

M.L.Dahanukar College of Commerce

Teaching Plan

Department: BMS

Class: TYBMS

Semester: V

Subject: Investment Analysis and Portfolio Management
Rahul Mehra

Name of the Faculty:

Month	Topics to be Covered	Internal assessment	Number of lectures
June	Introduction to Investment Environment a) Introduction to Investment Environment b) Capital Market in India		12
July	Risk - Return Relationship • Meaning, Types of Risk-Systematic and Unsystematic risk, Measurement of Beta, Standard Deviation,		16
August	Portfolio Management and Security Analysis a) Portfolio Management: b) Security Analysis: • Fundamental Analysis,.		14
September	Theories, Capital Asset Pricing Model and Portfolio Performance Measurement a) Theories: • Dow Jones Theory • Assumptions of CAPM, c) Portfolio Performance Measurement:		16

M.L.Dahanukar College of Commerce

Teaching Plan

Department: BMS

Class: TYBMS

Semester: V

Subject: Commodity and Derivatives Market

Name of the Faculty: Rashmi Bendre

Month	Topics to be Covered	Internal assessment	Number of lectures
June	Introduction to Commodities Market and Derivatives Market a) Introduction to Commodities Market : b) Introduction		12
July	Futures and Hedging a) Futures: b) Hedging:		16
August	Options and Option Pricing Models a) Options: b) Options Pricing Models:		14
September	Trading, Clearing & Settlement In Derivatives Market and Types of Risk a) Trading, Clearing & Settlement In Derivatives Market: b) Types of Risk:		16

M. L. Dahanukar College of Commerce

Teaching Plan

Department: BMS

Class: TYBMS (Finance)

Semester: V

Subject: Wealth Management

Name of the Faculty Member: Mario Mascarenhas

Month	Topics to be Covered	Additional Activities Done	No. of Lectures
June	<u>Introduction to wealth Management</u> Meaning, Scope, Components, Code of Ethics <u>Insurance Planning</u> : Meaning, Principles, Functions and Characteristics, Rights and Responsibilities, Types	New articles reading on insurance	08
July	<u>Investment Planning</u> : Types of asset classes, Types of Risks, Risk profiling, Asset Allocation strategy <u>Retirement Planning</u> : Purpose and need, Life Cycle planning, Wealth creation, Pre and post retirement strategies, Income and tax saving schemes, Annuities	News articles on Mutual Funds, Current Affairs, Gold Bonds, Retirement Planning	12
August	<u>Financial Mathematics</u> : Calculations of returns, Net Worth, Financial Ratios <u>Estate Planning</u> : Wills and Trust		10
September	Tax Planning: Deductions, TDS, Slabs, LTCG Economic environment analysis: Interest rates, yield curves, economic indicators	New articles	10
October	Case studies		2

M. L. Dahanukar College of Commerce

Teaching Plan

Department: BMS

Class: TYBMS (Finance)

Semester: V

Subject: Direct Taxes

Name of the Faculty Member: Aman Dubey

Month	Topics to be Covered	Additional Activities Done	No. of 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)		08
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)		12
August	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)		10
September	Deductions from Total Income S. 80C, 80CCC, 80D, 80DD, 80E, 80U, 80TTA		10
October	Computation of Total Income and Taxable Income of Individuals		2

M. L. Dahanukar College of Commerce

Teaching Plan

Department: BMS

Class: TYBMS (Finance)

Semester: V

Subject: Service Marketing

Name of the Faculty Member: Bendre Sir

Month	Topics to be Covered	Additional Activities Done	No. of Lectures
June	Role of Services in Modern Economy, Services Marketing Environment <ul style="list-style-type: none">• 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		08
July	Process-Service Mapping- Flowcharting <ul style="list-style-type: none">• Branding of Services – Problems and Solutions• Options for Service Delivery		12
August	The SERVQUAL Model <ul style="list-style-type: none">• Defining Productivity – Improving Productivity• Demand and Capacity Alignment		10
September	International and Global Strategies in Services Marketing: Services in the Global Economy- Moving from Domestic to Transnational Marketing <ul style="list-style-type: none">• Factors Favouring Transnational Strategy• Elements of Transnational Strategy• Recent Trends in Marketing Of Services		10

M.L.Dahanukar College of Commerce

Teaching Plan

Department: BMS

Class: TYBMS

Semester: V

Subject: E-Commerce and Digital Marketing

Name of the Faculty: Rahul Chopra

Month	Topics to be Covered	Number of lectures
June	Introduction to E-commerce • 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 Trends in M-Commerce	12
July	E-Business & Applications • E-Business: Meaning, Launching an E-Business, • Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, Enterprise Resource Planning • Bricks and Clicks business models in E-Business:	16
August	Payment, Security, Privacy & Legal Issues in E-Commerce • Issues Relating to Privacy and Security in E-Business • Electronic Payment Systems: • Payment Gateway: • Types of Transaction Security • E-Commerce Laws:	14
September	Digital Marketing • Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing. • Digital Marketing on various Social Media platforms. • Online Advertisement, Online Marketing Research, Online PR • Web Analytics • Promoting Web Traffic • Latest developments and Strategies	16

M.L.Dahanukar College of Commerce

Teaching Plan

Department: BMS

Class: TYBMS

Semester: V

Subject: Sales and Distribution Management

Name of the Faculty: Satish Bendre

Month	Topics to be Covered	Internal assessment	Number of lectures
June	a) Sales Management: <ul style="list-style-type: none">• Interface of Sales with Other Management Functions• Qualities of a Sales Manager• Structure of Sales Organization b) Distribution Management: c) Integration of Marketing, Sales and Distribution		06
July	a) Market Analysis: <ul style="list-style-type: none">• Market Analysis and Sales Forecasting, Methods of Sales b) Selling: <ul style="list-style-type: none">• Process of Selling, Methods of Closing a Sale, Reasons for Unsuccessful Closing• Theories of Selling• Selling Skills –• Selling Strategies		12
August	Management of Distribution Channel – Meaning & Need <ul style="list-style-type: none">• Channel Partners-• Choice of Distribution System• Factors Affecting Distribution• Factors Affecting Effective Management Of Distribution ☑ Resolution of Conflicts: Methods		16

	<input checked="" type="checkbox"/> Motivating Channel Members <input type="checkbox"/> Selecting Channel Partners <input type="checkbox"/> Evaluating Channels		
September	Performance Evaluation, Ethics and Trends a) Evaluation & Control of Sales Performance: b) Measuring Distribution Channel Performance: c) Ethics in Sales Management d) New Trends in Sales and Distribution Management		12

M.L.Dahanukar College of Commerce

Teaching Plan

Department: BMS

Class: TYBMS

Semester: V

Subject: Customer Relationship Management

Name of the Faculty: Satish Bendre

Month	Topics to be Covered	Additional Activities Done	No. of Lectures
June	CRM concepts, Benefits and Objectives, Customer profitability segment, Components of CRM, Relationship Marketing, Service level agreements. Relationship challenges.	Class activities/Group discussions.	16.
July	CRM Marketing Initiatives, CRM and Customer service, Call Centre operations, Call scripting, Web based service, Call scripting, CRM and data Management. OLAP .Click stream analysis,data reporting.		16
August	Understanding customers, value, Profit chain, loyalty, Objectives of CRM strategy, Planning and implementation of CRM, B 2 B CRM,Sales and CRM, Sales force automation,	Case studies.	16
September	CRM Evaluation , service quality, Customer Customer satisfaction, Company 3E measures, e		16

	CRM,software application for CRM, Activity Management, Inbound communication Management. Social Networking and CRM		
--	--	--	--

M. L. Dahanukar College of Commerce

Teaching Plan

Department: BMS

Class: TYBMS (HR)

Semester: V

Subject : FHRM

Name of the Faculty Member: Ms. Sangeeta Pandey

Month	Topics to be Covered	Additional Activities Done	No. of Lectures
June	<ul style="list-style-type: none"> ➤ <u>Compensation Plans and HR Professionals:</u> Meaning, Objectives of Compensation Plan, Role of HR Professionals in Compensation Plans, Types of Compensation : Financial and non- financial , Factors Influencing Compensation • 3Ps Compensation: Concept, Benefits of Compensation: Personal, Health and Safety 	Revision Done And class test	10
July	<ul style="list-style-type: none"> • Pay Structure: Meaning, Features, Factors, Designing the Compensation system, Compensation Scenario in India. ➤ <u>Incentives and Wages</u> • Meaning and Types: Piecework , Team, Incentives for Managers and Executives • Wages Differentials: Concepts, Factors contributing to wages differentials, Types of Wage Differentials, Importance and Elements of a Good wage Plan. • Theories of wages: Subsistence Theory, Wage Fund Theory, Marginal Productivity Theory, Residual Claimant Theory, Bargaining Theory 	Revision Done And class test	12
August	<ul style="list-style-type: none"> ➤ <u>Compensation to Special Group and Recent Trends:</u> • Team Based pay, remunerating professionals, Contract employees, Corporate Directors, CEOs, Expatriates and Executives. • Human Resources Accounting: Meaning, Features, Objectives and Methods • Recent Trends: Golden Parachute, E compensation, Cafeteria Approach 	Case study and class test	08
September	<ul style="list-style-type: none"> ➤ <u>Legal and Ethical issues in Compensation:</u> • Wage Policy in India, Payment of Bonus Act 1965, Equal Remuneration Act 1976, Payment of Wages Act 1936, Payment of Gratuity Act 1972, Employee 	Revision Done and case study	10

	<p>Compensation Act 1923.</p> <ul style="list-style-type: none"> • Pay Commissions, Wage Boards, Adjudication, Legal consideration, COBRA requirement, Merger and Acquisition, Current issues and Challenges in Compensation Management, Ethics in Compensation Management 		
October	➤ Revision of all chapters with class test.		5

M.L.Dahanukar College of Commerce

Teaching Plan

Department: BMS

Class: TYBMS

Semester: V

**Subject: Strategic Human Resource Management and HR Policies Name of the Faculty:
Parveen Nagpal**

Month	Topics to be Covered	Internal assessment	Number of lectures
June	Strategic Human Resource Management (SHRM) – Meaning, • HR Environment • Linking SHRM and Business Performance		12
July	Developing HR Strategies to Support Organisational Strategies, Resourcing Strategy – Strategic HR Planning – Meaning, Advantages, Interaction between Strategic Planning and HRP, Managing HR Surplus and Shortages, Strategic Recruitment and Selection		12
August	Human Resource Policies, Areas of HR Policies in Organisation, Requisites of a Sound HR Policies –Performance Appraisal, Compensation, Promotion, Outsourcing, Retrenchment HR Policies		16
September	Employee Engagement • Contemporary		12

	<p>Approaches to HR Evaluation</p> <ul style="list-style-type: none">• Competency based HRM.• Human Capital Management• New Approaches to Recruitment• Strategic International Human Resource Management.		
--	--	--	--

M.L.Dahanukar College of Commerce

Teaching Plan

Department: BMS

Class: TYBMS

Semester: V

Subject: Performance Management and Career Planning Name of the Faculty: Satish Bendre

Month	Topics to be Covered	Additional Activities Done	No. of Lectures
June	Performance Management Meaning & Features, Evolution objectives, Linkage of PM with other functions, Performance appraisal, Performance Management cycle, Best Practices, Role of Technology in Performance ,Management.	Group activity for designing appraisal.	16
July	Performance Planning, Benchmarking, PM process, approaches of Performance appraisal, Performance Monitoring, PM Implementation, Concept of High Performance Teams.		16
August	Ethics in Performance Management, Ethical Issues in PM, Code of ethics, Building PM culture, approaches to Manage Under Performers, Key issues and challenges in Performance Management.PM appraisals, Steps, advantages and limitations, Pay criteria,		16
September	Career Planning, Steps in career Planning, Role of mentor, Career development, Role of employer and employee. Steps in career planning.		16

M.L.Dahanukar College of Commerce

Teaching Plan

Department: BMS

Class: TYBMS

Semester: V

Subject: Industrial Relations

Name of the Faculty: Rashmi Bendre

Month	Topics to be covered	Topics for Internal	No of Lectures
June	Industrial Relations- An overview Evolution of IR in India, Factors affecting IR, Role of State, Employers and Unions in IR, Changing Dimensions of IR in India, Impact of Liberalisation, Privatisation and Globalisation on Industrial Relations, Issues and Challenges of industrial relations in India		12
July	a) Industrial Disputes: b) Employee Discipline: c) Grievance Handling: d) Workers' Participation in Management:		12
August	a) Trade Unions: b) Collective Bargaining:		13
September	The Trade Unions Act, 1926; • The Industrial Employment (Standing Orders) Act, 1946; • The Industrial Disputes Act,		10

M.L.Dahanukar College of Commerce

Teaching Plan

Department: BMS

Class: TYBMS

Semester: V

Subject: Corporate Communication and Public Relations Name of the Faculty: Karishma Sachdev

Month	Topics to be covered	Topics for Internal	No of Lectures
November	a) Corporate Communication: Scope and Relevance b) Keys concept in Corporate Communication c) Ethics and Law in Corporate Communication		13
December	a)Fundamental of Public Relations: b) Emergence of Public Relations: c) Public Relations Environment: d) Theories used in Public Relations		12
January	a)Media Relations: b) Employee Communication: c) Crisis Communication: d) Financial Communication		10
February	a) Contribution of Technology to Corporate Communication b) Information Technology in Corporate Communication c) Corporate Blogging		12