

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

**Teaching Plan: 2020 - 21**

**Department: Bachelor of Management Studies**

**Class: SYBMS**

**Semester: IV**

**Subject: Financial Institutions and Markets**

**Name of the Faculty Member: Rashmi Bendre**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
Jan	<ul style="list-style-type: none"><li>• Financial System Theoretical Settings – Meaning, Importance, Functions of financial system, Indian financial system from financial neutrality to financial activism and from financial volatility to financial stability. Role of government in Financial development , Phases of Indian financial system since independence ( State Domination – 1947-1990, Financial sector reforms 1991 till Financial sector Legislative Reforms Commission 2013) ( Only an Overview) Monitoring Framework for financial Conglomerates,</li><li>• Structure of Indian financial system – Financial Institutions ( Banking &amp; NonBanking ), Financial Markets ( Organized and Unorganized) Financial Assets/Instruments, Financial Services( Fund based &amp; Free Based) – ( In details)</li><li>• Microfinance - Conceptual Framework – Origin, Definitions, Advantages, Barriers, Microfinance Models in India</li></ul>	Tracking Stock Market	16
Feb	<ul style="list-style-type: none"><li>• Financial Regulators – Ministry of Finance (Dept of DEA, Expenditure ,Revenue, financial</li></ul>	Case Studies	16

	<p>services and disinvestment) RBI- Changing role of RBI in the financial sector, global crisis and RBI, Ministry of Corporate Affairs, SEBI, Pension Fund Regulatory and Development Authority, IRDA.</p> <ul style="list-style-type: none"> <li>• Financial Institutions- Role, Classification, Role of Commercial banks, IFCI, IDBI, Industrial Credit and Investment Corporation of India, SFC, Investment institutions in India ( LIC, GIC) NBFC services provided by NBFC.</li> <li>• Specialized Financial Institutions – EXIM, NABARD, SIDBI, NHB, SIDC, SME Rating agency of India Ltd, IIFCL, IWRFC ( Their role, functions and area of concerns)</li> </ul>		
Mar	<ul style="list-style-type: none"> <li>• Indian Money Market – Meaning, Features, Functions, Importance, Defects, Participants, Components ( Organized and Unorganized) ( in details) and Reforms</li> <li>• Indian Capital Market - Meaning, Features, Functions, Importance, Participants, Instruments, Reforms in Primary and Secondary Market, Stock Indices, NSE, BSE, ADR and GDR</li> <li>• Introduction of Commodity and Derivative Markets</li> <li>• Insurance and Mutual funds – An introduction</li> </ul>	Tracking Market	16
Apr	<p>Financial System Design – Meaning, Stakeholder Lender Conflict, Manager Stock holder conflict, Conflict Resolution and Financial System Design, Bank oriented systems and Market oriented systems its advantages and drawbacks, Dimensions of well-functioning financial systems</p> <ul style="list-style-type: none"> <li>• At global level – Financial system designs of Developed countries ( Japan, Germany , UK and USA) ( Brief Summary)</li> </ul>	Case Studies	14

	<ul style="list-style-type: none"><li>• Case studies relating to disinvestments polices of PSU in India, Global crises and failures in market systems around world</li></ul>		
	<b>Total no. of lectures</b>		<b>60</b>

**Sign of Faculty**

**Sign of Coordinator**

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

**Teaching Plan: 2020 - 21**

**Department: Bachelor of Management Studies**

**Class: SYBMS A**

**Semester: IV**

**Subject: Auditing**

**Name of the Faculty Member: Mrs. Rakhi Pitkar**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
January	Introduction to Auditing		16
Feb	Audit Planning, Procedures & Documents		16
March	Audit techniques & Internal Audit	Topic related Video will be shown	16
April	Audit techniques: Vouching & Verification	Plan for conducting presentations	12
	<b>Total no. of lectures</b>		<b>60</b>

Mrs. Rakhi Pitkar

**Sign of Faculty**

**Sign of Coordinator**

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

**Teaching Plan: 2020 - 21**

**Department: Bachelor of Management Studies**

**Class: SYBMS DIV A & B**

**Semester: IV**

**Subject: Business Economics - II**

**Name of the Faculty Member: Prof Chetan Panchal**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
January	<p>Module 4 Open economy- Theory and issues of international Trade</p> <ul style="list-style-type: none"><li>➤ Theories of International trade</li><li>➤ Terms of trade and gains from trade</li><li>➤ Free trade vs Protection</li><li>➤ Foreign investment</li><li>➤ Balance of Payment</li></ul>	<p>1 Assignment</p> <p>1 Online Exam</p>	<p>15 Lecture</p>
February	<p>Module 1 : Introduction to Macro Economics</p> <ul style="list-style-type: none"><li>➤ Macro Economics: Meaning, scope and Importance</li><li>➤ Measurement of National Product</li><li>➤ Short run economic fluctuation</li><li>➤ The Keynesian principle of effective demand</li><li>➤ Consumption Function</li><li>➤ Investment function and marginal efficiency of capital</li><li>➤ Theory of multiplier</li></ul>	<p>1 Assignment</p> <p>1 Online Exam</p>	<p>15 Lecture</p>

March	<p>Module 2 : Money, Inflation and monetary policy</p> <ul style="list-style-type: none"> <li>➤ Money supply</li> <li>➤ Demand for Money</li> <li>➤ Quantity of Theory of money</li> <li>➤ Inflation</li> <li>➤ Monetary Policy</li> </ul>	<p>1 Assignment</p> <p>1 Online Exam</p>	<p>15 Lecture</p>
April	<p>Module 3 : Constituents of Fiscal Policy</p> <ul style="list-style-type: none"> <li>➤ Role of Government to provide Public goods</li> <li>➤ Fiscal Policy</li> <li>➤ Instrument of Fiscal policy – Taxation</li> <li>➤ Public Expenditure</li> <li>➤ Public Debt</li> <li>➤ Union Budget</li> </ul>	<p>1 Assignment</p> <p>1 Online Exam</p>	<p>15 Lecture</p>
	<b>Total no. of lectures</b>		<b>60</b>

**Sign of Faculty**

**Sign of Coordinator**

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

**Teaching Plan: 2020 - 21**

**Department: Bachelor of Management Studies**

**Class: SYBMS**

**Semester: IV**

**Subject: Business Research Methods**

**Name of the Faculty Member: Dr. Mitali Shelankar**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
Jan	Meaning and objectives of research • Types of research– a)Pure, Basic and Fundamental b) Applied, c)Empirical d) Scientific & Social e)Historical f) Exploratory g) Descriptive h)Causal • Concepts in Research: Variables, Qualitative and Quantitative Research • Stages in research process. • Characteristics of Good Research • Hypothesis-Meaning, Nature, Significance, Types of Hypothesis, Sources. • Research design– Meaning, Definition, Need and Importance, Steps in research design, Essentials of a good research design, Areas / Scope of research design and Types-Descriptive, Exploratory and causal. • Sampling– a) meaning of sample and sampling, b) methods of sampling-i)Non Probability Sampling– Convenient, Judgment, Quota, Snow ball ii) Probability– Simple Random, Stratified, Cluster, Multi Stage.	Selection of Topic and writing objectives and hypothesis	16
Feb	Types of data and sources- Primary and Secondary data sources • Methods of collection of primary data a)	Questionnaire Designing	16

	<p>Observation- i)structured and unstructured, ii) disguised and undisguised, iii)mechanical observations (use of gadgets)</p> <p>b) Experimental i)Field ii) Laboratory c) Interview – i) Personal Interview ii)focused group, iii) in- depth interviews - Method, d) Survey– Telephonic survey, Mail, E-mail, Internet survey, Social media, and Media listening. 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</p>		
Mar	<p>Processing of data– i) Editing-field and office editing, ii)coding– meaning and essentials, iii) tabulation – note</p> <ul style="list-style-type: none"> <li>• Analysis of data-Meaning, Purpose, types.</li> <li>• Interpretation of data-Essentials, importance and Significance of processing data</li> <li>• Multivariate analysis– concept only</li> <li>• Testing of hypothesis– concept and problems– i)chi square test, ii) Zandt-test (for large and small sample)</li> </ul>	Writing Analysis and Interpretation	16
April	<p>Report writing – i) Meaning , importance, functions of reports, essential of a good report, content of report , steps in writing a report, types of reports, Footnotes and Bibliography</p> <ul style="list-style-type: none"> <li>• Ethics and research</li> <li>• Objectivity, Confidentiality and anonymity in Research</li> <li>• Plagiarism</li> </ul>	Writing bibliography from different sources (APA style)	14
	<b>Total no. of lectures</b>		<b>60</b>

**Sign of Faculty**

**Sign of Coordinator**

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

**Teaching Plan: 2020 - 21**

**Department: Bachelor of Management Studies**

**Class: S.Y.B.M.S.-B**

**Semester: IV**

**Subject: TRAINING & DEVELOPMENT IN HRM**

**Name of the Faculty Member: Ms. Delisha D'souza**

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
January	<b>Unit 1: Overview of Training</b> <ul style="list-style-type: none"><li>• Overview of training– concept, scope, importance, objectives, features, need and assessment of training.</li><li>• Process of Training–Steps in Training, identification of Job Competencies, criteria for identifying Training Needs (Person Analysis, Task Analysis, Organisation Analysis), Types–On the Job &amp;Off the Job Method.</li><li>• Assessment of Training Needs, Methods &amp; Process of Needs Assessment.</li><li>• Criteria &amp;designing- Implementation– an effective training program.</li></ul>	<ul style="list-style-type: none"><li>– Case Study Discussion</li><li>– Quiz</li></ul>	16
February	<b>Unit 2: Overview of Development</b> <ul style="list-style-type: none"><li>• Overview of development– concept, scope, importance &amp; need and features, Human Performance Improvement</li><li>• Counselling techniques with reference to development employees, society and organization.</li><li>• Career development– Career development cycle, model for planned self development, succession planning.</li></ul>	<ul style="list-style-type: none"><li>- Case study discussion</li><li>- Quiz</li><li>- Group PPT Presentations by students</li></ul>	16

March	<p><b>Unit 3: Concept of Management Development</b></p> <ul style="list-style-type: none"> <li>• Concept of Management Development.</li> <li>• Process of MDP.</li> <li>• Programs &amp; methods, importance, evaluating a MDP.</li> </ul> <p><b>Unit 4: Performance measurement, Talent management &amp; Knowledge management</b></p> <ul style="list-style-type: none"> <li>• Performance measurements– Appraisals, pitfalls and ethics of appraisal.</li> </ul>	<p>- Group PPT Presentations by students</p> <p>- Case study discussions</p>	14
April	<ul style="list-style-type: none"> <li>• Talent management – Introduction ,Measuring Talent Management, Integration &amp; future of TM, Global TM &amp; knowledge management— OVERVIEW -Introduction: History, Concepts</li> <li>• Knowledge Management: Definitions and the Antecedents of KM Information Management to Knowledge Management , Knowledge Management: What Is and What Is Not?, Three stages of KM, KM Life Cycle</li> </ul>	<p>- Case study discussion</p> <p>- Group PPT Presentations by students.</p>	14
	<b>Total no. of lectures</b>		<b>60</b>

Sign of Faculty

Sign of Coordinator

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

**Teaching Plan: 2020 - 21**

**Department: Bachelor of Management Studies**

**Class: SYBMS**

**Semester: IV**

**Subject: FC-IV (Ethics and Governance)**

**Name of the Faculty Member: Shweta Soman**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
Jan	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	Presentations	16
Feb	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	Case studies	16

	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		
Mar	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	Presentations	16
April	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	Case studies	14
	<b>Total no. of lectures</b>		<b>60</b>

**Sign of Faculty**

**Sign of Coordinator**



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

**Teaching Plan: 2020 - 21**

**Department: Bachelor of Management Studies**

**Class: SYBMS**

**Semester: IV**

**Subject: Human Resource Planning and Information System**

**Name of the Faculty Member: Dr. Mitali Shelankar**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
Jan	Overview of Human Resource Planning (HRP): Human Resource Planning–Meaning, Features, Scope, Approaches, Levels of HRP, Types, Tools, Activities for HRP, Requirements for Effective HR Planning. Process of HRP- Steps in HRP, HR Demand Forecasting–Factors, Techniques – (Concepts Only) Managerial Judgement, Ratio Trend Analysis, Regression Analysis, Work Study Technique, Delphi Technique. HR Supply Forecasting– Factors, Techniques – (Concepts Only) Skills Inventories, Succession Plans, Replacement Charts, Staffing Tables. • Barriers in Effective Implementation of HRP and Ways to Overcome Them. • Strategic Human Resource Planning –Meaning and Objectives. • Link between Strategic Planning and HRP through Technology. • HR Policy –Meaning, Importance. • HR Programme-Meaning and Contents.	Discussion of policies of different companies	16
Feb	Job Analysis, Recruitment and Selection: • Job Analysis-Meaning, Features, Advantages. • Job Design:	Writing Job Analysis for different profiles	16

	<p>Concept, Issues. • Job Redesign –Meaning, Process, Benefits. Matching Human Resource Requirement and Availability through: Retention- Meaning, Strategies, Resourcing-Meaning, Types. Flexibility – Flexible work practices, Downsizing- Meaning, Reasons, Layoff – Meaning, Reasons. • Recruitment - Meaning and Factors affecting Recruitment, Ethical Issues in Recruitment and Selection. • Employee Selection Tests: Meaning, Advantages and Limitations. • Human Resource Audit: Meaning, Need, Objectives, Process, Areas.</p>		
Mar	<p>HRP Practitioner, Aspects of HRP and Evaluation: • HRP Practitioner: Meaning, Role. • HRP Management Process: ♣ Establish HRP Department Goals and Objectives ♣ Creating HRP Department Structure ♣ Staffing the HRP Department ♣ Issuing Orders ♣ Resolving Conflicts ♣ Communicating ♣ Planning for Needed Resources ♣ Dealing with Power and Politics -Meaning and Types of Power • HRP as Tool to Enhance Organisational Productivity • Impact of Globalisation on HRP. Aspects of HRP : Performance Management, Career Management, Management Training and Development, Multi Skill Development • Return on Investment in HRP-Meaning and Importance. • HRP Evaluation- Meaning, Need, Process, Issues to be considered during HRP Evaluation. • Selected Strategic Options and HRP Implications: Restructuring and its Impact on HRP, Mergers and Acquisitions and its Impact</p>	Case Study	16

	on HRP, Outsourcing and its Impact on HRP.		
April	Human Resource Information Systems: • Data Information Needs for HR Manager – Contents and Usage of Data. • HRIS-Meaning, Features, Evolution, Objectives, Essentials, Components, Functions, Steps in designing of HRIS, HRIS Subsystems, Mechanisms of HRIS, Benefits, Limitations, Barriers in Effective Implementation of HRIS. • Security Issues in Human Resource Information Systems. • HRIS for HRP • Trends in HRIS	Case Study	14
	<b>Total no. of lectures</b>		<b>60</b>

**Sign of Faculty**

**Sign of Coordinator**

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

**Teaching Plan: 2020 - 21**

**Department: Bachelor of Management Studies**

**Class: S.Y.B.M.S.-B**

**Semester: IV**

**Subject: INTEGRATED MARKETING COMMUNICATION**

**Name of the Faculty Member: Ms. Delisha D'souza**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
January	<b>Unit 1: Introduction to Integrated Marketing Communication</b> <ul style="list-style-type: none"><li>• Meaning, Features of IMC, Evolution of IMC, Reasons for Growth of IMC.</li><li>• Promotional Tools for IMC, IMC planning process, Role of IMC in Marketing</li><li>• Communication process, Traditional and alternative Response Hierarchy Models</li><li>• Establishing objectives and Budgeting: Determining Promotional Objectives, Sales vs Communication Objectives, DAGMAR, Problems in setting objectives, setting objectives for the IMC Program</li></ul>	- Case Study Discussion	16
February	<b>Unit 2: Elements of IMC – I</b> <ul style="list-style-type: none"><li>• Advertising – Features, Role of Advertising in IMC, Advantages and Disadvantages, Types of Advertising, Types of Media used for advertising.</li><li>• Sales promotion – Scope, role of Sales Promotion as IMC tool, Reasons for the growth, Advantages and Disadvantages, Types of Sales Promotion, objectives of consumer and trade promotion, strategies of consumer promotion and trade promotion, sales promotion campaign, evaluation of Sales Promotion campaign.</li></ul>	- Case study discussion - Quiz - Group PPT Presentations by students	16

<p>March</p>	<p><b>Unit 3: Elements of IMC – II</b></p> <ul style="list-style-type: none"> <li>• Direct Marketing - Role of direct marketing in IMC, Objectives of Direct Marketing, Components for Direct Marketing, Tools of Direct Marketing – direct mail, catalogues, direct response media, internet, telemarketing, alternative media evaluation of effectiveness of direct marketing <ul style="list-style-type: none"> <li>• Public Relations and Publicity – Introduction, Role of PR in IMC, Advantages and Disadvantages, Types of PR, Tools of PR ,Managing PR – Planning, implementation, evaluation and Research, Publicity, Sponsorship – definition, Essentials of good sponsorship, event sponsorship, cause sponsorship</li> <li>• Personal Selling – Features, Role of Personal Selling in IMC, advantages and disadvantages of Personal Selling, Selling process, Importance of Personal Selling</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Group PPT Presentations by students</li> <li>- Case study discussions</li> </ul>	<p>14</p>
<p>April</p>	<p><b>Unit 4: Evaluation &amp; Ethics in Marketing Communication</b></p> <ul style="list-style-type: none"> <li>• Evaluating an Integrated Marketing program – Evaluation process of IMC – Message Evaluations, Advertising tracking research – copy testing – emotional reaction test, cognitive Neuro science – online evaluation, Behavioural Evaluation – sales and response rate, POPAI, Toll free numbers, QR codes and facebook likes, response cards, Internet responses, redemption rate Test Markets – competitive responses, scanner data, Purchase simulation tests</li> <li>• Ethics and Marketing communication – stereotyping, targeting vulnerable customers, offensive brand messages – legal</li> </ul>	<ul style="list-style-type: none"> <li>- Case study discussion</li> <li>- Group PPT Presentations by students.</li> <li>- Quizzes</li> </ul>	<p>14</p>

	<p>issues – Commercial free speech, misleading claims, puffery, fraud, questionable B2B practices</p> <ul style="list-style-type: none"> <li>• Current Trends in IMC – Internet &amp; IMC, Advertising on internet, PR through Internet Banner, Sales promotion on Internet, direct marketing on internet.</li> </ul>		
	<b>Total no. of lectures</b>		<b>60</b>

**Sign of Faculty**

**Sign of Coordinator**

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

**Teaching Plan: 2020 - 21**

**Department: Bachelor of Management Studies**

**Class: SYBMS**

**Semester: IV**

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

**Name of the Faculty Member: Jagdish Sanas**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
January	<p><b><u>Management Information system</u></b></p> <ul style="list-style-type: none"><li>- <b>MIS - Definition, Characteristics</b></li><li>- Subsystems of MIS</li><li>- Structure of MIS</li><li>- Reasons for failure of MIS.</li></ul> <p>- <b>Understanding Major Functional Systems</b></p> <ol style="list-style-type: none"><li>1) Marketing &amp; Sales Systems</li><li>2) Finance &amp; Accounting Systems</li><li>3) Manufacturing &amp; Production Systems</li><li>4) Human Resource Systems</li><li>5) Inventory Systems</li></ol> <p><b>Sub systems, description and organizational levels</b></p> <p><b>Decision support system</b></p> <ul style="list-style-type: none"><li>- DSS-Definition</li><li>- DSS Relationship with MIS</li><li>- Evolution of DSS,</li><li>- Characteristics,</li><li>- classification,</li><li>- objectives, components, applications of DSS</li></ul>	Presentation and Audio visuals	15

February	<p><b><u>ERP/E-SCM/E-CRM</u></b>  <b>ERP -</b></p> <ul style="list-style-type: none"> <li>- Concepts of ERP</li> <li>- Architecture of ERP</li> <li>- Generic modules of ERP</li> </ul> <p><b>Applications of ERP</b></p> <ul style="list-style-type: none"> <li>- ERP Implementation concepts</li> </ul> <p><b>ERP lifecycle</b></p> <ul style="list-style-type: none"> <li>- Concept of XRP (extended ERP)</li> </ul> <p><b>Features of commercial ERP software</b></p> <ul style="list-style-type: none"> <li>- Study of SAP, Oracle Apps, MS Dynamics NAV, Peoplesoft</li> </ul>	MCQ Test and Audio visuals	15
March	<p><b><u>Introduction to databases and data warehouse</u></b></p> <p>Meaning of DBMS,  Need for using DBMS.  Concepts of tables, records, attributes,  Keys- Super key, Candidate Key, Primary Key etc.  integrity constraints,  schema architecture,  data independence.</p> <p><b>Data Warehousing and Data Mining</b></p> <ul style="list-style-type: none"> <li>- Concepts of Data warehousing,</li> <li>- Importance of data warehouse for an organization</li> <li>- Characteristics of Data warehouse</li> <li>- Functions of Data warehouse</li> <li>- Data warehouse architecture</li> <li>- Business use of data warehouse</li> <li>- Standard Reports and queries</li> </ul> <p><b>Data Mining</b></p> <ul style="list-style-type: none"> <li>- The scope and the techniques used</li> <li>- Business Applications of Data warehousing and Data mining</li> </ul>	Audio visuals	15
April	<p><b>Outsourcing</b></p> <ul style="list-style-type: none"> <li>- Introduction to Outsourcing</li> <li>- Meaning of Outsourcing, Need for outsourcing</li> <li>- Scope of Outsourcing.</li> <li>- Outsourcing : IT and Business Processes</li> </ul>	MCQ Test and Audio visuals	15

	<p><b>Business Process Outsourcing (BPO)</b></p> <ul style="list-style-type: none"> <li>- Introduction</li> </ul> <p><b>BPO Vendors</b></p> <ul style="list-style-type: none"> <li>- How does BPO Work?</li> <li>- BPO Service scope</li> <li>- Benefits of BPO</li> <li>- BPO and IT Services</li> <li>- Project Management approach in BPO</li> <li>- BPO and IT-enabled services</li> </ul> <p><b>BPO Business Model</b></p> <ul style="list-style-type: none"> <li>- Strategy for Business Process Outsourcing</li> <li>- Process of BPO</li> <li>- ITO Vs BPO</li> </ul> <p><b>BPO to KPO</b></p> <ul style="list-style-type: none"> <li>- Meaning of KPO</li> <li>- KPO vs BPO</li> <li>- KPO : Opportunity and Scope</li> <li>- KPO challenges</li> <li>- KPO Indian Scenario</li> </ul> <p><b>Outsourcing in Cloud Environment</b></p> <ul style="list-style-type: none"> <li>- Cloud computing offerings</li> </ul> <p><b>Traditional Outsourcing Vs. Cloud Computing</b></p>		
	<b>Total no. of lectures</b>		<b>60</b>

Jagdish Sanas

**Sign of Faculty**

**Sign of Coordinator**

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

**Teaching Plan: 2020 - 21**

**Department: Bachelor of Management Studies**

**Class: SYBMS**

**Semester: IV**

**Subject: Production & TQM**

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

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
Jan	Production Management: (1) Objectives, Components – Manufacturing Systems: Intermittent and Continuous Production Systems. (2) Product Development, Classification and Product Design. (3) Plant location and Plant Layout – Objectives, Principles of Good Product Layout, Types of Layout. (4) Importance of Purchase Management.	Case Studies	16
Feb	Materials Management: Concept, Objectives and Importance of Materials Management Various Types of Material Handling Systems. Inventory Management: Importance – Inventory Control Techniques ABC, VED, FSN, GOLF, XYZ, SOS, HML. EOQ: Assumptions, Limitations and Advantages of Economic Order Quantity, Simple Numerical on EOQ, Lead Time, Reorder Level, Safety Stock.	Group Discussion	16
Mar	Basics of Productivity and 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 and Service Quality Dimensions, SERVQUAL: Characteristics of Quality, Quality Assurance, Quality Circle: Objectives of Quality Circles, Ishikawa Fish Bone, Applications in Organizations. Simple Numerical on Productivity.	Role Play	16
Apr	Quality Improvement Strategies and Certifications: Lean Thinking, Kepner-Tregor Methodology of	Case Studies	14

	Problem Solving, 6 Sigma Features, Enablers, Goals, DMAIC/DMADV. TAGUCHI'S QUALITY ENGINEERING, ISO-9000, ISO-14000, QS 9000. Malcolm Baldrige National Quality Award (MBNQA), Deming's Application Prize.		
	<b>Total no. of lectures</b>		<b>60</b>

**Sign of Faculty**

**Sign of Coordinator**

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

**Teaching Plan: 2020 - 21**

**Department: B.M.S.**

**Class: S.Y.B.M.S**

**Semester: IV**

**Subject: Rural Marketing**

**Name of the Faculty: Ms. Shivani Naik**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Internal Assessment</b>	<b>Number of Lectures</b>
January	Unit –I Chapter 1- Introduction to Rural Marketing Chapter 2 – Rural Marketing Environment	Discussions  Case study  (To be included in internal assessment)	14
February	Unit- II Chapter 3- Rural Consumer behaviour Chapter 4- Rural Marketing Mix & Rural Product Strategies	Quiz  Presentations  (To be included in internal assessment)	16
March	Unit – III Chapter 5- Pricing Strategies & Objectives Chapter 6 – Promotional Strategies, Rural Market – Segmentation, Targeting and Positioning	Management Games	16
April	Unit – IV Chapter 7 – Distribution Strategies for Rural consumers Chapter 8 – Communication Strategy	Recap  Doubt Clarification  Class test	14
<b>Total</b>			<b>60</b>

Ms. Shivani Naik

**Sign of Faculty**

**Sign of Coordinator**