16
August	Ch 5: Transportation Ch 11: Performance measurement in supply chain Ch 10: Logistics costing	12
September	Ch 8: Packaging Ch 7: Material Handling Ch 4: Demand forecasting Ch 15: Logistics outsourcing	12
October	Ch 12: Logistics network design Ch 13: IT in logistics Ch 14: Modern logistics infrastructure Ch 16: Logistics in global environment	12



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Name of the Faculty Member: Sumaiya Khan
Class: TYBMS
Semester: V
Subject: Corporate Communication and Public Relations

Month	Topics to be covered	No of Lectures
June/July	Foundation of Corporate Communication	13
July	Understanding Public Relations a) Fundamental of Public Relations: Introduction, Meaning, Essentials of Public Relations, Objectives of Public Relations, Scope of Public Relations, Significance of Public Relations in Business b) Emergence of Public Relations: Tracing Growth of Public Relations, Public Relations in India, Reasons for Emerging International Public Relations c) Public Relations Environment: Introduction, Social and Cultural Issues, Economic Issues, Political Issues, Legal Issues d) Theories used in Public Relations: Systems Theory, Situational Theory, Social Exchange Theory, Diffusion Theory	12
August	Functions of Corporate Communication and Public Relations	10

September/October	Emerging Technology in Corporate Communication and Public Relations a) Contribution of Technology to Corporate Communication Introduction, Today's Communication Technology, Importance of Technology to Corporate Communication, Functions of Communication Technology in Corporate Communication, Types of Communication Technology, New Media: Web Conferencing, Really Simple Syndication (RSS) b) Information Technology in Corporate Communication Introduction, E-media Relations, E-internal Communication, E-brand Identity and Company Reputation c) Corporate Blogging Introduction, Defining Corporate Blogging, Characteristics of a Blog, Types of Corporate Blogs, Role of Corporate Blogs, Making a Business Blog	12
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Department of BMS

Teaching Plan for Academic Year 2021-22

Class: TYBMS

Semester: VI

Subject: Brand Management

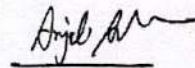
Name of the Faculty Member: Rajdeep Kamble

Month	Topics to be covered	No of Lectures
January	Introduction to Brand Management: Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities, Strategic Brand Management Process, Customer Based Brand Equity model (CBBE), Sources of Brand Equity, Steps of Brand	10
February	a) Planning and Implementing Brand Marketing Programs: Brand Elements: Meaning, Criteria for choosing Brand Elements, Types of Brand Elements Integrating Marketing Programs and Activities Personalising Marketing: Experiential Marketing, One to One Marketing, Permission Marketing, Product Strategy: Perceived Quality and Relationship Marketing, Pricing Strategy: Setting Prices to Build Brand Equity, Channel Strategy: Direct, Indirect Channels	12
March	Measuring and Interpreting Brand Performance a) The Brand Value Chain b) Measuring Sources of Brand Equity: Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses c) Young and Rubicam's Brand Asset Valuator	16
April	Growing and Sustaining Brand Equity a) Designing & Implementing Branding Strategies:	12

<p>Brand Architecture: Meaning of Brand Architecture, The Brand-Product Matrix, Breadth of a Branding Strategy, Depth of a Branding Strategy Brand Hierarchy: Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels Cause Marketing to Build Brand Equity: Meaning of Cause Marketing, Advantages, Green Marketing</p>	
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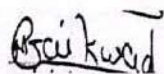


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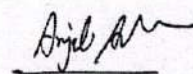
Name of the Faculty Member: Nisha Gaikwad

Subject: Retail Management

Month	Topics to be covered	No of Lectures
January	Retail Management- An overview a) Retail Management b) Retail Formats c) Emerging Trends in Retailing	13
February	Retail Consumer and Retail Strategy a) Retail Consumer/Shopper b) CRM in Retail c) Retail Strategy d) Store Location Selection e) HRM in Retail	14
March	Merchandise Management and Pricing a) Merchandise Management b) Buying Function c) Concept of Lifestyle Merchandising	12
April	Managing and Sustaining Retail a) Retail Store Operations b) Store Design and Layout c) Visual Merchandising and Display d) Mall Management	13



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Name of the Faculty Member: Suryakant Patole

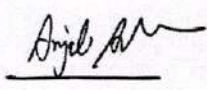
Class: TYBMS

Semester: VI

Subject: International Marketing

Month	Topics to be covered	No of Lectures
January	Introduction to International Marketing & Trade Features of International Marketing, Need and Drivers of International Marketing Concept of International Trade, Barriers to Trade: Tariff and Non Tariff, Trading Blocs : SAARC, ASEAN, NAFTA, EU, OPEC	10
February	International Marketing Environment and Marketing Research a) International Marketing Environment: b) Marketing Research:	12
March	International Marketing Mix a) International Product Decision b) International Pricing Decision: c) International Distribution Decisions d) International Promotion Decisions	16
April	Developments in International Marketing Introduction -Developing International Marketing Plan: a) International strategies: b) International Marketing of Services	12


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Name of the Faculty Member: Sumaiya Khan

Class: TYBMS

Semester: VI

Subject: Media Planning and Management

Month	Topics to be covered	No of Lectures
December	a) Overview of Media and Media Planning: b) Media Research	11
January	Media Mix and Media Strategy a) Media Mix b) Media Choices c) Emerging Media d) Media Strategy	12
February	Media Budgeting, Buying & Scheduling Media a) Budget b) Media Buying c) Media Scheduling	16
March/April	Developments in International Marketing a) Media Measurement b) Benchmarking Metrics c) Plan Metrics d) Evaluating Media Buys	12

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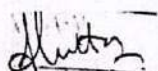
Name of the Faculty Member: Dr. Ashwin Mehta

Class: TYBMS

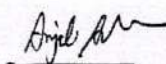
Semester: VI

Subject: Operational Research

Month	Topics to be covered	No of Lectures
December	a) Introduction To Operations Research b) Linear Programming Problems: Introduction and Formulation c) Linear Programming Problems: Graphical Method d) Linear Programming Problems: Simplex Method	12
January	Assignment Problem – Hungarian Method Transportation Problems	12
February	Critical Path Method (CPM) Project Crashing Program Evaluation and Review Technique (PERT)	13
March/April	Decision Theory Job Sequencing Problem Theory of Games	12



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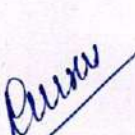

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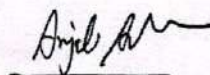
Teaching Plan for Academic Year 2022-23

**Name of the Faculty Member: Pratiksha Gurav/Hasina
Panwar
Class: FYBMS
Semester: I
Subject: Introduction to Financial Accounts**

Month	Topics to be covered	No of Lectures
July	Introduction to Financial Accounts Meaning and Scope of Accounting: Accounting principles International Financial Reporting Standards (IFRS)	12
August	<ul style="list-style-type: none">Accounting transactions: Accounting cycle, Journal, Journal proper, Opening and closing entries, Relationship between journal & ledger: Rules regarding posting: Trial balance: Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns & cash book –Triple Column), Bank Reconciliation Statement.Expenditure: Classification of Expenditure- Capital, revenue and Deferred Revenue Expenditure Unusual expenses: Effects of error: Criteria test.Receipts: Capital receipt, Revenue receipt, distinction between capital receipts and revenue receipts.Profit or Loss: Revenue profit or loss, capital profit or loss	13
September	Depreciation Accounting & Trial Balance/ Final Accounts <ul style="list-style-type: none">Depreciation accounting: Practical problem based on depreciation using SLM and RBM methods. (Where Provision for depreciation Account not maintained). Final Accounts <ul style="list-style-type: none">Preparation of Trial Balance: Introduction and Preparation of Trial BalanceIntroduction to Final Accounts of a Sole proprietor.Rectification of errors.	13

October	<p>Final Accounts</p> <p>Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet.</p> <ul style="list-style-type: none"> • Preparation and presentation of Final Accounts in horizontal format • Introduction to Schedule 6 of Companies Act ,1956 	14
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Name of the Faculty Member: Amba Mehta

Class: : FYBMS

Semester: I

Subject: Business Law

Month	Topics to be covered	No of Lectures
July	Contract Act, 1872 & Sale of Goods Act, 1930 Contract Act, 1872: Essential elements of Contract; Agreement and Contract – Capacity to Contract, free consent, consideration, lawful objects/consideration,	12
August	Negotiable Instrument Act, 1981 & Consumer Protection Act, 1986 Negotiable Instrument Act, 1981: Introduction of Negotiable Instruments – Characteristics of negotiable instruments, Promissory note, Bills of exchange, Cheque, Dishonour of Cheque. • Consumer Protection Act, 1986:	13
September	Company Law	14
October	Intellectual Property Rights(IPR)	12

Amba J. Mehta,

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Jogeshwari (East), Mumbai -400 060.

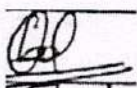
Name of the Faculty Member: Obaid Shaikh

Class: FYBMS

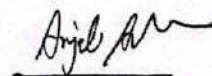
Semester: I

Subject: Business Statistics

Month	Topics to be covered	No of Lectures
July	Introduction to Statistics Introduction: Functions/Scope, Importance, Limitations • Data: Relevance of Data(Current Scenario), Type of data(Primary & Secondary), Primary(Census vs Samples, Method of Collection, Secondary(Merits, Limitations, Sources)	11
August	Measures of Dispersion, Co- Relation and Linear Regression	12
September	Time Series and Index Number Index Number: Simple(unweighted) Aggregate Method, Weighted Aggregate Method, Simple Average of Price Relatives, Weighted Average of Price Relatives, Chain Base Index Numbers, Base Shifting, Splicing and Deflating, Cost of Living Index Number	13
October	Probability and Decision Theory	12



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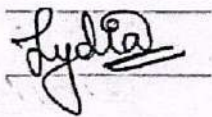


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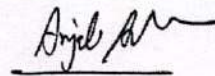
**Government of Maharashtra's
Ismail Yusuf College of
Arts, Science & Commerce
Jogeshwari (East), Mumbai - 400 080.**

Name of the Faculty Member: Lydia Kalgutkar
Class: FYBMS
Semester: I
Subject: Business Communication- I

Month	Topics to be covered	No of Lectures
July	Theory of Communication Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication	14
August	Obstacles to Communication in Business World	13
September	Business Correspondence	14
October	Language and Writing Skills	11



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Name of the Faculty Member: Sumaiya Khan

Class: : FYBMS

Semester: I

Subject: Foundation Course -I

Month	Topics to be covered	No of Lectures
July	Overview of Indian Society	12
August	Concept of Disparity-1	10
August/September	Concept of Disparity- 2	10
September	The Indian Constitution Philosophy of the Constitution Significant Aspects of Political Processes	09
October	PPT Presentations	03

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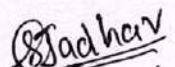
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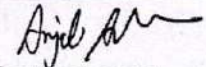
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Ismail Yusuf College of
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Jogeshwari (East), Mumbai -400 060.

Name of the Faculty Member: Shraddha Jadhav
Class: : FYBMS
Semester: I
Subject: Foundation of Human Skills

Month	Topics to be covered	No of Lectures
July	Understanding of Human Nature Individual Behaviour Personality and attitude Thinking, learning and perceptions	12
August/September	Introduction to Group Behaviour Group Dynamics Team effectiveness Organizational processes and system. Power and politics Organizational conflicts and resolution:	13
September/ October	Organizational Culture and Motivation at workplace <ul style="list-style-type: none"> Organizational Culture: Characteristics of organizational culture. Types, functions and barriers of organizational culture Ways of creating and maintaining effective organization culture Motivation at workplace: Concept of motivation Theories of motivation in an organisational set up. A.Maslow Need Heirachy F.Hertzberg Dual Factor Mc.Gregor theory X and theory Y. Waysofmotivating through carrot (positive reinforcement) and stick (negative reinforcement) at workplace. 	12
October	Organisational Change, Creativity and Development and Work Stress Organisational change and creativity: Concepts of organisational change, Factors leading/influencing organisational change, Kurt Lewins model of organisational change and development, Creativity and qualities of a creative person, Ways of enhancing creativity for effective decision making, Creative problem solving. • Organisational Development and work stress: Need for organisational development, OD Techniques, Stress, types of stress, Causes and consequences of job stress, Ways for coping up with job stress	11


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Name of the Faculty Member: Rajdeep Kamble

Class: : FYBMS

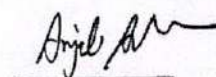
Semester: I

Subject: Business Economics - I

Month	Topics to be covered	No of Lectures
July	Scope and Importance of Business Economics - basic tools- Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations - functional relations: equations- Total, Average and Marginal relations- use of Marginal analysis in decision making, The basics of market demand, market supply and equilibrium price-shifts in the demand and supply curves and equilibrium	12
August/September	Demand Analysis	11
September/ October	Supply and Production Decisions and Cost of Production	14
October	Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition Pricing Practices	10



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Department of BMS

Teaching Plan for Academic Year 2022-23

Name of the Faculty Member: Pratiksha Gurav

Class: FYBMS

Semester: II

Subject: Principles of Marketing

Month	Topics to be covered	No of Lectures
November/ December	Introduction to Marketing, Concepts of Marketing Introduction to Marketing: Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function • Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges. • Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing	10 03
December/ January	Marketing Environment Research and Consumer Behaviour The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders. • Macro environment: Political Factors; Economic Factors; Socio Cultural Factors, Technological Factors (PEST Analysis) • Marketing research: Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research • MIS: Meaning, features and Importance • Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour	14
January	Marketing Mix • Marketing mix: Meaning –elements of Marketing Mix. • Product-product mix-product line lifecycle-product planning – New product development- failure of new product-levels of product. • Branding – Packing and packaging – role and importance • Pricing – objectives-factors influencing pricing policy and Pricing strategy. • Physical distribution – meaning – factor affecting channel selection-types of marketing channels • Promotion – meaning and significance of promotion. Promotion • tools (brief)	14

February	Segmentation, Targeting and Positioning and Trends In Marketing Segmentation – meaning , importance , basis • Targeting – meaning , types • Positioning – meaning – strategies • New trends in marketing – E-marketing , Internet marketing and marketing using Social network • Social marketing/ Relationship marketing	12
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Name of the Faculty Member: Suryakant Patole

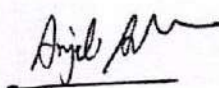
Class: FYBMS

Semester: II

Subject: Industrial Law

Month	Topics to be covered	No of Lectures
November	Laws Related to Industrial Relations and Industrial Disputes Industrial Disputes Act, 1947: Definition, Authorities, Awards, Settlements, Strikes Lockouts, Lay Offs, Retrenchment and Closure • The Trade Union Act, 1926	12
December	Laws Related to Health, Safety and Welfare • The Factory Act 1948: (Provisions related to Health, Safety and Welfare) • The Workmen's Compensation Act, 1923 Provisions: χ Introduction: The doctrine of assumed risk, The doctrine of Common Employment, The doctrine of Contributory Negligence χ Definitions χ Employers liability for compensation (S-3 to 13) χ Rules as to Compensation (Sec 4 to Sec 9) (14 A & 17)	11
January	Social Legislation • Employee State Insurance Act 1948: Definition and Employees Provident Fund • Miscellaneous Provision Act 1948: Schemes, Administration and determination of dues	14
February	Laws Related to Compensation Management The payment of Wages Act 1948: Objectives, Definition, Authorised Deductions • Payment of Bonus Act, 1965 • The Payment Of Gratuity Act, 1972	11


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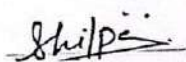
Name of the Faculty Member: Shilpa Gupta/Obaidullah Shaikh

Class: FYBMS

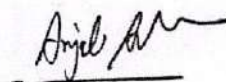
Semester: II

Subject: Business Mathematics

Month	Topics to be covered	No of Lectures
November	Elementary Financial Mathematics	12
December	Matrices and Determinants	13
January	Derivatives and Applications of Derivatives • Introduction and Concept: Derivatives	15
February	Numerical Analysis [Interpolation] Introduction and concept: Finite differences – forward difference operator – Newton's forward difference formula with simple examples • Backward Difference Operator. Newton's backward interpolation formula with simple examples	15



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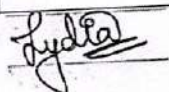
Name of the Faculty Member: Lydia Kalgutkar

Class: : FYBMS

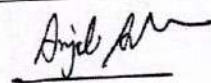
Semester: II

Subject: Business Communication- II

Month	Topics to be covered	No of Lectures
November	Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of OHP	10
December	Group Communication Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions Conference: Meaning and Importance of Conference Organizing a Conference Modern Met Co ordinators: Video and Tele – Conferencing Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR	13
January	Business Correspondence Trade Letters: Order, Credit and Status Enquiry, Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act	14
February	Language and Writing Skills Reports: Parts, Types, Feasibility Reports, Investigative Reports Summarisation: Identification of main and supporting/sub points Presenting these in a cohesive manner	13



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Name of the Faculty Member: Suryakant Patole

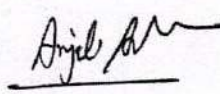
Class: : FYBMS

Semester: II

Subject: Foundation Course -II

Month	Topics to be covered	No of Lectures
November	Globalisation and Indian Society Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.	12
December	Human Rights Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution	11
January	Ecology Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation-causes and impact on human life; Sustainable development-concept and components; poverty and environment	14
February	Understanding Stress and Conflict	11
March	Managing Stress and Conflict in Contemporary Society	03


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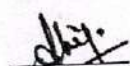
Name of the Faculty Member: Shifa Saadan

Class: FYBMS

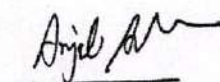
Semester: II

Subject: Principles of Management

Month	Topics to be covered	No of Lectures
November	Nature of Management Management: Concept, Significance, Role & Skills, Levels of Management, Concepts of PODSCORB, Managerial Grid. • Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach.	12
December	Planning and Decision Making	12
January	Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations • Departmentation: Meaning, Basis and Significance • Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control Centralization vs Decentralization • Delegation: Authority & Responsibility relationship	14
February	Directing, Leadership, Co- ordination and Controlling	13



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Name of the Faculty Member: Sumaiya Khan

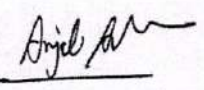
Class: FYBMS

Semester: II

Subject: Business Environment

Month	Topics to be covered	No of Lectures
November	Introduction to Business Environment	12
December	Political and Legal environment Political Institutions: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India. • Economic environment: economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy • Impact of business on Private sector, Public sector and Joint sector • Sunrise sectors of India Economy. Challenges of Indian economy	10
January	Social and Cultural Environment, Technological environment and Competitive Environment	14
February	International Environment	11


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Department of BMS

Teaching Plan for Academic Year 2022-23

Name of the Faculty Member: Sumaiya Khan

Class: : SYBMS

Semester: III

Subject: Consumer Behaviour

Month	Topics to be covered	No of Lectures
July	Introduction To Consumer Behaviour: Meaning of Consumer Behaviour, Features and Importance Types of Consumer (Institutional & Retail), Diversity of consumers and their behaviour- Types Of Consumer Behaviour Profiling the consumer and understanding their needs Consumer Involvement Application of Consumer Behaviour knowledge in Marketing Consumer Decision Making Process and Determinants of Buyer Behaviour, factors affecting each stage, and Need recognition.	14
August	Individual- Determinants of Consumer Behaviour Consumer Needs & Motivation (Theories - Maslow, Mc Cleland). Personality – Concept, Nature of personality, Freudian, non - Freudian and Trait theories, Personality Traits and it's Marketing significance, Product personality and brand personification. Self Concept – Concept Consumer Perception Learning - Theory, Nature of Consumer Attitudes, Consumer Attitude Formation & Change. Attitude - Concept of attitude	13

September	<p>Environmental Determinants of Consumer Behaviour</p> <p>Family Influences on Buyer Behaviour, Roles of different members, needs perceived and evaluation rules. Factors affecting the need of the family, family life cycle stage and size.</p> <p>Social Class and Influences.</p> <p>Group Dynamics & Consumer Reference Groups, Social Class & Consumer Behaviour - Reference Groups, Opinion Leaders and Social Influences In- group versus out-group influences, role of opinion leaders in diffusion of innovation and in purchase process.</p> <p>Cultural Influences on Consumer Behaviour Understanding cultural and sub- cultural influences on individual, norms and their role, customs, traditions and value system.</p>	12
October	<p>Consumer decision making models and New Trends</p> <p>Consumer Decision making models: Howard Sheth Model, Engel Blackwell, Miniard Model, Nicosia Models of Consumer Decision Making</p> <p>Diffusion of innovations Process of Diffusion and Adoption, Innovation, Decision process, Innovator profiles</p> <p>E-Buying behaviour The E-buyer vis-a vis the Brick and Mortar buyer, Influences on E-buying</p>	13

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Name of the Faculty Member: Meghana Bakraniya

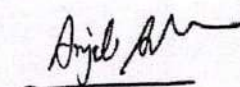
Class: : SYBMS

Semester: III

Subject: Advertising

Month	Topics to be covered	No of Lectures
July	Definition, Evolution of Advertising, Importance, Scope, Features, Benefits, Five M's of Advertising • Types of Advertising consumer advertising, industrial advertising, institutional advertising, classified advertising, national advertising, generic advertising	14
August	Strategy and Planning Process in Advertising	12
September	Creativity in Advertising • Introduction to Creativity	14
October	Budget, Evaluation, Current trends and careers in Advertising Advertising Budget – Definition of Advertising Budget, Features,	12

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Name of the Faculty Member: Shifa Saadan

Class: SYBMS

Semester: III

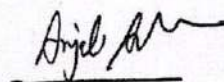
Subject: Environmental Management

Month	Topics to be covered	No of Lectures
July	1. Environmental Concepts Environment : Definition and composition, Lithosphere, Atmosphere, Hydrosphere, Biosphere Biogeochemical cycles – Concept and Water Cycle Ecosystem & Ecology; Food Chain, Food Web & Energy Flow Pyramid Resources: Meaning, Classification (Renewable & non-renewable), Types & Exploitation of Natural Resources in Sustainable Manner	12
August	2. Environment Degradation Degradation – Meaning and Causes, Degradation of Land, Forest and Agricultural Land and its remedies Pollution – meaning, types, causes and remedies (land, air, water and others) Global Warming : Meaning, Causes and Effects Disaster Management : Meaning, Disaster Management Cycle Waste Management : Definition and Types – Solid waste management anthropogenic waste, e-waste & biomedical waste (consumerism as a cause of waste)	13
September	3. Sustainability and Role of Business Sustainability : Definition, Importance and Environment Conservation Environmental Clearance for establishing and operating Industries in India EIA, Environmental Auditing, ISO 14001 Salient Features of Water Act, Air Act and Wildlife Protection Act Carbon Bank & Kyoto Protocol	14

October	4. Innovations in Business – An Environmental Perspective Non-Conventional Energy Sources – Wind, Bio-fuel, Solar, Tidal and Nuclear Energy. Innovative Business Models: Eco- tourism, Green marketing, Organic farming, Eco-friendly packaging, Waste management projects for profits ,other business projects for greener future	13
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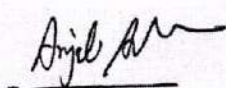
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Name of the Faculty Member: Suryakant Patole
Class: : SYBMS
Semester: III
Subject: Information Technology in Business Management-I

Month	Topics to be covered	No of Lectures
July	Introduction to IT Support in Management Concept of Data, Information and Knowledge Concept of Database	12
August	<p>Learn Word: Creating/Saving of Document Editing and Formatting Features</p> <p>Designing a title page, Preparing Index, Use of Smart Art</p> <p>Cross Reference, Bookmark and Hyperlink. Mail Merge Feature.</p> <p>Spreadsheet application (e.g. MS-Excel/openoffice.org) Creating/Saving and editing spreadsheets Drawing charts.</p> <p>Using Basic Functions: text, math & trig, statistical, date & time, database, financial, logical</p> <p>Using Advanced Functions : Use of Lookup/Hookup</p> <p>Data analysis – sorting data, filtering data (AutoFilter , Advanced Filter), data validation, what-if analysis (using data tables/scenarios), creating sub-totals and grand totals, pivot table/chart, goal seek/solver,</p> <p>Presentation Software Creating a presentation with minimum 20 slides with a script. Presenting in different views,</p> <p>Inserting Pictures, Videos, Creating animation effects on them Slide Transitions, Timed Presentations</p> <p>Rehearsal of presentation</p>	13 (08 – Practical Lectures in Computer Lab)

September	Email, Internet and its Applications	14 (06 – Practical Lectures in Computer Lab)
October	E-Security Systems Threats to Computer systems and control measures. Types of threats Virus, hacking, phishing, spyware, spam, physical threats (fire, flood, earthquake, vandalism) Threat Management	12


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Name of the Faculty Member: Shraddha Jadhav
Class: SYBMS
Semester: III
Subject: Business Planning & Entrepreneurial Management

Month	Topics to be covered	No of Lectures
July	Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship, Importance and significance of growth of entrepreneurial activities Characteristics and qualities of entrepreneur	14
August	Types & Classification Of Entrepreneurs	15
September	Entrepreneur Project Development & Business Plan	14
October	Venture Development	13

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Name of the Faculty Member: Nitin Gangal
Class: : SYBMS
Semester: III
Subject: Accounting for Managerial Decisions

Month	Topics to be covered	No of Lectures
July	Analysis and Interpretation of Financial statements <ul style="list-style-type: none"> • Study of balance sheet of limited companies. Study of Manufacturing, Trading, Profit and Loss A/c of Limited Companies • Vertical Form of Balance Sheet and Profit & Loss A/c-Trend Analysis, Comparative Statement & Common Size. 	13
August	Ratio analysis and Interpretation Ratio analysis and Interpretation (based on vertical form of financial statements)including conventional and functional classification restricted to: Balance sheet ratios: Current ratio, Liquid Ratio, Stock Working capital ratio, Proprietary ratio, Debt Equity Ratio, Capital Gearing Ratio. Revenue statement ratios: Gross profit ratio, Expenses ratio, Operating ratio, Net profit ratio, Net Operating Profit Ratio, Stock turnover Ratio, Debtors Turnover , Creditors Turnover Ratio Combined ratios: Return on capital Employed (including Long term borrowings), Return on Proprietors fund (Shareholder fund and Preference Capital), Return on Equity Capital, Dividend Payout Ratio, Debt Service Ratio, Different modes of expressing ratios:- Rate, Ratio, Percentage, Number. Limitations of the use of Ratios.	13
September	Cash flow statement Preparation of cash flow statement(Accounting Standard-3(revised))	14

October	Working capital Working capital -Concept, Estimation of requirements in case of Trading & Manufacturing Organizations. Receivables management -Meaning & Importance, Credit Policy Variables, methods of Credit Evaluation (Traditional and Numerical-Credit Scoring); Monitoring the Debtors Techniques [DSO, Ageing Schedule]	12
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Name of the Faculty Member: Rajdeep Kamble

Class: : SYBMS

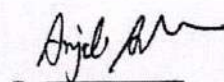
Semester: III

Subject: Strategic Management

Month	Topics to be covered	No of Lectures
July	<ul style="list-style-type: none">• Business Policy-Meaning, Nature, Importance• Strategy-Meaning, Definition• Strategic Management-Meaning, Definition, Importance, Strategic management Process & Levels of Strategy and Concept and importance of Strategic Business Units (SBU's)• Strategic Intent-Mission, Vision, Goals, Objective, Plans	12
August	Strategy Formulation <ul style="list-style-type: none">• Environment Analysis and Scanning(SWOT) • Corporate Level Strategy (Stability, Growth, Retrenchment, Integration and Internationalization)	12
September	Strategic Implementation Models of Strategy making. Strategic Analysis& Choices &Implementation: BCG Matrix, GE 9Cell, Porter5 Forces, 7S Frame Work Implementation: Meaning, Steps and implementation at Project, Process, Structural, Behavioral, Functional level.	13
October	Strategic Evaluation & Control - Meaning, Steps of Evaluation & Techniques of Control Synergy: Concept, Types, evaluation of Synergy. Synergy as a Component of Strategy & its Relevance. Change Management- Elementary Concept	13



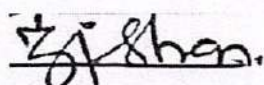
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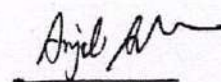
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Name of the Faculty Member: Zishan Mukhary
Subject: Cost Accounting

Month	Topics to be covered	No of Lectures
July	Introduction • Meaning, Nature and scope-Objective of Cost Accounting-Financial Accounting v/s Cost Accounting- Advantages and disadvantages of Cost Accounting- Elements of Costs-Cost classification (concept only)- - Installation of Cost Accounting System, Process (Simple and Inter process) and Job Costing (Practical Problems)	13
August	Elements of Cost • Material Costing- Stock valuation (FIFO & weighted average method), EOQ, EOQ with discounts, Calculation of Stock levels (Practical Problems) • Labour Costing – (Bonus and Incentive Plans) (Practical Problems) • Overhead Costing (Primary and Secondary Distribution)	12
September	Cost Projection • Cost Sheet (Current and Estimated) • Reconciliation of financial accounts and cost accounting	14
October	Emerging Cost Concepts Uniform Costing and Interfirm Comparison, Emerging Concepts – Target Costing, Benchmarking, JIT, The Balanced Scorecard; Strategic Based Control; concept, process, implementation of Balanced Scorecard, Challenges in implementation of Balanced Scorecard	13



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Name of the Faculty Member: Nasir Usmani
Subject: Corporate Finance

Month	Topics to be covered	No of Lectures
July	<p>Introduction</p> <ul style="list-style-type: none"> • Introduction To Corporate Finance: Meaning, Principles of Corporate Finance, Significance of Corporate Finance, Amount of Capitalisation, Over Capitalisation and Under Capitalisation, Fixed capital and Working Capital funds. • Introduction to ownership securities– Ordinary Shares, Reference Shares, Creditor Ship Securities, Debtors and Bonds, Convertible Debentures, Concept of Private Placement of Securities. 	13
August	<p>Capital Structure and Leverage</p> <ul style="list-style-type: none"> • Introduction to Capital Structure theories, EBIT – EPS analysis for Capital Structure decision. • Cost of Capital – Cost of Debt, Cost of Preference Shares, Cost of Equity Shares and Cost of Retained Earnings, Calculation of Weighted Cost of Capital. • Introduction to concept of Leverage - Operating Leverage, Financial Leverage and Combined Leverage. 	12
September	<p>Time Value of Money</p> <ul style="list-style-type: none"> • Introduction to Time Value of Money – compounding and discounting • Introduction to basics of Capital Budgeting (time value of money based methods) – NPV and IRR (Net Present Value and Internal Rate of Return) • Importance of Risk and Return analysis in Corporate Finance 	14
October	<p>Mobilisation of Funds</p> <p>Public deposits and RBI regulations, Company deposits and SEBI regulations, Protection of depositors, RBI and public deposits with NBFC's.</p> <p>Foreign capital and collaborations, Foreign direct Investment (FDI)</p> <p>Emerging trends in FDI</p> <p>Global Depositary Receipts, Policy development, Capital flows and Equity Debt.</p> <p>Brief introduction & sources of short term Finance Bank Overdraft, Cash Credit, Factoring</p>	13

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Department of BMS

Teaching Plan for Academic Year 2022-23

Name of the Faculty Member: Meghana Bakraniya

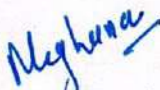
Class: SYBMS

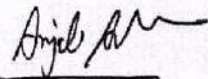
Semester: IV

Subject: Event Marketing

Month	Modules / Units	No of Lectures
Nov/Dec	Introduction to Events	13
	<ul style="list-style-type: none"> Definition and Meaning of Event Marketing ; The Evolution of Event Marketing, Advantages of Event Marketing, 5 C's of Events- Conceptualization, costing, canvassing, customization, carrying-out; Event Designing; Reach; Interaction- Interaction Points, Direct Interaction, Indirect Interaction, Interaction Catalysts or Enablers. Importance of Events as a Marketing Communication Tool; Events as a Marketing Tool: The Varied Marketing Needs Addressed by Events: Brand Building, Focus on Target Market, Implementation of Marketing Plan, Marketing Research, Relationship Building, Creating opportunities for better deals with different media, Events and their Economic implications. Concept of Event Creativity, Key Elements of Events: Event Infrastructure; Customer Groups; Clients; Event Organizers; Venue; Media 	
December/ January	Segmenting, Targeting and Positioning of Events and Concept of Product in Events	14
	<ul style="list-style-type: none"> Concept of Market in Events; Segmentation and targeting of the Market for events; Positioning of events-Event Property. Concept of Product in Events: Benefit Levels-Core, generic, expected, augmented; Categories of Events: Competitive Events, Artistic Expression, Cultural Celebrations, Exhibition Events, Charitable Events ,Special Business Events, Retail Events. Event Variations- Time Frame Based, Concept Based, Artist Based, Client Industry Based 	
January	Concept of Pricing and Promotion in Events	13

	<ul style="list-style-type: none"> • Risk Rating, Setting Pricing Objectives, Understanding local legislations and tax laws, Feedback about events from the market, skills required for negotiating the best price, validation against pricing objectives, pricing decisions, Event Charges: Percentage of the total Event Cost, Flat Fee, Package Price, Hourly Rate. • Networking Components: Print Media, Radio, Television, Internet, Outdoor Media, Direct Marketing, Sales Promotion, Public Relations, Merchandising, In-venue Publicity. • Event Sponsorship: Concept of Sponsorship, Sponsorship in a communication context, Synergy between sponsor and Event, Identifying Potential sponsors, • Impact Measurement, Practical Sponsor Incentivization, In-Kind Sponsorship. 	
February	Trends and Challenges in Event Marketing	12
	<ul style="list-style-type: none"> • e-event marketing, Virtual Events, Societal Event Marketing, Green Event, Cause-Related Event Marketing, Sports Event Marketing. • Safety and Security of Event • Event Crisis Management • Growth of Event Industry in India • Career in Event Marketing 	


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Name of the Faculty Member: Suryakant Patole

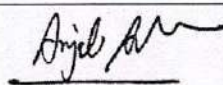
Class: : SYBMS

Semester: IV

Subject: Ethics and Governance

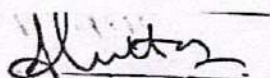
Month	Modules	No. of Lectures
November	Introduction to Ethics and Business Ethics Ethics: Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial Importance of Ethics, Objectives, Scope, Types – Transactional, Participatory and Recognition • Business Ethics: Meaning, Objectives, Purpose and Scope of Business Ethics Towards Society and Stakeholders, Role of Government in Ensuring Business Ethics Principles of Business Ethics, 3 Cs of Business Ethics – Compliance, Contribution and Consequences Myths about Business Ethics Ethical Performance in Businesses in India	12
December	Ethics in Marketing, Finance and HRM Ethics in Marketing: Ethical issues in Marketing Mix, Unethical Marketing Practices in India, Ethical Dilemmas in Marketing, Ethics in Advertising and Types of Unethical Advertisements • Ethics In Finance: Scope of Ethics in Financial Services, Ethics of a Financial Manager – Legal Issues, Balancing Act and Whistle Blower, Ethics in Taxation, Corporate Crime - White Collar Crime and Organised Crime, Major Corporate Scams in India, Role of SEBI in Ensuring Corporate Governance, Cadbury Committee Report, 1992 • Ethics in Human Resource Management: Importance of Workplace Ethics, Guidelines to Promote Workplace Ethics, Importance of Employee Code of Conduct, Ethical Leadership	12
January	Corporate Governance Concept, History of Corporate Governance in India, Need for Corporate Governance • Significance of Ethics in Corporate Governance, Principles of Corporate Governance, Benefits of Good Governance, Issues in Corporate Governance • Theories- Agency Theory, Shareholder Theory, Stakeholder Theory and Stewardship Theory • Corporate Governance in India, Emerging Trends in Corporate Governance, Models of Corporate Governance, Insider Trading	11
February	Corporate Social Responsibility (CSR) Meaning of CSR, Evolution of CSR, Types of Social Responsibility • Aspects of CSR- Responsibility, Accountability, Sustainability and Social Contract • Need for CSR • CSR Principles and Strategies • Issues in CSR • Social Accounting • Tata Group's CSR Rating Framework • Sachar Committee Report on CSR • Ethical Issues in International Business Practices • Recent Guidelines in CSR • Society's Changing Expectations of Business With Respect to Globalisation • Future of CSR	11


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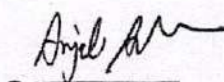

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Name of the Faculty Member: Dr Ashwin Mehta
Class: : SYBMS
Semester: IV
Subject: Information Technology in Business Management-II

Month	Topics to be covered	No of Lectures
November	Management Information System Overview of MIS Definition, Characteristics • Subsystems of MIS (Activity and Functional subsystems) • Structure of MIS	12
December	ERP/E-SCM/E-CRM Concepts of ERP • Architecture of ERP Generic modules of ERP • Applications of ERP	16
January	Introduction to Data base and Data warehouse	14
February	Outsourcing	16



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Name of the Faculty Member: Rajdeep Kamble

Class: SYBMS

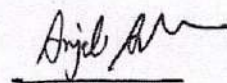
Semester: IV

Subject: Business Economics-IV

Month	Topics to be covered	No of Lectures
November	Introduction to Macro economic Data and Theory • Macroeconomics: Meaning, Scope and Importance. • Circular flow of aggregate income and expenditure: closed and open economy models	12
December	Money, Inflation and Monetary Policy • Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money • Demand for Money	16
January	Constituents of Fiscal Policy	14
February	Open Economy : Theory and Issues of International Trade • The basis of international trade	16



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Name of the Faculty Member: Shraddha Jadhav

Class: : SYBMS

Semester: IV

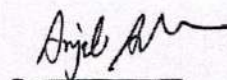
Subject: Business Research Methods

Month	Topics to be covered	No of Lectures
November	Introduction to business research methods Types of research– a)Pure, Basic and Fundamental b) Applied, c)Empirical d) Scientific & Social e)Historical f) Exploratory g) Descriptive h)Causal • Concepts	12
December	<ul style="list-style-type: none">• Types of data and sources-Primary and Secondary data sources• Methods of collection of primary data<ul style="list-style-type: none">a) Observation- i)structured and unstructured, ii) disguised and undisguised, iii)mechanical observations (use of gadgets)b) Experimental i)Field ii) Laboratoryc) Interview – i) Personal Interview ii)focused group, iii) in- depth interviews - Method,d) Survey– Telephonic survey, Mail, E-mail, Internet survey, Social media, and Media listening.e) Survey instrument– i) Questionnaire designing.f) Types of questions– i) structured/ close ended and ii) unstructured/ open ended, iii) Dicotomous, iv) Multiple Choice Questions.f) Scaling techniques-i) Likert scale, ii) Semantic Differential scale	16
January	Data analysis and Interpretation <ul style="list-style-type: none">• Processing of data– i) Editing- field and office editing, ii)coding– meaning and essentials, iii) tabulation – note• Analysis of data-Meaning, Purpose, types.	14

February	<p>Advanced techniques in Report Writing</p> <ul style="list-style-type: none"> • Report writing – i) Meaning , importance, functions of reports, essential of a good report, content of report , steps in writing a report, types of reports, <p>Footnotes and Bibliography</p> <ul style="list-style-type: none"> • Ethics and research • Objectivity, Confidentiality and anonymity in Research • Plagiarism 	14
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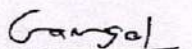


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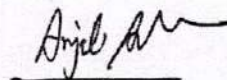
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Name of the Faculty Member: Nitin Gangal
Class: : SYBMS
Semester: IV
Subject: Production & Total Quality Management

Month	Topics to be covered	No of Lectures
November	Production Management • Objectives, Components– Manufacturing systems: Intermittent and Continuous Production Systems. • Product Development, Classification and Product Design. • Plant location & Plant layout– Objectives, Principles of good product layout, types of layout. • Importance of purchase management	12
December	Materials Management	16
January	Basics Of Productivity & TQM: Concepts of Productivity, modes of calculating productivity. Importance Of Quality Management, factors affecting quality; TQM– concept and importance, Cost of Quality, Philosophies and Approaches To Quality: Edward Deming, J. Juran, Kaizen , P. Crosby's philosophy. • Product & Service Quality Dimensions, SERVQUAL	14
February	Quality Improvement Strategies & Certifications	16



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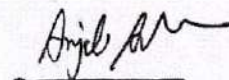


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	<ul style="list-style-type: none"> • Risk Rating, Setting Pricing Objectives, Understanding local legislations and tax laws, Feedback about events from the market, skills required for negotiating the best price, validation against pricing objectives, pricing decisions, Event Charges: Percentage of the total Event Cost, Flat Fee, Package Price, Hourly Rate. • Networking Components: Print Media, Radio, Television, Internet, Outdoor Media, Direct Marketing, Sales Promotion, Public Relations, Merchandising, In-venue Publicity. • Event Sponsorship: Concept of Sponsorship, Sponsorship in a communication context, Synergy between sponsor and Event, Identifying Potential sponsors, • Impact Measurement, Practical Sponsor Incentivization, In-Kind Sponsorship. 	
February	Trends and Challenges in Event Marketing	12
	<ul style="list-style-type: none"> • e-event marketing, Virtual Events, Societal Event Marketing, Green Event, Cause-Related Event Marketing, Sports Event Marketing. • Safety and Security of Event • Event Crisis Management • Growth of Event Industry in India • Career in Event Marketing 	

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Name of the Faculty Member: Shifa Saadan

Class: : SYBMS

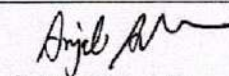
Semester: IV

Subject: Ethics and Governance

Month	Modules	No. of Lectures
November	Introduction to Ethics and Business Ethics Ethics: Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial Importance of Ethics, Objectives, Scope, Types – Transactional, Participatory and Recognition • Business Ethics: Meaning, Objectives, Purpose and Scope of Business Ethics Towards Society and Stakeholders, Role of Government in Ensuring Business Ethics Principles of Business Ethics, 3 Cs of Business Ethics – Compliance, Contribution and Consequences Myths about Business Ethics Ethical Performance in Businesses in India	12
December	Ethics in Marketing, Finance and HRM Ethics in Marketing: Ethical issues in Marketing Mix, Unethical Marketing Practices in India, Ethical Dilemmas in Marketing, Ethics in Advertising and Types of Unethical Advertisements • Ethics In Finance: Scope of Ethics in Financial Services, Ethics of a Financial Manager – Legal Issues, Balancing Act and Whistle Blower, Ethics in Taxation, Corporate Crime - White Collar Crime and Organised Crime, Major Corporate Scams in India, Role of SEBI in Ensuring Corporate Governance, Cadbury Committee Report, 1992 • Ethics in Human Resource Management: Importance of Workplace Ethics, Guidelines to Promote Workplace Ethics, Importance of Employee Code of Conduct, Ethical Leadership	12
January	Corporate Governance Concept, History of Corporate Governance in India, Need for Corporate Governance • Significance of Ethics in Corporate Governance, Principles of Corporate Governance, Benefits of Good Governance, Issues in Corporate Governance • Theories- Agency Theory, Shareholder Theory, Stakeholder Theory and Stewardship Theory • Corporate Governance in India, Emerging Trends in Corporate Governance, Models of Corporate Governance, Insider Trading	11
February	Corporate Social Responsibility (CSR) Meaning of CSR, Evolution of CSR, Types of Social Responsibility • Aspects of CSR- Responsibility, Accountability, Sustainability and Social Contract • Need for CSR • CSR Principles and Strategies • Issues in CSR • Social Accounting • Tata Group's CSR Rating Framework • Sachar Committee Report on CSR • Ethical Issues in International Business Practices • Recent Guidelines in CSR • Society's Changing Expectations of Business With Respect to Globalisation • Future of CSR	11



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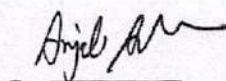
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Ismael Yussif College of
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Jogeshwari (East), Mumbai-400060.

Name of the Faculty Member: Suryakant Patole
Class: : SYBMS
Semester: IV
Subject: Information Technology in Business Management-II

Month	Topics to be covered	No of Lectures
November	Management Information System Overview of MIS Definition, Characteristics • Subsystems of MIS (Activity and Functional subsystems) • Structure of MIS	12
December	ERP/E-SCM/E-CRM Concepts of ERP • Architecture of ERP Generic modules of ERP • Applications of ERP	16
January	Introduction to Data base and Data warehouse	14
February	Outsourcing	16



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Name of the Faculty Member: Rajdeep Kamble

Class: SYBMS

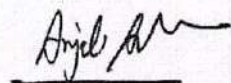
Semester: IV

Subject: Business Economics-IV

Month	Topics to be covered	No of Lectures
November	Introduction to Macro economic Data and Theory • Macroeconomics: Meaning, Scope and Importance. • Circular flow of aggregate income and expenditure: closed and open economy models	12
December	Money, Inflation and Monetary Policy • Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money • Demand for Money	16
January	Constituents of Fiscal Policy	14
February	Open Economy : Theory and Issues of International Trade • The basis of international trade	16



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Name of the Faculty Member: Shraddha Jadhav


Class: : SYBMS

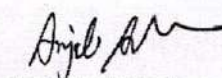
Semester: IV

Subject: Business Research Methods

Month	Topics to be covered	No of Lectures
November	Introduction to business research methods Types of research– a)Pure, Basic and Fundamental b) Applied, c)Empirical d) Scientific & Social e)Historical f) Exploratory g) Descriptive h)Causal • Concepts	12
December	<ul style="list-style-type: none">• Types of data and sources-Primary and Secondary data sources• Methods of collection of primary data<ul style="list-style-type: none">a) Observation- i)structured and unstructured, ii) disguised and undisguised,iii)mechanical observations (use of gadgets)b) Experimental i)Field ii) Laboratoryc) Interview – i) Personal Interview ii)focused group, iii) in- depth interviews - Method,d) Survey– Telephonic survey, Mail, E-mail, Internet survey, Social media, and Media listening.e) Survey instrument– i) Questionnaire designing.f) Types of questions– i) structured/ close ended and ii) unstructured/ open ended, iii) Dicotomous, iv) Multiple Choice Questions.f) Scaling techniques-i) Likert scale, ii) Semantic Differential scale	16
January	Data analysis and Interpretation <ul style="list-style-type: none">• Processing of data– i) Editing- field and office editing, ii)coding– meaning and essentials, iii) tabulation – note• Analysis of data-Meaning, Purpose, types.	14

February	<p>Advanced techniques in Report Writing</p> <ul style="list-style-type: none"> • Report writing – i) Meaning , importance, functions of reports, essential of a good report, content of report , steps in writing a report, types of reports, <p>Footnotes and Bibliography</p> <ul style="list-style-type: none"> • Ethics and research • Objectivity, Confidentiality and anonymity in Research • Plagiarism 	14
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Name of the Faculty Member: Nitin Gangal
Class: : SYBMS
Semester: IV
Subject: Production & Total Quality Management

Month	Topics to be covered	No of Lectures
November	Production Management • Objectives, Components– Manufacturing systems: Intermittent and Continuous Production Systems. • Product Development, Classification and Product Design. • Plant location & Plant layout– Objectives, Principles of good product layout, types of layout. • Importance of purchase management	12
December	Materials Management	16
January	Basics Of Productivity & TQM: Concepts of Productivity, modes of calculating productivity. Importance Of Quality Management, factors affecting quality; TQM– concept and importance, Cost of Quality, Philosophies and Approaches To Quality: Edward Deming, J. Juran, Kaizen , P. Crosby's philosophy. • Product & Service Quality Dimensions, SERVQUAL	14
February	Quality Improvement Strategies & Certifications	16

Gangal

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Ajil

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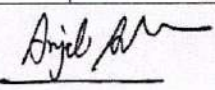
Department of BMS

Teaching Plan for Academic Year 2022-23

**Name of the Faculty Member: Pratiksha Gurav
Subject: Investment Analysis and Portfolio Management**

Month	Topics to be Covered	Number of lectures
June	Introduction to Investment Environment a) Introduction to Investment Environment b) Capital Market in India	12
July	Risk - Return Relationship • Meaning, Types of Risk- Systematic and Unsystematic risk, Measurement of Beta Standard Deviation	15
August	Portfolio Management and Security Analysis a) Portfolio Management: b) Security Analysis: • Fundamental Analysis	14
September	Theories, Capital Asset Pricing Model and Portfolio Performance Measurement a) Theories: • Dow Jones Theory • Assumptions of CAPM c) Portfolio Performance Measurement	15

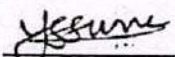

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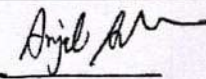

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Name of the Faculty Member: Yash Surve
Subject: Risk Management

Month	Topics to be Covered	Number of lectures
June	a) Introduction, Risk Measurement and Control Definition, Risk Process, Risk Organization, Key Risks –Interest, Market, Credit, Currency, Liquidity, Legal, Operational Risk Management V/s Risk Measurement – Managing Risk, Diversification, Investment Strategies and Introduction to Quantitative Risk Measurement and its Limitations Principals of Risk - Alpha, Beta, R squared, Standard Deviation, Risk Exposure Analysis, Risk Immunization, Risk and Summary Measures –Simulation Method, Duration Analysis, Linear and other Statistical Techniques for Internal Control	13
July	Risk Avoidance and ERM a) Risk Hedging Instruments and Mechanism: Forwards, Futures, Options, Swaps and Arbitrage Techniques, Risk Return	13
August	Risk Governance and Assurance a) Risk Governance: Importance and Scope of Risk Governance, Risk and Three Lines of Defense, Risk Management and Corporate Governance b) Risk Assurance: Purpose and Sources of Risk Assurance, Nature of Risk Assurance, Reports and Challenges of Risk c) Risk and Stakeholders Expectations:	14
September	Risk Management in Insurance a) Insurance Industry: Global Perspective, Regulatory Framework in India, IRDA - Reforms, Powers, Functions and Duties. Role and Importance of Actuary b) Players of Insurance Business: Life and Non- Life Insurance, Reinsurance, Bancassurance, Alternative Risk Trance, Insurance Securitization, Pricing of Insurance products	14


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Name of the Faculty Member: Nasir Usmani

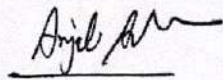
Class: TYBMS

Semester: V

Subject: Financial Accounting

Month	Topics to be Covered	No. of Lectures
June	Preparation of Final Accounts of Companies Relevant provisions of Companies Act related to preparation of Final Accounts (excluding cash flow statement) Preparation of financial statements as per Companies Act (excluding cash flow statement) AS 1 in relation to final accounts of companies (disclosure of accounting policies)	14
July	Underwriting of Shares & Debentures Introduction, Underwriting, Underwriting Commission Provision of Companies Act with respect to Payment of underwriting commission Underwriters, Sub-Underwriters, Brokers and Manager to Issues Types of underwriting, Abatement Clause Marked, Unmarked and Firm-underwriting applications, Liability of the underwriters in respect of underwriting contract- Practical problems	15
August	Accounting of Transactions of Foreign Currency In relation to purchase and sale of goods, services, assets, loan and credit transactions. Computation and treatment of exchange rate differences.	13
September	Investment Accounting (w.r.t. Accounting Standard- 13) For shares (variable income bearing securities) For Debentures/Preference shares (fixed income bearing securities) Accounting for transactions of purchase and sale of investments with ex and cum interest prices and finding cost of investment sold and carrying cost as per weighted average method (Excl. brokerage). Columnar format for investment account.	14
October	Ethical Behaviour and Implications for Accountants	12


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Name of the Faculty Member: Hasina Panwar

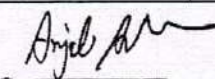
Class: TYBMS

Semester: V

Subject: Direct Taxes

Month	Topics to be Covered	No. of Lectures
June	Basic Terms (S. 2,3,4) Assessee, Assessment, Assessment Year, Annual Value, Business, Capital Assets, Income, Previous Year, Person, Transfer. Determination of Residential Status of Individual, Scope of Total Income (S.5)	08
July	Salary (S.15-17) Income from House Property (S. 22-27) Profit & Gain from Business and Profession(S. 28, 30,31,32, 35, 35D,36,37, 40, 40A and 43B)	12
August	Capital Gain (S. 45, 48, 49, 50 and 54) Income from other sources (S.56- 59) Exclusions from Total Income (S.10) (Exclusions related to specified heads to be covered with relevant heads of income)	10
September	Deductions from Total Income S. 80C, 80CCC, 80D, 80DD, 80E, 80U, 80TTA	10
October	Computation of Total Income and Taxable Income of Individuals	2


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Name of the Faculty Member: Samrah Shaikh
Class: TYBMS
Semester: V
Subject: Service Marketing

Month	Topics to be Covered	No. of Lectures
June	Role of Services in Modern Economy, Services Marketing Environment • Goods vs Services Marketing, Goods Services Continuum • Consumer Behaviour, Positioning a Service in the MarketPlace • Variations in Customer Involvement, Impact of Service Recovery Efforts on Consumer Loyalty	08
July	Process-Service Mapping- Flowcharting • Branding of Services – Problems and Solutions • Options for Service Delivery	12
August	The SERVQUAL Model • Defining Productivity – Improving Productivity • Demand and Capacity Alignment	10
September	International and Global Strategies in Services Marketing: Services in the Global Economy- Moving from Domestic to Transnational Marketing • Factors Favouring Transnational Strategy • Elements of Transnational Strategy • Recent Trends in Marketing Of Services	10

S. Shaikh

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Arjun

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Name of the Faculty Member: Suryakant Patole
Class: TYBMS
Semester: V
Subject: E-Commerce and Digital Marketing

Month	Topics to be Covered	Number of lectures
June	Introduction to E-commerce • Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages & Limitations of E-Commerce, Traditional Commerce vs E-Commerce • Ecommerce Environmental Factors: Economic, Technological, Legal , Cultural & Social Trends in M-Commerce	12
July	E-Business & Applications • E-Business: Meaning, Launching an E-Business, • Important Concepts in E-Business: Data Warehouse, Customer Relationship Management , Supply Chain Management, Enterprise Resource Planning • Bricks and Clicks business models in E-Business:	16
August	Payment, Security, Privacy & Legal Issues in E-Commerce • Issues Relating to Privacy and Security in E-Business • Electronic Payment Systems: • Payment Gateway: • Types of Transaction Security • E-Commerce Laws:	14
September	Digital Marketing • Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing. • Digital Marketing on various Social Media platforms. • Online Advertisement, Online Marketing Research, Online PR • Web Analytics • Promoting Web Traffic • Latest developments and Strategies	16

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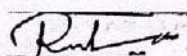
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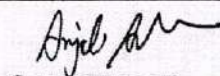
Name of the Faculty Member: Reshma Khan
Class: TYBMS
Semester: V
Subject: Sales and Distribution Management

Month	Topics to be Covered	Number of lectures
June	a) Sales Management: <ul style="list-style-type: none"> • Interface of Sales with Other Management Functions • Qualities of a Sales Manager • Structure of Sales Organization b) Distribution Management: c) Integration of Marketing, Sales and Distribution	06
July	a) Market Analysis: <ul style="list-style-type: none"> • Market Analysis and Sales Forecasting, MetCo ordinator of Sales b) Selling: <ul style="list-style-type: none"> • Process of Selling, MetCo ordinator of Closing a Sale, Reasons for Unsuccessful Closing • Theories of Selling • Selling Skills – • Selling Strategies 	12
August	Management of Distribution Channel – Meaning & Need <ul style="list-style-type: none"> • Channel Partners- • Choice of Distribution System • Factors Affecting Distribution • Factors Affecting Effective Management Of Distribution Resolution of Conflicts: MetCo ordinator Motivating Channel Members Selecting Channel Partners Evaluating Channels	16

September	Performance Evaluation, Ethics and Trends a) Evaluation & Control of Sales Performance: b) Measuring Distribution Channel Performance: c) Ethics in Sales Management d) New Trends in Sales and Distribution Management	12
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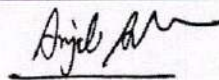
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Name of the Faculty Member: Shifa Saadan
Class: TYBMS
Semester: V
Subject: Customer Relationship Management

Month	Topics to be Covered	No. of Lectures
June	CRM concepts, Benefits and Objectives, Customer profitability segment, Components of CRM, Relationship Marketing, Service level agreements. Relationship challenges.	16.
July	CRM Marketing Initiatives, CRM and Customer service, Call Centre operations, Call scripting, Web based service, Call scripting, CRM and data Management. OLAP .Click stream analysis, data reporting.	16
August	Understanding customers, value, Profit chain, loyalty, Objectives of CRM strategy, Planning and implementation of CRM, B 2 B CRM, Sales and CRM, Sales force automation,	16
September	CRM Evaluation , service quality, Customer Customer satisfaction, Company 3E measures, e -CRM, software application for CRM, Activity Management, Inbound communication Management. Social Networking and CRM	16



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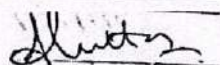


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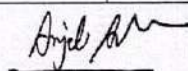
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Name of the Faculty Member: Dr. Ashwin Mehta
Class: TYBMS
Semester: V
Subject: Logistics & SCM

Month	Topics to be Covered	No. of Lectures
June	Subject introduction. Ch 1: Introduction to Logistics Ch 2: Introduction to SCM	8
July	Ch 3: Customer service Ch 6: Warehousing Ch 9: Inventory Management	16
August	Ch 5: Transportation Ch 11: Performance measurement in supply chain Ch 10: Logistics costing	12
September	Ch 8: Packaging Ch 7: Material Handling Ch 4: Demand forecasting Ch 15: Logistics outsourcing	12
October	Ch 12: Logistics network design Ch 13: IT in logistics Ch 14: Modern logistics infrastructure Ch 16: Logistics in global environment	12



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Name of the Faculty Member: Sumaiya Khan
Class: TYBMS
Semester: V
Subject: Corporate Communication and Public Relations

Month	Topics to be covered	No of Lectures
June/July	a) Corporate Communication: Scope and Relevance b) Keys concept in Corporate Communication c) Ethics and Law in Corporate Communication	13
July	a) Fundamental of Public Relations: b) Emergence of Public Relations: c) Public Relations Environment: d) Theories used in Public Relations	12
August	a) Media Relations: b) Employee Communication: c) Crisis Communication: d) Financial Communication	10
September/October	a) Contribution of Technology to Corporate Communication b) Information Technology in Corporate Communication c) Corporate Blogging	12

Sumaiya

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Anil

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Department of BMS

Teaching Plan for Academic Year 2022-23

Class: TYBMS

Semester: VI

Subject: Brand Management

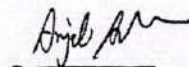
Name of the Faculty Member: Rajdeep Kamble

Month	Topics to be covered	No of Lectures
January	Introduction to Brand Management: Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities, Strategic Brand Management Process, Customer Based Brand Equity model (CBBE), Sources of Brand Equity, Steps of Brand	10
February	a) Planning and Implementing Brand Marketing Programs: Brand Elements: Meaning, Criteria for choosing Brand Elements, Types of Brand Elements Integrating Marketing Programs and Activities Personalising Marketing: Experiential Marketing, One to One Marketing, Permission Marketing, Product Strategy: Perceived Quality and Relationship Marketing, Pricing Strategy: Setting Prices to Build Brand Equity, Channel Strategy: Direct, Indirect Channels	12
March	Measuring and Interpreting Brand Performance a) The Brand Value Chain b) Measuring Sources of Brand Equity: Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses c) Young and Rubicam's Brand Asset Valuator	16
April	Growing and Sustaining Brand Equity a) Designing & Implementing Branding Strategies:	12

<p>Brand Architecture: Meaning of Brand Architecture, The Brand-Product Matri,</p> <p>Breadth of a Branding Strategy, Depth of a Branding Strategy</p> <p>Brand Hierarchy: Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels</p> <p>Cause Marketing to Build Brand Equity: Meaning of Cause Marketing, Advantages, Green Marketing</p>	
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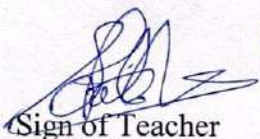
Name of the Faculty Member: Suryakant Patole

Class: TYBMS

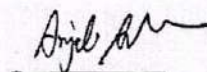
Semester: VI

Subject: International Marketing

Month	Topics to be covered	No of Lectures
January	Introduction to International Marketing & Trade Features of International Marketing, Need and Drivers of International Marketing Concept of International Trade, Barriers to Trade: Tariff and Non Tariff, Trading Blocs : SAARC, ASEAN, NAFTA, EU, OPEC	10
February	International Marketing Environment and Marketing Research a) International Marketing Environment: b) Marketing Research:	12
March	International Marketing Mix a) International Product Decision b) International Pricing Decision: c) International Distribution Decisions d) International Promotion Decisions	16
April	Developments in International Marketing Introduction -Developing International Marketing Plan: a) International strategies: b) International Marketing of Services	12



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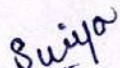
Name of the Faculty Member: Sumaiya Khan

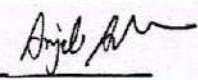
Class: TYBMS

Semester: VI

Subject: Media Planning and Management

Month	Topics to be covered	No of Lectures
December	a) Overview of Media and Media Planning: b) Media Research	11
January	Media Mix and Media Strategy a) Media Mix b) Media Choices c) Emerging Media d) Media Strategy	12
February	Media Budgeting, Buying & Scheduling Media a) Budget b) Media Buying c) Media Scheduling	16
March/April	Developments in International Marketing a) Media Measurement b) Benchmarking Metrics c) Plan Metrics d) Evaluating Media Buys	12


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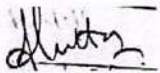
Name of the Faculty Member: Dr. Ashwin Mehta

Class: TYBMS

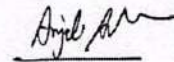
Semester: VI

Subject: Operational Research

Month	Topics to be covered	No of Lectures
December	a) Introduction To Operations Research b) Linear Programming Problems: Introduction and Formulation c) Linear Programming Problems: Graphical Method d) Linear Programming Problems: Simplex Method	12
January	Assignment Problem – Hungarian Method Transportation Problems	12
February	Critical Path Method (CPM) Project Crashing Program Evaluation and Review Technique (PERT)	13
March/April	Decision Theory Job Sequencing Problem Theory of Games	12



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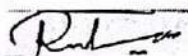


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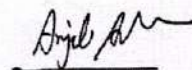
Name of the Faculty Member: Reshma Khan

Subject: Retail Management

Month	Topics to be covered	No of Lectures
January	Retail Management- An overview a) Retail Management b) Retail Formats c) Emerging Trends in Retailing	13
February	Retail Consumer and Retail Strategy a) Retail Consumer/Shopper b) CRM in Retail c) Retail Strategy d) Store Location Selection e) HRM in Retail	14
March	Merchandise Management and Pricing a) Merchandise Management b) Buying Function c) Concept of Lifestyle Merchandising	12
April	Managing and Sustaining Retail a) Retail Store Operations b) Store Design and Layout c) Visual Merchandising and Display d) Mall Management	13



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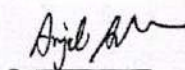
Subject: Investment Analysis & Portfolio Management

Name of the Faculty Member: Pratiksha Gurav

Month	Topics to be covered	No of Lectures
August	Introduction to Investment Environment a) Introduction to Investment Environment Introduction, Investment Process, Criteria for Investment, Types of Investors, Investment V/s Speculation V/s Gambling, Investment Avenues, Factors Influencing Selection of Investment Alternatives b) Capital Market in India Introduction, Concepts of Investment Banks its Role and Functions, Stock Market Index, The NASDAQ, SDL, NSDL, Benefits of Depository Settlement, Online Share Trading and its Advantages, Concepts of Small cap, Large cap, Midcap and Penny stocks	13
September	Risk - Return Relationship a) Meaning, Types of Risk- Systematic and Unsystematic risk, Measurement of Beta, Standard Deviation, Variance, Reduction of Risk through Diversification. Practical Problems on Calculation of Standard Deviation, Variance and Beta.	14
October	Portfolio Management and Security Analysis a) Portfolio Management: Meaning and Concept, Portfolio Management Process, Objectives, Basic Principles, Factors affecting Investment Decisions in Portfolio Management, Portfolio Strategy Mix. b) Security Analysis: Fundamental Analysis, Economic Analysis, Industry Analysis, Company Analysis, Technical Analysis - Basic Principles of Technical Analysis., Uses of Charts: Line Chart, Bar Chart, Candlestick Chart, Mathematical Indicators: Moving Averages, Oscillators.	13
December	Theories, Capital Asset Pricing Model and Portfolio Performance Measurement a) Theories: Dow Jones Theory, Elloit Wave Theory, Efficient Market Theory b) Capital Asset Pricing Model: Assumptions of CAPM, CAPM Equation, Capital Market Line, Security Market Line c) Portfolio Performance Measurement: Meaning of Portfolio Evaluation, Sharpe's Ratio (Basic Problems), Treynor's Ratio (Basic Problems), Jensen's Differential Returns (Basic Problems)	15



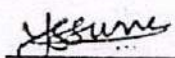
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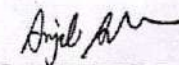
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Subject: Risk Management
Name of the Faculty Member: Yash Surve

Month	Topics to be covered	No of Lectures
August	Introduction, Risk Measurement and Control a) Introduction, Risk Measurement and Control Definition, Risk Process, Risk Organization, Key Risks –Interest, Market, Credit Currency, Liquidity, Legal, Operational Risk Management V/s Risk Measurement – Managing Risk, Diversification Investment Strategies and Introduction to Quantitative Risk Measurement an its Limitations Principals of Risk - Alpha, Beta, R squared, Standard Deviation, Risk Exposure Analysis, Risk Immunization, Risk and Summary Measures – Simulation Method Duration Analysis, Linear and other Statistical Techniques for Internal Control	14
September	Risk Avoidance and ERM a) Risk Hedging Instruments and Mechanism: Forwards, Futures, Options, Swaps and Arbitrage Techniques, Risk Return Trade off, Markowitz Risk Return Model, Arbitrage Theory, System Audit Significance in Risk Mitigation b) Enterprise Risk Management: Risk Management V/s Enterprise Risk Management, Integrated Enterprise Risk Management, ERM Framework, ERM Process, ERM Matrix, SWOT Analysis, Sample Risk Register	13
October	Risk Governance and Assurance a) Risk Governance: Importance and Scope of Risk Governance, Risk and Three Lines of Defense, Risk Management and Corporate Governance b) Risk Assurance: Purpose and Sources of Risk Assurance, Nature of Risk Assurance, Reports and Challenges of Risk c) Risk and Stakeholders Expectations: Identifying the Range of Stakeholders and Responding to Stakeholders Expectations	14
December	Risk Management in Insurance a) Insurance Industry: Global Perspective, Regulatory Framework in India, IRDA - Reforms, Powers, Functions and Duties. Role and Importance of Actuary b) Players of Insurance Business: Life and Non- Life Insurance, Reinsurance, Bancassurance, Alternative Risk Trance, Insurance Securitization, Pricing of Insurance products, Expected Claim Costs, Risk Classification c) Claim Management: General Guidelines, Life Insurance, Maturity, Death, Fire, Marine, Motor Insurance and Calculation of Discounted Expected Claim Cost and Fair Premium	15




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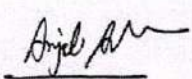


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Subject: Financial Accounting
Name of the Faculty Member: Nasir Usmani

Month	Topics to be covered	No of Lectures
July/August	Preparation of Final Accounts of Companies Relevant provisions of Companies Act related to preparation of Final Accounts (excluding cash flow statement) Preparation of financial statements as per Companies Act (excluding cash flow statement) AS 1 in relation to final accounts of companies (disclosure of accounting policies)	13
September	Underwriting of Shares & Debentures Introduction, Underwriting, Underwriting Commission Provision of Companies Act with respect to Payment of underwriting commission Underwriters, Sub-Underwriters, Brokers and Manager to Issues Types of underwriting, Abatement Clause Marked, Unmarked and Firm-underwriting applications, Liability of the underwriters in respect of underwriting contract- Practical problems	11
October	Accounting of Transactions of Foreign Currency In relation to purchase and sale of goods, services, assets, loan and credit transactions. Computation and treatment of exchange rate differences.	13
December	Investment Accounting (w.r.t. Accounting Standard- 13) For shares (variable income bearing securities) For Debentures/Preference shares (fixed income bearing securities) Accounting for transactions of purchase and sale of investments with ex and cum interest prices and finding cost of investment sold and carrying cost as per weighted average method (Excl. brokerage). Columnar format for investment account.	7
December	Ethical Behaviour and Implications for Accountants. Introduction, Meaning of ethical behavior Financial Reports – link between law, corporate governance, corporate social responsibility and ethics. Need of ethical behavior in accounting profession. Implications of ethical values for the principles versus rule based approaches to accounting standards	5


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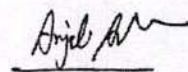
Subject: Direct Taxes

Name of the Faculty Member: Hasina Panwar

Month	Topics to be covered	No of Lectures
July/August	Definitions and Residential Status Basic Terms (S. 2,3,4) Assessee, Assessment, Assessment Year, Annual Value, Business, Capital Assets, Income, Previous Year, Person, Transfer. Determination of Residential Status of Individual, Scope of Total Income (S.5)	13
September	Heads of Income – I Salary (S.15-17) Income from House Property (S. 22-27) Profit & Gain from Business and Profession(S. 28, 30,31,32, 35, 35D,36,37, 40, 40A and 43B)	11
October	Heads of Income – II Capital Gain (S. 45, 48, 49, 50 and 54) Income from other sources (S.56- 59) Exclusions from Total Income (S.10)	13
December	Deductions under Chapter VI A Deductions from Total Income S. 80C, 80CCC, 80D, 80DD, 80E, 80U, 80TTA	7
December	Computation of Taxable Income of Individuals Computation of Total Income and Taxable Income of Individuals	5



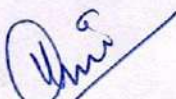
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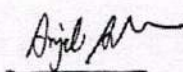


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Subject: Indirect Taxes
Name of the Faculty Member: Hasina Panwar

Month	Topics to be covered	No of Lectures
Dec/January	Introduction to Indirect Taxation and GST Basics for Taxation, Introduction to GST, Definitions, Levy and Collection of GST	08
February/ March	Concept of Supply Taxable Event Supply, Place of Supply, Time of Supply, Value of Supply	17
March/ April	Registration and Computation of GST Registration, Computation of GST, Payment of Tax-	16
April	Filing of Returns A. Documentation- Tax Invoices (Sec 31 and 32 of the Act), Credit and Debit notes (Sec 34 of the Act), Electronic Way Bill B. Returns –Types of Returns and Provisions relating to filing of Returns (Sec 37 to Sec 48 of the Act)	04


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Subject: Strategic Financial Management
Name of the Faculty Member: Nasir Usmani

Month	Topics to be covered	No of Lectures
Dec/January	Dividend Decision and XBRL a) Dividend Decision: Meaning and Forms of Dividend, Dividend-Modigliani and Miller's Approach, Walter Model, Gordon Model, Factors determining Dividend Policy, Types of Dividend Policy b) XBRL: Introduction, Advantages and Disadvantages, Features and Users	13
February	Capital Budgeting and Capital Rationing a) Capital Budgeting: Risk and Uncertainty in Capital Budgeting, Risk Adjusted Cut off Rate, Certainty Equivalent Method, Sensitivity Technique, Probability Technique, Standard Deviation Method, Co-efficient of Variation Method, Decision Tree Analysis, Construction of Decision Tree. b) Capital Rationing: Meaning, Advantages, Disadvantages, Practical Problems	14
March	Shareholder Value and Corporate Governance/ Corporate Restructuring a) Shareholder Value and Corporate Governance: Financial Goals and Strategy, Shareholder Value Creation: EVA and MVA Approach, Theories of Corporate Governance, Practices of Corporate Governance in India b) Corporate Restructuring: Meaning, Types, Limitations of Merger, Amalgamation, Acquisition, Takeover, Determination of Firm's Value, Effect of Merger on EPS and MPS, Pre Merger and Post Merger Impact.	12
April	Financial Management in Banking Sector and Working Capital Financing a) Financial Management in Banking Sector: An Introduction, Classification of Investments, NPA & their Provisioning, Classes of Advances, Capital Adequacy Norms, Rebate on Bill Discounting, Treatment of Interest on Advances b) Working Capital Financing: Maximum Permissible Bank Finance (Tandon Committee), Cost of issuing Commercial Paper and Trade Credit, Matching Approach, Aggressive Approach, Conservative Approach	14

Nasir

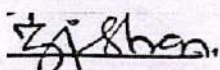
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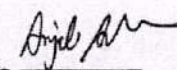
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Subject: International Finance
Name of the Faculty Member: Zishan Mukhary

Month	Topics to be covered	No of Lectures
Dec/January	Fundamentals of International Finance Introduction to International Finance Balance of Payment International Monetary Systems An introduction to Exchange Rates	13
February	Foreign Exchange Markets, Exchange Rate Determination & Currency Derivatives Foreign Exchange Markets International Parity Relationships & Foreign Exchange Rate Currency & Interest Rate Futures	14
March	World Financial Markets & Institutions & Risks Euro Currency Bond Markets International Equity Markets & Investments International Foreign Exchange Markets International Capital Budgeting	13
April	Foreign Exchange Risk, Appraisal & Tax Management Foreign Exchange Risk Management International Tax Environment International Project Appraisal	12



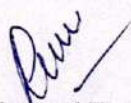
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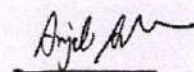
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Subject: Innovative Financial Services
Name of the Faculty Member: Pratiksha Gurav

Month	Topics to be covered	No of Lectures
Dec/January	Introduction to Financial Service Financial Services Factoring and Forfaiting Bill Discounting:	13
February	Issue management and securitization Issue Management and Intermediaries Stock Broking Securitization	14
March	Financial Services and its mechanism Lease and Hire-Purchase Housing Finance Venture Capital	14
April	Consumer Finance and credit rating Consumer Finance Plastic Money Credit Rating	12



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