

**M. L. Dahanukar College of Commerce**

**Teaching Plan: 2021- 22**

**Department: Bachelor of Management Studies**

**Class: TYBMS (A & B)**

**Semester: V**

**Subject: Corporate Communication & Public Relations**

**Name of the Faculty Member: Dr. Kanchana Sattur**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures / Per Division</b>
June	Unit 1 Corporate Communication – introduction, Scope & Relevance, Key Concepts, Ethics, Mass Media Laws	1. Analysis of Corporate Communication Concepts (Identity, Image & Reputation) of a Company – Group Activity 2. MCQ's Practice Test (Individual Assignment)	12
July	Unit 2 Public Relation - Introduction, Concepts, Growth, Emergence Environment, Theories of PR	Examples of Corporates PR Strategies - Videos	15
August	Unit 3 Media relations, Employee Communications, Crisis Communication, Financial Communication	1. Presentation on Analysis of Crisis Handling by Corporates (Group Activity) 2. Press Release (Individual Assignment)	15
Sept	Unit 4 Contribution of Technology to corporate Communication, IT in Corporate Communication, Corporate Blogging	1. Assignment on Analysis of Corporate Blogs (Group Activity) 2. MCQ's Practice Test (Individual Assignment)	10
Oct	Case Studies, Revision	1. MCQ Quiz 2. Viva	8
	<b>Total no. of lectures</b>		<b>60</b>

**Sign of Faculty- Dr. Kanchana Sattur**

**Sign of Coordinator**

**M. L. Dahanukar College of Commerce**

**Teaching Plan: 2021- 22**

**Department: Bachelor of Management Studies**

**Class: TYBMS**

**Semester: V**

**Subject: Logistics & supply chain management**

**Name of the Faculty Member: Srinath Ramaswamy**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
June	Ch 1 & 2: Introduction to logistics & SCM	Practical learning with videos: i)Monginis cake factory ii)Times of India iii) SCM of Vegetables iv) Amul – supply chain of milk & milk products	8
July	Ch 3: Customer service Ch 5 : Transportation  Ch 6: Warehousing  Ch 9: Inventory management	Practical learning with videos: v) Flipkart vi) Amazon vii) DHL	16
August	Ch 8: Packaging Ch 7: Material handling Ch 11: Logistics performance measurement Ch 10: Logistics costing	Practical learning with videos: viii) Mahindra ix) Videos on effective inventory management strategies	14

September	Ch 13: IT in logistics Ch 4: Forecasting Ch 12: Network analysis Ch 15: Outsourcing Ch 14 & 16: Modern infrastructure and Logistics in global environment	Videos: x) Logistics of GVK air cargo  xi) Container depots –  logistics in railways & airline sectors	16
October	Revision of all chapters Revision of all numerical Case studies	Examination paper pattern	6
	<b>Total no. of lectures</b>		<b>60</b>

**Sign of Faculty**

**Sign of Coordinator**

**M. L. Dahanukar College of Commerce**

**Teaching Plan: 2021- 22**

**Department: Bachelor of Management Studies**

**Class: TYBMS**

**Semester: V**

**Subject: Commodities and Derivatives Market**

**Name of the Faculty Member: Rashmi Bendre**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
June	a) Introduction to Commodities Market : • Meaning, History & Origin, Types of Commodities Traded, Structure of Commodities Market in India, Participants in Commodities Market, Trading in Commodities in India(Cash & Derivative Segment), Commodity Exchanges in India & Abroad, Reasons for Investing in Commodities b) Introduction to Derivatives Market: • Meaning, History & Origin, Elements of a Derivative Contract, Factors Driving Growth of Derivatives Market, Types of Derivatives, Types of Underlying Assets,	Online overview of commodity market	08
July	• Participants in Derivatives Market, Advantages & Disadvantages of Trading in Derivatives Market, Current Volumes of Derivative Trade in India, Difference between Forwards & Futures. • Futures: • Futures Contract Specification, Terminologies, Concept of Convergence, Relationship between Futures Price & Expected Spot Price, Basis & Basis Risk, Pricing of Futures Contract, Cost of Carry Model • Hedging: • Speculation & Arbitrage using Futures, Long Hedge – Short Hedge, Cash & Carry Arbitrage, Reverse Cash & Carry Arbitrage, Payoff Charts & Diagrams for Futures Contract, Perfect & Imperfect Hedge	Tracking commodities through various financial websites	16
	Options:		

August	<ul style="list-style-type: none"> <li>Options Contract Specifications, Terminologies, Call Option, Put Option, Difference between Futures &amp; Options, Trading of Options, Valuation of Options Contract, Factors affecting Option Premium, Payoff Charts &amp; Diagrams for Options Contract, Basic Understanding of Option Strategies</li> </ul>	Financial website to track various options	14
Sept	b) Options Pricing Models: <ul style="list-style-type: none"> <li>Binomial Option Pricing Model, Black - Scholes Option Pricing Model</li> </ul> Trading, Clearing & Settlement In Derivatives Market: <ul style="list-style-type: none"> <li>Meaning and Concept, SEBI Guidelines, Trading Mechanism – Types of Orders, Clearing Mechanism – NSCCL – its Objectives &amp; Functions, Settlement Mechanism – Types of Settlement</li> </ul>	Financial website to track various options	16
Oct	Types of Risk: <ul style="list-style-type: none"> <li>Value at Risk, Methods of calculating VaR, Risk Management Measures , Types of Margins, SPAN Margin</li> </ul>		6
	<b>Total no. of Lectures</b>		<b>60</b>

**Sign of Faculty**

**Sign of Coordinator**

**M. L. Dahanukar College of Commerce**

**Teaching Plan: 2021- 22**

**Department: Bachelor of Management Studies**

**Class: TYBMS - A**

**Semester: V**

**Subject: Direct Taxes**

**Name of the Faculty Member: CA Aman Dubey**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
June	Basics, Residential status, Scope of income, Income from other sources	online classwork and case studies	16
July	Heads of Income – I 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)	online classwork	16
August	Heads of Income – II Capital Gain (S. 45, 48, 49, 50 and 54) Exclusions from Total Income (S.10) (Exclusions related to specified heads to be covered with relevant heads of income)	online classwork	10
Sept	Deductions under Chapter VI A Deductions from Total Income S. 80C, 80CCC, 80D, 80DD, 80E, 80U, 80TTA	online classwork, case studies and MCQs	14
Oct	Computation of Taxable Income of Individuals	online classwork and case studies	04
	<b>Total no. of lectures</b>		<b>60</b>

**Sign of Faculty**

**Sign of Coordinator**

**M.L.Dahanukar College of Commerce**

**Teaching Plan: 2021- 22**

**Department: Bachelor of Management Studies**

**Class: TYBMS**

**Semester: V**

**Subject: Investment Analysis and Portfolio Management**

**Name of the Faculty Member: Rahul Mehra**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
June	Introduction to Investment Environment Introduction, Investment Process, Criteria for Investment, Types of Investors, Investment V/s Speculation V/s Gambling, Investment Avenues, Factors Influencing Selection of Investment Alternatives	Case studies / Quiz	16
July	Capital Market in India • Introduction, Concepts of Investment Banks its Role and Functions, Stock Market Index, The NASDAQ, SDL, NSDL, Benefits of Depository Settlement, Online Share Trading and its Advantages, Concepts of Small cap, Large cap, Midcap and Penny stocks	Presentations	16
August	Meaning, Types of Risk- Systematic and Unsystematic risk, Measurement of Beta, Standard Deviation, Variance, Reduction of Risk through Diversification. Practical Problems on Calculation of Standard Deviation, Variance and Beta	Case studies	10
Sept	Meaning and Concept, Portfolio Management Process, Objectives, Basic Principles, Factors affecting Investment Decisions in Portfolio Management, Portfolio Strategy Mix. Fundamental Analysis, Economic Analysis, Industry Analysis, Company Analysis, Technical Analysis - Basic Principles of Technical Analysis., Uses of Charts: Line Chart, Bar Chart,	Discussion	14

	Candlestick Chart, Mathematical Indicators: Moving Averages, Oscillators		
Oct	Theories: • Dow Jones Theory, Elloit Wave Theory, Efficient Market Theory b) Capital Asset Pricing Model: • Assumptions of CAPM, CAPM Equation, Capital Market Line, Security Market Line c) Portfolio Performance Measurement: • Meaning of Portfolio Evaluation, Sharpe's Ratio (Basic Problems), Treynor's Ratio (Basic Problems), Jensen's Differential Returns (Basic Problems)	Presentations	04
	<b>Total no. of lectures</b>		<b>60</b>

**Sign of Faculty**

**Sign of Coordinator**

**M.L.Dahanukar College of Commerce**

**Teaching Plan: 2021- 22**

**Department: Bachelor of Management Studies**

**Class: TYBMS**

**Semester: V**

**Subject: Wealth Management**

**Name of the Faculty Member: Mario M.**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities Done</b>	<b>No. of Lectures</b>
June	Introduction a) Introduction To Wealth Management: • Meaning of WM, Scope of WM, Components of WM, Process of WM, WM Needs & Expectation of Clients, Code of Ethics for Wealth Manager b) Personal Financial Statement Analysis: • Financial Literacy, Financial Goals and Planning, Cash Flow Analysis, Building Financial Plans, Life Cycle Management. c) Economic Environment Analysis: • Interest Rate, Yield Curves, Real Return, Key Indicators-Leading, Lagging, Concurrent	Case Studies News Reading Quiz	15
July	Insurance Planning and Investment Planning a) Insurance Planning: • Meaning, Basic Principles of Insurance, Functions and Characteristics of Insurance, Rights and Responsibilities of Insurer and Insured, Types of life Insurance Policies, Types of General Insurance Policies, Health Insurance – Mediclaim – Calculation of Human Life Value - Belth Method/CPT b) Investment Planning: • Types of Investment Risk, Risk Profiling of Investors & Asset Allocation (Life Cycle Model), Asset Allocation Strategies(Strategic, Tactical, Life-Cycle based), Goal-based Financial Planning, Active & Passive Investment Strategies	Case Studies News Reading Presentations Quiz	15
August	Retirement Planning/ Income Streams & Tax Savings Schemes a) Retirement Planning: • Understanding of different Salary Components, Introduction to Retirement Planning, Purpose & Need, Life Cycle Planning, Financial Objectives in Retirement Planning, Wealth Creation (Factors and Principles), Retirement	Case Studies News Reading Presentations	15

	(Evaluation & Planning), Pre & Post-Retirement Strategies - Tax Treatment b) Income Streams & Tax Savings Schemes: • Pension Schemes, Annuities-Types of Annuities, Various Income Tax Savings Schemes	Quiz	
Sept	b) Tax and Estate Planning: • Tax Planning Concepts, Assessment Year, Financial Year, Income Tax Slabs, TDS, Advance Tax, LTCG, STCG, Carry Forward & Set-off, Estate Planning Concepts –Types of Will – Requirements of a Valid Will– Trust – Deductions - Exemptions	Case Studies News Reading Presentations	10
Oct	Financial Mathematics/ Tax and Estate Planning a) Financial Mathematics: • Calculation of Returns (CAGR ,Post-tax Returns etc.), Total Assets, Net Worth Calculations, Financial Ratios	Worksheet Quiz	5
			60

**Sign of Faculty**

**Sign of Coordinator**

**M.L.Dahanukar College of Commerce**

**Teaching Plan: 2021- 22**

**Department: Bachelor of Management Studies**

**Class: TYBMS**

**Semester:V**

**Subject: Finance for HR Professionals and Compensation Management**

**Name of the Faculty Member: Satish Bendre**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
June	Compensation Plans and HR Professionals: Meaning, Objectives of Compensation Plans, Role of HR Professionals in Compensation Plans, Types of Compensation: Financial and non-financial, Factors Influencing Compensation Compensation Tools: Job based and Skill based, Models: Distributive Justice Model and Labour Market Model, Dimensions of Compensation 3Ps Compensation: Concept, Benefits of Compensation: Personal, Health and Safety, Welfare, Social Security Pay Structure: Meaning, Features, Factors, Designing the Compensation System, Compensation Scenario in India.	Case Studies	10
July	Incentives and Wages: Incentive Plans: Meaning and Types: Piecework, Team, Incentives for Managers and Executives, Salespeople, Merit pay, Scanlon Pay, Profit Sharing Plan, ESOP, Gain Sharing, Earning at Risk plan, Technology and Incentives. Prerequisites of an Effective Incentive System Wage Differentials: Concepts, Factors contributing to Wage Differentials, Types of Wage Differentials,	Group Discussion	16

	Importance of Wage Differentials, Elements of a Good Wage Plan. Theories of Wages: Subsistence Theory, Wage Fund Theory, Marginal Productivity Theory, Residual Claimant Theory, Bargaining Theory.		
August	Compensation to Special Groups and Recent Trends: Remunerating Professionals, Contract Employees, Corporate Directors, CEOs, Expatriates and Executives. Human Resource Accounting: Meaning, Features, Objectives and Methods	HR Policies of different countries	18
Sept	Recent Trends: Golden Parachutes, e-Compensation, Salary Progression Curve, Competency and Skill based, Broad banding and New Pay, Cafeteria approach – Features, Advantages and Disadvantages.	Presentations	08
Oct	Legal and Ethical issues in Compensation: Legal Framework of Compensation in India: Wage Policy in India, Payment of Bonus Act 1965, Equal Remuneration Act 1976, Payment of Wages Act 1936, Payment of Gratuity Act 1972, Employee Compensation Act 1923, Employees Provident Funds and Miscellaneous Provision Act 1952. Pay Commissions, Wage Boards, Adjudication, Legal considerations, COBRA requirement, Pay Restructuring in Mergers and Acquisitions, Current Issues and Challenges in Compensation Management, Ethics in Compensation Management.	Case studies	08
	<b>Total no. of lectures</b>		<b>60</b>

**Sign of Faculty**

**Sign of Coordinator**

**M. L. Dahanukar College of Commerce**

**Teaching Plan: 2021- 22**

**Department: Bachelor of Management Studies**

**Class: TYBMS**

**Semester: V**

**Subject: Industrial Relations**

**Name of the Faculty Member: Rashmi Bendre**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
June	Meaning, Objectives, Characteristics of a good Industrial Relations System/Principles of a good IR/Essentials of good IR, Scope, Significance/Need and Importance of IR, Major Stakeholders of IR, 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	News Paper Article Reading	15
July	a) Industrial Disputes: <ul style="list-style-type: none"><li>• Meaning of Industrial Dispute, Causes, Forms/Types, Consequences/Effects, Methods of Settling Industrial Disputes (Arbitration, Joint Consultations, Works Committee, Conciliation, Adjudication etc)</li><li>• Concepts Related to Industrial Disputes (Relevant Examples): Strike, Layoff, Lockout, Retrenchment</li></ul> b) Employee Discipline: <ul style="list-style-type: none"><li>• Meaning, Determinants, Causes of Indiscipline, Code of Discipline and its Enforcement.</li></ul> c) Grievance Handling:	Case studies	15
August	<ul style="list-style-type: none"><li>• Meaning of Grievances, Causes of Grievances, Guidelines for Grievance Handling, Grievance Redressal Procedure in India.</li></ul> d) Workers' Participation in Management: <ul style="list-style-type: none"><li>• Meaning and Types with Respect to India</li></ul> a) Trade Unions: <ul style="list-style-type: none"><li>• Meaning, Features, Objectives, Role of Trade Unions, Functions/Activities, Types, Evolution of Trade Unions across Globe,</li></ul>	Case studies	15

Sept	<p>a) Trade Unions: Evolution of Trade Unions in India, Structure of Trade Unions in India, Recognition of Trade Unions, Rights and Privileges of Registered Trade Unions, Impact of Globalisation on Trade Unions in India, Central Organisations of Indian Trade Unions : INTUC, AITUC, HMS, UTUC, Problems of Trade Unions in India.</p> <p>b) Collective Bargaining: • Meaning, Features, Importance, Scope, Collective Bargaining Process, Prerequisites of Collective Bargaining, Types of Collective Bargaining Contracts, Levels of Collective Bargaining, Growth of Collective Bargaining in India, Obstacles to Collective Bargaining in India.</p>	Case studies	10
Oct	<ul style="list-style-type: none"> <li>• Role of Judiciary in Industrial Relations: Labour Court, Industrial Tribunal, National Tribunal</li> <li>• The Trade Unions Act, 1926;</li> <li>• The Industrial Employment (Standing Orders) Act, 1946;</li> <li>• The Industrial Disputes Act, 1947;</li> <li>• The Factories' Act, 1948</li> <li>• The Minimum Wages Act, 1948</li> </ul>		05
	<b>Total no. of lectures</b>		<b>60</b>

**Sign of Faculty**

**Sign of Coordinator**

**M. L. Dahanukar College of Commerce**

**Teaching Plan: 2021- 22**

**Department: Bachelor of Management Studies**

**Class: TY BMS**

**Semester: V**

**Subject: Performance Management & Career Planning**

**Name of the Faculty Member: Delisha Dsouza**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
June	<ul style="list-style-type: none"><li>• Performance Management– Meaning, Features, Components of Performance Management, Evolution, Objectives, Need and Importance, Scope, Performance Management Process, Pre-Requisites of Performance Management, Linkage of Performance Management with other HR functions, Performance Management and Performance Appraisal, Performance Management Cycle</li><li>• Best Practices in Performance Management, Future of Performance Management.</li><li>• Role of Technology in Performance Management</li></ul>	Case studies/discussions/quiz	10
July	Performance Planning – Meaning, Objectives, Steps for Setting Performance Criteria, Performance Benchmarking • Performance Managing – Meaning, Objectives, Process • Performance Appraisal – Meaning, Approaches of Performance Appraisal – Trait Approach, Behaviour Approach, Result Approach • Performance Monitoring–Meaning, Objectives and Process • Performance Management Implementation – Strategies for Effective Implementation of Performance Management • Linking Performance Management to	Presentations/Role plays	18

	Compensation • Concept of High Performance Team		
August	Ethical Performance Management - Meaning, Principles, Significance of Ethics in Performance Management, Ethical Issues in Performance Management, Code of Ethics in Performance Management, Building Ethical Performance Culture, Future Implications of Ethics in Performance Management • Under Performers and Approaches to Manage Under Performers, Retraining • Key Issues and Challenges in Performance Management • Potential Appraisal: Steps, Advantages and Limitations. • Pay Criteria -Performance related pay, Competence related pay, Team based pay, Contribution related pay.	Case studies/presentations/role plays	14
Sept	4 Career Planning and Development Career Planning - Meaning, Objectives, Benefits and Limitations, Steps in Career Planning, Factors affecting Individual Career Planning, Role of Mentor in Career Planning, Requisites of Effective Career Planning • Career Development – Meaning, Role of employer and employee in Career Development, Career Development Initiatives •	Case study and quiz	12
Oct	Role of Technology in Career Planning and Development • Career Models – Pyramidal Model, Obsolescence Model, Japanese Career Model • New Organizational Structures and Changing Career Pattern	Case studies	06
	<b>Total Number of Lectures</b>		<b>60</b>

**Sign of Faculty**

**Sign of Coordinator**

**M. L. Dahanukar College of Commerce**

**Teaching Plan: 2021- 22**

**Department: Bachelor of Management Studies**

**Class: TYBMS**

**Semester: V**

**Subject: Strategic Human Resource Management and HR Policies**

**Name of the Faculty Member: Shweta Soman**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
June	Strategic Human Resource Management (SHRM) – Meaning, Features, Evolution, Objectives, Advantages, Barriers to SHRM, SHRM v/s Traditional HRM, Steps in SHRM, Roles in SHRM - Top Management, Front-line Management, HR, Changing Role of HR Professionals, Models of SHRM – High Performance Working Model, High Commitment Management Model, High Involvement Management Model • HR Environment –Environmental trends and HR Challenges • Linking SHRM and Business Performance	Case studies	15
July	Developing HR Strategies to Support Organisational Strategies, Resourcing Strategy – Meaning and Objectives, Strategic HR Planning – Meaning, Advantages, Interaction between Strategic Planning and HRP, Managing HR Surplus and Shortages, Strategic Recruitment and Selection – Meaning and Need, Strategic Human Resource Development – Meaning, Advantages and Process, Strategic Compensation as a Competitive Advantage, Rewards Strategies – Meaning, Importance, Employee Relations Strategy, Retention Strategies, Strategies for Enhancing Employee Work Performance	Presentations	15
August	Human Resource Policies – Meaning, Features, Purpose of HR Policies, Process of Developing HR Policies, Factors affecting HR Policies, Areas of HR Policies in Organisation, Requisites of a Sound HR Policies – Recruitment, Selection, Training and Development, Performance Appraisal,	Case studies	15

	Compensation, Promotion, Outsourcing, Retrenchment, Barriers to Effective Implementation of HR Policies and Ways to Overcome These Barriers, Need for Reviewing and Updating HR Policies, Importance of Strategic HR Policies to Maintain Workplace Harmony		
Sept	i.e. Mentoring • Employee Engagement – Meaning, Factors Influencing Employee Engagement, Strategies for Enhancing Employee Engagement • Contemporary Approaches to HR Evaluation – Balance Score Card, HR Score Card, Benchmarking and Business Excellence Model • Competency based HRM – Meaning, Types of Competencies, Benefits of Competencies for Effective Execution of HRM Functions. • Human Capital Management – Meaning and Role • New Approaches to Recruitment – Employer Branding, Special Event Recruiting, Contest Recruitment, e - Recruitment •	Presentations	10
Oct	Strategic International Human Resource Management – Meaning and Features, International SHRM Strategic Issues, Approaches to Strategic International HRM.		<b>05</b>
	<b>Total no. of lectures</b>		<b>60</b>

**Sign of Faculty**

**Sign of Coordinator**

**M. L. Dahanukar College of Commerce**

**Teaching Plan: 2021- 22**

**Department: Bachelor of Management Studies**

**Class: TY BMS**

**Semester: V**

**Subject: Customer Relationship Management**

**Name of the Faculty Member: Satish Bendre**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
June	<ul style="list-style-type: none"><li>• Concept, Evolution of Customer Relationships: Customers as strangers, acquaintances, friends and partners</li><li>• Objectives, Benefits of CRM to Customers and Organisations, Customer Profitability Segments, Components of CRM: Information, Process, Technology and People, Barriers to CRM</li><li>• Relationship Marketing and CRM: Relationship Development Strategies: Organizational Pervasive Approach, Managing Customer Emotions, Brand Building through Relationship Marketing, Service Level Agreements, Relationship Challenges</li></ul>	Case studies	20
July	CRM Marketing Initiatives: Cross-Selling and Up-Selling, Customer Retention, Behaviour Prediction, Customer Profitability and Value Modelling, Channel Optimization, Personalization and Event-Based Marketing • CRM and Customer Service: Call Center and Customer Care: Call Routing, Contact centre Sales-Support, Web Based Self Service, Customer Satisfaction Measurement, Call-Scripting, Cyber Agents and Workforce Management • CRM and Data Management: Types of Data: Reference Data, Transactional Data, Warehouse Data and Business View Data, Identifying Data Quality Issues, Planning and Getting Information Quality, Using Tools to Manage Data, Types of Data Analysis: Online Analytical Processing (OLAP), Clickstream Analysis, Personalisation and Collaborative Filtering, Data Reporting.	Presentations	15
August	<ul style="list-style-type: none"><li>• Understanding Customers: Customer Value, Customer Care, Company Profit Chain: Satisfaction, Loyalty, Retention and Profits</li></ul>	Case studies	15

	Objectives of CRM Strategy, The CRM Strategy Cycle: Acquisition, Retention and Win Back, Complexities of CRM Strategy • Planning and Implementation of CRM: Business to Business CRM, Sales and CRM, Sales Force Automation, Sales Process/ Activity Management, Sales Territory Management, Contact Management, Lead Management, Configuration Support, Knowledge Management CRM Implementation: Steps- Business Planning, Architecture and Design, Technology Selection, Development, Delivery and Measurement • CRM Evaluation: Basic Measures: Service Quality, Customer Satisfaction and Loyalty, Company 3E Measures: Efficiency, Effectiveness and Employee Change		
Sept	• e-CRM: Concept, Different Levels of E- CRM, Privacy in E-CRM: • Software App for Customer Service: ♣ Activity Management, Agent Management, Case Assignment, Contract Management, Customer Self Service, Email Response Management, Escalation, Inbound Communication Management, Invoicing, Outbound Communication Management, Queuing and Routing, Scheduling	Presentations	10
Oct	Social Networking and CRM • Mobile-CRM • CRM Trends, Challenges and Opportunities • Ethical Issues in CRM		60
	<b>Total Number of Lectures</b>		

**Sign of Faculty**

**Sign of Coordinator**

**M.L.Dahanukar College of Commerce**

**Teaching Plan: 2021- 22**

**Department: Bachelor of Management Studies**

**Class: TYBMS**

**Semester: V**

**Subject: E-Commerce and Digital Marketing**

**Name of the Faculty Member: Shweta Soman**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
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 Factors Responsible for Growth of E-Commerce, Issues in Implementing E-Commerce, Myths of E-Commerce Impact of E-Commerce on Business, Ecommerce in India, Trends in E-Commerce in Various Sectors: Retail, Banking, Tourism, Government, Education Meaning of M-Commerce, Benefits of M-Commerce, Trends in M- Commerce	Case studies	10
July	E-Business & Applications E-Business : Meaning, Launching an E-Business, Different phases of 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: Brick and Mortar, Pure Online, Bricks and Clicks, Advantages of Bricks & Clicks Business Model, Superiority of Bricks and Clicks E-Business Applications: E Procurement, E-Communication, E-Delivery, E-Auction, E-Trading. Electronic Data Interchange (EDI) in E-Business: Meaning of EDI, Benefits of EDI, Drawbacks of EDI, Applications of EDI. Website: Design and Development of Website, Advantages of Website,	Website making	12

	Principles of Web Design, Life Cycle Approach for Building a Website, Different Ways of Building a website		
August	Payment, Security, Privacy & Legal Issues in E-Commerce Issues Relating to Privacy and Security in E-Business Electronic Payment Systems: Features, Different Payment Systems: Debit Card, Credit Card, Smart Card, E-cash, E-Cheque, E-wallet, Electronic Fund Transfer. Payment Gateway: Introduction, Payment Gateway Process, Payment Gateway Types, Advantages and Disadvantages of Payment Gateway. Types of Transaction Security E-Commerce Laws: Need for E-Commerce laws, E-Commerce laws in India, Legal Issues in E-commerce in India, IT Act 2000	Cyber Crime cases	20
Sept	Digital Marketing, Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing. Various Activities of Digital Marketing: Search Engine Optimization, Search Engine Marketing, Content Marketing & Content Influencer Marketing, Campaign Marketing, Email Marketing, Display Advertising, Blog Marketing, Viral Marketing, Podcasts & Vodcasts.	Best digital marketing campaigns - Discussion	09
Oct	Digital Marketing on various Social Media platforms, Online Advertisement, Online Marketing Research, Online PR Web Analytics, Promoting Web Traffic Latest developments and Strategies in Digital Marketing.	Presentations	09
	<b>Total no. of lectures</b>		<b>60</b>

**Sign of Faculty**

**Sign of Coordinator**

**M. L. Dahanukar College of Commerce**

**Teaching Plan: 2021- 22**

**Department: Bachelor of Management Studies**

**Class: TYBMS**

**Semester: V**

**Subject: Sales and Distribution Management**

**Name of the Faculty Member: Priya Tiwari**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
June	Sales Management: Distribution Management: Integration of Marketing, Sales and Distribution	Case studies	20
July	Market Analysis and Selling Market Analysis and Sales Forecasting, Methods of Sales Forecasting • Types of Sales Quotas Process of Selling, Methods of Closing a Sale, Reasons for Unsuccessful Closing • Theories of Selling – Stimulus Response Theory, Product Orientation Theory, Need Satisfaction Theory	Presentations	15
August	Management of Distribution Channel – Meaning & Need • Channel Partners- Wholesalers, Distributors and Retailers & their Functions in Distribution Channel, Difference Between a Distributor and a Wholesaler • Choice of Distribution System – Intensive, Selective, Exclusive • Factors Affecting Distribution Strategy –	Presentations	15
Sept	Factors Affecting Effective Management Of Distribution Channels ♣ Channel Design ♣ Channel Policy ♣ Channel Conflicts: Meaning, Types – Vertical, Horizontal, Multichannel, Reasons for Channel Conflict ♣ Resolution of Conflicts: Methods – Kenneth Thomas’s Five Styles of Conflict Resolution ♣	Case studies	06
Oct	Motivating Channel Members ♣ Selecting Channel Partners ♣ Evaluating Channels ♣ Channel Control Performance Evaluation, Ethics and Trends	Quiz	04
	<b>Total no. of lectures</b>		<b>60</b>

**Sign of Faculty**

**Sign of Coordinator**

**M. L. Dahanukar College of Commerce**

**Teaching Plan: 2021- 22**

**Department: Bachelor of Management Studies**

**Class: T.Y.B.M.S.**

**Semester: V**

**Subject: SERVICES MARKETING**

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

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
June	<b>Unit 1: Introduction to Services Marketing:</b> <ul style="list-style-type: none"> <li>• Concept, Distinctive Characteristics, Service Marketing Triangle, Purchase Process for services, Marketing Challenges of Services.</li> <li>• Role of Services in Modern Economy, Services Marketing Environment</li> <li>• Goods v/s Services Marketing, Goods Services Continuum</li> </ul>	- Case Study Discussion	10
July	<ul style="list-style-type: none"> <li>• Consumer Behaviour, Positioning a Service in the Market Place</li> <li>• Variations in Customer Involvement, Impact of service recovery efforts on customer loyalty.</li> <li>• Type of contact: High and low contact services</li> <li>• Sensitivity to Customers' Reluctance to Change.</li> </ul> <b>Unit 2: Key Elements of Services Marketing Mix:</b> <ul style="list-style-type: none"> <li>• The Service Product, Pricing Mix, Promotion &amp; Communication Mix, Place/Distribution of Service, People, Physical Evidence, Process-Service Mapping-Flowcharting.</li> </ul>	- Case study discussion  - Quiz  - Group PPT Presentations by students	18
August	<ul style="list-style-type: none"> <li>• Branding of Services – Problems and Solutions</li> <li>• Options for Service Delivery</li> </ul> <b>Unit 3: Managing Quality Aspects of Services Marketing</b> <ul style="list-style-type: none"> <li>• Improving Service Quality and Productivity</li> <li>• Service Quality – GAP Model, Benchmarking, Measuring Service Quality - Zone of Tolerance and Improving Service Quality</li> </ul>	- Branding of services – Group Activity for students  - Quiz on identifying brands  - Case study discussions	12

Sept	<ul style="list-style-type: none"> <li>• The SERVQUAL Model</li> <li>• Defining Productivity – Improving Productivity</li> <li>• Demand and Capacity Alignment</li> </ul> <b>Unit 4: Marketing of Services</b> <ul style="list-style-type: none"> <li>• International and Global Strategies in Services Marketing: Services in the Global Economy- Moving from Domestic to Transnational Marketing</li> <li>• Factors favouring Transnational Strategy</li> <li>• Elements of Transnational Strategy</li> </ul>	<ul style="list-style-type: none"> <li>- Case study discussion</li> <li>- Group PPT Presentations by students.</li> </ul>	14
Oct	<ul style="list-style-type: none"> <li>• Recent Trends in Marketing Of Services in: Tourism, Hospitality, Healthcare, Banking, Insurance, Education, IT and Entertainment Industry</li> <li>• Ethics in Services Marketing: Meaning, Importance, Unethical Practices in Service Sector.</li> </ul>	Case study discussion	6
	<b>Total no. of lectures</b>		<b>60</b>

**Sign of Faculty**

**Sign of Coordinator**