

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

**Teaching Plan: 2022-23**

**Department: Bachelor of Management Studies**

**Class: SYBMS**

**Semester: III**

**Subject: Strategic Management**

**Name of the Faculty Member: Dr. Mitali Shelankar**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
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
	<b>Total no. of lectures</b>		<b>60</b>

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

**Teaching Plan: 2022-23**

**Department: Bachelor of Management Studies**

**Class: SYBMS**

**Semester: III**

**Subject: Accounting for Managerial Decisions**

**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>
August	<p>Study of balance sheet of limited companies.</p> <p>Study of Manufacturing, Trading, Profit and Loss A/c of Limited Companies</p> <ul style="list-style-type: none"><li>• Vertical Form of Balance Sheet and Profit &amp; Loss A/c-</li></ul> <p>Comparative Statement &amp; Common Size</p>	Annual Report Study	14
September	<p>Vertical Form of Balance Sheet and Profit &amp; Loss A/c</p> <p>Trend Analysis Ratio analysis and Interpretation(based on vertical form of financial statements)including conventional and functional classification restricted to:</p> <p>Different modes of expressing ratios:- Rate, Ratio, Percentage, Number. Limitations of the use of Ratios.</p> <p>Balance sheet ratios: Current ratio,</p>	Sectoral analysis with the help of comparative, common size and trend analysis	18

	Liquid Ratio, Stock Working capital ratio, Proprietary ratio, Debt Equity Ratio, Capital Gearing Ratio.		
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"> <li>• 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</li> </ul> <p>Working capital-Concept, Estimation of requirements in case of Trading &amp; Manufacturing Organizations.</p>	Sectoral ratio analysis	14
November	<p>Working capital-Concept, Estimation of requirements in case of Trading &amp; Manufacturing Organizations.</p> <ul style="list-style-type: none"> <li>• Receivables management-Meaning &amp; Importance, Credit Policy Variables, methods of Credit Evaluation(Traditional and Numerical-Credit Scoring); Monitoring the Debtors Techniques [DSO, Ageing Schedule]</li> </ul>	Study the companies with help of various financial websites	12
December	Preparation of cash flow statement(Accounting Standard-3(revised		14
	<b>Total no. of lectures</b>		<b>60</b>

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

**Teaching Plan:2022-23**

**Department: Bachelor of Management Studies**

**Class: SYBMS**

**Semester: III**

**Subject: Advertising**

**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>
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, Weasel Claim, Surrogate Advertising, Comparative	Case studies	14

	<p>Advertising Code of Ethics, Regulatory Bodies, Laws and Regulation – CSR, Public Service</p> <p>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 &amp; 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>	Blog writing	20

	<p>Advertising Agencies –          Functions – structure –          types - Selection criteria          for          Advertising agency –          Maintaining Agency–          client relationship,          Agency          Compensation.</p>		
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.          Role of different          elements of ads – logo,          company signature,          slogan, tagline,          jingle, illustrations, etc –          Creating the TV          commercial – Visual          Techniques, Writing          script, developing          storyboard, other          elements (Optical,          Soundtrack, Music)          Creating Radio</p>	Group discussion on various	12

	<p>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>Current Trends in Advertising : Rural and Urban Advertising, Digital Advertising, Content</p>	<p>Group Discussion on various topics, Case studies on top most ad agencies in India</p>	13



	<p>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>		
	<b>Total no. of lectures</b>		<b>60</b>

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

**Teaching Plan: 2022-23**

**Department: Bachelor of Management Studies**

**Class: SYBMS**

**Semester: III**

**Subject: Business Planning and Entrepreneurial Management**

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

	Marketing, Finance, Organization & Management, Ownership, <ul style="list-style-type: none"> <li>• Critical Risk</li> </ul> Contingencies of the proposal, Scheduling and milestones.		
November	Venture Development Steps involved in starting of Venture <ul style="list-style-type: none"> <li>• Institutional support to an Entrepreneur</li> <li>• Venture funding, requirements of Capital (Fixed and working)</li> </ul> Sources of finance, problem of Venture set-up and prospects	Case Studies	04
December	Marketing: Methods, Channel of Marketing, Marketing Institutions and Assistance. <ul style="list-style-type: none"> <li>• New trends in entrepreneurship</li> </ul>	How to approach investors (Group activity)	04
	<b>Total no. of lectures</b>		<b>60</b>

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

**Teaching Plan: 2022-23**

**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**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
August	<b>Unit 1: Introduction To Consumer Behaviour:</b> <ul style="list-style-type: none"><li>• Meaning of Consumer Behaviour, Features and Importance.</li><li>• Types of Consumer (Institutional &amp; Retail), Diversity of consumers and their behaviour- Types Of Consumer Behaviour.</li><li>• Profiling the consumer and understanding their needs.</li><li>• Consumer Involvement</li><li>• Application of Consumer Behaviour knowledge in Marketing</li></ul>	- Case Study Discussion	12
September	<ul style="list-style-type: none"><li>• Consumer Decision Making Process and Determinants of Buyer Behaviour, factors affecting each stage and Need recognition.</li></ul> <b>Unit 2: Individual-Determinants of</b>	<ul style="list-style-type: none"><li>- Case Study Discussion</li><li>- Quiz</li></ul>	14

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

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

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

**Teaching Plan: 2022-23**

**Department: Bachelor of Management Studies**

**Class: SYBMS**

**Semester: III**

**Subject: Corporate Finance**

**Name of the Faculty Member: Rakhi Pitkar**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
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
	<b>Total no. of lectures</b>		<b>60</b>



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

**Teaching Plan:2022-23**

**Department: Bachelor of Management Studies**

**Class: SYBMS**

**Semester: III**

**Subject: Equity and Debt Markets**

**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>
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 5)Numerical on sweat equity,	Following IPO of Route Mobile, Tracking a company	14

	<p>ESOP &amp; Rights issue of shares</p> <p>Secondary:</p> <p>1)Definition &amp; functions of stock exchanges</p> <p>2)Evolution &amp; growth of stock exchanges</p> <p>3)Stock exchanges in India</p> <p>4)NSE, BSE OTCEI &amp; 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 &amp; 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 &amp; multiple growth)</p> <p>3. Price earning model</p>	Tracking a company, Mock trading, Debt market trade	12
December	<p>Valuation of bonds</p> <p>1. Determinants of the value of bonds</p>	Mock trading	12

	2. Yield to Maturity 3. Interest rate risk 4. Determinants of Interest Rate Risk		
	<b>Total no. of lectures</b>		<b>60</b>

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

**Teaching Plan: 2022-23**

**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**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
August	<b>Unit 1. Environmental Concepts:</b> <ul style="list-style-type: none"><li>- Environment: Definition &amp; Composition, Lithosphere, Atmosphere, Hydrosphere, Biosphere.</li><li>- Biogeochemical cycles: Concept &amp; Water cycle.</li><li>- Ecosystem &amp; Ecology: Food Chain, Food Web &amp; Energy Flow Pyramid.</li><li>- Resources( Classification, Types and Exploitation of Natural resources in sustainable manner).</li></ul>	- Case study discussion	16
September	<b>Unit 2: Environmental Degradation:</b> <ul style="list-style-type: none"><li>- Meaning &amp; Causes</li><li>- Degradation of Land, Forest and Agricultural land &amp; its remedies.</li><li>- Pollution: Types, causes, remedies.</li><li>- Global warming: Causes &amp; Effects</li><li>- Disaster Management: Meaning, Disaster Management Cycle.</li></ul>	- Quiz - Case study discussion	14
October	- Waste Management: Definition and types, Consumerism as a cause of waste. <b>Unit 3. Sustainability and Role of</b>	- Group PPT Presentations on various topics by	16

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

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

**Teaching Plan: 2022-23**

**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**

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

	<p><b>3) MATHS FUNCTION</b></p> <p>SUM() AVERAGE() MAX() MIN()  INT() ROUND() ROUNDUP()  ROUNDDOWN() FLOOR()  CEILING() COUNT() LARGE()  SMALL() MOD() SQRT()  AVERAGEIF() COUNTIF()  SUMIF()</p>		
September	<p><b>Module 1 - Introduction to IT Support Management</b></p> <p>Success and failure of Information Technology.</p> <p>Reason for failure of Information System.  Case study-Nike</p> <p><b>Module 2 – Office Automation Using MS-Office</b></p> <p><b>1) TEXT FUNCTION</b></p> <p>LEFT RIGHT MID LOWER  UPPER PROPER() FIXED() LEN()  TRIM() CONCATENATE() FIND()  SEARCH() REPLACE()  SUBSTITUTE() ISTEXT()  ISNONTEXT()</p>	Online Quiz	17
	<p><b>Module 3 - Email, Internet and its</b></p>	Share Video link for Outlook	16

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

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

**Teaching Plan: 2022-23**

**Department: Bachelor of Management Studies**

**Class: SYBMS**

**Semester: III**

**Subject: Motivation and Leadership**

**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>
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

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

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

**Teaching Plan: 2022-23**

**Department: Bachelor of Management Studies**

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

**Semester: III**

**Subject: ORGANIZATIONAL BEHAVIOUR & HRM**

**Name of the Faculty Member: Dr. Mitali Shelankar**

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

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