

M. L. Dahanukar College of Commerce

Teaching Plan 2021-22

Department: BMS

Class: SYBMS

Semester: IV

Subject: Financial Institutions & Markets

Name of the Faculty: Aniket P

Month	Topics to be Covered	Internal assessment	Number of lectures
November	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	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	14
December	Financial Regulators & Institutions in India (detail discussion on their role and functions)		16
January	Indian Money Market – Meaning, Features, Functions, Importance, Defects, Participants, Components (Organized and Unorganized) (in details) and Reforms • Indian Capital Market		14
February	Managing Financial Systems Design		16

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Semester: IV

Subject: Auditing

Name of the Faculty: Rakhi P

Month	Topics to be Covered	Internal assessment	Number of lectures
November	Introduction to Auditing • 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	Introduction to Auditing • 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	14
December	Audit Planning, Procedures and Documentation • Audit Planning – Meaning, Objectives, Factors		16
January	Auditing Techniques and Internal Audit Introduction		14
February	Auditing Techniques: Vouching & Verification		16

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Semester: IV

Subject: Integrated Marketing Communication Name of the Faculty: Delisha D.

Month	Topics to be Covered	Internal assessment	No. of lectures
November	Introduction to Integrated Marketing Communication •Meaning, Features of IMC, Evolution of IMC, Reasons for Growth of IMC. • Promotional Tools for IMC, IMC planning process, Role of IMC in Marketing • Communication process, Traditional and alternative Response Hierarchy Models • Establishing objectives and Budgeting: Determining Promotional Objectives, Sales vs Communication Objectives, DAGMAR, Problems in setting objectives, setting objectives for the IMC Program	Introduction to Integrated Marketing Communication •Meaning, Features of IMC, Evolution of IMC Elements of IMC – I Advertising, Sales Promotion	12
December	Elements of IMC – I: Advertising, Sales Promotion		16

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January	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, Public Relations and Publicity, Personal Selling	14
February	Evaluation & Ethics in Marketing Communication: Evaluating an Integrated Marketing program, Ethics and Marketing communication, Current Trends in IMC	16

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Semester: IV

Subject: Rural Marketing

Name of the Faculty: Shivani N

Month	Topics to be Covered	Internal assessment	Number of lectures
November	Introduction to Rural Market, Definition & Scope of Rural Marketing. • Rural Market in India-Size & Scope, Rural development as a core area, Efforts put for Rural development by government (A brief Overview). • Emerging Profile of Rural Markets in India	Introduction to Rural Market, Definition & Scope of Rural Marketing. • Rural Market in India-Size & Scope, Rural development as a core area, Efforts put for Rural development by government (A brief Overview). • Emerging Profile of Rural Markets in India,	14
December	Rural Consumer Vs Urban Consumers– a comparison. • Characteristics of Rural Consumers. • Rural Market Environment: a)Demographics– Population, Occupation Pattern, Literacy Level;		16
January	Rural Marketing Mix		14
February	Rural Marketing Strategies		16

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Semester: IV

Subject: Human Resource Planning & Information System

Name of the Faculty: Mitali Shelankar

Month	Topics to be Covered	Internal assessment	Number of lectures
November	Overview of Human Resource Planning (HRP)	Overview of Human Resource Planning (HRP)	14
December	Job Analysis, Recruitment and Selection	Job Analysis, Recruitment and Selection	16
January	HRP Practitioner, Aspects of HRP and Evaluation		14
February	Human Resource Information Systems • Human Resource Information Systems:		16

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Semester: IV

Subject: Training & Development in HRM

Name of the Faculty: Delisha D.

Month	Topics to be Covered	Internal assessment	Number of lectures
November	Overview of Training • Overview of training– concept, scope, importance, objectives, features, need and assessment of training. Process of Training, Types– On the Job & Off the Job Method. Assessment of Training Needs, Methods & Process of Needs Assessment. • Criteria & designing- Implementation– an effective training program	Overview of Training • Overview of training– concept, scope, importance, objectives, features, need and assessment of training.	14
December	Overview of development– concept, scope, importance & need and features, Human Performance Improvement, Counselling, Career Development		16
January	Concept of Management Development		14
February	Performance measurement, Talent management & Knowledge management		16

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Semester: IV

Subject: Information Technology in Business Management-II

Name of the Faculty: Jagdish Sanas

Month	Topics to be Covered	Internal assessment	Number of lectures
November	Management Information System Overview of MIS Definition, Characteristics • Subsystems of MIS (Activity and Functional subsystems) • Structure of MIS	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		16
February	Outsourcing		16

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Semester: IV

Subject: Foundation Course-IV

Name of the Faculty: Shweta Soman

Month	Topics to be Covered	Internal assessment	Number of lectures
November	Ethics: Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial Importance of Ethics, Objectives, Scope, Types – Transactional, Participatory and Recognition	Ethics: Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial Importance of Ethics, Objectives, Scope, Types – Transactional, Participatory and Recognition	14
December	Ethics in Marketing, Finance and HRM		16
January	Corporate Governance • Concept, History of Corporate Governance in India, Need for Corporate Governance		14
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		16

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Semester: IV

Subject: Business Economics-II

Name of the Faculty: Ms. Pooja C

Month	Topics to be Covered	Internal assessment	Number of lectures
November	Introduction to Macroeconomic Data and Theory • Macroeconomics: Meaning, Scope and Importance. • Circular flow of aggregate income and expenditure: closed and open economy models	Introduction to Macroeconomic 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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Semester: IV

Subject: Business Research Methods

Name of the Faculty: Dr. Mitali S

Month	Topics to be Covered	Internal assessment	Number 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	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)	12
December	Types of data and sources- Primary and Secondary data sources • Methods of collection of primary data	Descriptive h)Causal • Concepts	16
January	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	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		16

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Subject: Production & Total Quality Management

Name of the Faculty: Siddhi K

Month	Topics to be Covered	Internal assessment	Number 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	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	12
December	Materials Management	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