

M.L.Dahanukar College of Commerce

Teaching Plan

Department: BMS

Class: TYBMS

Semester: VI

Subject: International Finance

Name of the Faculty: Rashmi Bendre

| Month | Topics to be covered | Topics for Internal | No of Lectures |
|--------------|---|----------------------------|-----------------------|
| November | a) Introduction to International Finance: b) Balance of Payment: c) International Monetary Systems: d) An introduction to Exchange Rates: | | 12 |
| December | a) Foreign Exchange Markets: b) International Parity Relationships & Foreign Exchange Rate: •c) Currency & Interest Rate Futures: | | 12 |
| January | a) Euro Currency Bond Markets: b) International Equity Markets & Investments: c) International Foreign Exchange Markets: d) International Capital Budgeting: | | 10 |
| February | a) Foreign Exchange Risk Management: b) International Tax Environment: c) International Project Appraisal: | | 12 |

M.L.Dahanukar College of Commerce

Teaching Plan

Department: BMS

Class: TYBMS

Semester: VI

Subject: Innovative Financial Services

Name of the Faculty: Mario M

| Month | Topics to be covered | Topics for Internal | No of Lectures |
|--------------|---|----------------------------|-----------------------|
| November | a) Financial Services: b) Factoring and Forfaiting: c) Bill Discounting: | | 12 |
| December | a) Issue Management and Intermediaries: b) Stock Broking: c) Securitization: | | 12 |
| January | a) Lease and Hire-Purchase: b) Housing Finance: c) Venture Capital: | | 10 |
| February | a) Consumer Finance: b) Plastic Money: c) Credit Rating: | | 12 |

M.L.Dahanukar College of Commerce

Teaching Plan

Department: BMS

Class: TYBMS

Semester: VI

Subject: Project Management

Name of the Faculty: Khoj Agarwal

| Month | Topics to be covered | Topics for Internal | No of Lectures |
|--------------|--|----------------------------|-----------------------|
| November | a) Introduction to Project Management: b) Organizational Structure (Project Organization): c) Project Initiation: | | 12 |
| December | a) Project Feasibility Analysis: b) Market Analysis: c) Technical Analysis: d) Operational Analysis | | 12 |
| January | a) Funds Estimation in Project: b) Risk Management in Projects: c) Cost Benefit Analysis in Projects | | 12 |
| February | a) Modern Development in Project Management: b) Project Monitoring & Controlling: c) Project Termination & Solving Project Management Problems | | 10 |

M.L.Dahanukar College of Commerce

Teaching Plan

Department: BMS

Class: TYBMS

Semester: VI

Subject: Strategic Financial Management

Name of the Faculty: Nikhil Joshi

| Month | Topics to be Covered | Internal assessment | Number of lectures |
|-----------|--|---------------------|--------------------|
| June | Dividend Decision and XBRL a) Dividend Decision: b) XBRL: | | 12 |
| July | Capital Budgeting and Capital Rationing a) Capital Budgeting: b) Capital Rationing: | | 16 |
| August | a) Shareholder Value and Corporate Governance: <ul style="list-style-type: none">Financial Goals and Strategy, Shareholder Value Creation: EVA and MVA Approach, b) Corporate Restructuring: <ul style="list-style-type: none">Meaning, Types, Limitations of Merger, Amalgamation, Acquisition, Takeover, | | 14 |
| September | a) Financial Management in Banking Sector: b) Working Capital Financing: | | 16 |

M.L.Dahanukar College of Commerce

Teaching Plan

Department: BMS

Class: TYBMS

Semester: VI

Subject: Brand Management

Name of the Faculty: Shweta Soman

| Month | Topics to be covered | Topics for Internal | No of Lectures |
|----------|--|---|----------------|
| November | Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities, | Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities, | 06 |
| December | Integrating Marketing Programs and Activities • Personalising Marketing: Experiential Marketing, One to One Marketing, Permission Marketing • Product Strategy: Perceived Quality and Relationship Marketing | | 12 |
| January | a) The Brand Value Chain b) Measuring Sources of Brand Equity: c) Young and Rubicam's Brand Asset Valuator d) Measuring Outcomes of Brand Equity | | 16 |
| February | a) Designing & Implementing Branding Strategies: b) Brand Extensions: c) Managing Brands over Time: d) Building Global Customer Based Brand Equity | | 12 |

M.L.Dahanukar College of Commerce

Teaching Plan

Department: BMS

Class: TYBMS

Semester:VI

Subject: Retail Management

Name of the Faculty: Dr.Parveen Nagpal

| Month | Topics to be covered | Topics for Internal | No of Lectures |
|--------------|---|---|-----------------------|
| November | Retail Management: Introduction and Meaning, Significance, Factors Influencing Retail Management, Scope of Retail Management Retail Formats | An overview of Strategic Management | 06 |
| December | Organized Retailing: Factors Responsible for the Growth of Organized Retail in India Multichannel Retailing: Meaning and Types, E-tailing: Meaning, Advantages and Limitations Emerging Trends in Retailing, Impact of Globalization on Retailing I.T in Retail: Importance, Advantages and Limitations, Applications of I.T. in Retail: EDI, Bar Coding, RFID Tags, Electronic Surveillance, | | 12 |

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|----------|---|----|
| | <p>Electronic Shelf Labels</p> <p>FDI in Retailing: Meaning, Need for FDI in Indian Retail Scenario</p> <p>Franchising: Meaning, Types, Advantages and Limitations, Franchising in India • Green Retailing • Airport Retailing</p> | |
| January | <p>Retail Consumer/Shoppper: Factors Influencing Retail Shoppers, Changing Profile of Retail Shoppers</p> <p>Market Research as a Tool for Understanding Retail Markets and Shoppers</p> <p>CRM in Retail: Objectives, Customer Retention Approaches: Retail Strategy: Process, Retail Value Chain</p> <p>Store Location Selection: Types of Retail Locations, Factors Influencing Store Location</p> <p>HRM in Retail: Significance, Functions</p> <p>Organization Structure in Retail</p> | 16 |
| February | <p>Merchandise Management - Types of Merchandise, Principles of Merchandising, Merchandise Planning-</p> | 12 |

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|--|---|--|--|
| | <p>Meaning and Process</p> <p>Merchandise Category – Meaning, Importance, Components, Role of Category Captain</p> <p>Merchandise Procurement/Sourcing: Process</p> <p>Buying Cycle, Factors Affecting Buying Functions, Young and Rubicam’s Brand Asset Valuator.</p> <p>Need and Importance of Private Labels, Private Labels in India Retail Pricing: Considerations in Setting Retail Pricing, Pricing Strategies</p> | | |
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M.L.Dahanukar College of Commerce

Teaching Plan

Department: BMS

Class: TYBMS

Semester:VI

Subject: International Marketing

Name of the Faculty: H Oberoi

| Month | Topics to be covered | Topics for Internal | No of Lectures |
|----------|---|---------------------|----------------|
| November | Features of International Marketing, Need and Drivers of International Marketing Concept of International Trade, Barriers to Trade: Tariff and Non Tariff, Trading Blocs : SAARC, ASEAN, NAFTA, EU, OPEC | | 06 |
| December | a) International Marketing Environment: b) Marketing Research: | | 12 |
| January | a) International Product Decision b) International Pricing Decision: c) International Distribution Decisions d) International Promotion Decisions | | 16 |
| February | a) Introduction -Developing International Marketing Plan: b) International strategies: c) International Marketing of Services | | 12 |

M.L.Dahanukar College of Commerce

Teaching Plan

Department: BMS

Class: TYBMS

Semester: VI

Subject: Media Planning and Management

Name of the Faculty: Satish Bendre

| Month | Topics to be covered | Topics for Internal | No of Lectures |
|--------------|---|----------------------------|-----------------------|
| November | a) Overview of Media and Media Planning: b) Media Research: | | 06 |
| December | a) Media Mix: b) Media Choices: c) Emerging Media: d) Media Strategy: | | 12 |
| January | a) Media Budget b) Media Buying: c) Media Scheduling | | 16 |
| February | a) Media Measurement: b) Benchmarking Metrics: c) Plan Metrics: d) Evaluating Media Buys | | 12 |

M.L.Dahanukar College of Commerce

Teaching Plan

Department: BMS

Class: TYBMS

Semester: V

Subject: HRM in Global Perspective

Name of the Faculty: Dr.Parveen Nagpal

| Month | Topics to be covered | Topics for Internal | No of Lectures |
|--------------|--|--|-----------------------|
| November | <ul style="list-style-type: none">• Difference between International HRM and Domestic HRM• Approaches to IHRM- Ethnocentric, Polycentric, Geocentric and Regiocentric• Limitations to IHRM• Qualities of Global Managers• Organizational Dynamics and IHRM | Human Resource Management , Personnel Policies | 06 |
| December | International Recruitment and Selection Motivation and Reward System- <ul style="list-style-type: none">• International Industrial Relations | | 12 |
| January | Concepts of PCNs (Parent-Country Nationals), TCNs(Third-Country Nationals) and HCNs(Host-Country Nationals) Expatriation | | 16 |
| February | Emerging Trends in IHRM Growth in Strategic Alliances and Cross Border Mergers and Acquisitions- Impact on IHRM Knowledge Management and IHRM . Discussion of Case Studies | | 12 |

M.L.Dahanukar College of Commerce

Teaching Plan

Department: BMS

Class: TYBMS

Semester: V

Subject: Organisational Development

Name of the Faculty: Sameer Karna

| Month | Topics to be covered | Topics for Internal | No of Lectures |
|--------------|--|----------------------------|-----------------------|
| November | Organisational Development – Meaning, Features, Evolution, Components, Objectives, Principles, Process, Importance • Relevance of Organisational Development for Managers, OD- HRD Interface, Participation of Top Management in OD | | 06 |
| December | Organizational Renewal, Re-energising, OD and Business Process Re-Engineering (BPR), OD and Leadership Development • Organisational Change- | | 12 |
| January | Types of Interventions- Human Resource Intervention, Structural Intervention, Strategic Interventions, Third Party Peace Making Intervention • Techniques of OD Intervention | | 16 |
| February | Values in OD – Meaning, Professional Values, Value Conflict and Dilemma • Ethics in OD – Meaning, Factors Influencing Ethical Judgement, Ethical Guidelines for OD Professionals | | 12 |

M.L.Dahanukar College of Commerce

Teaching Plan

Department: BMS

Class: TYBMS

Semester: V

Subject: HRM in SSM

Name of the Faculty: Karishma Desai

| Month | Topics to be covered | Topics for Internal | No of Lectures |
|----------|---|--|----------------|
| November | Service Sector Management – Meaning, Significance of Service Sector, Reasons for Growth in Service Sector • Service Organization - Importance of Layout and Design of Service Organization, Servicescape • Service Culture in Organization – Meaning, Developing Service Culture in Organization | Introduction Organization and Management Concepts, Nature and Significance of BPR | 06 |
| December | Emotional Labour – Meaning, Strategies for Managing Emotional Labour • Recruitment in Service Sector– Recruiting Right People, Recruitment Procedures and Criteria, Challenges in Recruitment in Service Sector • Selection of Employees in Service Sector | | 12 |
| January | Delivering Services through Agents and Brokers - Meaning, Advantages, Challenges, Strategies for Effective Service Delivery through Agents and Brokers • HRM in Public Sector | | 16 |

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|----------|---|--|----|
| | Organizations and Non – Profit Sector in India • Issues and Challenges of HR in Specific Services: | | |
| February | Service Leadership – Meaning, Integrating Marketing Operation and Human Resources, Creating a Leading Service Organization, The Service – Profit Chain Model • Attrition in Service Sector | | 12 |

M.L.Dahanukar College of Commerce

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Department: BMS

Class: TYBMS

Semester: VI

Subject: Indian Ethos in Management

Name of the Faculty: Sangeeta Pandey

| Month | Topics to be covered | Topics for Internal | No of Lectures |
|----------|---|---|----------------|
| November | a) Indian Ethos b) Management Lessons from Scriptures: Indian Management v/s Western Management | a) Indian Ethos b) Management Lessons from Scriptures: Indian Management v/s Western Management | 06 |
| December | a) Work Ethos: • Meaning, Levels, Dimensions, Steps, Factors Responsible for Poor Work Ethos b) Values: | | 12 |
| January | a) Stress Management: b) Stress Management Techniques: c) Leadership: d) Motivation | | 16 |
| February | Learning: Meaning, Mechanisms | | 12 |

M.L.Dahanukar College of Commerce

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Department: BMS

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Semester: VI

Subject: Operation Research

Name of the Faculty: Srinath R

| Month | Topics to be covered | Topics for Internal | No of Lectures |
|--------------|--|--|-----------------------|
| November | a) Introduction To Operations Research b) Linear Programming Problems: Introduction and Formulation c) Linear Programming Problems: Graphical Method d) Linear Programming Problems: Simplex Method | a) Introduction To Operations Research b) Linear Programming Problems: Introduction and Formulation c) Linear Programming Problems: Graphical Method d) Linear Programming Problems: Simplex Method | 12 |
| December | a) Assignment Problem – Hungarian Method b) Transportation Problems | | 12 |
| January | a) Critical Path Method (CPM) b) Project Crashing c) Program Evaluation and Review Technique (PERT) | | 13 |
| February | a) Decision Theory b) Job Sequencing Problem c) Theory of Games | | 10 |

