

M.L.Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: Bachelor of Management Studies

Class: SYBMS

Semester: III

Subject: Strategic Management

Name of the Faculty Member: Dr. Parveen Nagpal

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
August	Business Policy-Meaning, Nature, Importance • Strategy-Meaning, Definition • Strategic Management-Meaning, Definition, Importance, Strategic management • Process & Levels of Strategy and Concept and importance of Strategic Business Units (SBU's) • Strategic Intent-Mission, Vision, Goals, Objective, Plans	Case studies	16
September	Environment Analysis and Scanning(SWOT) • Corporate Level Strategy (Stability, Growth, Retrenchment, Integration and Internationalization) • Business Level Strategy(Cost Leadership, Differentiation, Focus) • Functional Level Strategy(R&D, HR, Finance, Marketing, Production)	Presentations	16
October	Models of Strategy making. • Strategic Analysis& Choices &Implementation: BCG Matrix, GE 9Cell, Porter5 Forces, 7S Frame Work • Implementation: Meaning, Steps and implementation at Project, Process, Structural ,Behavioural ,Functional level.	Case studies	20

November	Strategic Evaluation & Control– Meaning, Steps of Evaluation & Techniques of Control		04
December	Synergy: Concept , Types , evaluation of Synergy. Synergy as a Component of Strategy & its Relevance. Change Management– Elementary Concept	Presentations	04
	Total no. of lectures		60

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M. L. Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: Bachelor of Management Studies

Class: SYBMS

Semester: III

Subject: Accounting for Managerial Decisions

Name of the Faculty Member: Rashmi Bendre

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
August	Study of balance sheet of limited companies. Study of Manufacturing, Trading, Profit and Loss A/c of Limited Companies • Vertical Form of Balance Sheet and Profit & Loss A/c- Comparative Statement & Common Size	Annual Report Study	14
September	Vertical Form of Balance Sheet and Profit & Loss A/c- Trend Analysis Ratio analysis and Interpretation (based on vertical form of financial statements) including conventional and functional classification restricted to: Different modes of expressing ratios:-Rate, Ratio, Percentage,	Sectoral analysis with the help of comparative, common size and trend analysis	18

	<p>Number. Limitations of the use of Ratios.</p> <p>Balance sheet ratios: Current ratio, Liquid Ratio, Stock Working capital ratio, Proprietary ratio, Debt Equity Ratio, Capital Gearing Ratio.</p>		
October	<p>Revenue statement ratios: Gross profit ratio, Expenses ratio, Operating ratio, Net profit ratio, Net Operating Profit Ratio, Stock turnover Ratio, Debtors Turnover , Creditors Turnover Ratio</p> <ul style="list-style-type: none"> • Combined ratios: Return on capital Employed (including Long term borrowings), Return on Proprietors fund (Shareholder fund and Preference Capital), Return on Equity Capital, Dividend Payout Ratio, Debt Service Ratio <p>Working capital-Concept, Estimation of requirements in case of Trading & Manufacturing Organizations.</p>	Sectoral ratio analysis	14
November	<p>Working capital-Concept, Estimation of requirements in case of Trading & Manufacturing Organizations.</p> <ul style="list-style-type: none"> • Receivables management-Meaning &Importance, Credit Policy Variables, methods of Credit Evaluation(Traditional and Numerical- Credit Scoring); Monitoring the Debtors 	Study the companies with help of various financial websites	12

	Techniques [DSO, Ageing Schedule]		
December	Preparation of cash flow statement(AccountingStandard-3(revised		14
	Total no. of lectures		60

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M.L.Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: Bachelor of Management Studies

Class: SYBMS

Semester: III

Subject: Advertising

Name of the Faculty Member: Shweta Soman

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
August	Introduction to Advertising Definition, Evolution of Advertising, Importance, Scope, Features, Benefits, Five M's of Advertising Types of Advertising – consumer advertising, industrial advertising, institutional advertising, classified advertising, national advertising, generic advertising Theories of Advertising : Stimulus Theory, AIDA, Hierarchy Effects Model, Means – End Theory, Visual Verbal Imaging, Cognitive Dissonance Ethics and Laws in Advertising : Puffery, Shock Ads, Subliminal Advertising,	Case studies	14

	<p>Weasel Claim, Surrogate Advertising, Comparative Advertising Code of Ethics, Regulatory Bodies, Laws and Regulation – CSR, Public Service Advertising, Corporate Advertising, Advocacy Advertising</p> <p>Social, cultural and Economic Impact of Advertising, the impact of ads on Kids, Women and Advertising</p>		
September	<p>Strategy and Planning Process in Advertising</p> <p>Advertising Planning process & Strategy : Introduction to Marketing Plan,</p> <p>Advertising Plan- Background, situational analysis related to Advertising issues, Marketing Objectives, Advertising Objectives, Target Audience, Brand Positioning (equity, image personality), creative Strategy, message strategy, media strategy, Integration of advertising with other communication tools</p> <p>Role of Advertising in Marketing Mix : Product planning, product brand</p>	Ad-making	18

October	<p>policy, price, packaging, distribution, Elements of Promotion, Role of Advertising in PLC</p> <p>Advertising Agencies – Functions – structure – types - Selection criteria for Advertising agency – Maintaining Agency–client relationship, Agency Compensation.</p>	Blog writing	20
November	<p>Introduction to Creativity – definition, importance, creative process , Creative strategy development – Advertising Campaign – determining the message theme/major selling ideas – introduction to USP – positioning strategies – persuasion and types of advertising appeals – role of source in ads and celebrities as source in Indian ads – execution styles of presenting ads.</p> <p>Role of different elements of ads – logo, company signature, slogan, tagline, jingle, illustrations, etc – Creating the TV commercial – Visual Techniques, Writing script, developing</p>	Group discussion on various	12

	<p>storyboard, other elements (Optical, Soundtrack, Music)</p> <p>□ Creating Radio Commercial – words, sound, music – scriptwriting the commercial – clarity, coherence, pleasantness, believability, interest, distinctiveness</p> <p>□ Copywriting : Elements of Advertisement copy – Headline, sub-headline, Layout, Body copy, slogans. Signature, closing idea, Principles of Copywriting for print, OOH, essentials of good copy, Types of Copy, Copy Research</p>		
December	<p>Budget, Evaluation, Current trends and careers in Advertising</p> <p>Advertising Budget – Definition of Advertising Budget, Features, Methods of Budgeting</p> <p>□ Evaluation of Advertising Effectiveness – Pre-testing and Post testing</p> <p>Objectives, Testing process for Advertising effectiveness, Methods of Pre-testing and Post-testing, Concept testing v/s Copy testing</p>	<p>Group Discussion on various topics, Case studies on top most ad agencies in India</p>	13

	<p>Current Trends in Advertising : Rural and Urban Advertising, Digital Advertising, Content Marketing (Advertorials), retail advertising, lifestyle advertising, Ambush Advertising, Global Advertising – scope and challenges – current global trends Careers in Advertising : careers in Media and supporting firms, freelancing options for career in advertising, role of Advertising Account Executives, campaign Agency family tree – topmost advertising agencies and the famous advertisements designed by them</p>		
	Total no. of lectures		60

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M.L.Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: Bachelor of Management Studies

Class: SYBMS

Semester: III

Subject: Business Planning and Entrepreneurial Management

Name of the Faculty Member: Shweta Soman

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
August	Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship, Importance and significance of growth of entrepreneurial activities Characteristics and qualities of entrepreneur • Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating Theory of High Achievement by McClelland X-Efficiency Theory by Leibenstein Theory of Profit by Knight Theory of Social change by Everett Hagen • External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economical, Personal. Role of Entrepreneurial culture in Entrepreneurship Development.	Prepare Business Plan (group activity)	16

September	<p>Types & Classification Of Entrepreneurs Intrapreneur –Concept and Development of Intrapreneurship</p> <ul style="list-style-type: none"> • Women Entrepreneur – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group • Social entrepreneurship– concept, development of Social entrepreneurship in India. Importance and Social responsibility of NGO’s. • Entrepreneurial development Program (EDP)– concept, factor influencing EDP. Option available to Entrepreneur. (Ancillarisation, BPO, Franchise, M&A) 	SWOT analysis for business	16
October	<p>Entrepreneur Project Development & Business Plan</p> <p>Innovation, Invention, Creativity, Business Idea, Opportunities through change.</p> <ul style="list-style-type: none"> • Idea generation– Sources-Development of product /idea, • Environmental scanning and SWOT analysis • Creating Entrepreneurial Venture-Entrepreneurship Development Cycle • Business Planning Process-The business plan as an Entrepreneurial tool, scope and value of Business plan. • Elements of Business Plan, Objectives, Market and Feasibility Analysis, 	Presentation- Women Entrepreneurs	20

	Marketing, Finance, Organization & Management, Ownership, • Critical Risk Contingencies of the proposal, Scheduling and milestones.		
November	Venture Development Steps involved in starting of Venture • Institutional support to an Entrepreneur • Venture funding, requirements of Capital (Fixed and working) Sources of finance, problem of Venture set-up and prospects	Case Studies	04
December	Marketing: Methods, Channel of Marketing, Marketing Institutions and Assistance. • New trends in entrepreneurship	How to approach investors (Group activity)	04
	Total no. of lectures		60

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M. L. Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: Bachelor of Management Studies

Class: S.Y.B.M.S. (Marketing)

Semester: III

Subject: CONSUMER BEHAVIOUR

Name of the Faculty Member: Ms. Delisha D'souza

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
August	Unit 1: Introduction To Consumer Behaviour: <ul style="list-style-type: none">• Meaning of Consumer Behaviour, Features and Importance.• Types of Consumer (Institutional & Retail), Diversity of consumers and their behaviour- Types Of Consumer Behaviour.• Profiling the consumer and understanding their needs.• Consumer Involvement• Application of Consumer Behaviour knowledge in Marketing	- Case Study Discussion	12
September	<ul style="list-style-type: none">• Consumer Decision Making Process and Determinants of Buyer Behaviour, factors affecting each stage and Need recognition.	<ul style="list-style-type: none">- Case Study Discussion- Quiz	14

	<p>Unit 2: Individual-Determinants of Consumer Behaviour</p> <ul style="list-style-type: none"> • Consumer Needs & Motivation (Theories - Maslow, Mc Cleland). • Personality – Concept, Nature of personality, Freudian, non - Freudian and Trait theories, Personality Traits and it's Marketing significance, Product personality and brand personification. • Self Concept – Concept • Consumer Perception • Learning - Theory, Nature of Consumer Attitudes. • Consumer Attitude: Formation & Change. • Attitude - Concept of attitude 		
October	<p>Unit 3: Environmental Determinants of Consumer Behaviour</p> <ul style="list-style-type: none"> • Family Influences on Buyer Behaviour • Roles of different members, needs perceived and evaluation rules. • Factors affecting the need of the family, family life cycle stage and size. • Social Class and Influences. • Group Dynamics & Consumer Reference Groups, Social Class & Consumer Behaviour - Reference Groups, Opinion Leaders and Social Influences In-group versus out-group influences, role 	<ul style="list-style-type: none"> - Group PPT Presentations by students 	16

	<p>of opinion leaders in diffusion of innovation and in purchase process.</p> <ul style="list-style-type: none"> • Cultural Influences on Consumer Behaviour <p>Understanding cultural and subcultural influences on individual, norms and their role, customs, traditions and value system.</p>		
November	<p>Unit 4: Consumer decision making models and NewTrends</p> <ul style="list-style-type: none"> • Consumer Decision making models: Howard Sheth Model, Engel Blackwell, Miniard Model, Nicosia Models of Consumer Decision Making 		10
December	<ul style="list-style-type: none"> • Diffusion of innovations, Process of Diffusion and Adoption, Innovation, Decision process, Innovator profiles. • E-Buying behaviour The E-buyer vis-a vis the Brick and Mortar buyer, Influences on E-buying. 	- Case study discussions on company practices.	8
	Total no. of lectures		60

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M. L. Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: Bachelor of Management Studies

Class: SYBMS A

Semester: III

Subject: Corporate Finance

Name of the Faculty Member: Rakhi Pitkar

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
August	Introduction to Corporate Finance	Topic related Video shown	16
September	Capital Structure Planning, Leverages		16
October	Cost of Capital, Time value of money		16
November	Capital Budgeting		16
December	Mobilization of funds	Plan for conducting presentations	12
	Total no. of lectures		60

Mrs. Rakhi Pitkar

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M. L. Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: Bachelor of Management Studies

Class: SYBMS

Semester: III

Subject: Equity and Debt Markets

Name of the Faculty Member: Rashmi Bendre

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
August	Equity market – meaning & definitions of equity share; Growth of Corporate sector & simultaneous growth of equity shareholders; divorce between ownership and management in companies; development of Equity culture in India & current position. • Debt market – Evolution of Debt markets in India; Money market & Debt markets in India;	Market analysis, Tracking a company	16
September	Regulatory framework in the Indian Debt market. Primary: 1)IPO – methods followed (simple numerical) 2) Book building 3)Role of merchant bankers in fixing the price 4)Red herring prospectus – unique features	Following IPO of Route Mobile, Tracking a company	14

	<p>5) Numerical on sweat equity, ESOP & Rights issue of shares</p> <p>Secondary:</p> <p>1) Definition & functions of stock exchanges</p> <p>2) Evolution & growth of stock exchanges</p> <p>3) Stock exchanges in India</p> <p>4) NSE, BSE, OTCEI & overseas stock exchanges</p>		
October	<p>5) Recent developments in stock exchanges</p> <p>6) Stock market Indices</p>	Tracking a company, Mock trading	14
November	<p>Players in debt markets:</p> <p>1) Govt. securities</p> <p>2) Public sector bonds & corporate bonds</p> <p>3) open market operations</p> <p>4) Security trading corp. of India</p> <p>5) Primary dealers in Govt. securities</p> <p>Bonds:</p> <p>1) Features of bonds</p> <p>2) Types of bonds</p> <p>Valuation of equity:</p> <p>1. Balance sheet valuation</p> <p>2. Dividend discount model (zero growth, constant growth & multiple growth)</p> <p>3. Price earning model</p>	Tracking a company, Mock trading, Debt market trade	12
	Valuation of bonds	Mock trading	12

December	1. Determinants of the value of bonds 2. Yield to Maturity 3. Interest rate risk 4. Determinants of Interest Rate Risk		
	Total no. of lectures		60

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M. L. Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: Bachelor of Management Studies

Class: S.Y.B.M.S.

Semester: III

Subject: Foundation Course-III (Environmental Management)

Name of the Faculty Member: Ms. Delisha D'souza

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
August	Unit 1. Environmental Concepts: <ul style="list-style-type: none">- Environment: Definition & Composition, Lithosphere, Atmosphere, Hydrosphere, Biosphere.- Biogeochemical cycles: Concept & Water cycle.- Ecosystem & Ecology: Food Chain, Food Web & Energy Flow Pyramid.- Resources(Classification, Types and Exploitation of Natural resources in sustainable manner).	- Case study discussion	16
September	Unit 2: Environmental Degradation: <ul style="list-style-type: none">- Meaning & Causes- Degradation of Land, Forest and Agricultural land & its remedies.- Pollution: Types, causes, remedies.- Global warming: Causes & Effects- Disaster Management: Meaning, Disaster Management Cycle.	- Quiz - Case study discussion	14
October	- Waste Management: Definition and types, Consumerism as a cause of waste.	- Group PPT Presentations on various topics by	16

	Unit 3. Sustainability and Role of Business : <ul style="list-style-type: none"> - Sustainability: Definition, Importance & Environment Conservation. - Environmental Clearance for industries, - EIA, Environmental Auditing, ISO 14001. 	students with company examples. - Case Studies	
November	<ul style="list-style-type: none"> - Salient features of various Acts – Water, Air and Wildlife Protection. - Carbon bank & Kyoto Protocol. Unit 4. Innovations in Business – An Environmental Perspective: <ul style="list-style-type: none"> - Non-conventional energy sources: Wind, Bio-fuel, Solar, Tidal and Nuclear Energy. 	Class discussions on News Articles/ Current affairs relating to Environment Management.	8
December	<ul style="list-style-type: none"> - Innovative Business Models: Eco-tourism, Green marketing, Organic farming, Ecofriendly packaging, Waste management projects for profits - Other business projects for greener future. 	Case studies discussion on innovative practices of companies.	6
	Total no. of lectures		60

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M. L. Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: Bachelor of Management Studies

Class: S.Y.B.M.S.

Semester: III

Subject: Information Technology in Business Management - I

Name of the Faculty Member: Jagdish Sanas

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
August	Module 1 - Introduction to IT Support Management Data, Information & Knowledge, Concept of Database Introduction to information system and component Introduction to CBIS, TPS MIS DSS EIS OAS KBS EIS/ES Module 2 - Office Automation Using MS-Office 1)Basic Introduction to Excel 2) Function and Formula	Online Quiz	16

	<p>3) MATHS FUNCTION</p> <p>SUM() AVERAGE() MAX() MIN() INT() ROUND() ROUNDUP() ROUNDDOWN() FLOOR() CEILING() COUNT() LARGE() SMALL() MOD() SQRT() AVERAGEIF() COUNTIF() SUMIF()</p>		
September	<p>Module 1 - Introduction to IT Support Management</p> <p>Success and failure of Information Technology.</p> <p>Reason for failure of Information System. Case study-Nike</p> <p>Module 2 – Office Automation Using MS-Office</p> <p>1) TEXT FUNCTION</p> <p>LEFT RIGHT MID LOWER UPPER PROPER() FIXED() LEN() TRIM() CONCATENATE() FIND() SEARCH() REPLACE() SUBSTITUTE() ISTEXT() ISNONTEXT()</p>	Online Quiz	17

<p>October</p>	<p>Module 3 - Email, Internet and its Applications</p> <p>Module 2 – Office Automation Using MS-Office</p> <p>LOGICAL FUNCTION</p> <p>If AND OR NOT XOR</p> <p>LOGICAL OPERATOR</p> <p>Pivot table, Pivot chart</p> <p>FINANCIAL FUNCTION</p> <p>PV FV PMT PPMT IPMT NPER</p> <p>Cell References,</p> <p>DATE AND TIME FUNCTION</p> <p>DATE() DATEVALUE() MONTH() YEAR() WEEKDAY() DAYS360() DAYS() TIME() TIMEVALUE() TODAY() NOW()</p> <p>MS-Word</p> <p>Mail Merge</p> <p>Creating/Saving of Document</p> <p>Editing and Formatting Features</p> <p>Designing a title page, Preparing Index</p> <p>MS-PowerPoint</p>	<p>Share Video link for Outlook configuration</p>	<p>16</p>
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	<p>Creating a presentation with minimum 20 slides with a script. Presenting in different views,</p> <p>Inserting Pictures, Videos, Creating animation effects on them</p>		
November	<p>Module 4 - E-Security</p> <p>Module 2 – Office Automation Using MS-Office</p> <p>MS-Word</p> <p>Use of SmartArt</p> <p>Cross Reference, Bookmark and Hyperlink.</p> <p>Mail Merge Feature.</p> <p>MS-PowerPoint</p> <p>Slide Transitions, Timed Presentations</p> <p>Rehearsal of presentation</p>	Online Quiz and Videos	6
December			
	Total no. of lectures		55

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M.L.Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: Bachelor of Management Studies

Class: SYBMS

Semester: III

Subject: Motivation and Leadership

Name of the Faculty Member: Shweta Soman

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
August	Motivation-I Concept of motivation ,Importance, Tools of Motivation. Theory Z, Equity theory. Process Theories-Vroom's Expectancy Theory ,Valency -Four drive model	Case studies	10
September	Motivation-II East v/s West, motivating workers (in context to Indian workers) The Indian scene – basic differences. Work –Life balance – concept, differences, generation and tips on work life balance.	HR policies of different countries	18
October	Leadership-I Leadership– Meaning, Traits and Motives of an Effective Leader, Styles of Leadership. Theories –Trait Theory ,Behavioural Theory, Path Goal Theory.	Self development activities	18

	Transactional v/s Transformational leaders. Strategic leaders– meaning, qualities . Charismatic Leaders– meaning of charisma, Qualities, characteristics, types of charismatic leaders (socialized, personalized, office-holder, personal, divine)		
November	Leadership-II Great leaders, their style ,activities and skills (Ratan Tata, Narayan Murthy, Dhirubhai Ambani, Bill Gates, Mark Zuckerberg, Donald Trump)	Motivational videos	07
December	Characteristics of creative leaders and organization methods to enhance,creativity(Andrew Dubrein). Contemporary issues in leadership– Leadership roles, team leadership,	Group Discussion on different types of leaders.	07
	Total no. of lectures		60

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M. L. Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: Bachelor of Management Studies

Class: S.Y.B.M.S. (HR)

Semester: III

Subject: ORGANIZATIONAL BEHAVIOUR & HRM

Name of the Faculty Member: Ms. Delisha D'souza

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
August	Unit 1: Organisational Behaviour-I <ul style="list-style-type: none">• Introduction to Organizational Behaviour- Concept, definitions, Evolution of OB• Importance of Organizational Behaviour- Cross Cultural Dynamics, Creating Ethical Organizational Culture & Climate• Individual and Group Behaviour-OB models– Autocratic, Custodial, Supportive, Collegial & SOBC in context with Indian OB• Human Relations and Organizational Behaviour	- Case Study Discussion/ Role Play of OB models	16
September	Unit 2: Organisational Behaviour-II <ul style="list-style-type: none">• Managing Communication: Conflict management techniques.	- Case Study Discussion - Quiz	18

	<ul style="list-style-type: none"> • Time Management strategies. • Learning Organization and Organizational Design • Rewards and Punishments-Termination, layoffs, Attrition, Retrenchment, Separations, Downsizing 		
October	Unit 3: Human Resource Management-I <ul style="list-style-type: none"> • HRM-Meaning, objectives, scope and functions • HRP-Definition, objectives, importance, factors affecting HRP, Process of HRP, Strategies of HRM , Global HR Strategies • HRD-Concept ,meaning, objectives, HRD functions 	– Group PPT Presentations by students on various topics.	16
November	Unit 4: Human Resource Management-II <ul style="list-style-type: none"> • Performance Appraisal: concept, process, methods and problems, KRA'S • Compensation-concept, components of Pay Structure, Wage and salary administration, Incentives and Employee benefits. 	- Class Discussion: Case examples of companies.	8
December	<ul style="list-style-type: none"> • Career planning-concept of career Planning, Career stages and carrier planning 	- Case study discussions on company practices.	2
	Total no. of lectures		60

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