

M. L. Dahanukar College of Commerce

Teaching Plan: 2023-24

Department: Bachelor of Management Studies

Class: SYBMS

Semester: IV

Subject: Financial Institutions and Markets

Name of the Faculty Member: Rashmi Bendre

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
Nov 23	<ul style="list-style-type: none">• 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,	Tracking Stock Market	08
Dec 23	<ul style="list-style-type: none">• Structure of Indian financial system – Financial Institutions (Banking & Nonbanking), Financial Markets (Organized and Unorganized) Financial Assets/Instruments, Financial Services(Fund based & Free Based) – (In details)• Microfinance - Conceptual Framework – Origin, Definitions, Advantages, Barriers, Microfinance Models in India		08
Jan 24	<ul style="list-style-type: none">• Financial Regulators – Ministry of Finance (Dept of DEA, Expenditure, Revenue, financial 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.• 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.• Specialized Financial Institutions – EXIM, NABARD, SIDBI, NHB, SIDC, SME Rating agency	Case Studies	16

	of India Ltd, IIFCL, IWRFC (Their role, functions and area of concerns)		
Feb 24	<ul style="list-style-type: none"> • Indian Money Market – Meaning, Features, Functions, Importance, Defects, Participants, Components (Organized and Unorganized) (in details) and Reforms • Indian Capital Market - Meaning, Features, Functions, Importance, Participants, Instruments, Reforms in Primary and Secondary Market, Stock Indices, NSE, BSE, ADR and GDR • Introduction of Commodity and Derivative Markets • Insurance and Mutual funds – An introduction 	Tracking Market	16
March 24	<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"> • At global level – Financial system designs of Developed countries (Japan, Germany , UK and USA) (Brief Summary) • Case studies relating to disinvestments polices of PSU in India, Global crises and failures in market systems around world 	Case Studies	14
	Total no. of lectures		60

Rashmi Bendre

Sign of Faculty

Dr. Mitali S.

Sign of Coordinator

M. L. Dahanukar College of Commerce

Teaching Plan: 2023-24

Department: Bachelor of Management Studies

Class: SYBMS A

Semester: III

Subject: Auditing

Name of the Faculty Member: Mrs. Rutuja Kamble

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
Nov 23	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. • Errors & Frauds – Definitions, Reasons and Circumstances, Types of Error – Commission, Omission, Compensating error. Types of frauds, Risk of fraud and Error in Audit, Auditors Duties and Responsibilities in case of fraud	Video Lectures	08
Dec 23	Principles of Audit – Integrity, Objectivity, Independence, Skills, Competence, Work performed by others, Documentation, Planning, Audit Evidence, Accounting System and Internal Control, Audit Conclusions and Reporting • Types of Audit – Meaning, Advantages, Disadvantages of Balance sheet Audit, Interim Audit, Continuous Audit, Concurrent Audit and Annual Audit	Case Study	08
Jan 24	Audit techniques & Internal Audit Audit Planning – Meaning, Objectives, Factors to be considered, Sources of obtaining information, Discussion with Client, Overall Audit Approach. • Audit Program – Meaning, Factors, Advantages and Disadvantages, Overcoming Disadvantages, Methods of Work , Instruction before commencing Work, Overall Audit Approach • Audit Working Papers - Meaning, importance, Factors determining Form and Contents, Main Functions / Importance, Features, Contents of Permanent Audit File, Temporary Audit File, Ownership, Custody, Access of Other Parties to Audit Working Papers, Auditors Lien on Working Papers, Auditors Lien on Client's Books • Audit	Case Study	16

	Notebook – Meaning, structure, Contents, General Information, Current Information, Importance		
Feb 24	Audit techniques: Vouching & Verification Test Check - Test Checking Vs Routing Checking, test Check meaning, features, factors to be considered, when Test Checks can be used, advantages disadvantages precautions. • Audit Sampling - Audit Sampling, meaning, purpose, factors in determining sample size -Sampling Risk, Tolerable Error and expected error, methods of selecting Sample Items Evaluation of Sample Results auditors Liability in conducting audit based on Sample • Internal Control - Meaning and purpose, review of internal control, advantages, auditors duties, review of internal control, Inherent Limitations of Internal control, internal control samples for sales and debtors, purchases and creditors, wages and salaries. Internal Checks Vs Internal Control, Internal Checks Vs Test Checks • Internal Audit - Meaning, basic principles of establishing Internal audit, objectives, evaluation of internal Audit by statutory auditor, usefulness of Internal Audit, Internal Audit Vs External Audit,, Internal Checks Vs Internal Audit	Case Study	12
March 24	Audit techniques: Vouching & Verification Audit of Income - Cash Sales, Sales on Approval, Consignment Sales, Sales Returns Recovery of Bad Debts written off, Rental Receipts, Interest and Dividends Received Royalties Received • Audit of Expenditure - Purchases, Purchase Returns, Salaries and Wages, Rent, Insurance Premium, Telephone expense Postage and Courier, Petty Cash Expenses, Travelling Commission Advertisement, Interest Expense • Audit of Assets Book Debts / Debtors, Stocks -Auditors General Duties; Patterns, Dies and Loose Tools, Spare Parts, Empties and Containers Quoted Investments and Unquoted Investment Trade Marks / Copyrights Patents Know-How Plant and Machinery Land and Buildings Furniture and Fixtures • Audit of Liabilities - Outstanding Expenses, Bills Payable Secured loans Unsecured Loans, Contingent Liabilities		
	Total no. of lectures		60

Mrs. Rutuja Kamble

Sign of Faculty

Dr. Mitali S.

Sign of Coordinator

M. L. Dahanukar College of Commerce

Teaching Plan: 2023-24

Department: Bachelor of Management Studies

Class: SYBMS

Semester: IV

Subject: Business Economics - II

Name of the Faculty Member: Prof H.S.Oberoi

Month	Topics to be Covered	Additional Activities Done	No. of Lectures
November 23	INTRODUCTION TO MACRO ECONOMICS DATA AND THEORY: Macro Economics, Circular Flow of Aggregate Income and Expenditure.	Presentation	04
December 23	The Measurement of National Product, Short Run Economic Fluctuations, The Keynesian Principle of Effective Demand, Consumption Function, Investment Function and Marginal Efficiency of Capital, Theory of Multiplier.		11
January 24	MONEY, INFLATION AND MONETARY POLICY: Money Supply, Demand for Money, Money and Prices, Inflation, Monetary policy.	Presentation	15

<p>February 24</p>	<p>CONSTITUENTS OF FISCAL POLICY: Role of the Government, Fiscal Policy, Instruments of Fiscal Policy, Public Expenditure, Public Debt, Union Budget.</p> <p>OPEN ECONOMY: THEORY AND ISSUES OF INTERNATIONAL TRADE: The basics of International Trade, Trade Theories</p>	<p>Presentation</p>	<p>15 02</p>
<p>March 24</p>	<p>OPEN ECONOMY: THEORY AND ISSUES OF INTERNATIONAL TRADE: Terms of Trade and Gains from Trade, Free Trade Vs Protection, Foreign Investment, Balance of Payments, Foreign Exchange and Foreign Exchange Market.</p>	<p>Presentation</p>	<p>13</p>

Prof H.S.Oboroi

Sign of Faculty

Dr. Mitai S

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M. L. Dahanukar College of Commerce

Teaching Plan: 2023-24

Department: Bachelor of Management Studies

Class: SYBMS

Semester: IV

Subject: Business Research Methods

Name of the Faculty Member: Dr. Mitali Shelankar

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
November 23	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.	Selection of Topic and writing objectives and hypothesis	08
December 23	• 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.	Preparation of research Design	08
January 24	Types of data and sources-Primary and Secondary data sources • Methods of collection of primary data a) Observation- i)structured and unstructured, ii) disguised and undisguised, iii)mechanical observations (use of gadgets) 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)	Questionnaire Designing	16

	unstructured/ open ended, iii) Dichotomous, iv) Multiple Choice Questions. f) Scaling techniques-i) Likert scale, ii) Semantic Differential scale		
February 24	Processing of data– i) Editing- field and office editing, ii) coding– meaning and essentials, iii) tabulation – note • Analysis of data-Meaning, Purpose, types. • Interpretation of data-Essentials, importance and Significance of processing data • Multivariate analysis– concept only • Testing of hypothesis– concept and problems– i)chi square test, ii) Zandt-test (for large and small sample)	Writing Analysis and Interpretation	16
March 24	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 • Ethics and research • Objectivity, Confidentiality and anonymity in Research • Plagiarism	Writing bibliography from different sources (APA style)	14
	Total no. of lectures		60

Dr. Mitali Shelankar

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M. L. Dahanukar College of Commerce

Teaching Plan: 2023-24

Department: Bachelor of Management Studies

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

Semester: IV

Subject: TRAINING & DEVELOPMENT IN HRM

Name of the Faculty Member: Priya Tiwari

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
November 23	Unit 1: Overview of Training <ul style="list-style-type: none">• Overview of training– concept, scope, importance, objectives, features, need and assessment of training.	Case Study Discussion Quiz	08
December 23	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 &Off the Job Method. Assessment of Training Needs, Methods & Process of Needs Assessment. Criteria &designing-Implementation– an effective training program.		08
January 24	Unit 2: Overview of Development Overview of development– concept, scope, importance & need and features, Human Performance Improvement Counselling techniques with reference to development employees, society and organization. Career development– Career development cycle, model for planned self development, succession planning.	- Case study discussion - Quiz - Group PPT Presentations by students	16
February 24	Unit 3: Concept of Management Development <ul style="list-style-type: none">• Concept of Management Development.• Process of MDP.• Programs &methods, importance, evaluating a MDP.	- Group PPT Presentations by students - Case study discussions	14

March 24	Unit 4: Performance measurement, Talent management & Knowledge management Performance measurements– Appraisals, pitfalls and ethics of appraisal Talent management –Introduction ,Measuring Talent Management, Integration & future of TM, Global TM & knowledge management— OVERVIEW -Introduction: History, Concepts 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	- Case study discussion - Group PPT Presentations by students.	14
	Total no. of lectures		60

Priya Tiwari

Sign of Faculty

Dr. Mitali S

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M. L. Dahanukar College of Commerce

Teaching Plan: 2023-24

Department: Bachelor of Management Studies

Class: SYBMS

Semester: IV

Subject: FC-IV (Ethics and Governance)

Name of the Faculty Member: Dr . Reena Vora

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
November 23	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	Presentations	16
December 23	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		
January 24	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 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	Case studies	16
February 24	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	Presentations	16

	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		
March 24	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
	Total no. of lectures		60

Dr. Reena Vora

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M. L. Dahanukar College of Commerce

Teaching Plan: 2023-24

Department: Bachelor of Management Studies

Class: SYBMS

Semester: IV

Subject: Human Resource Planning and Information System

Name of the Faculty Member : Mrunmayi Vengurlekar

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
November 23	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	Discussion of policies of different companies	16
December 23	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.		
January 24	Job Analysis, Recruitment and Selection: • Job Analysis-Meaning, Features, Advantages. • Job Design: 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. •	Writing Job Analysis for different profiles	16

	Employee Selection Tests: Meaning, Advantages and Limitations. • Human Resource Audit: Meaning, Need, Objectives, Process, Areas.		
February 24	<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.</p> <p>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 on HRP, Outsourcing and its Impact on HRP.</p>	Case Study	16
March 24	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
	Total no. of lectures		60

Mrunmayi Vengurlekar

Sign of Faculty

Dr. Mitali s

Sign of Coordinator

M. L. Dahanukar College of Commerce

Teaching Plan: 2023-24

Department: Bachelor of Management Studies

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

Semester: IV

Subject: INTEGRATED MARKETING COMMUNICATION

Name of the Faculty Member: Ms. Sneha Chavan

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
November 23	Unit 1: Introduction to Integrated Marketing Communication <ul style="list-style-type: none">• 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:	– Case Study Discussion	16
December 23	<ul style="list-style-type: none">• Determining Promotional Objectives, Sales vs Communication Objectives, DAGMAR, Problems in setting objectives, setting objectives for the IMC Program		
January 24	Unit 2: Elements of IMC – I <ul style="list-style-type: none">• Advertising – Features, Role of Advertising in IMC, Advantages and Disadvantages, Types of Advertising, Types of Media used for advertising.• 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.	- Case study discussion - Quiz - Group PPT Presentations by students	16
February 24	Unit 3: Elements of IMC – II <ul style="list-style-type: none">• Direct Marketing - Role of direct marketing in IMC, Objectives of Direct Marketing, Components for Direct Marketing, Tools of	- Group PPT Presentations by	14

	<p>Direct Marketing – direct mail, catalogues, direct response media, internet, telemarketing, alternative media evaluation of effectiveness of direct marketing</p> <ul style="list-style-type: none"> • 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 • Personal Selling – Features, Role of Personal Selling in IMC, advantages and disadvantages of Personal Selling, Selling process, Importance of Personal Selling 	<p>students</p> <p>- Case study discussions</p>	
March 24	<p>Unit 4: Evaluation & Ethics in Marketing Communication</p> <ul style="list-style-type: none"> • 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 • Ethics and Marketing communication – stereotyping, targeting vulnerable customers, offensive brand messages – legal issues – Commercial free speech, misleading claims, puffery, fraud, questionable B2B practices • Current Trends in IMC – Internet & IMC, Advertising on internet, PR through Internet Banner, Sales promotion on Internet, direct marketing on internet. 	<p>- Case study discussion</p> <p>- Group PPT Presentations by students.</p> <p>- Quizzes</p>	14
	Total no. of lectures		60

Ms. Sneha Chavan

Sign of Faculty

Ms. Mitali S

Sign of Coordinator

M. L. Dahanukar College of Commerce

Teaching Plan: 2023-24

Department: Bachelor of Management Studies

Class: SYBMS

Semester: IV

Subject: Information Technology in Business Management - II

Name of the Faculty Member: Jagdish Sanas

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
November 23	<p><u>Management Information system</u></p> <ul style="list-style-type: none">- MIS - Definition, Characteristics- Subsystems of MIS- Structure of MIS- Reasons for failure of MIS. <p>- Understanding Major Functional Systems</p> <ol style="list-style-type: none">1) Marketing & Sales Systems2) Finance & Accounting Systems3) Manufacturing & Production Systems4) Human Resource Systems5) Inventory Systems <p>Sub systems, description and organizational levels</p> <p>Decision support system</p> <ul style="list-style-type: none">- DSS-Definition- DSS Relationship with MIS- Evolution of DSS,- Characteristics,- classification,- objectives, components, applications of DSS	<p>Presentation and Audio visuals</p>	<p>15</p>
December 23	<p><u>ERP/E-SCM/E-CRM</u></p> <p>ERP -</p> <ul style="list-style-type: none">- Concepts of ERP- Architecture of ERP- Generic modules of ERP <p>Applications of ERP</p>	<p>MCQ Test and Audio visuals</p>	<p>15</p>

	<ul style="list-style-type: none"> - ERP Implementation concepts <p>ERP lifecycle</p> <ul style="list-style-type: none"> - Concept of XRP (extended ERP) <p>Features of commercial ERP software</p> <ul style="list-style-type: none"> - Study of SAP, Oracle Apps, MS Dynamics NAV, Peoplesoft 		
January 24	<p><u>Introduction to databases and data warehouse</u></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>Data Warehousing and Data Mining</p> <ul style="list-style-type: none"> - Concepts of Data warehousing, - Importance of data warehouse for an organization - Characteristics of Data warehouse - Functions of Data warehouse - Data warehouse architecture - Business use of data warehouse - Standard Reports and queries <p>Data Mining</p> <ul style="list-style-type: none"> - The scope and the techniques used - Business Applications of Data warehousing and Data mining 	Audio visuals	15
February 24	<p>Outsourcing</p> <ul style="list-style-type: none"> - Introduction to Outsourcing - Meaning of Outsourcing, Need for outsourcing - Scope of Outsourcing. - Outsourcing : IT and Business Processes <p>Business Process Outsourcing (BPO)</p> <ul style="list-style-type: none"> - Introduction <p>BPO Vendors</p> <ul style="list-style-type: none"> - How does BPO Work? - BPO Service scope - Benefits of BPO - BPO and IT Services - Project Management approach in BPO - BPO and IT-enabled services <p>BPO Business Model</p> <ul style="list-style-type: none"> - Strategy for Business Process Outsourcing - Process of BPO 	MCQ Test and Audio visuals	07

	- ITO Vs BPO		
March 24	BPO to KPO - Meaning of KPO - KPO vs BPO - KPO : Opportunity and Scope - KPO challenges - KPO Indian Scenario Outsourcing in Cloud Environment - Cloud computing offerings Traditional Outsourcing Vs. Cloud Computing		08
	Total no. of lectures		60

Jagdish Sanas

Sign of Faculty

Dr.,. Mitali S

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M. L. Dahanukar College of Commerce

Teaching Plan: 2023-24

Department: Bachelor of Management Studies

Class: SYBMS

Semester: IV

Subject: Production & TQM

Name of the Faculty Member: Siddhi Kadam

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
November 23	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
December 23	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
January 24	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
February 24	Quality Improvement Strategies and Certifications: Lean Thinking, Kepner-Tregor Methodology of Problem Solving, 6 Sigma Features, Enablers, Goals, DMAIC/DMADV.	Case Studies	14

	TAGUCHI'S QUALITY ENGINEERING, ISO-9000, ISO-14000, QS 9000. Malcolm Baldrige National Quality Award (MBNQA), Deming's Application Prize.		
March 24	Total no. of lectures		60

Siddhi Kadam

Sign of Faculty

D. Mitali S

Sign of Coordinator

M. L. Dahanukar College of Commerce

Teaching Plan: 2023-24

Department: Bachelor of Management Studies

Class: SYBMS

Semester: IV

Subject: Rural Marketing

Name of the Faculty Member: Dr. Reena Vora

Month	Topics to be Covered	Internal Assessment	Number of Lectures
November 23	Unit –I Chapter 1- Introduction to Rural Marketing	Discussions	07
December 23	Chapter 2 – Rural Marketing Environment	Case study (To be included in internal assessment)	07
January 24	Unit- II Chapter 3- Rural Consumer behaviour Chapter 4- Rural Marketing Mix & Rural Product Strategies	Quiz Presentations (To be included in internal assessment)	16
February 24	Unit – III Chapter 5- Pricing Strategies & Objectives Chapter 6 – Promotional Strategies, Rural Market – Segmentation, Targeting and Positioning	Management Games	16
March 24	Unit – IV Chapter 7 – Distribution Strategies for Rural consumers Chapter 8 – Communication Strategy	Recap Doubt Clarification Class test	14
		TOTAL	60

Ms. Shivani Naik

Sign of Faculty

Dr. Mitali S

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