

M. L. Dahanukar College of Commerce

Teaching Plan: 2024 - 25

Department: Bachelor of Management Studies

Class: S.Y.B.M.S. Semester: III

Subject: Information Technology in Business Management - I

Name of the Faculty Member: Jagdish Sanas

| Month | Topics to be Covered | Additional Activities planned / done | Number of Lectures |
|---------|--|--------------------------------------|--------------------|
| June 24 | Module 1 - Introduction to IT Support Management Data, Information & Knowledge, Concept of Database Introduction to information system and component Introduction to CBIS, TPS MIS DSS EIS OAS KBS EIS/ES Module 2 - Office Automation Using MS-Office 1) Basic Introduction to Excel 2) Function and Formula 3) MATHS FUNCTION SUM() AVERAGE() MAX() MIN() INT() ROUND() ROUNDUP() ROUNDDOWN() FLOOR() CEILING() COUNT() LARGE() SMALL() MOD() SQRT() AVERAGEIF() COUNTIF() SUMIF() | Online Quiz | 12 |
| July 24 | Module 1 - Introduction to IT Support Management Success and failure of Information Technology. Reason for failure of Information System. Case study-Nike Module 2 – Office Automation Using MS-Office 1) TEXT FUNCTION LEFT RIGHT MID LOWER UPPER PROPER() FIXED() LEN() TRIM() CONCATENATE() FIND() SEARCH() REPLACE() SUBSTITUTE() | Online Quiz | 12 |

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| | ISTEXT() ISNONTEXT() | | |
| Aug 24 | Module 3 - Email, Internet and its Applications Module 2 – Office Automation Using MS-Office LOGICAL FUNCTION If AND OR NOT XOR LOGICAL OPERATOR Pivot table, Pivot chart FINANCIAL FUNCTION PV FV PMT PPMT IPMT NPER Cell References, DATE AND TIME FUNCTION DATE() DATEVALUE() MONTH() YEAR() WEEKDAY() DAYS360() DAYS() TIME() TIMEVALUE() TODAY() NOW() MS-Word Mail Merge Creating/Saving of Document Editing and Formatting Features Designing a title page, Preparing Index MS-PowerPoint Creating a presentation with minimum 20 slides with a script. Presenting in different views, Inserting Pictures, Videos, Creating animation effects on them | Share Video link for Outlook configuration | 10 |
| Sept 24 | Module 4 - E-Security Module 2 – Office Automation Using MS-Office MS-Word Use of SmartArt Cross Reference, Bookmark and Hyperlink. Mail Merge Feature. MS-PowerPoint Slide Transitions, Timed Presentations Rehearsal of presentation | Online Quiz and Videos | 10 |
| Oct 24 | Revision | | 4 |
| | Total no. of lectures | | 48 |

Jagdish Sanas

Dr. Mitali Shelankar

Sign of Faculty

Sign of Co ordinator

M. L. Dahanukar College of Commerce

Teaching Plan: 2024 - 25

Department: Bachelor of Management Studies

Class: SYBMS Semester: III

Subject: Accounting Managerial Decision

Name of the Faculty Member: Rashmi Bendre

| Month | Topics to be Covered | Additional Activities planned / done | Number of Lectures |
|--------------|--|--|---------------------------|
| June 24 | Study of balance sheet of limited companies. Study of Manufacturing, Trading, Profit and Loss A/c of Limited Companies • Vertical Form of Balance Sheet and Profit & Loss A/c- Comparative Statement & Common Size | Analysis of Annual Reports | 12 |
| July 24 | Vertical Form of Balance Sheet and Profit & Loss A/c- Trend Analysis Ratio analysis and Interpretation (based on vertical form of financial statements) including conventional and functional classification restricted to: Different modes of expressing ratios:-Rate, Ratio, Percentage, Number. Limitations of the use of Ratios. Balance sheet ratios: Current ratio, Liquid Ratio, Stock Working capital ratio, Proprietary | Sectoral analysis with the help of comparative, common size and trend analysis | 12 |

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| | ratio, Debt Equity Ratio, Capital Gearing Ratio. | | |
| August 24 | <p>Revenue statement ratios: Gross profit ratio, Expenses ratio, Operating ratio, Net profit ratio, Net Operating Profit Ratio, Stock turnover Ratio, Debtors Turnover , Creditors Turnover Ratio</p> <ul style="list-style-type: none"> • Combined ratios: Return on capital Employed (including Long term borrowings), Return on Proprietors fund (Shareholder fund and Preference Capital), Return on Equity Capital, Dividend Payout Ratio, Debt Service Ratio <p>Working capital-Concept, Estimation of requirements in case of Trading & Manufacturing Organizations.</p> | Sectoral ratio analysis | 10 |
| Sept 24 | <p>Working capital-Concept, Estimation of requirements in case of Trading & Manufacturing Organizations.</p> <ul style="list-style-type: none"> • Receivables management-Meaning & Importance, Credit Policy Variables, methods of Credit Evaluation(Traditional and Numerical- Credit Scoring); Monitoring the Debtors Techniques [DSO, Ageing Schedule] | Study the companies with help of various financial websites | 10 |
| Oct24 | Preparation of cash flow statement (AccountingStandard-3(revised)) | Analysis of cash flow statement of companies | 04 |
| | Total no. of Lectures | | 48 |

Rashmi Bendre
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Dr. MitaliShelanklar
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M..L.Dahanukar College of Commerce

Teaching Plan: 2024 - 25

Department: Bachelor of Management Studies

Class: SYBMS Semester: III

Subject: Strategic Management

Name of the Faculty Member: Dr. Reena Vora

| Month | Topics to be Covered | Additional Activities planned / done | Number of Lectures |
|--------------|---|---|---------------------------|
| June 24 | Business Policy-Meaning, Nature, Importance Strategy-Meaning, Definition • Strategic Management-Meaning, Definition, Importance, Strategic management • Process & Levels of Strategy and Concept and importance of Strategic Business Units (SBU's) • Strategic Intent-Mission, Vision, Goals, Objective, Plans | Case studies | 12 |
| July 24 | Environment Analysis and Scanning(SWOT) •Corporate Level Strategy (Stability, Growth, Retrenchment, Integration and Internationalization) •Business Level Strategy(Cost Leadership, Differentiation, Focus) •Functional Level Strategy(R&D, HR, Finance, Marketing, Production) | Presentations | 12 |

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| August 24 | Models of Strategy making. •Strategic Analysis& Choices &Implementation: BCG Matrix, GE 9Cell, Porter5 Forces, 7S Frame Work • Implementation: Meaning, Steps and implementation at Project, Process, Structural ,Behavioural ,Functional | Case studies | 10 |
| | level. | | |
| | Strategic Evaluation & Control– Meaning, Steps of Evaluation & Techniques of Control | | |
| Sept 24 | Synergy: Concept , Types , evaluation of Synergy. Synergy as a Component of Strategy & its Relevance. Change Management– Elementary Concept | Presentations | 10 |
| Oct 24 | Revision | Solving Past Years Papers | 04 |
| | Total no. of lectures | | 48 |

Dr. Reena Vora

Sign of Faculty

Dr. Mitali Shelankar

Sign of Coordinator

M.L. Dahanukar College of Commerce

Teaching Plan: 2024 – 25

Department: Bachelor of Management Studies

Class: SYBMS

Semester: III

Subject: Business Planning and Entrepreneurial Management

Name of the Faculty: Sneha Chavan

| Month | Topics to be Covered | Additional Activities planned / done | Number of Lectures |
|------------------|--|---|---------------------------|
| June 24 | <p>Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship, Importance and significance of growth of entrepreneurial activities Characteristics and qualities of entrepreneur</p> <ul style="list-style-type: none"> • Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating Theory of High Achievement by McClelland X-Efficiency Theory by Leibenstein Theory of Profit by Knight Theory of Social change by Everett Hagen • External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economical, Personal. Role of Entrepreneurial culture in Entrepreneurship Development | Prepare Business Plan (group activity) | 10 |
| July 24 | <p>Types & Classification Of Entrepreneurs Intrapreneur – Concept and Development of Intrapreneurship</p> <ul style="list-style-type: none"> • Women Entrepreneur – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group • Social entrepreneurship – concept, development of Social entrepreneurship in India. Importance and Social responsibility of NGO's. • Entrepreneurial development Program (EDP) – concept, factor influencing EDP. Option available to Entrepreneur. (Ancillarisation, BPO, Franchise, M&A | Presentation - Women Entrepreneurs | 12 |
| August 24 | <p>Entrepreneur Project Development & Business Plan Innovation, Invention, Creativity, Business Idea, Opportunities through change.</p> <ul style="list-style-type: none"> • Idea generation– Sources - Development of product /idea, • Environmental scanning and SWOT analysis • Creating Entrepreneurial Venture -Entrepreneurship Development Cycle • Business Planning Process -The business plan as an Entrepreneurial tool, scope and value of Business plan. • Elements of Business Plan, Objectives, Market and Feasibility Analysis, Marketing, Finance, Organization, | SWOT analysis for business | 13 |
| | <p>& Management, Ownership, • Critical Risk Contingencies of the proposal, Scheduling and milestones.</p> | | |

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| September 24 | <p>Venture Development</p> <p>Venture Development Steps involved in starting of Venture</p> <ul style="list-style-type: none"> • Institutional support to an entrepreneur • Venture funding, requirements of Capital (Fixed and working) <p>Sources of finance, problem of Venture Setup and Prospects</p> <p>Marketing: Methods, Channel of Marketing, Marketing Institutions and Assistance.</p> <ul style="list-style-type: none"> • New trends in entrepreneurship | Case Studies (How to approach investors) group activity | 13 |
| | Total Lectures | | 48 |

Sneha Chavan

Sign of Faculty

Dr. Mitali Shelankar

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M. L. Dahanukar College of Commerce

Teaching Plan: 2024 - 25

Department: Bachelor of Management Studies

Class: SYBMS

Semester: III

Subject: - Foundation Course-III (Environmental Management)

Name of the Faculty: Mrs. Mrunmayi Belwalkar

| Month | Topics to be Covered | Additional Activities planned / done | Number of Lectures (of 50 minutes) |
|--------------|---|---|---|
| June 24 | Unit 1. Environmental Concepts: <ul style="list-style-type: none"> - Environment: Definition & Composition, Lithosphere, Atmosphere, Hydrosphere, Biosphere. - Biogeochemical cycles: Concept & Water cycle. | Case Study Discussion | 10 |
| July 24 | <ul style="list-style-type: none"> - Ecosystem & Ecology: Food Chain, Food Web & Energy Flow Pyramid. - Resources (Classification, Types and Exploitation of Natural resources in sustainable manner). Unit 2: Environmental Degradation: <ul style="list-style-type: none"> - Meaning & Causes - Degradation of Land, Forest and Agricultural land & its remedies. - Pollution: Types, causes, remedies. - Global warming: Causes & Effects - Disaster Management: Meaning, Disaster Management Cycle. | Case study Discussion - Quiz | 13 |
| August 24 | <ul style="list-style-type: none"> - Waste Management: Definition and types, Consumerism as a cause of waste. Unit 3. Sustainability and Role of Business: <ul style="list-style-type: none"> - Sustainability: Definition, Importance & Environment Conservation. - Environmental Clearance for industries, - EIA, Environmental Auditing, ISO 14001. | - Group PPT Presentations on various topics by students with company examples. - Case Studies | 13 |
| Sept 24 | <ul style="list-style-type: none"> - Salient features of various Acts – Water, Air and Wildlife Protection. - Carbon bank & Kyoto Protocol. Unit 4. Innovations in Business – An Environmental Perspective: <ul style="list-style-type: none"> - Non-conventional energy sources: Wind, Bio-fuel, Solar, Tidal and Nuclear Energy. - Innovative Business Models: Eco-tourism, | - Class discussions on News Articles/ Current affairs relating to Environment Management. | 12 |

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| | Green Marketing, Organic farming, Eco-friendly packaging, | | |
| | Total Lectures | | 48 |

Mrs. Mrunmayi Belwalkar

Sign of Faculty

Dr Mitali Shelankar

Sign of Coordinator

M.L.Dahanukar College of Commerce

Teaching Plan: 2024 - 25

Department: Bachelor of Management Studies

Class: SYBMS

Semester: III

Subject: OB AND HRM

Name of the Faculty: DR PRAGALBH JHA

| Month | Topics to be Covered | Additional Activities planned / done | Number of Lectures (of 50 minutes) |
|--------------|---|---|---|
| June 24 | Meaning and definition of OB. Evolution of OB Importance of organizational behavior Cross culture dynamics Organizational climate Establishing an ethical organizational culture. Autocratic model, custodial model, supportive model, collegial model. Human relations and OB, SOBC model | Practical activity Group discussion. | 8 |
| July 24 | Meaning of HRM, features of HRM, Objective of HRM, functions of HRM, scope of HRM HRP meaning, characteristics, Objective need for HRP, factors affecting HRP. Process of HRP, strategies of HRM Global HRM strategies HRD meaning, nature, characteristics, Objective Perception, attitude, personality | Presentation Group activity | 12 |
| August 24 | Major personality attributes influencing OB, group behavior Conflict management meaning and definition, traditional and modern view on conflict, classification of conflict Definition of learning, Objectives of learning, benefits of learning, aspects of leaning Concept of organization design, factors determining organizational design, existing forms of organizational design. Performance appraisal meaning, process, methods (traditional) Performance appraisal modern methods, | Case study Presentation | 14 |
| September 24 | Key result areas – value, description, process, implementation. Compensation meaning, Objectives, components of pay structure. Incentives meaning, types of incentive plans Career planning and development introduction, need for career planning, Objectives, career stages, advantages | Case study Individual presentation. | 14 |

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| | Steps / procedure in career planning development process, essentials to make career planning successful, | | |
| | Total Lectures | | 48 |

Dr. Pragalbh Jha

Sign of Faculty

Dr.Mitali Shelankar

Sign of Coordinator

M. L. Dahanukar College of Commerce

Teaching Plan: 2024 - 25

Department: Bachelor of Management Studies

Class: SYBMS

Semester: III

Subject: Motivation and Leadership

Name of the Faculty: Ms. Priya Tiwari

| Month | Topics to be Covered | Additional Activities planned / done | Number of Lectures (of 50 minutes) |
|--------------|---|---|---|
| June 24 | Motivation-I • Concept of motivation, Importance, Tools of Motivation. • Theory Z, Equity theory. • Process Theories-Vroom's Expectancy Theory, Valency-Four drive model. | Case Studies & Motivational videos | 12 |
| July 24 | Motivation-II • East v/s West, motivating workers (in context to Indian workers) • The Indian scene – basic differences. • Work –Life balance – concept, differences, generation and tips on work life balance. | HR policies of different countries | 12 |
| August 24 | Leadership-I • Leadership– Meaning, Traits and Motives of an Effective Leader, Styles of Leadership. • Theories – Trait Theory, Behavioral Theory, Path Goal Theory. • Transactional v/s Transformational leaders. • Strategic leaders– meaning, qualities. • Charismatic Leaders– meaning of charisma, Qualities, characteristics, types of charismatic leaders (socialized, personalized, office-holder, personal, divine) | Students Presentations | 12 |
| September 24 | Leadership-II • Great leaders, their style, activities and skills (Ratan Tata, Narayan Murthy, Dhirubhai Ambani, Bill Gates, Mark Zuckerberg, Donald Trump) • Characteristics of creative leaders and organization methods to enhance creativity (Andrew Dubrein). • Contemporary issues in leadership–Leadership roles, team leadership, mentoring, self-leadership, online leadership, finding and creating effective leader. | Group Discussion on different types of leaders. | 12 |
| | Total Lectures | | 48 |

Ms. Priya Tiwari

Dr. Mitali Shelankar

Sign of Faculty

Sign of Coordinator

M. L. Dahanukar College of Commerce

Teaching Plan: 2024 - 25

Department: Bachelor of Management Studies

Class: SYBMS

Semester: III

Subject: Equity and Debt Markets

Name of the Faculty Member: Mrs. Rashmi Bendre

| Month | Topics to be Covered | Additional Activities planned / done | Number of Lectures |
|--------------|--|---|---------------------------|
| June 24 | Equity market – meaning & definitions of equity share; Growth of Corporate sector & simultaneous growth of equity shareholders; divorce between ownership and management in companies; development of Equity culture in India & current position. • Debt market – Evolution of Debt markets in India; Money market & Debt markets in India; | Market analysis, Tracking a company | 12 |
| July 24 | Regulatory framework in the Indian Debt market. Primary: 1) IPO – methods followed (simple numerical) 2) Book building 3) Role of merchant bankers in fixing the price 4) Red herring prospectus – unique features 5) Numerical on sweat equity, ESOP & Rights issue of shares Secondary: 1) Definition & functions of stock exchanges | Following IPO of recent time, Tracking a company | 12 |

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| | 2) Evolution & growth of stock exchanges 3) Stock exchanges in India 4) NSE, BSE OTCEI & overseas stock exchanges | | |
| August 24 | 5) Recent developments in stock exchanges 6) Stock market Indices | Tracking a company, Mock Trading | 10 |
| Sept 24 | Players in debt markets: 1) Govt. securities 2) Public sector bonds & corporate bonds 3) open market operations 4) Security trading Corp. of India 5) Primary dealers in Govt. securities Bonds: 1) Features of bonds 2) Types of bonds Valuation of equity: 1. Balance sheet valuation 2. Dividend discount model (zero growth, constant growth & multiple growth) 3. Price earning model | Tracking a company, Mock trading, Debt market trade | 10 |
| Oct 24 | Valuation of bonds 1. Determinants of the value of bonds 2. Yield to Maturity 3. Interest rate risk 4. Determinants of Interest Rate Risk | Mock trading | 04 |
| | Total no. of Lectures | | 48 |

Rashmi Bendre
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Dr. Mitali Shelankar
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M. L. Dahanukar College of Commerce

Teaching Plan: 2024 - 25

Department: Bachelor of Management Studies

Class: SYBMS A

Semester: III

Subject: Corporate Finance

Name of the Faculty Member: Dr. Mitali Shelankar

| Month | Topics to be Covered | Additional Activities planned / done | Number of Lectures |
|--------------|---|--|---------------------------|
| June 24 | <p>Cost of Capital – Cost of Debt, Cost of Preference Shares, Cost of Equity Shares and Cost of Retained Earnings, Calculation of Weighted Cost of Capital.</p> <p>Introduction to Capital Structure theories, EBIT – EPS analysis for Capital Structure decision</p> <p>Introduction to concept of Leverage - Operating Leverage, Financial Leverage and Combined Leverage.</p> | Conduct EBIT – EPS analysis for companies | 12 |
| July 24 | <p>Introduction To Corporate Finance: Meaning, Principles of Corporate Finance, Significance of Corporate Finance, Amount of Capitalization, Over Capitalization and Under Capitalization, Fixed capital and Working Capital funds.</p> <ul style="list-style-type: none">• Introduction to ownership securities– Ordinary Shares, Reference Shares, Creditor Ship Securities, Debtors and Bonds, Convertible Debentures, Concept of Private Placement of Securities. | Case Study of Companies w.r.t Over capitalization and Under Capitalization | 12 |
| August 24 | <p>Introduction to Time Value of Money – compounding and discounting</p> <ul style="list-style-type: none">• Introduction to basics of Capital Budgeting (time value of money based | Deciding Investment planning goals pending upon time value of money | 12 |

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| | <p>methods) – NPV and IRR (Net Present Value and Internal Rate of Return)</p> <ul style="list-style-type: none"> • Importance of Risk and Return analysis in Corporate Finance | | |
| Sept 24 | <p>Public deposits and RBI regulations, Company deposits and SEBI regulations, Protection of depositors, RBI and public deposits with NBFC's. Foreign capital and collaborations, Foreign direct Investment (FDI)</p> <p>Emerging trends in FDI Global Depository Receipts, Policy development, Capital flows and Equity Debt. Brief introduction & sources of short-term Finance Bank Overdraft, Cash Credit, Factoring</p> | Case Study | 12 |
| | Total no. of lectures | | 48 |

Dr. Mitali Shelankar

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M. L. Dahanukar College of Commerce

Teaching Plan: 2024 - 25

Department: Bachelor of Management Studies

Class: SYBMS

Semester: III

Subject: Advertising

Name of the Faculty: Ms. Priya Tiwari

| Month | Topics to be Covered | Additional Activities planned / done | Number of Lectures (of 50 minutes) |
|-----------|--|--------------------------------------|------------------------------------|
| June 24 | Introduction to Advertising : • Definition, Evolution of Advertising, Importance, Scope, Features, Benefits, Five M's of Advertising • Types of Advertising –consumer advertising, industrial advertising, institutional advertising, classified advertising, national advertising, generic advertising • Theories of Advertising : Stimulus Theory, AIDA, Hierarchy Effects Model, Means – End Theory, Visual Verbal Imaging, Cognitive Dissonance • Ethics and Laws in Advertising : Puffery, Shock Ads, Subliminal Advertising, Weasel Claim, Surrogate Advertising, Comparative Advertising Code of Ethics, Regulatory Bodies, Laws and Regulation – CSR, Public Service Advertising, Corporate Advertising, Advocacy Advertising • Social, cultural and Economic Impact of Advertising, the impact of ads on Kids, Women and Advertising | Case Studies | 12 |
| July 24 | Strategy and Planning Process in Advertising : Introduction to Marketing Plan, Advertising Plan-Background, situational analysis related to Advertising issues, Marketing Objectives, Advertising Objectives, Target Audience, Brand Positioning (equity, image personality), creative Strategy, message strategy, media strategy, Integration of advertising with other communication tools • Role of Advertising in Marketing Mix : Product planning, product brand policy, price, packaging, distribution, Elements of Promotion, Role of Advertising in PLC • Advertising Agencies – Functions – structure – types - Selection criteria for Advertising age | Ad-making | 12 |
| August 24 | Creativity in Advertising: Introduction to Creativity – definition, importance, creative process, Creative strategy development – Advertising Campaign – determining the message theme/major selling ideas – introduction to USP – positioning strategies – persuasion and types of | Students Presentations | 12 |

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| | <p>advertising appeals – role of source in ads and celebrities as source in Indian ads – execution styles of presenting ads. • Role of different elements of ads – logo, company signature, slogan, tagline, jingle, illustrations, etc. – • Creating the TV commercial – Visual Techniques, Writing script, developing storyboard, other elements (Optical, Soundtrack, Music) • Creating Radio Commercial – words, sound, music – scriptwriting the commercial – clarity, coherence, pleasantness, believability, interest, distinctiveness • Copywriting: Elements of Advertisement copy – Headline, sub-headline, Layout, Body copy, slogans. Signature, closing idea, Principles of Copywriting for print, OOH, essentials of good copy, Types of Copy, Copy Research</p> | | |
| September 24 | <p>Budget, Evaluation, Current trends and careers in Advertising: Advertising Budget – Definition of Advertising Budget, Features, Methods of Budgeting • Evaluation of Advertising Effectiveness – Pre-testing and Post testing Objectives, Testing process for Advertising effectiveness, Methods of Pretesting and Post-testing, Concept testing v/s Copy testing • Current Trends in Advertising : Rural and Urban Advertising, Digital Advertising, Content Marketing (Advertorials), retail advertising, lifestyle advertising, Ambush Advertising, Global Advertising – scope and challenges – current global trends • Careers in Advertising : careers in Media and supporting firms, freelancing options for career in advertising, role of Advertising Account Executives, campaign Agency family tree – topmost advertising agencies and the famous advertisements designed by them</p> | Group Discussion on various topics, Case studies on top most ad agencies in India | 10 |
| Oct 24 | Revision | | 02 |
| | Total Lectures | | 48 |

Ms. Priya Tiwari

Sign of Faculty

Dr. Mitali Shelankar

Sign of Coordinator

M. L. Dahanukar College of Commerce

Teaching Plan: 2024 - 25

Department: Bachelor of Management Studies Class:

SYBMS

Semester: III

Subject: Consumer Behavior

Name of the Faculty: Dr. Reena Vora

| Month | Topics to be Covered | Additional Activities planned / done | Number of Lectures (of 50 minutes) |
|---------|--|--|------------------------------------|
| June 24 | Unit 1: Introduction to Consumer Behavior: <ul style="list-style-type: none">• Meaning of Consumer Behavior, Features and Importance.• Types of Consumers (Institutional & Retail), Diversity of consumers and their behavior-Types of Consumer Behavior.• Profiling the consumer and understanding their needs.• Consumer Involvement• Application of Consumer Behavior knowledge in Marketing | - Case Study Discussion | 10 |
| July 24 | <ul style="list-style-type: none">• Consumer Decision Making Process and Determinants of Buyer Behavior, factors affecting each stage and Need recognition. Unit 2: Individual- Determinants of Consumer Behavior <ul style="list-style-type: none">• Consumer Needs & Motivation (Theories - Maslow, Mc Cleland).• Personality – Concept, Nature | - Case study discussion - Quiz - Group PPT Presentations by students | 10 |

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| | <p>of personality, Freudian, non - Freudian and Trait theories, Personality Traits and it's Marketing significance, Product personality and brand personification.</p> <ul style="list-style-type: none"> • Self-Concept – Concept • Consumer Perception • Learning - Theory, Nature of Consumer Attitudes. • Consumer Attitude: Formation & Change. • Attitude - Concept of attitude | | |
| August 24 | <p>Unit 3: Environmental Determinants of Consumer Behavior</p> <ul style="list-style-type: none"> • Family Influences on Buyer Behavior • Roles of different members, needs perceived and evaluation rules. • Factors affecting the need of the family, family life cycle stage and size. • Social Class and Influences. • Group Dynamics & Consumer Reference Groups, Social Class & Consumer Behavior - Reference Groups, Opinion Leaders and Social Influences In-group versus out- group influences, role of opinion leaders in diffusion of innovation and in purchase process. | - Group PPT Presentations by students | 10 |
| September 24 | <ul style="list-style-type: none"> • Cultural Influences on Consumer Behavior Understanding cultural and subcultural influences on individual, norms and their role, customs, traditions and value system. <p>Unit 4: Consumer decision</p> | - Case study discussion | 10 |
| | <p>making models and New Trends</p> <ul style="list-style-type: none"> • Consumer Decision making models: Howard Sheth Model, Engel Blackwell, Miniard Model, Nicosia Models of Consumer Decision Making | | |

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| October 24 | <ul style="list-style-type: none"> • Diffusion of innovations, Process of Diffusion and Adoption, Innovation, Decision process, Innovator profiles. • E-Buying behavior: The E- buyer vis-a vis the Brick-and-Mortar buyer, Influences on E-buying. | - Case study discussions on company practices. | 4 |
| | Total Lectures | | 48 |

Dr. Reena Vora

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Dr. Mitali Shelankar

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