

**M.L.Dahanukar College of Commerce**

**Teaching Plan**

**Department: BMS**

**Class: SYBMS**

**Semester: III**

**Subject: Equity & Debt Market**

**Name of the Faculty: Rashmi G**

| <b>Month</b> | <b>Topics to be Covered</b>   | <b>Internal assessment</b>  | <b>Number of lectures</b> |
|--------------|---|---|---------------------------|
| June         | Equity market – meaning & definitions of equity share; Growth of Corporate sector & simultaneous growth of equity shareholders; divorce between ownership and management in companies; development of Equity culture in India & current position. • Debt market – Evolution of Debt markets in India; Money market & Debt markets in India; Regulatory framework in the Indian Debt market. | Equity market – meaning & definitions of equity share; Growth of Corporate sector & simultaneous growth of equity shareholders; divorce between ownership and management in companies; development of Equity culture in India & current position. • Debt market – Evolution of Debt markets in India; Money market & Debt markets in India; Regulatory framework in the Indian Debt market. | 12                        |
| July         | Dynamics of Equity Market   |   | 16                        |
| August       | Players in debt markets:  |   | 14                        |
| September    | Valuation of Equity & Bonds   |   | 16                        |

**M.L.Dahanukar College of Commerce**

**Teaching Plan**

**Department: BMS**

**Class: SYBMS**

**Semester: III**

**Subject: Corporate Finance**

**Name of the Faculty: Rakhi P**

| <b>Month</b> | <b>Topics to be Covered</b>  | <b>Internal assessment</b>   | <b>Number of lectures</b> |
|--------------|--|--|---------------------------|
| June         | 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 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. | 12                        |
| July         | Capital Structure and Leverage   |  | 16                        |
| August       | Time Value of MoneyIntroduction to Time Value of Money – compounding and discounting • Introduction to basics of Capital Budgeting (time value of money based  |  | 14                        |
| September    | Mobilisation of Funds<br><br>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) sources of short term Finance Bank Overdraft, Cash Credit, Factoring |  | 16                        |

**M.L.Dahanukar College of Commerce**

**Teaching Plan**

**Department: BMS**

**Class: SYBMS**

**Semester: III**

**Subject: Consumer Behaviour**

**Name of the Faculty: Dr. Rahul C**

| <b>Month</b> | <b>Topics to be Covered</b>                      | <b>Internal assessment</b>          | <b>Number of lectures</b> |
|--------------|--|-------------------------------------|---------------------------|
| June         | Introduction To Consumer Behaviour:              | Introduction To Consumer Behaviour: | 12                        |
| July         | Individual- Determinants of Consumer Behaviour   |                                     | 16                        |
| August       | Environmental Determinants of Consumer Behaviour |                                     | 14                        |
| September    | Consumer decision making models and NewTrends    |                                     | 16                        |

**M.L.Dahanukar College of Commerce**

**Teaching Plan**

**Department: BMS**

**Class: SYBMS**

**Semester: III**

**Subject: Advertising**

**Name of the Faculty: Shweta Soman**

| <b>Month</b> | <b>Topics to be Covered</b>   | <b>Internal assessment</b>   | <b>Number of lectures</b> |
|--------------|---|--|---------------------------|
| June         | 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 | 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 | 12                        |
| July         | Strategy and Planning Process in Advertising  |  | 16                        |
| August       | Creativity in Advertising • Introduction to Creativity  |  | 14                        |
| September    | Budget, Evaluation, Current trends and careers in Advertising • Advertising Budget – Definition of Advertising Budget, Features,  |  | 16                        |

**M.L.Dahanukar College of Commerce**

**Teaching Plan**

**Department: BMS**

**Class: SYBMS**

**Semester: III**

**Subject: Motivation and Leadership**

**Name of the Faculty: Shweta Soman**

| <b>Month</b> | <b>Topics to be Covered</b>  | <b>Internal assessment</b>   | <b>Number of lectures</b> |
|--------------|--|--|---------------------------|
| June         | Concept of motivation, Importance, Tools of Motivation.<br>• Theory Z, Equity theory. • Process Theories-Vroom's Expectancy Theory, Valency-Four drive model.  | Concept of motivation, Importance, Tools of Motivation. • Theory Z, Equity theory. • Process Theories-Vroom's Expectancy Theory, Valency-Four drive model. | 12                        |
| July         | East v/s West, motivating workers (in context to Indian workers) • The Indian scene – basic differences. • Work –Life balance – concept, differences, generation and tips on work life balance   |  | 16                        |
| August       | Leadership-I   |  | 14                        |
| September    | Leadership-II<br><br>Great leaders, their style, activities and skills (Ratan Tata, Narayan Murthy, Dhirubhai Ambani, Bill Gates, Mark Zuckerberg, Donald Trump) • Characteristics of creative leaders and organization methods to enhance creativity (Andrew Dubrein) |  | 16                        |

**M.L.Dahanukar College of Commerce**

**Teaching Plan**

**Department: BMS**

**Class: SYBMS**

**Semester: III**

**Subject: Organisation Behaviour and HRM    Name of the Faculty: Dr. Rahul C**

| <b>Month</b> | <b>Topics to be Covered</b>  | <b>Internal assessment</b>  | <b>Number of lectures</b> |
|--------------|--|---|---------------------------|
| June         | Introduction to Organizational Behaviour-Concept, definitions, Evolution of OB • Importance of Organizational Behaviour-Cross Cultural Dynamics, Creating Ethical Organizational Culture& Climate                        | Introduction to Organizational Behaviour-Concept, definitions, Evolution of OB • Importance of Organizational Behaviour-Cross Cultural Dynamics, Creating Ethical Organizational Culture& Climate | 12                        |
| July         | Managing Communication: Conflict management techniques. • Time management strategies. • Learning Organization and Organizational Design • Rewards and Punishments-Termination, layoffs, A                                |   | 16                        |
| August       | HRM-Meaning, objectives, scope and functions • HRP-Definition, objectives, importance, factors affecting HRP, Process of HRP, Strategies of HRM , Global HR Strategies • HRD-Concept ,meaning, objectives, HRD functions |   | 14                        |
| September    | Human Resource Management-II   |   | 16                        |

**M.L.Dahanukar College of Commerce**

**Teaching Plan**

**Department: BMS**

**Class: SYBMS**

**Semester: III**

**Subject: Information Technology in Business Management - I**

**Name of the Faculty: Tirup Parmar**

| <b>Month</b> | <b>Topics to be Covered</b>   | <b>Internal assessment</b>  | <b>Number of lectures</b> |
|--------------|---|---|---------------------------|
| June         | Introduction to IT Support in Management<br><br>Concept of Data, Information and Knowledge<br>Concept of Database   | Introduction to IT Support in Management<br><br>Concept of Data, Information and Knowledge<br>Concept of Database | 12                        |
| July         | Learn Word: Creating/Saving of Document<br>Editing and Formatting Features<br>Designing a title page, Preparing Index, Use of SmartArt  |   | 16                        |
| August       | Email, Internet and its Applications  |   | 14                        |
| September    | E-Security Systems<br><br>Threats to Computer systems and control measures. Types of threats<br>Virus, hacking, phishing, spyware, spam, physical threats (fire, flood, earthquake, vandalism)<br>Threat Management |   | 16                        |

**M.L.Dahanukar College of Commerce**

**Teaching Plan**

**Department: BMS**

**Class: SYBMS**

**Semester: III**

**Subject: Foundation Course – III**

**Name of the Faculty: Priya Tiwari**

| <b>Month</b> | <b>Topics to be Covered</b>  | <b>Internal assessment</b> | <b>Number of lectures</b> |
|--------------|--|----------------------------|---------------------------|
| June         | Environmental Concepts:<br><br>Environment: Definition and composition, Lithosphere, Atmosphere, Hydrosphere, Biosphere • Biogeochemical cycles - Concept and water cycle<br>• Ecosystem & Ecology; Food chain, food web & Energy flow pyramid • Resources: Meaning, classification( Renewable & non-renewable), types & Exploitation of Natural resources in sustainable manner | Presentation               | 12                        |
| July         | Environment degradation  |                            | 16                        |
| August       | Sustainability and role of business  |                            | 14                        |
| September    | Innovations in business- an environmental perspective  |                            | 16                        |

**M.L.Dahanukar College of Commerce**

**Teaching Plan**

**Department: BMS**

**Class: SYBMS**

**Semester: III**

**Subject: Business Planning & Entrepreneurial Management**

**Name of the Faculty: Shweta Soman**

| <b>Month</b> | <b>Topics to be Covered</b>   | <b>Internal assessment</b>  | <b>Number of lectures</b> |
|--------------|---|---|---------------------------|
| June         | Foundations of Entrepreneurship<br>Development: Concept and Need of Entrepreneurship<br>Development Definition of Entrepreneur, Entrepreneurship, Importance and significance of growth of entrepreneurial activities Characteristics and qualities of entrepreneur | Foundations of Entrepreneurship<br>Development: Concept and Need of Entrepreneurship<br>Development Definition of Entrepreneur,<br>Entrepreneurship,<br>Importance and significance of growth of entrepreneurial activities Characteristics and qualities of entrepreneur | 12                        |
| July         | Types & Classification Of Entrepreneurs   |   | 16                        |
| August       | Entrepreneur Project Development & Business Plan  |   | 14                        |
| September    | Venture Development   |   | 16                        |

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**Teaching Plan**

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**Semester: III**

**Subject: Accounting for Managerial Decisions Name of the Faculty: Rashmi G**

| <b>Month</b> | <b>Topics to be Covered</b>  | <b>Internal assessment</b>   | <b>Number of lectures</b> |
|--------------|--|--|---------------------------|
| June         | Analysis and Interpretation of Financial statements<br><br>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. | Analysis and Interpretation of Financial statements<br><br>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. | 12                        |
| July         | Ratio analysis and Interpretation  |  | 16                        |
| August       | Cash flow statement Preparation of cash flow statement(AccountingStandard-3(revised))  |  | 14                        |
| September    | Working capital  |  | 16                        |

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**Class: SYBMS**

**Semester: III**

**Subject: Strategic Management**

**Name of the Faculty: Dr. Parveen Nagpal**

| <b>Month</b> | <b>Topics to be Covered</b>  | <b>Internal assessment</b>   | <b>Number of lectures</b> |
|--------------|--|--|---------------------------|
| June         | Introduction • 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 | Introduction • 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)   | Mission, Vision, Goals, Objective, Plans   | 16                        |
| August       | Strategic Implementation   |  | 14                        |
| September    | Strategic Evaluation & Control   |  | 16                        |

