

M. L. Dahanukar College of Commerce

Teaching Plan: 2022-23

Department: Bachelor of Management Studies

Class: FYBMS

Semester: 2

Subject: Business Communication

Name of the Faculty Member: Dr. Sudha S

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
January	Group Communication	Mock Interview	15
February	Presentation Skills	Group Discussion	15
March	Business Correspondence	Presentation	15
April	Writing Skills	Summarization	15
	Total no. of lectures		60

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Teaching Plan: 2022-23

Department: Bachelor of Management Studies

Class: FYBMS

Semester: II

Subject: Business Environment

Name of the Faculty Member: Siddhi Kadam

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
Jan	<ul style="list-style-type: none">• Business: Meaning, Definition, Nature & Scope, Types of Business Organizations.• Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment.• Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis.• Introduction to Micro-Environment:<ul style="list-style-type: none">o Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity.o External Environment: Firm, customers, suppliers, distributors, Competitors, Society.• Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal	Case Studies	16
Feb	<ul style="list-style-type: none">• 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.• Sun-rise Sectors of India Economy. Challenges of Indian Economy.	Group Discussion	16
Mar	<ul style="list-style-type: none">• Social and Cultural Environment: Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business.	Role Play	16

	<ul style="list-style-type: none"> • Technological Environment: Features, impact of technology on Business. • Competitive Environment: Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies. 		
Apr	<ul style="list-style-type: none"> • International Environment: <ul style="list-style-type: none"> o GATT/ WTO: Objective and Evolution of GATT, Uruguay Round, GATT v/s WTO, Functions of WTO, Pros and Cons of WTO. o Globalization: Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market Entry Strategies, LPG model. o MNCs: Definition, Meaning, Merits, Demerits, MNCs in India. o FDI: Meaning, FDI Concepts and Functions, Need for FDI in Developing Countries, Factors influencing FDI, FDI Operations in India. • Challenges faced by International Business and Investment Opportunities for Indian Industry. 	Case Studies	14
	Total no. of lectures		60

M. L. Dahanukar College of Commerce
Teaching Plan

Department: BMS

Class: FY

Semester: II

Subject: Foundation Course –II Name of the Faculty Member: Mrunmayi Vengurlekar

Month	Topics to be Covered	Additional Activities Done	No. of Lectures
January	Globalisation & Indian Society, Human Rights	Interactive sessions	16
February	Ecology, Concepts of Environment, Sustainable Development.	Presentations	16
March	Understanding Stress & Conflict .	Presentations	10
April	Managing Stress & Conflict in Contemporary Society .	Interactive Sessions	8

Class: FYBMS

Semester: II

Subject: Industrial Law

Name of the Faculty: Adv. Ashwini Desai

Month	Topics to be Covered	Internal assessment	Number of lectures
January	Laws Related to Industrial Relations and Industrial Disputes	Laws Related to Industrial Relations and Industrial Disputes	12
February	Laws Related to Health, Safety and Welfare		16
March	Social Legislation Employee State Insurance Act 1948: Definition and Employees Provident Fund • Miscellaneous Provision Act 1948: Schemes, Administration and determination of dues		14
April	Laws Related to Compensation Management		16

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Teaching Plan: 2022-23

Department: Bachelor of Management Studies

Class: FYBMS

Semester: II

Subject: Principles of Marketing

Name of the Faculty Member: Shweta Soman

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
Jan	<ul style="list-style-type: none">• 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.	Presentations	16
Feb	<ul style="list-style-type: none">• The micro	Case studies	16

	<p>environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders.</p> <ul style="list-style-type: none"> • 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 		
Mar	Marketing mix: Meaning – elements of Marketing Mix. • Product-product mix-product line lifecycle-product planning – New product development-	Presentations	16

	<p>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)</p>		
Apr	<p>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</p>	Case studies	14
	Total no. of lectures		60

M. L. Dahanukar College of Commerce

Teaching Plan: 2022-23

Department: Bachelor of Management Studies

Class: F.Y.B.M.S.

Semester: II

Subject: PRINCIPLES OF MANAGEMENT

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

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
January	Unit 1: Nature of Management <ul style="list-style-type: none">• 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.	- Case Study Discussion - Quizzes	16
February	Unit 2: Planning and Decision Making <ul style="list-style-type: none">• Planning: Meaning, Importance, Elements, Process, Limitations and MBO.• Decision Making: Meaning, Importance, Process, Techniques of Decision Making.	- Case study discussion - Quiz - Group PPT Presentations by students	16
March	Unit 3: Organizing <ul style="list-style-type: none">• 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	- Group PPT Presentations by students - Case study discussions	14
April	Unit 4: Directing, Leadership, Co-ordination and Controlling	- Case study discussion	14

	<ul style="list-style-type: none"> • Directing: Meaning and Process • Leadership: Meaning, Styles and Qualities of Good Leader • Co-ordination as an Essence of Management • Controlling: Meaning, Process and Techniques • Recent Trends: Green Management & CSR 	- Group PPT Presentations by students.	
	Total no. of lectures		60

