

M.L.Dahanukar College of Commerce

Teaching Plan

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

Semester: III Class: SYBEME

Subject: Environment Economics-I

Name of the Faculty: Chetan Panchal

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	Introductory micro-economic theory such as: supply and demand; price formulation; political means of control; environmental economic theories		
July	Valuation methods; political means of control (administrative and incentive based) and their applicability on environmental problems;		
August	Natural resource economics; renewable and non-renewable resources resource management regimes;.	Class Test	

September	Ecological economics; the ecological system; technological pessimism vs technological optimism;		
October	• International trade and the environment; Economic growth and the environment; and • Case Studies		

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Semester: III Class: SYBEME

Subject: Marketing Management

Name of the Faculty: Sangeeta Pandey

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	(a) The 4 Ps and 3Cs of Marketing (b) Marketing as an activity, function, and philosophy (c) Needs, wants and demands; transactions, transfers & exchanges (d) Orientation of a firm: Production concept; product concept; selling concept; and marketing concept. New Trends in Marketing: E-Marketing, Internet Marketing, and Marketing using social networks Societal Marketing/Relationship Marketing Marketing Research; MIS; & Consumer Behaviour The micro environment of business (management structure; marketing channels: markets in which a firm operates; competitors and stakeholders. Macro Environment: political factors; economic factors; socio-cultural factors; technological factors (pest analysis)		
July	Importance of Marketing Research Types of Marketing Research: Product research; sales research; consumer/customer research; promotion research. Pricing Decisions, Channel Decisions; Promotion Mix; Strategies; Integrated Marketing; Communications; Marketing Services; & Ethics in Marketing Pricing Decisions		

	<p>Pricing objectives; factors influencing pricing decisions</p> <p>Types of pricing: Mark up/cost plus pricing; perceived value pricing; value pricing; geographic pricing; etc. Responding to competitors Action through price and non price variables.</p> <p>Impact of the products: stage in the PLC on pricing decisions.</p>		
August	<p>Basic stimulus response model</p> <p>Influence on consumers decision-making process High involvement and low involvement products Influences on buying behaviour: cultural factors, social factors, personal factors and psychological factors (Maslow's Hierarchy) Methods of sales forecasting</p> <p>Industrial Buying Behaviour; Product & Brand Management; STP Industrial buying behaviour Decision making process DMUs and its composition</p> <p>Factors influencing purchasing: economic environment; organizational factors; inter-personal characteristics; and individual buyer characteristics Key differences between Consumer and Organizational Buying</p> <p>Marketing Services: Characteristics of services; ways of improving services, delivery, managing service maturity. Ethics in Marketing Advertising Standards Council of India code of ethics in advertising; promotion to children; unfair practices in marketing</p>	Class Test	
September	<p>Product and Brand Management (a)</p> <p>Products: core, tangible and augmented products Product mixed decisions: product line decisions; strategic filling, line modernization decisions</p> <p>New product development process: idea generation, screening, concept development and testing, marketing strategy, product development, market testing, test</p>		

	<p>marketing, and commercialization.</p> <p>product life cycle: Introduction growth, marketing decline, (b) Brand Management Brand equity; branding decisions; brand extensions; brand portfolios Segmentation, Targeting and Positioning (STP): Channel Decisions: Types of channels: Intensity of distribution, channel conflict and channel management. Retailing importance, and types of retail formats, Indian Retail Scenario Promotion mix Advertising: Importance and scope Sales promotion: objectives; consumer promotions PR and publicity Personal Selling: recruitment, selection, training, motivation and evaluation of sales reps. Integrated Marketing Communication: Definition of target audience; determining communication objectives; designing communication and selection of channels</p>		
October	<p>Segmentation variables for consumer markets: Geographic, demographic, psychographic, behavioural Segmentation variable for industrial markets: customer location, type of industry, size of the firm, purchase criteria, etc. Targeting: undifferentiated marketing; single segment and multi segment structures; guidelines for selecting target markets Positioning: Identifying frame of reference; points of parity and points of difference; choosing category membership; product and brand differentiation for identifying of position</p>		

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

Semester: III Class: SYBEME

Subject: Research Methods in Business

Name of the Faculty: Shivani Naik

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	Fundamentals of Research: - Meaning, Objectives and Significance. Types of Research: - Basic research, Applied, Descriptive, historical, Exploratory, Experimental, Ex-post-factor and Case study approach. Approaches to Research: - a. Quantitative approach: - i Inferential ii Experimental iii Simulation b. Qualitative approach: - i Ethnographic ii Phenomenological iii Field Research		
July	Importance of research in management decisions: - Various areas of research in business: a) Marketing Research b) Government policies and economic systems c) Social relationship d) Planning and operational problems of research in business		
August	2 Research process: - Selecting the topic, defining the research problem, objectives of research, literature survey, sample design, data collection, execution of project, analysis of data and hypothesis testing, generalization and interpretation and preparation of research report. Features of good research Research design	Class Test	

	<p>– Meaning, need, features of good research design, types of research design –</p> <p>a) For exploratory research b) For descriptive research b) For causal research studies</p>		
September	<p>3 Hypothesis: - Meaning, importance and types. Formulation of hypothesis and testing of hypothesis. Chi-square test, Correlation Co-efficient, Regression analysis. Sampling: - Meaning , Sample and sampling, essentials of good sample. Sample size, methods of sampling: -</p> <p>a) Probability sampling – cluster sampling, stratified sampling, multi stage sampling.</p> <p>b) Non-probability sampling: - Purposive sampling, Quota sampling, Convenience sampling.</p>		
October	<p>4 Sources and Methods of data collection: - Primary and Secondary data. a) Primary sources: - i. Observation ii. Interview iii. Questionnaire iv. Interview schedules b) Secondary sources</p> <p>Data processing – Tabulation - Data analysis and Interpretation Report writing – layout of research report</p>		

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

Semester: III Class: SYBEME

Subject: Global Warming and Climate Change

Name of the Faculty: Prajktha Jadhav

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	UNIT-I Role of ozone in environment- ozone layer- ozone depleting gases- Green House Effect		
July	UNIT-II Temperature profile of the atmosphere- Laps rates- Temperature inversion- effects of inversion on pollution dispersion.		
August	UNIT-III Causes of Climate change : Change of Temperature in the environment- melting of ice Polesea level rise- role of fossil fuels	Class Test	

September	UNIT-IV Mitigation Measures- Cleaner production-alternative fuel measures		
October	UNIT – V Kyoto Protocol- Intergovernmental Panel on Climate change (IPCC)-		

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Semester: III Class: SYBEME

Subject: Natural Resources and Management

Name of the Faculty: Prajktha Jadhav

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	UNIT-I Introduction to Natural Resources – Classification of natural resources – List of natural resources – Values of natural resources - Demands on Natural Resources - Population, lifestyle and natural resources - Impact of poor natural resource management.		
July	UNIT-II Land resources – Land: Definition - Land use pattern in India. Waste Land: Types. Desertification: Definition - Causes and impacts.		
August	UNIT-III Water resources – Hydrological cycle – Surface water - Ground water:. Dams: Uses and impacts on environment. Marine resources: Biotic and abiotic resources.	Class Test	

September	UNIT-IV Living Resources-Agriculture- types of cultivation-high yielding varieties –HYV chemicals fertilizers& their impacts- Microbes-useful& harmful bacteria in soil , water ,Air – fungi beneficial & harmful.		
October	UNIT-V Forest and Mineral Resources forest produce – food- fodder – fuel wood. Fiber – Timber – Minerals – Metal & non metal resources, non – conventional energy resources		

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Semester: III Class: SYBEME

Subject: Financial Management

Name of the Faculty: Srinath Ramswami

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	Meaning and Scope of Financial Management Functions and Objectives of Financial Management Changing Role of Finance Managers Definition - GWC & NWC (Explain Core Assets & Non Core Assets) Components of Working Capital Factors Determining Working capital		
July	Meaning and Importance Credit Policy Variables Case Study on Credit Evaluation Methods of Credit Evaluation <ul style="list-style-type: none">○ Traditional and Numerical Credit Scoring Monitoring the Debtors – Techniques <ul style="list-style-type: none">○ DSO, Ageing Schedule, Collection Matrix		
August	Motives Of Holding Cash Strategies Of Cash Management Cash Budget: Meaning and objectives Budgeting of receipts and payments- Trading, non trading and capital Preparation of monthly budget and finding out closing cash Balance (Excl. Financial Statements to be made	Class Test	

	From the Working Capital Estimation)		
September	<p>Types of capital Debt Equity Retained Earnings Preference Cost of Capital for each type of capital Weighted Cost of Capital Marginal Cost of Capital (w.r.t. Expansion). Introduction, types of capital, sources of capital Evaluation of capital expenditure proposal from given cash flow, concept of present value Techniques of appraisal of investment proposal</p> <p>Payback period method, Average rate of return method Net present value method</p> <p>Profitability index method</p>		
October	<p>Business Restructuring</p> <p>Importance Financial Implication</p> <p>Valuation</p> <p>Types of Business Restructuring</p> <p>Merger Amalgamation De-Merger</p> <p>Other Restructurings (Elementary accounting problems – testing fundamental knowledge only)</p> <p>Long Term & Short Term Sources Of Finance Traditional & Modern instruments of Finance Including Securitizations</p>		

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