

F.Y.B.M.M.  
Semester –II

# M. L. Dahanukar College Of commerce

## Teaching Plan

Department : BMM

Class: FYBMM

Semester 2

Subject: Effective Communication Skills II

Name of Faculty: Mansi Mule

Month	Topics to be cover	Topics For internal	No. of Lecture
December	<p><b>Editing:</b> (English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Re-structuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words, Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, news paper editing and magazine editing.</p> <p><b>Summarization:</b> (English, Hindi and Marathi) To create awareness in students regarding organization of the material- the points and sub-points and the logical connection between these points, Summarizing news content,</p>	individual projects + presentation	15
January	<p><b>Interpretation of technical data:</b> Students should be taught to read graphs, maps charts. They should be able to write a paragraph based on the data provided to them.</p> <p><b>Letter writing:</b> (English, Hindi and Marathi) Business Correspondence, Trade letters, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act and Sales letter, Press Release, Letter to the Editor.</p>		20
February	<p><b>Copywriting:</b> (English, Hindi and Marathi) Basics and Format (Making the headline, sub-headline, body copy, Slogans and Graphic Box)</p>		10
March	<p><b>Report writing:</b> (English, Hindi and Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report – hard news and soft news)</p> <p><b>Types of translation and Practical Exercises:</b> Actual translation of newspaper clips – Feature articles, Opinion, Hard news articles, News comment and print advertisements, Jingles, Slogans published</p>		15

	in Hindi, Marathi and English.		
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## M. L. Dahanukar College Of commerce

### Teaching Plan

Department : BMM

Class: FYBMM

Semester 2

Subject: **Principles of Management**

Name of Faculty: Sneha Vasakar

Month	Topics to be cover	Topics For internal	No. of Lecture
December	Management -Concept, nature, process and Significance. An overview of functional areas of management, managerial roles (Mintzberg) Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought. Behavioral Science approach and Contingency approach to management	Group projects + presentation	15
January	Management Functions: Planning, Organizing, Staffing, Directing, Coordinating, Reporting and Budgeting. Decision Making- concept, importance and steps in decision making		20
February	Leadership qualities. The need for different types of leaders for different work force. Different types of Leaders Group Dynamics and Team Management: Theories of Group Formation – Formal and Informal Groups and their interaction, Importance of teams - Formation of teams – Team Work, Leading the team, Conflict Management - Traditional vis-à-vis Modern view of conflict, Stress management.		10
March	Recent Trends in Management: Social Responsibility of Management – environment friendly management, Management of Change, Management of Crisis, Total Quality Management, International Management		15

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## Teaching Plan

Department : BMM

Class: FYBMM

Semester 2

Subject: INTRODUCTION TO MEDIA PSYCHOLOGY Name of Faculty: Manjari Bhatnagar

Month	Topics to be cover	Topics For internal	No. of Lecture
December	<p><b>Definition of psychology.</b></p> <p>☐ Branches of psychology- Overview of the fields.</p> <p>☐ Media psychology- Definition, scope &amp; objectives.</p> <p>☐ Psychology and media- An uneasy relationship.</p> <p>Memory- Definition- Information processing model, LOP. Thinking - Definition - Lateral thinking and creative thinking. Perception – Visual and depth perception.</p> <p><b>Research methods in media psychology.</b></p>	Group projects + presentation	15
January	<p>Cognitive and behavioural effects of media. (focus on print, interactive medium and web advertising) .</p> <p>Personality theories (Trait theory, Cognitive theory, Psychoanalytical theory and behavior theory.) and their relevance in mass media. Social influence. (Definition, Conformity, Compliance, Obedience&amp; Indoctrination)</p> <p>Effects of media violence. Effects of pro-social media.</p>		20
February	<p>Learning- Theories- Classical conditioning and Operant conditioning.</p> <p>☐ Cognitive Learning.</p> <p>☐ Observation learning.</p>		10

	<ul style="list-style-type: none"> <li>☐ Social cognition- Script and schema.</li> <li>☐ Motivation- Definition- Types- Need hierarchy theory.</li> </ul> <p>Young children and media- socialization through media. Media use and influence during adolescence.</p>		
March	<p>Attitude formation - Theories, cognitive dissonance, role of media in attitude formation.</p> <ul style="list-style-type: none"> <li>☐ Persuasion.</li> <li>☐ Prejudice.</li> </ul> <p>Gender representation in media. (internal assessment)</p> <ul style="list-style-type: none"> <li>☐ Representation of minority groups.</li> <li>☐ Media representation of disability.</li> <li>☐ Media representation of mental health.</li> <li>☐ Audience participation and reality T.V.</li> </ul>		15

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# M. L. Dahanukar College Of commerce

## Teaching Plan

Department : BMM

Class: FYBMM

Semester 2

Subject: **Political Concepts and the Indian Political System**

Name of Faculty: Asilata Karndikar

Month	Topics to be cover	Topics For internal	No. of Lecture
December	<ul style="list-style-type: none"><li>• Interaction between State and Society</li><li>☐ Definition and Elements of State and factors building a Nation</li><li>☐ Democracy: Principles, Institutions and Challenges</li><li>☐ Non-Democratic forms of government: Characteristics</li><li>• Features of the Constitution</li><li>☐ Preamble and Philosophy of the Constitution</li><li>☐ Fundamental Rights</li><li>☐ Fundamental Duties</li><li>☐ Directive Principles of State Policy</li><li>☐ Federal structure</li></ul>	projects + presentation	15
January	<ul style="list-style-type: none"><li>• Indian Party System: Evolution</li><li>☐ Major National and Regional Parties</li><li>☐ Caste and Reservation</li><li>☐ Role of Religion in Indian Politics</li><li>☐ Local Self Government</li><li>☐ Electoral System and Reforms</li></ul>		20
February	<ul style="list-style-type: none"><li>• Party system in Maharashtra: Evolution</li><li>☐ Regional Imbalance</li><li>☐ Dominant Caste</li><li>☐ The Dalit movement in Maharashtra and its present status.</li><li>☐ The Naxal movement in Maharashtra</li><li>☐ Mumbai's political history</li></ul>		10
March	<ul style="list-style-type: none"><li>• Role of Media in democracy</li><li>☐ Media and formation of Public opinion</li><li>☐ Political Campaigning and advertising in new media</li></ul>		15

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## Teaching Plan

Department : BMM

Class: FYBMM

Semester 2

Subject: Principles of Marketing

Name of Faculty: Shivani Naik

Month	Topics to be cover	Topics For internal	No. of Lecture
December	Developing the concept of marketing mix, managing the product – types of consumer and industrial products. Product related decisions, product line, product mix, product life cycle (PLC), and new product development, branding and packaging decisions. New product strategies – Innovation, Market entry, Product line extension	Group projects + presentation	15
January	Pricing of products: Pricing considerations and approaches, strategies and methods. Managing marketing channels, channel design decisions, channel dynamics, managing retailing, wholesaling and market logistics. <b>Integrated Marketing Communications:</b> Factors contributing to the growth of IMC, Marketing Communications and Promotions, The Marketing communication Process, The Promotion Mix. The IMC planning Process		20
February	Market Segmentation – Bases for market segmentation of consumer goods, industrial goods and services – Market Targeting and positioning strategies Types of Marketing: Tele Marketing, E-Marketing, Service Marketing, Marketing through Social Networking, Rural Marketing- feature & importance suggestion for improvement of Rural Marketing		10
March	Concept & components of a Marketing Information System,		15

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## Teaching Plan

Department : BMM

Class: FYBMM

Semester 2

Subject: Introduction to Literature

Name of Faculty: Ridhima Mahabal

Month	Topics to be cover	Topics For internal	No. of Lecture
December	Introduction to Literature (A) Concept of Literature (B) Forms of literature- 1. Poetry & it's types 2. Prose- Fiction-Types of Fiction 3. Drama- Elements of drama  (A) Plot (B)Characters- Types of characters (C)Setting (D)Script	Book Review, individual project	15
January	Short Stories- Kiran Desai/Ruskin Bond/Shashi Deshpande/Anton Chekhov (any collection of short stories) Novel- R.K.Narayan, Raja Rao, Amitav Ghosh, Jhumpa Lahiri, Shashi Tharoor, Upamanu Chatterjee, Ernest Hemmingway, Mark Twain		20
February	Poetry William Wordsworth, John Keats, Emily Dickenson, Lord Alfred Tennyson , William Shakespeare		10
March	Drama The Merchant of Venice – William Shakespeare Joseph Andrews – Henry Feilding The Rising of the moon – Lady Gregory		15

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