

# M.L.Dahanukar College of Commerce

## Teaching Plan: 2017-18

Department: B.com/B.M.S Environment Management and Economics Semester: IV

Class: SYBEME

Subject: Environment Safety Health Management

Name of the Faculty: Rahul Chopra

Month	Topics to be Covered	Internal Assessment	Number of Lectures
November	definition- need for good health- factors affecting health. Types of diseases {deficiency, infection, pollution diseases}. Personal hygiene- food (balanced diet). Food habits & cleanliness, food adulterants, avoiding smoking, drugs & alcohols.		
December	Public health: communicable diseases, mode of transmission (epidemic and endemic diseases) Management of hygiene in public places (railway stations, bus stands and other public places).		
January	Occupational health and safety. Occupational health and hazards- physical-chemical and biological. Occupational diseases- prevention and control.	<b>Class Test</b>	
February	Industrial safety and management techniques: Industrial safety standards and regulations. Accidents-definitions- prevention and control. Safety		

	management system- concepts of safety management systems- EMS ISO 14000 and 14001. OSHA. PUBLIC LIABILITY INSURANCE ACT- MINING ACT.		
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### Teaching Plan: 2017-18

Department: B.com/B.M.S Environment Management and Economics Semester: IV

Class: SYBEME

Subject: Environment Pollution Management

Name of the Faculty: Prajktha Jadhav

Month	Topics to be Covered	Internal Assessment	Number of Lectures
November	Water pollution – sources & types of water pollution – physical, chemical & biological –effect of water pollution. Drinking water quality standards waste water treatment – primary, secondary, tertiary-water pollution prevention & control act – 1974.		
December	Air pollution –structure and composition of atmosphere – classification, sources & effects of air pollution – Acid rain –green house effect – global warming – Ozone depletion.		
January	Prevention and control of air pollution particulate control – settling chamber, scrubber, bag filter, cyclones electrostatic precipitators. Gaseous emission control methods. Air pollution prevention and control Act 1981.	<b>Class Test</b>	
February	Soil Pollution – soil pollutants – types – sources, effects & Control. Noise Pollution – sources effects & Control.		

	<p>UNIT-V</p> <p>Government Agencies &amp; Programs – The Tiwari committee – creation of NCEPC,</p> <p>Department of Environment &amp; Forest – Function of State Pollution Control Board.</p>		
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## Teaching Plan: 2017-18

Department: B.com/B.M.S Environment Management and Economics Semester: IV

Class: SYBEME

Subject: Environmental Economics-II

Name of the Faculty: Neetu Saad

Month	Topics to be Covered	Internal Assessment	Number of Lectures
November	Social Choice: Individual Preferences Regarding Environmental Protection; Biocentrism;  Anthropocentrism; Sustainability; Pareto Criterion; Potential Pareto Improvement; Social  Welfare Functions; Arrows Impossibility Theorem; Criticism of Utilitarianism		
December	Efficiency and Markets: Efficiency in the Exchange of Goods and Bads; Efficiency in  Production; First Welfare Theorem; Second Welfare Theorem; Consumer and  Producer Surplus; Cost Benefit Analysis		
January	Market Failure: Public Bads and Externalities - Public Goods and Bads; Pricing of	Class Test	

	<p>Private versus Public Goods and Bads; Lindahl Prices and free riding; Externalities</p> <ul style="list-style-type: none"> <li>• Methods to derive the Demand for Environmental Goods: Hedonic Price Method;</li> </ul> <p>Property Values; Wage Regressions and Value of Statistical Life; Household Production; Defensive Expenditures; Travel Cost Method; Stated Preferences via Contingent Valuation;</p>		
February	<p>Use versus Non-use values; Willingness to Pay versus Willingness to Accept</p> <ul style="list-style-type: none"> <li>• Regulating Pollution: Command and Control vs.Environmental Taxes vs.Cap andTrade vs.Liability</li> <li>• Pigouvian Fees: Single Polluter single damage; Single Polluter multiple damages;Multiple Polluter and the Equimarginal Principle; Fees Versus Subsidies; Fees andImperfect Competition• Regulation with Unknown Control Costs: Prices versus Quantities (EnvironmentalTaxes versus Cap and Trade); Coase Theorem and Allocation of Property Rights.</li> </ul>		

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**Teaching Plan: 2017-18**

**Department: B.com/B.M.S Environment Management and Economics Semester: IV**

**Class: SYBEME**

**Subject: Customer Relationship Management**

**Name of the Faculty: Sangeeta Pandey**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Internal Assessment</b>	<b>Number of Lectures</b>
November	Changing Nature of Marketing and Customer Service – Marketing – An Introduction – The Marketing Orientation – Factors Necessitating a Re-look at Marketing Methods – Changing Social Trends – Lesser Government Controls Rising Income Levels – Threats from New Forms – Characteristics of the Empowered Customer – Increased Demand – Easy Access to Information – Emerging Trends in Marketing – Shorter Product Life Cycles.		
December	Emergence of Permission Marketing – Experimental Marketing – Offering Complete Solution – Rewarding Loyal Customers- Disruptive Innovations – The Changing Nature of Customer Service – Challenges In Modern Day Customer Service -Emerging Trends in Services Marketing Mix – Customer Experience – The New Differentiator – Managing Service Better – Emergence of CRM – Economics of Building Customer Relationship –		

	Customer Lifetime Value – Benefits of Customer Loyalty – Benefits of Choosing The Right Customers – Customer Value and Customer Satisfaction: Precursors to CRM – customer Value.		
January	Enhancing Value of Products and Services – Customer Satisfaction – CRM and Customer Satisfaction – Delighting the Customer – Measuring Relationship at Risk Effects on Customer Loyalty – Role of CRM on Various Stages of the Studies – The Customer Lifecycle – Role of CRM in Pre-purchase Stage – Role of CRM in Purchase Stage – Role of CRM in Usage Stage - Role of CRM In Re-purchase Stage – Role of CRM in Winning Back Lost Customers – CRM – The Basis Concepts – Consideration to Decide the Key Customers – Strategies for Key Customers	<b>Class Test</b>	
February	Segmentations Campaign Management – Cross-selling and Up-selling – Multi – Channels – Sales Force Automation – Operational and Analytical CRM – Planning for CRM – Building Customer Centricity – Setting CRM Objectives – Defining Data Requirements – Planning The Requirements Elements in the CRM Plan – Relevant Issues in the CRM Plan - CRM Strategy – Strategic Orientation for CRM - Extending the Concept of Relationship		
March	The Technology Orientation - A Strategic Framework for CRM - Planning for Success – Change Management – Selling Change –		



	<p>Training – Role of IT and Tools for CRM – CRM Strategy and Technology – Capturing Data – Steps in Preparing the IT Systems for CRM – Choosing The CRM Tool – Using IT Systems for Better CRM – Issues for Consideration In CRM Tools Selection – Tools for CRM – e CRM – Basic Concepts of e CRM – Benefits of e CRM.</p>		
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**Teaching Plan: 2017-18**

**Department: B.com/B.M.S Environment Management and Economics Semester: IV**

**Class: SYBEME**

**Subject: Occupational Health & Safety**

**Name of the Faculty: Minaxi Kamat**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Internal Assessment</b>	<b>Number of Lectures</b>
November	Health and safety foundations, Policy, Organizing for health and safety, Promoting a positive Health and Safety Culture; Risk assessment, Principles of control, Incident investigation, Recording and Reporting;		
December	Movement of people and vehicles, Hazards and Control, Manual and Mechanical Handling Hazards and Control, Work Equipment Hazards and Control, Electrical hazards and control, Fire Hazards and Control		
January	Chemical and Biological Health Hazards and Control and Physical and Psychological Health Hazards and Control	<b>Class Test</b>	
February	Construction activities - Hazards and Control		
March	Monitoring, Review and Audit; and Cases, presentations and exercises		

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## Teaching Plan: 2017-18

Department: B.com/B.M.S Environment Management and Economics Semester: IV

Class: SYBEME

Subject: Management Information Systems

Name of the Faculty: Amit Bane

Month	Topics to be Covered	Internal Assessment	Number of Lectures
November	<ul style="list-style-type: none"><li>❖ Basic Information Concepts and Definitions</li><li>❖ Need for Information and Information Systems (IS) in an organization</li><li>❖ Characteristics of Information and Organisation with respect to organization form, structure , philosophy, hierarchy etc.</li></ul>		
December	<ul style="list-style-type: none"><li>❖ Types of IS – Transaction</li><li>❖ Operational Control</li><li>❖ Management Control</li><li>❖ Decision Support</li><li>❖ Executive Information Systems</li></ul>		
January	<ul style="list-style-type: none"><li>❖ Determining Information Needs for an Organisation/Individual Manager</li><li>❖ Overview of use of data flow method, analysis of information for decision processes etc.</li></ul>	<b>Class Test</b>	
February	<ul style="list-style-type: none"><li>❖ Strategic use of Information and IS – Use of Information for Customer</li></ul>		

	<p>Bonding</p> <ul style="list-style-type: none"> <li>❖ For Knowledge Management</li> <li>❖ For innovation,</li> <li>❖ For Managing Business Risks</li> <li>❖ For Creating a new business models and new business reality.</li> </ul>		
March	<ul style="list-style-type: none"> <li>❖ Information Security –</li> <li>❖ Sensitize students to the need for information security</li> <li>❖ Concepts such as confidentiality, Integrity and Availability.</li> </ul> <p>Types of threats and risk, overview of some of the manual,</p> <p>procedural and automated controls in real life IT environments.</p> <ul style="list-style-type: none"> <li>❖ Case Studies and Presentations</li> </ul>		

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