

# M.L. Dahanukar College of commerce

## Teacher's course plan 2021-22

Subject: **Advertising and Sales Management**

Department: Commerce

Class: M. Com Sem IV

Office hours: 6 PM to 8 PM

Lecture hours: 2 hours lecture in a week -

Tuesday

Name of the Teachers:

Name of the teacher: **Mrs. Kavita Samir Desai**

Supplies: College library, Private publishers, Personal material, Internet

first term		Semester I		60 lectures	
Sr No.	Topic	Sub-topics	No. Lect.	Number of weeks	
1.	<b>Module- I</b> <b>Advertising Fundamentals and Media</b>	<b>Basics of Advertising</b> - Concepts and Features, significance, Classification, IMC, Elements, Behavioural Model, DAGMAR Model, Hierarchy of Effects	2	January 2022	
		<b>Ad Agency</b> : Various Functional Departments, Measures for gaining and reasons for losing clients, Evaluation Criteria for selection of Advertising Agency	3	(4 Lectures)	
		<b>Media</b> : New Media Options, Forms of Digital Media, Media Objectives, Criteria for selecting suitable media	2	February 2022 (3 Lectures)	
2.	<b>Module - II</b> <b>Creativity, Social and Regulatory</b>	<b>Creativity and Research</b> : Developing Advertising Copy, Print, Broadcast and Digital Media, Pre-test and Post Test methods <b>Society</b> : Socio-economic contribution and criticisms of advertising, professional courses and careers in the field of advertising.	2	February 2022 (5 Lectures)	



	<b>Controlling</b>	Recent Trends : Importance of Customer Feedback, Sales Management, Data Mining, Role of IT	2	
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### **Suggested References**

1. Sales and Distribution Management, McGraw Hill, 2013 edition
2. Belch, Michel, “ Advertising and Promotion” an Integrated Marketing Communication Perspective “ TATA McGraw hill 2010.
3. Krishna K Havaladar, Vasant M. Gawale, Sales And Distribution Management, Text and Cases, McGraw Hills, Education, 2nd edition, 2011
4. Richard R. Still, Edward W. Kundiff, Norman A.P. Govoni, Sales Management, Pearson Education , 5th Edition.

# College: M.L. Dahanukar College of commerce

## Teaching plan Teacher's course plan 2021-22

Subject: Retail Management

Department: Business Management

Class: M.Com Sem IV

Office hours: 6 PM to 8 PM

Lecture hours: 2 hours lecture in a week - Wednesday

Name of the teachers:

- **Ms. Siddhi Kadam**

Basic course information: Title-Retail Management

### OBJECTIVES:

To get students acquainted with-

- Retail sector in India
- Consumer Behaviour in Retail Context
- Merchandising Planning Process, Retail Branding
- Use of Technologies in retailing

Supplies: College library, Private publishers, Personal material, Internet

### Outline of lecture schedule: 15 weeks

Second term		Semester IV		30 lectures 15 weeks	
Sr No.	Topic	Sub-topics	No. Lect.	Number of weeks	
1.	<b>Module- I</b> Introduction to Retail Management	<ul style="list-style-type: none"><li>• Retailing: Concept, Scope and Importance of Retailing and Retail Management, Retail Formats, Theories of Retail change, Retail Environment Economic, Legal, Technological &amp; Competitive</li><li>• Retail sector in India: Size, and Drives of Retail changes, FDI in Retailing in Indian Context</li><li>• Recent Trends in Retailing: Modern Retail Formats, Mall System, Challenges Faced by the Retail Sector, Ethics in Retailing.</li></ul>	3  2  3	January  February	2 weeks *2  = 4 hours  2 weeks *2  = 4 hours  Total = 8 hours
2.	<b>Module - II</b>	<ul style="list-style-type: none"><li>• Retail Strategies: Promotional Strategies, Retail Planning Process, Retail - Market Segmentation - Concept and Significance</li></ul>	3	February	

	Retail Management Strategy	<ul style="list-style-type: none"> <li>Relationship Marketing Strategies: CRM in Retailing, Retail Value Chain, Retail life Cycle, HRM in retailing- Growing importance of HR and Challenges faced by HR in retailing</li> <li>Consumer Strategies: Consumer Behaviour in Retail Context, Buying Decision Process, Customer Service as a Part of Retail Strategy.</li> </ul>	2  3	2 weeks *2 = 4 hours March 2 weeks *2 = 4 hours Total- 8 hours
3	<b>Module - III</b> Retail Location, Layout and Merchandising	<ul style="list-style-type: none"> <li>Retail Location &amp; Merchandising: Importance, Types, Steps involved in choosing a Retail Location.</li> <li>Merchandising: Concept and Merchandising Planning Process, Retail Branding, Merchandising Buying, Visual Merchandising</li> <li>Store Design and Layout: Store Design - Elements, Store Layout - Importance, Steps for Designing</li> </ul>	2  3  3	March 2 weeks *2 = 4 hours April 2 weeks *2 = 4 hours Total- 8 hours
4	<b>Module - IV.</b> Use of Technology and Career options	<ul style="list-style-type: none"> <li>Technologies: Use of Technologies in retailing - Electronic Data Interchange (EDI), Radio Frequency Identification (RFI), Data Base Management system</li> <li>E-Retailing: Formats, Challenges, Green Retailing - Concept and Importance</li> <li>Retail as a Career: Various Career Options, Responsibilities of Store Manager, Functions of Merchandising Manager</li> </ul>	2  2  2	April 2 weeks *2 = 4 hours May 1 week * 2 hours 2 hours Total – 6 hours

### Suggested References by University of Mumbai

- Retailing Management – Swapana Pradhan, McGraw Hill Education.
- Retail Management – Patrick Dunne & Robert Lusch, Cengage learning.
- E-Retailing – D.P. Sharma, Himalaya Publishing House.
- Retail Management – Gibson Vedamani – Jaico Book
- Retail Management – Chetan Bajaj, Rajnish Tuli and Nidhi Shrivastava, Oxford University Pero.

- Retail Management – An India Perspective - R.Global and Pradip Manjrekar
- Retailing Management – Michel levy and Barton Weitz, TMSH.
- Retail Marketing - Dravid Gilbert-
- Retailing- George H, Lucas Jr., Robert P. Bush, Larry G Greshan-
- The Art of Retailing - A. J. Lamba
- Retail Management; A Strategic Approach- Barry Berman, Joel R Evans-
- Retail Management: Arif sheikh & Kaneez Fatima : Himalaya Publication

# M.L. Dahanukar College of commerce

## Teaching plan Teacher's course plan 2021- 22

Subject: **Tourism Management**

Department: Business Management

Class: M.Com SEM IV

Office hours: 6 PM to 8 PM

Lecture hours: 2 hours lecture in a week - Monday

Name of the teachers: **Mrs. Rachana Joshi**

Basic course information: Title-**Tourism Management**

### OBJECTIVES:

To get students acquainted with-

- Tourism Industry in India
- Tourism Marketing
- Setting up of Travel Agency and Tour Operations and their Approval
- Tourism Development

Supplies: College library, Private publishers, Personal material, Internet

### Outline of lecture schedule: 28 weeks

Second term		Semester IV	28 lectures 28 Weeks	
Sr No.	Topic	Sub-topics	No. Lect.	Number of weeks
1.	<b>Module- I</b>  Introduction to Tourism Management	<ul style="list-style-type: none"> <li>• Tourism – Concept, Characteristics Importance and Types of Tourism</li> <li>• Tourism Industry: Concept, Nature, Structure and Components, Career options in Tourism.</li> <li>• Tourism Destination: Concept, Elements, Tourism Destination Planning – Process and Importance.</li> </ul>	2  2  2	January 2 weeks *2 = 4 hours February 1 weeks *2 = 2 hours
2.	<b>Module – II</b>  Tourism Marketing	Tourism Product: Concept, Characteristics, Types, Tourism Product Planning- Need and Importance. <ul style="list-style-type: none"> <li>• Tourism Pricing: Influencing factors, Pricing objectives, Tourism Pricing Policies</li> <li>• Tourism Promotion: Importance, Elements of Tourism Promotion, Role of Advertising, Promotional Plan – Implementation Procedure</li> </ul>	2  2  2	February  3 weeks *2 = 6 hours

3	<b>Module - III</b>  Tourism Practices	<ul style="list-style-type: none"> <li>• Travel Intermediaries: Travel Agency and Tour operators – Definition and Differentiation, Types, Importance and Functions.</li> <li>• Setting up of Travel Agency and Tour Operations and their Approval: Business setting Procedure and process, Types of organization to be set up- Proprietorship, Partnership, Franchise, Approval from Ministry of Tourism and IATA</li> <li>• International Tourism: Concept, Importance, Role of Institutions and organizations in promoting International Tourism -WTTC , IATO, TAAI, ITDC.</li> </ul>	2  3  3	March 4 weeks *2 = 8hours
4	<b>Module - IV.</b>  Tourism Development	<ul style="list-style-type: none"> <li>•Sustainable Tourism Development: Concept, Principles, Approaches to Sustainable Tourism, Code of Conduct for safe and sustainable Tourism in India</li> <li>• Government Policies: National Action Plan, National Tourism Policy, Government incentives for Tourism Development and Promotion.</li> <li>• Future Growth and Development of Indian Tourism - Factors influencing growth of Tourism Industry in India, Major Tourism schemes of Government of India- Visa on Arrival (VoA), PRASAD Scheme, HRIDAY Scheme, Travel Circuits; Incredible India Campaign.</li> </ul>	3  2  3	April 4 weeks *2 = 8 hours

### **Suggested References by University of Mumbai**

#### **1.TOURISM MANAGEMENT BY VIPUL PUBLICATIONS**

**VIKRAM AHROTRI**

#### **2. TOURISM MANAGEMENT BYSMS PUBLICATIONS**

**S.PARVEEN**