

**M.L.Dahanukar College of Commerce**

**Teaching Plan**

**Department: BMS**

**Class: FYBMS**

**Semester: II**

**Subject: . .Principles of Marketing**

**Name of the Faculty: Karishma Desai**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Internal assessment</b>	<b>Number of lectures</b>
November	Introduction to Marketing Concepts of Marketing, Orientations of a firm	Introduction to Marketing Concepts of Marketing, Orientations of a firm	12
December	Marketing Environment, Research and Consumer Behaviour		16
January	Marketing Mix		14
February	Segmentation, Targeting and Positioning and Trends In Marketing		16

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**Department: BMS**

**Class: FYBMS**

**Semester: II**

**Subject: Industrial Law**

**Name of the Faculty: Jayesh Jadhav**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Internal assessment</b>	<b>Number of lectures</b>
November	Laws Related to Industrial Relations and Industrial Disputes	Laws Related to Industrial Relations and Industrial Disputes	12
December	Laws Related to Health, Safety and Welfare		16
January	Social Legislation  Employee State Insurance Act 1948: Definition and Employees Provident Fund • Miscellaneous Provision Act 1948: Schemes, Administration and determination of dues		14
February	Laws Related to Compensation Management		16

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**Department: BMS**

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**Semester: II**

**Subject: .Business Mathematics**

**Name of the Faculty: Neha Joshi**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Internal assessment</b>	<b>Number of lectures</b>
November	Elementary Financial Mathematics	Elementary Financial Mathematics	12
December	Matrices and Determinants		16
January	Derivatives and Applications of Derivatives • Introduction and Concept: Derivatives		14
February	Numerical Analysis [Interpolation] 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

**M.L.Dahanukar College of Commerce**

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**Department: BMS**

**Class: FYBMS**

**Semester: II**

**Subject: . Business Communication - II**

**Name of the Faculty: Dr. Sudha S.**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Internal assessment</b>	<b>Number of lectures</b>
November	Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of OHP	Language and Writing Skills Reports: Parts, Types, Feasibility Reports, Investigative Reports Summarisation: Identification of main and supporting/sub points Presenting these in a cohesive manner	12
December	Group Communication		16
January	Business Correspondence		14
February	Language and Writing Skills Reports: Parts, Types, Feasibility Reports, Investigative Reports Summarisation: Identification of main and supporting/sub points Presenting these in a cohesive manner		16

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**Department: BMS**

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**Semester: II**

**Subject: Foundation Course – II**

**Name of the Faculty: Karishma Shetty**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Internal assessment</b>	<b>Number of lectures</b>
November	Globalisation and Indian Society	Human Rights	12
December	Human Rights  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	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
January	Ecology		14
February	Understanding Stress and Conflict  Managing Stress and Conflict in Contemporary Society		16

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**Class: FYBMS**

**Semester: II**

**Subject: Business Environment**

**Name of the Faculty: Shweta Soman**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Internal assessment</b>	<b>Number of lectures</b>
November	Introduction to Business Environment	Introduction to Business Environment	12
December	Political and Legal environment 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	Political and Legal environment 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	16
January	Social and Cultural Environment, Technological environment and Competitive Environment	• Sun-rise sectors of India Economy. Challenges of Indian economy	14
February	International Environment		16

**M.L.Dahanukar College of Commerce**

**Teaching Plan**

**Department: BMS**

**Class: FYBMS**

**Semester: II**

**Subject: Principles of Management**

**Name of the Faculty: Dr. Parveen Nagpal**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Internal assessment</b>	<b>Number of lectures</b>
November	Nature of Management  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.	Nature of Management  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.	12
December	Planning and Decision Making		16
January	Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations • Departmentation: Meaning, Basis and Significance • Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control Centralization vs Decentralization • Delegation: Authority & Responsibility relationship		14
February	Directing, Leadership, Co-ordination and Controlling		16

