

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

**Teaching Plan: 2022-23**

**Department: Bachelor of Management Studies**

**Class: TYBMS**

**Semester: VI**

**Subject: Project Management (Finance Elective)**

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

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
Jan	Module I Intro to Project Management & Project Initiation	Project Selection	12
Feb	Module II Analysing Project Feasibility	Project Analysis	16
Mar	Module III Budgeting, Cost, Risk Estimates	Project Planning	16
April	Module IV New Dimension in Project Management	Business Model	16
	<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: TYBMS**

**Semester: VI**

**Subject: International Finance**

**Name of the Faculty Member: Samir Soni**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
Jan	<p>a) Introduction to International Finance:</p> <ul style="list-style-type: none"><li>• Meaning/ Importance of International Finance, Scope of International Finance, Globalization of the World Economy, Goals of International Finance, The Emerging Challenges in International Finance</li></ul> <p>b) Balance of Payment:</p> <ul style="list-style-type: none"><li>• Introduction to Balance of Payment, Accounting Principles in Balance of Payment, Components of Balance of Payments, Balance of Payment Identity Indian Heritage in Business, Management, Production and Consumption.</li></ul> <p>c) International Monetary Systems:</p> <ul style="list-style-type: none"><li>• Evolution of International Monetary System , Gold Standard System , Bretton Woods System, Flexible</li></ul>	Market Watch	16

	<p>Exchange Rate Regimes – 1973 to Present, Current Exchange Rate Arrangements, European Monetary System, Fixed &amp; Flexible Exchange Rate System</p> <p>d) An introduction to Exchange Rates:</p> <ul style="list-style-type: none"> <li>• Foreign Bank Note Market, Spot Foreign Exchange Market</li> <li>• Exchange Rate Quotations ♣ Direct &amp; Indirect Rates ♣ Cross Currency Rates ♣ Spread &amp; Spread %</li> <li>• Factors Affecting Exchange Rates</li> </ul>		
Feb	<p>a) Foreign Exchange Markets:</p> <ul style="list-style-type: none"> <li>• Introduction to Foreign Exchange Markets, Structure of Foreign Exchange Markets, Types of Transactions &amp; Settlement Date, Exchange Rate Quotations &amp; Arbitrage, Forward Quotations (Annualized Forward Margin)</li> </ul> <p>b) International Parity Relationships &amp; Foreign Exchange Rate:</p> <ul style="list-style-type: none"> <li>• Interest Rate Parity, Purchasing Power Parity &amp; Fishers Parity, Forecasting Exchange Rates (Efficient Market Approach, Fundamental Approach, Technical Approach, Performance of the Forecasters), Global Financial Markets &amp; Interest Rates (Domestic &amp; Offshore Markets, Money Market Instruments) c) Currency &amp;</li> </ul>	Market Watch	16

	<p>Interest Rate Futures:</p> <ul style="list-style-type: none"> <li>• Introduction to Currency Options (Option on Spot, Futures &amp; Futures Style Options), Futures Contracts, Markets &amp; the Trading Process, Hedging &amp; Speculation with Interest Rate Futures, Currency Options in India</li> </ul>		
Mar	<p>a) Euro Currency Bond Markets: • Introduction to Euro Currency Market, Origin of Euro Currency Market, Euro Bond Market (Deposit, Loan, Notes Market), Types of Euro Bonds, Innovation in the Euro Bond Markets, Competitive Advantages of Euro Banks, Control &amp; Regulation of Euro Bond Market</p> <p>b) International Equity Markets &amp; Investments:</p> <ul style="list-style-type: none"> <li>• Introduction to International Equity Market, International Equity Market Benchmarks, Risk &amp; Return from Foreign Equity Investments, Equity Financing in the International Markets, Depository Receipts – ADR,GDR,IDR</li> </ul> <p>c) International Foreign Exchange Markets:</p> <ul style="list-style-type: none"> <li>• Meaning of International Foreign Exchange Market, FERA v/s FEMA, Scope &amp; Significance of Foreign Exchange Markets, Role of Forex Manager, FDI v/s FPI, Role of FEDAI in Foreign Exchange Market</li> </ul> <p>d) International Capital Budgeting:</p> <ul style="list-style-type: none"> <li>• Meaning of Capital Budgeting, Capital Budgeting Decisions,</li> </ul>	Market Watch	16

	Incremental Cash Flows, Cash Flows at Subsidiary and Parent Company, Repatriation of Profits, Capital Budgeting Techniques – NPV		
Apr	<p>Foreign Exchange Risk Management:</p> <ul style="list-style-type: none"> <li>• Introduction to Foreign Exchange Risk Management, Types of Risk, Trade &amp; Exchange Risk, Portfolio Management in Foreign Assets, Arbitrage &amp; Speculation</li> </ul> <p>b) International Tax Environment:</p> <ul style="list-style-type: none"> <li>• Meaning of International Tax Environment, Objectives of Taxation, Types of Taxation, Benefits towards Parties doing Business Internationally, Tax Havens, Tax Liabilities</li> </ul> <p>c) International Project Appraisal:</p> <ul style="list-style-type: none"> <li>• Meaning of Project Appraisal, Review of Net Present Value Approach (NPV), Option Approach to Project Appraisal, Project Appraisal in the International Context, Practice of Investment Appraisal</li> </ul>	Market Watch	14
	<b>Total no. of lectures</b>		<b>60</b>

## M.L.Dahanukar College of Commerce

### Teaching Plan: 2022-23

Department: BMS      Class: TYBMS Semester: VI

Subject: INNOVATIVE FINANCIAL MANAGEMENT

Name of the Faculty: MARIO MASCARENHAS

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures (of 50 minutes)
January	<p>A) Financial Services:</p> <ul style="list-style-type: none"><li>• Concept, Objectives/Functions, Characteristics, Financial Service Market, Financial Service Market Constituents, Growth of Financial Services in India, Problems in Financial Services Sector, Banking and Non-Banking Companies, Regulatory Framework</li></ul> <p>b) Factoring and Forfaiting:</p> <ul style="list-style-type: none"><li>• Introduction, Types of Factoring, Theoretical Framework, Factoring Cost, Advantages and Disadvantages of Factoring, Factoring in India, Factoring v/s Forfaiting, Working of Forfaiting, Benefits and Drawbacks of Forfaiting, Practical Problems.</li></ul> <p>c) Bill Discounting:</p> <ul style="list-style-type: none"><li>• Introduction, Framework, Bill Market Schemes, Factoring V/s Bill Discounting in Receivable Management</li></ul>	ASSIGNMENT/QUIZ	14

February	<p>a) Issue Management and Intermediaries:</p> <ul style="list-style-type: none"> <li>• Introduction, Merchant Bankers/ Lead Managers, Underwriters, Bankers to an Issue, Brokers to an Issue</li> </ul> <p>b) Stock Broking:</p> <ul style="list-style-type: none"> <li>• Introduction, Stock Brokers, SubBrokers, Foreign Brokers, Trading and Clearing/Self Clearing Members, Stock Trading ( Cash and Normal) Derivative Trading</li> </ul> <p>c) Securitization:</p> <ul style="list-style-type: none"> <li>• Definition, Securitization v/s Factoring, Features of Securitization, Pass Through Certificates, Securitization Mechanism, Special Purpose Vehicle, Securitisable Assets, Benefits of Securitization, New Guidelines on Securitization</li> </ul>	ASSIGNMENT/QUIZ	16
March	<p>a) Issue Management and Intermediaries:</p> <ul style="list-style-type: none"> <li>• Introduction, Merchant Bankers/ Lead Managers, Underwriters, Bankers to an Issue, Brokers to an Issue</li> </ul> <p>b) Stock Broking:</p> <ul style="list-style-type: none"> <li>• Introduction, Stock Brokers, SubBrokers, Foreign Brokers, Trading and Clearing/Self Clearing Members, Stock Trading ( Cash and Normal) Derivative Trading</li> </ul> <p>c) Securitization:</p> <ul style="list-style-type: none"> <li>• Definition, Securitization v/s Factoring, Features of Securitization, Pass Through Certificates, Securitization Mechanism, Special Purpose Vehicle, Securitisable Assets, Benefits of Securitization, New Guidelines on Securitization</li> </ul>	ASSIGNMENT/QUIZ	14
April	<p>a) Consumer Finance:</p> <ul style="list-style-type: none"> <li>• Introduction, Sources, Types of Products, Consumer Finance Practice in</li> </ul>	ASSIGNMENT/QUIZ	16

	<p>India, Mechanics of Consumer Finance, Terms, Pricing, Marketing and Insurance of Consumer Finance, Consumer Credit Scoring, Case for and against Consumer Finance</p> <p>b) Plastic Money:</p> <ul style="list-style-type: none"> <li>• Growth of Plastic Money Services in India, Types of Plastic Cards- Credit card Debit Card- Smart card- Add-on Cards, Performance of Credit Cards and Debit Cards, Benefits of Credit Cards, Dangers of Debit Cards, Prevention of Frauds and Misuse, Consumer Protection. Indian Scenario.</li> <li>• Smart Cards- Features, Types, Security Features and Financial Applications</li> </ul> <p>c) Credit Rating:</p> <ul style="list-style-type: none"> <li>• Meaning, Origin, Features, Advantages of Rating, Regulatory Framework, Credit Rating Agencies, Credit Rating Process, Credit Rating Symbols. Credit Rating Agencies in India, Limitations of Rating</li> </ul>		
	<b>Total Lectures</b>		<b>60</b>

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

**Teaching Plan: 2022-23**

**Department: Bachelor of Management Studies**

**Class: TYBMS**

**Semester: VI**

**Subject: Strategic Financial Management**

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

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
January	Dividend Decision & XBRL		16
Feb	Capital Budgeting & Capital Rationing		16
March	Shareholder value & Corporate Governance	Case studies & Discussion	16
April	Financial Management in Banking Sector & Working Capital Financing	Assignments	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: TYBMS**

**Semester: VI**

**Subject: HRM in Service Sector 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>
Jan	Service Sector Management- An Overview: • Services - Meaning, Features, Classification of Services: End User, Degree of Tangibility, People Based Services, Expertise Required, Orientation Towards Profit, By Location • Service Sector Management – Meaning, Significance of Service Sector, Reasons for Growth in Service Sector • Service Organization - Importance of Layout and Design of Service Organization, Servicescape • Service Culture in Organization – Meaning, Developing Service Culture in Organization • Relationship Marketing – Meaning, Need and Importance in Service Sector Organizations, Six Market Model • Role of Service Employee • Role of Customers in Service Process– Customers as Productive Resources, Customers as Contributors to	Presentations	16

	<p>Service Quality, Customers as Competitors</p> <ul style="list-style-type: none"> <li>• Service Encounter and Moment of Truth</li> <li>– Meaning, Nature, Elements of Service Encounter</li> </ul>		
Feb	<p>Managing Human Element in Service Sector:</p> <ul style="list-style-type: none"> <li>• Human Element in Service Sector – Introduction, Role and Significance</li> <li>• The Services Triangle</li> <li>• Front Line Employees /Boundary Spanners– Meaning, Issues Faced by Front Line Employees: Person/ Role Conflicts, Organization/ Client Conflict, Interclient Conflict</li> <li>• Emotional Labour – Meaning, Strategies for Managing Emotional Labour</li> <li>• Recruitment in Service Sector– Recruiting Right People, Recruitment Procedures and Criteria, Challenges in Recruitment in Service Sector</li> <li>• Selection of Employees in Service Sector – Interviewing Techniques: Abstract Questioning, Situational Vignette, Role Playing</li> <li>• Develop People to Deliver Service Quality</li> <li>• Compensating Employees in Service Sector</li> <li>• Motivating Employees for Services</li> <li>• Empowerment of Service Workers – Meaning, Advantages and Limitations</li> </ul>	Case studies	16
Mar	<p>Issues and Challenges of HR in Service Sector:</p> <ul style="list-style-type: none"> <li>• Quality Issues in Services: Meaning and Dimensions of Service Quality, The Service – Gap Model,</li> </ul>	Presentations	16

	<p>Reasons and Strategies to fill the Gaps • Delivering Services through Agents and Brokers - Meaning, Advantages, Challenges, Strategies for Effective Service Delivery through Agents and Brokers • HRM in Public Sector Organizations and Non – Profit Sector in India • Issues and Challenges of HR in Specific Services: ♣ Business and Professional Services: Banking and Insurance, Legal, Accountancy ♣ Infrastructure: Roads, Railways, Power ♣ Public Services: Police, Defense, Disaster Management ♣ Trade Services: Wholesale and Retail, Advertising, Maintenance and Repairs ♣ Personnel Services: Education, Health Care, Hotels • Social and Charitable Services</p>		
April	<p>HRP Evaluation, Attrition, Retention &amp; Globalization: • Human Resource Planning Evaluation in Service Sector – Meaning, HRP Evaluation Process, Purpose of HRP Evaluation in Service Sector, Issues Influencing HRP Evaluation in Service Sector • Service Leadership – Meaning, Integrating Marketing Operation and Human Resources, Creating a Leading Service Organization, The Service – Profit Chain Model • Attrition in Service Sector – Meaning, Reasons for Attrition in Service Sector, Cycle of Failure, Cycle of Mediocrity and Cycle of Success • Retaining the Best People in Service Sector –</p>	Case studies	14

	<p>Including Employees in Company's Vision, Treat Employees as Customers, Measure and Reward String Service Performers • Globalization of Services-Meaning, Reasons for Globalization of Services, Impact of Globalization on Indian Service Sector. Organisational Effectiveness, Ways to Enhance Organisational Effectiveness</p>		
	<b>Total no. of lectures</b>		<b>60</b>

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

**Teaching Plan: 2020 - 21**

**Department: Bachelor of Management Studies**

**Class: TYBMS**

**Semester: VI**

**Subject: HRM in Global Perspective**

**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>
Jan	<ul style="list-style-type: none"><li>• International HRM: Meaning and Features, Objectives, Evolution of IHRM, Reasons for Emergency of IHRM, Significance of IHRM in International Business, Scope/ Functions.</li><li>• Difference between International HRM and Domestic HRM.</li><li>• Approaches to IHRM: Ethnocentric, Polycentric, Geocentric and Regiocentric.</li><li>• Limitations to IHRM.</li><li>• Qualities of Global Managers.</li><li>• Organizational Dynamics and IHRM.</li><li>• Components of IHRM: Cross Cultural Management and Comparative HRM.</li></ul> <p>Cross Cultural Management: Meaning, Features, Convergence of Cultures, Role of IHRM in Cross Culture Management, Problems of Cross Cultural Issues in Organizations, Importance of Cultural Sensitivity to International Managers.</p> <p>Comparative HRM: Meaning, Importance, Difference between IHRM and Comparative HRM.</p> <ul style="list-style-type: none"><li>• Managing Diversity in Workforce.</li></ul>	Case Studies	16

	<ul style="list-style-type: none"> <li>• Dealing with Cultural Shock</li> </ul>		
Feb	<ul style="list-style-type: none"> <li>• International Recruitment and Selection: Meaning- Sources of International Labour Market, Global Staffing, Selection Criteria, Managing Global Diverse Workforce.</li> <li>• International Compensation: Meaning, Objectives, Components of International Compensation Program, Approaches to International Compensation.</li> <li>• HRM Perspectives in Training and Development: Meaning, Advantages, Cross Cultural Training, Issues in Cross Cultural Training.</li> <li>• International Performance Management: Meaning, Factors Influencing Performance, Criterion used for Performance Appraisal of International Employees, Problems Faced in International Performance Management.</li> <li>• Motivation and Reward System: Meaning, Benchmarking Global Practices.</li> <li>• International Industrial Relations: Meaning, Key Issues in International Industrial Relations, Trade Unions and International IR</li> </ul>	Group Discussion	16
Mar	<ul style="list-style-type: none"> <li>• Concepts of PCNs (Parent-Country Nationals), TCNs (Third-Country Nationals) and HCNs (Host-Country Nationals).</li> <li>• Expatriation: Meaning, Reasons for Expatriation, Factors in Selection of Expatriates, Advantages of Using Expatriates, Limitations of using Expatriates, Role of Family, the Role of Non-expatriates, Reasons for Expatriate Failure, Women and Expatriation, Requirements/Characteristics of Effective Expatriate Managers.</li> <li>• Repatriation: Meaning, Repatriation Process, Factors affecting Repatriation Process, Role of Repatriate, Challenges faced by Repatriates</li> </ul>	Role Play	16
Apr	<ul style="list-style-type: none"> <li>• Emerging Trends in IHRM.</li> <li>• Offshoring: Meaning, Importance, Offshoring and HRM in India.</li> </ul>	Case Studies	14

	<ul style="list-style-type: none"> <li>• International Business Ethics and IHRM: Meaning of Business Ethics, Global Values, International Corporate Code of Conduct, Criminalization of Bribery, Operationalizing Corporate Ethics of HR in Overall Corporate Ethics Programme.</li> <li>• Managing International Projects and Teams: Meaning, How Projects are Managed across the World and Challenges in Managing International Projects across the World.</li> <li>• HR in MNCs – Industrial Relations in MNCs.</li> <li>• Role of Technology on IHRM.</li> <li>• IHRM and Virtual Organization: Meaning and Features of Virtual Organization, Difference between Virtual Organization and Traditional Organization, Managing HR in Virtual Organization.</li> <li>• Growth in Strategic Alliances and Cross Border Mergers and Acquisitions- Impact on IHRM.</li> <li>• Knowledge Management and IHRM</li> </ul>		
	<p><b>Total no. of lectures</b></p>		<p><b>60</b></p>

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

**Teaching Plan: 2020 - 21**

**Department: Bachelor of Management Studies**

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

**Semester: VI**

**Subject: INDIAN ETHOS IN 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>
January	<ul style="list-style-type: none"><li>• <b>Unit 1: Indian Ethos – An Overview</b><ul style="list-style-type: none"><li>a) Indian Ethos Meaning, Features, Need, History, Relevance, Principles Practised by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices</li><li>b) Management Lessons from Scriptures: Management Lessons from Vedas, Management Lessons from Mahabharata, Management Lessons from Bible, Management Lessons from Quran, Management Lessons from Kautilya's Arthashastra Indian Heritage in Business, Management, Production and Consumption. Ethics v/s Ethos Indian Management v/s Western Management</li></ul></li></ul>	- Case Study Discussion	16
February	<p><b>Unit 2: Work Ethos and Values</b></p> <ul style="list-style-type: none"><li>a) Work Ethos:  Meaning, Levels, Dimensions, Steps, Factors Responsible for Poor Work Ethos</li><li>b) Values:  Meaning, Features, Values for Indian Managers, Relevance of Value Based Management in Glo</li></ul>	- Case study discussion  - Quiz  - Group PPT Presentations by students	16

	<p>bal Change, Impact of Values on Stakeholders: Employees, Customers, Government, Competitors and Society.</p> <p>Values for Managers, Trans-Cultural Human Values in Management and Management Education, Secular v/s Spiritual Values in Management, Importance of Value System in Work Culture</p>		
March	<p><b>Unit 3: Stress Management</b></p> <p>a) Stress Management: Meaning, Types of Stress at Work, Causes of Stress, Consequences of Stress</p> <p>b) Stress Management Techniques:</p> <p>Meditation : Meaning, Techniques, Advantages, Mental Health and its Importance in Management, Brain Storming, Brain Stilling , Yoga: Meaning, Significance</p> <p>c) Leadership: Meaning, Contemporary Approaches to Leadership, Joint Hindu Family Business – Leadership Qualities of Karta</p> <p>d) Motivation: Meaning, Indian Approach to Motivation, Techniques</p>	<p>- Group PPT Presentations by students</p> <p>- Case study discussions</p>	14
April	<p><b>Unit 4: Indian Systems of Learning</b></p> <p>a) Learning: Meaning, Mechanisms</p> <p>Gurukul System of Learning : Meaning, Features, Advantages, Disadvantages</p> <p>Modern System of Learning: Meanings, Features, Advantages, Disadvantages</p> <p>Karma: Meaning, Importance of Karma to Managers, Nishkama Karma</p> <p>Laws of Karma: The Great Law, Law of Creation, Law of Humility, Law of Growth, Law of Responsibility, Law of</p>	<p>- Case study discussion</p> <p>- Group PPT Presentations by students.</p>	14

	<p>Connection</p> <p>Corporate Karma: Meaning, Methodology, Guidelines for good Corporate Karma</p> <p>Self-Management: Personal growth and Lessons from Ancient Indian Education System</p> <p>Personality Development: Meaning, Determinants, Indian Ethos and Personality Development</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: TYBMS**

**Semester: VI**

**Subject: Organizational Development.**

**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>
January	Organization Development, meaning, features, Relevance, OD Practitioner, Emerging trends, OD Global setting. Principle, process and Importance of OD		15
February	Organizational Diagnosis, Organizational Renewal, Organizational Change, Change agents, OD Leadership development.		20
March	OD Interventions, Types of Interventions, Techniques of OD Intervention, Strategic Interventions, Traditional, Modern, Evaluation of OD Interventions,		15
April	Issues faced in OD, Values in OD, Ethics in OD, Organizational Effectiveness. Approach, Goal, parameters, process, strategic approach,		10

	<b>Total no. of lectures</b>		<b>60</b>
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**M. L. Dahanukar College of Commerce**

**Teaching Plan: 2022-23**

**Department: Bachelor of Management Studies**

**Class: TYBMS**

**Semester: VI**

**Subject: Brand 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>
Jan	Introduction to Brand Management: • Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities, Strategic Brand Management Process, Customer Based Brand Equity model (CBBE), Sources of Brand Equity, Steps of Brand Building including Brand Building Blocks, Brand Positioning: Meaning, Importance, Basis	Presentations	16
Feb	Planning and Implementing Brand Marketing Programs: • Brand Elements: Meaning, Criteria for choosing Brand Elements, Types of Brand Elements • Integrating Marketing Programs and Activities • Personalising Marketing: Experiential Marketing, One to One Marketing, Permission Marketing • Product Strategy:	Case studies	16

	<p>Perceived Quality and Relationship Marketing • Pricing Strategy: Setting Prices to Build Brand Equity • Channel Strategy: Direct, Indirect Channels • Promotion Strategy: Developing Integrated Marketing Communication Programs • Leveraging Secondary Brand Associations to Build Brand Equity: Companies, Countries, Channel of Distribution, Co-branding, Characters, Events</p>		
Mar	<p>The Brand Value Chain b) Measuring Sources of Brand Equity: • Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association • Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses c) Young and Rubicam's Brand Asset Valuator d) Measuring Outcomes of Brand Equity • Comparative Methods: Brand based Comparative Approaches, Marketing Based Comparative Approaches, Conjoint Analysis • Holistic Methods: Residual Approaches, Valuation Approaches: Historical Perspectives and Interbrand's Brand Valuation Methodology</p>	Presentations	16
Apr	<p>Designing &amp; Implementing Branding Strategies: • Brand Architecture: Meaning of Brand Architecture, The Brand-Product Matri, Breadth of a Branding</p>	Case studies	14

	<p>Strategy, Depth of a Branding Strategy</p> <ul style="list-style-type: none"> <li>• Brand Hierarchy: Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels</li> <li>• Cause Marketing to Build Brand Equity: Meaning of Cause Marketing, Advantages, Green Marketing</li> </ul> <p>b) Brand Extensions:</p> <ul style="list-style-type: none"> <li>• Meaning, Advantages, Disadvantages, Brand Extension and Brand Equity</li> </ul> <p>c) Managing Brands over Time:</p> <ul style="list-style-type: none"> <li>• Reinforcing Brands, Revitalising Brands</li> </ul> <p>d) Building Global Customer Based Brand Equity</p>		
	<b>Total no. of lectures</b>		<b>60</b>

# M.L.Dahanukar College of Commerce

## Teaching Plan: 2020 - 21

Department: B.Com (BMS)

Class: T.Y.B.Com (BMS)

Semester: VI

**Subject: INTERNATIONAL MARKETING**

**Name of the Faculty: HARMINDER SINGH OBEROI**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures (of 50 minutes)</b>
JANUARY	INTRODUCTION TO INTERNATIONAL MARKETING AND TRADE		08
FEBRUARY	INTRODUCTION TO INTERNATIONAL MARKETING AND TRADE, INTERNATIONAL MARKETING ENVIRONMENT AND MARKETING RESEARCH		10
MARCH	INTERNATIONAL MARKETING ENVIRONMENT AND MARKETING RESEARCH, INTERNATIONAL MARKETING MIX		10
APRIL	INTERNATIONAL MARKETING MIX, DEVELOPMENTS IN INTERNATIONAL MARKETING		16
	<b>Total Lectures</b>		<b>44</b>

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

**Teaching Plan: 2022-23**

**Department: Bachelor of Management Studies**

**Class: TY BMS**

**Semester: VI**

**Subject: Media Planning.**

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

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
January	Meaning Features of Media. Role of media, Objectives and scope , Role of a media planner, Media Research, ABC, Press audits, TRPs, National Television Study.Org structure of Media Company. Challenges in Media planning.		20
February	Media Mix, types of Media Mix, Media Vehicles, Media Choices, Print, Television ,Radio, Out of Home, Emerging Media, Media strategy, Media scheduling		15
March	Media Budget, Methods of setting Media Budget, Buying Brief, Media scheduling, Factors affecting scheduling, Scheduling patterns, scheduling strategies.		15
April	Media Measurements, Basic Metrics, Print Metrics, Evaluating media Buying, Plan metrics, Benchmarking Metrics, evaluating		10

	print Media Buying.		
	<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: T.Y.B.M.S.**

**Semester: VI**

**Subject: RETAILMANAGEMENT**

**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>
January	<b>Unit 1: Retail Management- An overview</b> a) Retail Management: Introduction and Meaning, Significance, Factors Influencing Retail Management, Scope of Retail Management b) Retail Formats: Concept of Organized Retailing: Factors Responsible for the Growth of Organized Retail in India, Multichannel Retailing: Meaning and Types, E-tailing: Meaning, Advantages and Limitations c) Emerging Trends in Retailing Impact of Globalization on Retailing I.T in Retail: Importance, Advantages and Limitations, Applications of I.T. in Retail: EDI, Bar Coding, RFID Tags, Electronic Surveillance, Electronic Shelf Labels	- Case Study Discussion	16
February	FDI in Retailing: Meaning, Need for FDI in Indian Retail Scenario Franchising: Meaning, Types, Advantages and Limitations, Franchising in India Green Retailing Airport Retailing  <b>Unit 2: Retail Consumer and Retail Strategy</b> a) Retail Consumer/Shopper: Meaning of Retail Shopper, Factors Influencing Retail Shoppers, Changing Profile of	- Case study discussion  - Quiz  - Group PPT Presentations by students	16

	<p>Retail Shoppers, Market Research as a Tool for Understanding Retail Markets and Shoppers b) CRM in Retail: Meaning, Objectives Customer Retention Approaches: Frequent Shopper Programme, Special Customer Services, Personalization, Community</p> <p>c) Retail Strategy: Meaning, Steps in Developing Retail Strategy, Retail Value Chain d) Store Location Selection:</p> <ul style="list-style-type: none"> <li>• Meaning, Types of Retail Locations, Factors Influencing Store Location</li> </ul>		
March	<p>e) HRM in Retail: Meaning, Significance, Functions Organization Structure in Retail: Meaning, Factors Influencing Designing Organization Structure, Organization Structure for Small Stores/Single Stores/Independent Retailers and Retail Store Chain/Department Store</p> <p><b>Unit 3: Merchandise Management and Pricing</b></p> <ul style="list-style-type: none"> <li>• a) Merchandise Management Concept, Types of Merchandise, Principles of Merchandising, Merchandise Planning- Meaning and Process, Merchandise Category – Meaning, Importance, Components, Role of Category Captain, Merchandise Procurement/Sourcing Meaning, Process, Sources for Merchandise b) Buying Function: Meaning, Buying Cycle, Factors Affecting Buying Functions, Functions of Buying for Different Types of Organizations Young and Rubicam’s Brand Asset Valuator-</li> </ul>	<p>- Group PPT Presentations by students</p> <p>- Case study discussions</p>	14

	<p>Independent Store, Retail Chain, Non-store Retailer c) Concept of Lifestyle Merchandising d) Private Label</p> <p>Meaning, Need and Importance, Private Labels in India e) Retail Pricing</p> <p>Meaning, Considerations in Setting Retail Pricing</p> <p>Pricing Strategies: High/ Low Pricing: Meaning, Benefits, Everyday Low Pricing: Meaning, Benefits, Market Skimming, Market Penetration, Leader Pricing, Odd Pricing, Single Pricing, Multiple Pricing, Anchor Pricing</p> <p>Variable Pricing and Price Discrimination- Meaning Types:</p> <ul style="list-style-type: none"> <li>• Individualized Variable Pricing/First Degree Price</li> <li>• Self-Selected Variable Pricing/ Second Degree Price Discrimination Clearance and Promotional Markdowns, Coupons, Price Bundling, Multiple – Unit Pricing</li> <li>• Variable Pricing by Market Segment/ Third Degree Price Discrimination</li> </ul>		
April	<p><b>Unit 4: Managing and Sustaining Retail</b></p> <p>a) Retail Store Operations:</p> <ul style="list-style-type: none"> <li>• Meaning, Responsibilities of Store Manager, The 5 S's of Retail Operations (Systems, Standards, Stock, Space, Staff) b) Store Design and Layout:</li> <li>• Store Design- Meaning, Objectives, Principles, Elements of Exterior and Interior Store Design, Store Atmospheric and Aesthetics</li> <li>• Store Layout- Meaning, Types: Grid, Racetrack, Free Form</li> <li>• Signage and Graphics: Meaning, Significance, Concept of Digital Signage</li> </ul>	<p>- Case study discussion</p> <p>- Group PPT Presentations by students.</p> <p>- Quizzes</p>	14

	<ul style="list-style-type: none"> <li>• Feature Areas: Meaning, Types: Windows, Entrances, Freestanding Displays, End Caps, Promotional Aisles, Walls, Dressing Rooms, Cash Wraps</li> </ul>		
	<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: TYBMS**

**Semester: VI**

**Subject: Operations Research**

**Name of the Faculty Member: Manisha Warekar**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Additional Activities planned / done</b>	<b>Number of Lectures</b>
January 2021	Introduction to OR  UNIT 2:  Chapters: Assignment problems and Transportation problems		16
February	UNIT 1: LPP – Introduction, formulation  LPP graphical method and simplex method		14
March	UNIT 3: Network analysis:  Floats, slacks, Crashing, PERT		16

April	UNIT 4: Job sequencing Gaming theory  Revision of all modules		14
	<b>Total no. of lectures</b>		<b>60</b>