

M.L. Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: Env Mgmt

Class: S.Y.Env. Mgmt

Semester:III

Subject: Marketing Management

Name of the Faculty: Rutuja Bhuse

Month	Topics to be Covered	Internal Assessment	Number of Lectures
August	(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	1	15

	<p>stakeholders. Macro Environment: political</p> <p>factors; economic factors; socio-cultural</p> <p>factors; technological factors (pest analysis)</p>		
September	<p>Importance of Marketing Research Types</p> <p>of Marketing Research: Product research;</p> <p>sales research; consumer/customer research; promotion research. Pricing Decisions, Channel Decisions; Promotion</p> <p>Mix; Strategies; Integrated Marketing; Communications; Marketing Services; &</p> <p>Ethics in Marketing Pricing Decisions Pricing objectives; factors influencing pricing decisions Ttypes of pricing: Mark</p> <p>up/cost plus pricing; perceived value pricing; value pricing; geographic pricing;</p> <p>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>		15

October	<p>Basic stimulus response model Influence on consumers decision-making process</p> <p>High involvement and low involvement products Influences on buying behaviour:</p> <p>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 Factors influencing purchasing: economic environment; organizational factors; inter-personal characteristics; and individual buyer characteristics Key differences between Consumer and Organizational Buying Marketing Services: Characteristics of services; ways of improving services, delivery, managing service maturity. Ethics</p>		14

	<p>in Marketing Advertising Standards Council</p> <p>of India code of ethics in advertising; promotion to children; unfair practices in marketing</p>		
November	<p>Product and Brand Management (a)</p> <p>Products: core, tangible and augmented</p> <p>products Product mixed decisions: product</p> <p>line decisions; strategic filling, line modernization decisions New product development process: idea generation, screening, concept development and testing, marketing strategy, product development, market testing, test marketing, and commercialization. product</p> <p>life cycle: Introduction growth, marketing decline, (b) Brand Management Brand equity; branding decisions; brand extensions; brand portfolios</p> <p>Segmentation, Targeting and Positioning (STP): Channel</p>		

	<p>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 channel</p>		
December	<p>Segmentation variables for consumer markets: Geographic, demographic, psychographic, behavioural Segmentation variable for industrial markets: customer location, type of industry, size of the firm,</p>		

	<p>purchase criteria, etc. Targeting:</p> <p>undifferentiated marketing; single segment</p> <p>and multi segment structures; guidelines</p> <p>for selecting target markets</p> <p>Positioning:</p> <p>Identifying frame of reference; points of parity and points of difference; choosing</p> <p>category membership; product and brand</p> <p>differentiation for identifying of position</p>		
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M.L. Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: Env Mgmt

Class: S.Y.Env. Mgmt

Semester:III

Subject: Financial Management

Name of the Faculty: Srinivas Bala

Month	Topics to be Covered	Internal Assessment	Number of Lectures
August	<p>Introduction: Meaning and Scope of Financial Management Functions and Objectives of Financial Management Changing Role of Finance Managers</p> <p>Working Capital Management Definition - GWC & NWC (Explain Core Assets & Non Core Assets) Components of Working Capital Factors Determining Working capital</p>		12
September	<p>Receivables Management</p> <p>Meaning and Importance Credit Policy Variables Case Study on Credit Evaluation Methods of Credit Evaluation</p> <p>Traditional and Numerical Credit Scoring Monitoring the Debtors – Techniques</p> <p>DSO, Ageing Schedule, Collection Matrix</p> <p>Cash Management</p> <p>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 From the Working Capital Estimation)</p>		15

October	<p>Cost Of Capital & Capital Structures:</p> <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).</p> <p>Designing Capital Structure Alternatives.</p> <p>Types of Leverages</p> <p>(Combined , Operating , Financial)</p>		14
November	<p>Capital Budgeting:</p> <p>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 Payback period method, Average rate of return method Net present value method Profitability index method</p> <p>Business Restructuring</p> <p>Importance Financial Implication Valuation Types of Business Restructuring Merger Amalgamation De-Merger Other Restructurings (Elementary accounting problems – testing fundamental knowledge only) Long Term & Short Term Sources Of Finance Traditional & Modern instruments of Finance Including Securitizations</p>		15
December			

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Teaching Plan: 2020 - 21

Department: Env Mgmt

Class: S.Y.Env. Mgmt

Semester: 3

Subject: Global Warming and Climate Change

Name of the Faculty: Dr. Prajakta Jadhav

Month	Topics to be Covered	Internal Assessment	Number of Lectures
August	<ul style="list-style-type: none">• Role of ozone in environment-• ozone layer-ozone depleting gases-• Green House Effect • Temperature profile of the atmosphere-• Lapse rates-		3
			2
			3
			2
September	<ul style="list-style-type: none">• Temperature inversion-• Effects of inversion on pollution dispersion.Causes o f Climate change :• Change of Temperature in the environment-• Melting of ice Pole• Sea level rise-• Role of fossil fuels		4
			2
			2
			2

			1
			1
October	<ul style="list-style-type: none"> • Mitigation Measures • Cleaner production-alternative fuel measures 		4
	<ul style="list-style-type: none"> • Kyoto Protocol • Intergovernmental Panel on Climate change (IPCC)- 		3
			2
			3

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Teaching Plan: 2020 - 21

Department: Env Mgmt

Class: S.Y.Env. Mgmt

Semester: 3

Subject: Natural Resource Management

Name of the Faculty: Dr Prajakta Jadhav

Month	Topics to be Covered	Internal Assessment	Number of Lectures
August	Introduction to Natural Resources		1
	Classification of natural resources		2
	List of natural resources		1
	Values of natural resources		2
	Demands on Natural Resources - Population,lifestyle and natural resources		1 2
	Impact of poor natural resource management.		1
	Land resources – Land: Definition - Land use pattern in India.		2
	Waste Land: Types.		
	Desertification: Definition - Causes and impacts.		2
			2
September	Water resources		1
	Hydrological cycle –		1

	<p>Surface water - Ground water:.</p> <p>Dams: Uses and impacts on environment.</p> <p>Marine resources: Biotic and abiotic resources</p> <p>Living Resources-</p> <p>Agriculture-types of cultivation-high yielding varieties –</p> <p>HYV chemicals</p> <p>fertilizers& their impacts-</p> <p>Microbes-useful& harmful bacteria in soil , water ,Air – fungi</p> <p>beneficial & harmful.</p>		<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>2</p>
October	<p>Forest and Mineral Resources forest produce</p> <p>food- fodder-fuel wood. Fiber – Timber –</p> <p>Minerals –Metal & non metal resources, non – conventional energy resources</p>		<p>2</p> <p>2</p> <p>2</p> <p>2</p>

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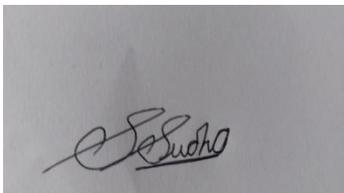
Semester: 3

Subject: Research Methodology in Business

Name of the Faculty: Dr.Sudha Subramaniam

Month	Topics to be Covered	Internal Assessment	Number of Lectures
August	Fundamentals of Research-Meaning, Objectives and Significance; Types of Research		16
September	Approaches to Research- Quantitative(Inferential, Experimental, Simulation), Qualitative(Eth nographic, Phenomenological, Field Research); Importance of Research in Management Decisions.		16
October	Importance of Research in Management Decisions-contd; Various areas of Research in Business-Marketing Research, Government Policies & Economic Systems, Social Relationship, Planning and Operational Problems of Research in Business		16

November	Research Process, Features of Good Research, Research Design		16
December	Hypothesis- Meaning, Importance and types, Formulation and Testing: Sampling: Meaning, essentials, size, methods; a)Probability b) Non-Probability		16



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Teaching Plan: 2020 - 21

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Semester: III

Subject: Evt.eco

Name of the Faculty: Mrs. Neetu Saad K. Nimbark

Month	Topics to be Covered	Internal Assessment	Number of Lectures
August	<u>MODULE 1</u> Introductory micro economics theories Demand model, supply model, determinants of demand , determinants of supply, price formulation, features of micro & macro, distinguish between micro & macro		11
September	<u>MODULE 1</u> Environmental economic theories <u>Module 2</u> Valuation method , administrative & incentive based measures for environmental management, & their applicability on environmental problems <u>MODULE 3</u> Concept renewable & non renewable sources Distinguish between biotic & abiotic		15
October	<u>MODULE 3</u> Solar energy & its merits & demerits		16

	<p>Wind energy , merits & demerits</p> <p>Structure of ecosystem</p> <p>Energy flow in ecosystem</p> <p>Resource management regimes</p> <p>Sources of energy</p> <p>Technological pessimism & technological optimism, trading blocs, WTO, NAFTA, SAFTA, SAARC, ASEAN</p>		
November	<p>, Economics growth & impact on environmental , world bank TRIPs & TRIMs , problem faced by energy sector in India, international trade & its impact</p>		10
December	REVISION		8

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