

M. L. Dahanukar College of Commerce

Teaching Plan: 2022-23

Department: Bachelor of Management Studies

Class: TYBMS

Semester: V

Subject: Corporate Communication & Public Relations

Name of the Faculty Member: Ankita Naik

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures / Per Division
August	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
September	Unit 2 Public Relation - Introduction, Concepts, Growth, Emergence Environment, Theories of PR	Examples of Corporates PR Strategies - Videos	15
October	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
November	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
December	Case Studies, Revision	1.MCQ Quiz 2. Viva	8
	Total no. of lectures		60

M. L. Dahanukar College of Commerce

Teaching Plan: 2022-23

Department: Bachelor of Management Studies

Class: TYBMS

Semester: V

Subject: Logistics & supply chain management

Name of the Faculty Member: Satish Bendre

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
August	Ch 1 & 2: Introduction to logistics & SCM Ch 3: Customer service	Practical learning with videos: i)Monginis cake factory ii)Times of India iii) SCM of Vegetables iv) Amul – supply chain of milk & milk products	14
September	Ch 5 : Transportation Ch 6: Warehousing Ch 9: Inventory management	Practical learning with videos: v) Flipkart vi) Amazon vii) DHL	14
October	Ch 8: Packaging Ch 7: Material handling Ch 11: Logistics performance measurement Ch 10: Logistics costing Ch 13: IT in logistics	Practical learning with videos: viii) Mahindra ix) Videos on effective inventory management	14

		strategies	
November	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	10
December	Revision of all chapters Revision of all numerical Case studies	Examination paper pattern	8
	Total no. of lectures		60

M. L. Dahanukar College of Commerce

Teaching Plan: 2022-23

Department: Bachelor of Management Studies

Class: TYBMS

Semester: V

Subject: Commodities and Derivatives Market

Name of the Faculty Member: Rashmi Bendre

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
August	<p>a) Introduction to Commodities Market :</p> <ul style="list-style-type: none">• 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 <p>b) Introduction to Derivatives Market:</p> <ul style="list-style-type: none">• 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	16
September	<ul style="list-style-type: none">• 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 &	Tracking commodities through various financial websites	18

	<p>Expected Spot Price, Basis & Basis Risk, Pricing of Futures Contract, Cost of Carry Model</p> <ul style="list-style-type: none"> ● 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 		
October	<p>Options:</p> <ul style="list-style-type: none"> • Options Contract Specifications, Terminologies, Call Option, Put Option, Difference between Futures & Options, Trading of Options, Valuation of Options Contract, Factors affecting Option Premium, Payoff Charts & Diagrams for Options Contract, Basic Understanding of Option Strategies 	Financial website to track various options	14
November	<p>b) Options Pricing Models:</p> <ul style="list-style-type: none"> • Binomial Option Pricing Model, Black - Scholes Option Pricing Model <p>Trading, Clearing & Settlement In Derivatives Market:</p> <ul style="list-style-type: none"> • Meaning and Concept, SEBI Guidelines, Trading Mechanism – Types of Orders, Clearing Mechanism – NSCCL – its Objectives & Functions, Settlement Mechanism – Types of Settlement 	Financial website to track various options	14
December	<p>Types of Risk:</p> <ul style="list-style-type: none"> • Value at Risk, Methods of calculating VaR, Risk Management Measures , Types of Margins, SPAN Margin 		14
	Total no. of lectures		60

M. L. Dahanukar College of Commerce

Teaching Plan: 2022-23

Department: Bachelor of Management Studies

Class: TYBMS

Semester: V

Subject: Direct Taxes

Name of the Faculty Member: Minnal J.

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
August	Basics, Residential status, Scope of income, Income from other sources	Provided online classwork and case studies	16
September	Income from Other sources and Income from house property	Provided online classwork	16
October	Income from Salary	Will provided online classwork	10
November	Capital gains and Income from business profession	Will provide online classwork, case studies and MCQs	14
December	Deductions and total income	Will provide online classwork and case studies	6
	Total no. of lectures		60

M.L.Dahanukar College of Commerce

Teaching Plan: 2022-23

Department: Bachelor of Management Studies

Class: TYBMS

Semester: V

Subject: Investment Analysis and Portfolio Management

Name of the Faculty Member: Rahul Mehra

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
August	Introduction to Investment Environment	Case studies	16
September	Risk - Return Relationship	Presentations	16
October	Portfolio Management	Case studies	20
November	Security Analysis	Discussion	04
December	Theories, Capital Asset Pricing Model and Portfolio Performance Measurement	Presentations	04
	Total no. of lectures		60

M.L.Dahanukar College of Commerce

Teaching Plan 2022-23

Department: TYBMS

Semester: V

Subject: Wealth Management

Name of the Faculty Member: Mario Mascarenhas

Month	Topics to be Covered	Additional Activities Done	No. of Lectures
August	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
September	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 – Mediciam – 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
October	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 (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	Case Studies News Reading Presentations Quiz	15
November	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
December	Financial Mathematics/ Tax and Estate Planning a) Financial Mathematics: • Calculation of Returns (CAGR ,Post-tax Returns etc.), Total Assets, Net Worth	Worksheet Quiz	5

	Calculations, Financial Ratios		
			60

M.L.Dahanukar College of Commerce

Teaching Plan: 2022-23

Department: Bachelor of Management Studies

Class: TYBMS

Semester: V

Subject: Finance for HR Professionals and Compensation Management

Name of the Faculty Member: Shivani Naik

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
August	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
September	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	Group Discussion	16

	<p>Incentive System Wage Differentials: Concepts, Factors contributing to Wage Differentials, Types of Wage Differentials, 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.</p>		
October	<p>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</p>	HR Policies of different countries	18
November	<p>Recent Trends: Golden Parachutes, e-Compensation, Salary Progression Curve, Competency and Skill based, Broad banding and New Pay, Cafeteria approach – Features, Advantages and Disadvantages.</p>	Presentations	08
December	<p>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,</p>	Case studies	08

	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.		
	Total no. of lectures		60

M. L. Dahanukar College of Commerce

Teaching Plan: 2022-23

Department: Bachelor of Management Studies

Class: TYBMS

Semester: V

Subject: Industrial Relations

Name of the Faculty Member: Rashmi Bendre

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
August	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		14
September	a) Industrial Disputes: • Meaning of Industrial Dispute, Causes, Forms/Types, Consequences/Effects, Methods of Settling Industrial Disputes (Arbitration, Joint Consultations, Works Committee, Conciliation, Adjudication etc) • Concepts Related to Industrial Disputes (Relevant Examples): Strike, Layoff, Lockout, Retrenchment b) Employee Discipline: • Meaning, Determinants, Causes of Indiscipline, Code of Discipline and its Enforcement.	Case studies	18

	c) Grievance Handling:		
October	<ul style="list-style-type: none"> • Meaning of Grievances, Causes of Grievances, Guidelines for Grievance Handling, Grievance Redressal Procedure in India. d) Workers' Participation in Management: <ul style="list-style-type: none"> • Meaning and Types with Respect to India a) Trade Unions: <ul style="list-style-type: none"> • Meaning, Features, Objectives, Role of Trade Unions, Functions/Activities, Types, Evolution of Trade Unions across Globe, 	Case studies	16
November	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. b) Collective Bargaining: <ul style="list-style-type: none"> • 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. 	Case studies	14
December	<ul style="list-style-type: none"> • Role of Judiciary in Industrial Relations: Labour Court, Industrial Tribunal, National Tribunal • The Trade Unions Act, 1926; • The Industrial Employment (Standing Orders) Act, 1946; • The Industrial Disputes Act, 1947; • The Factories' Act, 1948 		14

	<ul style="list-style-type: none">• The Minimum Wages Act, 1948		
	Total no. of lectures		60

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Teaching Plan : 2022-23

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Class: TYBMS

Semester: V

Subject: Performance Management & Career Planning

Name of the Faculty Member: Delisha Dsouza

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
August	Performance Mgmt. - meaning, components, Objectives, evolution. Scope, pr appraisal, Pr management cycle, Best practice in Pr mgm, Future of pr mgm, Role of technology in pr mgm.		15
September	Performance planning, Pr managing, pr mgm methods, pr monitoring, Implementation, high performance teams, ethics in pr mgm, key issues and challenges,		20
October	Pay criteria, Career planning, career development, career Models,		15
November	Revision of all Topics		10
	Total no. of lectures		60

M. L. Dahanukar College of Commerce

Teaching Plan: 2022-23

Department: Bachelor of Management Studies

Class: TYBMS

Semester: V

Subject: Strategic Human Resource Management and HR Policies

Name of the Faculty Member: Shweta Soman

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
August	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	20
September	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
October	Human Resource Policies – Meaning, Features, Purpose of HR Policies, Process of Developing HR Policies,	Case studies	15

	Factors affecting HR Policies, Areas of HR Policies in Organisation, Requisites of a Sound HR Policies – Recruitment, Selection, Training and Development, Performance Appraisal, 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		
November	<p>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 • Strategic International Human Resource Management – Meaning and Features, International SHRM Strategic Issues, Approaches to Strategic International HRM.</p>	Presentations	10
	Total no. of lectures		60

M. L. Dahanukar College of Commerce

Teaching Plan: 2022-23

Department: Bachelor of Management Studies

Class: TYBMS

Semester: V

Subject: Customer Relationship Management

Name of the Faculty Member: Shivani S.

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
August	Concept, evolution, objectives, benefits of CRM, components of CRM, profitability segments', barriers to CRM, relationship Mkt, Brand building through CRM, Service agreements, CRM Marketing initiatives, Customer service,		20
September	CRM and data management, understanding customers, CRM strategy, Planning and implementation, CRM evolution.		15
October	E CRM, software application, Social networking and CRM, Mobile CRM, CRM trends, Challenges, Ethical issues.		15
November	Revision		10
	Total no. of lectures		60

M.L.Dahanukar College of Commerce

Teaching Plan: 2022-23

Department: Bachelor of Management Studies

Class: TYBMS

Semester: V

Subject: E-Commerce and Digital Marketing

Name of the Faculty Member: Shweta Soman

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
August	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
September	E-Business & Applications E-Business : Meaning, Launching an E-Business, Different phases of	Website making	12

	<p>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, Principles of Web Design, Life Cycle Approach for Building a Website, Different Ways of Building a Website</p>		
October	<p>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</p>	Cyber Crime cases	20

	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		
November	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
December	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
	Total no. of lectures		60

M. L. Dahanukar College of Commerce

Teaching Plan: 2022-23

Department: Bachelor of Management Studies

Class: TYBMS

Semester: V

Subject: Sales and Distribution Management

Name of the Faculty Member: Priya Tiwari

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
August	Sales Management: Distribution Management: Integration of Marketing, Sales and Distribution	Case studies	20
September	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
October	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
	Factors Affecting Effective	Case studies	10

November	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 ♣ Motivating Channel Members ♣ Selecting Channel Partners ♣ Evaluating Channels ♣ Channel Control Performance Evaluation, Ethics and Trends		
	Total no. of lectures		60

M. L. Dahanukar College of Commerce

Teaching Plan: 2022-23

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

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
August	Unit 1: Introduction to Services Marketing: <ul style="list-style-type: none">• Concept, Distinctive Characteristics, Service Marketing Triangle, Purchase Process for services, Marketing Challenges of Services.• Role of Services in Modern Economy, Services Marketing Environment• Goods v/s Services Marketing, Goods Services Continuum	- Case Study Discussion	10
September	<ul style="list-style-type: none">• Consumer Behaviour, Positioning a Service in the Market Place• Variations in Customer Involvement, Impact of service recovery efforts on customer loyalty.• Type of contact: High and low contact services• Sensitivity to Customers' Reluctance to Change. Unit 2: Key Elements of	- Case study discussion - Quiz - Group PPT Presentations by students	18

	<p>Services Marketing Mix:</p> <ul style="list-style-type: none"> • The Service Product, Pricing Mix, Promotion & Communication Mix, Place/Distribution of Service, People, Physical Evidence, Process-Service Mapping- Flowcharting. 		
October	<ul style="list-style-type: none"> • Branding of Services – Problems and Solutions • Options for Service Delivery <p>Unit 3: Managing Quality Aspects of Services Marketing</p> <ul style="list-style-type: none"> • Improving Service Quality and Productivity • Service Quality – GAP Model, Benchmarking, Measuring Service Quality -Zone of Tolerance and Improving Service Quality 	<ul style="list-style-type: none"> - Branding of services – Group Activity for students - Quiz on identifying brands - Case study discussions 	12
November	<ul style="list-style-type: none"> • The SERVQUAL Model • Defining Productivity – Improving Productivity • Demand and Capacity Alignment <p>Unit 4: Marketing of Services</p> <ul style="list-style-type: none"> • International and Global Strategies in Services Marketing: Services in the Global Economy- Moving from Domestic to Transnational Marketing 	<ul style="list-style-type: none"> - Case study discussion - Group PPT Presentations by students. 	14

	<ul style="list-style-type: none"> • Factors favouring Transnational Strategy • Elements of Transnational Strategy 		
December	<ul style="list-style-type: none"> • Recent Trends in Marketing Of Services in: Tourism, Hospitality, Healthcare, Banking, Insurance, Education, IT and Entertainment Industry • Ethics in Services Marketing: Meaning, Importance, Unethical Practices in Service Sector. 	Case study discussion	6
	Total no. of lectures		60