

# College: M.L. Dahanukar College of commerce

## Teaching plan Teacher's course plan 2022-23

**Subject: Entrepreneurial Management** Department: Business Economics

Class: M.Com SEM III

Office hours: 6 PM to 8 PM

Lecture hours: 2 hours lecture in a week- Monday

Name of the teachers:

- **Mrs Rachana Joshi**

Basic course information: Title- Entrepreneurial Management

### OBJECTIVES

To get students acquainted with-

- Entrepreneurial Environment
- Entrepreneurial Culture
- Classification of Project, Search of Business Idea
- Promotion and development Entrepreneurship

Supplies: College library, Private publishers, Personal material, Internet

### Outline of lecture schedule: 32 weeks

First term		Semester III 32 lectures 32 weeks		
Sr No.	Topic	Sub-topics	No. Lect.	Number of weeks
1.	<b>Module- I</b> Entrepreneurship Development Perspective	<ul style="list-style-type: none"><li>• Entrepreneurship – Concept, Factors affecting growth of Entrepreneurship, Types of Entrepreneurs, Requirements of Entrepreneurial structure.</li><li>• Entrepreneurial Culture -Elements of culture, Steps to change Entrepreneurial culture, Entrepreneurial v/s Administrative culture.</li><li>• Theories of Entrepreneurship- Schumpeter Dynamic Entrepreneurship Innovation Theory, Theory of High Achievement by McClelland, Theory of Personnel Resourcefulness</li></ul>	3 2 3	August 4 weeks *2 = 8 hours
2.	<b>Module – II</b> Creating Entrepreneurial	<ul style="list-style-type: none"><li>• Entrepreneurial Environment- Significance, SWOC Analysis, Problems of Entrepreneurship</li><li>• Financial Analysis of Entrepreneurial Venture- Significance, Tools of Financial Analysis, Sources of development finance</li></ul>	2 3 3	September 4 weeks *2

	Venture	<ul style="list-style-type: none"> <li>Social Entrepreneurship- Features, Importance, Arguments (for and against) Social Entrepreneurship, Women Entrepreneurs – concept and special Government schemes for women entrepreneurs in India.</li> </ul>		= 8 hours
3	<b>Module - III</b> Project Management	<ul style="list-style-type: none"> <li>Project - Concepts and Classification of Project, Search of Business Idea, Project Cycle.</li> <li>Project formulation-----Steps for project formulation, Project Design and network analysis – concept and network analysis techniques: PERT/ CPM.</li> <li>Project Management – Concept, Phases, Project Identification and Project Feasibility Analysis.</li> </ul>	2 3 2	October 4 weeks *2 = 8 hours
4	<b>Module - IV.</b> Assistance and Incentives for Promotion and Development of Entrepreneurship	<ul style="list-style-type: none"> <li>Incentives – Need, Promotion and development Entrepreneurship-Types of Assistance and incentives -Fiscal, Financial, Promotional, Marketing, and Organisational.</li> <li>NPSD - National Policy for Skill Development and Entrepreneurship 2015.</li> <li>Institutions in aid of Entrepreneurship Development - The National institute for Entrepreneurship and small business development, District Industry Centre (DIC), National Alliance of young Entrepreneurs</li> </ul>	3 2 3	November/ December  4 weeks *2 = 8 hours

REFERENCES- 1. ENTREPRENERIAL MANAGEMANT by Manan publications

MICHEAL VAZ AND MEETA SEN

2. ENTREPRENERIAL MANAGEMANT by VIPUL PUBLICATIONS

ROMEO MASCARHANAS

# College: M.L. Dahanukar College of commerce

## Teaching plan Teacher's course plan 2022-23

Subject: Marketing Strategies and practices Department: Business Management

Class: M.Com Sem III

Office hours: 6 PM to 8 PM

Lecture hours: 2 hours lecture in a week- Wednesday

Name of the teachers:

- Mrs. Neeta Nerurkar

Basic course information: Title-Marketing Strategies and practices

### OBJECTIVES:

To get students acquainted with-

- Marketing Opportunities and Plan
- Environmental Analysis
- 21st Century Marketing Strategies
- Defensive Marketing Strategies

Supplies: College library, Private publishers, Personal material, Internet

### Outline of lecture schedule: 32 weeks

First term		Semester III 32 lectures 32 weeks		
Sr No.	Topic	Sub-topics	No. Lect.	Number of weeks
1.	<b>Module- I</b> Introduction to Marketing Strategies	<ul style="list-style-type: none"><li>• Introduction: Marketing Strategies – Concept, Evolution, Role/ Importance, Types, Formulation of Marketing Strategies- Steps</li><li>• Marketing Opportunities and Plan: Analysing Marketing Opportunities, Future of Marketing, Effective Marketing Plan.</li><li>• New Marketing Strategies: Holistic, New Brand, Service, Green and Guerrilla Marketing Strategies</li></ul>	3 3 2	August 4 weeks *2 = 8 hours
2.	<b>Module – II</b> Developing Marketing Strategies & Plans	<ul style="list-style-type: none"><li>• Marketing Mix: Marketing Strategy Implementation - Steps, Marketing Mix 4 P's – Importance, Alternative Marketing Mix Propositions- Profit, People, and Planet.</li><li>• Marketing Plans: Marketing Planning- Importance, Types and Content, Strategic Business Unit - Structure, SWOT Analysis.</li></ul>	2 3 3	September 4 weeks *2 = 8 hours

		<ul style="list-style-type: none"> <li>Defensive Marketing Strategies: Importance, Types, Offensive V/S Defensive Marketing Strategies, Position Defense Strategies.</li> </ul>		
3	<b>Module - III</b> Market Environmental Trends & Building Customer Value	<ul style="list-style-type: none"> <li>Environmental Analysis: Analysing the Macro Environment, Theories of Marketing- PESTLE Analysis, VRIO Analysis, Porter's Competency Model, and Customer Perceived Value (CPV).</li> <li>Customer Value: Applying Customer Value and Satisfaction, Customer Relationship Management (CRM)- Concepts and Techniques</li> <li>Customer Loyalty: Importance, Consumer Behaviour – Impact of Personal, Cultural, Social and Psychological Factors.</li> </ul>	3 3 2	October 4 weeks *2 = 8 hours
4	<b>Module - IV.</b> Recent Trends in Marketing Strategies	<ul style="list-style-type: none"> <li>Emerging Strategies: 21st Century Marketing Strategies, Global Marketing Strategies, and Strategies for Entering Emerging Market.</li> <li>E-Marketing: Concept, Pros and Cons, Digital Marketing – Concept and features, Experiential Marketing – Concept and features, Hospitality Marketing Management.</li> <li>Social Marketing: Social Marketing - Importance, Barriers, Trends in Marketing Practices in India and across Globe.</li> </ul>	2 3 3	November/ December  4 weeks *2 = 8 hours

## References

1. V. S. Ramaswamy, S. Namakumari - : Marketing Management: Tata Mc Graw Hill
2. Philip Kotler, Kevin Keller, Mairead Brady Marketing Management: Pearson Education Limited
3. S. H. H. Kazami: Marketing Management: Text and Cases: Excel Book Publication
4. P. Subbha Rao: Management and Organisational Behaviour: Himalaya Publishing House,
5. Robert D. Reid, David C. Bojanic: Hospitality Marketing Management: Library of Congress catalogue
6. George S. Day and Christine Moorman (2010), Strategy from the Outside In: Profiting from Customer Value. New York: McGraw Hill.
7. Rajan Saxena: Marketing Management 4E: Tata Mc Graw Hill
8. S. Jayachandran: Marketing Management: Excel Book Publication
9. Peter Doyle: Marketing Management and Strategy: Prentice Hall Europe,
10. Tapan K. Panda: Marketing Management: Text and Cases Indian Context: Excel Book Publication

11. Mary Lou Roberts, Paul D. Berger: Direct Marketing Management: Prentice Hall Publication
12. Peter Mudie, Angela Pirrie: Services Marketing Management: Elsevier Publication
13. Jay Conrad Levinson: Guerrilla Marketing: Library of Congress catalogue
14. Jacquelyn A. Ottman: The New Rules of Green Marketing: Berrett-Koehler
15. Nancy R. Lee, Philip Kotler: Social Marketing: Changing Behaviors for Good: SAGE Publication Inc

# College: M.L. Dahanukar College of commerce

## Teaching plan Teacher's course plan 2022-23

Subject: HRM Department: Business Management

Class: M.Com Sem III

Office hours: 6 PM to 8 PM

Lecture hours: 2hours lecture in a week- Tuesday

Name of the teachers:

- Dr. (Mrs) Kanchan S. Fulmali

Basic course information: Title-HRM

### OBJECTIVES:

To get students acquainted with-

- Role of HRM in business
- Comparison between Traditional and Strategic Human Resource Management
- Challenges of HR and Training and development
- Various labour Laws and Recent trends

Supplies: College library, Private publishers, Personal material, Internet

### Outline of lecture schedule: 32 weeks

First term		Semester III 32 lectures 32 weeks		
Sr No.	Topic	Sub-topics	No. Lect.	Number of weeks
1.	<b>Module- I</b> Human Resource Management	<ul style="list-style-type: none"><li>• Human Resource Management (HRM). – Concept, Traditional HRM v/s Strategic HRM , Objectives of HRM, Organisation Structure of HRM Department – Changing Role of H.R. Manager.</li><li>• Human Resource Planning- Concept, Factors affecting HRP, Information Management in HRP – HRIS (Human Resource Information System), Job Analysis, Psychological and Behavioural Issues in HRP.</li><li>• Recruitment and Selection of managerial personnel - Factors affecting recruitment process, Role of Recruitment agencies, Online process of selection.</li></ul>	3 3 2	August 4 weeks *2 = 8 hours
2.	<b>Module - II</b> Human Resource Development	<ul style="list-style-type: none"><li>• Training and Development - Designing of the effective training programme Evaluation of the effective training programme, Challenges before trainers, Management Development Programme – Techniques.</li></ul>	3 2	September 4 weeks *2

	nt	<ul style="list-style-type: none"> <li>• Performance Appraisal- Process, Guidelines for conducting appraisal Interviews, Ethical aspects in performance appraisal.</li> <li>• Career Advancement and Succession Planning- Self-Development Mechanism and Knowledge enrichment, Managing Promotion and Transfers, Managing dismissal, Succession Planning- Problems and Issues, Culture as a factor in Succession Planning.</li> </ul>	3	= 8 hours
3	<b>Module - III</b> Latest Development in H.R.M. And Labour Legislation	<ul style="list-style-type: none"> <li>• Industrial Relation Act – Prominent features and recent changes in Trade Union Act 2016, Factories Act 1961, Industrial Disputes Act 1950.</li> <li>• Prominent features and recent changes to Child and Women Labour Act 1986, Social Security Act 2016, Prevention of Sexual harassment Act, 2013.</li> <li>• Prominent features and recent changes to Employees Acts like payment of Gratuity Act 2015, Provident Fund Act 1952, Minimum Wages Act 2016 and Payment of Wages Act 1991, Workmen Compensation Act 2014/ESI Scheme.</li> </ul>	2 3 3	October 4 weeks *2 = 8 hours
4	<b>Module - IV.</b> Emerging Issues In H.R.M	<p>Health and Safety – Safety measures and safety programmes, Stress and its Impact on Job Performance, Role of organization in ensuring mental and physical health of employees</p> <ul style="list-style-type: none"> <li>• Work life balance – Need and Importance, Employee Engagement, Managing Millennials (Gen Y)</li> <li>• Talent Management – Concept , Importance, Process, Talent Management and VUCA Environment(Volatility, Uncertainty, Complexity, Ambiguity), H.R. Practices at Global level</li> </ul>	3 2 3	November/ December  4 weeks *2 = 8 hours

### Suggested References by University of Mumbai

1. Strategic Human Resource Management- Jeffery A. Mellow, Thomson South Western
2. Human Resource And Personnel Management-Text and Cases- K. Ashwathappa, Tata McGraw-Hill's
3. Personnel And Human Resource Management-P. Subba Rao, Himalaya
4. Human Resource Management –Garry Dessler And Biju Varkkey, Pearson
5. Human Resource Management-(Contemporary Perspective)- Ian Beardwell, Len Holden, McMillan
6. Strategic HRM : An Indian Perspective- Anuradha Sharma, Aradhana Khandekar, Response Books
7. Strategic HRM- Mahapatra, New Age Publishing

