

M. L. Dahanukar College of Commerce

Teaching Plan: 2023-24

Department: Bachelor of Management Studies

Class: FYBMS A

Semester: II

Subject: Business Communication--II

Name of the Faculty Member: Rashmi Warang

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures (of 50 minutes)
November 24	Unit 1 - Principles of Effective Presentation	Student's presentation on given topic	4
December 24	Unit 1 – Effective use of OHP, Transparencies, PPT Unit 2 – Interviews, Group Discussion, Meetings, Conference.	Practice of group discussion in class, Self intro part of interview	15
January 24	Unit 2 – Public relation Unit 3 – Writing trade letters, Consumer grievance letter	Practice of writing letters	15
February 24	Unit 3 – Letter of inquiry, letter of complaints, claims, adjustments, sales letter, promotional leaflets and fliers	Practice of writing letters	15
March 24	Unit 4 – Language and writing skills Report Writing and Summarisation	Practice of writing report and summary in class	11
	Total Lectures		60

Rashmi Warang

Sign of Faculty

Dr. Mitali Shelankar

Sign of Coordinator

M. L. Dahanukar College of Commerce

Teaching Plan: 2023-24

Department: Bachelor of Management Studies

Class: FYBMS

Semester: II

Subject: Business Environment

Name of the Faculty Member: Rutuja Kamble

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
November 24	<ul style="list-style-type: none">• Business: Meaning, Definition, Nature & Scope, Types of Business Organizations.• Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment.• Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis.	Case Studies	16
December 24	<ul style="list-style-type: none">• Introduction to Micro-Environment:<ul style="list-style-type: none">o Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity.o External Environment: Firm, customers, suppliers, distributors, Competitors, Society.• Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal		
January 24	<ul style="list-style-type: none">• Political Institutions: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India.• Economic Environment: Economic System and Economic Policies. Concept of Capitalism, Socialism and Mixed Economy.• Impact of Business on Private Sector, Public Sector and Joint Sector.• Sun-rise Sectors of India Economy. Challenges of Indian Economy.	Group Discussion	16
February 24	<ul style="list-style-type: none">• Social and Cultural Environment: Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business.	Role Play	16

	<ul style="list-style-type: none"> • Technological Environment: Features, impact of technology on Business. • Competitive Environment: Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies. 		
March 24	<ul style="list-style-type: none"> • International Environment: <ul style="list-style-type: none"> o GATT/ WTO: Objective and Evolution of GATT, Uruguay Round, GATT v/s WTO, Functions of WTO, Pros and Cons of WTO. o Globalization: Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market Entry Strategies, LPG model. o MNCs: Definition, Meaning, Merits, Demerits, MNCs in India. o FDI: Meaning, FDI Concepts and Functions, Need for FDI in Developing Countries, Factors influencing FDI, FDI Operations in India. • Challenges faced by International Business and Investment Opportunities for Indian Industry. 	Case Studies	14
	Total no. of lectures		60

Rutuja Kamble

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Dr. Mitali S

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M. L. Dahanukar College of Commerce

Teaching Plan: 2023-24

Department: Bachelor of Management Studies

Class: FYBMS

Semester: II

Subject: Foundation course – II

Name of the Faculty Member: Sneha Chavan

Month	Topics to be Covered	Additional Activities Done	No. of Lectures
Nov 23	Globalisation & Indian Society, Human Rights Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration;		
December 23	Globalisation & Indian Society, Human Rights Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides		
January 24	Ecology, Concepts of Environment, Sustainable Development. Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life;	Interactive sessions	16
February 24	Ecology, Concepts of Environment, Sustainable Development Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment	Presentations	16
March 24	Understanding Stress & Conflict Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict	Presentations	10

April 24	Managing Stress & Conflict in Contemporary Society Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society	Interactive Sessions	8

Sneha Chavan

Dr. Mitali S

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M. L. Dahanukar College of Commerce

Teaching Plan: 2023-24

Department: Bachelor of Management Studies

Class: FYBMS

Semester: II

Subject: Industrial Law

Name of the Faculty Member: Adv. Ashwini Desai

Month	Topics to be Covered	Internal assessment	Number of lectures
Dec 24	Laws Related to Industrial Relations and Industrial Disputes		
January 24	Laws Related to Industrial Relations and Industrial Disputes	Laws Related to Industrial Relations and Industrial Disputes	12
February 24	Laws Related to Health, Safety and Welfare		16
March24	Social Legislation		14
	Employee State Insurance Act 1948: Definition and Employees Provident Fund • Miscellaneous Provision Act 1948: Schemes, Administration and determination of dues		
April 24	Laws Related to Compensation Management		16
		TOTAL	60

Adv. Ashwini Desai

Dr. Mitali S

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M. L. Dahanukar College of Commerce

Teaching Plan: 2023-24

Department: Bachelor of Management Studies

Class: TYBMS

Semester: II

Subject: Principles of Marketing

Name of the Faculty Member: Dr. Reena Vora

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
Nov 23	<ul style="list-style-type: none">• Introduction to Marketing: Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function• Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges.	Presentations	16
Dec 23	<ul style="list-style-type: none">• Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing		
Jan 24	<ul style="list-style-type: none">• The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders.• Macro environment: Political Factors; Economic Factors; Socio Cultural Factors , Technological Factors (PEST Analysis		

Feb 24	<ul style="list-style-type: none"> • Marketing research: Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research • MIS : Meaning, features and Importance • Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour 	Case studies	16
Mar 24	Marketing mix: Meaning –elements of Marketing Mix. • Product-product mix-product line lifecycle-product planning – New product development- failure of new product-levels of product. • Branding –Packing and packaging – role and importance • Pricing – objectives-factors influencing pricing policy and Pricing strategy. • Physical distribution – meaning – factor affecting channel selection-types of marketing channels • Promotion – meaning and significance of promotion. Promotion • tools (brief)	Presentations	16
Apr 24	Segmentation – meaning, importance, basis • Targeting – meaning, types • Positioning – meaning – strategies • New trends in marketing – E-marketing, Internet marketing and marketing using Social network • Social marketing/ Relationship marketing	Case studies	14
	Total no. of lectures		60

Dr. Reena Vora

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Dr. Mitali S

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M. L. Dahanukar College of Commerce

Teaching Plan: 2023-24

Department: Bachelor of Management Studies

Class: F.Y.B.M.S.

Semester: II

Subject: PRINCIPLES OF MANAGEMENT

Name of the Faculty Member: Priya Tiwari

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
December 23	Unit 1: Nature of Management <ul style="list-style-type: none">• Management: Concept, Significance, Role & Skills, Levels of Management, Concepts of PODSCORB, Managerial Grid.• Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach.	<ul style="list-style-type: none">– Case Study Discussion– Quizzes	16
January 24	Unit 1: Nature of Management <ul style="list-style-type: none">• .Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach.	<ul style="list-style-type: none">– Case Study Discussion– Quizzes	16
February 24	Unit 2: Planning and Decision Making <ul style="list-style-type: none">• Planning: Meaning, Importance, Elements, Process, Limitations and MBO.• Decision Making: Meaning, Importance, Process, Techniques of Decision Making.	<ul style="list-style-type: none">- Case study discussion- Quiz- Group PPT Presentations by students	16
March 24	Unit 3: Organizing <ul style="list-style-type: none">• Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations• Departmentation: Meaning, Basis and Significance• Span of Control: Meaning, Graicunas Theory, Factors affecting span of ControlCentralization vs Decentralization• Delegation: Authority & Responsibility relationship	<ul style="list-style-type: none">- Group PPT Presentations by students- Case study discussions	14
April 24	Unit 4: Directing, Leadership, Co-ordination and Controlling <ul style="list-style-type: none">• Directing: Meaning and Process	<ul style="list-style-type: none">- Case study discussion	14

	<ul style="list-style-type: none"> • Leadership: Meaning, Styles and Qualities of Good Leader • Co-ordination as an Essence of Management • Controlling: Meaning, Process and Techniques • Recent Trends: Green Management & CSR 	- Group PPT Presentations by students.	
	Total no. of lectures		60

Priya Tiwari

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Dr. Mitali S

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M.L.Dahanukar College of Commerce

Teaching Plan: 2023 - 24

Department: BMS

Class: FYBMS

Semester: II

Subject: Business Mathematics

Name of the Faculty: Srinath Ramaswamy

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures (of 50 minutes)
Nov 23	Matrices & determinants		06
December 23	Matrices & determinants		06
January 24	Elementary Financial Mathematics		16
February 24	Numerical analysis		16
March 24	Derivatives & applications		16
	Total Lectures		60

Srinath Ramaswamy

Sign of Faculty

Dr. Mitali S

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