

G.R.PATIL COLLEGE OF ARTS, COMMERCE & SCIENCE

Affiliated to the University of Mumbai

Teaching Plan

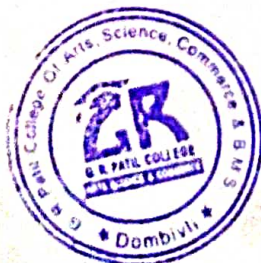
Academic year 2022-2023

Class FYBMS SEM I

SUB: - BUSINESS LAW - I

Month	Topics to be Covered	Lectures
JULY	Contract Act, 1872 & Sale of Goods Act, 1930 • Contract Act, 1872: Essential elements of Contract; Agreement and Contract – Capacity to Contract, free consent, consideration, lawful objects/ consideration, Breach of contract. Remedies for breach of Contract.	08
AUGUST	• Sale of Goods Act, 1930: Scope of Act, Sale and Agreement to sell, essential of a valid Sale Contract – Conditions and warranties – Implied Condition and warranties, Rights of an unpaid seller.	07
SEPTEMBER	Negotiable Instrument Act, 1981 & Consumer Protection Act, 1986 • Negotiable Instrument Act, 1981: Introduction of Negotiable Instruments – Characteristics of negotiable instruments, Promissory note, Bills of exchange, Cheque, Dishonor of Cheque. •	10
OCTOBER	Consumer Protection Act, 1986: Objects of Consumer Protection- Introduction of Consumers, who is consumer? Meaning of the words “Goods and services” – Meaning of the words “Defects and Deficiencies of goods and services” Consumer disputes and Complaints.	05
OCTOBER	Company Law • Company Law: What is company? – Incorporation of company – MOA, AOA, Prospectus, Meetings, Meaning of transfer and transmission of shares. 4 Intellectual Property Rights (IPR) • Intellectual Property Rights (IPR) ♣ IPR definition/ objectives ♣ Patent definition. What is patentable? What is not patentable? Invention And its Attributes, Inventors and Applications ♣ Trademarks, definition, types of trademarks, infringement and passing off.	15
NOVEMBER	♣ Copy right definition and subject in which copy right exists, Originality, Meaning and Content, Authors and Owners, Rights and Restrictions. ♣ Geographical indications (only short notes)	15
	TOTAL	60

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Academic year 2022-2023

Class FYBMS SEM I

SUB: - INTRODUCTION OF FINANCIAL ACCOUNT

Month	Topic s to be Covered	Lectures
JULY	Meaning and Scope of Accounting: Need and development, definition: Book Keeping and accounting, Persons interested in accounting, Branches of accounting, Objectives of accounting • Accounting principles: Introductions to Concepts and conventions. • Introduction to Accounting Standards: Meaning and Scope) ♣ AS 1: Disclosure to Accounting Policies ♣ AS 6: Depreciation Accounting. ♣ AS 9: Revenue Recognition. ♣ AS 10: Accounting for Fixed Assets. • International Financial Reporting Standards (IFRS): Introduction to IFRS ♣ IAS-1: presentation Financial Statements (Introductory Knowledge) ♣ IAS-2: Inventories (Introductory Knowledge) • Accounting in Computerized Environment: Introduction, Features and application in various areas of accounting	15
AUGUST	• Accounting transactions: Accounting cycle, Journal, Journal proper, Opening and closing entries, Relationship between journal & ledger: Rules regarding posting: Trial balance: Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns & cash book –Triple Column), Bank Reconciliation Statement. • Expenditure: Classification of Expenditure- Capital, revenue and Deferred Revenue expenditure unusual expenses: Effects of error: Criteria test. • Receipts: Capital receipt, Revenue receipt, distinction between capital receipts and revenue receipts. • Profit or Loss: Revenue profit or loss, capital profit or loss	15
SEPTEMBER	Depreciation accounting: Practical problem based on depreciation using SLM and RBM methods. (Where Provision for depreciation Account not maintained). • Preparation of Trial Balance: Introduction and Preparation of Trial Balance	15
OCTOBER	Introduction to Final Accounts of a Sole proprietor. • Rectification of errors. • Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet. • Preparation and presentation of Final Accounts in horizontal format • Introduction to Schedule 6 of Companies Act ,1956	20
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Class FYBMS SEM I

SUB: - BUSINESS STATISTICS

Month	Topics to be Covered	Lectures
JULY	Introduction: Functions/Scope, Importance, Limitations • Data: Relevance of Data (Current Scenario), Type of data (Primary & Secondary), Primary (Census vs Samples, Method of Collection (In Brief), Secondary (Merits, Limitations, Sources) (In Brief) • Presentation Of Data : Classification – Frequency Distribution – Discrete & Continuous, Tabulation, Graph (Frequency, Bar Diagram, Pie Chart, Histogram, Ogives) • Measures Of Central Tendency : Mean (A.M, Weighted, Combined), Median (Calculation and graphical using Ogives), Mode (Calculation and Graphical using Histogram),	14
AUGUST	Measures of Dispersion, Co-Relation and Linear Regression • Measures of Dispersion: Range with C.R (Co-Efficient of Range), Quartiles & Quartile deviation with CQ (Co-Efficient of Quartile), Mean Deviation from mean with CMD (Co-Efficient of Mean Deviation), Standard deviation with CV (Co-Efficient of Variance), Skewness & Kurtosis (Only concept) • Co-Relation: Karl Pearson, Rank Co-Relation • Linear Regression: Least Square Method	16
SEPTEMBER	Time Series: Least Square Method, Moving Average Method, Determination of Season • Index Number: Simple (unweighted) Aggregate Method, Weighted Aggregate Method, Simple Average of Price Relatives, Weighted Average of Price Relatives, Chain Base Index Numbers, Base Shifting, Splicing and Deflating, Cost of Living Index Number	15
OCTOBER	Probability: Concept of Sample space, Concept of Event, Definition of Probability, Addition & Multiplication laws of Probability, Conditional Probability, Bayes' Theorem (Concept only), Expectation & Variance, Concept of Probability Distribution (Only Concept) • Decision Theory: Acts, State of Nature Events, Pay offs, Opportunity loss, Decision Making under Certainty, Decision Making under Uncertainty, • Non-Probability: Maximax, Maximin, Minimax, Regret, Laplace & Hurwitz) • Probabilistic (Decision Making under risk): EMV, EOL,	15
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Class FYBMS SEM I

SUB: -BUSINESS COMMUNICATION

Month	Topics to be Covered	Lectures
JULY	Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication Channels and Objectives of Communication: Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given) Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Modes:	14
AUGUST	Problems in Communication / Barriers to Communication: Physical / Semantic / Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4 Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices: Surrogate Advertising, Patents and Intellectual Property	16
SEPTEMBER	Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing, Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]	14
OCTOBER	Commercial Terms used in Business Communication Paragraph Writing: Developing an idea, using appropriate linking devices, etc. Cohesion and Coherence, self-editing, etc. [Interpretation of technical data, Composition on a given situation, a short informal report etc.] Activities ♣ Listening Comprehension ♣ Remedial Teaching ♣ Speaking Skills: Presenting a News Item,	16
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Class FYBMS SEM I

SUB: - FOUNDATION OF HUMAN SKILLS

Month	Topics to be Covered	Lectures
JULY	:Concept of a man, individual differences, factors affecting individual differences, Influence of environment • Personality and attitude: Determinants of personality, Personality traits theory, Big five model, Personality traits important for organizational behavior like: authoritarianism, locus of control, Machiavellianism, introversion-extroversion achievement orientation, self-esteem, risk taking, self-monitoring and type A and B personalities, Concept of understanding self through JOHARI WINDOWS, Nature and components of attitude, Functions of attitude, Ways of changing attitude, Reading emotions • Thinking, learning and perceptions: Thinking skills, thinking styles and thinking hat, Managerial skills and development, Learning characteristics, theories of learning (classical conditioning, operant conditioning and social learning approaches), Intelligence, type (IQ, EQ, SQ, at work place),	14
AUGUST	Introduction to Group Behavior • Group Dynamics: Nature, types, group behavior model (roles, norms, status, process, structures) • Team effectiveness: nature, types of teams, ways of forming an effective team. • Setting goals. • Organizational processes and system. • Power and politics: nature, bases of power, politics nature, types, causes of organizational politics, political games. • Organizational conflicts and resolution: Conflict features, types, causes leading to organizational conflicts, levels of conflicts, ways to resolve conflicts through five conflicts resolution strategies.	16
SEPTEMBER	Organizational Culture: • Characteristics of organizational culture. • Types, functions and barriers of organizational culture • Ways of creating and maintaining effective organization culture • Motivation at workplace: Concept of motivation Theories of motivation in an organizational set up. • A. Maslow Need Hierarchy • Herzberg Dual Factor • McGregor theory X and theory Y. Ways of motivating through carrot (positive reinforcement) and stick (negative reinforcement) at workplace.	14
OCTOBER	Organizational change and creativity: Concepts of organizational change, Factors leading/influencing organizational change, Kurt Lewin's model of organizational change and development, Creativity and qualities of a creative person, Ways of enhancing creativity for effective decision making, Creative problem solving. • Organizational Development and work stress: Need for organizational development, OD Techniques, Stress, types of stress, Causes and consequences of job stress, Ways for coping up with job stress	16
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Class FYBMS SEM I

SUB: - FOUNDATION COURSE 1

Month	Topics to be Covered	Lectures
JULY	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference	14
AUGUST	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female feticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities	16
SEPTEMBER	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences	14
OCTOBER	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution Significant Aspects of Political Processes The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics	16
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Class FYBMS SEM I

SUB: - BUSINESS ECONOMICS

Month	Topic s to be Covered	Lectures
July	Scope and Importance of Business Economics - basic tools- Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations - functional relations: equations- Total, Average and Marginal relations- use of Marginal analysis in decision making, The basics of market demand, market	14
AUGUST	Demand Function - nature of demand curve under different markets Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional)- relationship between elasticity of demand and revenue concepts Demand estimation and forecasting: Meaning and significance - methods of demand estimation : survey and statistical methods (numerical illustrations on trend analysis and simple linear regression)	16
SEPTEMBER	Production function: short run analysis with Law of Variable Proportions- Production function with two variable inputs- isoquants, ridge lines and least cost combination of inputs- Long run production function and Laws of Returns to Scale - expansion path - Economies and diseconomies of Scale. Cost concepts: Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run and Long Run (hypothetical numerical problems to be discussed), LAC and Learning curve - Break even analysis (with business applications)	14
OCTOBER	Short run and long run equilibrium of a competitive firm and of industry - monopoly - short run and long- run equilibrium of a firm under Monopoly Monopolistic competition: Equilibrium of a firm under monopolistic competition, debate over role of advertising (topics to be taught using case studies from real life examples) Oligopolistic markets: key attributes of oligopoly - Collusive and non-collusive oligopoly market - Price rigidity - Cartels and price leadership models (with practical examples)	16

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Class FYBMS SEM II

SUB: - BUSINESS COMMUNICATION II

Month	Topic s to be Covered	Lectures
DECEMBER	Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of OHP Effective use of Transparencies How to make a Power-Point Presentation	14
JANUARY	Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions Conference: Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR	16
FEBRUARY	Trade Letters: Order, Credit and Status Enquiry, Collection (just a brief introduction to be given) Only following to be taught in detail:- Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act [Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However, students should not be tested on the theory.]	14
MARCH	Reports: Parts, Types, Feasibility Reports, Investigative Reports Summarization: Identification of main and supporting/sub points Presenting these in a cohesive manner	16
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Class FYBMS SEM II

SUB: - INDUSTRIAL LAW

Month	Topics to be Covered	Lectures
DECEMBER	Industrial Disputes Act, 1947: Definition, Authorities, Awards, Settlements, Strikes Lockouts, Lay Offs, Retrenchment and Closure • The Trade Union Act, 1926	14
JANUARY	The Factory Act 1948: (Provisions related to Health, Safety and Welfare) • The Workmen's Compensation Act, 1923 Provisions: ♣ Introduction: The doctrine of assumed risk, The doctrine of Common Employment, The doctrine of Contributory Negligence ♣ Definitions ♣ Employer's liability for compensation (S-3 to 13) ♣ Rules as to Compensation (Sec 4 to Sec 9) (14 A & 17)	16
FEBRUARY	Employee State Insurance Act 1948: Definition and Employees Provident Fund • Miscellaneous Provision Act 1948: Schemes, Administration and determination of dues	14
MARCH	The payment of Wages Act 1948: Objectives, Definition, Authorised Deductions • Payment of Bonus Act, 1965 • The Payment Of Gratuity Act, 1972	16
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Class FYBMS SEM II

SUB: -BUSINESS MATHEMATICS

Month	Topic s to be Covered	Lectures
DECEMBER	Simple and Compound Interest: Interest compounded once a year, more than once a year, continuous, nominal and effective rate of interest • Annuity-Present and future value-sinking funds • Depreciation of Assets: Equated Monthly Installments (EMI)- using flat interest rate and reducing balance method. • Functions: Algebraic functions and the functions used in business and economics, Break Even and Equilibrium point. • Permutation and Combination: (Simple problems to be solved with the calculator only)	14
JANUARY	Matrices: Some important definitions and some important results. Matrix operation (Addition, scalar multiplication, matrix multiplication, transpose of a matrix) • Determinants of a matrix of order two or three: properties and results of Determinants • Solving a system of linear equations using Cramer's rule • Inverse of a Matrix (up to order three) using ad-joint of a matrix and matrix inversion method • Case study: Input Output Analysis	16
FEBRUARY	Introduction and Concept: Derivatives of constant function, logarithmic functions, polynomial and exponential function • Rules of derivatives: addition, multiplication, quotient • Second order derivatives • Application of Derivatives: Maxima, Minima, Average Cost and Marginal Cost. Total revenue, Marginal revenue, Average revenue. Average and Marginal profit. Price elasticity of demand	14
MARCH	Introduction and concept: Finite differences – forward difference operator – Newton's forward difference formula with simple examples • Backward Difference Operator. Newton's backward interpolation formula with simple examples	16
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Class FYBMS SEM II

SUB: - FOUNDATION COURSE II

Month	Topic s to be Covered	Lectures
DECEMBER	Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and Increase in farmers' suicides.	14
JANUARY	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution	16
FEBRUARY	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment	14
MARCH	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict Managing Stress and Conflict in Contemporary Society Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualization; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society	16
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Class FYBMS SEM II

SUB: -BUSINESS ENVIRONMENT

Month	Topics to be Covered	Lectures
DECEMBER	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: ♣ Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity ♣ External Environment: Firm, customers, suppliers, distributors, Competitors, Society • Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal)	14
JANUARY	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	16
FEBRUARY	International Environment – ♣ GATT/ WTO: Objective and Evolution of GATT, Uruguay round, GATT v/s WTO, Functions of WTO, Pros and Cons of WTO. ♣ Globalization: Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model.	14
MARCH	♣ MNCs: Definition, meaning, merits, demerits, MNCs in India ♣ 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	16
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Class FYBMS SEM II

SUB: - PRINCIPLES OF MANAGEMENT

Month	Topic s to be Covered	Lectures
DECEMBER	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	14
JANUARY	Planning: Meaning, Importance, Elements, Process, Limitations and MBO. • Decision Making: Meaning, Importance, Process, Techniques of Decision Making.	16
FEBRUARY	Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations • Departmentation: Meaning, Basis and Significance • Span of Control: Meaning, Garifuna's Theory, Factors affecting span of Control Centralization vs Decentralization • Delegation: Authority & Responsibility relationship	14
MARCH	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	16
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Class FYBMS SEM II

SUB: - PRINCIPLES OF MARKETING

Month	Topic s to be Covered	Lectures
DECEMBER	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.	14
JANUARY	The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders. • 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 Behavior: Meaning, feature, importance, factors affecting Consumer Behavior	16
FEBRUARY	Marketing mix: Meaning –elements of Marketing Mix. • Product-product mix-product line lifecycle-product planning – New product development- 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)	14
MARCH	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	16
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Class SYBMS SEM III

SUB: - I.T. BUSINESS MANAGEMENT

Month	Topic s to be Covered	Lectures
JUNE	Information Technology concepts Concept of Data, Information and Knowledge Concept of Database • Introduction to Information Systems and its major components. Types and Levels of Information systems. Main types of IT Support systems Computer based Information Systems (CBIS) • Types of CBIS - brief descriptions and their interrelationships/hierarchies • Office Automation System(OAS) • Transaction Processing System(TPS) • Management Information System(MIS) • Decision Support Systems (DSS) • Executive Information System(EIS) • Knowledge based system, Expert system • Success and Failure of Information Technology. Failures of Nike and AT&T • IT Development Trends. Major areas of IT Applications in Management •	12
JULY	Learn Word: Creating/Saving of Document Editing and Formatting Features Designing a title page, Preparing Index, Use of SmartArt Cross Reference, Bookmark and Hyperlink. Mail Merge Feature. • Spreadsheet application (e.g. MS-Excel/openoffice.org) Creating/Saving and editing spreadsheets Drawing charts. Using Basic Functions: text, math & trig, statistical, date & time, database, financial, logical Using Advanced.	11
AUGUST	Introduction to Email Writing professional emails Creating digitally signed documents. • Use of Outlook : Configuring Outlook, Creating and Managing profile in outlook, Sending and Receiving Emails through outlook Emailing the merged documents. Introduction to Bulk Email software • Internet Understanding Internet Technology Concepts of Internet, Intranet, Extranet Networking Basics, Different types of networks. Concepts (Hubs, Bridges, Routers, IP addresses) Study of LAN, MAN, WAN • DNS Basics. Domain Name Registration, Hosting Basics. •	11
SEPTEMBER	Threats to Computer systems and control measures. Types of threats Virus, hacking, phishing, spyware, spam, physical threats (fire, flood, earthquake, vandalism) Threat Management • IT Risk Definition, Measuring IT Risk, Risk Mitigation and Management • Information Systems Security • Security on the internet Network and website security risks Website Hacking and Issues therein. Security and Email • E-Business Risk Management Issues Firewall concept and component, Benefits of Firewall • Understanding and defining Enterprise wide security framework •	11
OCTOBER	Information Security Environment in India with respect to real Time Application in Business Types of Real Time Systems, Distinction between Real Time, On – line and Batch Processing System. Real Time Applications viz. Railway / Airway / Hotel Reservation System, ATMs, EDI Transactions - definition, advantages, examples; Cash, Security requirements for Safe E-Payments Security measures in International and Cross Border financial transactions • Threat Hunting Software	10
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Class SYBMS SEM III

SUB: - STRATEGIC MANAGEMENT

Month	Topics to be Covered	Lecture s
JUNE	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, Plan	12
JULY	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)	11
AUGUST	Models of Strategy making. • Strategic Analysis & Choices & Implementation: BCG Matrix, GE 9Cell, Porter's Forces, 7S Frame Work • Implementation: Meaning, Steps and implementation at Project, Process, Structural, Behavioral, Functional lev	11
SEPTEMBER	Strategic Evaluation & Control- Meaning, Steps of Evaluation & Techniques of Control Synergy: Concept, Types, evaluation of Synergy. Synergy as a Component of Strategy & its Relevance.	11
OCTOBER	Change Management- Elementary Concept	10
	TOTAL	

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Class SYBMS SEM III

SUB: - A/C FOR M.D

Month	Topics to be Covered	Lectures
JUNE	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-Trend Analysis, Comparative Statement & Common Size	05
JULY	Ratio analysis and Interpretation (based on vertical form of financial statements) including conventional and functional classification restricted to: • Balance sheet ratios: Current ratio, Liquid Ratio, Stock Working capital ratio, Proprietary ratio, Debt Equity Ratio, Capital Gearing Ratio	10
AUGUST	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 • 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, • Different modes of expressing ratios:-Rate, Ratio, Percentage, Number. Limitations of the use of Ratios	15
SEPTEMBER	Working capital-Concept, Estimation of requirements in case of Trading & Manufacturing Organizations. • Receivables management-Meaning & Importance, Credit Policy Variables, methods of Credit Evaluation (Traditional and Numerical- Credit Scoring)	15
OCTOBER	Monitoring the Debtors Techniques [DSO, Ageing Schedule]	15
	TOTAL	60

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Class SYBMS SEM III

SUB: - A/C FOR M.D

Month	Topics to be Covered	Lectures
JUNE	Financial System: • An overview of Financial System, Financial Markets, Structure of Financial Market (Organized and Unorganized Market), Components of Financial System, Major Financial Intermediaries, Financial Products, Function of Financial System, Regulatory Framework of Indian Financial System (Overview of SEBI and RBI-Role and Importance as regulators).	14
JULY	Commercial Banks, RBI And Development Banks • Concept of Commercial Banks- Functions, Investment Policy of Commercial Banks, Liquidity in Banks, Asset Structure of Commercial Banks, Non-Performing Assets, Interest Rate reforms, Capital Adequacy Norms. • Reserve Bank of India-Organisation & Management, Role And Functions • Development Banks-Characteristics of Development Banks, Need And Emergence of Development Financial Institutions In India, Function of Development Banks. 3 Insurance:	16
AUGUST	• Concept, Basic Characteristics of Insurance, Insurance Company Operations, Principles of Insurance, Reinsurance, Purpose And Need Of Insurance, Different Kinds of Life Insurance Products, Basic Idea About Fire And Marine Insurance and Bancassurance	15
SEPTEMBER	Mutual Funds: • Concept of Mutual Funds, Growth of Mutual Funds in India, Features and Importance of Mutual Fund. Mutual Fund Schemes, Money Market Mutual Funds, Private Sector Mutual Funds, Evaluation of the Performance Of Mutual Funds, Functioning of Mutual Funds In India.	15
	TOTAL	60

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Class SYBMS SEM III

SUB: - INT. TO COST ACCOUNTING

Month	Topic s to be Covered	Lectures
JUNE	Meaning, Nature and scope-Objective of Cost Accounting-Financial Accounting v/s Cost Accounting- Advantages and disadvantages of Cost Accounting Elements of Costs-Cost classification (concept only)- Installation of Cost Accounting System, Process (Simple and Inter process) and Job Costing (Practical Problems)	15
JULY	<ul style="list-style-type: none">• Material Costing- Stock valuation (FIFO & weighted average method), EOQ, EOQ with discounts, Calculation of Stock levels (Practical Problems)• Labour Costing – (Bonus and Incentive Plans) (Practical Problems) • Overhead Costing (Primary and Secondary Distribution)	15
AUGUST	Cost Sheet (Current and Estimated)) (Practical Problems) • Reconciliation of financial accounts and cost accounting (Practical Problems	15
SEPTEMBER	Uniform Costing and Interfirm Comparison, Emerging Concepts – Target Costing, Benchmarking, JIT,	10
OCTOBER	The Balanced Scorecard; Strategic Based Control; concept, process, implementation of Balanced Scorecard, Challenges in implementation of Balanced Scorecard	05
	TOTAL	60


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Class SYBMS SEM III

SUB: -B.P.E.M

Month	Topic s to be Covered	Lectures
JUNE	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 • Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating Theory of High Achievement by McClelland X-Efficiency Theory by Lilienstein Theory of Profit by Knight Theory of Social change by Everett Hagen •	15
JULY	Intrapreneur –Concept and Development of Intrapreneurship • 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. •	15
AUGUST	Innovation, Invention, Creativity, Business Idea, Opportunities through change. • 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	15
SEPTEMBER	Elements of Business Plan, Objectives, Market and Feasibility Analysis, Marketing, Finance, Organization & Management, Ownership, • Critical Risk Contingencies of the proposal, Scheduling and milestone	10
OCTOBER	Steps involved in starting of Venture • Institutional support to an Entrepreneur • Venture funding, requirements of Capital (Fixed and working) Sources of finance, problem of Venture set-up and prospects • Marketing: Methods, Channel of Marketing, Marketing Institutions and Assistance. • New trends in entrepreneurship	05
	TOTAL	60


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Month	Topics to be Covered	Lectures
DECEMBER	<p>Production Management</p> <p>Objectives, Components–Manufacturing systems: Intermittent and Continuous Production Systems.</p> <ul style="list-style-type: none"> • Product Development, Classification and Product Design. • Plant location & Plant layout– Objectives, Principles of good product layout, types of layouts. • Importance of purchase management. 	14
JANUARY	<ul style="list-style-type: none"> • 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 <p>EOQ: Assumption's limitations & advantages of Economic Order Quantity, Simple numerical on EOQ, Lead Time, Reorder Level, Safety Stock</p>	16
FEBRUARY	<ul style="list-style-type: none"> • 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 <p>Characteristics of Quality, Quality Assurance, Quality Circle: Objectives Of Quality Circles, Ishikawa Fish Bone, Applications in Organizations. Simple numerical on productivity</p>	16
MARCH	<ul style="list-style-type: none"> • Quality Improvement Strategies & Certifications: Lean Thinking, Kepner Trebor Methodology of problem solving, Sigma features, Enablers, Goals, DMAIC/DMADV. <p>TAGUCHI'S QUALITY ENGINEERING, ISO 9000, ISO 1400, QS9000. Malcolm Baldrige National Quality Award (MBNQA), Deming's Application Prize.</p>	14
	TOTAL	60


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Class SYBMS SEM IV

SUB: -Business Economics- II

Month	Topic s to be Covered	Lectures
DECEMBER	<ul style="list-style-type: none">• Macroeconomics: Meaning, Scope and Importance.• Circular flow of aggregate income and expenditure: closed and open economy models• The Measurement of national product: Meaning and Importance - conventional and Green GNP and NNP concepts - Relationship between National Income and Economic Welfare.• Short run economic fluctuations : Features and Phases of Trade Cycles• The Keynesian Principle of Effective Demand: Aggregate Demand and Aggregate Supply - Consumption Function - Investment function - effects of Investment Multiplier on Changes in Income and Output	15
JANUARY	<ul style="list-style-type: none">• Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money• Demand for Money : Classical and Keynesian approaches and Keynes' liquidity preference theory of interest• Money and prices : Quantity theory of money - Fisher's equation of exchange - Cambridge cash balance approach• Inflation: Demand Pull Inflation and Cost Push Inflation - Effects of Inflation- Nature of inflation in a developing economy.• Monetary policy : Meaning, objectives and instruments, inflation targeting	15
FEBRUARY	<ul style="list-style-type: none">• Role of a Government to provide Public goods- Principles of Sound and Functional Finance• Fiscal Policy: Meaning, Objectives - Contra cyclical Fiscal Policy and Discretionary Fiscal Policy• Instruments of Fiscal policy : Canons of taxation - Factors influencing incidence of taxation - Effects of taxation Significance of Public Expenditure - Social security contributions- Low Income Support and Social Insurance Programmes - Public Debt - Types, Public Debt and Fiscal Solvency, Burden of debt finance• Union budget - Structure- Deficit concepts- Fiscal Responsibility and Budget Management Act.	15
MARCH	<ul style="list-style-type: none">• The basis of international trade : Ricardo's Theory of comparative cost advantage - The Heckscher – Ohlin theory of factor endowments- terms of trade - meaning and types <p>Factors determining terms of trade - Gains from trade - Free trade versus protection</p> <ul style="list-style-type: none">• Foreign Investment : Foreign Portfolio investment- Benefits of Portfolio capital flows- Foreign Direct Investment - Merits of Foreign Direct Investment - Role of Multinational corporations• Balance of Payments: Structure -Types of Disequilibrium - Measures to correct disequilibrium in BOP.• Foreign Exchange and foreign exchange market : Spot and Forward rate of Exchange - Hedging, Speculation and Arbitrage -Fixed and Flexible exchange rates- Managed flexibility	15
	TOTAL	60


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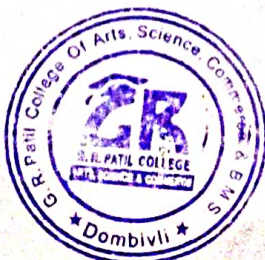
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Class SYBMS SEM IV

SUB: -Contemporary Issues

Month	Topics to be Covered	Lectures
DECEMBER	<p>A. Rights of Consumers-Violations of consumer rights and important provisions of the Consumer Protection Act, 2016; Other important laws to protect consumers; Consumer courts and consumer movements. (3 Lectures)</p> <p>B. Right to Information- Genesis and relation with transparency and accountability; important provisions of the Right to Information Act, 2005; some success stories. (3 Lectures)</p> <p>C. Protection of Citizens'/Public Interest-Public Interest Litigation, need and procedure to file a PIL; some landmark cases. (3 Lectures)</p> <p>D. Citizens' Charters, Public Service Guarantee Acts. (3 Lectures)</p>	12
JANUARY	<p>A. Understanding approaches to ecology- Anthropocentrism, Biocentrism and Eco centrism, Ecofeminism and Deep Ecology. (3 Lectures)</p> <p>B. Environmental Principles-1: the sustainability principle; the polluter pays principle; the precautionary principle. (4 Lectures)</p> <p>C. Environmental Principles-2: the equity principle; human rights principles; the participation principle.</p>	11
FEBRUARY	<p>Part A: Some Significant Modern Technologies, Features and Applications (7 Lectures)</p> <p>i. Laser Technology- Light Amplification by Stimulated Emission of Radiation; use of laser in remote sensing, GIS/GPS mapping, medical use.</p> <p>ii. Satellite Technology- various uses in satellite navigation systems, GPS, and imprecise climate and weather analyses.</p> <p>iii. Information and Communication Technology- convergence of various technologies like satellite, computer and digital in the information revolution of today's society.</p>	11
MARCH	<p>Part A. Basic information on Competitive Examinations- the pattern, eligibility criteria and local centres:</p> <p>i. Examinations conducted for entry into professional courses - Graduate Record Examinations (GRE), Graduate Management Admission Test (GMAT), Common Admission Test (CAT) and Scholastic Aptitude Test (SAT).</p> <p>ii. Examinations conducted for entry into jobs by Union Public Service Commission, Staff Selection Commission (SSC), State Public Service Commissions, Banking and Insurance sectors, and the National and State Eligibility Tests (NET / SET) for entry into teaching profession.</p>	11
	TOTAL	45


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Class SYBMS SEM IV

SUB: -Auditing

Month	Topics to be Covered	Lectures
DECEMBER	<p>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.</p> <ul style="list-style-type: none">• 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• 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	15
JANUARY	<ul style="list-style-type: none">• 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	15
FEBRUARY	<p>Test Check - Test Checking Vs Routing Checking, test Check meaning, features, factors to be considered, when Test Checks can be used, advantages disadvantages precautions.</p> <ul style="list-style-type: none">• 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	15
MARCH	<p>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</p> <ul style="list-style-type: none">• 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	15
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Class SYBMS SEM IV

SUB: -Integrated Marketing Communication

Month	Topic s to be Covered	Lectures
DECEMBER	<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: Determining Promotional Objectives, Sales vs Communication Objectives, DAGMAR, Problems in setting objectives, setting objectives for the IMC Program.	15
JANUARY	<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 Promotions, objectives of consumer and trade promotion, strategies of consumer promotion and trade promotion, sales promotion campaign, evaluation of Sales Promotion campaign.	15
FEBRUARY	<p>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</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 sponsors	15
MARCH	<p>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</p> <p>Test Markets – competitive responses, scanner data, Purchase simulation tests</p> <ul style="list-style-type: none">• Ethics and Marketing communication – stereotyping, targeting vulnerable customers, offensive brand messages – legal issues – Commercial free speech, misleading claims, puffery, fraud, questionable B2B practices	15
	TOTAL	60

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Class SYBMS SEM IV

SUB: -Business Research Methods

Month	Topics to be Covered	Lectures
DECEMBER	<p>Meaning and objectives of research</p> <ul style="list-style-type: none">• 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 Hypotheses, Sources.• 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–	
JANUARY	<p>Types of data and sources-Primary and Secondary data sources</p> <ul style="list-style-type: none">• Methods of collection of primary dataa) Observation- i) structured and unstructured, ii) disguised and undisguised, iii) mechanical observations (use of gadgets)b) Experimental i) Field ii) Laboratoryc) 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.	
FEBRUARY	<p>Processing of data– i) Editing- field and office editing, ii) coding– meaning and essentials, iii) tabulation – note</p> <ul style="list-style-type: none">• 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)	
MARCH	<p>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</p> <ul style="list-style-type: none">• Ethics and research• Objectivity, Confidentiality and anonymity in Research• Plagiarism	
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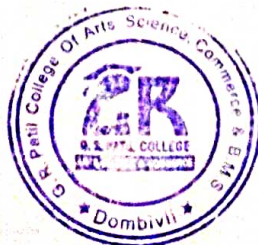
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Class SYBMS SEM IV

SUB: -Information Technology

Month	Topic s to be Covered	Lectures
DECEMBER	Overview of MIS Definition, Characteristics • Subsystems of MIS (Activity and Functional subsystems) • Structure of MIS • Reasons for failure of MIS. • Understanding Major Functional Systems Marketing & Sales Systems Finance & Accounting Systems Manufacturing & Production Systems Human Resource Systems Inventory Systems	15
JANUARY	Concepts of ERP • Architecture of ERP Generic modules of ERP • Applications of ERP • ERP Implementation concepts ERP lifecycle • Concept of XRP (extended ERP) • Features of commercial ERP software Study of SAP, Oracle Apps, MS Dynamics NAV, Peoplesoft • Concept of e-CRM E-CRM Solutions and its advantages, How technology helps?	15
FEBRUARY	Introduction to DBMS Meaning of DBMS, Need for using DBMS. Concepts of tables, records, attributes, keys, integrity constraints, schema architecture, data independence. • Data Warehousing and Data Mining Concepts of Data warehousing, Importance of data warehouse for an organization Characteristics of Data warehouse Business use of data warehouse Standard Reports and queries	15
MARCH	Introduction to Outsourcing Business Process Outsourcing (BPO) Outsourcing in Cloud Environment Traditional Outsourcing Vs. Cloud Computing	15
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Class SYBMS SEM IV

SUB: Financial Institutions & Markets

Month	Topics to be Covered	Lectures
DECEMBER	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	15
JANUARY	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.	15
FEBRUARY	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	15
MARCH	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 • At global level – Financial system designs of Developed countries (Japan, Germany, UK and USA) (Brief Summary)	15
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Class SYBMS SEM IV

SUB: Rural Marketing

Month	Topic s to be Covered	Lectures
DECEMBER	<p>Introduction to Rural Market, Definition & Scope of Rural Marketing.</p> <ul style="list-style-type: none">• 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,• Problems of rural market.• Constraints in Rural Marketing and Strategies to overcome constraints	15
JANUARY	<p>Rural Consumer Vs Urban Consumers– a comparison.</p> <ul style="list-style-type: none">• Characteristics of Rural Consumers.• Rural Market Environment:<ul style="list-style-type: none">a) Demographics– Population, Occupation Pattern, Literacy Level;b) Economic Factors-Income Generation, Expenditure Pattern, Rural Demand and Consumption Pattern, Rural Market Index; Land Use Pattern,c) Rural Infrastructure -Rural Housing, Electrification, Roads	15
FEBRUARY	<p>Relevance of Marketing mix for Rural market/Consumers.</p> <ul style="list-style-type: none">• Product Strategies, Rural Product Categories-FMCGs, Consumer Durables, Agriculture Goods & Services; Importance of Branding, Packaging and Labelling.• Nature of Competition in Rural Markets, the problem of Fake Brands• Pricing Strategies & objectives• Promotional Strategies. Segmentation, Targeting & Positioning for rural market.	15
MARCH	<p>Distribution Strategies for Rural consumers.</p> <p>Channels of Distribution- HAATS, Mandis, Public Distribution System, Co-operative society, Distribution Models of FMCG, Companies HUL, ITC etc. Distribution networks, Ideal distribution model for rural markets (Case study based)</p> <ul style="list-style-type: none">• Communication Strategy. <p>Challenges in Rural Communication, Developing Effective Communication, Determining Communication Objectives, Designing the Message, Selecting the Communication Channels. Creating Advertisements for Rural Audiences.</p> <p>Rural Media- Mass media, Non-Conventional Media, Personalized media;</p>	15
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Class SYBMS SEM V

SUB: Logistics and Supply Chain Management

Month	Topics to be Covered	Lectures
JUNE	a) Introduction to Logistics Management <ul style="list-style-type: none">• Meaning, Basic Concepts of Logistics- Logistical Performance Cycle, Inbound Logistics, Inprocess Logistics, Outbound Logistics, Logistical Competency, Integrated Logistics, Reverse Logistics and Green Logistics• Objectives of Logistics, Importance of Logistics, Scope of Logistics, Logistical Functions/Logistic Mix, Changing Logistics Environment b) Introduction to Supply Chain Management <ul style="list-style-type: none">• Meaning, Objectives, Functions, Participants of Supply Chain, Role of Logistics in Supply Chain, Comparison between Logistics and Supply Chain Management, Channel Management and Channel Integration	15
July	Transportation <ul style="list-style-type: none">• Introduction, Principles and Participants in Transportation, Transport Functionality, Factors Influencing Transportation Decisions, Modes of Transportation- Railways, Roadways, Airways, Waterways, Ropeways, Pipeline, Transportation Infrastructure, Intermodal Transportation b) Warehousing <ul style="list-style-type: none">• Introduction, Warehouse Functionality, Benefits of Warehousing, Warehouse Operating Principles, Types of Warehouses, Warehousing Strategies, Factor	15
AUG	Inventory Management <ul style="list-style-type: none">• Meaning, Objectives, Functions, Importance, Techniques of Inventory Management (Numericals - EOQ and Reorder levels) b) Logistics Costing <ul style="list-style-type: none">• Meaning, Total Cost Approach, Activity Based Costing, Mission Based Costing c) Performance Measurement in Supply Chain <ul style="list-style-type: none">• Meaning, Objectives of Performance Measurement, Types of Performance Measurement, Dimensions of Performance Measurement, Characteristics of Ideal Measurement System	15
SEP	Information Technology in Logistics <ul style="list-style-type: none">• Introduction, Objectives, Role of Information Technology in Logistics and Supply Chain Management, Logistical Information System, Principles of Logistical Information System, Types of Logistical Information System, Logistical Information Functionality, Information Technology Infrastructure b) Modern Logistics Infrastructure <ul style="list-style-type: none">• Golden Quadrilateral, Logistics Parks, Deep Water Ports, Dedicated Freight	15
	REVISION	60


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Class SYBMS SEM V

SUB: Corporate Communication & Public Relations

Month	Topics to be Covered	Lectures
JUNE	a) Corporate Communication: Scope and Relevance <ul style="list-style-type: none">• Introduction, Meaning, Scope, Corporate Communication in India, Need/ Relevance of Corporate Communication in Contemporary Scenario b) Key concept In Corporate Communication <ul style="list-style-type: none">• Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors Influencing Corporate Image, Corporate Reputation: Meaning, Advantages of Good Corporate Reputation	15
July	a) Fundamental of Public Relations: <ul style="list-style-type: none">• Introduction, Meaning, Essentials of Public Relations, Objectives of Public Relations, Scope of Public Relations, Significance of Public Relations in Business b) Emergence of Public Relations: <ul style="list-style-type: none">• Tracing Growth of Public Relations, Public Relations in India, Reasons for Emerging International Public Relations Public Relations Environment: <ul style="list-style-type: none">• Introduction, Social and Cultural Issues, Economic Issues, Political Issues, Legal Issues d) Theories used In Public Relations: <ul style="list-style-type: none">• Systems Theory, Situational Theory, Social Exchange Theory, Diffusion Theory	15
AUG	a) Media Relations: <ul style="list-style-type: none">• Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations b) Employee Communication: <ul style="list-style-type: none">• Introduction, Sources of Employee Communications, Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing An Effective Employee Communications Programme, Role of Management in Employee Communications	15
SEP	a) Contribution of Technology to Corporate Communication <ul style="list-style-type: none">• Introduction, Today's Communication Technology, Importance of Technology to Corporate Communication, Functions of Communication Technology in Corporate Communication, Types of Communication Technology, New Media: Web Conferencing, Really Simple Syndication (RSS)	15
	TOTAL	60

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Class SYBMS SEM V

SUB: Wealth Management

Month	Topics to be Covered	Lectures
JUNE	Introduction To Wealth Management: <ul style="list-style-type: none">• Meaning of WM, Scope of WM, Components of WM, Process of WM, WM Needs & Expectation of Clients, Code of Ethics for Wealth Manager b) Personal Financial Statement Analysis: <ul style="list-style-type: none">• Financial Literacy, Financial Goals and Planning, Cash Flow Analysis, Building Financial Plans, Life Cycle Management. c) Economic Environment Analysis: <ul style="list-style-type: none">• Interest Rate, Yield Curves, Real Return, Key Indicators-Leading, Lagging, Concurrent	15
July	Insurance Planning: <ul style="list-style-type: none">• Meaning, Basic Principles of Insurance, Functions and Characteristics of Insurance, Rights and Responsibilities of Insurer and Insured, Types of life Insurance Policies, Types of General Insurance Policies, Health Insurance – Mediclaim – Calculation of Human Life Value - Belth Method/CPT Investment Planning: <ul style="list-style-type: none">• Types of Investment Risk, Risk Profiling of Investors & Asset Allocation (Life Cycle Model), Asset Allocation Strategies (Strategic, Tactical, Life-Cycle based), Goal-based Financial Planning, Active & Passive Investment Strategies	15
AUG	Financial Mathematics: <ul style="list-style-type: none">• Calculation of Returns (CAGR, Post-tax Returns etc.), Total Assets, Net Worth Calculations, Financial Ratios b) Tax and Estate Planning: <ul style="list-style-type: none">• Tax Planning Concepts, Assessment Year, Financial Year, Income Tax Slabs, TDS, Advance Tax, LTCG, STCG, Carry Forward & Set-off, Estate Planning Concepts – Types of Will – Requirements of a Valid Will – Trust – Deductions – Exemptions	15
SEP	Retirement Planning: <ul style="list-style-type: none">• Understanding of different Salary Components, Introduction to Retirement Planning, Purpose & Need, Life Cycle Planning, Financial Objectives in Retirement Planning, Wealth Creation (Factors and Principles), Retirement (Evaluation & Planning), Pre & Post-Retirement Strategies - Tax Treatment	15
	TOTAL	60

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Class SYBMS SEM V

SUB: Financial Accounting

Month	Topics to be Covered	Lectures
JUNE	Relevant provisions of Companies Act related to preparation of Final Accounts (excluding cash flow statement) Preparation of financial statements as per Companies Act (excluding cash flow statement) AS 1 in relation to final accounts of companies (disclosure of accounting policies)	15
July	Introduction, Underwriting, Underwriting Commission Provision of Companies Act with respect to Payment of underwriting commission Underwriters, Sub-Underwriters, Brokers and Manager to Issues Types of underwriting, Abatement Clause Marked, Unmarked and Firm-underwriting applications, Liability of the underwriters in respect of underwriting contract- Practical problems In relation to purchase and sale of goods, services, assets, loan and credit transactions. Computation and treatment of exchange rate differences.	15
AUG	For shares (variable income bearing securities) For Debentures/Preference shares (fixed income bearing securities) Accounting for transactions of purchase and sale of investments with ex and cum interest prices and finding cost of investment sold and carrying cost as per weighted average method (Excl. brokerage). Columnar format for investment account	15
SEP	Introduction, Meaning of ethical behavior Financial Reports – link between law, corporate governance, corporate social responsibility and ethics. Need of ethical behavior in accounting profession . Implications of ethical values for the principles versus rule based approaches to accounting standards The principal based approach and ethics The accounting standard setting process and ethics The IFAC Code of Ethics for Professional Accountants Contents of Research Report in Ethical Practices Implications of unethical behavior for financial reports	15
	TOTAL	60


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Class SYBMS SEM V

SUB: Commodity and Derivatives Market

Month	Topics to be Covered	Lectures
JUNE	a) Introduction to Commodities Market : <ul style="list-style-type: none">• Meaning, History & Origin, Types of Commodities Traded, Structure of Commodities Market in India, Participants in Commodities Market, Trading in Commodities in India (Cash & Derivative Segment), Commodity Exchanges in India & Abroad, Reasons for Investing in Commodities Introduction to Derivatives Market: <ul style="list-style-type: none">• Meaning, History & Origin, Elements of a Derivative Contract, Factors Driving Growth of Derivatives Market, Types of Derivatives, Types of Underlying Assets, Participants in Derivatives Market, Advantages & Disadvantages of Trading in Derivatives Market, Current Volumes of Derivative Trade in India	15
July	Futures: <ul style="list-style-type: none">• Futures Contract Specification, Terminologies, Concept of Convergence, Relationship between Futures Price & Expected Spot Price, Basis & Basis Risk, Pricing of Futures Contract, Cost of Carry Model Hedging: <ul style="list-style-type: none">• Speculation & Arbitrage using Futures, Long Hedge – Short Hedge, Cash & Carry Arbitrage, Reverse Cash & Carry Arbitrage, Payoff Charts & Diagrams for Futures Contract, Perfect & Imperfect Hedge	15
AUG	Options: <ul style="list-style-type: none">• Options Contract Specifications, Terminologies, Call Option, Put Option, Difference between Futures & Options, Trading of Options, Valuation of Options Contract, Factors affecting Option Premium, Payoff Charts & Diagrams for Options Contract, Basic Understanding of Option Strategies Options Pricing Models: <ul style="list-style-type: none">• Binomial Option Pricing Model, Black - Scholes Option Pricing Model	15
SEP	Trading, Clearing & Settlement In Derivatives Market: <ul style="list-style-type: none">• Meaning and Concept, SEBI Guidelines, Trading Mechanism – Types of Orders, Clearing Mechanism – NSCCL – its Objectives & Functions, Settlement Mechanism – Types of Settlement Types of Risk: <ul style="list-style-type: none">• Value at Risk, Methods of calculating VaR, Risk Management Measures, Types of Margins, SPAN Margin	15
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Class SYBMS SEM V

SUB: Direct Taxes

Month	Topics to be Covered	Lectures
JUNE	Basic Terms (S. 2,3,4) Assessee, Assessment, Assessment Year, Annual Value, Business, Capital Assets, Income, Previous Year, Person, Transfer. Determination of Residential Status of Individual, Scope of Total Income (S.5)	10
July	Salary (S.15-17) Income from House Property (S. 22-27) Profit & Gain from Business and Profession(S. 28, 30,31,32, 35, 35D,36,37, 40, 40A and 43B)	15
AUG	Capital Gain (S. 45, 48, 49, 50 and 54) Income from other sources (S.56- 59) Exclusions from Total Income (S.10) (Exclusions related to specified heads to be covered with relevant heads of income)	15
SEP	Deductions from Total Income S. 80C, 80CCC, 80D, 80DD, 80E, 80U, 80TTA Computation of Total Income and Taxable Income of Individual	20
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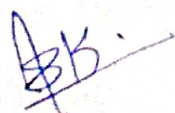
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Class SYBMS SEM V

SUB: Service Marketing

Month	Topics to be Covered	Lectures
JUNE	Services Marketing Concept, Distinctive Characteristics of Services, Services Marketing Triangle, Purchase Process for Services, Marketing Challenges of Services • Role of Services in Modern Economy, Services Marketing Environment • Goods vs Services Marketing, Goods Services Continuum • Consumer Behaviour, Positioning a Service in the Market Place Variations in Customer Involvement, Impact of Service Recovery Efforts on Consumer Loyalty • Type of Contact: High Contact Services and Low Contact Services • Sensitivity to Customers' Reluctance to Change	15
July	The Service Product, Pricing Mix, Promotion & Communication Mix, Place/Distribution of Service, People, Physical Evidence, Process-Service Mapping-Flowcharting • Branding of Services – Problems and Solutions • Options for Service Delivery	15
AUG	Improving Service Quality and Productivity • Service Quality – GAP Model, Benchmarking, Measuring Service Quality -Zone of Tolerance and Improving Service Quality • The SERVQUAL Model • Defining Productivity – Improving Productivity • Demand and Capacity Alignment	15
SEP	International and Global Strategies in Services Marketing: Services in the Global Economy- Moving from Domestic to Transnational Marketing • Factors Favouring Transnational Strategy • Elements of Transnational Strategy • Recent Trends in Marketing Of Services in: Tourism, Hospitality, Healthcare, Banking, Insurance, Education, IT and Entertainment Industry • Ethics in Services Marketing: Meaning, Importance, Unethical Practices in Service Sector	15
	TOTAL	60


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Class SYBMS SEM V

SUB: E-Commerce and Digital Marketing

Month	Topics to be Covered	Lectures
JUNE	Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages & Limitations of E-Commerce, Traditional Commerce & E-Commerce • Ecommerce Environmental Factors: Economic, Technological, Legal, Cultural & Social • Factors Responsible for Growth of E-Commerce, Issues in Implementing ECommerce, Myths of E-Commerce • Impact of E-Commerce on Business, Ecommerce in India • Trends in E-Commerce in Various Sectors: Retail, Banking, Tourism, Government, Education • Meaning of M-Commerce, Benefits of M-Commerce, Trends in M-Commerce	15
July	E-Business: Meaning, Launching an E-Business, Different phases of Launching an EBusiness • Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, Enterprise Resource Planning • Bricks and Clicks business models in E-Business: Brick and Mortar, Pure Online, Bricks and Clicks, Advantages of Bricks & Clicks Business Model, Superiority of Bricks and Clicks E-Business Applications: E-Procurement, E-Communication, EDelivery,	15
AUG	Issues Relating to Privacy and Security in E-Business • Electronic Payment Systems: Features, Different Payment Systems :Debit Card, Credit Card, Smart Card, E-cash, E-Cheque, E-wallet, Electronic Fund Transfer. • Payment Gateway: Introduction, Payment Gateway Process, Payment Gateway Types, Advantages and Disadvantages of Payment Gateway. • Types of Transaction Security • E-Commerce Laws: Need for E-Commerce laws, E-Commerce laws in India, Legal Issues in E-commerce in India, IT Act 2000	15
SEP	Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing. • Various Activities of Digital Marketing: Search Engine Optimization, Search Engine Marketing, Content Marketing & Content Influencer Marketing, Campaign Marketing, Email Marketing, Display Advertising, Blog Marketing, Viral Marketing, Podcasts & Vodcasts. • Digital Marketing on various Social Media platforms.	15
	REVISION	60

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Class SYBMS SEM V

SUB: E-Commerce and Digital Marketing

Month	Topics to be Covered	Lectures
JUNE	Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages & Limitations of E-Commerce, Traditional Commerce & E-Commerce • Ecommerce Environmental Factors: Economic, Technological, Legal, Cultural & Social • Factors Responsible for Growth of E-Commerce, Issues in Implementing ECommerce, Myths of E-Commerce • Impact of E-Commerce on Business, Ecommerce in India • Trends in E-Commerce in Various Sectors: Retail, Banking, Tourism, Government, Education • Meaning of M-Commerce, Benefits of M-Commerce, Trends in M-Commerce	15
July	E-Business: Meaning, Launching an E-Business, Different phases of Launching an EBusiness • Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, Enterprise Resource Planning • Bricks and Clicks business models in E-Business: Brick and Mortar, Pure Online, Bricks and Clicks, Advantages of Bricks & Clicks Business Model, Superiority of Bricks and Clicks E-Business Applications: E-Procurement, E-Communication, EDelivery,	15
AUG	Issues Relating to Privacy and Security in E-Business • Electronic Payment Systems: Features, Different Payment Systems :Debit Card, Credit Card, Smart Card, E-cash, E-Cheque, E-wallet, Electronic Fund Transfer. • Payment Gateway: Introduction, Payment Gateway Process, Payment Gateway Types, Advantages and Disadvantages of Payment Gateway. • Types of Transaction Security • E-Commerce Laws: Need for E-Commerce laws, E-Commerce laws in India, Legal Issues in E-commerce in India, IT Act 2000	15
SEP	Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing. • Various Activities of Digital Marketing: Search Engine Optimization, Search Engine Marketing, Content Marketing & Content Influencer Marketing, Campaign Marketing, Email Marketing, Display Advertising, Blog Marketing, Viral Marketing, Podcasts & Vodcasts. • Digital Marketing on various Social Media platforms.	15
	REVISION	60

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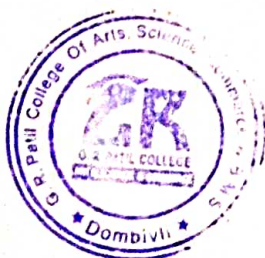
Academic year 2022-2023

Class SYBMS SEM VI

SUB: Project Management

Month	Topics to be Covered	Lectures
DEC	Introduction to Project Management: <ul style="list-style-type: none">• Meaning/Definition of Project & Project Management, Classification of Projects, Why Project Management, Characteristics/Importance of Project Management, Need for Project Management (Objectives), History of Project Management b) Organizational Structure (Project Organization): <ul style="list-style-type: none">• Meaning/Definition of Organizational Structure, Organizational Work Flow, Developing Work Integration Positions, Types of Organizational Structure, Forms of Organization, Strategic Business Units (SBU) in Project Management.	15
JAN	Project Feasibility Analysis: <ul style="list-style-type: none">• Meaning/Definition of Project Feasibility, Importance of Project Feasibility, Scope of Project Feasibility• Types of Project Feasibility- Market Feasibility, Technical Feasibility, Financial Feasibility, Economic Viability, Operational Feasibility• SWOT Analysis (Environment Impact Assessment, Social Cost Benefit Analysis)	15
FEB	Funds Estimation in Project: <ul style="list-style-type: none">• Means of Financing, Types of Financing, Sources of Finance, Government Assistance towards Project Management for Start ups, Cost Control (Operating Cycle, Budgets & Allocations), Determining Financial Needs for Projects, Impactor Leveraging b) Risk Management in Projects: <ul style="list-style-type: none">• What is Risk, Types of Risk in Projects, Risk Management Process, Risk Analysis & Identification, Impact of Risk Handling Measures, Work break Down Structure, New Venture Valuation (Asset Based, Earnings Based, Discounted Cash flow Models)	15
MAR	Modern Development in Project Management: <ul style="list-style-type: none">• Introduction to Modern Development in Project Management, Project Management Maturity Model (PMMM), Continuous Improvement, Developing Effective Procedural Documentation, Capacity Planning b) Project Monitoring & Controlling: <ul style="list-style-type: none">• Introduction to Project Monitoring & Controlling, The Planning – Monitoring-Controlling Cycle, Computerized Project Management Information System (PMIS), Balance in Control System in Project Management, Project Auditing – Life Cycle	15
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Class SYBMS SEM VI

SUB: Indirect Taxes

Month	Topics to be Covered	Lectures
DECEMBER	Basics for Taxation - Direct Taxes and Indirect Taxes – Difference, Advantages and Disadvantages, Sources and Authority of Taxes in India (Art 246 of the Indian Constitution) B. Introduction to GST – Genesis of GST in India, Power to tax GST (Constitutional Provisions), Extent and Commencement, Meaning and Definition of GST, Benefits of GST, Conceptual Framework – CGST, IGST, SGST, UTGST, Imports of goods or services or both, Export of goods or services or both, Taxes subsumed and not subsumed under GST. C. Definitions – Goods (2(52) of CGST Act), Services (2(102) of CGST Act), Money (2(75) of CGST Act), Securities (2(101) of SCRA Act, 1956), India (2(56) of CGST Act), Persons (2(84) of CGST Act), Taxable Person (2(107) of CGST Act), Business (2(17) of CGST Act), Consideration (2(31) of CGST Act), E- Commerce Operator (2(45) of CGST Act), Supplier (2(105) of CGST Act), Recipient (2(93) of CGST Act)	10
JANUARY	Taxable Event Supply – Meaning and Scope of Supply (Section 7 Subsection 1, 2 and 3 of Act) Schedule I, Schedule II, Schedule III, Composite and Mixed Supplies (Sec 8 of CGST Act) B. Place of Supply – Location of Supplier of Goods and Services, Place of Supply of Goods (Sec 10, 11, 12 and 13 of IGST Act), Special Provision for Payment of Tax by a Supplier of Online Information Database Access Retrieval. C. Time of Supply - Time of Supply (Sec 31 of CGST Act), Issue of Invoice by the Supplier (Sec 31 (1) and Sec 31(2) of CGST Act), Continuous Supply of Goods and Services, Goods Sent on Approval (Sec 31(7) of CGST Act) D. Value of Supply – Determination of Value of Supply (Sec 15 of CGST Act and CGST Rules 2017), Input Tax Credit (Sec 2(62) of CGST Act) Capital Goods (Sec 2(19) of CGST Act), Input Sec 2(59) of CGST Act), Input Service (Sec 2(60) of CGST Act). Eligibility and Conditions for taking Input Tax Credit (Sec 16 of CGST Act)	20
FEBRUARY	Registration – Persons liable for Registration (Sec 22 of the Act), Persons not liable for Registration, Procedure for Registration (Sec 25 of the Act), Deemed Registration (Sec 26 of the Act), Special Provisions (Sec 27 of the Act), Amendment, Cancellation and Revocation of Registration (Sec 28, Sec 29 and Sec 31 of the Act) B. Computation of GST – Computation of GST under Inter State and Intra State Supplies. C. Payment of Tax - Payment of Tax, Interest and other Amounts (Sec 49 of the Act), Interest on delayed Payment (Sec 50 of the Act), TDS (Sec 51 of the Act), TCS (Sec 52 of the Act)	20
MARCH	A. Documentation - Tax Invoices (Sec 31 and 32 of the Act), Credit and Debit notes (Sec 34 of the Act), Electronic Way Bill B. Returns – Types of Returns and Provisions relating to filing of Returns (Sec 37 to Sec 48 of the Act)	10
	TOTAL	60

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Class SYBMS SEM VI

SUB: Brand Management

Month	Topics to be Covered	Lectures
DECEMBER	a) Introduction to Brand Management: <ul style="list-style-type: none">• Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities, Strategic Brand Management Process, Customer Based Brand Equity model (CBBE), Sources of Brand Equity, Steps of Brand Building including Brand Building Blocks, Brand Positioning: Meaning, Importance, Basis	15
JANUARY	Planning and Implementing Brand Marketing Programs: <ul style="list-style-type: none">• Brand Elements: Meaning, Criteria for choosing Brand Elements, Types of Brand Elements• Integrating Marketing Programs and Activities• Personalising Marketing: Experiential Marketing, One to One Marketing, Permission Marketing• Product Strategy: Perceived Quality and Relationship Marketing• Pricing Strategy: Setting Prices to Build Brand Equity	15
FEBRUARY	a) The Brand Value Chain b) Measuring Sources of Brand Equity: <ul style="list-style-type: none">• Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association• Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses c) Young and Rubicam's Brand Asset Valuator d) Measuring Outcomes of Brand Equity <ul style="list-style-type: none">• Comparative Methods: Brand based Comparative Approaches, Marketing Based Comparative Approaches, Conjoint Analysis• Holistic Methods: Residual Approaches, Valuation Approaches: Historical Perspectives and Interbrand's Brand Valuation Methodology	15
MARCH	a) Designing & Implementing Branding Strategies: <ul style="list-style-type: none">• Brand Architecture: Meaning of Brand Architecture, The Brand-Product Matrix, Breadth of a Branding Strategy, Depth of a Branding Strategy• Brand Hierarchy: Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels• Cause Marketing to Build Brand Equity: Meaning of Cause Marketing, Advantages, Green Marketing	15
	TOTAL	60

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Class SYBMS SEM VI

SUB: Retail Management

Month	Topics to be Covered	Lectures
DECEMBER	a) Retail Management: <ul style="list-style-type: none">• Introduction and Meaning, Significance, Factors Influencing Retail Management, Scope of Retail Management b) Retail Formats: <ul style="list-style-type: none">• Concept of Organized Retailing: Factors Responsible for the Growth of Organized Retail in India, Multichannel Retailing: Meaning and Types, E-tailing: Meaning, Advantages and Limitations	15
JANUARY	a) Retail Consumer/Shopper: <ul style="list-style-type: none">• Meaning of Retail Shopper, Factors Influencing Retail Shoppers, Changing Profile of Retail Shoppers, Market Research as a Tool for Understanding Retail Markets and Shoppers b) CRM in Retail: <ul style="list-style-type: none">• Meaning, Objectives• Customer Retention Approaches: Frequent Shopper Programme, Special Customer Services, Personalization, Community c) Retail Strategy: <ul style="list-style-type: none">• Meaning, Steps in Developing Retail Strategy, Retail Value Chain	15
FEBRUARY	a) Merchandise Management <ul style="list-style-type: none">• Concept, Types of Merchandise, Principles of Merchandising, Merchandise Planning- Meaning and Process, Merchandise Category – Meaning, Importance, Components, Role of Category Captain, Merchandise Procurement/Sourcing- Meaning, Process, Sources for Merchandise b) Buying Function: <ul style="list-style-type: none">• Meaning, Buying Cycle, Factors Affecting Buying Functions, Functions of Buying for Different Types of Organizations Young and Rubicam's Brand Asset Valuator- Independent Store, Retail Chain, Non-store Retailer c) Concept of Lifestyle Merchandising d) Private Label <ul style="list-style-type: none">• Meaning, Need and Importance, Private Labels in India	15
MARCH	a) Retail Store Operations: <ul style="list-style-type: none">• Meaning, Responsibilities of Store Manager, The 5 S's of Retail Operations (Systems, Standards, Stock, Space, Staff) b) Store Design and Layout:	15
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Class SYBMS SEM VI

SUB: Operations Research

Month	Topics to be Covered	Lectures
DECEMBER	Introduction To Operations Research • Operations Research - Definition, Characteristics of OR, OR Techniques, Areas of Application, Limitations of OR. b) Linear Programming Problems: Introduction and Formulation • Introduction to Linear Programming • Applications of LP • Components of LP • Requirements for Formulation of LP Problem • Assumptions Underlying Linear Programming • Steps in Solving LP Problems • LPP Formulation (Decision Variables, Objective Function, Constraints, Non Negativity Constraints)	15
JANUARY	Linear Programming Problems: Graphical Method • Maximization & Minimization Type Problems. (Max. Z & Min. Z) • Two Decision Variables and Maximum Three Constraints Problem • Constraints can be "less than or equal to", "greater than or equal to" or a combination of both the types i.e. mixed constraints. • Concepts: Feasible Region of Solution, Unbounded Solution, Redundant Constraint, Infeasible Solution, Alternative Optima.	15
FEBRUARY	a) Assignment Problem – Hungarian Method • Maximization & Minimization Type Problems. • Balanced and Unbalanced Problems. • Prohibited Assignment Problems, Unique or Multiple Optimal Solutions. • Simple Formulation of Assignment Problems. • Maximum 5 x 5 Matrix. Up to Maximum Two Iterations after Row and Column	15
MARCH	a) Critical Path Method (CPM) • Concepts: Activity, Event, Network Diagram, Merge Event, Burst Event, Concurrent and Burst Activity, • Construction of a Network Diagram. Node Relationship and Precedence Relationship. • Principles of Constructing Network Diagram. • Use of Dummy Activity • Numerical Consisting of Maximum Ten (10) Activities. • Critical Path, Sub-critical Path, Critical and Non-critical Activities, Project Completion Time.	15
	TOTAL	60

TEACHER SIGNATURE



PRINCIPAL SIGNATURE

I/C Principal
G. R. Patil College Of Arts,
Science, Commerce & B.M.S
Dombivli, Dist. Thane

G.R.PATIL COLLEGE OF ARTS, COMMERCE & SCIENCE

Affiliated to the University of Mumbai

Teaching Plan

Academic year 2022-2023

Class SYBMS SEM VI

SUB: Financing Rural Development

Month	Topics to be Covered	Lectures
DECEMBER	Rural India – Demographic Features, Characteristics of Rural Society, Economic Features, Infrastructure in Rural Areas, Agriculture Economy, Rural Issues and Rural Development Policies, Sources and Pattern of agriculture in India, Trends in Agricultural Finance. Institutional Framework – Regulation of Rural Financial Services, Rural Credit Institutions, Financing Agriculture/ Allied Activities, Financing Rural Non Farm Sector, Priority Sector Lending, Rural Housing and Education Loans. Rural Banking – Financial Needs of the Poor, Role of Rural Banking, Transaction Costs, Risk Costs, Financing Poor as Bankable Opportunities Micro Credit and Self Help Gro	15
JANUARY	Introduction – Emergence of Microfinance, Definition, Meaning and Scope, Importance and Assumptions. Lessons from International Experience. Models – Models of Microfinance across the world, Portfolio Securitization, SHG-2, National Rural Livelihood Mission, Impact of Microfinance, Impact Assessment and Monitoring, Microfinance and Poverty Assessment Tools. Financial Products and Services – Objectives, Introduction, The role of MFI – Minimalist V/s Integrated, Financial services/ products, Non – Financial Services, Designing Microfinance Models, Liquidity Management, The Revenue Model of an MFI, Cost, Volume and Profit Analysis, Measuring Operating Efficiency and Productivity in MFI's, Factors affecting Operating Expenses, Operating Efficiency.	15
FEBRUARY	Institutional Framework – Central Government, NIMSME, Indian Institute of Entrepreneurship Guwahati, NIESBUD, NSIC, Organizations under the control of State Government, SIDBI, CGTMSE, SMERA, SSI Association in India, Changing Role of MSME Associations, Policy Orientation & Resource Allocation. Financing Options & Modes – Financing MSME, Why lend to MSME Sector, Debt Finance, Equity Finance, Options for Financing MSME's, Financial Products and their Access, Existing MSME Loan Products and their Nature, Common Guidelines for lending to MSME Sector, Factoring, Credit Process, Credit Assessment, Costs and Risks specific to MSME Lending, Risk Rating, Monitoring and Review of Lending.	15
MARCH	Legal Provision in Banking Regulation Act, 1949 relating to Accounts. Statutory reserves including Cash Reserve and Statutory Liquidity Ratio. Bill purchase and discounted, Rebate of Bill Discounted. Final Accounts in prescribed form Non – performing assets and Income from non – performing assets, Classification of Advances, standard, sub – standard, doubtful and provisioning requirement.	15
	TOTAL	60

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