Smt. Durgadevi Sharma Charitable Trust's
Chandrabhan Sharma College
of Arts, Science & Commerce
(Affiliated to The University of Mumbai)
Accredited by NAAC 'B+'

ACADEMIC YEAR

2019 - 2020

I/C PRINCIPAL
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Tel. 25704526 / 25704530

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E-mail: cbscollege@gmail.com Website: www.cscollege.co.in

TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) NAME OF THE LECTURER: BHARATI SRIDHARA

2) SUBJECT: BUSINESS ECONOMICS

3) CLASS: F.Y.B.COM (A & B)

IST SEMESTER

Course Outcome

- Students will apply the basic theories of economics in critical thinking and problem Solving
- Students will be able to make decisions wisely using cost-benefit analysis.
- Students will demonstrate a basic understanding of their career options and establish career objectives.

Month	Topics to be covered	No. of Lectures required
JULY	Demand Analysis	10 Lectures
AUGUST	Theory of Production and Cost	10 Lectures
SEPTEMBER	Cost Concepts	10 Lectures
OCTOBER	Revenue Analysis Revenue Concepts	06 Lectures

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TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) NAME OF THE LECTURER: ARUN VISHWAKARMA

2) SUBJECT: FINANCIAL ACCOUNTNG

3) CLASS: FYB.COM (A & B)

IST SEMESTER

Course Outcome

- To enable the students to learn principles and concepts of Accountancy.
- To find out the technical expertise in maintaining the books of accounts

Month	Topics to be covered	No. of Lectures required
JULY	Accounting standards issued by ICAI and Inventory valuation	15
AUGUST	Final Accounts Departmental Accounts	15 03
SEPTEMBER	Departmental Accounts Accounting for Hire Purchase	12 05
OCTOBER	Accounting for Hire Purchase	06

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TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) NAME OF THE LECTURER: KRISHNAKANT PANDEY

2) SUBJECT: FOUNDATION COURSE

3) CLASS: FYB.COM (A & B)

I[ST]SEMESTER

Course Outcome

- Understand the multi-cultural and diverse Indian society concerning demographic factors and be sensitized towards diversity as a difference
- Examine and understand the inter-group conflicts arising due to regionalism, communalism, and linguistic differences
- Articulate an awareness of the social and community contexts concerning problems arising in the society and solutions towards the same

Month	Topics to be covered	No. of Lectures required
JULY	Overview of Indian Society	09
AUGUST	Concept of Disparity- 1 Concept of Disparity-2	15 03
SEPTEMBER	The Indian Constitution Significant Aspects of Political Processes	12 05
OCTOBER	Growing Social Problems in India	10

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TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) NAME OF THE LECTURER: MS. RIDDHI

2) SUBJECT: BUSINESS COMMUNATION

3) CLASS: FYB.COM(A&B)

I[ST]SEMESTER

Course Outcome

- To understand techniques of effective communication.
- To teach a professional, ethical attitude in students, effective communication skills, teamwork, a multidisciplinary approach, and an ability to understand corporate social responsibility.
- To develop & improve various skills like communication, reading, listing, note- making, persuasive speaking, body language & gestures.

Month	Topics to be covered	No. of Lectures required
JULY	Theory of Communication Concept of Communication Impact of Technology Enabled Communication	09
AUGUST	Communication at work place Introduction to Business Ethics Barriers to Communications	15 03

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	Listening Skills	
SEPTEMBER	Business Correspondence: - Theory of Business Letter Writing Personnel Correspondence	12 05
OCTOBER	Language and Writing Skills: - Commercial Terms used in Business Communication Paragraph Writing	06

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TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) NAME OF THE LECTURER: SHARLET BHASKAR

2) SUBJECT: CP-I

3) CLASS: FYB.COM (A & B)

ISTSEMESTER

Course Outcome

- Develop an understanding of business environment and its analysis.
- Understand the process of business planning and business promotion.
- Create awareness about entrepreneurship
- Training and development centers in India

Month	Topics to be covered	No. of Lectures required
JULY	**Business**	12
AUGUST	**Business Environment**	11
SEPTEMBER	**Project Planning**	12
OCTOBER	**Entrepreneurship**	05

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TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) NAME OF THE LECTURER: KRISHNAKANT PANDEY
2) SUBJECT: MATHEMATICAL & STATISTICAL TECHNIQUES
3) CLASS: FYB.COM (A & B)
ISTSEMESTER

Course Outcome

- To prepare for competitive examinations.
- Understand various data types their classification and graphical representation.
- Use business statistics for central measurements, frequency distributions, graphs, and measures of dispersion and be able to select which math method should be used for different problems.

Month	Topics to be covered	No. of Lectures required
JULY	Shares & Measures of Central Tendency	15
AUGUST	Mutual Funds	06
	Permutations	04
	Combinations	03
	Measures of Dispersions	02
SEPTEMBER	Probability Theory	08
	Probability Distribution	07
OCTOBER	Linear Programming problems	08
	Decision Theory	07

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TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) NAME OF THE LECTURER: MR. UMESH KABADI

2) SUBJECT: EVS

3) CLASS: FYB.COM (A & B)

ISTSEMESTER

Course Outcome

- Understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales.
- Natural Resources - Understanding of Resources, their types, various methods to conserve them, it's the importance
- Population Issues - Understanding Population and its major concerns, its impact on Human Health, HDI, Happiness Index, Development concerns, etc.

Month	Topics to be covered	No. of Lectures required
JULY	Environment and Eco- System	12
AUGUST	Natural Resources and Sustainable Development Populations and Emerging Issues of Development	11
SEPTEMBER	Urbanization and Environment	12
OCTOBER	Reading of Thematic Maps and Map Filling	03

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TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) Name of the Lecturer: BHARATI SRIDHARA

3) Subject: BUSINESS ECONOMICS

4) Class: S.Y.B.COM

III SEMESTER

Course Outcome

- To expose Students of Commerce to basic microeconomic concepts and inculcate an analytical approach to the subject matter
- To apply the concept of inflation, money supply, and demand analysis for decision-making operations of the market under varying competitive conditions.
- To apply economic reasoning to problems of business.

Month	Topics to be covered	No. of Lectures required
JUNE	Introduction to Macro Economics	10 Lectures
JULY	Basic Concepts of Keynesian Economics	10 Lectures
AUGUST	Post Keynesian Developments in Macro Economics	10 Lectures
SEPTEMBER	Money, Prices and Inflation	15 Lectures

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TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) NAME OF THE LECTURER: ARUN VISHWAKARMA

3) SUBJECT: FINANCIAL ACCOUNTING

4) CLASS: SYB.COM

III SEMESTER

Course Outcome

- To instill knowledge about accounting procedures, methods, and techniques.
- To introduce the basic concepts, functions, processes, and techniques of piecemeal distribution of cash.
- To give a comprehensive overview of Amalgamation and conversion of a partnership firm.

Month	Topics to be covered	No. of Lectures required
JUNE	Partnership Final Accounts based on Adjustment of Admission or Retirement / Death of a Partner during the Year	10 Lectures
JULY	Piecemeal Distribution of Cash	04 Lectures 10 Lectures
AUGUST	Amalgamation of Firms	04 Lectures 12 Lectures
SEPTEMBER	Conversion or sale of Partnership firm into a limited company	18 Lecture

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TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) NAME OF THE LECTURER: ARUN VISHWAKARMA

2) SUBJECT: MANAGEMENT ACCOUNTING

3) CLASS: S.Y.B.COM

III SEMESTER

Course Outcome

- The learners will understand the practical application of various financial analysis tools, which will help them in the n evaluation of the various targets achievable in the future.
- The course will make the students employable as Finance Managers in Accounting and Finance.

Month	Topics to be covered	No. of Lectures required
JUNE	Introduction to Management Accounting	10 Lectures
JULY	Introduction to Management Accounting Ratio Analysis	04 Lectures 10 Lectures
AUGUST	Ratio Analysis Working Capital	04 Lectures 12 Lectures
SEPTEMBER	Capital Budgeting	18 Lectures

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TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) NAME OF THE LECTURER: SHARLET BHASKAR

2) SUBJECT: ADVERTISING

4) CLASS: SYB.COM

III SEMESTER

Course Outcome

- To enable students to understand IMC.
- To understand the learners about the various concept of Advertising.
- To make them aware of various careers in advertising.
- To learn about various trends in advertising.

Month	Topics to be covered	No. of Lectures required
JUNE	Introduction to Advertising	09 Lectures
JULY	Introduction to Advertising Advertising Agency	02 Lectures 10 Lectures
AUGUST	Economic & Social Aspects of Advertising	11Lectures
SEPTEMBER	Brand Building and Special Purpose Advertising	10 Lectures

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TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) NAME OF THE LECTURER: SHARLET BHASKAR

2) SUBJECT: CP-II

3) CLASS: SYB.COM

III SEMESTER

Course Outcome

- To understand the terms, concepts, evaluation, and approaches to Management.
- Learn about planning, decision making, organizing, delegation, leadership, motivation, and effective communication.
- To learn control systems and techniques of controlling in Management.

Month	Topics to be covered	No. of Lectures required
JUNE	Introduction To Management	09 Lectures
JULY	Planning & Decision Making	03 Lectures 10 Lectures
AUGUST	Organizing	12 Lectures
SEPTEMBER	Directing and controlling	10 Lectures

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TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) NAME OF THE LECTURER: KAVITA RAI

3) SUBJECT: BUSINESS LAW

4) CLASS: S.Y.B.COM

III SEMESTER

Course Outcome

- To impart to students the knowledge of fundamentals of Company Law.
- To update the knowledge of provisions of the Companies Act of 2013.
- Communicate effectively using standard business and legal terminology.

Month	Topics to be covered	No. of Lectures required
JUNE	Indian contract Act, 1872	10 Lectures
JULY	Indian contract Act, 1872 Special Contracts	05 Lectures 11 Lectures
AUGUST	Special Contracts Sale Of Goods Act, 1930	04 Lectures 13.Lectures
SEPTEMBER	Negotiable Instruments Act,1881	12 Lectures

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ACADEMIC YEAR 2019 TO 2020

1) NAME OF THE LECTURER: MR. KRISHANKANT PANDEY

2) SUBJECT: FOUNDATION COURSE

3) CLASS: SYB.COM III SEMESTER

Course Outcome

- To enhance learners' understanding of social, economic, and political developments in India during the period of study.
- To orient learners towards the contribution of the given leaders of our country in shaping the socio-political, spiritual, scientific, and educational fabric of our nation.
- To orient learners towards the work done by the given leaders to alleviate the sufferings of the oppressed, members of Indian society in particular, and the world in general.

Month	Topics to be covered	No. of Lectures required
JUNE	Human Rights violations and redressal	10 Lectures
JULY	Dealing with environmental concern Science and technology	10 Lectures 02 Lectures
AUGUST	Science and technology Soft skill for effective interpersonal communication	08 Lectures 06 Lectures
SEPTEMBER	Soft skill for effective interpersonal communication Understanding Issues of right to health and education	02 Lectures 07 Lectures

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TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) NAME OF THE LECTURER: MS. DIPTI PARAB

2) SUBJECT: COMPUTER PROGRAMMING

3) CLASS: S.Y.B.COM

FIRST TERM / III- SEMESTER

Course Outcome

- The learners will become computer literate and can access, create, save and manage spreadsheets and emails and use the internet effectively.
- They will be familiar with the basic protocols of computer networks.
- They will be able to establish a basic understanding of the analysis and design of a database. Concepts like relational databases, SQL functions, creation of tables and manipulating them in MySQL, join techniques and can write queries.

Month		Topics to be covered	No. of Lectures required
JUNE	**Theory**	HARDWARE, Types of computers, Binary to decimal and decimal to binary conversion, Octal number, Hexadecimal number system, Word length of a computer, processing speed of a computer.	15
	Practical	-	
JULY	**Theory**	Software, Types of Software System software, Computer Applications in Business	15
	Practical	-	
AUGUST	**Theory**	Introduction to C Programming, Types of operators and expressions, Input and output functions in C (printf(), scanf()	15
	Practical	Practical based on input and output functions.	09
SEPTEMBER	**Theory**	C-decision/loop statements, Decision Statement – if-else statement, break, continue, goto, switch() case and nested if statement. Loop Control Statements – for(), while(), do-while loop() and nested loops.	15
	Practical	Practical based on loop. Practical based on while, do-while and nested loops.	09

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TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) NAME OF THE LECTURER: BHARATI SRIDHARA

2) SUBJECT: BUSINESS ECONOMICS

3) CLASS: TYB.COM

V SEMESTER

Course Outcome

- The learners will become computer literate and can access, create, save and manage spreadsheets and emails and use the internet effectively.
- They will be familiar with the basic protocols of computer networks.
- They will be able to establish a basic understanding of the analysis and design of a database. Concepts like relational databases, SQL functions, creation of tables and manipulating them in MySQL, join techniques and can write queries.

Month	Topics to be covered	No. of Lectures required
JUNE	Introduction to Public finance	15 Lectures
JULY	Public Revenue	10 Lectures
AUGUST	Public Expenditure and Public Debt	10 Lectures
SEPTEMBER	Financial Market	10 Lectures

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TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) NAME OF THE LECTURER: SHARLET BHASKAR

2) SUBJECT: EXPORT MARKETING

3) CLASS: TYB.COM

V SEMESTER

Course Outcome

- To understand how trade and business are done at the international level.
- To know about various financial and nonfinancial schemes provided by the government to promote exports.
- To understand the primary procedure to be followed while entering into export marketing.

Month	Topics to be covered	No. of Lectures required
JUNE	Basic of export marketing	08 Lectures
JULY	Basic of export marketing Global frame work of export marketing	04 Lectures 10 Lectures
AUGUST	EXIM policy and promotional measure	12 Lectures
SEPTEMBER	Product and pricing decisions in export marketing	12 Lectures

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TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) NAME OF THE LECTURER: RAVI VISHWAKARMA
2) SUBJECT: COST ACCOUNTING
3) CLASS: TYB.COM
V SEMESTER

Course Outcome

- To understand the basic concepts and processes used to determine product costs.
- To be able to interpret cost accounting statements
- To analyses and evaluate the information for cost ascertainment, planning, control, and decision making.

Month	Topics to be covered	No. of Lectures required
JUNE	Introduction to Cost Accounting Material Cost	05 Lectures 05 Lectures
JULY	Material Cost Labor Cost	05 Lectures 10 Lectures
AUGUST	Overheads Classification of Costs and Cost Sheets	08 Lectures 08 Lectures
SEPTEMBER	Classification of Costs and Cost Sheets Reconciliation of Cost and Financial Accounts	04 Lectures 10 Lectures

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TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) NAME OF THE LECTURER: ARUN VISHWAKARMA
2) SUBJECT: FINANCIAL ACCOUNTING
3) CLASS: TYB.COM
V SEMESTER

Course Outcome

- Understand the amalgamation provisions, forex transactions, companies' final accounts, and under schedule.
- Read, understand, interpret, and analyze companies' financial statements.
- Understand the causes & effects of internal reconstructions

Month	Topics to be covered	No. of Lectures required
JUNE	Investment Accounting w.r.t. AS 13	12 Lectures
JULY	Capital Reduction & Internal Reconstruction Amalgamation of Companies (w.r.t AS-14, Excluding inter Company holdings)	10 Lectures 06 Lectures
AUGUST	Amalgamation of Companies (w.r.t AS-14, Excluding inter Company holdings) Preparation of Final Accounts of Companies	12 Lectures 04 Lectures
SEPTEMBER	Preparation of Final Accounts of Companies Introduction to IFRS	10 Lectures 04 Lectures

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TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) NAME OF THE LECTURER: NEETA VAIDYA

2) SUBJECT: DIRECT TAX

3) CLASS: TYB.COM

V SEMESTER

Course Outcome

- To know the definition of important terms, residential status, taxable, and exempted income.
- To understand – deductions from total income and overall computation of taxable income.
- To ascertain the residential status of an individual and compute the taxable income of an individual.

Month	Topics to be covered	No. of Lectures required
JUNE	Basic Terms Scope of Total Income & Residential Status	05 Lectures 05 Lectures
JULY	Heads of Income	16 Lectures
AUGUST	Heads of Income Deduction from Total Income	08 Lectures 06 Lectures
SEPTEMBER	Computation of Total Income for Individual	10 Lectures

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TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) NAME OF THE LECTURER: SHARLET BHASKAR

3) SUBJECT: MHRM

4) CLASS: TYB.COM

V SEMESTER

Course Outcome

- After studying the topics given in the syllabus, the students will understand the marketing decisions and marketing strategies of a firm to survive and compete effectively in the industry

Month	Topics to be covered	No. of Lectures required
JUNE	Introduction to Marketing:	10 Lectures
JULY	Consumer Behaviour and Market Segmentation Marketing Mix	10 Lectures 02Lectures
AUGUST	Marketing Mix	10 Lectures
SEPTEMBER	Recent Trends in Marketing	10 Lectures

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TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) Name of the Lecturer: DIPTI PARAB

2) Subject: COMPUTER SYSTEM &APPLICATIONS

3) Class: TYB.COM

V SEMESTER

Course Outcome

- The learners will become computer literate and can access, create, save and manage spreadsheets and emails and use the internet effectively.
- They will be familiar with the basic protocols of computer networks.
- They will be able to establish a basic understanding of the analysis and design of a database. Concepts like relational databases, SQL functions, creation of tables and manipulating them in MySQL, join techniques and can write queries.

Month	Topics to be covered	No. of Lectures required
JUNE	Data communication, networking and Internet (Theory) Data communication, networking and Internet (Practical)	06 Lectures 06Lectures
JULY	Data base and SQL (Theory) Data base and SQL (Practical)	06 Lectures 06 Lectures
AUGUST	Spread sheet (Theory) Spread sheet (Practical)	06Lectures 06Lectures
SEPTEMBER	Functions and Data analysis (Theory) Functions and Data analysis (Practical)	06Lectures 06Lectures

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TEACHING PLAN
ACADEMIC YEAR 2018 TO 2019
1) Name of the Lecturer: BHARATI SRIDHARA
2) Subject: BUSINESS ECONOMICS
3) **Class: FYB.COM**
IIND SEMESTER

Course Outcome	• Students will apply the basic theories of economics in critical thinking and problem Solving • Students will be able to make decisions wisely using cost-benefit analysis. • Students will demonstrate a basic understanding of their career options and establish career objectives

Month	**Topics to be covered**	**No. of Lectures required**
NOV	Market Structure	10 Lectures
DEC	Market Structure Pricing Practices	05 Lectures 05 Lectures
JAN	Pricing Practices Market failure	05 Lectures 05 Lectures
FEB	Market failure Capital Budgeting	05 Lectures 05 Lectures
MARCH	Capital Budgeting	05 Lectures

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TEACHING PLAN

ACADEMIC YEAR 2018 TO 2019

1) **Name of the Lecturer: ARUN VISHWAKARMA**
2) **Subject: FINANCIAL ACCOUNTING**
3) **Class: FYB.Com**

IIND SEMESTER

Course Outcome	• To enable the students to learn principles • and concepts of Accountancy. • To find out the technical expertise in • maintaining the books of accounts.

Month	Topics to be covered	No. of Lectures required
NOV	BUSINESS	09
DEC	BUSINESS : Departmental Accounts	15 03
JAN	Departmental Accounts Accounting for Hire Purchase	12 05
FEB	Accounting for Hire Purchase	10
MARCH	Revision	04

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TEACHING PLAN
ACADEMIC YEAR 2019 TO 2020

1) Name of the Lecturer: KRISHNAKANT PANDEY

2) Subject: FOUNDATION COURSE

3) Class: FYB.Com

IIND SEMESTER

Course Outcome

- Understand the multi-cultural and diverse Indian society concerning demographic factors and be sensitized towards diversity as a difference
- Examine and understand the inter-group conflicts arising due to regionalism, communalism, and linguistic differences
- Articulate an awareness of the social and community contexts concerning problems arising in the society and solutions towards the same.

Month	Topics to be covered	No. of Lectures required
NOV	Globalisation and Indian Society	09
DEC	Human Rights	15 03
JAN	Ecology	12 05
FEB	Understanding Stress and Conflict Managing Stress and Conflict in Contemporary Society	10
MARCH	Contemporary Societal Challenges	05

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TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) Name of the Lecturer: POOJA SINGH
3) Subject: BUSINESS COMMUNATION
4) Class: FYB.Com

IIND SEMESTER

Course Outcome

- To understand techniques of effective communication.
- To teach a professional, ethical attitude in students, effective communication skills, teamwork, a multidisciplinary approach, and an ability to understand corporate social responsibility.
- To develop & improve various skills like communication, reading, listing, note- making, persuasive speaking, body language & gestures.

Month	Topics to be covered	No. of Lectures required
NOV	Presentation Skills	09
DEC	Group Communication	15 03
JAN	Business Correspondence	12 05
FEB	Language and Writing Skills	10
MARCH	Revision	04

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TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) Name of the Lecturer: SHARLET BHASKAR

2) Subject: COMMERCE

3) Class: FYB.Com

IIND SEMESTER

Course Outcome

- Develop an understanding of business environment and its analysis.
- Understand the process of business planning and business promotion.
- Create awareness about entrepreneurship
- Training and development centers in India

Month	Topics to be covered	No. of Lectures required
NOV	Concept of services	09
DEC	Retailing	10
JAN	Retailing Recent Trends in Service Sectors	02 10
FEB	E- Commerce	11
MARCH	Revision	04

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ACADEMIC YEAR 2019 TO 2020

1) Name of the Lecturer: KRISHANKANT PANDEY
2) Subject: MATHEMATICAL & STATISTICAL TECHNIQUES
3) Class: FYB.Com

IIND SEMESTER

Course Outcome

- To prepare for competitive examinations.
- Understand various data types their classification and graphical representation.
- Use business statistics for central measurements, frequency distributions, graphs, and measures of dispersion and be able to select which math method should be used for different problems.

Month	Topics to be covered	No. of Lectures required
NOV	Functions and its Applications Correlation Analysis	09 06
DEC	Derivatives and its Applications Regression Analysis	10 05
JAN	Simple and Compound Interest Time Series Index Numbers	08 03 04
FEB	Annuity Probability Distributions	11 04
MARCH	Probability Distributions Revision	06 04

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ACADEMIC YEAR 2019 TO 2020

1) Name of the Lecturer: SUSHANT VICHARE
2) Subject: EVS
3) Class: FYB.Com

IIND SEMESTER

Course Outcome

- Understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales.
- Natural Resources - Understanding of Resources, their types, various methods to conserve them, it's the importance
- Population Issues - Understanding Population and its major concerns, its impact on Human Health, HDI, Happiness Index, Development concerns, etc.

Month	Topics to be covered	No. of Lectures required
NOV	Environment and Mans Activities	09
DEC	Environment and Mans Activities Environment and Tourisms	02 10
JAN	Environmental movements and Management	14
FEB	Waste Management	12
MARCH	Map filling	08

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TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) Name of the Lecturer: BHARATI SRIDHARA
2) Subject: BUSINESS ECONOMICS
3) Class: S.Y.B.COM

IV SEMESTER

Course Outcome

- Goals for economics are to apply the standard analytical tools of applied economic analysis to business situations.
- To apply the concept of inflation, money supply, and demand analysis for decision-making operations of the market under varying competitive conditions.
- To analyze the causes and consequences of unemployment, inflation, and economic growth.

Month	Topics to be covered	No. of Lectures required
NOV-DEC	The role of the government in an economy, public finance	10Lectures
JANUARY	Public revenue	10 Lectures
FEB	Public expenditure and public debt	10 Lectures
MARCH	Fiscal management & Financial Administration	15 Lectures

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ACADEMIC YEAR 2019 TO 2020

1) Name of the Lecturer: ARUN VISHWAKARMA

2) Subject: ACCOUNTANCY &FINANCIAL MANAGEMENT
3) Class: SYB.COM

IV SEMESTER

Course Outcome

- To familiarize the learners with the fundamental's aspects of partnership final accounts with attributes of admission, retirement, and death of a partner.
- To introduce the basic concepts, functions, processes, and techniques of piecemeal distribution of cash.
- To give a comprehensive overview of Amalgamation and conversion of a partnership fir

Month	Topics to be covered	No. of Lectures required
NOV-DEC	Introduction to Company Accounts	15 Lectures
JANUARY	Redemption of Preference Shares	15 Lectures
FEB	Redemption of Debentures	15 Lectures
MARCH& APRIL	Ascertainment and Treatment of Profit Prior to Incorporation	15 Lectures

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TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) Name of the Lecturer: DR. PRATIMA SINGH /TUSHAR SHAH

2) Subject: AUDITING

3) Class: S.Y.B.COM

IV SEMESTER

Course Outcome

- The learners will understand the practical application of various
- financial analysis tools which will help them in evaluation of the various targets.
- The course will make the students employable as Finance Managers in the field of Accounting, Auditing, and Finance.

Month	Topics to be covered	No. of Lectures required
NOV-DEC	Introduction to Auditing	10 Lectures
JANUARY	Audit Planning, Procedures and Documentation	10 Lectures
FEB	Auditing Techniques and Internal Audit Introduction	15 Lectures
MARCH	Auditing Techniques: Vouching & Verification	10 Lectures

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ACADEMIC YEAR 2019 TO 2020

1) Name of the Lecturer: SHARLET BHASKAR
2) Subject: ADVERTISING
3) Class: SYB.COM
IV SEMESTER

Course Outcome

To understand the learners about the various concept of Advertising.

To make them aware of various careers in advertising.

To learn about various trends in advertising.

Month	Topics to be covered	No. of Lectures required
NOV-DEC	Media in Advertising	11 Lectures
JANUARY	Planning Advertising Campaign	11 Lectures
FEB	Execution and Evaluation of Advertising	11 Lectures
MARCH	Fundamentals of Creativity in Advertising	12 Lectures

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TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) Name of the Lecturer: SHARLET BHASKAR

3) Subject: CP-IV

4) Class: SYB.COM

IV SEMESTER

Course Outcome

To understand the terms, concepts, evaluation, and approaches to Management.

To learn control systems and techniques of controlling in Management.

To learn about planning, decision making, organizing, delegation, leadership, motivation, and effective communication

Month	Topics to be covered	No. of Lectures required
NOV-DEC	Production and Inventory Management	09 Lectures
JANUARY	Quality Management	13 Lectures
FEB	Indian Financial System	12 Lectures
MARCH	Recent Trends in Finance	10 Lectures

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ACADEMIC YEAR 2019 TO 2020

1) Name of the Lecturer: ANAND MOHAN

2) Subject: BUSINESS LAW

3) **Class: S.Y.B.COM**

IV SEMESTER

Course Outcome

- Apply basic legal knowledge to business transactions.
- Demonstrate an understanding of the legal environment of Business.
- Identify the fundamental legal principles behind contractual agreements. Communicate effectively using standard business and legal terminology.

Month	Topics to be covered	No. of Lectures required
NOV-DEC	Indian Companies Act, 1956	10 Lectures
JANUARY	Corporate Law & IPR	15 Lectures
FEB	Indian Partnership Act, 1932 and Limited Liability Partnership, 2008	15 Lectures
MARCH	Consumer Protection Act, 1986 and Competition Act, 2002	15 Lectures

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ACADEMIC YEAR 2019 TO 2020

1) Name of the Lecturer: MR. KRISHANKANT PANDEY

2) Subject: FOUNDATION COURSE

3) Class: SYB.COM

IV SEMESTER

Course Outcome

- Human Rights – Students have a clear understanding of India's various human rights citizens have. People from different origins have different constitutional and legal rights (SC, ST, Children, Women, Disabled, etc.)
- Environmental Concerns – understanding various types of Disasters, their impact on Human Life (physical, psychological, economic, and social) dealing with these Disasters, and Human Rights issues in dealing with Disasters.
- Science – Understanding how science developed, how it works, how science helps in eradicating superstition, and how we use science in our everyday lives.

Month	Topics to be covered	No. of Lectures required
NOV-DEC	Significant, Contemporary Rights of Citizens	12 Lectures
JANUARY	Approaches to understanding Ecology	11 Lectures
FEB	Science and technology - II	11 Lectures
MARCH	Introduction to Competitive Exams	11 Lectures

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ACADEMIC YEAR 2019 TO 2020

1. **NAME OF THE LECTURER: MS. DIPTI PARAB**
2. **SUBJECT: COMPUTER PROGRAMMING**
3. **CLASS: S.Y.B.COM**

IV SEMESTER

Course Outcome

- The learners will become computer literate and can access, create, save and manage spreadsheets and emails and use the internet effectively.
- They will be familiar with the basic protocols of computer networks.
- They will be able to establish a basic understanding of the analysis and design of a database. Concepts like relational databases, SQL functions, creation of tables and manipulating them in MySQL, join techniques, and can write queries.

Month		Topics to be covered	No. of Lectures required
NOV-DEC	**Theory**	Computer Communication Systems	15
	Practical	-	
JANUARY	**Theory**	Principles Of DBMS	15
	Practical	-	
FEBRUARY	**Theory**	Case Study Of DBMS Using MS-ACCESS	15
	Practical	Practical	
MARCH	**Theory**	MS-ACCESS QUERIES Laboratory Training	15
	Practical	Practical	

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TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) **Name of the Lecturer: BHARATI SRIDHARA**
2) **Subject: BUSINESS ECONOMICS**
3) **Class: TYB.COM**

VI SEMESTER

Course Outcome

- To understand the basic characteristics of economic development and growth of the global economy.
- To analyze new economic policies (privatization, liberalization, and globalization) in India connected with the global economy.
- To understand the industrial scenario of the Indian economy.

Month	Topics to be covered	No. of Lectures required
NOV	Introduction to International Trade	10 Lectures
DEC	Introduction to International Trade	05 Lectures 05 Lectures
JAN	Commercial Policy	05 Lectures 05 Lectures
FEB	Balance of Payments and International Economic Organization	05 Lectures 05 Lectures
MARCH	Foreign Exchange Market	05 Lectures

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TEACHING PLAN

ACADEMIC YEAR 2019 TO 2020

1) Name of the Lecturer: RAVI VISHWAKARMA
2) Subject: FINANCIAL ACCOUNTING
3) Class: TYB.COM

VI SEMESTER

Course Outcome

- Understand the amalgamation provisions, forex transactions, companies' final accounts, and under schedule.
- Read, understand, interpret, and analyze companies' financial statements. Understand the causes & effects of internal reconstructions.

Month	Topics to be covered	No. of Lectures required
NOV	Amalgamation	08 Lectures
DEC	Limited liability partnership	09 Lectures
JAN	Underwriting of shares and debentures	09 Lectures
FEB	Liquidation of company	06 Lectures
MARCH	Foreign exchange transactions	06 Lectures

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ACADEMIC YEAR 2019 TO 2020

1) Name of the Lecturer: ARUN VISHWAKARMA
2) Subject: COST ACCOUNTING
3) Class: TYB.COM
VI SEMESTER

Course Outcome

- To understand the basic concepts and processes used to determine product costs.
- To be able to interpret cost accounting statements
- To be able to analyses and evaluate the information for cost ascertainment, planning, control, and decision making.

Month	Topics to be covered	No. of Lectures required
NOV	Introduction to Marginal Costing Introduction to Standard Costing	08 Lectures 02 Lectures
DEC	Introduction to Standard Costing Process Costing	06 Lectures 06 Lectures
JAN	Process Costing Contract Costing	08 Lectures 10 Lectures
FEB	Contract Costing Cost Control Accounts	06 Lectures 10 Lectures
MARCH	Some Emerging concepts of cost accounting	06 Lectures

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ACADEMIC YEAR 2019 TO 2020

1) Name of the Lecturer: NEETA VAIDYA

2) Subject: TAX

3) Class: TYB.COM

VI SEMESTER

Course Outcome

- To know the definition of important terms, residential status, taxable, and exempted income.
- To understand – deductions from total income and overall computation of taxable income.
- To ascertain the residential status of an individual and compute the taxable income of an individual.

Month	Topics to be covered	No. of Lectures required
NOV	Introduction to Indirect Taxation and GST	09 Lectures
DEC	Introduction to Indirect Taxation and GST	12 Lectures
JAN	Concept of supply	16 Lectures
FEB	Registration and Computation of GST	12 Lectures
MARCH	Filing of Returns	06 Lectures

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ACADEMIC YEAR 2019 TO 2020

1) Name of the Lecturer: DIPTI PARAB

2) Subject: COMPUTER SYSTEM & APPLICATION

3) Class: TYB.COM

VI SEMESTER

Course Outcome

- The learners will become computer literate and can access, create, save and manage spreadsheets and emails and use the internet effectively.
- They will be familiar with the basic protocols of computer networks.
- They will be able to establish a basic understanding of the analysis and design of a database. Concepts like relational databases, SQL functions, creation of tables and manipulating them in MySQL, join techniques, and can write queries.

Month	Topics to be covered	No. of Lectures required
NOV	E-Commerce (Theory) E-Commerce (Practical)	06 Lectures 06Lectures
DEC	Introduction to C Programme (Theory) Introduction to C Programme (Practical)	06 Lectures 06 Lectures
JAN	Visual Basic (Theory) Visual Basic (Practical)	06 Lectures 06 Lectures
FEB	Decisions and condition, Menus (Theory) Decisions and condition, Menus (Practical)	06Lectures 06Lectures
MARCH	Multiple spread sheets, Functions And data analysis (Theory) Multiple spread sheets, Functions And data analysis (Theory)	06Lectures 06Lectures

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ACADEMIC YEAR 2019 TO 2020

1) Name of the Lecturer: SHARLET BHASKAR

2) Subject: MHRM

3) **Class: TYB.COM**

VI SEMESTER

Course Outcome After studying the topics given in the syllabus, the students will understand HR & HR-related strategies and how it is effective in the industry.

Month	Topics to be covered	No. of Lectures required
NOV	Human resources management	06 Lectures
DEC	Human resources management Human resources development	04 Lectures 06 Lectures
JAN	Human resources development Human relations	06 Lectures 06 Lectures
FEB	Human relations Recent trends in human resources management	06 Lectures 06 Lectures
MARCH	Recent trends in human resources management	06Lectures

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ACADEMIC YEAR 2019 TO 2020

1) Name of the Lecturer: SHARLET BHASKAR

2) Subject: EXPORT MARKETING

3) Class: TYB.COM

VI SEMESTER

Course Outcome

- To understand how trade and business are done at the international level.
- To know about various financial and nonfinancial schemes provided by the government to promote exports.
- To understand the primary procedure to be followed while entering into export marketing.

Month	Topics to be covered	No. of Lectures required
NOV	Product Planning	06 Lectures
DEC	Pricing Decisions	10 Lectures
JAN	Export Distribution and Promotion	12 Lectures
FEB	Export Finance	11 Lectures
MARCH	Export Procedure and Documentation	06Lectures

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TEACHING PLAN
ACADEMIC YEAR 2019 – 2020

1) **Name of the Lecturer: Ms. Neetika Naresh** 2) **Department: B.Sc(IT)**
3) **Subject: Professional Communication skills** 4) **Class: FYIT**

FIRST TERM / I- SEMESTER

Month		Topics to be covered	No. of Lectures required
JUNE	**Theory**	**The Seven Cs of Effective Communication:** Completeness, Conciseness, Consideration, Concreteness, Clarity ,Courtesy, Correctness **Understanding Business Communication:** Nature and Scope of Communication, Non-verbal Communication, Cross-cultural communication, Technology-enabled Business Communication	12
	Practical	1. Communication Origami, Guessing Game, Guessing the emotion. 2. Body Language, Follow All Instructions, Effective Feedback Skills	6
JULY	**Theory**	**Writing Business Messages and Documents:** Business writing, Business Correspondence, Instructions Business Reports and Proposals, Career building and Resume writing. **Developing Oral Communication Skills for Business:** Effective Listening, Business Presentations and Public Speaking, Conversations, Interviews	12
	Practical	The Name Game, Square Talk (Effective Communication), (Influential and persuasive skills) Back to Back Communication, Paper Shapes (Importance of two-way communication), Memory Test(Presentation Skills).	6
AUGUST	**Theory**	**Developing Oral Communication Skills for Business:** Meetings and Conferences, Group Discussions and Team Presentations, Team Briefing, **Understanding Specific Communication Needs:** Communication across Functional Areas	12
	Practical	Exercises on Communication Principles Exercises on communication icebreakers	6

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SEPTEMBER	**Theory**	**Understanding Specific Communication Needs:** Corporate Communication, Persuasive Strategies in Business Communication, Ethics in Business Communication, Business Communication Aids.	12
	Practical	Communication exercises For the following practicals, Microsoft Office, Open Office, Libre Office or any other software suite can be used.. Use of word processing tools for communication	6
OCTOBER	**Theory**	**Presentation Process:** Planning the presentations, executing the presentations, Impressing the audience by performing, Planning stage: Brainstorming, mind maps / concept maps, executing stage: chunking theory, creating outlines, Use of templates. Adding graphics to your Presentation: Visual communication, Impress stage: use of font, colour, layout, Importance of practice and performance.	12
	Practical	Use of spreadsheet tools for communication Use of presentation tools for communication	03

REMARKS IF ANY:

- Outcome : Analyze, synthesize and utilize the process and strategies from delivery to solving
  - communication problem. Learn the communication methodologies at workplace and learning
  - about importance of team collaboration. Learn about different technical communication such
  - as presentations and interviews.

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ACADEMIC YEAR 2019 – 2020

1) Name of the Lecturer: Ms. Namrata Dubey 2) Department: B.Sc(IT)

3) Subject: Discrete Mathematics 4) Class: FYIT

FIRST TERM / I- SEMESTER

Month		Topics to be covered	No. of Lectures required
JUNE	**Theory**	**Introduction**: Variables, The Language of Sets, The Language of Relations and Function **Set Theory**: Definitions and the Element Method of Proof, Properties of Sets, Disproofs, Algebraic Proofs, Boolean Algebras, Russell's Paradox and the Halting Problem. **The Logic of Compound Statements**: Logical Form and Logical Equivalence, Conditional Statements, Valid and Invalid Arguments.	12
	Practical	**Set Theory** a. Inclusion Exclusion principle. b. Power Sets c. Mathematical Induction **Functions and Algorithms** a. Recursively defined functions b. Cardinality c. Polynomial evaluation d. Greatest Common Divisor	3 3
JULY	**Theory**	**Quantified Statements**: Predicates and Quantified Statements, Statements with Multiple Quantifiers, Arguments with Quantified Statements **Elementary Number Theory and Methods of Proof**: Introduction to Direct Proofs, Rational Numbers, Divisibility, Division into Cases and the Quotient-Remainder Theorem, Floor and Ceiling, Indirect Argument: Contradiction and Contraposition, Two Classical Theorems, Applications in algorithms.	12
	Practical	**Counting** a. Sum rule principle b. Product rule principle c. Factorial d. Binomial coefficients e. Permutations	3 3

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		f. Permutations with repetitions g. Combinations h. Combinations with repetitions i. Ordered partitions j. Unordered partitions	
AUGUST	**Theory**	**Sequences, Mathematical Induction, and Recursion**: Sequences, Mathematical Induction, Strong Mathematical Induction and the Well-Ordering Principle for the Integers, Correctness of algorithms, defining sequences recursively, solving recurrence relations by iteration, Second order linear homogenous recurrence relations with constant coefficients. general recursive definitions and structural induction. **Functions**: Functions Defined on General Sets, One-to-One and Onto, Inverse Functions, Composition of Functions, Cardinality with Applications to Computability.	12
	Practical	a.Sample space and events b. Finite probability spaces c. Equiprobable spaces d. Addition Principle e. Conditional Probability f. Multiplication theorem for conditional probability g. Independent events h. Repeated trials with two outcomes	3 3
SEPTEMBER	**Theory**	. **Relations**: Relations on Sets, Reflexivity, Symmetry, and Transitivity, Equivalence Relations, Partial Order Relations **Graphs and Trees**: Definitions and Basic Properties, Trails, Paths, and Circuits, Matrix Representations of Graphs, Isomorphism's of Graphs, Trees, Rooted Trees, Isomorphism's of Graphs, Spanning trees and shortest paths.	12
	Practical	**Graph Theory** a. Paths and connectivity b. Minimum spanning tree c. Isomorphism **Directed Graphs** a. Adjacency matrix b. Path matrix **Properties of integers**	3 3

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		a. Division algorithm b. Primes c. Euclidean algorithm d. Fundamental theorem of arithmetic e. Congruence relation f. Linear congruence equation **Algebraic Systems** a. Properties of operations b. Roots of polynomials **Boolean Algebra** a. Basic definitions in Boolean Algebra b. Boolean algebra as lattices	
OCTOBER	**Theory**	**Counting and Probability:** Introduction, Possibility Trees and the Multiplication Rule, Possibility Trees and the Multiplication Rule, Counting Elements of Disjoint Sets: The Addition Rule, The Pigeonhole Principle, Counting Subsets of a Set: Combinations, r- Combinations with Repetition Allowed, Probability Axioms and Expected Value, Conditional Probability, Bayes' Formula, and Independent Events.	12
	Practical	**Recurrence relations** a. Linear homogeneous recurrence relations with constant coefficients b. Solving linear homogeneous recurrence relations with constant coefficients c. Solving general homogeneous linear recurrence relations	03

REMARKS IF ANY

- **Outcome** :
  - Apply basic and advanced principles of counting.
  - Define sets and Relations.
  - Calculate discrete probabilities.

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TEACHING PLAN
ACADEMIC YEAR 2019 – 2020

1) **Name of the Lecturer: Ms. Dipti Parab** 2) **Department: B.Sc(IT)**
3) **Subject: Digital Electronics** 4) **Class: FYIT**

FIRST TERM / I- SEMESTER

Month		Topics to be covered	No. of Lectures required
JUNE	**Theory**	**Number System:** Analog System, digital system, numbering system, binary number system, octal number system, hexadecimal number system, conversion from one number system to another, floating point numbers, weighted codes binary coded decimal, non-weighted codes Excess – 3 code, Gray code, Alphanumeric codes – ASCII Code, EBCDIC, ISCII Code, Hollerith Code, Morse Code, Teletypewriter (TTY), Error detection and correction, Universal Product Code, Code conversion. **Binary Arithmetic:** Binary addition, Binary subtraction, Negative number representation, Subtraction using 1's complement and 2's complement, Binary multiplication and division, Arithmetic in octal number system, Arithmetic in hexadecimal number system, BCD and Excess – 3 arithmetic.	12
	Practical	**Study of Logic gates and their ICs and universal gates:** a. Study of AND, OR, NOT, XOR, XNOR, NAND and NOR gates. b. IC 7400, 7402, 7404, 7408, 7432, 7486, 74266 c. Implement AND, OR, NOT, XOR, XNOR using NAND gates. d. Implement AND, OR, NOT, XOR, XNOR using NOR gates.	3
JULY	**Theory**	**Boolean Algebra and Logic Gates:** Introduction, Logic (AND OR NOT), Boolean theorems, Boolean Laws, De Morgan's Theorem, Perfect Induction, Reduction of Logic expression using Boolean Algebra, Deriving Boolean expression from given circuit, exclusive OR and Exclusive NOR gates, Universal Logic	12

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		gates, Implementation of other gates using universal gates, Input bubbled logic, Assertion level. **Minterm, Maxterm and Karnaugh Maps:** Introduction, minterms and sum of minterm form, maxterm and Product of maxterm form, Reduction technique using Karnaugh maps – 2/3/4/5/6 variable K-maps, Grouping of variables in K-maps, K-maps for product of sum form, minimize Boolean expression using K-map and obtain K-map from Boolean expression, Quine Mc Cluskey Method.	
	Practical	a. Verifying De Morgan's laws. b. Implement other given expressions using minimum number of gates. c. Implement other given expressions using minimum number of ICs.	6
AUGUST	**Theory**	**Combinational Logic Circuits:** Introduction, Multi-input, multi-output Combinational circuits, Code converters design and implementations **Arithmetic Circuits:** Introduction, Adder, BCD Adder, Excess – 3 Adder, Binary Subtractors, BCD Subtractor, Multiplier, Comparator.	12
	Practical	**Implement combinational circuits.** a. Design and implement combinational circuit based on the problem given and minimizing using K-maps. **4. Implement code converters.** a. Design and implement Binary – to – Gray code converter. b. Design and implement Gray – to – Binary code converter. c. Design and implement Binary – to – BCD code converter d. Design and implement Binary – to – XS-3 code converter	6
SEPTEMBER	**Theory**	**Multiplexer, Demultiplexer, ALU, Encoder and Decoder:** Introduction, Multiplexer, Demultiplexer, Decoder, ALU, Encoders. **Sequential Circuits: Flip-Flop:** Introduction, Terminologies used, S-R flip-flop, D flip-fop, JK flipflop, Race-around condition, Master – slave JK flip-flop, T flip-flop, conversion from one type of flip-flop to another, Application of flip flops.	12

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	Practical	**Implement Adder and Subtractor Arithmetic circuits.** a. Design and implement Half adder and Full adder. b. Design and implement BCD adder. c. Design and implement XS – 3 adder. d. Design and implement binary subtractor. e. Design and implement BCD subtractor. f. Design and implement XS – 3 subtractor. **6. Implement Arithmetic circuits.** a. Design and implement a 2-bit by 2-bit multiplier. b. Design and implement a 2-bit comparator.	6
OCTOBER	**Theory**	**Counters:** Introduction, Asynchronous counter, Terms related to counters, IC 7493 (4-bit binary counter), Synchronous counter, Bushing, Type T Design, Type JK Design, Presettable counter, IC 7490, IC 7492, Synchronous counter ICs, Analysis of counter circuits. **Shift Register:** Introduction, parallel and shift registers, serial shifting, serial–in serial–out, serial–in parallel–out , parallel–in parallel–out, Ring counter,Johnson counter, Applications of shift registers, Pseudo-random binary sequence generator, IC7495, Seven Segment displays, analysis of shift counters	12
	Practical	**Implement Encode and Decoder and Multiplexer and Demultiplexers.** a. Design and implement 8:3 encoder. b. Design and implement 3:8 decoder. c. Design and implement 4:1 multiplexer. Study of IC 74153, 74157 d. Design and implement 1:4 demultiplexer. Study of IC 74139 e. Implement the given expression using IC 74151 8:1 multiplexer. f. Implement the given expression using IC 74138 3:8 decoder. **8. Study of flip-flops and counters.** a. Study of IC 7473. b. Study of IC 7474. c. Study of IC 7476.	6

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		d. Conversion of Flip-flops. e. Design of 3-bit synchronous counter using 7473 and required gates. f. Design of 3-bit ripple counter using IC 7473. **9. Study of counter ICs and designing Mod-N counters.** a. Study of IC 7490, 7492, 7493 and designing mod-n counters using these. b. Designing mod-n counters using IC 7473 and 7400 (NAND gates)	

REMARKS IF ANY:

Outcome :

- Apply number conversion techniques in real digital systems
- Solve Boolean Algebra expressions
- Derive and design logic circuits by applying minimization in SOP and POS forms

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TEACHING PLAN
ACADEMIC YEAR 2019 – 2020

1) Name of the Lecturer: Ms. Dipti Parab **2) Department: B.Sc(IT)**
3) Subject: Operating system **4) Class: FYIT**

FIRST TERM / I- SEMESTER

Month		Topics to be covered	No. of Lectures required
JUNE	**Theory**	**Introduction:** What is an operating system? History of operating system, computer hardware, different operating systems, operating system concepts, system calls, operating system structure. **Processes and Threads:** Processes, threads, interprocess communication, scheduling, IPC problems	12
	Practical	1.Installation of virtual machine software. 2. Installation of Linux operating system (RedHat / Ubuntu) on virtual machine. 3. Installation of Windows operating system on virtial machine.	6
JULY	**Theory**	**Memory Management:** No memory abstraction, memory abstraction: address spaces, virtual memory, page replacement algorithms, design issues for paging systems, implementation issues, segmentation. **File Systems:** Files, directories, file system implementation, file-system management and optimization, MS-DOS file system, UNIX V7 file system, CD ROM file system.	12
	Practical	**Linux commands: Working with Directories:** a. pwd, cd, absolute and relative paths, ls, mkdir, rmdir, b. file, touch, rm, cp. mv, rename, head, tail, cat, tac, more, less, strings, chmod **Linux commands: Working with files:** a. ps, top, kill, pkill, bg, fg, b. grep, locate, find, locate. c. date, cal, uptime, w, whoami, finger, uname, man, df, du, free, whereis, which.	6

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AUGUST	**Theory**	**Input-Output:** Principles of I/O hardware, Principles of I/O software, I/O software layers, disks, clocks, user interfaces: keyboard, mouse, monitor, thin clients, power management, **Deadlocks:** Resources, introduction to deadlocks, the ostrich algorithm, deadlock detection and recovery, deadlock avoidance, deadlock prevention, issues.	12
	Practical	**Windows (DOS) Commands – 1** a. Date, time, prompt, md, cd, rd, path. b. Chkdsk, copy, xcopy, format, fidsk, cls, defrag, del, move. **Windows (DOS) Commands – 2** a. Diskcomp, diskcopy, diskpart, doskey, echo b. Edit, fc, find, rename, set, type, ver	06
SEPTEMBER	**Theory**	**Virtualization and Cloud:** History, requirements for virtualization, type 1 and 2 hypervisors,techniques for efficient virtualization, hypervisor microkernels,memory virtualization, I/O virtualization, Virtual appliances, virtual machines on multicore CPUs, Clouds. **Multiple Processor Systems** Multiprocessors, multicomputers, distributed systems.	12
	Practical	**Working with Windows Desktop and utilities** a. Notepad b. Wordpad c. Paint d. Taskbar e. Adjusting display resolution f. Using the browsers g. Configuring simple networking h. Creating users and shares	6
OCTOBER	**Theory**	**Case Study on LINUX and ANDROID:** History of Unix and Linux, Linux Overview, Processes in Linux, Memory management in Linux, I/O in Linux, Linux file system, security in Linux. Android **Case Study on Windows:**	12

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		History of windows through Windows 10, programming windows, system structure, processes and threads in windows, memory management, caching in windows, I/O in windows, Windows NT file system, Windows power management, Security in windows.	
	Practical	**Working with Linux Desktop and utilities** a. The vi editor. b. Graphics c. Terminal d. Adjusting display resolution e. Using the browsers f. Configuring simple networking g. Creating users and shares **10. Installing utility software on Linux and Windows**	03

REMARKS IF ANY:

Outcome:

- Understands the different services provided by Operating System at different level.
- They learn real life applications of Operating System in every field.
- Understands the use of different process scheduling algorithm and synchronization techniques to
- avoid deadlock.
- They will learn different memory management techniques like paging, segmentation and
- demand paging etc.
- To understand Operating system
- Core working of OS

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TEACHING PLAN
ACADEMIC YEAR 2019 – 2020

1) **Name of the Lecturer: Mr. Arvind singh** 2) **Department: B.Sc(IT)**
3) **Subject: Imperative Programming** 4) **Class: FYIT**

FIRST TERM / I- SEMESTER

Month		Topics to be covered	No. of Lectures required
JUNE	**Theory**	Introduction: Types of Programming languages, History, features and application. Simple program logic, program development cycle, pseudo code statements and flowchart symbols, sentinel value to end a program, programming and user environments, evolution of programming models., desirable program characteristics. Fundamentals: Structure of a program. Compilation and Execution of a Program, Character Set, identifiers and keywords, data types, constants, variables and arrays, declarations, expressions, statements, Variable definition, symbolic constants.	12
	Practical	**Basic Programs:** a. Write a program to display the message HELLO WORLD. b. Write a program to declare some variables of type int, float and double. Assign some values to these variables and display these values. c. Write a program to find the addition, subtraction, multiplication and division of two numbers. **Programs on variables:** a. Write a program to swap two numbers without using third variable. b. Write a program to find the area of rectangle, square and circle. c. Write a program to find the volume of a cube, sphere, and cylinder.	06

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JULY	**Theory**	**Operators and Expressions:** Arithmetic operators, unary operators, relational and logical operators, assignment operators, assignment operators, the conditional operator, library functions. **Data Input and output:** Single character input and output, entering input data, scanf function, printf function, gets and puts functions, interactive programming.	12
	Practical	**Conditional statements and loops(basic)** a. Write a program to enter a number from the user and display the month name. If number >13 then display invalid input using switch case. b. Write a program to check whether the number is even or odd. c. Write a program to check whether the number is positive, negative or zero. d. Write a program to find the factorial of a number. e. Write a program to check whether the entered number is prime or not. f. Write a program to find the largest of three numbers.	06
AUGUST	**Theory**	**Conditional Statements and Loops:** Decision Making Within A Program, Conditions, Relational Operators, Logical Connectives, If Statement, If-Else Statement, Loops: While Loop, Do While, For Loop. Nested Loops, Infinite Loops, Switch Statement **Functions:** Overview, defining a function, accessing a function, passing arguments to a function, specifying argument data types, function prototypes, recursion, modular programming and functions, standard library of c functions, prototype of a function: foo1lal parameter list, return type, function call, block structure, passing arguments to a function: call by reference, call by value.	12
	Practical	Write a program to find the sum of squares of digits of a number. b. Write a program to reverse the digits of an integer. c. Write a program to find the sum of numbers from 1 to 100. d. Write a programs to print the Fibonacci series. e. Write a program to find the reverse of a number. f. Write a program to find whether a given number is palindrome or not.	6

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		g. Write a program that solve the quadratic equation h. Write a program to check whether the entered number is Armstrong or not. i. Write a program to count the digit in a number.	
SEPTEMBER	**Theory**	**Program structure:** Storage classes, automatic variables, external variables, static variables, multifile programs, more library functions, **Preprocessor:** Features, #define and #include, Directives and Macros **Arrays:** Definition, processing, passing arrays to functions, multidimensional arrays, arrays and strings.	12
	Practical	a. Programs on Functions. b. Programs on different patterns. **Recursive functions** a. Write a program to find the factorial of a number using recursive function. b. Write a program to find the sum of natural number using recursive function. **Arrays** a. Write a program to find the largest value that is stored in the array. b. Write a program using pointers to compute the sum of all elements stored in an array. c. Write a program to arrange the 'n' numbers stored in the array in ascending and descending order. d. Write a program that performs addition and subtraction of matrices. e. Write a program that performs multiplication of matrices.	6
OCTOBER	**Theory**	**Pointers:** Fundamentals, declarations, Pointers Address Operators, Pointer Type Declaration, Pointer Assignment, Pointer Initialization, Pointer Arithmetic, Functions and Pointers, Arrays And Pointers, Pointer Arrays, passing functions to other functions	12

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		Structures and Unions: Structure Variables, Initialization, Structure Assignment, Nested Structure, Structures and Functions, Structures and Arrays: Arrays of Structures, Structures Containing Arrays, Unions**,** Structures and pointers	
	Practical	**Pointers** a. Write a program to demonstrate the use of pointers. b. Write a program to perform addition and subtraction of two pointer variables. **Structures and Unions** a. Programs on structures. b. Programs on unions	6

REMARKS IF ANY:

Outcome :

- Learn the basic principles of programming.
- Develop of logic using algorithm and flowchart.
- Acquire the information about data types.

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TEACHING PLAN
ACADEMIC YEAR 2019 – 2020

1) **Name of the Lecturer: Mr. Arvind singh**
2) **Department: B.Sc(IT)**
3) **Subject: Web Programming**
4) **Class: FYIT**

SECOND TERM / II- SEMESTER

Month		Topics to be covered	No. of Lectures required
NOVEMBER	**Theory**	**Internet and the World Wide Web:** What is Internet? Introduction to internet and its applications, E-mail, telnet, FTP, e-commerce, video conferencing, e-business. Internet service providers, domain name server, internet address, World Wide Web (WWW): World Wide Web and its evolution, uniform resource locator (URL), browsers – internet explorer, Netscape navigator, opera, Firefox, chrome, Mozilla. search engine, web saver – apache, IIS, proxy server, HTTP protocol **HTML5:** Introduction, Why HTML5? Formatting text by using tags, using lists and backgrounds, Creating hyperlinks and anchors. Style sheets, CSS formatting text using style sheets, formatting paragraphs using style sheets.	12
	Practical		6

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DECEMBER	**Theory**	**HTML5 Page layout and navigation:** Creating navigational aids: planning site organization, creating text based navigation bar, creating graphics based navigation bar, creating graphical navigation bar, creating image map, redirecting to another URL, creating division based layouts: HTML5 semantic tags, creating divisions, creating HTML5 semantic layout, positioning and formatting divisions. **HTML5 Tables, Forms and Media:** Creating tables: creating simple table, specifying the size of the table, specifying the width of the column, merging table cells, using tables for page layout, formatting tables: applying table borders, applying background and foreground fills, changing cell padding, spacing and alignment, creating user forms: creating basic form, using check boxes and option buttons, creating lists, additional input types in HTML5, Incorporating sound and video: audio and video in HTML5, HTML multimedia basics, embedding video clips, incorporating audio on web page.	12
	Practical	**Use of Basic Tags** a. Design a web page using different text formatting tags. b. Design a web page with links to different pages and allow navigation between web pages. c. Design a web page demonstrating all Style sheet types	6
JANUARY	**Theory**	**Java Script:** Introduction, Client-Side JavaScript, Server-Side JavaScript, JavaScript Objects, JavaScript Security,	12

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		Operators: Assignment Operators, Comparison Operators, Arithmetic Operators, % (Modulus), ++(Increment), --(Decrement), -(Unary Negation), Logical Operators, Short-Circuit Evaluation,String Operators, Special Operators, ?: (Conditional operator), ,(Comma operator), delete, new, this, void **Statements:** Break, comment, continue, delete, do...while,export, for, for...in, function, if...else, import, labelled, return, switch,var, while, with **Core JavaScript (Properties and Methods of Each) :** Array, Boolean, Date, Function, Math, Number, Object, String,regExp **Document and its associated objects:** document, Link,Area, Anchor, Image, Applet, Layer **Events and Event Handlers :** General Information about Events, Defining Event Handlers, event, onAbort, onBlur, onChange, onClick, onDblClick, onDragDrop, onError, onFocus, onKeyDown,onKeyPress, onKeyUp, onLoad, onMouseDown, onMouseMove, onMouseOut, onMouseOver, onMouseUp, onMove,onReset, onResize, onSelect, onSubmit, onUnload	
	Practical	**Image maps, Tables, Forms and Media** a. Design a web page with Imagemaps. b. Design a web page demonstrating different semantics c. Design a web page with different tables. Design a webpages using table so that the content appears well placed. d. Design a web page with a form that uses all types of controls. e. Design a web page embedding with multimedia features.	6

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FEBURARY	**Theory**	**PHP:** Why PHP and MySQL? Server-side scripting, PHP syntax and variables, comments, types, control structures, branching, looping, termination, functions, passing information with PHP, GET, POST, formatting form variables, superglobal arrays, strings and string functions, regular expressions, arrays, number handling, basic PHP errors/problems	12
	Practical	**Java Script** a. Using JavaScript design, a web page that prints factorial/Fibonacci series/any given series. b. Design a form and validate all the controls placed on the form using Java Script. c. Write a JavaScript program to display all the prime numbers between 1 and 100. a. Write a JavaScript program to accept a number from the user and display the sum of its digits. d. Write a program in JavaScript to accept a sentence from the user and display the number of words in it. (Do not use split () function). e. Write a java script program to design simple calculator. **Java Script** a. Using JavaScript design, a web page that prints factorial/Fibonacci series/any given series. b. Design a form and validate all the controls placed on the form using Java Script. c. Write a JavaScript program to display all the prime numbers between 1 and 100. a. Write a JavaScript program to accept a number from the user and display the sum of its digits.	9

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		number of words in it. (Do not use split () function). e. Write a java script program to design simple calculator. **Control and looping statements and Java Script references** a. Design a web page demonstrating different conditional statements. b. Design a web page demonstrating different looping statements. c. Design a web page demonstrating different Core JavaScript reference	
MARCH	**Theory**	**Advanced PHP and MySQL :** PHP/MySQL Functions, Integrating web forms and databases, Displaying queries in tables, Building Forms from queries, String and Regular Expressions, Sessions, Cookies and HTTP, E-Mail	12
	Practical	**Basic PHP I** a. Write a PHP Program to accept a number from the user and print it factorial. b. Write a PHP program to accept a number from the user and print whether it is prime or not. **6. Basic PHP II** a. Write a PHP code to find the greater of 2 numbers. Accept the no. from the user. b. Write a PHP program to display the following Binary Pyramid: 1 0 1 1 0 1 0 1 0 1 **7. String Functions and arrays** a. Write a PHP program to demonstrate different string functions. b. Write a PHP program to create one dimensional array. **8. PHP and Database** a. Write a PHP code to create:	06

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		□ Create a database College □ Create a table Department (Dname, Dno, Number_Of_faculty) b. Write a PHP program to create a database named "College". Create a table named "Student" with following fields (sno, sname, percentage). Insert 3 records of your choice. Display the names of the students whose percentage is between 35 to 75 in a tabular format. c. Design a PHP page for authenticating a user. **9. Email** a. Write a program to send email with attachment. **10. Sessions and Cookies** a. Write a program to demonstrate use of sessions and cookies. .	

REMARKS IF ANY:

Outcome :

- Use different ways of styling web pages using CSS.
- Implement basic and complex functionalities of JavaScript in a web page.
- Employ PHP Scripts to execute dynamic tasks in a web page.
- Perform various database tasks using PHP.

Sandeep

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TEACHING PLAN
ACADEMIC YEAR 2019 – 2020

1) **Name of the Lecturer: Ms. Namrata Dubey** 2) **Department: B.Sc(IT)**
3) **Subject: Numerical and Statistical Methods** 4) **Class: FYIT**

SECOND TERM / II- SEMESTER

Month		Topics to be covered	No. of Lectures required
NOVEMBER	**Theory**	**Mathematical Modeling and Engineering Problem Solving:** A Simple Mathematical Model, Conservation Laws and Engineering Problems **Approximations and Round-Off Errors:** Significant Figures, Accuracy and Precision, Error Definitions, Round-Off Errors **Truncation Errors and the Taylor Series:** The Taylor Series, Error Propagation, Total Numerical Errors, Formulation Errors and Data Uncertainty	12
	Practical	**Iterative Calculation** a. Program for iterative calculation. b. Program to calculate the roots of a quadratic equation using the formula. c. Program to evaluate e^x using infinite series. **2. Solution of algebraic and transcendental equations:** a. Program to solve algebraic and transcendental equation by bisection method. b. Program to solve algebraic and transcendental equation by false position method. c. Program to solve algebraic and transcendental equation by Secant method. d. Program to solve algebraic and transcendental equation by Newton Raphson method	6

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DECEMBER	**Theory**	**Solutions of Algebraic and Transcendental Equations:** The Bisection Method, The Newton-Raphson Method, The Regula-falsi method, The Secant Method. **Interpolation:** Forward Difference, Backward Difference, Newton's Forward Difference Interpolation, Newton's BackwardDifference Interpolation, Lagrange's Interpolation.	12
	Practical	**Interpolation** a. Program for Newton's forward interpolation. b. Program for Newton's backward interpolation. c. Program for Lagrange's interpolation. **4. Solving linear system of equations by iterative methods** a. Program for solving linear system of equations using Gauss Jordan method. b. Program for solving linear system of equations using Gauss Seidel method.	6
JANUARY	**Theory**	**Solution of simultaneous algebraic equations (linear) using** **iterative methods:** Gauss-Jordan Method, Gauss-Seidel Method. **Numerical differentiation and Integration:** Numberical differentiation, Numerical integration using Trapezoidal Rule, Simpson's 1/3rd and 3/8th rules. **Numerical solution of 1st and 2nd order differential equations:** Taylor series, Euler's Method, Modified Euler's Method, Runge-Kutta Method for 1st and 2nd Order Differential Equations.	12
	Practical	**Numerical Differentiation** a. Programing to obtain derivatives numerically. **6. Numerical Integration** a. Program for numerical integration using Trapezoidal rule. b. Program for numerical integration using Simpson's 1/3rd rule.	6

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		c. Program for numerical integration using Simpson's 3/8th rule.	
FEBURARY	**Theory**	**Least-Squares Regression:** Linear Regression, Polynomial Regression, Multiple Linear Regression, General Linear Least Squares, Nonlinear Regression **Linear Programming:** Linear optimization problem, Formulation and Graphical solution, Basic solution and Feasible solution.	12
	Practical	**Solution of differential equations** a. Program to solve differential equation using Euler's method b. Program to solve differential equation using modified Euler's method. c. Program to solve differential equation using Runge-kutta 2nd order and 4th order methods. **8. Regression** a. Program for Linear regression. b. Program for Polynomial Regression. c. Program for multiple linear regression. d. Program for non-linear regression.	6
MARCH	**Theory**	**Random variables:** Discrete and Continuous random variables, Probability density function, Probability distribution of random variables, Expected value, Variance. **Distributions:** Discrete distributions: Uniform, Binomial, Poisson, Bernoulli, Continuous distributions: uniform distributions, exponential, (derivation of mean and variance only and state other properties and discuss their applications) Normal distribution state all the properties and its applications.	12
	Practical	**Random variables and distributions** a. Program to generate random variables. b. Program to fit binomial distribution.	6

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		c. Program to fit Poisson distribution. **10. Distributions** a. Program for Uniform distribution. b. Program for Bernoulli distribution c. Program for Negative binomial distribution.	

REMARKS IF ANY:
Outcome :

- Understand numerical techniques to find the roots of non-linear equations and solution of
  - systems of linear equations.
  - Understand the difference operators and the use of interpolation.

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TEACHING PLAN
ACADEMIC YEAR 2019 – 2020

1) **Name of the Lecturer: Ms. Dipti Parab** 2) **Department: B.Sc(IT)**
3) **Subject Microprocessor Architecture** 4) **Class: FYIT**

SECOND TERM / II- SEMESTER

Month		Topics to be covered	No. of Lectures required
NOVEMBER	**Theory**	**Microprocessor, microcomputers, and Assembly Language:** Microprocessor, Microprocessor Instruction Set and Computer Languages, From Large Computers to Single-Chip Microcontrollers, Applications. **Microprocessor Architecture and Microcomputer System:** Microprocessor Architecture and its operation's, Memory, I/O Devices, Microcomputer System, Logic Devices and Interfacing, Microprocessor-Based System Application. **8085 Microprocessor Architecture and Memory Interface:** Introduction, 8085 Microprocessor unit, 8085-Based Microcomputer, Memory Interfacing, Interfacing the 8155 Memory Segment, Illustrative Example: Designing Memory for the MCTS Project, Testing and Troubleshooting Memory Interfacing Circuit, 8085-Based Single-Board microcomputer.	12
	Practical	**1. Perform the following Operations related to memory locations.** a. Store the data byte 32H into memory location 4000H. b. Exchange the contents of memory locations 2000H and 4000H **2. Simple assembly language programs.** a. Subtract the contents of memory location 4001H from the memory location 2000H and place the result in memory location 4002H. b. Subtract two 8-bit numbers.	3

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		c. Add the 16-bit number in memory locations 4000H and 4001H to the 16-bit number in memory locations 4002H and 4003H. The most significant eight bits of the two numbers to be added are in memory locations 4001H and 4003H. Store the result in memory locations 4004H and 4005H with the most significant byte in memory location 4005H. d. Add the contents of memory locations 40001H and 4001H and place the result in the memory locations 4002Hand 4003H. e. Subtract the 16-bit number in memory locations 4002H and 4003H from the 16-bit number in memory locations 4000H and 4001H. The most significant eight bits of the two numbers are in memory locations 4001H and 4003H. Store the result in memory locations 4004H and 4005H with the most significant byte in memory location 4005H. f. Find the l's complement of the number stored at memory location 4400H and store the complemented number at memory location 4300H. g. Find the 2's complement of the number stored at memory location 4200H and store the complemented number at memory location 4300H.	
DECEMBER	**Theory**	**Interfacing of I/O Devices** Basic Interfacing concepts, Interfacing Output Displays, Interfacing Input Devices, Memory Mapped I/O, Testing and Troubleshooting I/O Interfacing Circuits. **Introduction to 8085 Assembly Language Programming:** The 8085 Programming Model, Instruction Classification, Instruction, Data and Storage, Writing assembling and Execution of a simple program, Overview of 8085 Instruction Set, Writing and Assembling Program. **Introduction to 8085 Instructions:** Data Transfer Operations, Arithmetic Operations, Logic Operation, Branch Operation, Writing Assembly Languages Programs, Debugging a Program,	12

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	Practical	**Packing and unpacking operations.** a. Pack the two unpacked BCD numbers stored in memory locations 4200H and 4201H and store result in memory location 4300H. Assume the least significant digit is stored at 4200H. b. Two digit BCD number is stored in memory location 4200H. Unpack the BCD number and store the two digits in memory locations 4300H and 4301H such that memory location 4300H will have lower BCD digit. **4. Register Operations.** a. Write a program to shift an eight bit data four bits right. Assume that data is in register C. b. Program to shift a 16-bit data 1 bit left. Assume data is in the HL register pair c. Write a set of instructions to alter the contents of flag register in 8085. d. Write a program to count number of l's in the contents of D register and store the count in the B register.	6
JANUARY	**Theory**	**Programming Techniques With Additional Instructions:** Programming Techniques: Looping, Counting and Indexing, Additional Data Transfer and 16-Bit ArithmeticInstructions, Arithmetic Instruction Related to Memory, Logic Operations: Rotate,Logics Operations: Compare, Dynamic Debugging. **Counters and Time Delays:** Counters and Time Delays, Illustrative Program: Hexadecimal Counter, Illustrative Program: zero-to-nine (Modulo Ten) Counter, Generating Pulse Waveforms, Debugging Counter and Time-Delay Programs. **Stacks and Sub-Routines:** Stack Subroutine, Restart, Conditional Call, Return Instructions, Advanced Subroutine concepts.	12
	Practical	**Multiple memory locations.** a. Calculate the sum of series of numbers. The length of the series is in memory	6

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		location 4200H and the series begins from memory location 4201H. a. Consider the sum to be 8 bit number. So, ignore carries. Store the sum at memory location 4300H. b. Consider the sum to be 16 bit number. Store the sum at memory locations 4300H and 4301H b. Multiply two 8-bit numbers stored in memory locations 2200H and 2201H by repetitive addition and store the result in memory locations 2300H and 2301H. c. Divide 16 bit number stored in memory locations 2200H and 2201H by the 8 bit number stored at memory location 2202H. Store the quotient in memory locations 2300H and 2301H and remainder in memory locations 2302H and 2303H. d. Find the number of negative elements (most significant bit 1) in a block of data. The length of the block is in memory location 2200H and the block itself begins in memory location 2201H. Store the number of negative elements in memory location 2300H e. Find the largest number in a block of data. The length of the block is in memory location 2200H and the block itself starts from memory location 2201H. Store the maximum number in memory location 2300H. Assume that the numbers in the block are all 8 bit unsigned binary numbers. **6. Calculations with respect to memory locations.** a. Write a program to sort given 10 numbers from memory location 2200H in the ascending order. b. Calculate the sum of series of even numbers from the list of numbers. The length of the list is in memory location 2200H and the series itself begins from memory	

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		location 2201H. Assume the sum to be 8 bit number so you can ignore carries and store the sum at memory location 2Sample problem: c. Calculate the sum of series of odd numbers from the list of numbers. The length of the list is in memory location 2200H and the series itself begins from memory location 2201H. Assume the sum to be 16-bit. Store the sum at memory locations 2300H and 2301H. d. Find the square of the given numbers from memory location 6100H and store the result from memory location 7000H e. Search the given byte in the list of 50 numbers stored in the consecutive memory locations and store the address of memory location in the memory locations 2200H and 2201H. Assume byte is in the C register and starting address of the list is 2000H. If byte is not found store 00 at 2200H and 2201H f. Two decimal numbers six digits each, are stored in BCD package form. Each number occupies a sequence of byte in the memory. The starting address of first number is 6000H Write an assembly language program that adds these two numbers and stores the sum in the same format starting from memory location 6200H g. Add 2 arrays having ten 8-bit numbers each and generate a third array of result. It is necessary to add the first element of array 1 with the first element of array-2 and so on. The starting addresses of array l, array2 and array3 are 2200H, 2300H and 2400H, respective	
FEBURARY	**Theory**	**Code Conversion, BCD Arithmetic, and 16-Bit Data Operations:** BCD-to-Binary Conversion, Binary-to-BCD Conversion, BCD-to- Seven-Segment-LED Code Conversion, Binary-to-ASCII and ASCII to- Binary Code Conversion, BCD	12

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		Addition, BCD Subtraction, Introduction To Advanced Instructions and Applications, Multiplication, Subtraction With Carry. **Software Development System and Assemblers:** Microprocessors-Based Software Development system, Operating System and Programming Tools, Assemblers and Cross-Assemblers, Writing Program Using Cross Assemblers. **Interrupts:** The 8085 Interrupt, 8085 Vectored Interrupts, Restart as S/W Instructions, Additional I/O Concepts and processes.	
	Practical	**Assembly programs on memory locations.** a. Write an assembly language program to separate even numbers from the given list of 50 numbers and store them in the another list starting from 2300H. Assume starting address of 50 number list is 2200H b. Write assembly language program with proper comments for the following: A block of data consisting of 256 bytes is stored in memory starting at 3000H. This block is to be shifted (relocated) in memory from 3050H onwards. Do not shift the block or part of the block anywhere else in the memory. c. Add even parity to a string of 7-bit ASCII characters. The length of the string is in memory location 2040H and the string itself begins in memory location 2041H. Place even parity in the most significant bit of each character. d. A list of 50 numbers is stored in memory, starting at 6000H. Find number of negative, zero and positive numbers from this list and store these results in memory locations 7000H, 7001H, and 7002H respectively e. Write an assembly language program to generate fibonacci number. f. Program to calculate the factorial of a number between 0 to 8. **String operations in assembly programs.**	6

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		a. Write an 8085 assembly language program to insert a string of four characters from the tenth location in the given array of 50 characters b. Write an 8085 assembly language program to delete a string of 4 characters from the tenth location in the given array of 50 characters. c. Multiply the 8-bit unsigned number in memory location 2200H by the 8-bit unsigned number in memory location 2201H. Store the 8 least significant bits of the result in memory location 2300H and the 8 most significant bits in memory location 2301H. d. Divide the 16-bit unsigned number in memory locations 2200H and 2201H (most significant bits in 2201H) by the B-bit unsigned number in memory location 2300H store the quotient in memory location 2400H and remainder in 2401H e. DAA instruction is not present. Write a sub routine which will perform the same task as DAA.	
MARCH	**Theory**	**The Pentium and Pentium Pro microprocessors:** Introduction, Special Pentium registers, Memory management, Pentium instructions, Pentium Pro microprocessor, Special Pentium Pro features. **Core 2 and later Microprocessors:** Introduction, Pentium II software changes, Pentium IV and Core 2, i3, i5 and i7. **SUN SPARC Microprocessor:** Architecture, Register file, data types and instruction format	12
	Practical	**Calculations on memory locations.** a. To test RAM by writing '1' and reading it back and later writing '0' (zero) and reading it back. RAM addresses to be checked are 40FFH to 40FFH. In case of any error, it is indicated by writing 01H at port 10 b. Arrange an array of 8 bit unsigned no in descending order c. Transfer ten bytes of data from one memory to another memory block. Source	6

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		memory block starts from memory location 2200H where as destination memory block starts from memory location 2300H d. Write a program to find the Square Root of an 8 bit binary number. The binary number is stored in memory location 4200H and store the square root in 4201H. e. Write a simple program to Split a HEX data into two nibbles and store it in memory **Operations on BCD numbers.** a. Add two 4 digit BCD numbers in HL and DE register pairs and store result in memory locations, 2300H and 2301H. Ignore carry after 16 bit. b. Subtract the BCD number stored in E register from the number stored in the D register c. Write an assembly language program to multiply 2 BCD numbers	

REMARKS IF ANY:
Outcome :

- Understand the basic concepts of Micro Computer Systems
- Understand the architecture and hardware aspects of 8085
- Write assembly language programs in 8085

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TEACHING PLAN
ACADEMIC YEAR 2019 – 2020

1) Name of the Lecturer: Mr. Sandeep Vishwakarma 2) Department: B.Sc(IT)
3) Subject: Object Oriented Programming 4) Class: FYIT

SECOND TERM / II- SEMESTER

Month		Topics to be covered	No. of Lectures required
NOVEMBER	**Theory**	**Object Oriented Methodology**: Introduction, Advantages and Disadvantages of Procedure Oriented Languages, what is Object Oriented? What is Object Oriented Development? Object Oriented Themes, Benefits and Application of OOPS. **Principles of OOPS:** OOPS Paradigm, Basic Concepts of OOPS: Objects, Classes, Data Abstraction and Data Encapsulation, Inheritance, Polymorphism, Dynamic Binding, Message Passing	12
	Practical	a. Design an employee class for reading and displaying the employee information, the getInfo() and displayInfo() methods will be used repectively. Where getInfo() will be private method b. Design the class student containing getData() and displayData() as two of its methods which will be used for reading and displaying the student information respectively.Where getData() will be private method. c. Design the class Demo which will contain the following methods: readNo(), factorial() for calculating the factorial of a number, reverseNo() will reverse the given number, isPalindrome() will check the given number is palindrome, isArmstrong() which will calculate the given number is armStrong or not.Where	6

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		readNo() will be private method. d. Write a program to demonstrate function definition outside class and accessing class members in function definition.	
DECEMBER	**Theory**	**Classes and Objects:** Simple classes (Class specification, class members accessing), Defining member functions, passing object as an argument, Returning object from functions, friend classes, Pointer to object, Array of pointer to object. **Constructors and Destructors:** Introduction, Default Constructor, Parameterized Constructor and examples, Destructors	12
	Practical	**Using friend functions.** a. Write a friend function for adding the two complex numbers, using a single class b. Write a friend function for adding the two different distances and display its sum, using two classes. c. Write a friend function for adding the two matrix from two different classes and display its sum. **Polymorphism:** Concept of function overloading, overloaded operators, overloading unary and binary operators, overloading comparison operator, overloading arithmetic assignment operator, Data Conversion between objects and basic types,	6
JANUARY	**Theory**	**Polymorphism:** Concept of function overloading, overloaded operators, overloading unary and binary operators, overloading comparison operator, overloading arithmetic assignment operator, Data Conversion between objects and basic types, **Virtual Functions:** Introduction and need, Pure Virtual Functions, Static Functions, this Pointer, abstract classes, virtual destructors.	12

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	Practical	**Constructors and method overloading.** a. Design a class Complex for adding the two complex numbers and also show the use of constructor. b. Design a class Geometry containing the methods area() and volume() and also overload the area() function . c. Design a class StaticDemo to show the implementation of static variable and static function **Operator Overloading** a. Overload the operator unary(-) for demonstrating operator overloading. b. Overload the operator + for adding the timings of two clocks, And also pass objects as an argument. c. Overload the + for concatenating the two strings. For e.g "Py" + "thon" = Python	6
FEBURARY	**Theory**	**Program development using Inheritance:** Introduction, understanding inheritance, Advantages provided by inheritance, choosing the access specifier, Derived class declaration, derived class constructors, class hierarchies, multiple inheritance, multilevel inheritance, containership, hybrid inheritance. **Exception Handling:** Introduction, Exception Handling Mechanism, Concept of throw & catch with example	12
	Practical	**Inheritance** a. Design a class for single level inheritance using public and private type derivation. b. Design a class for multiple inheritance. c. Implement the hierarchical inheritance. **Virtual functions and abstract classes** a. Implement the concept of method overriding. b. Show the use of virtual function c. Show the implementation of abstract class	6

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MARCH	**Theory**	**Program development using Inheritance:** Introduction, understanding inheritance, Advantages provided by inheritance, choosing the access specifier, Derived class declaration, derived class constructors, class hierarchies, multiple inheritance, multilevel Inheritance, containership, hybrid inheritance. **Exception Handling:** Introduction, Exception Handling Mechanism, Concept of throw & catch with example **Templates:** Introduction, Function Template and examples, Class Template and examples. **Working with Files:** Introduction, File Operations, Various File Modes, File Pointer and their Manipulation	12
	Practical	**String handling** a. String operations for string length , string concatenation b. String operations for string reverse, string comparison, c. Console formatting functions. **Exception handling** a. Show the implementation of exception handling b. Show the implementation for exception handling for strings c. Show the implementation of exception handling for using the pointers. **File handling** a. Design a class FileDemo open a file in read mode and display the total number of words and lines in the file. b. Design a class to handle multiple files and file operations c. Design a editor for appending and editing the files **Templates** a. Show the implementation for the following b. Show the implementation of template class library for swap function. c. Design the template class library for sorting ascending to descending and viceversa	6

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REMARKS IF ANY:

Outcome :

- Understand the concept of OOPs, feature of C++ language.
- Understand and apply various types of Data types, Operators, Conversions while designing the program.
- Understand and apply the concepts of Classes &Objects, friend function, constructors & destructors in program design.

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TEACHING PLAN

ACADEMIC YEAR 2019 – 2020

1) Name of the Lecturer: Mr. Nitesh Shukla **2) Department: B.Sc(IT)**

3) Subject: Green Computing **4) Class: FYIT**

FIRST TERM / II- SEMESTER

Month		Topics to be covered	No. of Lectures required
NOVEMBER	**Theory**	**Overview and Issues:** Problems: Toxins, Power Consumption, EquipmentDisposal, Company's Carbon Footprint: Measuring, Details, reasonsto bother, Plan for the Future, Cost Savings: Hardware, Power. **Initiatives and Standards:** Global Initiatives: United Nations, Basel Action Network,Basel Convention, North America: The United States, Canada,Australia, Europe, WEEE Directive, RoHS, National Adoption, Asia:Japan, China, Korea.	12
DECEMBER	**Theory**	**Minimizing Power Usage:** Power Problems, Monitoring Power Usage, Servers, Low-Cost Options, Reducing Power Use, Data De-Duplication,Virtualization, Management, Bigger Drives, Involving the UtilityCompany, Low- Power Computers, PCs, Linux, Components, Servers,Computer Settings, Storage, Monitors, Power Supplies, WirelessDevices, Software.	12

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		Cooling: Cooling Costs, Power Cost, Causes of Cost, CalculatingCoolingNeeds, Reducing Cooling Costs, Economizers, On-DemandCooling, HP's Solution, Optimizing Airflow, Hot Aisle/Cold Aisle, RaisedFloors, Cable Management, Vapour Seal, Prevent Recirculation ofEquipment Exhaust, Supply Air Directly to Heat Sources,Fans,Humidity, Adding Cooling, Fluid Considerations, SystemDesign,Datacentre Design, Centralized Control, Design for YourNeeds, Put Everything Together.	
JANUARY	**Theory**	**Changing the Way of Work:** Old Behaviours, starting at the Top, Process Reengineering with Green in Mind, Analysing the Global Impact of Local Actions, Steps: Water, Recycling, Energy, Pollutants, Teleworkers and Outsourcing, Telecommuting, Outsourcing, how to Outsource. **Going Paperless:** Paper Problems, The Environment, Costs: Paper and Office, Practicality, Storage, Destruction, Going Paperless, Organizational Realities, Changing Over, Paperless Billing, Handheld Computers vs. the Clipboard, Unified Communications, Intranets, What to Include, Building an Intranet, Microsoft Office SharePoint Server 2007, Electronic Data Interchange (EDI), Nuts and Bolts, Value Added Networks, Advantages, Obstacles.	12

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FEBURARY	**Theory**	**Recycling:** Problems, China, Africa, Materials, Means of Disposal, Recycling, Refurbishing, Make the Decision, Life Cycle, frombeginning to end, Life, Cost, Green Design, Recycling Companies, Findingthe Best One, Checklist, Certifications, Hard Drive Recycling, Consequences, cleaning a Hard Drive, Pros and cons of each method, CDsand DVDs, good and bad about CD and DVDs disposal, Change the mind-set, David vs. America Online **Hardware Considerations:** Certification Programs, EPEAT, RoHS, Energy Star, Computers, Monitors, Printers, Scanners, All-in-Ones, Thin Clients,Servers, Blade Servers, Consolidation, Products, Hardware Considerations, Planned Obsolescence, Packaging, Toxins, Other Factors, RemoteDesktop, Using Remote Desktop, Establishing a Connection, InPractice	12
MARCH	**Theory**	**Greening Your Information Systems:** Initial Improvement Calculations, Selecting Metrics, Tracking Progress, Change Business Processes, Customer Interaction, Paper Reduction, Green Supply Chain, Improve Technology Infrastructure, Reduce PCs and Servers, Shared Services, Hardware Costs, Cooling.	8
		Staying Green: **Organizational Check-ups, Chief Green Officer, Evolution, Sell the** **CEO, SMART Goals, Equipment Check-ups, Gather Data,** **Tracking** **the data, Baseline Data, Benchmarking, Analyse Data, Conduct Audits,** **Certifications, Benefits, Realities, Helpful Organizations.**	

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REMARKS IF ANY:

Outcome :

- Understand the concept of Green IT and problems related to it.
- Know different standards for Green IT.
- Understand the how power usage can be minimized in Technology.
- Learn about how the way of work is changing.

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TEACHING PLAN

ACADEMIC YEAR 2019 – 2020

1) Name of the Lecturer:Mr. KrishanKhant Pandey **2) Department: B.Sc(IT)**
3) Subject: Applied Maths **4) Class: S.Y.B.Sc(IT)**

FIRST TERM / III- SEMESTER

Month		Topics to be covered	No. of Lectures required
JUNE	**Theory**	**Matrices:** Inverse of a matrix, Properties of matrices, Elementary Transformation, Rank of Matrix, Echelon or Normal Matrix, Inverse of matrix, Linear equations, Linear dependence and linear independence of vectors, Linear transformation, Characteristics roots and characteristics vectors, Properties of characteristic vectors, Caley-Hamilton Theorem, Similarity of matrices, Reduction of matrix to a diagonal matrix which has elements as characteristics values. **Complex Numbers:** Complex number, Equality of complex numbers, Graphical representation of complex number(Argand's Diagram), Polar form of complex numbers, Polar form of x+iy for different signs of x,y, Exponential form of complex numbers, Mathematical operation with complex numbers and their representation on Argand's Diagram, Circular functions of complex angles, Definition of hyperbolic function, Relations between circular and hyperbolic functions, Inverse hyperbolic functions, Differentiation and Integration, Graphs of the hyperbolic functions, Logarithms of complex quality, j(=i)as an operator(Electrical circuits	12

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JULY	**Theory**	**Equation of the first order and of the first degree:** Separation of variables, Equations homogeneous in x and y, Non-homogeneous linear equations, Exact differential Equation, Integrating Factor, Linear Equation and equation reducible to this form, Method of substitution. **Differential equation of the first order of a degree higher than the first:** Introduction, Solvable for p (or the method of factors), Solve for y, Solve for x, Clairaut's form of the equation, Methods of Substitution, Method of Substitution. **Linear Differential Equations with Constant Coefficients:**Introduction, The Differential Operator, Linear Differential Equation f(D) y = 0, Different cases depending on the nature of the root of the equation f(D) = 0, Linear differential equation f(D) y = X, The complimentary Function, The inverse operator 1/f(D) and the symbolic expiration for the particular integral 1/f(D) X; the general methods, Particular integral : Short methods, Particular integral : Other methods, Differential equations reducible to the linear differential equations with constant coefficients.	12
AUGUST	**Theory**	**The Laplace Transform:** Introduction, Definition of the Laplace Transform, Table of Elementary Laplace Transforms, Theorems on Important Properties of Laplace Transformation, First Shifting Theorem, Second Shifting Theorem, The Convolution Theorem, Laplace Transform of an Integral, Laplace Transform of Derivatives, **Inverse Laplace Transform:** Shifting Theorem, Partial fraction Methods, Use of Convolution Theorem, Solution of Ordinary Linear Differential Equations with Constant Coefficients, Solution of Simultaneous Ordinary Differential Equations, Laplace Transformation of Special Function, Periodic Functions, Heaviside Unit Step Function, Dirac-delta Function(Unit Impulse Function),	12

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SEPTEMBER	**Theory**	**Multiple Integrals:** Double Integral, Change of the order of the integration, Double integral in polar co-ordinates, Triple integrals. **Applications of integration:** Areas, Volumes of solids.	12
OCTOBER	**Theory**	**Beta and Gamma Functions –** Definitions**,** Properties and Problems. Duplication formula. **Differentiation Under the Integral Sign** **Error Functions**	12

REMARKS IF ANY:

Outcome :

- The course teaches you to use the mathematical concepts in 3D graphics, Data Science and
  - Application in physics astronomy.
  - Upon completion of degree requirements, graduates from the Applied Mathematics\
- program will be able to demonstrate skills and proficiencies that are highly appealing
  - to employers across industries.

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TEACHING PLAN
ACADEMIC YEAR 2019 – 2020

1) **Name of the Lecturer:Mr Nitesh Shukla** 2) **Department: B.Sc(IT)**
3) **Subject: DBMS** 4) **Class: S.Y.B.Sc(IT)**

FIRST TERM / III- SEMESTER

Month		Topics to be covered	No. of Lectures required
JUNE	**Theory**	**Introduction to Databases and Transactions** What is database system, purpose of database system, view of data, relationaldatabases, database architecture, transaction management **Data Models** The importance of data models, Basic building blocks, Business rules, The evolutionof data models, Degrees of data abstraction. **Database Design,ER Diagram and Unified Modeling Language** Database design and ER Model:overview, ERModel, Constraints, ERDiagrams, ERDIssues, weak entity sets, Codd's rules, Relational Schemas, Introduction to UML	12
	Practical	**SQL Statements – 1** Writing Basic SQL SELECT Statements **SQL Statements – 2** Displaying Data from Multiple Tables	**6**

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JULY	**Theory**	**Relational database model:** Logical view of data, keys, integrity rules, Relational Database design: features of good relational database design, atomic domain and Normalization (1NF, 2NF, 3NF, BCNF). **Relational Algebra and Calculus** Relational algebra: introduction, Selection and projection, set operations, renaming,Joins, Division, syntax, semantics. Operators, grouping and ungrouping,relationalcomparison. **Calculus:** Tuple relational calculus, Domain relational Calculus, calculus vsalgebra,computational capabilities	12
	Practical	**Manipulating Data** **Creating and Managing Tables**	**6**
AUGUST	**Theory**	**Constraints, Views and SQL** **Constraints, types of constrains, Integrity constraints, Views: Introduction to views, data independence, security, updates on views,comparison between tables and views SQL: data definition, aggregate function, Null Values, nested sub queries, Joined relations. Triggers**	**12**
	Practical	**Creating and Managing other database objects** **Creating Views** **a.** **Other Database Objects** **b.** **Controlling User Access** **c.**	**09**

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SEPTEMBER	**Theory**	**Transaction management and Concurrency** Control Transaction management: ACID properties, serializability and concurrency control, Lock based concurrency control (2PL, Deadlocks),Time stamping methods, optimistic methods, database recovery management.	12
	Practical	**Using SET operators, Date/Time Functions, GROUP BY clause (advanced features) and advanced subqueries** a. Using SET Operators b. Datetime Functions c. Enhancements to the GROUP BY Clause Advanced Subqueries d. **PL/SQL Basics** **7.** Declaring Variables a. Writing Executable Statements b. Interacting with the Oracle Server c.	09
OCTOBER	**Theory**	**PL-SQL**: Beginning with PL / SQL,Identifiers and Keywords, Operators, Expressions, Sequences,Control Structures, Cursors and Transaction,Collections and composite data types, Procedures and Functions, Exceptions Handling,Packages,With Clause and Hierarchical Retrieval,Triggers.	12

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	Practical	Working with Composite Data Types Writing Explicit Cursors b. Handling Exceptions c. **Procedures and Functions** **9.** Creating Procedures a. Creating Functions b. Managing Subprograms c. Creating Packages d. **Creating Database Triggers** **10.**	06

REMARKS IF ANY:
Outcome:

- The objective of this course is to introduce the concept of the DBMS with respect to the
  - relational model, to understand creation, manipulation and querying of data in databases and to
  - explore the idea behind PL/SQL.

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TEACHING PLAN
ACADEMIC YEAR 2019 – 2020

1) **Name of the Lecturer: Mr. Arvind Singh** 2) **Department: B.Sc.(IT)**
3) **Subject: Python Programming** 4) **Class: S.Y.B.Sc.(IT)**

FIRST TERM / III- SEMESTER

Month		Topics to be covered	No. of Lectures required
JUNE	**Theory**	**Introduction:** The Python Programming Language,History, features, Installing Python, Running Python program, Debugging : Syntax Errors, Runtime Errors, Semantic Errors,Experimental Debugging, Formal and Natural Languages, The Difference Between Brackets, Braces, and Parentheses, **Variables and Expressions**Values and Types, Variables, Variable Names and Keywords, Type conversion,Operators and Operands, Expressions, Interactive Mode and Script Mode, Order of Operations. **Conditional Statements:** if, if-else, nested if –else **Looping**: for, while, nested loops **Control statements:** Terminating loops, skipping specific conditions	12

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	Practical	**Write the program for the following:** a. Create a program that asks the user to enter their name and their age. Print out a message addressed to them that tells them the year that they will turn 100 years old. b. Enter the number from the user and depending on whether the number is even or odd, print out an appropriate message to the user. c. Write a program to generate the Fibonacci series. d. Write a function that reverses the user defined value. e. Write a function to check the input value is Armstrong and also write the function for Palindrome. f. Write a recursive function to print the factorial for a given number.	06
JULY	**Theory**	**Functions:** Function Calls, Type Conversion Functions, Math Functions, Composition, Adding New Functions, Definitions and Uses, Flow of Execution, Parameters and Arguments, Variables and Parameters Are Local, Stack Diagrams, Fruitful Functions and Void Functions, Why Functions?Importing with from, Return Values, Incremental Development, Composition, Boolean Functions, More Recursion, Leap of Faith, Checking Types **Strings:** A String Is a Sequence, Traversal with a for Loop, String Slices, Strings Are Immutable, Searching, Looping and Counting, String Methods, The in Operator, String Comparison, String Operations	12

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	Practical	Write a function that takes a character (i.e. a string of length 1) and returns True if it is a vowel, False otherwise.
		b. Define a function that computes the *length* of a given list or string.
		c. Define a *procedure*`histogram()` that takes a list of integers and prints a histogram to the screen. For example, `histogram([4, 9, 7])` should print the following:
		`****`
		`*********`
		`*******`
			06

AUGUST	**Theory**	**Lists:** Values and Accessing Elements, Lists are mutable, traversing a List, Deleting elements from List, Built-in List Operators, Concatenation, Repetition, `In` Operator, Built-in List functions and methods **Tuples and Dictionaries:** Tuples, Accessing values in Tuples, Tuple Assignment, Tuples as return values, Variable-length argument tuples, Basic tuples operations, Concatenation, Repetition, `in` Operator, Iteration, Built-in Tuple Functions Creating a Dictionary, Accessing Values in a dictionary, Updating Dictionary, Deleting Elements from Dictionary, Properties of Dictionary keys, Operations in Dictionary, Built-In Dictionary Functions, Built-in Dictionary Methods **Files:** Text Files, The File Object Attributes, Directories **Exceptions:** Built-in Exceptions, Handling Exceptions, Exception , with Arguments, User-defined Exceptions	12
	Practical	a. A *pangram* is a sentence that contains all the letters of the English alphabet at least once, for example: *The quick brown fox jumps over the lazy dog*. Your task here is to write a function to check a sentence to see if it is a pangram or not. b. Take a list, say for example this one: `a=[1,1,2,3,5,8,13,21,34,55,89]` and write a program that prints out all the elements of the list that are less than 5.	06

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SEPTEMBER	**Theory**	**Regular Expressions –** Concept of regular expression, various types of regular expressions, using match function. **Classes and Objects:** Overview of OOP (Object Oriented Programming), Class Definition, Creating Objects, Instances as Arguments, Instances as return values, Built-in Class Attributes, Inheritance, Method Overriding, Data Encapsulation, Data Hiding **Multithreaded Programming:** Thread Module, creating a thread, synchronizing threads, multithreaded priority queue **Modules:** Importing module, Creating and exploring modules, Math module, Random module, Time module	12

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		a. Write a program that takes two lists and returns True if they have at least one common member. b. Write a Python program to print a specified list after removing the 0th, 2nd, 4th and 5th elements. c. Write a Python program to clone or copy a list	
	Practical	**Write the program for the following:** **6.** a. Write a Python program to read an entire text file. b. Write a Python program to append text to a file and display the text. c. Write a Python program to read last n lines of a file. **Write the program for the following:** **7.** a. Design a class that store the information of student and display the same b. Implement the concept of inheritance using python c. Create a class called `Numbers`, which has a single class attribute called `MULTIPLIER`, and a constructor which takes the parameters `x` and `y` (these should all be numbers). i. Write a method called `add` which returns the sum of the attributes `x` and `y`. ii. Write a class method called multiply, which takes a single number parameter a and returns the product of a and MULTIPLIER. iii. Write a static method called subtract, which takes two number parameters, b and c, and returns b - c.	06

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		iv. Write a method called value which returns a tuple containing the values of x and y. Make this method into a property, and write a setter and a deleter for manipulating the values of `x` and `y`	
OCTOBER	**Theory**	**Creating the GUI Form and Adding Widgets:** **Widgets:** Button, Canvas,Checkbutton, Entry, Frame, Label, Listbox, Menubutton, Menu, Message, Radiobutton, Scale, Scrollbar, text, Toplevel, Spinbox, PanedWindow, LabelFrame, tkMessagebox. Handling Standard attributes and Properties of Widgets. **Layout Management:** Designing GUI applications with proper Layout Management features. **Look and Feel Customization**:Enhancing Look and Feel of GUI using different appearances of widgets. **Storing Data in Our MySQL Database via Our GUI :**Connecting to a MySQL database from Python, Configuring the MySQL connection, Designing the Python GUI database, Using the INSERT command, Using the UPDATE command, Using the DELETE command, Storing and retrieving data from MySQL database.	12
	Practical	Write a Python script to sort (ascending and descending) a dictionary by value. b. Write a Python script to concatenate following dictionaries to create a new one. Sample Dictionary : dic1={1:10, 2:20} dic2={3:30, 4:40} dic3={5:50,6:60} Expected Result : {1: 10, 2: 20, 3: 30, 4: 40, 5: 50, 6: 60} c. Write a Python program to sum all the items in a dictionary. Open a new file in IDLE ("New Window" in the "File" menu) and save it as geometry.py in the directory where you keep the files you create for this course. Then copy the functions you wrote for calculating volumes and areas in the "Control Flow and Functions" exercise into this file and save it. Now open a new file and save it in the same directory. You should now be able	06

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REMARKS IF ANY:

Outcome:

- The objective of this paper is learn the new programming style To give the idea to the students
  - how programming can be used for designing real-life applications by reading/writing to files,
  - GUI programming, interfacing with database.

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TEACHING PLAN
YEAR ACADEMIC YEAR 2019 – 2020

1) **Name of the Lecturer:Mr. Sandeep Vishwakarma**
2) **Department: B.Sc(IT)**
3) **Subject: Data Structure**
4) **Class: S.Y.B.Sc(IT)**

FIRST TERM / III- SEMESTER

Month		Topics to be covered	No. of Lectures required
JUNE	**Theory**	**Introduction:** Data and Information, Data Structure, Classification of Data Structures, Primitive Data Types, Abstract Data Types, Data structure vs. File Organization, Operations on Data Structure, Algorithm, Importance of Algorithm Analysis, Complexity of an Algorithm, Asymptotic Analysis and Notations, Big O Notation, Big Omega Notation, Big Theta Notation, Rate of Growth and Big O Notation. **Array**:Introduction, One Dimensional Array, Memory Representation of One Dimensional Array, Traversing, Insertion, Deletion, Searching, Sorting, Merging of Arrays, Multidimensional Arrays, Memory Representation of Two Dimensional Arrays, General Multi-Dimensional Arrays, Sparse Arrays, SparseMatrix, Memory Representation of Special kind of Matrices, Advantages and Limitations of Arrays.	12

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	Practical	1. Write a program to store the elements in 1-D array and perform a. the operations like searching, sorting and reversing the elements. [Menu Driven] Read the two arrays from the user and merge them and display b. the elements in sorted order.[Menu Driven] Write a program to perform the Matrix addition, Multiplication c. and Transpose Operation. [Menu Driven] **2. Implement the following for Linked List:** Write a program to create a single linked list and display a. the node elements in reverse order. Write a program to search the elements in the linked list b. and display the same Write a program to create double linked list and sort the c. elements in the linked list.	06
JULY	**Theory**	**Linked List:** Linked List, One-way Linked List, Traversal of Linked List, Searching, Memory Allocation and De-allocation, Insertion in Linked List, Deletion from Linked List, Copying a List into Other List, Merging Two Linked Lists, Splitting a List into Two Lists, Reversing One way linked List, Circular Linked List, Applications of Circular Linked List, Two way Linked List, Traversing a Two way Linked List, Searching in a Two way linked List, Insertion of an element in Two way Linked List, Deleting a node from Two way Linked List, Header Linked List, Applications of the Linked list, Representation of Polynomials, Storage of Sparse Arrays, Implementing other Data Structures	12

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	Practical	**Implement the following for Stack:** **3.** a. Write a program to implement the concept of Stack with Push, Pop, Display and Exit operations. b. Write a program to convert an infix expression to postfix and prefix conversion. c. Write a program to implement Tower of Hanoi problem. **Implement the following for Queue:** **4.** a. Write a program to implement the concept of Queue with Insert, Delete, Display and Exit operations. b. Write a program to implement the concept of Circular Queue c. Write a program to implement the concept of Deque.	06
AUGUST	**Theory**	**Stack**: Introduction, Operations on the Stack Memory Representation of Stack, Array Representation of Stack, Applications of Stack, Evaluation of Arithmetic Expression, Matching Parenthesis, infix and postfix operations, Recursion**.** **Queue:** Introduction, Queue, Operations on the Queue, Memory Representation of Queue, Array representation of queue, Linked List Representation of Queue, Circular Queue,Some special kinds of queues, Deque,Priority Queue, Application of Priority Queue, Applications of Queues.	12

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	Practical	**Implement the following sorting techniques:** **5.** a. Write a program to implement bubble sort. b. Write a program to implement selection sort. c. Write a program to implement insertion sort. **Implement the following data structure techniques:** a. Write a program to implement merge sort. b. Write a program to search the element using sequential search.	06
SEPTEMBER	**Theory**	**Sorting and Searching Techniques** Bubble, Selection, Insertion, Merge Sort. Searching: Sequential, Binary, Indexed Sequential Searches, Binary Search. **Tree:**Tree,Binary Tree, Properties of Binary Tree, Memory Representation of Binary Tree, Operations Performed on Binary Tree,Reconstruction of Binary Tree from its Traversals, Huffman Algorithm, Binary Search Tree, Operations on Binary Search Tree, Heap, Memory Representation of Heap, Operation on Heap, Heap Sort. **Advanced Tree Structures:**Red Black Tree, Operations Performed on Red Black Tree, AVL Tree, Operations performed on AVL Tree, 2-3 Tree, B-Tree.	12

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	Practical	**Implement the following data structure techniques:** **7.** a. Write a program to create the tree and display the elements. b. Write a program to construct the binary tree. c. Write a program for inorder, postorder and preorder traversal of tree **Implement the following data structure techniques:** **8.** a. Write a program to insert the element into maximum heap. b. Write a program to insert the element into minimum heap.	06
OCTOBER	**Theory**	**Hashing Techniques** Hash function, Address calculation techniques, Common hashing functions Collision resolution, Linear probing, Quadratic,Double hashing, Buckethashing, Deletion and rehashing **Graph**: Introduction, Graph, Graph Terminology, Memory Representation of Graph, Adjacency Matrix Representation of Graph, Adjacency List or Linked Representation of Graph, Operations Performed on Graph, GraphTraversal, Applications of the Graph, Reachability, Shortest Path Problems, Spanning Trees.	12

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	Practical	**Implement the following data structure techniques:** **9.** a. Write a program to implement the collision technique. b. Write a program to implement the concept of linear probing. **Implement the following data structure techniques:** **10.** a. Write a program to generate the adjacency matrix. b. Write a program for shortest path diagram.	06

REMARKS IF ANY:
Outcome:

- To develop basic understanding of Data Structure.
- To understand arrays, link list, various types of queue, stack, tree and graphs.
- Provide a holistic approach to design, use and implement abstract data types.
- Understand the commonly used data structures and various forms of its implementation.

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TEACHING PLAN
ACADEMIC YEAR 2019 – 2020

1) **Name of the Lecturer:Mrs. Dipti Parab**
2) **Department: B.Sc(IT)**
3) **Subject: Computer Networks**
4) **Class: S.Y.B.Sc(IT)**

FIRST TERM / III- SEMESTER

Month		Topics to be covered	No. of Lectures required
JUNE	**Theory**	**Introduction:** Data communications, networks, network types, Internet history,standards and administration. **Network Models:**Protocol layering, TCP/IP protocol suite, The OSI model. **Introduction to Physical layer:**Data and signals, periodic analog signals, digital signals, transmission impairment, data rate limits, performance. **Digital and Analog transmission:** Digital-to-digital conversion, analog-to-digital conversion, transmission modes, digital-to-analog conversion, analog-to-analog conversion.	12
	Practical	**IPv4 Addressing and Subnetting** **1.** a) Given an IP address and network mask, determine other information about the IP addresssuch as: • Network address • Network broadcast address • Total number of host bits • Number of hosts b) Given an IP address and network mask, determine other information about the IP addresssuch as: • The subnet address of this subnet • The broadcast address of this subnet • The range of host addresses for this subnet • The maximum number of subnets for this subnet mask • The number of hosts for each subnet • The number of subnet bits • The number of this subnet Use of ping and tracert / traceroute, ipconfig / ifconfig, route and arp utilities	03

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JULY	**Theory**	**Bandwidth Utilization: Multiplexing and SpectrumSpreading:** Multiplexing, Spread Spectrum **Transmission media:**Guided Media**,** Unguided Media **Switching:** Introduction, circuit switched networks, packet switching, structure of a switch. **Introduction to the Data Link Layer:**Link layer addressing, Data Link Layer Design Issues, Error detection and correction, block coding, cyclic codes, checksum, forward error correction, error correcting codes, error detecting codes.	12
	Practical	Configure IP static routing. Configure IP routing using RIP.	03
AUGUST	**Theory**	**Data Link Control:** DLC services, data link layer protocols, HDLC, Point-to-point protocol. **Media Access Control**: Random access, controlled access, channelization, Wired LANs – Ethernet Protocol, standard ethernet, fast ethernet, gigabit ethernet, 10 gigabit ethernet, **Wireless LANs:** Introduction, IEEE 802.11 project, Bluetooth, WiMAX, Cellular telephony, Satellite networks. **Connecting devices and Virtual LANs.**	12
	Practical	Configuring Simple OSPF. Configuring DHCP server and client. Create virtual PC based network using virtualization software and virtual NIC. . Configuring DNS Server and client.	03
SEPTEMBER	**Theory**	**Introduction to the Network Layer**: Network layer services, packet switching, network layer performance, IPv4 addressing, forwarding of IP packets, Internet Protocol, ICMPv4, Mobile IP **Unicast Routing:**Introduction, routing algorithms, unicast routing protocols. **Next generation IP:** IPv6 addressing, IPv6 protocol, ICMPv6 protocol, transition from IPv4 to IPv6.	12

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	Practical	Configuring OSPF with multiple areas. Use of Wireshark to scan and check the packet	03
OCTOBER	**Theory**	**Introduction to the Transport Layer**: Introduction, Transport layer protocols (Simple protocol, Stop-and-wait protocol, Go-Back-n protocol, Selective repeat protocol, Bidirectional protocols), Transport	**1** 05
	Practical	information of following protocols • HTTP • ICMP • TCP • SMTP • POP3	03

REMARKS IF ANY:

- Outcome: To make the learner to conceptualize and understand the framework and working of
- communication networks and to have a firm grip over this very important segment of Internet.

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TEACHING PLAN
ACADEMIC YEAR 2019 – 2020

1) Name of the Lecturer: Mr. Nitesh Shukla **2) Department: B.Sc(IT)**
3) Subject: Mobile Programming **4) Class: S.Y.B.Sc(IT)**

FIRST TERM / III- SEMESTER

Month	Topics to be covered	No. of Lectures required
JUNE	Setting up CORDOVA, Phone GAP Project and environment. 1. • Creating and building simple "Hello World" App using Cordova • Adding and Using Buttons • Adding and Using Event Listeners 2. • Creating and Using Functions • Using Events • Handling and Using Back Button	12
JULY	3. • Installing and Using Plugins • Installing and Using Battery Plugin • Installing and Using Camera Plugin 4. • Installing and Using Contacts Plugin • Installing and Using Device Plugin • Installing and Using Accelerometer Plugin	12

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AUGUST	5. • Install and Using Device Orientation plugin • Install and Using Device Orientation plugin • Create and Using Prompt Function 6. • Installing and Using File Plugin • Installing and Using File Transfer Plugin • Using Download and Upload functions	12
SEPTEMBER	7. • Installing and Using Globalization Plugin • Installing and Using Media Plugin • Installing and Using Media Capture Plugin 8. • Installing and Using Network Information Plugin	12
OCTOBER	9. • Developing Single Page Apps • Developing Multipage Apps • Storing Data Locally in a Cordova App 10. • Use of sqlite plugin with PhoneGap / apache Cordova • Using Sqlite read/write and search • Populating Cordova SQLite storage with the JQuery API	12

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REMARKS IF ANY:

outcome:

- design and develop User Interfaces for the Android platform.

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ACADEMIC YEAR 2019 – 2020

Name of the Lecturer : Mr. Sandeep Vishwakarma **Department: B.Sc(IT)**
Subject: CORE JAVA **Class: S.Y.B.Sc(IT)**

SECOND TERM / IV- SEMESTER

Month		Topics to be covered	No. of Lectures required
DECEMBER	**Theory**	Introduction, Data types	12
	Practical	A Write a Java program that takes a number as input and prints its multiplication table upto 10. b. Write a Java program to display the following pattern. ***** **** *** ** * c. Write a Java program to print the area and perimeter of a circle.	06
JANUARY	**Theory**	Control Flow Statements, Iterations, Classes:, Inheritance, Packages:	12
	Practical	a. Write a Java program to add two binary numbers. b. Write b. a Java program to convert a decimal number to binary number and vice versa. c. Write a Java program to reverse a string. a. Designed a class SortData that contains the method asec() and desc(). b. Designed a class that demonstrates the use of constructor and destructor. c. Write a java program to demonstrate the implementation of abstract class.	06
FEBRUARY	**Theory**	Enumerations, Arrays, Multithreading, Exceptions, Byte streams	12

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	Practical	File Handling a. Write a java program to open a file and display the contents in the console window. b. Write a java program to copy the contents from one file to other file. c. Write a java program to read the student data from user and store it in the file. 9. GUI and Exception Handling a. Design a AWT program to print the factorial for an input value. b. Design an AWT program to perform various string operations like reverse string, string concatenation etc. c. Write a java program to implement exception handling.	06
MARCH	**Theory**	Event Handling, Abstract Window Toolkit, Layouts	12
	Practical	GUI Programming. a. Design an AWT application that contains the interface to add student information and display the same. b. Design a calculator based on AWT application. c. Design an AWT application to generate result marks sheet.	06

Remarks if any :
Outcome:

- To develop basic understanding of java program.
- To understand arrays, link list, various types of queue, stack, tree and graphs.
- Provide a holistic approach to design, use and implement abstract data types.

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ACADEMIC YEAR 2019 – 2020

1) Name of the Lecturer: Mrs. Dipti Parab **2) Department: B.Sc(IT)**
3) Subject: Introduction to Embedded System **4) Class: S.Y.B.Sc(IT)**

SECOND TERM / IV- SEMESTER

Month		Topics to be covered	No. of Lectures required
DECEMBER	**Theory**	Introduction, Core of embedded systems, Characteristics and quality attributes of embedded systems	12
	Practical	Design and develop a reprogrammable embedded computer using 8051 microcontrollers and to show the following aspects. a. Programming b. Execution c. Debugging	06
JANUARY	**Theory**	Embedded Systems – Application and Domain Specific:, Embedded Hardware, Peripherals, The 8051 Microcontrollers, 8051 Programming in C:	12
	Practical	A.Configure timer control registers of 8051 and develop a program to generate given time delay. B To demonstrate use of general purpose port i.e. Input/ output port of two controllers for data transfer between them. Port I / O: Use one of the four ports of 8051 for O/P interfaced to eight LED's. Simulate binary counter (8 bit) on LED's B To interface 8 LEDs at Input-output port and create different patterns. C To demonstrate timer working in timer mode and blink LED without using any loop delay routine.	06
FEBRUARY	**Theory**	Designing Embedded System with 8051 Microcontroller, Programming embedded systems	12

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	Practical	Serial I / O: Configure 8051 serial port for asynchronous serial communication with serial port of PC exchange text messages to PC and display on PC screen. Signify end of message by carriage return. B To demonstrate interfacing of seven-segment LED display and generate counting from 0 to 99 with fixed time delayInterface 8051 with D/A converter and generate triangular wave of given frequency on oscilloscope. 40 B Using D/A converter generate sine wave on oscilloscope with the help of lookup table stored in data area of 8051	06
MARCH	**Theory**	Real Time Operating System (RTOS), Design and Development	12
	Practical	Interface stepper motor with 8051 and write a program to move the motor through a given angle in clock wise or counter clock wise direction. 7. Generate traffic signal. 8. Implement Temperature controller. 9. Implement Elevator control.	06

Remarks if any :
Outcome:

- To develop basic understanding of microcontroller.
- To understand senor based technology.
- Provide a holistic approach to design, use and implement control system for other big system.

Sandeep

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ACADEMIC YEAR 2019 – 2020

1) Name of the Lecturer: Mrs. Namrata Dube **2) Department: B.Sc(IT)**

3) Subject: COST **4) Class: S.Y.B.Sc(IT)**

SECOND TERM / IV- SEMESTER

Month		Topics to be covered	No. of Lectures required
December	**Theory**	The Mean, Median, Mode, and Other Measures of Central Tendency, The Standard Deviation and Other Measures of Dispersion	12
	Practical	1Using R execute the basic commands, array, list and frames. 2. Create a Matrix using R and Perform the operations addition, inverse, transpose and multiplication operations. 3. Using R Execute the statistical functions:mean, median, mode, quartiles, range, inter quartile range histogram	06
January	**Theory**	Moments, Skewness, and Kurtosis, Elementary Probability Theory	12
	Practical	4. Using R import the data from Excel / .CSV file and Perform the above functions. 5. Using R import the data from Excel / .CSV file and Calculate the standard deviation, variance, co-variance.	06
February	**Theory**	Elementary Sampling Theory, Statistics in R, Small Sampling Theory, The Chi-Square Test	12
	Practical	6. Using R import the data from Excel / .CSV file and draw the skewness. 7. Import the data from Excel / .CSV and perform the hypothetical testing. 8. Import the data from Excel / .CSV and perform the Chi-squared Test.	06
MARCH	**Theory**	Curve Fitting and the Method of Least Squares, Correlation Theory, Sampling Theory of Regression.	12
	Practical	9.Using R perform the binomial and normal distribution on the data. 10. Perform the Linear Regression using R.	06

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REMARKS IF ANY:
Outcome:

Computer-based statistical techniques have made data analysis and statistical calculations much faster and more efficient. Tasks that would have taken hours or even days to perform manually can now be completed within seconds or minutes using computeComputer-based statistical techniques have made data analysis and statistical calculations much faster and more efficient. Tasks that would have taken hours or even days to perform manually can now be completed within seconds or minutes using computer algorithms and software.r algorithms and software..

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ACADEMIC YEAR 2019 – 2020

1) Name of the Lecturer:Mr. Arvind Singh **2) Department: B.Sc(IT)**
3) Subject: Software Engineering **4) Class: S.Y.B.Sc(IT)**

SECOND TERM / IV- SEMESTER

Month		Topics to be covered	No. of Lectures required
DECEMBER	**Theory**	Introduction, Software Requirements, Software Processes, Software Development Process Models. Agile software development	12
	Practical	1. Study and implementation of class diagrams. 2. Study and implementation of Use Case Diagrams	06
JANUARY	**Theory**	Socio-technical system, Critical system, Requirements Engineering Processes, System Models:	12
	Practical	3. Study and implementation of Entity Relationship Diagrams. 4. Study and implementation of Sequence Diagrams.	06
FEBRUARY	**Theory**	Architectural Design, User Interface Design, Project Management, Quality Management:	12
	Practical	5. Study and implementation of State Transition Diagrams. 6. Study and implementation of Data Flow Diagrams. 7. Study and implementation of Collaboration Diagrams.	06
MARCH	**Theory**	Verification and Validation, Software Measurement, Service Oriented Software Engineering, Software reuse, Distributed software engineering	12
	Practical	8. Study and implementation of Activity Diagrams. 9. Study and implementation of Component Diagrams. 10. Study and implementation of Deployment Diagrams.	06

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REMARKS IF ANY:

Outcome:

Software engineering practices focus on improving development efficiency by promoting modular design, code reuse, and automation. Techniques like agile development, DevOps, and continuous integration/continuous delivery (CI/CD) streamline the software development process, allowing teams to deliver software more rapidly and efficiently.ine the software development process, allowing teams to deliver software more rapidly and efficiently.

Sandeep

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ACADEMIC YEAR 2019 – 2020

1) Name of the Lecturer: Mr. Nitesh Shukla **2) Department: B.Sc(IT)**
3) Subject: COMPUTER GRAPHICS & ANIMATION **4) Class: S.Y.B.Sc(IT)**

SECOND TERM / IV- SEMESTER

Month		Topics to be covered	No. of Lectures required
DECEMBER	**Theory**	Introduction to Computer Graphics Scan conversion	12
	Practical	Solve the following: a. Study and enlist the basic functions used for graphics in C / C++ / Python language. Give an example for each of them. b. Draw a co-ordinate axis at the center of the screen Divide your screen into four region, draw circle, rectangle, ellipse and half ellipse in each region with appropriate message. b. Draw a simple hut on the screen.	06
JANUARY	**Theory**	Two-Dimensional Transformations Three-Dimensional Transformations	12
	Practical	i. Circle ii. Rectangle iii. Square iv. Concentric Circles v. Ellipse vi. Line ii. Develop the program for DDA Line drawing algorithm. iii. b. Develop the program for Bresenham's Line drawing algorithm.	06
FEBRUARY	**Theory**	Viewing in 3D Light and Color	12
	Practical	a. Develop the program for the mid-point circle drawing algorithm. b. Develop the program for the mid-point ellipse drawing algorithm b. a. Write a program to implement 2D scaling. b. Write a program to perform 2D translation	06

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MARCH	**Theory**	Visible-Surface Determination Plane Curves and Surfaces Computer Animation Image Manipulation and Storage	12
	Practical	Solve the following: a. Perform 2D Rotation on a given object. b. Program to create a house like figure and perform the following operations. i.Scaling about the origin followed by translation. ii. Scaling with reference to an arbitrary point. iii. Reflect about the line y = mx + c. 8. Solve the following: a. Write a program to implement Cohen-Sutherland clipping. b. Write a program to implement Liang - Barsky Line Clipping Algorithm Solve the following: a. Write a program to fill a circle using Flood Fill Algorithm. b. Write a program to fill a circle using Boundary Fill Algorithm. 10. Solve the following: a. Develop a simple text screen saver using graphics functions. b. Perform smiling face animation using graphic functions. c. Draw the moving car on the screen.	06

Remark if any:

Outcome:

Computer graphics enables effective visual communication by creating compelling and informative visual representations. Graphics can convey complex information, data, and concepts in a concise and intuitive manner, making it easier for viewers to understand and interpret the content

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TEACHING PLAN

ACADEMIC YEAR 2019 – 2020

1) Name of the Lecturer: Mr. Nitesh Shukla **2) Department: B.Sc. (IT)**

3) Subject: Internet of Things **4) Class: TYIT (SEM-V)**

FIRST TERM / V- SEMESTER

Month		Topics to be covered	No. of Lectures required
JUNE	**Theory**	Introduction to Internet of Things, Design Principles, Internet Principles	12
	Practical	Starting Raspbian OS,Familiarisinf with raspberry Pi	06
JULY	**Theory**	Thinking About Prototyping, Prototyping Embedded Devices	13
	Practical	LED Pattern with Rasberry, Time over 4-DIGIT 7-SEGMENT Oscilloscope	06
AUGUST	**Theory**	Prototyping The Physical Design, Prototyping Online Component	10
	Practical	Controlling Raspberry Pi with WhatsApp, Wireless Acces Point,Finger Print Sensor.	06
SEPTEMBER	**Theory**	Techniques for writing Embedded Code, Business Models	20
	Practical	IoT based Web Controlled Home Automation,Pi Camera	03
OCTOBER	**Theory**	Moving to Manufacturer,	05

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		Ethics	
	Practical	Interfacing RFID,Windows 10 IoT Core	06

REMARKS IF ANY:

- Able to understand the application areas of IOT
- Able to realize the revolution of Internet in Mobile Devices, Cloud & Sensor Networks
- Able to understand building blocks of Internet of Things and characteristics.

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TEACHING PLAN
ACADEMIC YEAR 2019 – 2020

1) Name of the Lecturer: Mr. Sandeep Vishwakarma **2) Department: B.Sc. (IT)**
3) Subject: Enterprise Java **4) Class: TYIT (SEM-V)**

FIRST TERM / V- SEMESTER

Month		Topics to be covered	No. of Lectures required
JUNE	**Theory**	Understanding Java EE,Architecture ,Server and Container,Java Servlets,API and life cycle,Databases	10
	Practical	Program based Servlet application, Registration servlet using JDBC	06
JULY	**Theory**	Request Dispatcher,Cookies, Sessions, Working with files,Non-blocking I/O	10
	Practical	Programmed Based on Servlet Application with Cookies and sessions	09
AUGUST	**Theory**	Java SeverPages,Action ,Elemnets,Inplicit Objects,Scope and EIExpression,tag libraries	20
	Practical	Program based on Servlet I/O and File Application	09
SEPTEMBER	**Theory**	Java Server Faces Enterprise Java Beans Naming and Directory Interfaces	15
	Practical	Program based on Java Server Faces,JSP Applications Program based on EJB Program based on Hibernate	09

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OCTOBER	**Theory**	Persistance,Object Relational mapping,JavaPersistance API,Hibernate	05
	Practical	Program based on JPA With ORM And HIbernate	03

REMARKS IF ANY:

- Understand the concepts related to Java Technology
- Explore and understand use of Java Server Programming
- Students learn skills to develop real time applications

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TEACHING PLAN
ACADEMIC YEAR 2019 – 2020

1) Name of the Lecturer: Mrs. SANDEEP VISHWAKARMA **2) Department: B.Sc. (IT)**
3) Subject: Artificial Intelligence **4) Class: TYIT (SEM-V)**

FIRST TERM / V- SEMESTER

Month		Topics to be covered	No. of Lectures required
JUNE	**Theory**	Introduction to Artificial Intelligence, History and Intelligent Agents	20
	Practical	Programs To implement Depth First Search and Breadth First Search Algorithm, Programs To implement 4-Queen /N-Queen Problem and Tower of Hanoi Problem	09
JULY	**Theory**	Solving Problem by searching and Beyond Classical Search	10
	Practical	Programs To implement Alpha Beta Search and Hill Climbing Problem,A* and A0* algorithms	06
AUGUST	**Theory**	Adversarial Search, Logical Agent	10
	Practical	Implementing Water Jug Problem, Tic –Tac-Toe Game,Missionaries and cannibals problems	06
SEPTEMBER	**Theory**	First Order Logic Inference in first order Logic	15
	Practical	Implementing Shuffle deck Deck Of cards,Traveling Salesman Problem	06
OCTOBER	**Theory**	Planning and Knowledge Representation	05

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	Practical	Implementing Associative law and Dissociative Law based on Expression, Family Tree	03

REMARKS IF ANY:

- Demonstrate fundamental understanding of the history of artificial intelligence (AI) and its foundations.
- Apply basic principles of AI in solutions that require problem solving, inference, perception, knowledge representation, and learning.

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TEACHING PLAN
ACADEMIC YEAR 2019 – 2020

1) Name of the Lecturer: Mrs Dipti Parab **2) Department:B.Sc. (IT)**
3) Subject: Software Project Management **4) Class: TYIT (SEM-V)**

FIRST TERM / V- SEMESTER

Month		Topics to be covered	No. of Lectures required
JUNE	**Theory**	Introduction to Software Project Mangement, Project Evaluation and Programme Management Project Planning	10
JULY	**Theory**	Selection of an appropriate Project Approach Software Effort Estimation	10
AUGUST	**Theory**	Activity Planning Risk Management Resource Allocation	15
SEPTEMBER	**Theory**	Monitoring And controlling Managing Contract Software Environment	15
OCTOBER	**Theory**	Wokring In Team Software Quality Project Closeout	05

REMARKS IF ANY:

- Identify the different project contexts and suggest an appropriate management strategy.
- Practice the role of professional ethics insuccessful software development.

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- Identify and describe the key phases of project management.

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TEACHING PLAN
ACADEMIC YEAR 2019 – 2020

1) Name of the Lecturer: Mr Arvind Singh **2) Department: B.Sc. (IT)**
3) Subject: Advanced Web Programming **4) Class: TYIT (SEM-V)**

FIRST TERM / V- SEMESTER

Month		Topics to be covered	No. of Lectures required
JUNE	**Theory**	Introduction to .NET framework C# LANGUAGE Types ,Object and Namespace	15
	Practical	Programs based on Basic of C# and asp.net, Basic operation programs	06
JULY	**Theory**	Web Form Fundamental Form Controls	15
	Practical	Program on Object Oriented C# and ASP.NET Function Overloading,Inheritence, Constructor Exception Handling	06
AUGUST	**Theory**	Error Handling , Logging and Tracing State Management, Styles,Themes and Master Pages	10
	Practical	Program using Web Forms and Controls	09
SEPTEMBER	**Theory**	ADO.NET Fundamental Data Binding, The Data Controls	15
	Practical	Implementation of Form Controls ,Validation controls, Adrotator Control, User Control	06
OCTOBER	**Theory**	XML,Security Fundamentals,ASP.NET AJAX	05

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	Practical	Implementation of Database, Grid View Control. AJAX and XML,Beautification	06

REMARKS IF ANY:

- Students review client-side web technologies used for static webpages and interactive
- web applications on clients.
- Students examine advanced topics in Hyper Text MarkupLanguage,Cascade Style Sheet and JavaScript for interactive web applications that use rich user interfaces.

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TEACHING PLAN

ACADEMIC YEAR 2019 – 2020

1) Name of the Lecturer: Mr. Arvind Singh **2) Department: B.Sc(IT)**

3) Subject: Software Quality Assurance **4) Class: TYIT**

FIRST TERM / V- SEMESTER

Month		Topics to be covered	No. of Lectures required
JUNE	**Theory**	Fundamentals of testing:	12
	Practical	Manual testing Regression Testing	06
JULY	**Theory**	Testing throughout the software life cycle	13
	Practical	Unit Testing Integration Testing	06
AUGUST	**Theory**	Static techniques	10
	Practical	Boundary value Testing Decision Table	06
SEPTEMBER	**Theory**	Test design techniques Test management	20
	Practical	Test Analysis	03
OCTOBER	**Theory**	Tool support for testing	05

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	Practical	Performance Testing Load Testing	06

REMARKS IF ANY:

Course Outcome:

- Understand fundamental concepts of software automation.
- Apply Selenium automation tool for testing web based application.
- Demonstrate the quality management, assurance, and quality standard to software system.
- Demonstrate Software Quality Tools and analyze their effectiveness.

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TEACHING PLAN
ACADEMIC YEAR 2019 – 2020

1) Name of the Lecturer: Mr Nitesh Shukla **2) Department: B.Sc(IT)**
3) Subject: Security in Computing **4) Class: TYIT**

FIRST TERM / V- SEMESTER

Month		Topics to be covered	No. of Lectures required
JUNE	**Theory**	Computer Security Cryptography Symmetric Key Algorithms and AES	20
	Practical	Caesar Cipher ,Modified Caesar Cipher Mono-Alphabetic ,Poly-Alphabetic	09
JULY	**Theory**	Asymmetric Key Algorithms, Digital Signatures and RSA	10
	Practical	Rail fence Techniques , Simple Columnar	06
AUGUST	**Theory**	Digital Certificates and Public Key Infrastructure (PKI)	10
	Practical	Implementing Diffie Helman Key Exchange Algorithm , Implementing DES Algorithm	06
SEPTEMBER	**Theory**	Network Security, Firewalls and Virtual Private Networks Internet Security Protocols	15
	Practical	Implementing IDEA , Implementing AES	06
OCTOBER	**Theory**	User Authentication and Kerberos	05

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	Practical	Implementing RSA Algorithm	03

REMARKS IF ANY:

Course ouitcome:

- . Formulate information security governance, and related legal and regulatory issues.
- Devices how threats to an organization are discovered, analyzed, and dealt with.
- Evaluate network security threats and countermeasures.

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TEACHING PLAN
ACADEMIC YEAR 2019 – 2020

1) Name of the Lecturer: Mr Sandeep Vishwakarma **2) Department: B.Sc(IT)**
3) Subject: Business Intelligence **4) Class: TYIT**

SECOND TERM / VI- SEMESTER

Month		Topics to be covered	No. of Lectures required
JUNE	**Theory**	Introduction to Data Warehousing Data Warehousing Design Consideration and Dimensional Modeling	10
	Practical	Importing the source data structures in Oracle. Design the target data structure using Oracle	0
JULY	**Theory**	An Introduction to Oracle Warehouse Builder Defining and Importing Source Data Structures	10
	Practical	Create the target structure in OWB (Oracle Web Builder) Designed and build the ETL mapping	06
AUGUST	**Theory**	Designing the Target Structure Creating the Target Structure in OWB Extract, Transform, and Load Basics	15
	Practical	Perform the ETL process and transform it to data marts. Create the cube and process it in OWB.	06
SEPTEMBER	**Theory**	Designing and building an ETL mapping ETL: Transformations and Other Operators Validating, Generating, Deploying, and Executing Objects	15
	Practical	Generate the different types of reports in using Oracle. Perform the deployment of Warehouse	06
OCTOBER	**Theory**	Metadata change management Datawarehousing and OLAP	10

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	Practical	Create the Pivot table and Pivot chart using some existing data or create the new data. Import the cube in access and create Pivot table and chart.	06

REMARKS IF ANY:

Course Outcome;

- Evaluate classification models, Bayesian methods, Clustering methods,
- Partition methods, Hierarchical methods
- define development of a model, representation of input data ,data mining process,

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TEACHING PLAN
ACADEMIC YEAR 2019 – 2020

1) **Name of the Lecturer: Mrs Dipti Parab**
2) **Department: B.Sc(IT)**
3) **Subject: Geographical Information System**
4) **Class: TYIT**

SECOND TERM / VI- SEMESTER

Month		Topics to be covered	No. of Lectures required
NOVEMBER	**Theory**	Introduction to GIS, Geographically referenced data, Geographic, projected and planer coordinate system, Map projections	10
	Practical	Implement data in import and generation coordinate system basics	06
DECEMBER	**Theory**	Existing GIS data, Metadata, Conversion of existing data, Creating new data, Geometric transformation, RMS	15
	Practical	Generate data (points, line, polygons) and topology.	06
JANUARY	**Theory**	Attribute data in GIS, Relational model, Data entry, Manipulation of fields and attribute data, cartographic symbolization	15
	Practical	Geo-referencing and image registration , Implement 3D layers (DEM, Contours, TIN, 3D models)	06
FEBRUARY	**Theory**	Exploration, attribute data query, spatial data query Vector data analysis, Raster data analysis	10
	Practical	Querying GIS data 6. Distance and decisions analysis	06
MARCH	**Theory**	Elements, Global methods, local methods, Kriging	10

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	Practical	3D visualizations Cartography	06

REMARKS IF ANY:

Course Outcome:

- Provide exposure to basic tools and techniques in GIS software
- Introduce applications of GIS in relevant areas
- Understand and manage spatial information •
- Apply GIS tools and techniques in related applications

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TEACHING PLAN

Class – **FYBAF**
Year – **2019 -20**
Semester – **First (I)**
Subject – **Foundation Course**
Name of the Teacher – **Vishwanath Acharya**

Course Outcome	1. **Gain comprehension of India's demographic makeup, considering factors such as language, religion, gender, and more.** 2. **Grasp the various factors contributing to differences and challenges faced by women.** 3. **Acquire an understanding of the fundamental responsibilities outlined for Indian citizens in the Indian Constitution.** 4. **Comprehend the hierarchical structure of local self-government and its corresponding amendments.**

Month	Topics to be Covered	No. of Lectures required
August	Overview of Indian Society	10
September	Concept of Disparity - I	12
October	Concept of Disparity - II	12
November	The Indian Constitution	16
December	Significant Aspects of Political Processes	10
	Total Lectures	60

REMARKS IF ANY:

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TEACHING PLAN

Class – FYBAF
Year – 2019 -20
Semester – First (I)
Subject – Business Communication
Name of the Teacher – Anita Das

Course Outcome	**1. Understand the concept of communication, its types, and various channels and modes of communication.** **2. Acquire knowledge on how to overcome communication barriers and improve listening skills.** **3. Understand the importance of ethics and how it should be followed in communication.** **4. Gain a deep understanding of the parts and structure of letter writing, the principles of letter writing, and how to write a variety of personal letters.**

Month	Topics to be Covered	No. of Lectures required
August	1. The Concept of Communication 2. Channels and Objectives of Communication	10
September	3. Methods and Modes of Communication 4. Barriers to Communication	10
October	5. Listening 6. Business Ethics	12
November	7. Theory of Business Letter Writing 8. Personnel Corresponding	16
December	9. Language and Writing Skills 10. Paragraph Writing	10
	Total Lectures	58

REMARKS IF ANY:

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TEACHING PLAN

Class – FYBAF
Year – 2019 -20
Semester – First (I)
Subject – Commerce I
Name of the Teacher – Sharlet Bhaskar

Course Outcome	- Comprehend the concept of the business environment and various tools for environmental analysis. - Understand the importance of business ethics and its impact on business. - Recognize various consumer laws in India. - Identify the factors that influence the international business environment. - Understand the positive and negative impacts of the environment on business.

Month	Topics to be Covered	No. of Lectures required
August	1. Business Objectives	10
September	2. Environmental Analysis 3. Business Ethics	12
October	4. Development of Business Entrepreneurship 5. Consumerism and Consumer Protection	12
November	6. Corporate Social Responsibility and Corporate Governance 7. Social Audit	13
December	8. Strategies for Going Global 9. Foreign Trade in India	10
	Total Lectures	**57**

REMARKS IF ANY:

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TEACHING PLAN

Class – FYBAF
Year – 2019 -20
Semester – First (I)
Subject – Business Economics
Name of the Teacher – Vishanlal Gupta

Course Outcome	**- Familiarity with essential concepts of Microeconomics and a critical, analytical approach to the subject** **- Increased interest in the subject matter through practical examples and applications of various economic theories and functions.**

Month	Topics to be Covered	No. of Lectures required
August	1. Introduction to Business Economics 2. Market Demand and Market Supply	10
September	3. Demand Analysis 4. Demand Estimation and Forecasting	12
October	5. Supply and Production Decisions 6. Economies of Scale and Diseconomies of Scale 7. Cost Concepts 8. Extension of Cost Analysis	12
November	9. Perfect Competition 10. Monopoly 11. Monopolistic Competition 12. Oligopolistic Market	16
December	13. Pricing Methods 14. Price Discrimination	10
	Total Lectures	60

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TEACHING PLAN

Class – FYBAF
Year – 2019 -20
Semester – First (I)
Subject – Financial Accounting - I
Name of the Teacher – Tushar Shah

Course Outcome	**Resolve practical issues relating to inventory valuation, using the FIFO and Weighted Average methods.** **- Categorize transactions based on their specific features and competently apply the structure of Final Accounts.** **- Account for the financial activities of departmental stores.** **- Comprehend the practical application of Hire Purchase transactions in everyday life as a regular occurrence in society.**

Month	Topics to be Covered	No. of Lectures required
August	1. Introduction to accounting standards 2. AS - 1 Disclosure of Accounting Policies 3. AS - 2 Valuation of Inventories	10
September	4. AS- 9 Revenue Recognition 5. Inventory Valuation 6. Capital, Revenue Expenditure & Receipts	12
October	7. Final Accounts of Manufacturing Concern (Proprietary Firm)	12
November	8. Departmental Accounts	16
December	9. Hire Purchase	10
	Total Lectures	60

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TEACHING PLAN

Class – FYBAF
Year – 2019 -20
Semester – First (I)
Subject – Financial Management - I
Name of the Teacher – Aruna Singham

Course Outcome	- Upon completing this course, students will have the ability to: - Comprehend the fundamental concept of financial management. - Recognize and differentiate between various valuation methods. - Independently calculate diverse forms of leverage. - Confidently identify multiple sources of finance. - Calculate the cost of capital for various firms.

Month	**Topics to be Covered**	**No. of Lectures required**
August	Nature and Scope of Financial Management	10
September	Concepts in Valuation	12
October	Leverages	12
November	Types of Financing	16
December	Cost of Capital	10
	Total Lectures	**60**

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TEACHING PLAN

Class – FYBAF
Year – 2019 -20
Semester – First (I)
Subject – Cost Accounting
Name of the Teacher – Arun Vishwakarma

Course Outcome	- Comprehend the concepts of costing and accounting procedures. - Analyze practical adjustments in production with respect to the elements of cost. - Develop a practical approach towards the cost structure of labor. - Understand formulas for calculating the cost of labor. - Analyze overheads in production from a practical perspective. - Calculate the per-overhead cost and apportion the elements used in production.

Month	Topics to be Covered	No. of Lectures required
August	Introduction to Cost Accounting	10
September	Material Cost (Inventory Control)	12
October	Labour Cost	12
November	Labour Cost	16
December	Overheads	10
	Total Lectures	**60**

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TEACHING PLAN

Class – SYBAF
Year – 2019-20
Semester – Third (III)
Subject – Business Economics - II
Name of the Teacher – Bharti Shridhara

Course Outcome	Upon completing this course, students will have a deep understanding of macroeconomics and the different circular flows of income. They will also gain knowledge of money, prices, and inflation, as well as an in-depth understanding of public finance, including the various sources of public revenue and expenditure. Additionally, students will develop an appreciation for the ethical issues surrounding economic competition.

Month	Topics to be Covered	No. of Lectures
June	Introduction To Macroeconomics	10
July	Economics	8
August	Money, Inflation	10
September	Monetary Policy	14
October	Constituents Of Fiscal Policy	12
	Total	54

REMARKS IF ANY:

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TEACHING PLAN

Class	–	**SYBAF**
Year	–	**2019-20**
Semester	–	**Third (III)**
Subject	–	**Business Law - II**
Name of the Teacher	–	**Paridhi Tulsyan**

Course Outcome	**The desired outcomes of this course are to provide students with an understanding and insight into various beneficial social legislative measures. They will also learn about the rights and liabilities of partners and outsiders, as well as the incorporation and dissolution of partnership firms. Students will gain knowledge about the nature and merits of Limited Liability Partnerships (LLP), and the process of winding up an LLP. They will also comprehend the provisions of health, safety, and welfare measures for workers and their inspection. Furthermore, students will demonstrate an understanding of the legal environment of business, apply basic legal knowledge to business transactions, and communicate effectively using standard business and legal terminology.**

Month	Topics to be Covered	No. of Lectures
June	Indian Partnership Act	10
July	Indian Partnership Act	6
August	Limited Liability Act	16
September	Factories Act	12
October	Revision	10
	TOTAL	54

REMARKS IF ANY:

Mrs.C.A. Neeta Vaidya

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TEACHING PLAN

Class	–	**SYBAF**
Year	–	**2019-20**
Semester	–	**Third (III)**
Subject	–	**Financial Accounting - III**
Name of the Teacher	–	**Tushar Shah**

Course Outcome	**By the end of this course, students will have a comprehensive understanding of the structure of Final Accounts of Partnership Firms, including situations involving Admission, Retirement, and Death of a partner. They will also acquire knowledge regarding the actual implementation of the dissolution of partnership firms using the Piecemeal Distribution of Cash technique. Additionally, students will gain an understanding of the procedures involved in the amalgamation of partnership firms and the conversion of partnership firms into joint-stock companies. Furthermore, they will learn how to manage inter-settlement of various transactions during the conversion of partnership firms into Joint Stock Co. Finally, students will gain valuable knowledge pertaining to foreign currency transactions and the process of translating foreign currency into Indian Rupees**

Month	Topics to be Covered	No. of Lectures
June	Piecemeal Distribution	10
July	Foreign Exchange Transactions	12
August	Partnership Final Accounts	12
September	Amalgamation of Partnership Firm	14
October	Conversion of Partnership Firm into	12
	TOTAL	60

REMARKS IF ANY:

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TEACHING PLAN

Class	**–**	**SYBAF**
Year	**–**	**2019-20**
Semester	**–**	**Third (III)**
Subject	**–**	**Cost Accounting**
Name of the Teacher	**–**	**Neeta Vaidya**

Course Outcome	**By the end of this course, students will have a comprehensive understanding of the structure of Final Accounts of Partnership Firms, including situations involving Admission, Retirement, and Death of a partner. They will also acquire knowledge regarding the actual implementation of the dissolution of partnership firms using the Piecemeal Distribution of Cash technique. Additionally, students will gain an understanding of the procedures involved in the amalgamation of partnership firms and the conversion of partnership firms into joint-stock companies. Furthermore, they will learn how to manage inter-settlement of various transactions during the conversion of partnership firms into Joint Stock Co. Finally, students will gain valuable knowledge pertaining to foreign currency transactions and the process of translating foreign currency into Indian Rupees**

Month	Topics to be Covered	No. of Lectures
June	Cost Sheet	12
July	Reconciliation of Cost and Financial	12
August	Process Costing	15
September	Contract Costing	10
October	Contract Costing	7
	TOTAL	56

REMARKS IF ANY:

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TEACHING PLAN

Class – SYBAF
Year – 2019-20
Semester – Third (III)
Subject – Direct Taxation - I
Name of the Teacher – Neeta Vaidya

Course Outcome	**ability to compute tax liability for a firm and an individual. Additionally, calculate advance tax and the associated interest on advance tax. Also, get knowledge and understanding of DTAA provisions and can compute tax liability based on them. Moreover, proficient in understanding and calculating TDS.**

Month	Topics to be Covered	No. of Lectures
June	Introduction to Taxation Residential Status	12
July	Scope of Total Income Income from Other Sources Income from House Property	12
August	Income from Salaries	12
September	Income from Business / Profession Income from Capital Gains	12
October	Deductions	12
	TOTAL	60

REMARKS IF ANY:

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TEACHING PLAN

Class – SYBAF
Year – 2019-20
Semester – Third (III)
Subject – Information Technology in Accountancy - I
Name of the Teacher – Smitha J

Course Outcome	Course outcomes: 1. Develop computer literacy skills to proficiently use MS Word, MS Excel, MS PowerPoint, email, and the internet. 2. Execute various commands in MS Word, MS Excel, and MS PowerPoint. 3. Understand legal issues related to the internet and the basics of e-commerce. 4. Recognize the importance of electronic data interchange. 5. Apply learned skills and knowledge in real-world scenarios.

Month	**Topics to be Covered**	**No. of Lectures**
June	Computer Fundamentals, Hardware, Software, Computer Networks	12
July	MS – Word, MS – Excel, MS – PowerPoint, Tools used for Accounting, Web	12
August	Internet, Cyber Threats, Introduction to E-Commerce, Value Chain and Strategy in E-Commerce, Payment Gateway, E-Commerce, Architecture	16
September	Practical Session	14
October	Revision Session	6
	TOTAL	**60**

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TEACHING PLAN

Class – SYBAF
Year – 2019-20
Semester – Third (III)
Subject – Financial Market Operations
Name of the Teacher – Vishwanath Acharya

Course Outcome	**Upon completion of this course, students will gain valuable guidance on investment strategies, the distinction between banking and non-banking financial services, and inflation. They will also acquire knowledge pertaining to Sensex, IPO shares, and the various financial instruments used by companies to raise funds. Additionally, students will gain an understanding of financial instrument classification and derivatives. Through instruction on consumer finance, plastic money, the features of financial services, and underwriting, students will develop a well-rounded understanding of the financial industry.**

Month	Topics to be Covered	No. of Lectures
June	Module I - An Overview of the Financial System	12
July	Module II – Financial Markets	14
August	Module II – Financial Markets Module III – Financial Instruments	16
September	Module IV – Financial Services	10
October	Module IV – Financial Services	8
	TOTAL	60

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TEACHING PLAN

Class – TYBAF
Year – 2019 -20
Semester – Fifth (V)
Subject – Financial Management -II
Name of the Teacher – Arpita

Course Outcome	**Upon completion of this subject, students will gain a comprehensive understanding of capital budgeting, receivable management, mutual fund and bond valuation, and their practical implications in real life. They will also develop the skills and knowledge to calculate the net present value and payback period of projects, providing them with the ability to make informed financial decisions.**

Month	Topics to be Covered	No. of Lectures
June	Strategic Financial Management	12
July	Capital Budgeting – Project Planning & Risk Analysis	12
August	Capital Rationing Risk Analysis in Capital Budgeting –	12
September	Dividend Decisions Mutual Fund and Bond Valuation	12
October	Bond Valuation Credit Management	12
	TOTAL	60

REMARKS IF ANY:

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TEACHING PLAN

Class – TYBAF
Year – 2019 -20
Semester – Fifth (V)
Subject – Financial Accounting
Name of the Teacher – Tushar Shah

Course Outcome	**By the end of this subject, students will be able to calculate the purchase consideration using various methods of calculation and solve practical problems related to amalgamation procedures. They will also be able to apply provisions related to internal reconstruction, taking into account adverse company situations. Students will learn to prepare statements of underwriter's liability and understand the procedure for liquidating a joint stock company. They will also acquire the ability to apply all legal provisions regarding the calculation of buybacks.**

Month	Topics to be Covered	No. of Lectures
June	Buyback of Shares	12
July	Internal Reconstruction	12
August	Underwriting of Shares	12
September	Liquidation of Companies	12
October	Amalgamation of Companies	12
	TOTAL	60

REMARKS IF ANY:

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TEACHING PLAN

Class	–	**TYBAF**
Year	–	**2019 -20**
Semester	–	**Fifth (V)**
Subject	–	**Cost Accounting-III**
Name of the Teacher	–	**Vishwanath Acharya**

Course Outcome	**The desired outcome of this subject is for students to acquire a solid understanding of costing and accounting procedures, including the use of ratios in companies. They will also learn about the comparison between cost integrated and non-integrated costing systems, and study practical activities in production using two systems. Additionally, students will gain knowledge about service and process costing, per unit cost, and the apportionment of elements used in the process. They will also be able to perform practical cost calculations with reference to activity and differentiate between traditional and ABC approaches to cost.**

Month	Topics to be Covered	No. of Lectures
June	Uniform Costing & Inter Firm Comparison, Concept & logic of Integrated Accounting System	10
July	Journal Entries, Ledger postings, Practical problems,	10
August	Integrated Accounting practical problems continued, Concept of Non-Integrated Accounting System, Journal Entries & Practical Problems	12
September	Operating Costing- Concept & practical problems, Activity Based Costing- Concept & practical problems	14
October	Process Costing-Inter Process Profit &Equivalent production.	14
	TOTAL	60

REMARKS IF ANY:

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TEACHING PLAN

Class – TYBAF
Year – 2019 -20
Semester – Fifth (V)
Subject – Taxation
Name of the Teacher – Neeta Vaidya

Course Outcome	**By the end of this course, students will have gained a practical understanding of GST (Goods and Services Tax) and its calculation, including the rate of GST for different types of goods and services. They will have developed the skills to calculate GST on transactions and understand the various concepts associated with GST. Through the course, students will have the ability to apply their knowledge of GST to real-life situations, such as calculating GST for business transactions. Ultimately, this course will equip students with the necessary skills and knowledge to navigate the practical aspects of GST effectively and efficiently in their personal and professional lives.**

Month	Topics to be Covered	No. of Lectures
June	Introduction to Indirect Tax & GST	4
July	Collection and Levy of GST	12
August	Supply Under GST	14
September	Input Tax Credit & Computation	20
October	Documentation and registration	10
	TOTAL	60

REMARKS IF ANY:

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TEACHING PLAN

Class – TYBAF
Year – 2019 -20
Semester – Fifth (V)
Subject – Financial Accounting -VI
Name of the Teacher – Vishwanath Acharya

Course Outcome	**By the end of this course, students will gain practical knowledge of the application of the format of final accounts as per the Banking Companies Act of 1949. They will be able to verify the financial position of a bank using various angles. Students will also gain practical skills in applying the format of final accounts as per the Insurance Companies Act and verifying the actual calculation of premiums. They will learn how to practically apply the procedure of valuing personal investments in real situations, particularly in the share market and in debentures/bonds. Additionally, students will gain practical experience in applying the format of final accounts as per the LLP Act of 2008.**

Month	Topics to be Covered	No. of Lectures
June	Banking Company Accounts	12
July	Insurance Company Accounts	12
August	Accounts For NBFCs	12
September	Valuation Of Goodwill & Shares	14
October	Accounts For LLP & Revision	10
	TOTAL	60

REMARKS IF ANY:

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TEACHING PLAN

Class	–	**TYBAF**
Year	–	**2019 -20**
Semester	–	**Fifth (V)**
Subject	–	**Management- II (Management Applications)**
Name of the Teacher	–	**Tushar Shah**

Course Outcome	**Upon completing this course, students will possess the knowledge and skills to effectively design and evaluate performance management programs, as well as develop, implement, and evaluate employee orientation, training, and development programs. They will have gained analytical skills for reviewing financial results, proposals, and plans. Additionally, students will have the ability to solve marketing-related problems and challenges through the strategic marketing management process, and will be familiar with the development, evaluation, and implementation of marketing management in various business environments**

Month	Topics to be Covered	No. of Lectures
June	Marketing Management	12
July	Production Management	10
August	Human Resource Management	14
September	Human Resource Management	12
October	Financial Management	12
	TOTAL	60

REMARKS IF ANY:

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TEACHING PLAN

Class – FYBAF
Year – 2019 -20
Semester – Second (II)
Subject – Auditing
Name of the Teacher – Ravi Vishwakarma

Course Outcome	**Comprehend the concept of auditing, including errors and frauds, principles of audit, and types of audit.** **- Develop an audit program and keep organized working papers and an audit notebook.** **- Understand various techniques of auditing.** **- Understand the concept of internal audit.**

Month	Topics to be Covered	No. of Lectures
January	Introduction to Auditing	12
February	Audit Planning, Procedures and Documentation	17
March	Auditing Techniques	17
April	Internal Audit	14
	TOTAL	60

REMARKS IF ANY:

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TEACHING PLAN

Class – FYBAF
Year – 2019 -20
Semester – Second (II)
Subject – Financial Accounting - II
Name of the Teacher – Tushar Shah

Course Outcome	**Comprehend the concept of auditing, including errors and frauds, principles of audit, and types of audit.** **- Develop an audit program and keep organized working papers and an audit notebook.** **- Understand various techniques of auditing.** **- Understand the concept of internal audit.**

Month	Topics to be Covered	No. of Lectures
December	Accounting from incomplete Record	12
January	Consignment Accounting	17
February	Branch Accounting	17
March	Fire Insurance Claim	12
	TOTAL	58

REMARKS IF ANY:

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TEACHING PLAN

Class – FYBAF
Year – 2019-20
Semester – Second (II)
Subject – Business Mathematics
Name of the Teacher – Namrata Dube

Course Outcome	**Upon completing this course, students will be able to:** **- Show comprehension of the origins and evolution of mathematics.** **- Conduct complex mathematical computations.** **- Comprehend and interpret mid-level mathematical proofs.** **- Write and comprehend fundamental concepts of profit and loss, interest, and annuity.** **- Enhance and sustain their problem-solving abilities.** **- Solve problems based on ratio, proportion, and percentage. Students will also gain practical knowledge regarding shares and mutual funds.**

Month	Topics to be Covered	No. of Lectures
December	Ratio, Proportion and Percentage	10
January	Profit and Loss	15
February	Interest and Annuity	18
March	Shares and Mutual Fund	15
	TOTAL	58

REMARKS IF ANY:

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TEACHING PLAN

Class – FYBAF
Year – 2019 -20
Semester – Second (II)
Subject – Business Law
Name of the Teacher – Paridhi Tulsyan

Course Outcome	**By the end of this course, students will have the ability to comprehend the legal principles governing the creation of contracts, including contracts of sale and agreements to sell. Additionally, students will have a grasp of the legal framework regarding negotiable instruments such as promissory notes, bills of exchange, and cheques. Furthermore, students will acquire knowledge about the legal rights and protections afforded to consumers.**

Month	Topics to be Covered	No. of Lectures
December	Law of contract 1872	12
January	Sale of Goods 1930	17
February	Negotiable Instruments Act 1881	17
March	Consumer Protection Act 1986	14
	TOTAL	60

REMARKS IF ANY:

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TEACHING PLAN

Class – FYBAF
Year – 2019 -20
Semester – Second (II)
Subject – Business Communication II
Name of the Teacher – Anita Das

Course Outcome	**Upon completing this course, students will have the capability to manage nerves and adopt a positive mindset toward public speaking. They will explore methods of engaging and retaining the audience's attention, as well as concluding their presentations in a powerful manner. Furthermore, they will have the ability to employ body language and tone of voice to enhance their presentations and effectively use slides and visual aids. Additionally, students will gain practical knowledge, skills, and judgment in human communication by practicing the creation of business letters that promote collaboration with others.**

Month	Topics to be Covered	No. of Lectures
December	Presentation Skills	14
January	Group Communication	17
February	Business Correspondence	17
March	Language and writing Skills	11
	TOTAL	59

REMARKS IF ANY:

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TEACHING PLAN

Class – FYBAF
Year – 2019 -20
Semester – Second (II)
Subject – Foundation Course II
Name of the Teacher – Vishwanath Acharya

Course Outcome	**- Comprehending the economic reforms and New Industrial Policy of 1992.** **- Understanding the fundamental rights enshrined in the Constitution.** **- Recognizing the importance of safeguarding the environment in the present times.** **- Appreciating the significance of managing aggression, violence and controlling them in daily life.** **- Grasping techniques for conflict resolution, and promoting peace and harmony in society.**

Month	Topics to be Covered	No. of Lectures
December	Globalisation and Indian Society	9
January	Human Rights	16
February	Ecology	6
February	Understanding Stress and Conflicts	10
March	Managing Stress and contemporary issue	16
	TOTAL	57

REMARKS IF ANY:

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TEACHING PLAN

Class – FYBAF
Year – 2019 -20
Semester – Second (II)
Subject – Innovative Financial Services
Name of the Teacher – Vishwanath Acharya

Course Outcome	**Upon completing this course, students will be capable of understanding:** **- The current state of the financial service sector in India, including the various services offered, eligibility criteria, and procedures for availing such services.** **- The process of issue management and securitization, as well as the background of stock market operations.** **- Credit rating agencies and their role in the financial industry.** **- Consumer finance and its relevance in the Indian context.**

Month	Topics to be Covered	No. of Lectures
December	Introduction to Financial Service	12
January	Issue management and securitization	17
February	Financial Services and its mechanism	17
March	Consumer Finance and credit rating	14
	TOTAL	60

REMARKS IF ANY:

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TEACHING PLAN

Class – SYBAF
Year – 2019 -20
Semester – Fourth (IV)
Subject – Foundation Course (Introduction to Management)
Name of the Teacher – Sharlet Bhaskar

Course Outcome	Provide an explanation of how companies manage uncertainty, and how managers influence and control their company's internal environment. Additionally, the use of financial tools in evaluating future targets will be explored, along with an evaluation of different leadership styles and their potential consequences. The objective is to gain a practical understanding of the application of financial analysis tools.

Month	Topics to be Covered	No. of Lectures
December	Basic Management Concept	11
January	Planning	12
February	Organising	12
March	Staffing Directing Controlling	15
	TOTAL	50

REMARKS IF ANY:

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TEACHING PLAN

Class – SYBAF
Year – 2019 -20
Semester – Fourth (IV)
Subject – Business Law
Name of the Teacher – Paridhi Tulsyan

Course Outcome	**Upon completion of studies, able to demonstrate a thorough understanding of the legal environment that companies operate in. This includes the ability to identify the fundamental legal principles that govern contractual agreements and to apply basic legal knowledge to the incorporation of a company and fundamental documents. Additionally, have developed effective communication skills using standard business and legal terminology, which enables to navigate the legal landscape of the business world with confidence and proficiency.**

Month	Topics to be Covered	No. of Lectures
December	Definition/Incorporation of Company	10
January	Public Offer	14
February	Private Placement	15
March	Share Capital and Debentures Revision	15
	TOTAL	54

REMARKS IF ANY:

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TEACHING PLAN

Class	–	**SYBAF**
Year	–	**2019 -20**
Semester	–	**Fourth (IV)**
Subject	–	**Financial Accounting**
Name of the Teacher	–	**Tushar Shah**

Course Outcome	**Upon completion of this course, students will acquire a comprehensive understanding of the Final Accounts of Partnership Firms, including their structure in cases involving Admission, Retirement, or Death of partners. They will also learn about the practical implementation of dissolving a partnership firm using the technique of Piecemeal Distribution of Cash. Additionally, students will gain knowledge of the procedure for the Amalgamation of a partnership firm and its conversion into a Joint Stock Company, including the inter-settlement of various transactions during the process. Finally, students will learn about foreign currency transactions and the procedure for translating them into Indian Rupees.**

Month	Topics to be Covered	No. of Lectures
December	Redemption of preference shares	15
January	Redemption of debentures	14
February	Profit Prior to Incorporation	16
March	Company Final Accounts Foreign Branch	15
	TOTAL	60

REMARKS IF ANY:

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TEACHING PLAN

Class – SYBAF
Year – 2019 -20
Semester – Fourth (IV)
Subject – Management Accounting
Name of the Teacher – Neeta Vaidya

Course Outcome	**Upon completion of this course, students will have a thorough understanding of management accounting and be able to analyze and interpret financial statements. They will also develop the ability to calculate various ratios from the financial statements and perform cash flow analysis. In addition, students will be able to manage working capital requirement estimations of the firm, enabling them to make informed financial decisions in their personal and professional lives.**

Month	Topics to be Covered	No. of Lectures
December	Introduction to Management Accounting	10
January	Analysis and Interpretation of Accounts	16
February	Ratio Analysis	16
March	Cash Flow/Working Capital Management	16
	TOTAL	58

REMARKS IF ANY:

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Class – SYBAF
Year – 2019 -20
Semester – Fourth (IV)
Subject – Direct Taxation - II
Name of the Teacher – Neeta Vaidya

Course Outcome	**How to calculate the tax liability of firms and individuals. Also, how to calculate advance tax and interest on advance tax. knowledge of DTAA provisions that can be utilized to compute tax liability.**

Month	**Topics to be Covered**	**No. of Lectures**
December	**Clubbing of Income Set off and carry forward of losses**	**10**
January	**Computation of income of individual, partnership, and HUF**	**12**
February	**Rate of Income and TDS**	**12**
March	**DTAA** **Tax Planning**	**15** **6**
	TOTAL	**55**

REMARKS IF ANY:

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TEACHING PLAN

Class	–	**SYBAF**
Year	–	**2019 -20**
Semester	–	**Fourth (IV)**
Subject	–	**Information Technology in Accountancy - II**
Name of the Teacher	–	**Smitha J**

Course Outcome	**By the end of this course, students will be able to:** **- Identify and categorize the different types of information systems that support the primary functional areas of business.** **- Analyze and assess the role of information systems in a competitive business environment.** **- Explain the necessity and advantages of computerized accounting systems.** **- Recognize the importance and utility of information technology in the auditing process**

Month	Topics to be Covered	No. of Lectures
December	Business Process	12
January	Computerised Accounting System	12
February	Concept of MIS	13
March	IT and Auditing	13
	TOTAL	50

REMARKS IF ANY:

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TEACHING PLAN

Class – SYBAF
Year – 2019 -20
Semester – Fourth (IV)
Subject – Research Methodology
Name of the Teacher – Vishwanath Acharya

Course Outcome	**Getting knowledge about the types of data classification of data collection, how to process the data, and learnt about how to calculate the mean, median, mode, Learn about how to write reports, interpretation and submission of data/ project. To identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting"** **The objective of this subject is for students to learn about different types of data classification, how to collect and process data, and how to calculate measures such as the mean, median, and mode. Additionally, they will learn how to write reports, interpret data, and submit projects. The course will also cover the concepts and procedures of sampling, data collection, analysis, and reporting, which will be identified and discussed."**

Month	Topics to be Covered	No. of Lectures
December	Introduction to research	10
January	Research Design and Accounting	15
February	Data collection and Processing	15
March	Interpretation and report writing	15
	TOTAL	55

REMARKS IF ANY:

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TEACHING PLAN

Class – TYBAF
Year – 2019 -20
Semester – Sixth (VI)
Subject – Financial Management -III
Name of the Teacher – Tushar. Shah

Course Outcome	**Upon completing this course, students will possess the knowledge and skills to effectively design and evaluate performance management programs, as well as develop, implement, and evaluate employee orientation, training, and development programs. They will have gained analytical skills for reviewing financial results, proposals, and plans. Additionally, students will have the ability to solve marketing-related problems and challenges through the strategic marketing management process, and will be familiar with the development, evaluation, and implementation of marketing management in various business environments.**

Month	Topics to be Covered	No. of Lectures
December	Business Valuation	15
January	Mergers and Acquisitions	12
February	Corporate restructuring and Take over Working Capital Finance Working Capital Finance	12
March	Lease and Hire Purchase	14
	TOTAL	53

REMARKS IF ANY:

Mrs.C.A. Neeta Vaidya

HOD BAF

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TEACHING PLAN

Class	–	**TYBAF**
Year	–	**2019 -20**
Semester	–	**Sixth (VI)**
Subject	–	**Cost Accounting - IV**
Name of the Teacher	–	**Vishwanath Acharya**

Course Outcome	**By understanding budgeting, costing, and variance analysis, individuals and organizations can better manage their financial resources and make informed decisions. They can prepare various types of budgets, such as operating budgets, capital budgets, cash budgets, and master budgets, depending on their activities and goals. Costing methods such as absorption costing and marginal costing can help determine the cost of production and make decisions like make or buy and appropriate sales mix. Cost-volume-profit analysis can help assess the impact of changes in volume, price, and cost on profits. Analyzing variances such as material, labor, sales, and overhead variances can help identify areas of improvement and control costs. Overall, these concepts and tools can aid in better financial planning, control, and decision-making.**

Month	Topics to be Covered	No. of Lectures
December	Budgeting and Budgetary Control	12
January	Absorption Costing and Marginal Costing Cost Volume and Profit Analysis	12
February	Managerial Decision Making	15
March	Standard Costing and Variance Analysis	16
	TOTAL	55

REMARKS IF ANY:

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TEACHING PLAN

Class – TYBAF
Year – 2019 -20
Semester – Sixth (VI)
Subject – Taxation
Name of the Teacher – Neeta Vaidya

COURSE OUTCOME	**By the end of this course, students will gain a practical understanding of the Goods and Services Tax (GST), including its calculation and applicable rates for retail transactions. They will be able to calculate GST on their transactions and comprehend various GST-related concepts. Additionally, students will learn import and export procedures through the custom Act, foreign trade policies, and various schemes and exemptions under the same."**

Month	Topics to be Covered	No. of Lectures
December	Payment of Tax and Refunds	6
January	Returns Accounts, Audit, Assessments and Record	16
February	Custom Act I Custom Act II	16
March	Foreign Trade Policy	16
	TOTAL	54

REMARKS IF ANY:

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TEACHING PLAN

Class – TYBAF
Year – 2019 -20
Semester – Sixth (VI)
Subject – Financial Accounting - VII
Name of the Teacher – Vishwanath Acharya

Course Outcome	**By the end of this course, students will be able to prepare final accounts for an electricity company using the Double Account System. They will also be able to prepare final accounts for Co-Operative Housing Societies and Consumer Co-Operative Societies. Additionally, students will understand the purpose of financial statements and their relationship to decision making. This practical knowledge will equip students with the necessary skills to prepare and interpret financial statements for various types of organizations in their future careers.**

Month	Topics to be Covered	No. of Lectures
December	Investment Accounts Mutual Funds	12
January	Final Account for Electricity Company	12
February	Final Account for Electricity Company, Final Accounts for Co-Operative Society	16
March	Final Accounts for Co-Operative Society, Introduction to IFRS and Ind – AS	14
	TOTAL	54

REMARKS IF ANY:

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TEACHING PLAN

Class – TYBAF
Year – 2019 -20
Semester – Sixth (VI)
Subject – SAPM
Name of the Teacher – Tushar Shah

Course Outcome	**1. Understand the investment environment in India, overview of Indian financial system securities trading in stock markets and investment alternatives.** **2. Explain the investment management process and security analysis like fundamental analysis, technical analysis and efficient market hypothesis.** **3. Recognize the significance of risk and return relationship from investing Markowitz portfolio theory and mean variance approach.** **4. Know the risk and returns from investing Markowitz portfolio theory and portfolio selection.** **5. Analyze different types of bonds, interest rates, term structure of interest rates and measuring bond yields.**

Month	Topics to be Covered	No. of Lectures
December	Introduction to Portfolio Management	10
January	Creation, Analysis and Evaluation of Portfolio Calculation of Risk Calculation of Risk	15
February	Fundamental Analysis	16
March	Arbitrage Pricing Theory CAPM CML SML Technical Analysis	15
	TOTAL	56

REMARKS IF ANY:

Mrs.C.A. Neeta Vaidya

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Ms.Shikha Singh	Department of Management Studies
Subject: Foundation of Human Skills	Class: FYBMS

SEMESTER I

Month	Topics to be covered	No. of Lectures required
July	**Module 1: Understanding of Human Nature** • **IndividualBehaviour:**Concept of a man, individual differences, factors affecting individual differences, Influence of environment • **Personality and attitude:** Determinants of personality, Personality traits theory, Big five model, Personality traits important for organizational behaviour like authoritarianism, locus of control, Machiavellianism, introversion-extroversion achievement orientation , self – esteem, risk taking, self-monitoring and type A and B personalities, Concept of understanding self through JOHARI WINDOWS, Nature and components of attitude, Functions of attitude, Ways of changing attitude, Reading emotions • **Thinking, learning and perceptions:** Thinking skills, thinking styles and thinking hat, Managerial skills and development, Learning characteristics, theories of learning (classical conditioning, operant conditioning and social learning approaches), Intelligence, type (IQ, EQ, SQ, at work place), Perception features and factor influencing individual perception, Effects of perceptual error in managerial decision making at work place. (Errors such as Halo effect, stereotyping, prejudice attributional).	15

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August	**Module 2: Introduction to Group Behaviour** **• Introduction to Group Behaviour** **Group Dynamics:** Nature, types, group behaviour model (roles, norms, status, process, structures) **Team effectiveness:** nature, types of teams, ways of forming an effective team. Setting goals. **• Organizational processes and system.** **Power and politics:** nature, bases of power, politics nature, types, causes of organizational politics, political games. **Organizational conflicts and resolution**: Conflict features, types, causes leading to organizational conflicts, levels of conflicts, ways to resolve conflicts through five conflicts resolution strategies with outcomes.	15
September	**Module 3: Organizational Culture and Motivation at workplace** Organizational Culture: ✔ Characteristics of organizational culture. ✔ Types, functions and barriers of organizational culture ✔ Ways of creating and maintaining effective organization culture • **Motivation at workplace**: Concept of motivation Theories of motivation in an organisational set up. ✔ A.Maslow Need Heirachy ✔ F.Hertzberg Dual Factor ✔ Mc.Gregor theory X and theory Y. Waysofmotivating through carrot (positive reinforcement) and stick (negative reinforcement) at workplace.	15

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October	**Module 4: Organisational Change, Creativity and Development and Work Stress** • **Organisational change and creativity:** Concepts of organisational change, Factors leading/influencing organisational change, Kurt Lewins model of organisational change and development, Creativity and qualities of a creative person, Ways of enhancing creativity for effective decision making, Creative problem solving. • **Organisational Development and work stress:** Need for organisational development, OD Techniques, Stress, types of stress, Causes and consequences of job stress, Ways for coping up with job stress	15

Learning Objective

- To provide students with basic understanding of concepts of Foundation of Human Skill
- Learners will be able to Identify and describe objectives and advantages of Human skills.

Learning Outcomes:

- Learners will be able to understand and develop the human nature.
- Learners will be able to develop and apply Organizational Culture and Motivation at workplace.
- Learners will be able to understand Organisational Change, Creativity and Development and Work Stress

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Ms. ArpitaAtibudhi	**Department of Management Studies**
Subject: Introduction to Financial Accounts	**Class: FYBMS**

SEMESTER I

Month	Topics to be covered	No. of Lectures required
July	**Module 1: Introduction** **Meaning and Scope of Accounting:** Need and development, definition: Book-Keeping and accounting, Persons interested in accounting, Branches of accounting, Objectives of accounting • **Accounting principles**: Introductions to Concepts and conventions. • **Introduction to Accounting Standards:** Meaning and Scope) □ **AS 1 :** Disclosure to Accounting Policies □ **AS 6:** Depreciation Accounting. □ **AS 9:** Revenue Recognition. □ **AS 10:** Accounting For Fixed Assets. • **International Financial Reporting Standards (IFRS):** Introduction to IFRS □ **IAS-1:**Presenttion of Financial Statements (Introductory Knowledge) □ **IAS-2:**Inventories (Introductory Knowledge) • **Accounting in Computerized Environment:** Introduction, Features and application in various areas of Accounting	15

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August	**Module 2: Accounting Transactions** **Accounting transactions**: Accounting cycle, Journal, Journal proper, Opening and closing entries, Relationship between journal & ledger: Rules regarding posting: Trial balance: Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns & cash book –Triple Column), Bank Reconciliation Statement. • **Expenditure**:Classification of Expenditure- Capital, revenue and Deferred Revenue expenditureUnusual expenses: Effects of error: Criteria test. • **Receipts:** Capital receipt, Revenue receipt, distinction between capital receipts and revenue receipts. • **Profit or Loss:** Revenue profit or loss, capital profit or loss	15
September	**Module 3: Depreciation Accounting & Trial Balance** **Depreciation accounting:** Practical problem based on depreciation using SLM and RBM methods. (Where Provision for depreciation Account not maintained). • **Preparation of Trial Balance:**Introduction and Preparation of Trial Balance	15
October	**Module 4: Final Accounts** Introduction to Final Accounts of a Sole proprietor. • Rectification of errors. • Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet. • Preparation and presentation of Final Accounts in horizontal format • Introduction to Schedule 6 of Companies Act ,1956	15

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Learning Objective

- To provide students with basic understanding of concepts of Introduction to Financial Accounts
- Learners will be able to Identify and describe objectives and advantages of Financial Accounts.

Learning Outcomes:

- Learners will be able to understand and develop the Accounting Transactions
- Learners will be able to develop, understand and apply Depreciation Accounting , Trial Balance and Final Accounts.

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Prof- NainaPanigrahi	**Department of Management Studies**
Subject: Business Law	**Class: FYBMS**

SEMESTER I

Month	Topics to be covered	No. of Lectures required
July	**Module 1: Contract Act, 1872 & Sale of Goods Act, 1930** **Contract Act,1872:** Essential elements of Contract; Agreement and Contract – Capacity to Contract, free consent, consideration, lawful objects/ consideration, Breach of contract. Remedies for breach of Contract. • **Sale of Goods Act,1930:** Scope of Act, Sale and Agreement to sell, essential of a valid Sale Contract – Conditions and warranties – Implied Condition and warranties, Rights of an unpaid seller.	15
August	**Module 2: Negotiable Instrument Act, 1981 & Consumer Protection Act, 1986** • **Negotiable Instrument Act,1981:** Introduction of Negotiable Instruments – Characteristics of negotiable instruments, Promissory note, Bills of exchange, Cheque, Dishonour of Cheque. • **Consumer Protection Act, 1986:** Objects of Consumer Protection- Introduction of Consumers, who is consumer? Meaning of the words "Goods and services" – Meaning of thewords "Defects and Deficiencies of goods and services" Consumer disputes and Complaints.	15

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September	**Module 3: Company Law** • **Company Law:** What is company? – Incorporation of company – MOA, AOA, Prospectus, Meetings, Meaning of transfer and transmission of shares.	15
October	**Module 4: Intellectual Property Rights(IPR)** Intellectual Property Rights (IPR) □ IPR definition/ objectives □ Patent definition. What is patentable? What is not patentable? Invention And its Attributes, Inventors and Applications □ Trademarks, definition, types of trademarks, infringement and passing off. □ Copy right definition and subject in which copy right exists, Originality, Meaning and Content, Authors and Owners, Rights and Restrictions. □ Geographical indications (only short notes)	15

Learning Objective

- To provide students with basic understanding of concepts of Business Law.
- Learners will be able to Identify and describe objectives and advantages of Business Law.

Learning Outcomes:

- Learners will be able to understand and develop Contract Act, Sale of Goods Act, Negotiable Instrument Act and & Consumer Protection Act.
- Learners will be able to develop and apply Company Law and Intellectual Property Rights (IPR) .

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Ms. NamarataDube	**Department of Management Studies**
Subject: Business Statistics	**Class: FYBMS**

SEMESTER I

Month	Topics to be covered	No. of Lectures required
July	**Module 1: Introduction to Statistics** **Introduction:** Functions/Scope, Importance, Limitations • **Data:** Relevance of Data(Current Scenario), Type of data(Primary & Secondary), Primary(Census vs Samples, Method of Collection (In Brief), Secondary(Merits, Limitations, Sources) (In Brief) • **Presentation Of Data:**Classification – Frequency Distribution – Discrete & Continuous, Tabulation, Graph(Frequency, Bar Diagram, Pie Chart, Histogram, Ogives) • **Measures Of Central Tendency:**Mean(A.M, Weighted, Combined), Median(Calculation and graphical using Ogives), Mode(Calculation and Graphical using Histogram), Comparative analysis of all measures of Central Tendency	15
August	**Module 2: Measures of Dispersion, Co-Relation and Linear Regression** **Measures Of Dispersion:** Range with C.R(Co-Efficient Of Range), Quartiles & Quartile deviation with CQ (Co-Efficient Of Quartile), Mean Deviation from mean with CMD (Co-Efficient Of Mean Deviation), Standard deviation with CV(Co-Efficient Of Variance), Skewness& Kurtosis (Only concept) • **Co-Relation:** Karl Pearson, Rank Co-Relation • **Linear Regression:** Least Square Method	15

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September	**Module 3: Time Series and Index Number** **Time Series:** Least Square Method, Moving Average Method, Determination of Season • **Index Number:** Simple(unweighted) Aggregate Method, Weighted Aggregate Method, Simple Average of Price Relatives, Weighted Average of Price Relatives, Chain Base Index Numbers, Base Shifting, Splicing and Deflating, Cost of Living Index Number	15
October	**Module 4: Probability and Decision Theory** **Probability:** Concept of Sample space, Concept of Event, Definition of Probability, Addition & Multiplication laws of Probability, Conditional Probability, Bayes' Theorem(Concept only), Expectation & Variance, Concept of Probability Distribution(Only Concept) • **Decision Theory:** Acts, State of Nature Events, Pay offs, Opportunity loss, Decision Making under Certainty, Decision Making under Uncertainty, • Non-Probability: Maximax, Maximin, Minimax, Regret, Laplace &Hurwicz) • **Probabilitistics (Decision Making under risk):**EMV, EOL, EVPI • Decision Tree	15

Learning Objective

- To provide students with basic understanding of concepts of Business Statistics.
- Learners will be able to Identify and describe objectives and advantages of Business Statistics

Learning Outcomes:

- Learners will be able to understand and develop the Measures of Dispersion, Co-Relation and Linear Regression.
- Learners will be able to develop and apply Time Series, Index Number, Probability and Decision Theory.

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TEACHING PLAN

ACADEMIC YEAR 2019–20

Name of the Lecturer: Ms. ManaliNaik	Department of Management Studies
SUBJECT: Business Communication- I	Class: FYBMS

SEMESTER I

Month	Topics to be covered	No. of Lectures required
July	**Module 1: Theory of Communication** **Concept of Communication**: Meaning, Definition, Process, Need, FeedbackEmergence of Communication as a key concept in the Corporate and Global worldImpact of technological advancements on Communication **Channels and Objectives of Communication**: **Channels-** Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine **Objectives of Communication**: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees(A brief introduction to these objectives to be given) **Methods and Modes of Communication:** Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E- communication Video and Satellite Conferencing	15

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August	**Module 2: Obstacles to Communication in Business World** **Problems in Communication /Barriers to Communication:** Physical/ Semantic/Language / Socio-Cultural / Psychological / Barrier Ways to Overcome these Barriers **Listening:** Importance of Listening Skills, Cultivating good Listenin Skills – 4 **Introduction to Business Ethics:** Concept and Interpretation, Importance of Business Ethics, Persona Integrity at the workplace, Business Ethics and media, Computer Ethic Corporate Social Responsibility Teachers can adopt a case study approach and address issues such as th following so as to orient and sensitize the student community to actua business practices: Surrogate Advertising, Patents and Intellectual Property Rights, Dumpin of Medical/E-waste, Human Rights Violations and Discrimination on th basis of gender, race, caste, religion, appearance and sexual orientation a the workplace Piracy, Insurance, Child Labour	15
September	**Module 3: Business Correspondence** **Theory of Business Letter Writing:** Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing, **Personnel Correspondence:** Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]	15

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October	**Module 4: Language and Writing Skills** **Commercial Terms used in Business Communication** **Paragraph Writing:** Developing an idea, using appropriate linking devices, etc Cohesion and Coherence, self-editing, etc [Interpretation of technical data, Composition on a given situation, a short informal report etc.] **Activities** □ Listening Comprehension □ Remedial Teaching □ Speaking Skills: Presenting a News Item, Dialogue and Speeches □ Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling. □ Reading Comprehension: Analysis of texts from the fields of Commerce and Management	15

Learning Objective

- To provide students with basic understanding of concepts of Business Communication
- Learners will be able to Identify and describe objectives and advantages of Communication channels, modes and methods of communication.

Learning Outcomes:

- Learners will be able to understand and develop the Obstacles to Communication in Business World
- Learners will be able to understand ,develop and apply, Language and Writing Skills
- Learners will be able to understand Business correspondence.

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Ms. Anita Das	Department of Management Studies
Subject: Foundation Course -I	Class: FYBMS

SEMESTER I

Month	Topics to be covered	No. of Lectures required
July	**Module 1: Overview of Indian Society** Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference **Module 2: Concept of Disparity-1** Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media;Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities	05 10

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August	**Module 3: Concept of Disparity-2** Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences	10
September	**Module 4: The Indian Constitution** Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution	10
October	**Module 5: Significant Aspects of Political Processes** The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics	10

Learning Objective

- To provide students with basic understanding of concepts of Foundation Course.
- Learners will be able to Identify and describe objectives and advantages of Overview of Indian Society.

Learning Outcomes:

- Learners will be able to understand and develop the Concept of Disparity
- Learners will be able to understand ,develop and apply The Indian Constitution and Significant Aspects of Political Processes.

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Ms. TanviSangani	Department of Management Studies
Subject: Business Economics - I	Class: FYBMS

SEMESTER I

Month	Topics to be covered	No. of Lectures required
July	**Module 1: Introduction** **Scope and Importance of Business Economics** - basic tools- Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations - functional relations: equations- Total, Average and Marginal relations- use of Marginal analysis in decision making, The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium	15
August	**Module 2: Demand Analysis** **Demand Function** - nature of demand curve under different markets Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional)- relationship between elasticity of demand and revenue concepts **Demand estimation and forecasting:** Meaning and significance - methods of demand estimation : survey and statistical methods *(numerical illustrations on trend analysis and simple linear regression*	15

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September	**Module 3: Supply and Production Decisions and Cost of Production** **Production function:** short run analysis with Law of Variable Proportions- Production function with two variable inputs- isoquants, ridge lines and least cost combination of inputs- Long run production function and Laws of Returns to Scale - expansion path - Economies and diseconomies of Scale. **Cost concepts:** Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run and Long Run *(hypothetical numerical problems to be discussed)*, LAC and Learning curve - Break even analysis *(with business applications* **Module 4: Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition** Short run and long run equilibrium of a competitive firm and of industry - monopoly - short run and long- run equilibrium of a firm under Monopoly	15 04

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October	**Monopolistic competition:**Equilibrium of a firm under monopolistic competition, debate over role of advertising *(topics to be taught using case studies from real life examples)* **Oligopolistic markets:** key attributes of oligopoly - Collusive and non collusive oligopoly market - Price rigidity - Cartels and price leadership models *(with practical examples)* **Module 5: Pricing Practices** Cost oriented pricing methods: cost – plus (full cost) pricing, marginal cost pricing, Mark up pricing, discriminating pricing, multiple – product pricing - transfer pricing	11

Learning Objective

- To provide students with basic understanding of concepts of Business Economics.
- Learners will be able to Identify and describe objectives and advantages of Demand Analysis.

Learning Outcomes:

- Learners will be able to understand and develop the Concept of Monopolistic competition and Pricing Practices.
- Learners will be able to understand, develop and apply Supply and Production Decisions and Cost of Production

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Ms. Smita Junnarkar	Department of Management Studies
Subject: Information Technology in Business Management-I	Class: SYBMS

SEMESTER III

Month	Topics to be covered	No. of Lectures required
June	**Module 1 : Introduction to IT Support in Management** ● Information Technology concepts: Concept of Data, Information and Knowledge, Concept of Database ● Introduction to Information Systems and its major components: Types and Levels of Information systems, Main types of IT Support systems Computer based Information Systems (CBIS): Types of CBIS - brief descriptions and their interrelationships/hierarchies, Office Automation System(OAS), Transaction Processing System(TPS), Management Information System(MIS), Decision Support Systems (DSS), Executive Information System(EIS), Knowledge based system, Expert system ● Success and Failure of Information Technology: Failures of Nike and AT&T ● IT Development Trends: Major areas of IT Applications in Management ● Concept of Digital Economy and Digital Organization: ● IT Resources: Open Source Software - Concept and Applications. Study of Different Operating Systems. (Windows / Linux/ DOS)	15

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July	**Module 2: Office Automation using MS Office** • Learn Word: Creating/Saving of Document, Editing and Formatting Features, Designing a title page, Preparing Index, Use of SmartArt, Cross Reference, Bookmark and Hyperlink, Mail Merge Feature. • Spreadsheet application (e.g. MS-Excel/openoffice.org):Creating/Saving and editing spreadsheets, Drawing charts, Using Basic Functions: text, math & trig, statistical, date & time, database, financial, logical, sing Advanced Functions : Use of Lookup/Hookup, Data analysis – sorting data, filtering data (AutoFilter , Advanced Filter), data validation, what-if analysis (using data tables/scenarios), creating sub-totals and grand totals, pivot table/chart, goal seek/solver • Presentation Software: Creating a presentation with minimum 20 slides with a script. Presenting in different views, Inserting Pictures, Videos, Creating animation effects on them, Slide Transitions, Timed Presentations Rehearsal of presentation	15

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August	**Module 3 : Email, Internet and its Applications** • Introduction to Email: Writing professional emails, Creating digitally signed documents. • Use of Outlook: Configuring Outlook, Creating and Managing profile in outlook, Sending and Receiving Emails through outlook, Emailing the merged documents, Introduction to Bulk Email software • Internet: Understanding Internet Technology, Concepts of Internet, Intranet, Extranet, Networking Basics, Different types of networks. Concepts (Hubs, Bridges, Routers, IP addresses), Study of LAN, MAN, WAN • DNS Basics: Domain Name Registration, Hosting Basics. • Emergence of E-commerce and M-Commerce: Concept of E-commerce and M-Commerce, Definition of E-commerce and M-Commerce, Business models of e-commerce: models based on transaction party (B2B, B2C,B2G, C2B, C2C, E-Governance), Models based on revenue models, Electronic Funds Transfer, Electronic Data Interchange. **Module 4: E-Security Systems** • Threats to Computer systems and control measures: Types of threats- Virus, hacking, phishing, spyware, spam, physical threats (fire, flood, earthquake, vandalism), Threat Management • IT Risk: Definition, Measuring IT Risk, Risk Mitigation and Management • Information Systems Security • Security on the internet: Network and website security risks, Website Hacking and Issues therein, Security and Email	15 4
September	• E-Business Risk Management Issues: Firewall concept and component, Benefits of Firewall • Understanding and defining Enterprise wide security framework • Information Security Environment in India with respect to real Time Application in Business: Types of Real Time Systems, Distinction between Real Time, On – line and Batch Processing System. Real Time Applications viz. Railway / Airway / Hotel Reservation System, ATMs, EDI Transactions - definition, advantages, examples;E-Cash, Security requirements for Safe E-Payments, Security measures in International and Cross Border financial transactions • Threat Hunting Software	11

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Learning Objective

- To provide students with basic understanding of concepts of Introduction to Information Technology in Business Management
- Learners will be able to Identify and describe objectives and advantages of IT Support in Management

Learning Outcomes:

- Learners will be able to understand and develop the Office Automation using MS Office, Email, Internet and its Applications.
- Learners will be able to develop, understand and apply E-Security Systems

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Mr. UmeshKabadi	Department of Management Studies
Subject: Foundation Course – III (Environmental Management)	Class: SYBMS

SEMESTER III

Month	Topics to be covered	No. of Lectures required
June	**Module 1: Environmental Concepts** ● Environment: Definition and composition, Lithosphere, Atmosphere, Hydrosphere, Biosphere ● Biogeochemical cycles - Concept and water cycle, Ecosystem & Ecology; Food chain, food web & Energy flow pyramid ● Resources: Meaning, classification (Renewable & non-renewable), types & Exploitation of Natural resources in sustainable manner **Module 2: Environment degradation** ● Degradation- Meaning and causes, degradation of land, forest and agricultural land and its remedies ● Pollution – meaning, types, causes and remedies (land, air, water and others)	12
July	● Global warming: meaning, causes and effects. ● Disaster Management: meaning, disaster management cycle. Waste Management: Definition and types -solid waste management anthropogenic waste, e-waste & biomedical waste (consumerism as a cause of waste) **Module 3: Sustainability and role of business** ● Sustainability: Definition, importance and Environment Conservation. ● Environmental clearance for establishing and operating Industries in India.	

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August	• EIA, Environmental auditing, ISO 14001 • Salient features of Water Act, Air Act and Wildlife Protection Act., Carbon bank & Kyoto protocol **Module 4: Innovations in business- an environmental perspective** Non-Conventional energy sources- Wind, Bio-fuel, Solar, Tidal and Nuclear Energy, Innovative Business Models: Eco-tourism, Green marketing Organic farming	4
September	Eco-friendly packaging, Waste management projects for profits,other business projects for greener future	4

Learning Objective

- To provide students with basic understanding of concepts of Environmental Concepts
- Learners will be able to Identify and describe objectives and disadvantages of Environment degradation.

Learning Outcomes:

- Learners will be able to understand and develop Sustainability and role of business.
- Learners will be able to develop, understand and apply Innovations in business- an environmental perspective

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Ms. Shikha Singh	Department of Management Studies
Subject: Business Planning & Entrepreneurial Management	Class: SYBMS

Month	Topics to be covered	No. of Lectures required
June	**Module 1: Foundations of Entrepreneurship Development** • Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development, Definition of Entrepreneur, Entrepreneurship,Importance and significance of growthof entrepreneurial activities Characteristics and qualities of entrepreneur • Theories of Entrepreneurship: Innovation Theory by Schumpeter& Imitating, Theory of High Achievement byMcClelland, X-Efficiency Theory by Leibenstein, Theory of Profit by Knight Theory of Social change by Everett Hagen • External Influences onEntrepreneurshipDevelopment: Socio-Cultural, Political, Economical, Personal, Role of Entrepreneurial culturein Entrepreneurship Development.	15
July	**Module 2: Types & Classification Of Entrepreneurs** • Women Entrepreneur – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group • Social entrepreneurship–concept, development of Social EntrepreneurshipinIndia.Importanceand Social responsibility ofNGOs. Entrepreneurial development Program (EDP)–concept, factor influencing EDP. Option available to Entrepreneur. (Ancillarisation, BPO, Franchise, M&A)	15

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August	**Module 3: EntrepreneurProject Development Business Plan** ● Innovation,Invention, Creativity,BusinessIdea,Opportunities Through change. ● Idea Generation– Sources-Development of product /idea, ● Environmental scanning and SWOT analysis ● Creating Entrepreneurial Venture-Entrepreneurship Development Cycle ● Business Planning Process-The business plan as an Entrepreneurial Tool, scope and value of Business plan. ● Elements of Business Plan, Objectives, Market and Feasibility Analysis, Marketing, Finance, Organization & Management, Ownership,and Critical Risk Contingencies of the proposal, Scheduling And milestones **Module 4: Venture Development** ● Steps involved in starting of Venture ● Institutional support to an Entrepreneur	15
September	● Venture funding, requirements of Capital (Fixed and working) Sources of finance, problem of Venture set-up and prospects ● Marketing: Methods, Channel of Marketing, Marketing Institutions and Assistance. New trends in entrepreneurship	11

Learning Objective

- To provide students with basic understanding of concepts of Business Planning & Entrepreneurial Management.
- Learners will be able to Identify and describe objectives and advantages of Foundations of Entrepreneurship Development.

Learning Outcomes:

- Learners will be able to understand and develop Types & Classification Of Entrepreneurs.
- Learners will be able to develop, understand and apply Entrepreneur Project Development Business Plan.

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Ms.ArpitaAtibudhi	Department of Management Studies
Subject: Accounting for Managerial Decisions	Class: SYBMS

SEMESTER III

Month	Topics to be covered	No. of Lectures required
June	**Module 1: Analysis and Interpretation of Financial statements** ● Study of balance sheet of limited companies. Study of Manufacturing, Trading, Profit and Loss A/c of Limited Companies ● Vertical Form of Balance Sheet and Profit & Loss A/c-Trend Analysis, Comparative Statement & Common Size.	15
July	**Module 2: Ratio analysis and Interpretation** **Ratio analysis and Interpretation** (based on vertical form of financial statements)including conventional and functional classification restricted to: ● **Balance sheet ratios**: Current ratio, Liquid Ratio, Stock Working capital ratio, Proprietary ratio, Debt Equity Ratio, Capital Gearing Ratio. ● **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 ● **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, **Different modes of expressing ratios**:-Rate, Ratio, Percentage, Number. Limitations of the use of Ratios.	15

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August	**Module 3: Cash flow statement** Preparation of cash flow statement(AccountingStandard-3(revised)	15
September	**Module 4: Working capital** • **Working capital -** Concept, Estimation of requirements in case of Trading & Manufacturing Organizations. • **Receivables management -** Meaning &Importance, Credit Policy Variables, methods of Credit Evaluation(Traditional and Numerical-Credit Scoring); Monitoring the Debtors Techniques [DSO, Ageing Schedule]	15

Learning Objective

- To provide students with basic understanding of concepts of Accounting for Managerial Decisions.
- Learners will be able to Identify and describe objectives and disadvantages of Analysis and Interpretation of Financial statements.

Learning Outcomes:

- Learners will be able to understand and develop Ratio analysis and Interpretation.
- Learners will be able to develop, understand and apply Cash flow statement and Working capital. .

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TEACHING PLAN

ACADEMIC YEAR 20109-20

Name of the Lecturer: Ms. Shikaha Singh	Department of Management Studies
Subject: Strategic Management	Class: SYBMS

SEMESTER III

Month	Topics to be covered	No. of Lectures required
June	**Module 1: Introduction** • 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	12
July	**Module 2: Strategy Formulation** • 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)	16
August	**Module 3: Strategic Implementation** • 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, Behavioral, Functional level.	18

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September	**Module 4: Strategic Evaluation&Control** **Strategic Evaluation &Control–** Meaning, Steps of Evaluation & Techniques of Control Synergy: Concept ,Types , evaluation of Synergy. Synergy as a Component of Strategy & its Relevance. Change Management– Elementary Concept	14

Learning Objective

- To provide students with basic understanding of concepts of Strategic Management .
- Learners will be able to Identify and describe objectives and advantages Strategy Formulation.

Learning Outcomes:

- Learners will be able to understand and develop Strategic Implementation.
- Learners will be able to develop, understand and apply Strategic Evaluation&Control .

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Mr. ArunVishwakarma	Department of Management Studies
Subject: Introduction to Cost Accounting	Class: SYBMS

SEMESTER III

Month	Topics to be covered	No. of Lectures required
June	**Module 1: Introduction** Meaning, Nature and scope-Objective of Cost Accounting-Financial Accounting v/s Cost Accounting- Advantages and disadvantages of Cost Accounting-Elements of Costs-Cost classification (concept only)- - Installation of Cost Accounting System, Process (Simple and Inter process) and Job Costing (Practical Problems)	15
July	**Module 2: Elements of Cost** • **Material Costing-** Stock valuation (FIFO & weighted average method), EOQ, EOQ with discounts, Calculation of Stock levels (Practical Problems) • **Labour Costing –** (Bonus and Incentive Plans) (Practical Problems) • **Overhead Costing** (Primary and Secondary Distribution)	20
August	**Module 3: Cost Projection** • Cost Sheet (Current and Estimated)) (Practical Problems) • Reconciliation of financial accounts and cost accounting (Practical Problems)	15

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September	**Module 4: Emerging Cost Concepts** Uniform Costing and Inter firm Comparison, Emerging Concepts – Target Costing, Benchmarking,, implementation of Balanced Scorecard, Challenges in implementation of Balanced Scorecard	10

Learning Objective

- To provide students with basic understanding of concepts of Introduction to Cost Accounting.
- Learners will be able to Identify and describe objectives and advantages Elements of Cost.

Learning Outcomes:

- Learners will be able to understand and develop Cost Projection .
- Learners will be able to develop, understand and apply Emerging Cost Concepts.

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Mr. ArunVishwakarma / Mr. Ravi Vishakarma	**Department of Management Studies**
Subject: Corporate Finance	**Class: SYBMS**

SEMESTER III

Month	Topics to be covered	No. of Lectures required
June	**Module 1: Introduction** ● Introduction To Corporate Finance : Meaning, Principles of Corporate Finance, Significance of Corporate Finance, Amount of Capitalisation, Over Capitalisation and Under Capitalisation, Fixed capital and Working Capital funds. ● Introduction to ownership securities– Ordinary Shares, Reference Shares, Creditor Ship Securities, Debtors and Bonds, Convertible Debentures, Concept of Private Placement of Securities.	15
July	**Module 2: Capital Structure and Leverage** ● Introduction to Capital Structure theories, EBIT – EPS analysis for Capital Structure decision. ● Cost of Capital – Cost of Debt, Cost of Preference Shares, Cost of Equity Shares and Cost of Retained Earnings, Calculation of Weighted Cost of Capital. ● Introduction to concept of Leverage - Operating Leverage, Financial Leverage and Combined Leverage.	15

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August	**Module 3: Time Value of Money** • Introduction to Time Value of Money – compounding and discounting • Introduction to basics of Capital Budgeting (time value of money based methods) – NPV and IRR (Net Present Value and Internal Rate of Return) • Importance of Risk and Return analysis in Corporate Finance	15
September	**Module 4: MobilisationofFunds** Public deposits and RBI regulations, Company deposits and SEBI regulations, Protection of depositors, RBI and public deposits with NBFC's. Foreign capital and collaborations, Foreign direct Investment (FDI) Emerging trends in FDI Global Depositary Receipts, Policy development, Capital flows and Equity Debt. Brief introduction & sources of short term Finance Bank Overdraft, Cash Credit, Factoring	15

Learning Objective

- To provide students with basic understanding of concepts of Introduction to Corporate Finance.
- Learners will be able to Identify and describe objectives and advantages Capital Structure and Leverage .

Learning Outcomes:

- Learners will be able to understand and develop Time Value of Money.
- Learners will be able to develop, understand and apply MobilisationofFunds.

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Ms. Shikha Singh	**Department of Management Studies**
Subject: Consumer Behaviour	**Class: SYBMS**

SEMESTER III

Month	Topics to be covered	No. of Lectures required
June	**Module 1: Introduction To Consumer Behaviour** • Meaning of Consumer Behaviour, Features and Importance • Types of Consumer (Institutional & Retail), Diversity of consumers and their behaviour- Types Of Consumer Behaviour • Profiling the consumer and understanding their needs • Consumer Involvement • Application of Consumer Behaviour knowledge in Marketing • Consumer Decision Making Process and Determinants of Buyer • Behaviour, factors affecting each stage, and Need recognition.	14
July	**Module 2: Individual- Determinants ofConsumerBehaviour** • Consumer Needs &Motivation (Theories - Maslow, Mc Cleland). • Personality – Concept, Nature of personality, Freudian, non - Freudian and Trait theories, Personality Traits and it's Marketing significance, Product personality and brand personification. • Self Concept – Concept • Consumer Perception • Learning - Theory, Nature of Consumer Attitudes, Consumer Attitude • Formation &Change. • Attitude - Concept of attitude	16

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August	**Module 3: Environmental Determinants of ConsumerBehaviour** • Family Influences on Buyer Behaviour, • Roles of different members, needs perceived and evaluation rules. • Factors affecting the need of the family, family life cycle stage and size. • Social Class and Influences. • Group Dynamics & Consumer Reference Groups, Social Class & Consumer Behaviour - Reference Groups, Opinion Leaders and Social Influences In-group versus out-group influences, role of opinion leaders in diffusion of innovation and in purchase process. • Cultural Influences on Consumer Behaviour Understanding cultural and sub-cultural influences on individual, norms and their role, customs, traditions and value system.	15
September	**Module 4: Consumer decision making models and New Trends** • Consumer Decision making models: Howard Sheth Model, Engel Blackwell, Miniard Model, Nicosia Models of Consumer Decision Making • Diffusion of innovations Process of Diffusion and Adoption, Innovation, Decision process, Innovator profiles • E-Buying behaviour The E-buyer vis-a vis the Brick and Mortar buyer, Influences on E-buying	15

Learning Objective

- To provide students with basic understanding of concepts of Introduction to Consumer Behaviour.
- Learners will be able to Identify and describe objectives and advantages Individual- Determinants of Consumer Behaviour.

Learning Outcomes:

- Learners will be able to understand and develop Environmental Determinants.
- Learners will be able to develop, understand and apply Consumer decision making models and New Trends.

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Ms.Riddhi S	Department of Management Studies
Subject: Advertising	Class: SYBMS

SEMESTER III

Month	Topics to be covered	No. of Lectures required
June	**Module 1: 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 Advertising Code of Ethics, Regulatory Bodies, Laws and Regulation – CSR, Public Service Advertising, Corporate Advertising, Advocacy Advertising ● Social, cultural and Economic Impact of Advertising, the impact of ads on Kids, Women and Advertising	15

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July	**Module 2: Strategy and Planning Process in Advertising** ● Advertising Planning process & Strategy : Introduction to Marketing Plan, 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 ● Role of Advertising in Marketing Mix : Product planning, product brand policy, price, packaging, distribution, Elements of Promotion, Role of Advertising in PLC ● Advertising Agencies – Functions – structure – types - Selection criteria for Advertising agency – Maintaining Agency–client relationship, Agency Compensation.	15
August	**Module 3: Creativity in Advertising** ● 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 Commercial – words, sound, music – scriptwriting the commercial – clarity, coherence, pleasantness, believability, interest, distinctiveness ● 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	15

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September	**Module 4: Budget, Evaluation, Current trends and careers in Advertising** • Advertising Budget – Definition of Advertising Budget, Features, Methods of Budgeting • Evaluation of Advertising Effectiveness – Pre-testing and Post testing Objectives, Testing process for Advertising effectiveness, Methods of Pre-testing and Post-testing, Concept testing v/s Copy testing • Current Trends in Advertising : Rural and Urban Advertising, Digital Advertising, Content 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	15

Learning Objective

- To provide students with basic understanding of concepts of Introduction to Advertising.
- Learners will be able to Identify and describe objectives and advantages Strategy and Planning Process in Advertising.

Learning Outcomes:

- Learners will be able to understand and develop Creativity in Advertising.
- Learners will be able to develop, understand and apply Budget, Evaluation, Current trends and careers in Advertising

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Ms.Anita Das	Department of Management Studies
Subject: Recruitment & Selection	Class: SYBMS

SEMESTER III

Month	Topics to be covered	No. of Lectures required
June	**Module 1: Recruitment** ● **Concepts of Recruitment**- -Meaning, Objectives, Scope & Definition, Importance and relevance of Recruitment. ● **Job Analysis**--Concept, Specifications, Description, Process And Methods, Uses of Job Analysis ● **Job Design**--Introduction, Definition, Modern Techniques, Factors affecting Job Design, Contemporary Issues in Job Designing. ● **Source or Type of Recruitment**– a) Direct/Indirect, b)Internal/ External. Internal-Notification, Promotion– Types, Transfer –Types, Reference External-Campus Recruitment, Advertisement, Job Boards Website/Portals, Internship, Placement Consultancies-Traditional (In-House, Internal Recruitment, On Campus, Employment And Traditional Agency). Modern (Recruitment Books, Niche Recruitments, Internet Recruitment, Service Recruitment, Website and Job, Search Engine, Social Recruiting and Candidate Paid Recruiters). ● **Technique of Recruitment**-Traditional Vs Modern Recruitment ● **Evaluation of Recruitment**-Outsourcing Programme	18

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July	**Module 2: Selection** ● **Selection-**Concept of Selection, Criteria for Selection, Process, Advertisement and Application (Blank Format). ● **Screening-**Pre and Post Criteria for Selection, Steps of Selection ● **Interviewing-**Types and Guidelines for Interviewer &Interviewee, Types of Selection Tests, Effective Interviewing Techniques. ● **Selection Hurdles** and Ways to Overcome Them	15
August	**Module 3: Induction** ● **Induction-**Concept, Types-Formal /Informal, Advantages of Induction ,How to make Induction Effective ● **Orientation &On boarding-**Programme and Types, Process. ● **Socialisation-**Types-Anticipatory, Encounter, Setting in, Socialisation Tactics ● **Current trends** in Recruitment and Selection Strategies– with respect to Service, Finance, I.T., Law And Media Industry	15
September	**Module 4: Soft Skills** ● Preparing Bio-data and C.V. ● Social and Soft Skills – Group Discussion &Personal Interview, Video and Tele Conferencing Skills, ● Presentation and Negotiation Skills, Aesthetic Skills, ● Etiquettes-Different Types and Quitting Techniques. ● Exit Interview-Meaning, importance.	12

Learning Objective

- To provide students with basic understanding of concepts of Recruitment & Selection .
- Learners will be able to Identify and describe objectives Recruitment & Selection.

Learning Outcomes:

- Learners will be able to understand develop and apply Soft Skills.
- Learners will be able to understand develop overall knowledge of recruitment and selection .

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Ms. Anita Das	Department of Management Studies
Subject: OrganisationBehaviour& HRM	Class: SYBMS

SEMESTER III

Month	Topics to be covered	No. of Lectures required
June	**Module 1: OrganisationalBehaviour-I** ● Introduction to Organizational Behaviour-Concept, definitions, Evolution of OB ● Importance of Organizational Behaviour-Cross Cultural Dynamics, Creating Ethical Organizational Culture & Climate ● Individual and Group Behaviour-OB models–Autocratic, Custodial, Supportive, Collegial &SOBC in context with Indian OB ● Human Relations and Organizational Behaviour	12
July	**Module 2: OrganisationalBehaviour-II** ● Managing Communication: Conflict management techniques. ● Time management strategies. ● Learning Organization and Organizational Design	13
August	**Module 3: Human Resource Management-I** ● HRM-Meaning, objectives, scope and functions ● HRD-Concept ,meaning, objectives, HRD functions	17
September	**Module 4: Human Resource Management-II** ● Performance Appraisal: concept, process, methods and problems, KRA'S ● Career planning-concept of career Planning, Career stages and carrier planning	18

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Learning Objective

- To provide students with basic understanding of concepts of Introduction Organization Behavior & HRM.
- Learners will be able to Identify and describe objectives and advantages .

Learning Outcomes:

- Learners will be able to understand and develop Organizational Behavior.
- Learners will be able to develop, understand and apply Human Resource Management.

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Ms. Shikha Singh	Department of Management Studies
Subject: Logistics & Supply Chain Management	Class: TYBMS

SEMESTER V

Month	Topics to be covered	No. of Lectures required
June	**Overview of Logistics and Supply Chain Management** a) Introduction to Logistics Management • Meaning, Basic Concepts of Logistics- Logistical Performance Cycle, Inbound Logistics, In process Logistics, Outbound Logistics, Logistical Competency, Integrated Logistics , Reverse Logistics and Green Logistics • Objectives of Logistics, Importance of Logistics, Scope of Logistics, Logistical Functions/Logistic Mix, Changing Logistics Environment b) Introduction to Supply Chain Management Meaning, Objectives, Functions, Participants of Supply Chain, Role of Logistics· in Supply Chain, Comparison between Logistics and Supply Chain Management, Channel Management and Channel Integration c) Customer Service: Key Element of Logistics Meaning of Customer Service, Objectives, Elements, Levels of customer· service, Rights of Customers d) Demand Forecasting Meaning, Objectives ,Approaches to Forecasting, Forecasting Methods,· Forecasting Techniques, (Numerical on Simple Moving Average, Weighted Moving Average)	15
July	**Elements of Logistics Mix** a) Transportation Introduction, Principles and Participants in Transportation, Transport· Functionality, Factors Influencing Transportation Decisions, Modes of Transportation- Railways, Roadways, Airways, Waterways, Ropeways, Pipeline, Transportation Infrastructure, Intermodal Transportation	15

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	b) Warehousing Introduction, Warehouse Functionality, Benefits of Warehousing, Warehouse· Operating Principles, Types of Warehouses, Warehousing Strategies, Factors affecting Warehousing c) Materials Handling Meaning, Objectives, Principles of Materials Handling, Systems of Materials· Handling, Equipments used for Materials Handling, Factors affecting Materials Handling Equipments d) Packaging Introduction, Objectives of Packaging, Functions/Benefits of Packaging, Design· Considerations in Packaging, Types of Packaging Material, Packaging Costs	
August	**Inventory Management, Logistics Costing, Performance Management and Logistical Network Analysis** a) Inventory Management Meaning, Objectives, Functions, Importance, Techniques of Inventory· Management (Numericals - EOQ and Reorder levels) b) Logistics Costing Meaning, Total Cost Approach, Activity Based Costing, Mission Based Costing c) Performance Measurement in Supply Chain Meaning, Objectives of Performance Measurement, Types of Performance· Measurement, Dimensions of Performance Measurement, Characteristics of Ideal Measurement System d) Logistical Network Analysis Meaning, Objectives, Importance, Scope, RORO/LASH	15

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September	**Recent Trends in Logistics and Supply Chain Management** a) Information Technology in Logistics Introduction, Objectives, Role of Information Technology in Logistics and· Supply Chain Management, Logistical Information System, Principles of Logistical Information System, Types of Logistical Information System, Logistical Information Functionality, Information Technology Infrastructure b) Modern Logistics Infrastructure Golden Quadrilateral, Logistics Parks, Deep Water Ports, Dedicated Freight· Corridor, Inland Container Depots/Container Freight Stations, Maritime Logistics, Double Stack Containers/Unit Trains c) Logistics Outsourcing Meaning, Objectives, Benefits/Advantages of Outsourcing, Third Party· Logistics Provider, Fourth Party Logistics Provider, Drawbacks of Outsourcing, Selection of Logistics Service Provider, Outsourcing-Value Proposition d) Logistics in the Global Environment Managing the Global Supply Chain, Impact of Globalization on Logistics and· Supply Chain Management, Global Logistics Trends, Global Issues and Challenges in Logistics and Supply Chain Management	15

Learning Objective

- To provide students with basic understanding of concepts of Logistics & Supply Chain Management.
- Learners will be able to Identify and describe objectives and advantages of Elements of Logistics Mix

Learning Outcomes:

- Learners will be able to understand and develop the Inventory Management, Logistics Costing, Performance Management and Logistical Network Analysis.
- Learners will be able to develop and apply Recent Trends in Logistics and Supply Chain Management

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Prof. Pooja Singh	Department of Management Studies
Subject: Corporate Communications & Public Relations	Class: TYBMS

SEMESTER V

Month	Topics to be covered	No. of Lectures required
JUNE	**Foundation of Corporate Communication** a) Corporate Communication: Scope and Relevance Introduction, Meaning, Scope, Corporate Communication in India, Need/· Relevance of Corporate Communication in Contemporary Scenario b) Keys concept in Corporate Communication Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors· Influencing Corporate Image, Corporate Reputation: Meaning, Advantages of Good Corporate Reputation c) Ethics and Law in Corporate Communication Importance of Ethics in Corporate Communication, Corporate Communication· and Professional Code of Ethics, Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Digital Piracy, RTI	15
JULY	**Understanding Public Relations** a) Fundamental of Public Relations: Introduction, Meaning, Essentials of Public Relations, Objectives of Public· Relations, Scope of Public Relations, Significance of Public Relations in Business b) Emergence of Public Relations: Tracing Growth of Public Relations, Public Relations in India, Reasons for· Emerging International Public Relations c) Public Relations Environment: Introduction, Social and Cultural Issues, Economic Issues, Political Issues, Legal· Issues d) Theories used in Public Relations: Systems Theory, Situational Theory, Social Exchange Theory, Diffusion Theory·	15

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AUGUST	**Functions of Corporate Communication and Public Relations** a) Media Relations: Introduction, Importance of Media Relations, Sources of Media Information,· Building Effective Media Relations, Principles of Good Media Relations b) Employee Communication: Introduction, Sources of Employee Communications, Organizing Employee· Communications, Benefits of Good Employee Communications, Steps in Implementing An Effective Employee Communications Programme, Role of Management in Employee Communications c) Crisis Communication: Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for· Handling Crisis, Trust Building d) Financial Communication: Introduction, Tracing the Growth of Financial Communication in India,· Audiences for Financial Communication, Financial Advertising	15
SEPTEMBER	**Emerging Technology in Corporate Communication and Public Relations** a) Contribution of Technology to Corporate Communication Introduction, Today's Communication Technology, Importance of Technology· to Corporate Communication, Functions of Communication Technology in Corporate Communication, Types of Communication Technology, New Media: Web Conferencing, Really Simple Syndication (RSS) b) Information Technology in Corporate Communication Introduction, E-media Relations, E-internal Communication, E-brand Identity· and Company Reputation c) Corporate Blogging Introduction, Defining Corporate Blogging, Characteristics of a Blog, Types of· Corporate Blogs, Role of Corporate Blogs, Making a Business Blog	15

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Learning Objective

- To provide students with basic understanding of concepts of Corporate Communication and Public Relations
- Learners will be able to Identify and describe objectives of Foundation of Corporate Communication.

Learning Outcomes:

- Learners will be able to understand and develop Public Relations in this competitive business environment.
- Learners will be able to develop and apply the Functions of Corporate Communication and Public Relations
- Learners will be able to understand Emerging Technology in Corporate Communication and Public Relations

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Mr. Sushant Vichare	Department of Management Studies
Subject: Commodity & Derivatives Market	Class: TYBMS

SEMESTER V

Month	Topics to be covered	No. of Lectures required
JUNE	**Introduction to Commodities Market and Derivatives Market** a) Introduction to Commodities Market : 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 b) Introduction to Derivatives Market: Meaning, History· & Origin, Elements of a Derivative Contract, Factors Driving Growth of Derivatives Market, Types of Derivatives, Types of Underlying Assets, Participants in Derivatives Market, Advantages & Disadvantages of Trading in Derivatives Market, Current Volumes of Derivative Trade in India, Difference between Forwards & Futures	15
JULY	**Futures and Hedging** a) Futures: Futures Contract Specification, Terminologies, Concept of Convergence,· Relationship between Futures Price & Expected Spot Price, Basis & Basis Risk, Pricing of Futures Contract, Cost of Carry Model b) 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	15
AUGUST	Options and Option Pricing Models a) Options: Options Contract Specifications, Terminologies, Call Option, Put Option,· Difference between Futures & Options, Trading of Options, Valuation of Options Contract, Factors affecting Option	15

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	Premium, Payoff Charts & Diagrams for Options Contract, Basic Understanding of Option Strategies b) Options Pricing Models: Binomial Option Pricing Model, Black - Scholes Option Pricing Model	
SEPTEMBER	**Trading, Clearing & Settlement In Derivatives Market and Types of Risk** a) Trading, Clearing & Settlement In Derivatives Market: Meaning and Concept, SEBI Guidelines, Trading Mechanism – Types of Orders,· Clearing Mechanism – NSCCL – its Objectives & Functions, Settlement Mechanism – Types of Settlement b) Types of Risk: Value at Risk, Methods of calculating VaR, Risk Management Measures , Types· of Margins, SPAN Margin	15

Learning Objective

- To provide students with basic understanding of concepts Commodity & Derivatives Market.
- Learners will be able to Identify and describe objectives and advantages of Commodities Market and Derivatives Market Futures and Hedging .

Learning Outcomes:

- Learners will be able to understand and develop the Options and Option Pricing Models
- Learners will be able to develop and apply Trading, Clearing & Settlement In Derivatives Market and Types of Risk

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Ms. Arpita Atibudhi	Department of Management Studies
Subject: Financial Accounting	Class: TYBMS

SEMESTER V

Month	Topics to be covered	No. of Lectures required
JUNE	**Preparation of Final Accounts of Companies** Relevant provisions of Companies Act related to preparation of Final Accounts (excluding cash flow statement) Preparation of financial statements as per Companies Act (excluding cash flow statement) AS 1 in relation to final accounts of companies (disclosure of accounting policies)	15
JULY	**Underwriting of Shares & Debentures** Introduction, Underwriting, Underwriting Commission Provision of Companies Act with respect to Payment of underwriting commission Underwriters, Sub-Underwriters, Brokers and Manager to Issues Types of underwriting, Abatement Clause Marked, Unmarked and Firm-underwriting applications, Liability of the underwriters in respect of underwriting contract- Practical problems	15
AUGUST	**Accounting of Transactions of Foreign Currency** In relation to purchase and sale of goods, services, assets, loan and credit transactions. Computation and treatment of exchange rate differences.	15
SEPTEMBER	**Investment Accounting (w.r.t. Accounting Standard- 13)** For shares (variable income bearing securities) For Debentures/Preference shares (fixed income bearing securities) Accounting for transactions of purchase and sale of investments with ex and cum interest prices and finding cost of investment sold and	15

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	carrying cost as per weighted average method (Excl. brokerage). Columnar format for investment account. **Ethical Behaviour and Implications for Accountants** Introduction, Meaning of ethical behavior Financial Reports – link between law, corporate governance, corporate social responsibility and ethics. Need of ethical behavior in accounting profession .Implications of ethical values for the principles versus rule based approaches to accounting standards The principal based approach and ethics The accounting standard setting process and ethics The IFAC Code of Ethics for Professional Accountants Contents of Research Report in Ethical Practices Implications of unethical behavior for financial reports Company Codes of Ethics The increasing role of Whistle – Blowing	

Learning Objective

- To provide students with basic understanding of concepts **Preparation of Final Accounts o Companies.**
- Learners will be able to Identify and describe objectives and advantages of **Underwriting o Shares & Debentures**

Learning Outcomes:

- Learners will be able to understand and develop the **Accounting of Transactions of Foreig Currency.**
- Learners will be able to develop and apply **Investment Accounting and Ethical Behaviour an Implications for Accountants.**

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ACADEMIC YEAR 2019-20

Name of the Lecturer: Mr. Sushant Vichare	Department of Management Studies
Subject: Risk Management	Class: TYBMS

SEMESTER V

Month	Topics to be covered	No. of Lectures required
JUNE	**Introduction, Risk Measurement and Control** a) Introduction, Risk Measurement and Control Definition, Risk Process, Risk Organization, Key Risks –Interest, Market, Credit,· Currency, Liquidity, Legal, Operational Risk Management V/s Risk Measurement – Managing Risk, Diversification,· Investment Strategies and Introduction to Quantitative Risk Measurement and its Limitations Principals of Risk - Alpha, Beta, R squared, Standard Deviation, Risk Exposure· Analysis, Risk Immunization, Risk and Summary Measures –Simulation Method, Duration Analysis, Linear and other Statistical Techniques for Internal Control	15
JULY	**Risk Avoidance and ERM** a) Risk Hedging Instruments and Mechanism: Forwards, Futures, Options, Swaps and Arbitrage Techniques, Risk Return· Trade off, Markowitz Risk Return Model, Arbitrage Theory, System Audit Significance in Risk Mitigation b) Enterprise Risk Management: Risk Management V/s Enterprise Risk Management, Integrated Enterprise Risk· Management, ERM Framework, ERM Process, ERM Matrix, SWOT Analysis, Sample Risk Register	15
AUGUST	**Risk Governance and Assurance** a) Risk Governance: Importance and Scope of Risk Governance, Risk and Three Lines of Defense,· Risk Management and Corporate Governance b) Risk Assurance: Purpose and Sources of Risk Assurance, Nature of	15

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	Risk Assurance, Reports and· Challenges of Risk c) Risk and Stakeholders Expectations: Identifying the Range of Stakeholders and Responding to Stakeholders· Expectations	
SEPTEMBER	**Risk Management in Insurance** a) Insurance Industry: Global Perspective, Regulatory Framework in India, IRDA - Reforms, Powers,· Functions and Duties. Role and Importance of Actuary b) Players of Insurance Business: Life and Non- Life Insurance, Reinsurance, Bancassurance, Alternative Risk· Trance, Insurance Securitization, Pricing of Insurance products, Expected Claim Costs,Risk Classification c) Claim Management: General Guidelines, Life Insurance, Maturity, Death, Fire, Marine, Motor· Insurance and Calculation of Discounted Expected Claim Cost and Fair Premium	15

Learning Objective

- To provide students with basic understanding of concepts Preparation of Risk Measurement and Control
- Learners will be able to Identify and describe objectives and advantages of Risk Avoidance and ERM

Learning Outcomes:

- Learners will be able to understand and develop the Risk Governance and Assurance

Learners will be able to develop and apply Risk Management in Insurance

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Dr. Pratima Singh Mr. Arpita Atibudhi	Department of Management Studies
Subject: Direct Taxes	Class: TYBMS

SEMESTER V

Month	Topics to be covered	No. of Lectures required
JUNE	**Definitions and Residential Status** Basic Terms (S. 2,3,4) Assessee, Assessment, Assessment Year, Annual Value, Business, Capital Assets, Income, Previous Year, Person, Transfer. Determination of Residential Status of Individual, Scope of Total Income (S.5) 2	15
JULY	**Heads of Income – I** Salary (S.15-17) Income from House Property (S. 22-27) Profit & Gain from Business and Profession(S. 28, 30,31,32, 35, 35D,36,37, 40, 40A and 43B)	15
AUGUST	**Heads of Income – II** Capital Gain (S. 45, 48, 49, 50 and 54) Income from other sources (S.56- 59) Exclusions from Total Income (S.10) (Exclusions related to specified heads to be covered with relevant heads of income)	15
SEPTEMBER	**Deductions under Chapter VI A** Deductions from Total Income S. 80C, 80CCC, 80D, 80DD, 80E, 80U, 80TTA 5 **Computation of Taxable Income of Individuals.** Computation of Total Income and Taxable Income of Individuals	15

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Learning Objective

- To provide students with basic understanding of concepts **Direct Taxes**
- Learners will be able to Identify and describe objectives and advantages of **Definitions and Residential Status** Basic Terms.

Learning Outcomes:

- Learners will be able to understand and develop **Heads of Income.**
- Learners will be able to develop and apply

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ACADEMIC YEAR 2019-20

Name of the Lecturer: Ms.Anita Das	Department of Management Studies
Subject: Service Marketing	Class: TYBMS

SEMESTER V

Month	Topics to be covered	No. of Lectures required
JUNE	**Introduction of Services Marketing** • Services Marketing Concept, Distinctive Characteristics of Services, Services Marketing Triangle, Purchase Process for Services, Marketing Challenges of Services • Role of Services in Modern Economy, Services Marketing Environment • Goods vs Services Marketing, Goods Services Continuum • Consumer Behaviour, Positioning a Service in the Market Place • Variations in Customer Involvement, Impact of Service Recovery Efforts on Consumer Loyalty • Type of Contact: High Contact Services and Low Contact Services • Sensitivity to Customers' Reluctance to Change	15
JULY	**Key Elements of Services Marketing Mix** • The Service Product, Pricing Mix, Promotion & Communication Mix, Place/Distribution of Service, People, Physical Evidence, Process-Service MappingFlowcharting • Branding of Services – Problems and Solutions • Options for Service Delivery	15
AUGUST	**Managing Quality Aspects of Services Marketing** • Improving Service Quality and Productivity • Service Quality – GAP Model, Benchmarking, Measuring Service Quality -Zone of Tolerance and Improving Service Quality • The SERVQUAL Model • Defining Productivity – Improving Productivity • Demand	15

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	and Capacity Alignment	
SEPTEMBER	**Marketing of Services** • International and Global Strategies in Services Marketing: Services in the Global Economy- Moving from Domestic to Transnational Marketing • Factors Favouring Transnational Strategy • Elements of Transnational Strategy • 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	15

Learning Objective

- To provide students with basic understanding concepts of Service Marketing.
- Learners will be able to Identify and describe objectives and advantages of Key Elements of Services Marketing Mix

Learning Outcomes:

- Learners will be able to understand and develop Managing Quality Aspects of Services Marketing
- Learners will be able to develop and apply Managing Quality Aspects of Services Marketing

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Mr. Umesh K	Department of Management Studies
Subject: E-Commerce & Digital Marketing	Class: TYBMS

SEMESTER V

Month	Topics to be covered	No. of Lectures required
JUNE	**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 ECommerce, 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	15
JULY	**E-Business & Applications** • E-Business: Meaning, Launching an E-Business, Different phases of Launching an EBusiness • 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, EDelivery, 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	15

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AUGUST	**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 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	15
SEPTEMBER	**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. • 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.	15

Learning Objective

- To provide students with basic understanding concepts of E-Commerce & Digital Marketing.
- Learners will be able to Identify and describe objectives and advantages of E-Business & Applications

Learning Outcomes:

- Learners will be able to understand and develop Payment, Security, Privacy &Legal Issues in E-Commerce
- Learners will be able to develop and apply Digital Marketing.

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Ms. Manali Naik	Department of Management Studies
Subject: Sales & Distribution Management	Class: TYBMS

SEMESTER V

Month	Topics to be covered	No. of Lectures required
JUNE	**Introduction** a) Sales Management: Meaning, Role of Sales Department, Evolution of Sales Management · Interface of Sales with Other Management Functions · Qualities of a Sales Manager · Sales Management: Meaning, Developments in Sales Management Effectiveness to Efficiency, Multidisciplinary Approach, Internal Marketing, Increased Use of Internet, CRM, Professionalism in Selling. Structure of Sales Organization – Functional, Product Based, Market Based ,· Territory Based, Combination or Hybrid Structure b) Distribution Management: Meaning, Importance, Role of Distribution, Role of Intermediaries, Evolution ·of Distribution Channels. c) Integration of Marketing, Sales and Distribution	15
JULY	**Market Analysis and Selling** a) Market Analysis: Market Analysis and Sales Forecasting, Methods of Sales Forecasting· Types of Sales Quotas – Value Quota, Volume Quota, Activity Quota,· Combination Quota Factors Determining Fixation of Sales Quota· Assigning Territories to Salespeople b) Selling: Process of Selling, Methods of Closing a Sale, Reasons for Unsuccessful Closing· Theories of Selling – Stimulus Response Theory, Product Orientation Theory,· Need Satisfaction Theory Selling Skills – Communication Skill, Listening Skill,	15

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	Trust Building Skill,· Negotiation Skill, Problem Solving Skill, Conflict Management Skill Selling Strategies – Softsell Vs. Hardsell Strategy, Client Centered Strategy,· Product-Price Strategy, Win-Win Strategy, Negotiation Strategy Difference Between Consumer Selling and Organizational Selling· Difference Between National Selling and International Selling·	
AUGUST	**Distribution Channel Management** • 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 – Locational Demand, Product Characteristics, Pricing Policy, Speed or Efficiency, Distribution Cost • Factors Affecting Effective 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.	15
SEPTEMBER	**Performance Evaluation, Ethics and Trends** a) Evaluation & Control of Sales Performance: Sales Performance – Meaning b) · Methods of Supervision and Control of Sales Force· Sales Performance Evaluation Criteria- Key Result Areas (KRAs)· Sales Performance Review· Sales Management Audit· b) Measuring Distribution Channel Performance: Evaluating Channels- Effectiveness, Efficiency and Equity· Control of Channel – Instruments of Control – Contract or Agreement, Budgets· and Reports, Distribution Audit c) Ethics in Sales Management d) New Trends in Sales and Distribution Management	15

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Learning Objective

- To provide students with basic understanding concepts of Sales & Distribution Managemet.
- Learners will be able to Identify and describe objectives and advantages of Market Analysis and Selling

Learning Outcomes:

- Learners will be able to understand and develop Distribution Channel Management
- Learners will be able to develop and apply Performance Evaluation, Ethics and Trends

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Ms. Anita Das	Department of Management Studies
Subject: Customer Relationship Management	Class: TYBMS

SEMESTER V

Month	Topics to be covered	No. of Lectures required
JUNE	**Introduction to Customer Relationship Management -**Concept, Evolution of Customer Relationships: Customers as strangers,· acquaintances, friends and partners Objectives, Benefits of CRM to Customers and Organisations, Customer Profitability· Segments, Components of CRM: Information, Process, Technology and People, Barriers to CRM Relationship Marketing and CRM: Relationship Development Strategies:· Organizational Pervasive Approach, Managing Customer Emotions, Brand Building through Relationship Marketing, Service Level Agreements, Relationship Challenges	15
JULY	**CRM Marketing Initiatives, Customer Service and Data Management** CRM Marketing Initiatives: Cross-Selling and Up-Selling, Customer Retention,· Behaviour Prediction, Customer Profitability and Value Modeling, Channel Optimization, Personalization and Event-Based Marketing CRM and Customer Service: Call Center and Customer Care: Call Routing, Contact· Center Sales-Support, Web Based Self Service, Customer Satisfaction Measurement, Call-Scripting, Cyber Agents and Workforce Management CRM and Data Management: Types of Data: Reference Data, Transactional Data,· Warehouse Data and Business View Data, Identifying Data Quality Issues, Planning and Getting Information Quality, Using Tools to Manage Data, Types of Data Analysis:	15

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	Online Analytical Processing (OLAP), Clickstream Analysis, Personalisation and Collaborative Filtering, Data Reporting	
AUGUST	**CRM Strategy, Planning, Implementation and Evaluation** Understanding Customers: Customer Value, Customer Care, Company Profit Chain:· Satisfaction, Loyalty, Retention and Profits Objectives of CRM Strategy, The CRM Strategy Cycle: Acquisition, Retention and· Win Back, Complexities of CRM Strategy Planning and Implementation of CRM: Business to Business CRM, Sales and CRM,· Sales Force Automation, Sales Process/ Activity Management, Sales Territory Management, Contact Management, Lead Management, Configuration Support, Knowledge Management CRM Implementation: Steps- Business Planning, Architecture and Design, Technology Selection, Development, Delivery and Measurement CRM Evaluation: Basic Measures: Service Quality, Customer Satisfaction and· Loyalty, Company 3E Measures: Efficiency, Effectiveness and Employee Change	15
SEPTEMBER	**CRM New Horizons** e-CRM: Concept, Different Levels of E- CRM, Privacy in E-CRM:· Software App for Customer Service:· Activity Management, Agent Management, Case Assignment, Contract♣ Management, Customer Self Service, Email Response Management, Escalation, Inbound Communication Management, Invoicing, Outbound Communication Management, Queuing and Routing, Scheduling Social Networking and CRM· Mobile-CRM· CRM Trends, Challenges and Opportunities· Ethical Issues in CRM·	15

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Learning Objective

- To provide students with basic understanding concepts of Customer Relationship Management.
- Learners will be able to Identify and describe objectives and advantages of CRM Marketing Initiatives, Customer Service and Data Management.

Learning Outcomes:

- Learners will be able to understand and develop CRM Strategy, Planning, Implementation and Evaluation
- Learners will be able to develop and apply CRM New Horizons.

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Ms. Shikha Singh	Department of Management Studies
Subject: Finance for HR Professionals and compensation management	Class: TYBMS

SEMESTER V

Month	Topics to be covered	No. of Lectures required
JUNE	**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 3 Ps 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.	15
JULY	**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 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.	15
AUGUST	**Compensation to Special Groups and Recent Trends** Compensation for Special Groups: Team Based pay, Remunerating Professionals,· Contract Employees, Corporate Directors, CEOs, Expatriates and Executives. Human Resource Accounting – Meaning, Features, Objectives and Methods· Recent Trends: Golden Parachutes,	15

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	e-Compensation, Salary Progression Curve,· Competency and Skill based, Broad banding and New Pay, Cafeteria approach – Features, Advantages and Disadvantages.	
SEPTEMBER	**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, 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.	15

Learning Objective

- To provide students with basic understanding concepts of Finance for HR Professionals and compensation management.
- Learners will be able to Identify and describe objectives and advantages of Compensation Plans and HR Professionals

Learning Outcomes:

- Learners will be able to understand and develop Compensation to Special Groups and Recent Trends
- Learners will be able to develop and apply Legal and Ethical issues in Compensation

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Ms. Shikha Singh	Department of Management Studies
Subject: Strategic Human Resource Management	Class: TYBMS

SEMESTER V

Month	Topics to be covered	No. of Lectures required
JUNE	**SHRM - An Overview** 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·	15
JULY	**HR Strategies** 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	15
AUGUST	**HR Policies** Human Resource Policies – Meaning, Features, Purpose of HR Policies, Process of· Developing HR Policies, 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,	15

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	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	
SEPTEMBER	**Recent Trends in SHRM** 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.	15

Learning Objective

- To provide students with basic understanding concepts of Strategic Human Resource Management.
- Learners will be able to Identify and describe objectives and advantages of HR Strategies

Learning Outcomes:

- Learners will be able to understand and develop HR Policies
- Learners will be able to develop and apply Recent Trends in SHRM.

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Ms. Anita Das	Department of Management Studies
Subject: Performance Management & Career Planning	Class: TYBMS

SEMESTER V

Month	Topics to be covered	No. of Lectures required
JUNE	**Performance Management – An Overview** Performance Management– Meaning, Features, Components of Performance· Management, Evolution, Objectives, Need and Importance, Scope, Performance Management Process, Pre-Requisites of Performance Management, Linkage of Performance Management with other HR functions, Performance Management and Performance Appraisal, Performance Management Cycle Best Practices in Performance Management, Future of Performance Management.· Role of Technology in Performance Management·	15
JULY	**Performance Management Process** Performance Planning – Meaning, Objectives, Steps for Setting Performance· Criteria, Performance Benchmarking Performance Managing – Meaning, Objectives, Process· Performance Appraisal – Meaning, Approaches of Performance Appraisal – Trait· Approach, Behaviour Approach, Result Approach Performance Monitoring–Meaning, Objectives and Process· Performance Management Implementation – Strategies for Effective· Implementation of Performance Management Linking Performance Management to Compensation· Concept of High Performance Teams·	15
AUGUST	**Ethics, Under Performance and Key Issues in Performance Management** Ethical Performance Management - Meaning, Principles, Significance of Ethics in· Performance Management, Ethical Issues in Performance Management, Code of Ethics in Performance Management, Building Ethical Performance Culture,	15

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	Future Implications of Ethics in Performance Management Under Performers and Approaches to Manage Under Performers, Retraining· Key Issues and Challenges in Performance Management· Potential Appraisal: Steps, Advantages and Limitations.· Pay Criteria - Performance related pay, Competence related pay, Team based pay, · Contribution related pay.	
SEPTEMBER	**Career Planning and Development** Career Planning - Meaning, Objectives, Benefits and Limitations, Steps in Career· Planning, Factors affecting Individual Career Planning, Role of Mentor in Career Planning, Requisites of Effective Career Planning Career Development – Meaning, Role of employer and employee in Career· Development, Career Development Initiatives Role of Technology in Career Planning and Development· Career Models – Pyramidal Model, Obsolescence Model, Japanese Career Model· New Organizational Structures and Changing Career Patterns	15

Learning Objective

- To provide students with basic understanding concepts of Performance Management & Caree Planning.
- Learners will be able to Identify and describe objectives and advantages of Performanc Management Process

Learning Outcomes:

- Learners will be able to understand and develop Ethics, Under Performance and Key Issues i Performance Management
- Learners will be able to develop and apply Career Planning and Development .

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TEACHING PLAN

ACADEMIC YEAR 2019-20

Name of the Lecturer: Ms. Pooja Singh	Department of Management Studies
Subject: Stress Management	Class: TYBMS

SEMESTER V

Month	Topics to be covered	No. of Lectures required
JUNE	**Understanding Stress** Stress – concept, features, types of stress· Relation between Stressors and Stress· Potential Sources of Stress – Environmental, Organizational and Individual· Consequences of Stress – Physiological, Psychological and Behavioural Symptoms· Stress at work place – Meaning, Reasons· Impact of Stress on Performance· Work Stress Model· Burnout – Concept· Stress v/s Burnout	15
JULY	**Managing Stress – I** Pre-requisites of Stress-free Life· Anxiety - Meaning, Mechanisms to cope up with anxiety· Relaxation - Concept and Techniques· Time Management - Meaning, Importance of Time Management· Approaches to Time Management· Stress Management - Concept, Benefits· Managing Stress at Individual level· Role of Organization in Managing Stress/ Stress Management Techniques· Approaches to Manage Stress - Action oriented, Emotion oriented, Acceptance oriented.	15
AUGUST	**Managing Stress – II** Models of Stress Management - Transactional Model, Health Realization/ Innate Health· Model General Adaption Syndrome (GAS) - Concept, Stages· Measurement of Stress Reaction - The Physiological Response, The Cognitive Response,· The Behavioural Response. Stress prevention mechanism - Stress management through mind control and purification· theory and practice of yoga education. Stress management interventions:	15

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	primary, secondary, tertiary.· Meditation – Meaning, Importance· Role of Pranayama, Mantras, Nutrition, Music, Non-violence in stress control	
SEPTEMBER	**Stress Management Leading to Success** Eustress – Concept, Factors affecting Eustress· Stress Management Therapy - Concept, Benefits· Stress Counselling - Concept· Value education for stress management· Stress and New Technology· Stress Audit Process· Assessment of Stress - Tools and Methods· Future of Stress Management	15

Learning Objective

- To provide students with basic understanding concepts of **Stress Management.**
- Learners will be able to Identify and describe objectives and advantages of **Understanding Stress and managing stress.**

Learning Outcomes:

- Learners will be able to understand and develop **Stress Management Leading to Success .**
- Learners will be able to develop and apply techniques to manage stress in future.

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TEACHING PLAN

ACADEMIC YEAR 2018-19

Class: FYBMS Semester: II Subject

Principles of Marketing - Mr. Umesh Kabadi

Month	Topics to be Covered	Number of lectures
November	Introduction to Marketing Concepts of Marketing, Orientations of a firm	12
December	Marketing Environment, Research and Consumer Behaviour	16
January	Marketing Mix	14
February	Segmentation, Targeting and Positioning and Trends In Marketing	16

Learning Objective

- To provide students with basic understanding of Principles of Marketing
- Learners will be able to Identify and describe objectives and advantages Marketing Concepts of Marketing, Orientations of a firm.

Learning Outcomes:

- Learners will be able to understand and develop Marketing Environment, Research and Consumer Behaviour.
- Learners will be able to develop and apply Marketing Mix and Segmentation, Targeting and Positioning and Trends In Marketing.

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Subject: Industrial Law

Name of the Faculty: Dr. Mohanlal

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

Learning Objective

- To provide students with basic understanding of concepts of Industrial Law
- Learners will be able to Identify and describe objectives and advantages of to Industrial Relations and Industrial Disputes

Learning Outcomes:

- Learners will be able to understand and develop the Social Legislation.
- Learners will be able to develop and apply Laws Related to Compensation Management.

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Subject: Business Mathematics

Name of the Faculty: Ms. Namarata Dube

Month	Topics to be Covered	Number of lectures
November	Elementary Financial Mathematics	12
December	Matrices and Determinants	16
January	Derivatives and Applications of Derivatives • Introduction and Concept: Derivatives	14
February	Numerical Analysis [Interpolation] Introduction and concept: Finite differences – forward difference operator – Newton's forward difference formula with simple examples • Backward Difference Operator. Newton's backward interpolation formula with simple examples	16

Learning Objective

- To provide students with basic understanding of concepts of Business Mathematics
- Learners will be able to Identify and describe objectives and advantages of Matrices and Determinants

Learning Outcomes:

- Learners will be able to understand and develop Numerical Analysis
- Learners will be able to develop and apply Derivatives and Applications of Derivatives Introduction and Concept: Derivatives

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Subject: . Business Communication - II

Name of the Faculty: Ms. Sneha Pandey

Month	Topics to be Covered	Number of lectures
November	Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of OHP	12
December	Group Communication	16
January	Business Correspondence	14
February	Language and Writing Skills Reports: Parts, Types, Feasibility Reports, Investigative Reports Summarisation: Identification of main and supporting/sub points Presenting these in a cohesive manner	16

Learning Objective

- To provide students with basic understanding of concepts of Business Communication.
- Learners will be able to Identify and describe objectives and advantages of Presentations:.

Learning Outcomes:

- Learners will be able to understand and develop Business Correspondence.
- Learners will be able to develop and apply Business Correspondence.

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Subject: Foundation Course – II

Name of the Faculty: Ms. Anita Das

Month	Topics to be Covered	Number of lectures
November	Globalisation and Indian Society	12
December	Human Rights : Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights;Human Rights constituents with special reference to Fundamental Rights stated in the Constitution	16
January	Ecology	14
February	Understanding Stress and Conflict Managing Stress and Conflict in Contemporary Society	16

Learning Objective

- To provide students with basic understanding of concepts of Foundation Course
- Learners will be able to Identify and describe objectives and advantages of Globalisation and Indian Society

Learning Outcomes:

- Learners will be able to understand and develop Human Rights
- Learners will be able to develop and apply Stress and Conflict Managing Stres.

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Subject: Business Environment

Name of the Faculty: Ms. Arpita Atibubudhi

Month	Topics to be Covered	Number of lectures
November	Introduction to Business Environment	12
December	Political and Legal environment 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	16
January	Social and Cultural Environment, Technological environment and Competitive Environment	14
February	International Environment	16

Learning Objective

- To provide students with basic understanding of concepts of Business Environment
- Learners will be able to Identify and describe objectives and advantages of Political and Legal environment

Learning Outcomes:

- Learners will be able to understand and develop Social and Cultural Environment, Technological environment and Competitive Environment.
- Learners will be able to develop and apply International Environment.

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Subject: Principles of Management

Name of the Faculty: Anita Das

Month	Topics to be Covered	Number of lectures
November	Nature of Management 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.	12
December	Planning and Decision Making	16
January	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 ControlCentralizationvs Decentralization • Delegation: Authority & Responsibility relationship	14
February	Directing, Leadership, Co ordination and Controlling	16

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Learning Objective

- To provide students with basic understanding of concepts of Principles of Management.
- Learners will be able to Identify and describe objectives and advantages of Nature of Management

Learning Outcomes:

- Learners will be able to understand and develop Directing, Leadership, Co ordination and Controlling.
- Learners will be able to develop and apply nature of Management..

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Teaching Plan 2019-20

Department: BMS

Class: SYBMS Semester: IV Subject: Financial Institutions & Markets

Name of the Faculty: Ms. Arpita Atibudhi

Month	Topics to be Covered	Number of lectures
November	Financial System Theoretical Settings – Meaning, Importance, Functions of financial system, Indian financial system from financial neutrality to financial activism and from financial volatility to financial stability. Role of government in Financial development	12
December	Financial Regulators & Institutions in India (detail discussion on their role and functions)	16
January	Indian Money Market – Meaning, Features, Functions, Importance, Defects, Participants, Components (Organized and Unorganized) (in details) and Reforms • Indian Capital Market	14
Februrary	Managing Financial Systems Design	16

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Learning Objective

- To provide students with basic understanding of concepts of Financial Institutions & Markets
- Learners will be able to Identify and describe objectives and advantages of Financial System Theoretical Settings

Learning Outcomes:

- Learners will be able to understand and develop the Financial Regulators & Institutions in India.
- Learners will be able to develop and apply Indian Money Market.
- Learners will be able to understand Managing Financial Systems Design.

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Subject: Auditing

Name of the Faculty: Mr. Arun Vishwakarma

Month	Topics to be Covered	Number of lectures
November	Introduction to Auditing Basics – Financial Statements, Users of Information, Definition of Auditing, Objectives of Auditing – Primary and Secondary, Expression of opinion, Detection of Frauds and Errors, Inherent limitations of Audit. Difference between Accounting and Auditing, Investigation and Auditing	12
December	Audit Planning, Procedures and Documentation • Audit Planning – Meaning, Objectives, Factors	16
January	Auditing Techniques and Internal Audit Introduction	14
Februrary	Auditing Techniques: Vouching & Verification	16

Learning Objective

- To provide students with basic understanding of concepts of Auditing
- Learners will be able to Identify and describe objectives and advantages of Audit Planning, Procedures and Documentation

Learning Outcomes:

- Learners will be able to understand and develop Auditing Techniques and Internal Audit Introduction
- Learners will be able to develop and apply Auditing Techniques and Internal Audit Introduction.

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Subject: Integrated Marketing Communication

Name of the Faculty: Ms. Sneha Pandey

Month	Topics to be Covered	Number of lectures
November	Introduction to Integrated Marketing Communication • Meaning, Features of IMC, Evolution of IMC	12
December	Elements of IMC – I	16
January	Direct Marketing - Role of direct marketing in IMC, Objectives of Direct Marketing, Components for Direct Marketing, Tools of Direct Marketing – direct mail, catalogues, direct response media, internet, telemarketing, alternative media evaluation of effectiveness of direct marketing	14
Februrary	Evaluation & Ethics in Marketing Communication	16

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Learning Objective

- To provide students with basic understanding of concepts of Integrated Marketing Communication
- Learners will be able to Identify and describe objectives and advantages of Elements of IMC and Direct Marketing.

Learning Outcomes:

- Learners will be able to understand and develop Evaluation & Ethics in Marketing Communication.
- Learners will be able to develop and apply Elements of IMC and Direct Marketing.

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Subject: Event Marketing

Name of the Faculty: Ms. Sneha Pandey

Month	Topics to be Covered	Number of lectures
November	Introduction to Rural Market, Definition &Scope of Rural Marketing. • Rural Market in India-Size & Scope, Rural development as a core area, Efforts put for Rural development by government (A brief Overview). • Emerging Profile of Rural Markets in India	12
December	Rural Consumer Vs Urban Consumers– a comparison. • Characteristics of Rural Consumers. • Rural Market Environment: a)Demographics– Population, Occupation Pattern, Literacy Level;	16
January	Rural Marketing Mix	14
Februrary	Rural Marketing Strategies	16

Learning Objective

- To provide students with basic understanding of concepts of Event Marketing
- Learners will be able to Identify and describe objectives and advantages of Rural Consumer Vs Urban

Learning Outcomes:

- Learners will be able to understand and develop Rural Marketing Mix
- Learners will be able to develop and apply Rural Marketing Strategies.

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Subject: Conflict and Negotiation

Name of the Faculty: Ms. Anita Das

Month	Topics to be Covered	Number of lectures
November	Overview of Conflict • Meaning of Conflict, Nature, Transitions in Conflict Thought – Traditional View, Human Relations View, Interactionist View. Functional and Dysfunctional Conflict, Levels of Conflicts, Process of Conflicts. • Meaning of Industrial/ Organizational Conflict, Causes, Benefits and Limitations of Conflicts to the Organization. • Conflict Outcomes • Five belief domains of Conflicts	12
December	Module 2 Conflict Management • Meaning of Conflict management, Need and Importance of • Prevention of Industrial Conflicts • Settlement of Conflicts	16
January	Overview of Negotiation • Negotiation - Meaning, Importance of Negotiation, Process, Factors/ Elements affecting negotiation, Challenges for an Effective Negotiation • Role of Communication, Personality and Emotions in Negotiation. • Distributive and Integrative Negotiation (concepts) • Cross-Cultural Negotiation • Types of Negotiations in Corporates/ Work Place – Day to Day, Employer • International Negotiations	14
Februrary	Managing negotiations, ethics in negotiations and3D negotiations	16

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Learning Objective

- To provide students with basic understanding of concepts Conflict and Negotiation
- Learners will be able to Identify and describe objectives and advantages of Overview of Conflict

Learning Outcomes:

- Learners will be able to understand and develop Overview of Negotiation
- Learners will be able to develop and apply Managing negotiations, ethics in negotiations and3D negotiations

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Subject: Training & Development in HRM
Name of the Faculty: Ms. Anita Das

Month	Topics to be Covered	Number of lectures
November	Overview of Training • Overview of training– concept, scope, importance, objectives, features, need and assessment of training.	12
December	Overview of development– concept, scope, importance & need and features, Human Performance Improvement	16
January	Concept of Management Development	14
Februrary	Performance measurement, Talent management & Knowledge management	16

Learning Objective

- To provide students with basic understanding of concepts of Training & Development in HRM
- Learners will be able to Identify and describe objectives and advantages of Overview of Training and Development

Learning Outcomes:

- Learners will be able to understand and develop Concept of Management Development
- Learners will be able to develop and apply Performance measurement, Talent management & Knowledge management

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Subject: Information Technology in Business Management-II

Name of the Faculty: Mrs. Dipti Parab

Month	Topics to be Covered	Number of lectures
November	Management Information System Overview of MIS Definition, Characteristics • Subsystems of MIS (Activity and Functional subsystems) • Structure of MIS	12
December	ERP/E-SCM/E-CRM Concepts of ERP • Architecture of ERP Generic modules of ERP • Applications of ERP	16
January	Introduction to Data base and Data warehouse	14
Februrary	Outsourcing	16

Learning Objective

- To provide students with basic understanding of concepts of Information Technology in Business Management
- Learners will be able to Identify and describe objectives and advantages of Management Information System

Learning Outcomes:

- Learners will be able to understand and develop ERP/E-SCM/E-CRM
- Learners will be able to develop and apply Introduction to Data base and Data warehouse and outsourcing.

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Subject: Foundation course-IV
Name of the Faculty: Mr. Umesh Kabadi

Month	Topics to be Covered	Number of lectures
November	Ethics: Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial Importance of Ethics, Objectives, Scope, Types – Transactional, Participatory and Recognition	12
December	Ethics in Marketing, Finance and HRM	16
January	Corporate Governance • Concept, History of Corporate Governance in India, Need for Corporate Governance	14
Februrary	Corporate Social Responsibility (CSR) • Meaning of CSR, Evolution of CSR, Types of Social Responsibility • Aspects of CSR Responsibility, Accountability, Sustainability and Social Contract • Need for CSR • CSR Principles and Strategies	16

Learning Objective

- To provide students with basic understanding of concepts of Foundation course.
- Learners will be able to Identify and describe objectives and advantages of Concept of Ethics s

Learning Outcomes:

- Learners will be able to understand and develop Ethics in Marketing, Finance and HRM.
- Learners will be able to develop and apply Corporate Governance.
- Learners will be able to understand Corporate Social Responsibility (CSR).

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Subject: Business Economics-II

Name of the Faculty: Mr. Vishanlal Gupta

Month	Topics to be Covered	Number of lectures
November	Introduction to Macroeconomic Data and Theory • Macroeconomics: Meaning, Scope and Importance. • Circular flow of aggregate income and expenditure: closed and open economy models	12
December	Money, Inflation and Monetary Policy • Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money • Demand for Money	16
January	Constituents of Fiscal Policy	14
Februrary	Open Economy : Theory and Issues of International Trade. The basis of international trade	16

Learning Objective

- To provide students with basic understanding of concepts of Business Economics
- Learners will be able to Identify and describe objectives and advantages Introduction to Macroeconomic Data and Theory

Learning Outcomes:

- Learners will be able to understand and develop Money, Inflation and Monetary Policy.
- Learners will be able to develop and apply Constituents of Fiscal Policy and Open Economy.

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Subject: Business Research Methods

Name of the Faculty: Ms. Arpita Atibudhi

Month	Topics to be Covered	Number of lectures
November	Introduction to business research methods Types of research– a)Pure, Basic and Fundamental b) Applied, c)Empirical d) Scientific & Social e)Historical f) Exploratory g) Descriptive h)Causal •Concepts	12
December	Types of data and sources Primary and Secondary data sources • Methods of collection of primary data	16
January	Processing of data– i) Editing field and office editing, ii)coding– meaning and essentials, iii) tabulation – note • Analysis of data- Meaning, Purpose, types.	14
Februrary	Report writing – i) Meaning , importance, functions of reports, essential of a good report, content of report , steps in writing a report, types of reports, Footnotes and Bibliography	16

Learning Objective

- To provide students with basic understanding of concepts of Business Research Methods
- Learners will be able to Identify and describe objectives and advantages to business research methods Types of research

Learning Outcomes:

- Learners will be able to understand and develop Types of data and sources
- Learners will be able to develop and apply Report writing in Business research.

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Subject: Production & Total Quality Management
Name of the Faculty: Ms. Sneha Pandey

Month	Topics to be Covered	Number of lectures
November	Production Management • Objectives, Components– Manufacturing systems: Intermittent and Continuous Production Systems. • Product Development, Classification and Product Design. • Plant location &Plant layout– Objectives, Principles of good product layout, types of layout. • Importance of purchase management	12
December	Materials Management	16
January	Basics Of Productivity &TQM: Concepts of Productivity, modes of calculating productivity. Importance Of Quality Management, factors affecting quality; TQM– concept and importance, Cost of Quality, Philosophies and Approaches To Quality: Edward Deming, J. Juran , Kaizen , P. Crosby's philosophy. • Product & Service Quality Dimensions, SERVQUAL	14

Learning Objective

- To provide students with basic understanding of concepts of Production & Total Quality Management
- Learners will be able to Identify and describe objectives and advantages of Production Management

Learning Outcomes:

- Learners will be able to understand and develop Basics Of Productivity &TQM
- Learners will be able to develop and apply Quality Improvement Strategies &Certifications.

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Department: BMS (2019-20)
Class: TYBMS Semester: VI
Subject: International Finance
Name of the Faculty: Ms. Arpita Atibudhi

Month	Topics to be covered	No of Lectures
November	a) Introduction to International Finance: b) Balance of Payment: c) International Monetary Systems: d) An introduction to Exchange Rates:	12
December	a) Foreign Exchange Markets: b) International Parity Relationships & Foreign Exchange Rate: c) Currency & Interest Rate Futures:	12
January	a) Euro Currency Bond Markets: b) International Equity Markets & Investments: c) International Foreign Exchange Markets: d) International Capital Budgeting:	10
February	a) Foreign Exchange Risk Management: b) International Tax Environment: c) International Project Appraisal:	12

Learning Objective

- To provide students with basic understanding of concepts of International Finance
- Learners will be able to Identify and describe objectives of International Monetary Systems.

Learning Outcomes:

- Learners will be able to understand and develop the Euro Currency Bond Markets.
- Learners will be able to develop and apply International Foreign Exchange Markets:.
- Learners will be able to understand Foreign Exchange Risk Management.

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Subject: Innovative Financial Services
Name of the Faculty: Mr. Arun Vishwakarma

Month	Topics to be covered	No of Lectures
November	a) Financial Services: b) Factoring and Forfaiting: c) Bill Discounting:	12
December	a) Issue Management and Intermediaries: b) Stock Broking: c) Securitization:	12
January	a) Lease and Hire-Purchase: b) Housing Finance: c) Venture Capital:	10
February	a) Consumer Finance: b) Plastic Money: c) Credit Rating:	12

Learning Objective

- To provide students with basic understanding of concepts of Innovative Financial Services.
- Learners will be able to Identify and describe objectives Financial Services Factoring and Forfaiting.

Learning Outcomes:

- Learners will be able to understand and develop the Issue Management and Intermediaries.
- Learners will be able to develop and apply Lease and Hire-Purchase.
- Learners will be able to understand Consumer Finance, Plastic money and Credit rating.

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Subject: Indirect Taxation
Name of the Faculty: CA Neeta Vaidya

Month	Topics to be covered	No of Lectures
November	a) Introduction to Project Management: b)Organizational Structure (Project Organization): c) Project Initiation:	12
December	a) Project Feasibility Analysis: b) Market Analysis: c) Technical Analysis: d) Operational Analysis	12
January	a) Funds Estimation in Project: b) Risk Management in Projects: c) Cost Benefit Analysis in Projects	12
February	a) Modern Development in Project Management: b) Project Monitoring & Controlling: c) Project Termination & Solving Project Management Problems	10

Learning Objective

- To provide students with basic understanding of concepts of **Indirect Taxation** .
- Learners will be able to Identify and describe objectives of **Indirect Taxation** .

Learning Outcomes:

- Learners will be able to understand and develop the Funds Estimation in Project..
- Learners will be able to develop and apply Modern Development in Project Management

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Subject: Strategic Financial Management

Name of the Faculty: Ms. ArpitaAtibudhi

Month	Topics to be Covered	Number of lectures
June	Dividend Decision and XBRL a) Dividend Decision: b) XBRL:	12
July	Capital Budgeting and Capital Rationing a) Capital Budgeting: b) Capital Rationing:	16
August	**a) Shareholder Value and Corporate Governance:** • Financial Goals and Strategy, Shareholder Value Creation:EVA and MVA Approach, **b) Corporate Restructuring:** • Meaning, Types,Limitations of Merger, Amalgamation, Acquisition, Takeover,	14
September	a) Financial Management in Banking Sector: b) Working Capital Financing:	16

Learning Objective

- To provide students with basic understanding of concepts of **Indirect Taxation** .
- Learners will be able to Identify and describe objectives of **Indirect Taxation** .

Learning Outcomes:

- Learners will be able to understand and develop the Funds Estimation in Project..
- Learners will be able to develop and apply Modern Development in Project Management

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Subject: Brand Management
Name of the Faculty: Ms. Anita Das

Month	Topics to be covered	No of Lectures
November	Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challengeand Opportunities,	06
December	Integrating Marketing Programs and Activities • Personalising Marketing: Experiential Marketing, One to One Marketing, Permission Marketing • Product Strategy: Perceived Quality and Relationship Marketing	12
January	a) The Brand Value Chain b) Measuring Sources of Brand Equity: c) Young and Rubicam's Brand Asset Valuator d) Measuring Outcomes of Brand Equity	16
February	a) Designing & Implementing Branding Strategies: b) Brand Extensions: c) Managing Brands over Time: d) Building Global Customer Based Brand Equity	12

Learning Objective

- To provide students with basic understanding of concepts of Brand Management
- Learners will be able to Identify and describe objectives and advantages of Importance of Branding to Consumers and Firms.

Learning Outcomes:

- Learners will be able to understand and develop the The Brand Value Chain.
- Learners will be able to develop and apply The Brand Value Chain and Designing & Implementing Branding Strategies .

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Subject: Retail Management
Name of the Faculty: Ms. Anita Das

Month	Topics to be covered	No of Lectures
November	Retail Management: Introduction and Meaning, Significance, Factors Influencing Retail ManagementScope of Retail Management Retail Formats	06
December	Organized Retailing: Factors Responsible for the Growthof Organized Retail in India Multichannel Retailing: Meaning and Types, E-tailing: Meaning, Advantages and Limitations 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 FDI in Retailing: Meaning, Need for FDI in Indian Retail Scenario Franchising: Meaning, Types, Advantages and Limitations, Franchising in India • Green Retailing • Airport Retailing	12
January	Retail Consumer/Shopper: Factors Influencing RetailShoppers, Changing Profile of Retail Shoppers Market Research as a Tool for Understanding RetailMarkets and Shoppers CRM in Retail: Objectives, Customer Retention Approaches: Retail Strategy: Process, Retail Value Chain Store Location Selection: Types of Retail Locations, Factors Influencing Store Location HRM in Retail: Significance, Functions Organization Structure in Retail	

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February	Merchandise Management - Types of Merchandise, Principles of Merchandising, Merchandise Planning-Meaning and Process Merchandise Category – Meaning, Importance, Components, Role of Category Captain Merchandise Procurement/Sourcing: Process Buying Cycle, Factors Affecting Buying Functions, Young and Rubicam's Brand Asset Valuator. Need and Importance of Private Labels, Private Labels in India Retail Pricing: Considerations in Setting Retail Pricing, Pricing Strategies	

Learning Objective

- To provide students with basic understanding of concepts of Foundation of Retail Management
- Learners will be able to Identify and describe objectives and advantages of Significance, Factors Influencing Retail Management.

Learning Outcomes:

- Learners will be able to understand and develop the Organized Retailing.
- Learners will be able to develop and apply Merchandise Managemen and Need and Importance of Private Labels

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Subject: International Marketing
Name of the Faculty: Ms. SnehaDubey

Month	Topics to be covered	No of Lectures
November	Features of International . Marketing, Need and Drivers of International Marketing Concept of International Trade, Barriers to Trade: Tariff and Non Tariff, Trading Blocs : SAARC, ASEAN, NAFTA, EU, OPEC	06
December	a) International Marketing Environment: b) Marketing Research:	12
January	a) International Product Decision b) International Pricing Decision: c) International Distribution Decisions d) International Promotion Decisions	16
February	a) Introduction -Developing International Marketing Plan: b) International strategies: c) International Marketing of Services	12

Learning Objective

- To provide students with basic understanding of concepts of International Marketing
- Learners will be able to Identify and describe objectives and advantages of Need and Drivers of International Marketing

Learning Outcomes:

- Learners will be able to understand and develop the Marketing Research.
- Learners will be able to develop and apply International Marketing Plan and Strategies.

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Subject: Media Planning and Management

Name of the Faculty: Ms.ManaliNaik

Month	Topics to be covered	No of Lectures
November	a) Overview of Media and Media Planning: b) Media Research:	06
December	a) Media Mix: b) Media Choices: c) Emerging Media: d) Media Strategy:	12
January	a) Media Budget b) Media Buying: c) Media Scheduling	16
February	a) Media Measurement: b) Benchmarking Metrics: c) Plan Metrics: d) Evaluating Media Buys	12

Learning Objective

- To provide students with basic understanding of concepts of Media Planning and Management.
- Learners will be able to Identify and describe objectives and advantages of Media Research..

Learning Outcomes:

- Learners will be able to understand and develop the Media Mix human nature, Media Budget and Media Buying.
- Learners will be able to develop and apply Media Measurement and Benchmarking Metrics.
- Learners will be able to understand and Evaluate the Media plan metrics.

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Subject: HRM in Global Perspective
Name of the Faculty: Ms. Anita Das

Month	Topics to be covered	No of Lectures
November	• Difference between International HRM and Domestic HRM • Approaches to IHRM- Ethnocentric, Polycentric, Geocentric and Regiocentric • Limitations to IHRM • Qualities of Global Managers • Organizational Dynamics and IHRM	06
December	International Recruitment and Selection Motivation and Reward System- • International Industrial Relations	12
January	Concepts of PCNs (Parent-Country Nationals),TCNs(Third-Country Nationals) and HCNs(Host-Country Nationals) Expatriation	16
February	Emerging Trends in IHRM Growth in Strategic Alliances and Cross Border Mergers and Acquisitions- Impact on IHRM Knowledge Management andIHRM Discussion of Case Studies	12

Learning Objective

- To provide students with basic understanding of concepts of HRM in Global Perspective.
- Learners will be able to Identify and describe objectives and advantages of International Recruitment and Selection Motivation and Reward System.

Learning Outcomes:

- Learners will be able to understand and develop Concepts of PCNs (Parent-Country Nationals),TCNs.
- Learners will be able to develop and apply Emerging Trends in IHRM.

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Subject: Organisational Development
Name of the Faculty: Ms. Anita Das

Month	Topics to be covered	No of Lectures
November	Organisational Development – Meaning, Features, Evolution, Components, Objectives, Principles, Process, Importance • Relevance of Organisational Development for Managers, OD- HRD Interface, Participation of TopManagement in OD	06
December	Organizational Renewal, Re- energising, OD and Business Process Re-Engineering (BPR), OD and Leadership Development • Organisational Change	12
January	Types of Interventions- Human Resource Intervention, Structural Intervention, Strategic Interventions, Third Party Peace Making Intervention • Techniques of OD Intervention	16
February	Values in OD – Meaning, Professional Values, Value Conflict and Dilemma • Ethics in OD – Meaning, Factors Influencing Ethical Judgement, Ethical Guidelines for OD Professionals	12

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Learning Objective

- To provide students with basic understanding of concepts of Organisational Development.
- Learners will be able to Identify, describe objectives, Evolution, Components, Principles, Process, Importance of Organisational Development.

Learning Outcomes:

- Learners will be able to understand and develop Types of Interventions- Human Resource Intervention.
- Learners will be able to develop and apply Values of Organisational Development .

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Subject: HRM in SSM

Name of the Faculty: Ms. SnehaPandey

Month	Topics to be covered	No of Lectures
November	**Service Sector Management** – Meaning, Significance of Service Sector, Reasons for Growth in Service Sector • **Service Organization -** Importance of Layout and Design of Service Organization, Servicescap • **Service Culture in Organization** – Meaning, Developing Service Culture in Organization	06
December	Emotional Labour – Meaning, Strategies for Managing Emotional Labour,Recruitment in Service ,Sector– Recruiting Right , People, Recruitment , Procedures and Criteria, Challenges in Recruitment in Service Sector Selection of Employees in Service Sector	12
January	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:	16
February	Service Leadership – Meaning, Integrating Marketing Operation and Human Resources, Creating a Leading Service Organization, The Service – Profit Chain Model • Attrition in Service Sector	

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Learning Objective

- To provide students with basic understanding of concepts of Service sector management.
- Learners will be able to Identify, Emotional Labour, in **Service Sector Management**

Learning Outcomes:

- Learners will be able to understand and develop Delivering Services through Agents and Brokers.
- Learners will be able to develop and apply Service Leadership in competitive market..

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Subject: Indian Ethos in Management

Name of the Faculty: Ms. Pooja Singh

Month	Topics to be covered	No of Lectures
November	a) Indian Ethos b) Management Lessons from Scriptures: Indian Management v/s Western Management	06
December	**a) Work Ethos:** • Meaning, Levels, Dimensions, Steps, Factors Responsible for Poor Work Ethos **b) Values:**	12
January	a) Stress Management: b) Stress Management Techniques: c) Leadership: d) Motivation	16
February	Learning: Meaning, Mechanisms	12

Learning Objective

- To provide students with basic understanding of concepts of Indian Ethos in Management.
- Learners will be able to Identify and describe objectives and advantages of Work Ethos and Values.

Learning Outcomes:

- Learners will be able to understand and develop the Stress Management in practical.
- Learners will be able to develop and apply Indian Systems of Learning

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Subject: Operation Research
Name of the Faculty: Mr. KrishnakantPandey

Month	Topics to be covered	No of Lectures
November	a) Introduction To Operations Research b) LinearProgramming Problems: Introduction and Formulation c) LinearProgramming Problems: Graphical Method d) Linear Programming Problems: Simplex Method	12
December	a) Assignment Problem – Hungarian Method b)Transportation Problems	12
January	a) Critical Path Method (CPM) b) Project Crashing c) Program Evaluation and Review Technique(PERT)	13
February	a) Decision Theory b) Job Sequencing Problem c) Theory of Games	10

Learning Objective

- To provide students with basic understanding of concepts of Operation Research
- Learners will be able to Identify and describe objectives and advantages of Introduction to Operations Research and Linear Programming

Learning Outcomes:

- Learners will be able to understand and develop the Assignment and Transportation Models
- Learners will be able to develop and apply Network Analysis and Decision Theory, Sequencing and Theory of Games

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Mrs. Anjana Varma **2) Department: COMMERCE**
) Subject: Environment and Management of Financial Service **4) Class: FYBBI**

ISt SEMESTER

Course Outcome

1. Learner will be able to understand and improve basic knowledge on environment and management and its financial services.
2. Learner will be able to get knowledge to adjust with these changes and run the business profitably through effective and productive utilization of finance.

Month	Topics to be covered	No. of Lectures required
JULY	1. A. Financial SystemInstitutional set- up Marketing Structure Instruments Overview of different kinds of financial services. (E.g. Leasing, Hire purchase, factoring, forfaiting, Bill financing/Bill discounting,housing finance, letter of credit, insurance, venture capital, merchant banking, stock broking and credit rating.) B. Meaning, Definition and scope of Banking and Insurance.	15
AUGUST	2. Phases of Development of Banking and Insurance A. Significance and Role of Banking and Insurance in mobilizingsavings, investment, accumulation and economic growth. B. Functions and working of banking and insurance companies	15
SEPTEMBER	3. Management, Regulation and Development i. Risk management within the organizations of Banks andInsurance companies	15
OCTOBER	ii. Asset - Liability Management in Banking and Insurance iii. Organizational structure and management 4. Regulatory & Developmental Framework of Banking &Insurance.	15

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Mrs. Sharlet Bhaskar **2)Department: COMMERCE**

3)Subject: Principles of Management **4) Class: FYBBI**

IST SEMESTER

Course Outcome

1. Learner will be able to understand the management concepts clear.
2. Learner Understand the terms like planning, organizing, staffing, directing, coordinating, reporting and budgeting.

Month	Topics to be covered	No. of Lectures required
JULY	1. Introduction to Management (Banking and Insurance) a. Definition of Management b. Management as a Profession c. Traditional Vs Contemporary Management (Henry Fayol, F.W.Taylor, Peter Drucker) (C.K.Pralhad, Mr. Vijay Govindarajan)	15
AUGUST	2. Management Process, Practices, Functions of Managementrelated to Banking and Insurance companies	15
SEPTEMBER	3. Organization Structure of Banking and Insurance companies	15
OCTOBER	4. Business Leaders	15

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Mrs. Pooja Singh **2) Department: COMMERCE**
3) Subject: Business Communication: Paper - I **4) Class: FYBBI**

IST SEMESTER

Course Outcome

1. Learner will be able to enhance communication skills
2. Learner will be getting Knowledge of oral and written components of communication skills.

Month	Topics to be covered	No. of Lectures required
JULY	1. Concept of Communication : Definition, Need and importanceof communication , Process of communication, Importance of feedback	15
AUGUST	2. Objectives of communication : Information, Education and training, Order and instructions, Suggestions, Persuasion, Adviceand counseling 3. Methods and modes of communication :Verbal- Oral and written Non-verbal - Body language, facial expressions, gestures,signs,	15
SEPTEMBER	Signals, symbols, maps, graphs, charts, posters etc. Conventional modes-	15
OCTOBER	Telex, telephone, etc. Electronic modes- fax, internet, e-mails etc. 4. Communication skills	15

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Mrs. Namrata Dube **2) Department: COMMERCE**
3) Subject: QUANTITATIVE METHODS: Paper - I **4) Class: FYBBI**

I[ST] SEMESTER

Course Outcome	• Learner will be able to understand Quantitative methods are important as it helps Individual to know "How Much" profit they would earn, whether it is cumulative or not. • Learner will also get Knowledge how Individual understand the co-relation of different variables of his business.	
Month	**Topics to be covered**	**No. of Lectures required**
JULY	1. **Testing of Hypothesis :** Testing of hypotheses: Null Hypothesis, Alternative Hypothesis, Decision Criterion, Critical Region, Type I and Type II Error, level of significance, Test based on large Sample for Means and Proportion/s	15
AUGUST	1. **Matrices & Determinants (Application in Business and Economics):** Matrices, Types of Matrices, Transpose, Addition, Multiplication, Subtraction of a Matrix, Determinants	15
SEPTEMBER	**Time value of Money :** Time value of money, Interest Rate, Future value, Present value, Discount rate, Total future and Present value of a annuities sum of constantly growing eachflows IRR, NPV, Interest rates compounded more than once a year (including continuous compounding) Stated annual rate & affective annual rate Perpetuity and its present value, Annuities with frequency other than with which the interest Isconvertible Redemption of loan.	15
OCTOBER	1. **Statistical Application in Finance :** Cost volume profit analysis (using linear regression) Project evolution (using probability) Inventory models (E,O,Q, levels) Receivables management (Probability) Timeseries and forecasting Simulation (using Monte Carlo Method) **Statistical Applications In Investment Management**	15

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Mrs. Anjana Varma **2) Department: COMMERCE**
3) Subject: Financial Accounting **4) Class: FYBBI**

SEMESTER FYBBI IST

Cours Outcome

1. Learner will develop and getting knowledge of various accounting stands its accounting transactions.
2. Learner will have a wide range of topics like classification of Income and expenditure, Accounting standard, Issue of shares, stock valuation, Hire purchase And Final Accounts.

Month	Topics to be covered	No. of Lectures required
JULY	Introduction to Accounting: Meaning, scope, objectives, need, importance and limitations of accounting. Basic accounting terminology. Branches of accounting. Accounting concepts, Conventions and Principles. Double Entry System, Classifications of accounts, Rules of debit and credit. Writing of journal Entries and Ledger, Sub division of journal and TrialBalance	15
AUGUST	Classifications of Income, Expenditure and Receipts on the basis of capital and revenue. Source documents required for practical accounting. Introduction to Bank Reconciliation Statement and Errorsand their Rectification. Accounting Standard 1, 2, 6, 8, 9, 10. Understanding Fair value concept, Overview of Ind-AS vis-a-visInternational Financial Reporting Standards (IFRSs).	15
SEPTEMBER	Introduction to issue of shares. Stock valuation (FIFO and WeightedAverage Method only) Hire Purchase Transactions (calculation of interest, accounting as per asset purchase method only, and exclude repossession), Introduction to Depreciation: Fixed Installment method, Written Down Value Method, Change of method. Valuationof goodwill (problems based on average profit method and super profit method only)	15
OCTOBER	Trading Account, Profit and Loss Account, Balance Sheet, Adjustment Entries. Introduction to Accounts of Non ProfitOrganizations	15

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Mrs. Anjana Varma **2) Department: COMMERCE**
3) Subject: FINANCIAL MARKET **4) Class: SYBBI**

IIIrd SEMESTER

Course Outcome

1. Learner will be understand various financial market of India.
2. The Learner will get deeper understanding of Derivatives as a tool of risk management and efficient price discovery

Month	Topics to be covered	No. of Lectures required
JUNE	Overview and structure of Indian financial systemFinancial market and regulatory institutions	15
JULY	Intermediaries v/s non intermediaries, Indian money market,	15
AUGUST	capital Market, stock market	15
SEPTMBER	Equity market, debt market, Commodity market, Derivative Market	15

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Mr. Ravishankar Vishwakarma **2) Department: COMMERCE SYBBI**
3) Subject: FINANCIAL MANAGEMENT – PAPER **4) Class: SYBBI**

IIIrd SEMESTER

Course Outcome

- Learner will be able to explain the financing evaluation.
- Learner will be able to understand the objectives of financial management and various sources of finance.

Month	Topics to be covered	No. of Lectures required
JUNE	a. Overview of Financial Management - Scope, functions andObjectives b. Financial Forecasting - Sales Forecast - Preparation of proforma Income Statement and Balance sheet - Growth andExternal Funds Requirements (EFR)	15
JULY	Tools of financial Analysis - Common size statements - Comparative statements - Ratios : Balance Sheet Ratios, Income statement Ratios and Combined ratios	15
AUGUST	Cash Budget Capital Budget Flexible Budget, Bonds, Zero Coupon bonds, Convertible Bonds) - Equity shares ,	15
SEPTEMBER	Sources of Finance - Long term Sources (Term Loans ,Debentures, Preference shares - Short Term sources (Bank Finance, TradeCredit, Other Short Term Sources	15

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Mrs. Anjana Varma **2) Department: COMMERCE**
3) Subject: MANAGEMENT ACCOUNTING **4) Class:SYBBI**

Course Outcome	• Learners will be able to get the knowledge about financial statement analysis and dividend policy. • Learner will gain knowledge of different accounting ratios and its application in the banking sector.	
Month	**Topics to be covered**	**No. of Lectures required**
JUNE	UNIT-1 1. Overview of Management Accounting (Scope,functions & objectives) 2. Treasurer and Controller (Compare & contrast roles) 3. Meaning and use of different costs for different purposes a. Product costs and period costs b. Direct costs and indirect costs a. Concept, need, characteristics, role, limitations, MIS and computers b. Different types of reports	15
JULY	UNIT-2 1. Interpretation of financial statements with the help of a.Notes to Accounts b. Directors' report and auditor's report (Contents and importance of notes to accounts, director's report and auditor's report) 2. Cost audit a. (items covered under cost audit rules, functions and scope of cost audit, cost audit program under companies act)	15
AUGUST	UNIT-3 1. Marginal and absorption costing a. Meaning, advantages and limitations b. Cost volume profit analysis – meaning & computation of breakeven point, break even sales (units) ,break even sales , margin of safety	15
SEPTEMBER	UNIT-4 1. Managerial decision making (product mix decisions, make or buy decisions, operation or shut down decisions, accept reject export orders)c. Single limiting factor analysis where a company has restrictedfreedom of action. d. Graphical linear programming (including an explanation ofshadow prices).	15

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Mrs. Namrata Dube **2) Department: COMMERCE**
3) Subject: INFORMATION TECHNOLOGY IN B & I **4) Class SYBBI**

IIIrd SEMESTER

Course Outcome

1. Learner will get the knowledge and understanding of E-Commerce and Cyber Security. They will learn MS-Excel and MS-Word.

Month	Topics to be covered	No. of Lectures required
JUNE	Unit 1: Applications of Information technology in Banking and Insurance RTGS (Real Time Gross Settlement): Guidelines, Functionality, Requirement & Process, Benefits, Infrastructure Credit Card: Guidelines, Functionality, Requirement & Process, Benefits, Infrastructure Insurance Claim Management:	15
JULY	Unit 2: Advance E-Commerce Business Models, IT Architecture (Web Server, App Server, DB server, Networking& devices) Threats Security(Principles & Policies) Advantages and limitationsCyber Law –IT Act 2000, IT amendment 2008	15
AUGUST	Unit 3: ERP and MIS Functioning of ERP and MIS Need of ERP and MIS Advantages & Disadvantages of ERP and MIS Workingand Implementation of ERP and MIS	15
SEPTEMBER	Unit 4: Data Communication Customer Interaction Database Management Data Mining Technology Based CRM software's -1)SAAS 2) MYSAP.Org 3) PeopleSoft etc.	15

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Dr. Pratima Singh **2) Department: Commerce**

3) Subject: TAXATION OF FINANCIAL SERVICES **4) Class: SYBBI**

IIIrd SEMESTER

Course Outcome	• Learners will be able to get the basic concept of direct tax • Learners will be able to calculate computation of deductions from total income and calculate the total taxable income of individual.	
Month	**Topics to be covered**	**No. of Lectures required**
JUNE	Unit I: Basic Concepts and Definitions of Income Tax Act / Rules Section 2 - Assessee, Assessment Year. Assessment, Annual value, Business, Capital asset, Income, Person, Previous year, Transfer. Section 3 - Previous Year, Section 6 - Residential Status, Scope Of Total Income, Deemed Income. Section 10 – Exempted Incomes Exemptions related to specific Head of Income to be covered with Relevant Provisions such as Salary, Income from Other Sources etc.	15
JULY	Unit II: Taxation of income under different heads Section 15 – 17 - Income from Salary, Section 22 – 27 - Income from House Property, Section 28 – 43 - Income from Business & Profession, Section 44 – 55 - Income from Capital Gain, Section 56 – 59 - Income from Other Sources.	15
AUGUST	Unit III a)Provisions for deductions from total income Section 80 C – Investment in Government Securities, Section 80CCC – Pension Fund, Section 80D – Mediclaim Insurance Premium, Section 80 DD – Medical Expenditure on Handicapped Relatives, Section 80E – Interest Paid on Loan Taken for Higher Education, Section 80G – Donations, Section 80U – Income earned by Handicapped Assessee. (b) Provi	15
SEPTEMBER	Unit IV 2. Service Tax Act Section - 65 Definitions Section - 66B Charge of service tax on and after Finance Act, 2012 Section - 66DNegative list of services Section - 67 Valuation of taxable services for charging service tax Section - 67A Date of determination of rate of tax,	15

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Mrs. Anjana Varma **2) Department: Commerce**

3) Subject: Financial Service Management **4) Class: TYBBI**

SEMESTER V

Course Outcome

1. Learners will be able to understand the important segment of Financial System.
2. Learners will be able to understand the corporate world to manage Finance and Credit.

Month	Topics to be covered	No. of Lectures required
JUNE	UNIT 1: FINANCIAL SERVICES Meaning – Classification – Scope – Fund Based Activities – Non-Fund Based Activities – Modern Activities – Sources of Revenue – causes for financial innovation – New Financial Products and services – Innovative Financial Instruments – Challenges Facing the	15
JULY	UNIT 2: MUTUAL FUND Introduction to mutual fund – Structure of mutual fund in India – Classification of mutual fund – AMFI Objectives – Advantages of mutual fund – Disadvantages of mutual fund – NAV calculation AND PRICING of mutual fund - Mutual Funds abroad-Mutual Funds in India Reasons for Slow Growth-Future of Mutual Funds Industry. FACTORING AND FORFEITING Factoring – Meaning – Modus Operandi – Terms and Conditions – Functions – Types of Factoring.	15
AUGUST	UNIT 3: SECURITISATION OF DEBT What is securitization? – Definition – securitization vs. factoring – Modus operandi – role ofmerchant bankers – role of other parties – structure for securitization – securitisable assets – benefits of securitization –conditions for successful	15
SEPTEMBER	UNIT 4 DEPOSITORIES AND PLEDGE Overview of Depository system-Key features of Depository system in India – depository – Bank analogy –legal framework – Eligibility criteria for a depository-securitization in India – reasons for unpopularity of securitization –future prospects of securitization DERIVATIVES Meaning – types of financial derivatives – options – futures – forwards – swaps – futures and options trading system – clearing entities and their role. Agreement between Depository and Issuers – Rights and Obligation of Depositories-	15

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Mrs. Anjana Varma **2) Department: Commerce**

3) Subject: International Banking and Finance **4) Class: TYB.B.I**

V SEMESTER

Course Outcome	• Learners capable to actively participate in the changing trends of foreign currency and international financial markets. • Learners will be acquire the knowledge of different international capital markets.	
Month	**Topics to be covered**	**No. of Lectures required**
JUNE	Evolution of International Banking 06 2. International Banking: Afunctional	15
JULY	Offshore Banking Centers and their role in International FinancingInternational Capital Markets	15
AUGUST	International Lending Operations	15
SEPTEMBER	Foreign exchange risks, International Financial Stability and roleof banks and central banks in financial stability. Eurocurrency markets and role of International Banks in Same Country risk analysis	15

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Mrs. Namrata Dube **2) Department: Commerce**

3) Subject: Research Methodlogy **4)Class:TYB.B.I**

SEMESTER V

Course Outcome

- Learners will be able to get knowledge about research technique and tools in banking and insurance

Month	Topics to be covered	No. of Lectures required
JUNE	**Introduction to Research** ● Meaning, Objectives and Importance of research,Types of Research, Research Process.Characteristics of Good Research	05
JULY	**Data Collection and Processing** ● Types of Data and Sources-Primary and Secondary Data Sources ● Methods of Collection of Primary data	10
AUGUST	**Advanced Statistical Techniques** **Introduction, Characteristics and Application of** ● **Correlation and Regression Analysis**	15
SEPTEMBER	● **Cluster Analysis** ● **Discriminant Analysis**	15

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Mr. Tushar Shah **2) Department: Commerce**

3) Subject: – Financial Reporting Analysis

Semester V

Course Outcome

1. Learner will get practical Knowledge of accounting treatment in corporate banking and insurance.
2. Learner will not just do the preparation of these accounts but also how to read them and understand them.

Month	Topics to be covered	No. of Lectures required
JUNE	Preparation and presentation of Banking Company Final Accounts in accordance with Banking Regulations Act (calculation of rebateon bill discounted)	15
JULY	Preparation and presentation of Corporate Final Accounts for Insurance Companies Final Accounts in accordance with InsuranceLegislation.	15
AUGUST	Preparation and presentation of Corporate Final Accounts andReports for Trading,	15
SEPTEMBER	Manufacturing and others Companies in Accordance with RevisedSchedule VI of Company Final Accounts. Financial Analysis and Interpretation of Final Account Tools of Financial Management and Investment Analysis like,Ratio Analysis, Cash Flows Analysis	15

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Mrs. Neeta Vaidya **2)Department: Commerce**

3) Subject: AUDITING **4) Class: TYB.B.I.**

SEMESTER V

CourseOutcome

1. Learners learn basic of auditing and understand vouching & verification Process.
2. Learners gain knowledge of difference between auditing, accounting and investigation.

Month	Topics to be covered	No. of Lectures required
JUNE	Unit I: 15 lectures Introduction: Meaning, Objects, Basic Principles and Techniques. Classification of Audit, Audit Planning.Internal Control, Internal Check and Internal Audit, Audit Procedure – Vouching and verification of Assets & Liabilities. Special Areas of Audit: Special features of Cost audit. Tax auditand Management audit. Recent Trends in Auditing: Basic considerations of audit in EDP Environment.	15
JULY	Unit II: Audit of Limited Companies: 15 lectures • Qualification, Disqualification, Appointment, Removal, Remuneration of Auditors. • Audit Ceiling-Status, Power, Duties and Liabilities of auditors. • Branch Audit-Joint Audit- Special Audit. • Maintenanceof Books of Account –Related Party Disclosures- Segment Reporting. • Divisible Profit, Dividend and Depreciation (Companies Act, Standards on Accounting, Legal Decisions and Auditor's Responsibility). • Representations by Management-Contents of Annual Report (A Brief Idea).	15
AUGUST	Unit III: Audit of Bank and Insurance Companies 15 lectures • Banks- Legislation Relevant to Audit of Banks, Approach to Bank Audit, Internal Control Evaluation, Non-Performance Assets (Concept, Provisions),Long Form Audit Report. • Insurance Companies- Legislation Relevant to Audit of Insurance companies (Life And General Insurance), Review of Internal Control, Audit Report(Matters as per IRDA). • Role of regulatory authorities like Department of Company Affairs, SEBI, RBI, IRDA and Comptroller Auditor General of India.	15

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Mr. Tushar Shah **2) Department: Commerce**
3) Subject: STRATEGIC MANAGEMENT **4)TYBBI V**

SEMESTER V

Course Outcome

1. Learners will be able to understand decision making skills among the business strategy.
2. Learners will be able to deals with Strategic management is a broad term that includes innovative thinking, a strategic planning process and operational strategizing.

Month	Topics to be covered	No. of Lectures required
JUNE	Strategic Management an Overview	15
JULY	Strategic Management Environment	15
AUGUST	Levels of Strategies and Analysis	15
SEPTEMBER	Activating Strategy and Implementation Strategic Evaluation	15

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Mr. KRISHNAKANT PANDEY **2) Department: COMMERCE**

3) Subject: FOUNDATION COURSE-I **4) Class: FYBFM**

SEMESTER - I

Course OutCome

1. Learner will be able to understand the overview of Indian society with multicultural society.
2. Learner will be able to understand the concept of disparity in gender, caste and intergroup conflicts.
3. Learner will be able to understand the about Indian constitution structure and basic rights.
4. Learner will be able to understand the Party system in Indian politics for local, state and central government.

Month	Topics to be covered	No. of Lectures required
JULY	Overview of Indian society	06
AUGUST	Concept of disparity -I Concept of disparity -II	10 04
SEPTEMBER	Concept of disparity -II The Indian constitution	06 04
OCTOBER	The Indian constitution Significant aspects of Political processes	04 10

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Mr. VISHANLAL GUPTA 2) Department: COMMERCE

3) Subject: BUSINESS ECONOMICS 4) Class: FYBFM

SEMESTER - I

Course Outcome

1. Learner will be able to understand the scope and importance of business economics.
2. Learner will be able to understand the demand function, demand estimation and forecasting.
3. Learner will be able to understand the production function and cost concepts such as economic cost, accounting cost, variable cost and cost oriented pricing methods.
4. Learner will be able to understand the the concept of monopolistic competition and oligopolistic markets

Month	Topics to be covered	No. of Lectures required
JULY	The contents & nature of economic theory: a. Economic problem -scarcity & efficiency. Production Possibility Curve, Shift in PPC. Branches of Economics - Micro & Macro Economics	09
AUGUST	Demand and supply analysis a. Meaning and determinants of demand, law of demand b. Meaning and determinants of supply, law of supply c. Equilibrium price. Impact of changes in demand and supply on equilibrium price d. Elasticity of demand, types of elasticity of demand	12
SEPTEMBER	Production, Cost and Revenue a. Production function - Isoquants, Returns to scale b. Producer's Equilibrium, Economics of scale c. Costs - Behaviour of cost curves in the short & long run d. Cost concepts and Revenue concepts	12
OCTOBER	Market analysis a. The theory of the firm - Break Even Analysis - Equilibrium of the Firm b. Markets - Perfect Competition, Monopoly, monopolistic competition and oligopoly c. Pricing methods- Marginal Cost, full cost, - Marginal Cost, full cost, discriminatory, Multi- Product & transfer pricing	12

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Mrs. Anjana Varma 2) Department: COMMERCE

3) Subject: Foundation Course – IV 4) Class: FYBFM

SEMESTER - III

Course Outcome

1. Learner will be able to understand the An Overview of Banking Industry
2. Learner will be able to understand the Commercial Banking and Customer – Banker Relationship
3. Learner will be able to understand the Universal Banking & Technology in Banking sector
4. Learner will be able to understand the Micro finance and financial inclusion

Month	Topics to be covered	No. of Lectures required
JULY	An Overview of Banking Industry	15
AUGUST	Commercial Banking and Customer – Banker Relationship	10
SEPTEMBER	Universal Banking & Technology in Banking sector	10
OCTOBER	Micro finance and financial inclusion	10

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer Mrs. Anjana Varma 2) Department: COMMERCE

3) Subject: Foundation Course – IV 4) Class: FYBFM

SEMESTER - III

Course Outcome

1. Learner will be able to understand the Introduction to Mutual Fund
2. Learner will be able to understand the Classification of Mutual Fund
3. Learner will be able to understand the Fund Selection Criteria
4. Learner will be able to understand the Financial Planning in Mutual fund

Month	Topics to be covered	No. of Lectures required
JULY	Introduction to Mutual Fund	15
AUGUST	Classification of Mutual Fund	20
SEPTEMBER	Fund Selection Criteria	15
OCTOBER	Financial Planning in Mutual fund	10

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1)Name of the the Lecturer:- Mrs. Anjana Varma **2) Subject: PPBI**

3) Class: FYBBI

II[ND] SEMESTER

Course Outcome	• Learners will be able to understand the concepts and functions, types of banks and insurances. • Learners will be able to understand the subject will guide the learners to know the need of regulations to administer to the Banking as well as Insurance industry.	
Month	**Topics to be covered**	**No. of Lectures required**
NOVEMBER	Introduction to Banking: Basic Concepts: Origin, Need, Types, Scope and Functions of Banking - Need for Regulation and Supervision.	10
DECEMBER	Banking Scenario in India : Banking Operations -Types of accounts - Banking Services - Current Scenario, Financial Inclusion andBanking Regulations & Role of RBI.	15
JANUARY	Introduction to Insurance: Understanding Risk - Kinds of business risks - Need and Scope of insurance - Evolution of. insurance - Principles of insurance - Types of insurance and policies - Risk and Return relationship.	15
FEBRUARY	. Kinds of business risks - Need and Scope of insurance - Evolution of. insurance	05
MARCH	Insurance Business Environment in India: Growth of Insurance Business - Actuarial Role - Claim and Settlement Procedures -Insurance Regulations Role of IRDA.Insurance Regulations Role ofIRDA	10

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer Mrs. Anjana Varma **2) Department: COMMERCE**

3) Subject: FINANCIAL ACCOUNTING : Paper – I **4) Class: FYBBI**

IIND SEMESTER

Course Outcome	• Learners will get the knowledge of various accounting concept ofcompanies related to long term sources of funds • Learners will be able to identify and analyze financial accounting problems and opportunities in real life situation.	
Month	Topics to be covered	**No. of Lectures required**
NOVEMBER	Meaning, scope, objectives, need, importance and limitations of accounting. Basic accounting terminology. Branches of accounting. Accounting concepts, Conventions and Principles. Double Entry System, Classifications of accounts, Rules of debit and credit. Writing of journal Entries and Ledger, Sub division of journal and Trial Balance.	10
DECEMBER	Classifications of Income, Expenditure and Receipts on the basis of capital and revenue. Source documents required for practical accounting. Introduction to Bank Reconciliation Statement and Errors and their Rectification. Accounting Standard 1, 2, 6, 8, 9, 10. Understanding Fair value concept, Overview of Ind-AS vis-a-vis International Financial Reporting Standards (IFRSs).	15
JANUARY	Introduction to issue and forfeiture of shares. Stock valuation (FIFO and Weighted Average Method only) Hire Purchase Transactions (calculation of interest, accounting as per asset purchase method only, and exclude repossession),	10
FEBRUARY	Introduction to Depreciation: Fixed Installment method, Written Down Value Method, Change of method. Valuation of goodwill (problems based on average profit method and super profit method only). Bills of Exchange (problems with various accounting treatment on trade bill only).	15
MARCH	Final Accounts: Trading Account, Profit and Loss Account, Balance Sheet, Adjustment Entries. Introduction to Accounts of Non Profit Organizations	10

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) **Name of the Lecturer: Mrs. Sneha Mishra** **2) Department : Commerce**

3) Subject: BUSINESS COMMUNICATION: Paper – II **4) Class: FYBBI IIND**

Course Outcome	• Learners will be able to understand the communication skills. • Learners will have various concepts of communications such as interview, meeting, conference and public relations.	
Month	**Topics to be covered**	**No. of Lectures required**
NOVEMBER	I. Presentations : Making. effective presentations- Poster and PPT; Presentation of seminar papers II. Summarizing Ill. Report writing : Theory of report writing, Definition, Types of report- Individual, report and committee report, Routine reports/activity reports/Investigation reports, Format of a report and Essentials of a good report.	10
DECEMBER	IV. Group Communication : Importance of group communication, Advantages &disadvantages of group communication, Meeting, Conferences, Role of the chairperson V. Correspondence : Internal Correspondence - Job Applications, Appointment letters, Confirmation letters,	10
JANUARY	Correspondence : Internal Correspondence - Job Applications, Appointment letters, Confirmation letters, promotion letters, Testimonials, Memos etc. Notice, Agenda, Resolution, Minutes	15
FEBRUARY	External Correspondence : Enquiries and replies regarding terms and conditions, queries regarding financial services, Complaints and grievances, queries about payment of installments, correspondence with stock brokers, applying for sh	15
MARCH	Correspondence with Insurance company, etc.VI. Public Relations: Definition & Concept, Internal & External Public Relations. Crisis Management Public Relations. Crisis Management	10

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Mrs. Namrata Dube **2) Department: COMMERCE**

3) Subject: QUANTITATIVE METHODS: Paper - II **4) Class: FYBBI**

II[ND] SEMESTER

Course Outcome	• Learners will be Increase the knowledge of mathematical technique. • Learners will be able to understand have a good working practice of mathematical tools for taking appropriate decisions in managerial situations	
Month	**Topics to be covered**	**No. of Lectures required**
NOVEMBER	Testing of Hypothesis : Testing of hypotheses: Null Hypothesis, Alternative Hypothesis, Decision Criterion, Critical Region, Type I and Type II Error, level of significance, Test based on large Sample for Means and Proportion/s	10
DECEMBER	Linear Programming Techniques: Meaning, Advantages, limitations, business applications, basic terminology, formulation of linear Programming ProbIems, Graphical Method of solving Linear Programming Problems, Simplex method (upto 3 variables) with Maximisation and Minimisation. Duality in Linear Programming (concept only) Matrices & Determinants (Application in Business and Economics): Matrices, Types of Matrices, Transpose, Addition, MultIplication, Subtraction of a Matrix, Determinants, Typeof Determinants.	15
JANUARY	Inverse of a matrix by Pivotal Reduction Method, Adjoint Method and Row / Column Transformation..	10
FEBRUARY	Statistical Applications In Investment Management Ratio, Proportion & Percentage, Interest: Time value of Money, Economicindicators	10
MARCH	Application of Matrices and Determinants to Business and Economics. (Please concentrate on application of Matrices and Determinants to Business & Economics) Statistical Application in Fin	15

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1)Name of the Lecturer: Mrs. Namrata Dube **2) Department : COMMERCE**

3)Subject BUSINESS LAW **4) Class: FYBBI**

II[ND] SEMESTER

Course Outcome

1) Learners will be able to explain basic concept of the constitution of India andits various types of law and Acts.
2) Learners will be able to understand the basics of business laws. Group discussions, presentations and case laws can be held.

Month	Topics to be covered	No. of Lectures required
NOVEMBER	Introduction to Law : Meaning, Definitions, Features, Types, Sources andClassification Indian Constitution : Natural Justice, Special Leave Appeal, Features,Writs, Fundamental Rights Contract Act : Meaning, Essentials, Agreement, Offer, Acceptance, Consent, Free Consent, Consideration, Capacity of contract, Kinds and Classification of Contract, Performance, Discharge and Termination of Contract, Void - Quasi- Contingent -Wager - Minor Contracts, Breach and Remedies For the Contract.	15
DECEMBER	Special Contract: Indemnity & Guarantee - Meaning, Features, distinguish, position, Surety, discharge of surety Bailment : Meaning, Types, Features, Position, Lien, Finder of Goods Pledge Agency: Meaning, Features, types, Position, Ratification, Modes of Creation and Termination, Liabilities. Sale of Goods Act: Introduction, Meaning, Features, Terms, Goods Classification, Sale and Agreement to sell, Unpaid Seller and position Conditions and Warranty.	15
JANUARY	Negotiable Instrument Act : Features, Promissory Notes, Bills of Exchange, Cheque, Features, Distinguish, Acceptance, Crossing, Dishonor, Position Of Banker, Holder and Holder In Due Course.	10
FEBRUARY	Objectives, Scheme, Digital Signature, Authorization, E- Governance, Certifying Authorities, Digital Certificates, Cyber	10
MARCH	Privileges, Payment In and Out of Due Course, Types of Instruments, Penalties For Dishonor, Endorsement Information Technology Act	10

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Mrs. Anjana Varma **2) Department: Commerce**

3) Subject: Information Technology in Banking & Insurance- II **4) Class: SYBBI**

IV SEMESTER

Course Outcomes

1) Learners will be able to understand e-business and techno management. Application of I.T in banking.

2) Learners will able to get Knowledge of MS-Office packages forInstitutional.

Month	Topics to be covered	No. of Lectures required
NOV	Various models- home banking, office banking, online banking,internet banking, mobile banking, SMS banking,- models of electronic payments, other business models	15
DEC	Development Life Cycle, Project Management, Building Data Centers, Role of DBMS in Banking, Data Warehousing and Data Mining, RDBMS Tools Technological Changes in Indian Banking Industry, Trends in Banking and Information Technology, Technology in Banking, Lead Role of	15
JAN	Dealing with Fraudulent transactions under CTS, Efficient customer service, smart quill computer pen, Institute for Development & Research in Banking & Technology (IDRBT). E- Checks-Protocols and Standards, Problems on mechanization, e-Banking-RBI Regulations & Supervision, Technology Diffusion.	15
FEB	Objectives, Electronic Commerce and Banking, Banking Software, Electronic Clearing and Settlement Systems, Plastic Money. MS- PowerPoint presentation:	11
MARCH	Introduction to e-mail, writing professional emails, creating digitally signed documents, use of outlook express: configuringoutlook express, creating and managing profile in outlook, sending and receiving e-mails via outlook express, Emailing the merged documents, boomerang facility of email, Google drive: usage of Google drive in storing the Google documents; excel sheets, presentations and PDF files.	04

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer Mrs . Sridhara Bharati **2) Department: Commerce**
3) Subject: Business Economics II **4) Class: SYBBI**

IVth SEMESTER

Course Outcome

1) Learners will get the knowledge about economic relations of India with foreign countries.
2) Learners will be able understand the concept of national income and relationship with economic welfare.

Month	Topics to be covered	No. of Lectures required
NOV	Macroeconomics: Meaning, Scope and Importance. Circular flowof aggregate income and expenditure: closed and open economy models The Measurement of national product: Meaning and Importance - conventional and Green GNP and NNP concepts - Relationship between National Income and Economic Welfare. Short run economic fluctuations : Features and Phases of Trade Cycles The Keynesian Principle of Effective Demand: AggregateDemand and Aggregate Supply - Consumption Function - Investment function - effects of Investment Multiplier on Changes in Income and Output	15
DEC	Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money Demand for Money : Classical and Keynesian approaches and Keynes' liquidity preference theory of interest Money and prices : Quantity theory ofmoney - Fisher's equation of exchange - Cambridge cash balance approach Inflation: Demand Pull Inflation and Cost Push Inflation - Effects of Inflation Nature of inflation in a developing economy. Monetary policy :Meaning, objectives and instruments, inflation targeting	15
JAN	Role of a Government to provide Public goods-Principles of Sound and Functional Finance Fiscal Policy: Meaning, Objectives - Contra cyclical Fiscal Policy and Discretionary Fiscal Policy Instruments of Fiscal policy : Canons of taxation - Factors influencing incidence of taxation - Effects of taxation Significance of Public Expenditure - Social security contributions- Low Income Support and Social Insurance Programmed - Public Debt - Types, Public Debt and Fiscal Solvency, Burden of debt finance Union	15

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Mr. Vishwanath Vinod Acharya **2) Department: Commerce**
3) Subject: Wealth management **4) Class: SYBBI**

IVth SEMESTER

Course Outcome	• Learners will be able to Understand Demonstrate an understanding of the overall role and importance of the finance function. Demonstrate basic finance management knowledge. Communicate effectively using standard business terminology.	
Month	**Topics to be covered**	**No. of Lectures required**
NOV	1 Introduction to Wealth Management A) Overview Define Wealth, Meaning & Scope of Wealth Management Wealth cycle Wealth Management Process Introduction to Financial literacy. B) Savings and Investments Introduction, Nature and Scope of SavingInvestments Objectives of Saving and Investment (Tax Saving, Income and Growth of Capital), Investment Alternatives Investment Attributes Approaches to investment decision making Qualities for successful investment Alternatives to Investment decision – Direct & Indirect	15
DEC	A) Wealth Management Strategy Meaning & scope of wealth management strategy The unwealthy habits Philosophy of wealth creation & management Need for planning 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	15
JAN	A) Financial Planning Introduction Role of Financial plannerProcess of financial planning Cash flow	15
FEB	A) Retirement Planning Meaning & Objectives of Retirement planning Gifts & Trust, Charity planning Avoidable mistakes in retirement planning Power of attorney for asset management	11
MARCH	B) Estate planning Meaning & scope Need for Estate planning Tools for	04

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturerv Mr. Vishwanath Vinod Acharya **2) Department: COMMERCE**
3) Subject: FINANCIAL MANAGEMENT I **4) Class: SYBBI**

IV SEMESTER

Course Outcome

1) Learners will be getting the knowledge of financial management with reference to budgeting.

2) Learners learn theoretical and practical knowledge of financial management in banking and insurance

Month	Topics to be covered	No. of Lectures required
NOV	A) Capital Investment Decisions Proposal origination, Economic Evaluation, Capital Expenditure control, Post Audit B) Tools of evaluating Capital Investments Payback Period, Discounted Payback period , Net Present Value, Internal Rate of Return, Profitability Index, Equivalent Annual Cost, Modified Internal Rate Of Return.	15
DEC	Cost of Capital - Computation of Weighted Average Cost of Capital - Cost of Debts , preferences shares , and Net worth - Minimumacceptable rate of return and its relationship with cost of capital	15
JAN	Leverage - Financial , Operating and Combined Leverage Capital Structure Theories - Net Operating Income(NOI) - Net Income Approach (NI) - Modigliani- Miller (MM) Approach Capital Structure Policies - Determinants of capital Structure Decisions - Approach to estimating the target capital structure - Variation in Capital Structure - Earnings Before Interest and Taxes / Earnings per share (EBIT/ EPS) , Analysis & Return on Investment / Return	15
FEB	Working Capital Management - Gross and Net working capital, Positive and Negative Working capital. - Estimation of Working Capital	10
MARCH	Estimation of Working Capital	05

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Mrs. Anjana Varma **2) Department: COMMERCE**
3) Subject: FC- OVERVIEW OF INSURANCE SECTOR **4) Class: SYBBI**
IVth SEMESTER

Course Outcome	• Learners will be able to learn concepts, advantages of insurance andits various types. • Learners gain knowledge of health, home and motor insurance	
Month	**Topics to be covered**	**No. of Lectures required**
NOV	Review of functioning of banks , Liabilities and Assets of Banks,Net worth, Off Balance Sheet Items New Products :	5
DEC	Deposit and Loan Products Housing finance, Hire Purchase, Leasing, Factoring and Forfeiting, Merchant Banking, Mutual Funds, consumer Loans , Venture Capital Financing , Banks as credit financial supermarket/ maturity and return profiles of new products . New Financial services provided by banks- investment portfolio management services, advice on money management, tax services Electronic Payment systems (Indian- NEFT, RTGS , International	10
JAN	Insurance- Concept, functions, Types (Life and General), .Insurance as a cover to Banking	15
FEB	Privatization of Insurance Business in India, Banking and Insurance Regulation Self-Regulation and Installation of CorporateGovernance. Future strategies for promoting insurance in India.	15
MARCH	Implications for Risk Management, Derivatives in Banking,Innovations in credit appraisal system.	15

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Mrs. Namrata Dube **2) Department: COMMERCE**
3) Subject: LAW **4)Class: SYBBI**

IVth SEMESTER

Course Outcomes

1) Learners will know about new corporate rules andregulations.

2) Learners will get Knowledge about community will have a simplified approach in understanding corporate laws and other related laws**.**

Month	Topics to be covered	No. of Lectures required
NOV	Module 1. Corporate Laws : Indian Companies Act 1956 :Meaning-Features-Salomon Vs. Salomon & Co. Ltd-Kinds of CosRegistration-Preliminary Contracts-Public	05
DEC	Deposits-Prospectus-Misstatement – liabilities for misstatement- Capital and its types- Shares and its types-Alteration to capital- Meetings- Types Essentials-Procedure-Ultra Virus-Constructive Notice-Indoor Management-Co. Management Directors-Qualification and disqualification-Appointment-Removal-Accountsand Financial Statements-Lifting of Corporate Veil-Borrowing Powers-Charge and rules. 1	10 10
JAN	Modules 3. Security Exchange Board Of India A. SEBI : Objectives-terms-establishment-powers-functions-accounts andaudit-penalties –registration. Issues of Disclosure Investors Protection Guidelines: Pre & Post obligations-conditions for issue-Debt Security-IPO-E-ipo- Employee option-right-bonus-preferential allotment intermediary-operational-promoter lock in period requirements-offer document.	. 05 10
FEB	Module 4. Other related Acts: Foreign Exchange Management Act 1999: Terms-Currency-Capital a	15

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1)Name of the Lecturer: Mrs. Anjana Varma **2) Department: Commerce**

3) Subject: COST ACCOUNTING **4) Class: SYBBI**

SEMESTER IV

Course Outcome

1) Learners will get the knowledge about various cost Accounting techniques.
2) Learners will be able to understand the standard costing technique to calculate variances with respect to material, labor and overhead.

Month	Topics to be covered	No. of Lectures required
NOV	(1) Identifying Elements of cost: -• Materials. • Staff cost. • Overheads. (2) Cost Classification by behavior with reference tobanking and insurance industries :	08
DEC	(3) Cost Accounts and Financial Accounts compare• Contrast andreconcile UNIT-2: (1) Different Methods of costing:- • Process costing. •Services costing. • Operating Cost Statement. • Contract costing.	18
JAN	UNIT-3: (1) Budgeting: • Project planning and forecasting • Tax Impact in Project Finance • Incremental budgeting • Zero-based budgeting. • Activity based budgeting. • Designing and analysing a Business/Project Plan (2) Costing Systems and Decision making: • Value and functional cost analysis. • Resource planning system: MRPI, MRPII and ERP. • Just-in-time. • Activity-based Costing • Absorption Costing • ABC Analysis	15
FEB	(1) Costing Concept with specific reference to Insurance Claims a. Fire Insurance claims… working Stock as on the Date of Fire b. Working for Consequential Loss Claim.	10
MARCH	(2) Fundamentals of Standard Costing- Material & Labor costvariances	05

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: **Mrs. Anjana Varma**

2) Department: COMMERCE

3) Subject: Central Banking

4) Class: TYBBI VI

VIth SEMESTER

Course Outcomes

1. Learners will understand the various policy measures of Central Bank in different economic scenario.
2. Learners gain knowledge of the role played by RBI as central Bank ing India Vis a Vis the role of other central banks across the world.

Month	Topics to be covered	No. of Lectures required
NOVEMBER	Module - A: Rationale and Functions of Central Bank 15 1. Evolution and Functions of Central Banking: Evolutions of Theory and Practice of Central Banking, Development of Central Banks in Developed and Developing countries. 2. Functions of a Central Bank: Banker to Government, Banker to Banks, Monetary Policy Functions, Currency Issue and Management, Payment system function, Maintaining Internal and External values of currency, Regulation, Facilitation and supervision of Financial System, Promotional Functions to support growth and other National objectives, Development of Financial Markets, Institutions and communication policies. 3. Contemporary Issues : Desirability, Autonomy and Independence, Credibility, accountability and transparency of a Central Bank, conflictwith fiscal policies.	15
DECEMBER	Module - B: Central banking in India 15 1. Reserve Bank of India: Organizational evolution, Constitution and Governance, Major organizational and Functional Developments over the time, Recent Developments, RBI Act. 2. India Specific Issues:Banking Regulation Act, FEMA, Banking Ombudsman Scheme, Financial Sector reforms, other financial regulators and division of functions. Institutions setup by RBI; NABARD, IDBI, DFHI, IRBI, UTI. 3. Glossary of Central Banking Terms.	15
JANUARY	Module - C : Monetary Policy and Credit Policy 15 1. Monetary Policy : Objectives,Reconciling dual objectives, The Taylor Rule, Indicators of Policy, instruments of policy (Bank Rate, OMO, CRR, SLR etc.), policy Transmission Mechanism and channels, transparency of policies, Lags in policy. 2. Credit Policy: Objectives,	15
FEBRUARY	, Effect of liberalization and Globalization on Financial Stability, Linkageto International Financial Stability	10
MARCH	International standards and codes. Role of Supervisor Under Basel-II.	05

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Mr. Arun Vishwakarma **2) Department: Commerce**

3) Subject: Security Analysis and Portfolio Management **4) Class: TYBBI**

VIth SEMESTER

Course Outcomes

1. Learners will be able understand introduction and process of portfolio management.
2. Learners will learn the terms which are often confronted while reading newspaper, magazines etc. for better correlation with the practical world.

Month	Topics to be covered	No. of Lectures required
NOVEMBER	Investment, Meaning, Characteristics, Objectives, Investment V/s Speculation, Investment V/s Gambling and Types of Investors. Portfolio Management – Meaning, Evolution, Phases, Role of Portfolio Managers, Advantages of Portfolio Management. Investment Environment in India and Factors Conducive for Investment in India. Portfolio Analysis – Meaning and its Components,	15
DECEMBER	Portfolio Revision – Meaning, Need, Constraints and Strategies. Portfolio Evaluation – Meaning, Need, Measuring Returns (Sharpe, Treynor and Jensen Ratios) and Decomposition of Performance. Bond Valuation – Meaning, Measuring Bond Returns, Yield to Maturity, Yield to Call and	15
JANUARY	Economy Analysis – Meaning, Framework, Economic Analysis, Forecasting, Barometric or Indicator Approach, Econometric Model Building and Opportunistic Model Building. Industry Analysis – Concept of Analysis, IndustryLife Cycle, Industry Characteristics Company Analysis – Financial Statements, Analysis of Financial Statements, (Practical questions on Debt Equity Ratios,	15
FEBRUARY	Dow Theory Meaning and Principles of Technical Analysis, Price Chart, Line Chart, Bar Chart, Japanese Candlestick Chart, Trends and Trend Reversals, ChartPatterns, Support and Resistance,	10
MARCH	Reversal Patterns, Continuation Patterns and Elliot Wave Theory Mathematical Indicators – Calculation of Moving Averages (Simple and Exponential Moving Average), Oscillators and Relative Strength	05

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Mrs. Neeta Vaidya **2) Department: Commerce**

3) Subject: Auditing - II **4) Class: TYBBI**

VIth SEMESTER

Course Outcome

1) Learners will be able to enhance skill of auditing in banking companies areas.

2) Learners will be gain knowledge of auditing of banking, insurance and limited companies.

Month	Topics to be covered	No. of Lectures required
NOVEMBER	Qualifications, Disqualifications, Appointment, Removal, Remuneration of Auditors, Audit Ceiling, Status, Power, Duties and Liabilities of Auditors, Branch Audit, Joint Audit, Special Audit. Maintenance of Books of Account	5
DECEMBER	–Related Party Disclosures, Segment Reporting, Divisible Profit, Dividend and Depreciation (Companies Act, Standards on Accounting, Legal Decisions and Auditor's Responsibility), Representations by Management, Contents of AnnualReport. Definition, Distinction between Report and Certificate, Types of Reports/Opinion. Introduction of Banking Companies, Form and Content of Financial Statements,Qualifications of Auditor, Appointment of Auditor, Remuneration of Auditor, Power of Auditor, Auditor's Report, Format of Audit Report, Long Form Audit Report, Conducting an Audit, Initial Consideration by Statutory Audit, Internal Control System, Verifications of Assets and Balances.	20
JANUARY	Audit of Companies carrying General Insurance Business, Audit of Companies carrying Life Insurance Business, Applicability of Accounting Standards (AS 3,4,9,13,17), Books and Registers to be maintained, Submission of Reports and Returns, Audit of Accounts, Preparation of Audit and Internal Controls.	15
FEBRUARY	Introduction to Cost Audit, Human Resource Audit, Management Audit, Operational Audit, Forecast Audit, Social Audit, Tax Audit, Forensic Audit andEnvironmental (Green) Audit. Audit in an EDP Environment, Introduction, General Approach to EDP Based Audit and Special Techniques for Auditing	10
MARCH	Schedules to the Chartered Accountants Act, 1949 Relating to Professional Misconduct, Enquiry into Charges of Misconduct of Chartered Accountants.	05

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Mrs. Anjana Varma **2) Department: Commerce**

3) Subject: Human Resource Management **4) Class: TYBBI**

VIth SEMESTER

Course Outcome

1) Learners will be able to understand human resources management in large and small businesses.
2) Learners understand the need and objectives for human resource management with respect to the banking sector.

Month	Topics to be covered	No. of Lectures required
NOVEMBER	Human Resource Management Nature , Scope, Objectives and Functions of HRM·Organization of HR Department· Concept of HRD·	04
DECEMBER	Role and Functions of HR Manager (in Banking and· Insurance sector) Challenges before HR Manager· Personnel Manual· Human Resource Planning Definition of HRP· Process of HRP· Factors affecting HRP· HRIS· Succession Planning – Meaning and Process· Concept of Outsourcing· Promotions and Transfers· Operative Functions of HRM Recruitment- Meaning and Sources.· Selection- Meaning, Process, Types of Selection Tests,· Types of Interviews, Concept of Orientation and Placement· Training and Development- Definition, Methods of T·&D for managers in banks, Process / procedure of conducting training programmers, Requisites of a sound training programmer. Performance Appraisal- Definition, Methods of Appraisal· for managers – traditional and modern.	18
JANUARY	Process / procedure of conducting performance appraisal, Advantages and Limitations of Appraisal Compensation Management – Definition, Components of· Salary- Basic Salary, Incentives, Fringe Benefits, Perquisites, Allowances and other non-monetary benefits.	15
FEBRUARY	Policy Manual, Personnel Policies in Banking and Insurance· sectors Concepts- Job Analysis, Job Design and Job Evaluation· Participative Management- Meaning,Levels/ Types,· Employee Welfare, Comparative study of working conditions in Banks, Financial Institutions , Insurance company ,	15
MARCH	Industrial Relations- Meaning, Parties to IR and Approaches· Trade Unions- Meaning, Features and Role·	4

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ACADEMIC YEAR 2019-20 TEACHING PLAN

1) Name of the Lecturer: Mrs. Pooja Singh **2) Department: COMMERCE**

3) Subject: Turnaround Management **4) Class: TYBBI**

VIth SEMESTER

Course Outcome

1) Learners will able to understand about the relationship of leadership and Turnaround management.
2) Learners able to Know understand about the growth and survival strategy of Business
3) Learners will helps to learn about sick industries and turnaround strategy

Month	Topics to be covered	No. of Lectures required
NOVEMBER	Introduction to Business Meaning, Definition, Importance, Features, Symptoms·Different Approaches for Growth and Survival·	3 lectures
DECEMBER	(Internal and External) Globalization and Liberalization· Features Positive andNegative Impacts Role of MNC's Industrial Sickness Meaning and Reasons for Sickness· Symptoms· Variousattempts to Overcome Sickness by stakeholders· Role of BIFR in sick industries·	20 lectures
JANUARY	Turnaround Strategies TQM (Importance and Restructuring)· Restructuring (Only Concept)· (15) Reference Books : 1) Redesigning the Business Process by Waman S. Jawdekar 2) Business Process Re-Engineering : Myth & reality by Colin Coulson Thomas 3) Reengineering and Reinventing the enterprise by P.N. Rastogi 4) Practical Business Re-Engineering by Nick Obolensky Selling of Sick Unit (Only Concept)· BPR· - Meaning, features, steps, need, implications, - Achievements and Drawbacks -	15 lectures
FEBRUARY	Approaches (External Consultant, BPR Leader, Process Owner, Top Executives,Kaizen and Adam Smith , Flow Charts, Mapping etc.) - Practical Examples	15 lectures
MARCH	Recent Business Scenario - SIFIO - Outsourcing - Networking - Franchisee -Agency - Free Lancing - Self Financing	3 Lectures

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: Ms POOJA SINGH **2) Department: COMMERCE**

3) Subject: BUSINESS COMMUNICATION **4) Class: FYBFM**

SEMESTER - I

Course Outcome

1. Learner will be able to understand the importance of effective communication, different methods and modes use for communication in business.
2. Learner will be able to understand the writing skills to students through letter writing.
3. Learner will be able to understand the skills of listening, speaking, reading and writing to meet the challenges of the world.
4. Learner will be able to understand the awareness of the concept of communication process and modern tools of communication.

Month	Topics to be covered	No. of Lectures required
JULY	Concept of Communication Meaning and definition- Process, functions, objectives, importance and essentials of good communication. Barriers to communication- overcoming communication barriers Various types of communication	09
AUGUST	Reading Reading with fluency & speed, Ways of reading, Skimming, Scanning, Extensive reading, identifying, and inferring, Interpreting, Collecting & Re-ordering relevant information from text. Vocabulary, Grammar Language Structure & Punc Organised presentation of matter	12 02
SEPTEMBER	Writing Editing, summarizing, 7 Cs of Letter Writing, Revision of structure of forms of layout Use of Computer for Letter Writing. Email writing. Writing of effective mail Business letters Need and functions of business letters-planning and layout of business letters- kinds of business letters, essentials of business correspondence	10 04
OCTOBER	Business letters Kinds of business letters, essentials of business correspondence	08

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: Mrs. NAMARATA DUBE **2) Department: COMMERCE**

3) Subject: BUSINESS MATHEMATICS **4) Class: FYBFM**

SEMESTER - I

Course Outcome

1. Learner will be able to understand the concept of profit and loss through mathematical problems on trade discount, cash discount, commission and brokerage.
2. Learner will be able to understand the concept of simple interest, compound interest, and Equated monthly installments.
3. Learner will be able to understand the concept of ratio, proportion and percentage.
4. Learner will be able to understand the concept of shares and mutual funds.

Month	Topics to be covered	No. of Lectures required
JULY	**Ratio, Proportion and percentage** Ratio- Definition, Continued ratio, Inverse Ratio, Proportion - Continued proportion, Direct proportion, Inverse Percentage- Meaning and computation of percentage **Profit & Loss** Terms and formulae, Trade discount, Cash discount, problems	12 04
AUGUST	**Profit & Loss** Introduction to Commission and brokerage – problems on commission and brokerage **Interest and annuity** Simple interest, compound interest, Equated monthly instalments , reducing balance and flat rate of interest	08 10
SEPTEMBER	**Interest and annuity** Annuity immediate- present value and future value Stated annual rate and effective annual rate **Shares & Mutual Fund** Shares- Concept, face value, market value, dividend, Equity shares, preference shares, bonus shares Mutual Fund- Simple problems on calculation of net income after considering entry load, exit load, dividend, change in net asset value **Matrices and determinants**	02 12 04
OCTOBER	**Matrices and determinants** Solution of a system of linear equation having unique solution and involving not more than three variables	08

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ACADEMIC YEAR 2019-20

1) Name of the Lecturer: Mr. KRISHNAKANT PANDEY **2) Department: COMMERCE**

3) Subject: FOUNDATION COURSE-I **4) Class: FYBFM**

SEMESTER - I

Course OutCome

1. Learner will be able to understand the overview of Indian society with multicultural society.
2. Learner will be able to understand the concept of disparity in gender, caste and intergroup conflicts.
3. Learner will be able to understand the about Indian constitution structure and basic rights.
4. Learner will be able to understand the Party system in Indian politics for local, state and central government.

Month	Topics to be covered	No. of Lectures required
JULY	Overview of Indian society	06
AUGUST	Concept of disparity -I Concept of disparity -II	10 04
SEPTEMBER	Concept of disparity -II The Indian constitution	06 04
OCTOBER	The Indian constitution Significant aspects of Political processes	04 10

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: Mr. UMESH KABADI **2) Department: COMMERCE**

3) Subject: BUSINESS ENVIRONMENT **4) Class: FYBFM**

SEMESTER - I

Course Outcome

1. Learner will be able to understand the different types of business environment and its types. Different methods of analysis such as SWOT and PESTLE analysis are discussed.
2. Learner will be able to understand the concept of business ethics and entrepreneurship. Students learn MSED Act, 2006 and Consumer protection act.
3. Learner will be able to understand the concept of corporate social responsibility, corporate governance and Social audit.
4. Learner will be able to understand the strategies for globalization for MNCs and TNCs, Foreign trade in India, Balance of trade.

Course Outcome

Month	Topics to be covered	No. of Lectures required
JULY	**Business environment** concept, components and importance	10
AUGUST	**Role of Government**: Industrial licensing, Privatization; Devaluation; Export-import policy; Regulation of foreign investment; Collaborations Multinational Corporations Definition, Investment motives, Benefits	12 04
SEPTEMBER	**Multinational Corporations** – Multinational in India- public, **International Environment**: International trading environment	08 06
OCTOBER	**International Environment** Trends in world trade and the problems of developing countries; Foreign trade and	06

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: MrTANVI SANGHANI **2) Department: COMMERCE**

3) Subject: BUSINESS ECONOMICS **4) Class: FYBFM**

SEMESTER - I

Course Outcome

1. Learner will be able to understand the scope and importance of business economics.
2. Learner will be able to understand the demand function, demand estimation and forecasting.
3. Learner will be able to understand the production function and cost concepts such as economic cost, accounting cost, variable cost and cost oriented pricing methods.
4. Learner will be able to understand the the concept of monopolistic competition and oligopolistic markets

Month	Topics to be covered	No. of Lectures required
JULY	The contents & nature of economic theory: a. Economic problem -scarcity & efficiency. Production Possibility Curve, Shift in PPC. Branches of Economics - Micro & Macro Economics	09
AUGUST	Demand and supply analysis a. Meaning and determinants of demand, law of demand b. Meaning and determinants of supply, law of supply c. Equilibrium price. Impact of changes in demand and supply on equilibrium price d. Elasticity of demand, types of elasticity of demand	12
SEPTEMBER	Production, Cost and Revenue a. Production function - Isoquants, Returns to scale b. Producer's Equilibrium, Economics of scale c. Costs - Behaviour of cost curves in the short & long run d. Cost concepts and Revenue concepts	12
OCTOBER	Market analysis a. The theory of the firm - Break Even Analysis - Equilibrium of the Firm b. Markets - Perfect Competition, Monopoly, monopolistic competition and oligopoly c. Pricing methods- Marginal Cost, full cost, - Marginal Cost, full cost, discriminatory, Multi- Product & transfer pricing	12

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ACADEMIC YEAR 2019-20

1) Name of the Lecturer: Mr. SUSHANT VICHARE **2) Department: COMMERCE**

3) Subject: Introduction financial system **4) Class: FYBFM**

SEMESTER - I

Course Outcome

1. Learner will be able to understand the basic concepts in financial markets
2. Learner will be able to understand the overview of financial system to students such as flow of funds in financial system, financial system and economic development.
3. Learner will be able to understand the different financial system and their framework.
4. Learner will be able to understand the non-banking financial institutions, their role in financial system, sources of finance and RBI guidelines.

Month	Topics to be covered	No. of Lectures required
JULY	**An introduction to the financial system** Overview of financial system, Evolution of financial systems capital, with those Financial systems in India compared in developed nations **Financial Markets.** Capital markets, Money Markets, Foreign Exchange Market, Commodity Market	09 03
AUGUST	**Financial Markets.** Derivative Markets, Meaning, classification and structure. **Financial regulators** Meaning and features of financial regulators, Role and functions of financial regulators	09 06
SEPTEMBER	**Financial regulators** Kinds of financial regulators, markets regulated **Financial instruments** Meaning and classification of financial instruments	06 10
OCTOBER	**Financial instruments** Types of financial instruments, Evaluation of financial instruments (risk return trade-off), Characteristics	04

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: RAVI VISHWAKARMA **2) Department: COMMERCE**

3) Subject: FINANCIAL ACCOUNTING –I **4) Class: FYBFM**

SEMESTER - I

Course Outcome

1. Learner will be able to facilitate the acquisition of knowledge regarding the principles and fundamental concepts of Accountancy among students.
2. Learner will be able to create ledger accounts utilizing the principles of double-entry book keeping and accurately record corresponding journal entries.
3. Learner will be able to prepare ledger cash book, Depreciation , final account etc

Month	Topics to be covered	No. of Lectures required
JULY	**Nature, Purpose of Accounting:** 1) Meaning and scope of accounting – Need development and definition of accounting, persons interest in accounting disclosure, branches of accounting	10
AUGUST	**Books of Accounts** 1) Journals, Ledgers, Subsidiary Books 2) Trial Balance, Financial Accounting framework **Introduction to Financial Statements:** 1) Bank Reconciliation Statement 2) Treatments of Capital and Revenue	16 04
SEPTEMBER	**Introduction to Financial Statements** Depreciation accounting, methods of recording depreciation and methods of providing depreciation as per AS-4 **Preparation of Financial Accounts** 1) Financial Accounts of Sole Traders – Manufacturing Account,	12 06
OCTOBER	**Preparation of Financial Accounts** 1) Financial Accounts of Partnership Firms, Manufacturing Account, Trading,	14

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: RAVI VISHWAKARMA **2) Department: COMMERCE**

3) Subject: DEBT MARKETS **4) Class: SYBFM**

SEMESTER-III

Course Outcome

1. Learner will be able to understand the market where debt instruments are traded.
2. Learner will be able to understand the that require a fixed payment to the holder, usually with interest.
3. Learner will be able to understand the Bond Duration, YTM,HPR etc

Month	Topics to be covered	No. of Lectures required
JUNE	**INTRODUCTION TO THE DEBT MARKETS** Evolution of Debt Markets in India Money market & Debt Market in India	09
JULY	**INTRODUCTION TO THE DEBT MARKETS** Regulatory framework in the Indian debt market **INSTRUMENTS & PLAYERS IN DEBT MARKETS** Government securities, PSU bonds & Corporate Bonds Primary dealers in Government Securities	06 06
AUGUST	**INSTRUMENTS & PLAYERS IN DEBT MARKETS** Securities Trading Corporation of India **BONDS** Features of bondsTypes of bonds Issuers of bonds Bond ratings- importance & relevance and rating agencies	09 06
SEPTEMBER	**BONDS** Issuers of bonds Bond ratings- importance & relevance and rating agencies **VALUATION OF BONDS** Determinants of the value of bonds Primary market & secondary market Bond Mathematics	06 08

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: Mr. UMESH KABADI **2) Department: COMMERCE**

3) Subject: EQUITY MARKET I **4) Class: SYBFM**

SEMESTER-III

Course Outcome

1. Learner will be able to understand the structure and functioning of equity stock markets.
2. Learner will be able to understand the Primary markets and Secondary Markets
3. Learner will be able to understand the ,ADR, GDR,IDR

Month	Topics to be covered	No. of Lectures required
JUNE	Introduction Meaning and Definition of equity shares Growth of Corporate Sector and the simultaneous growth of equity shareholders Divorce between ownership and management in companies Development of equity culture in India Current position	15
JULY	**Market for Equity - Primary Markets** IPO - Methods followed, Book Building Role of Merchant bankers in fixing the price Red - Herring Prospectus: it's unique features ASBA and its features Green Shoe option - Sweat equity, ESOP Rights issue of shares, Non-voting shares ,ADR, GDR,IDR	15
AUGUST	**Market For Equity - Secondary Markets** Definition and functions of stock Exchanges Evolution and Growth of Stock Exchanges Stock Exchanges in India NSE, BSE, OTCEI and Overseas Stock Exchanges Recent Development in Stock Exchanges, Merger of SEBI with FOMC	15
SEPTEMBER	**Importance of Equity Markets in a Developing Country like India** Need for attracting more investors towards equity Need for strengthening secondary markets Link between Primary Market and Secondary Market	15

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: Mr. SUSHANT VICHARE **2) Department: COMMERCE**

3) Subject: COMMODITY MARKET **4) Class: SYBFM**

SEMESTER-III

Course Outcome

1. Learner will be able to understand the Emergence of Commodity Market.
2. Learner will be able to understand the Role of Information in Commodity Markets
3. Learner will be able to understand the Linkages between equity markets and commodity markets
4. Learner will be able to understand the Clearing methods & Commodity futures

Month	Topics to be covered	No. of Lectures required
JUNE	**Unit - I : Introduction to Commodity Market** Emergence of Commodity Market Dynamics of global commodity markets Indian commodity markets - Current status & future prospects	15
JULY	**Unit II Strengthening Commodity Markets in India** Role of Government Role of Commodity Exchanges Other Institutions Training & development of Dealers	15
AUGUST	**Unit III Commodity Exchanges** Function & Role ,Trading & Clearing methods ,Commodity futures Commodity Specific Exchanges Vs Multi Commodity Exchanges	15
SEPTEMBER	**Unit IV Commodity Market in India** Commodity Exchanges in India ,Role of Information in Commodity Markets ,Linkages between equity markets and commodity markets Commodity markets - Logistics and Warehousing	15

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: Ms.ARPITA ATTIBUDDHI **2) Department: COMMERCE**

3) Subject: MANAGEMENT ACCOUNTING **4) Class: SYBFM**

SEMESTER-III

Course outcome

1. Learner will be able to understand the , comparative, common size & trend analysis
2. Learner will be able to understand the Break even analysis, Margin of safety
3. Learner will be able to understand of fund flow and cash flow statement.
4. Learner will be able to understand the nature of Working Capital and Planning of Working Capital.

Month	Topics to be covered	No. of Lectures required
JUNE	**Introduction to Financial Statement Analysis** Meaning, Nature, Uses, Scope & Function of Management Accounting, Role of Management Accounting in decision making, Tools & Techniques of Management Accounting. Financial Statements Analysis: Meaning & Types of Financial statements, Limitations of Financial Statements, Objectives of Financial statements, Interpretation of Financial statements, Inter - Firm & Intra -firm comparison with the help of ratio, comparative, common size & trend analysis	15
JULY	**Financial Statement Analysis** Fund Flow statement Cash Flow statement	15
AUGUST	**Working Capital Management** Operations cycle, Need & Importance, Monitoring & Control, Estimation & Calculation Working Capital Management of Current Assets: Management of Cash & Marketing of securities, Receivables management.	15
SEPTEMBER	**Operating and Financial Leverage** Break even analysis, Margin of safety Concept in Valuation : The time of Money, P.V. IRR, Bond Returns, and the returns from Stock Investments	15

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: Mrs.Preetha Nair **2) Department: COMMERCE**

3) Subject: BUSINESS LAW - I **4) Class: SYBFM**

SEMESTER-III

Course outcome

1. Learner will be able to understand the Indian Contract Act, 1872.
2. Learner will be able to understand the law of indemnity, law of bailment, law of pledge and law of agency.
3. Learner will be able to understand the Sale of Goods Act, 1930.
4. Learner will be able to understand the Negotiable Instruments Act, 1881

Month	Topics to be covered	No. of Lectures required
JUNE	**Indian Contract Act 1872** Definitions (S.2): Agreement, kinds of Agreements, Contract- kinds of contracts: Valid, Void, Voidable, Contingent and Quasi Contract and E contract, distinguish between Agreement and Contract. Offer or Proposal: definition, Essentials of Valid proposal or offer. Capacity to contract (Ss.10-12), Consent and Free Consent (Ss.13-22)	15
JULY	**Special contracts** Law of Indemnity and Guarantee (Ss.124-125, Ss-126-129,132-147) Law of Bailment and pledge (Ss. (Secs148,152-154,162, 172,178,178A and 179) Law of Agency (S. 182-185& 201-209only)	15
AUGUST	**The Sale of Goods Act 1930** Introduction, Definitions (Sec-2), Formalities of the contract of sale (Ss. 4- 10), Distinction between 'sale' and 'agreement of sell, Distinction between 'sale and hire-purchase agreement' Conditions and Warranties (	15
SEPTEMBER	**Negotiable instruments Act 1881** Meaning and Characteristics of Negotiable Instrument, Operational rules of Evidence- Presumptions, classification of Negotiable Instruments. P	15

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: Mr. SUSHANT VICHARE **2) Department: COMMERCE**

3) Subject: MONEY MARKET **4) Class: SYBFM**

SEMESTER-III

Course outcome

1. Learner will be able to understand the Functions and Significance of Money Markets.
2. Learner will be able to understand the Instruments in the Indian Money Market
3. Learner will be able to understand the Inflation and reduction of Purchasing power of money
4. Learner will be able to understand the Regulatory framework of money markets

Month	Topics to be covered	No. of Lectures required
JUNE	**Introduction** Meaning of Money Market, features of money markets, importance of money marketOrganised structure: Unorganised sector: co-operative sector**:**	15
JULY	**Regulatory framework of RBI, FIMMDA** Regulatory framework of RBI, FIMMDA (Fixed Income, Money Market and Derivatives Association) and Foreign Exchange Dealers Association of India (FEDAI	`
AUGUST	**Money Market Instrument** Conventional: Modern Money Market mutual fund:	15
SEPTEMBER	**Disadvantage features of a developed Money Market and Recent developments in Money Market** Disadvantage of Money Market: Inflation and reduction of Purchasing power of money, Absence of integration. Recent development in Money Market : Integration of unorganised sector	15

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: Mrs. SMITA JUNARKAR **2) Department: COMMERCE**

3) Subject: COMPUTER SKILL **4) Class: SYBFM**

SEMESTER-III

Course outcome

1. Learner will be able to understand the Basic computer literacy.
2. Learner will be able to understand the ability to back-up
3. Learner will be able to understand the Experience of online project work.
4. Learner will be able to understand the ability to nurture creativity Social networking skills.

Month	Topics to be covered	No. of Lectures required
JUNE	Advanced Spread sheet	12
JULY	Advanced Spread sheet Data Based Management systems	03 15
AUGUST	Modern E Business Software systems	15
SEP	Other Emerging Technologies	15

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: UMESH KABADI **2) Department: COMMERCE**

3) Subject: MARKETING IN FINANCIAL SERVICES **4) Class: TYBFM**

SEMESTER-V

Course outcome

1. Learner will be able to understand the Service Industry
2. Learner will be able to understand the Services Market Segmentation
3. Learner will be able to understand the (7Ps of Services Marketing).
4. Learner will be able to understand the Customer Satisfaction & Service Quality in Service Marketing

Month	Topics to be covered	No. of Lectures required
JUNE	**Foundation of services marketing** Introduction – The services concept – Service Industry – Nature of Service, Characteristics of Services, Classification of Services – Importance of Services Marketing The Growth in Services – Global and Indian Scenario	08
JULY	**Foundation of services marketing** Institutional Financial Service, Distinctive Characteristics of Services. **Services Market Segmentation** Positioning and Differentiation of Services, Promotion and Communication – Designing and Managing Service	07 10
AUGUST	**Services Market Segmentation** Managing People for Service Advantage – Service Quality and Productivity – Customer Relationship Management Customer Loyalty. **Issues in Marketing of Services** Extended Services Marketing Mix : Going Beyond the 4 Ps. (7Ps of Services Marketing). Service Delivery Process	05 11
SEPTEMBER	Issues in Marketing of Services Challenges in Distribution of Services. Personal Selling – Advertising and Sales Promotion **Customer Satisfaction & Service Quality in Service Marketing** Service Encounter – Role of HR & Internal Marketing – Monitoring and Measuring customer satisfaction, GAP Model – Handling complaints.	04 15

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: SUSHANT VICHARE **2) Department: COMMERCE**

3) Subject: TECHNICAL ANALYSIS **4) Class: TYBFM**

SEMESTER-V

Course outcome

1. Learner will be able to understand the Technical Analysis
2. Learner will be able to understand the Stochastic, RSI, Williams %R, MFI, Bollinger bands, Moving Averages,MACD
3. Learner will be able to understand the Dow Theory and Eliot Wave Theory
4. Learner will be able to understand the Risk Management, Trading Psychology and Trading Strategies

Month	Topics to be covered	No. of Lectures required
JUNE	**Introduction to Technical Analysis** Technical analysis, Basic assumptions, Strengths and Weakness; Dow theory, Charts, Candlestick charts analysis with one two and three candles like hammer, hanging man	10
JULY	**Introduction to Technical Analysis** shooting star, bearish and bullish harami; - Support and resistance, Head and shoulders, Double top and double bottom and Gap theory **Major Indicators and Oscillators** Stochastic, RSI, Williams %R, MFI, Bollinger bands	05 10
AUGUST	**Major Indicators and Oscillators** Moving Averages, MACD **Major Theories in TA** Dow Theory and Eliot Wave Theory	05 10
SEPTEMBER	**Risk Management, Trading Psychology and Trading Strategies** Risk Management – Need, techniques, uses of stop loss, qualities of successful traders, golden rules of traders, do's and don'ts in trading, Rules to stop losing money, Choosing the right market to trade, Importance of discipline in trading; Day trading, Advantages of day	15

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TEACHING PLAN

ACADEMIC YEAR 2018 TO 2019

1) Name of the Lecturer: RAVI VISHWAKARMA **2) Department: COMMERCE**

3) Subject: CORPORATE ACCOUNTING **4) Class: SYBFM**

SEMESTER-V

Course outcome

1. Learner will be able to understand the Redemption of Preference Shares & Redemption of Debentures
2. Learner will be able to understand the Ascertainment and treatment of profit prior to incorporation
3. Learner will be able to understand the Amalgamation of Companies
4. Learner will be able to understand the Capital Reduction and Internal Reconstruction

Month	Topics to be covered	No. of Lectures required
JUNE	**Redemption of Preference shares** Sources of redemption including divisible profits and proceeds of fresh **Redemption of debentures** By payment from sources including out of capital and/ or out of profits Debenture redemption reserve and debenture redemption sinking fund•	08 08
JULY	**Redemption of debentures** By conversion into new class of shares or debentures **Ascertainment and treatment of profit prior to incorporation** Preparation of separate, combined and columnar profit and loss a/c including different basis of allocation of expenses / incomes	08 10
AUGUST	**Amalgamation of Companies (w.r.t. AS 14)** In the nature of merger and purchase with corresponding accounting treatments of pooling of interests and purchase methods respectively	16
SEPTEMBER	**Internal Reconstruction**	15

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: SUSHANT VICHARE **2) Department: COMMERCE**

3) Subject: FINANCIAL DERVATIVES **4) Class: TYBFM**

SEMESTER-V

Course outcome

1. Learner will be able to understand the Participants and Functions
2. Learner will be able to understand the Future vs. Forwards-
3. Learner will be able to understand Sensitivity of option premia (Delta, Gamma, Lambda, Theta, Rho)
4. Learner will be able to understand the Trading Clearing and Settlement of Options and Futures

Month	Topics to be covered	No. of Lectures required
JUNE	**Unit 1 Introduction to Derivatives** Definition – Types- Participants and Functions- Development of Exchange traded derivatives- Global derivatives markets- Exchange traded vs OTC derivatives markets- Derivatives trading in India-	10
JULY	**Unit 1 Introduction to Derivatives** L.C.Gupta committee- J.C. varma committee- Requirements for a successful derivatives markets **Unit 2 Futures and options- introduction** Futures: Introduction- Future terminology- Key features of futures contracts- Future vs. Forwards- Pay off for futures- Equity futures-.	05 13
AUGUST	**Unit 2 Futures and options- introduction** Strategies- Hedging- Speculation- Arbitrage- Straddle- Strangles- Strips and Straps – Spread trading **Unit 3 Pricing of Future Options** The cost of carry models for stock and index futures- cash price and future price, arbitrage opportunity Factors affecting options pricing- Option pricing models- Binominal pricing model- The black and Scholes model –Pricing of Index options. Sensitivity of option premia (Delta, Gamma, Lambda, Theta, Rho)	02 15
SEPTEMBER	**Unit 4 Trading Clearing and Settlement of Options and Futures** Futures and Options trading system- Trader workstations- contract specification- specification for stock and index eligibility for trading charges	15

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: RAVI VISHWAKARMA **2) Department: COMMERCE**

3) Subject: EQUITY RESEARCH **4) Class: TYBFM**

SEMESTER-V

Course outcome

1. Learner will be able to understand the Research and Research Methodology
2. Learner will be able to understand the Fundamentals of Research
3. Learner will be able to understand the Company's SWOT Analysis
4. Learner will be able to understand the– Michael Porter's Five Force Model for Industry Analysis,

Month	Topics to be covered	No. of Lectures required
JUNE	Introduction to Research and Research Methodology Introduction and meaning of research, Objectives of research, Features and Importance of research in Financial Markets, Objectives	10
JULY	Formulation of research problem. Meaning of Introduction, Need and Good research design. Introduction to Data Collection and types of Data Equity Research – An Overview Introduction – Meaning, Goals of equity research, Elements of equity research, Process of equity research, Types of equity	5 15
AUGUST	Fundamentals of Research Fundamentals of Research – Key points considered before investing, Research on business and stocks, Overview of Fundamental analysis,key economic variables for carrying fundamental analysis, sources of information/data for carrying	15
SEPTEMBER	Company Analysis Qualitative Dimensions – Understanding business and business models, Company's SWOT Analysis, Management Quality and its governance system, Pricing power and sustainability of power, Success factors of the	15

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer:Mr. UMESH KABADI **2) Department: COMMERCE**

3) Subject: Business Ethics and Corporate Governance **4) Class: TYBFM**

SEMESTER-V

Course outcome

1. Learner will be able to understand the Code of ethics
2. Learner will be able to understand the Rights of shareholders Challenges of exercising shareholders rights Corporate governance and Related Party
3. Learner will be able to understand Various scams(Sahara,, Enron, Kingfisher, Worldcom, Harshad Mehta, PNB, HSBC, Satyam)
4. Learner will be able to understand the Corporate Governance Forums and Legislative Framework

Month	Topics to be covered	No. of Lectures required
JUNE	Business Ethics Role of Board of Directors, Organization climate and structure ethics 2. Addressing ethical dilemmas	**10**
JULY	Code of ethics; ethics committee, ethics training, integrity pact Corporate Governance- Conceptual Framework Introduction, need and scope . Evolution of Corporate Governance Developments in India Elements of Good Corporate Governance, ESG- Environment Social Governance- Tata Steel Various scams(Sahara,, Enron, Kingfisher, Worldcom, Harshad Mehta, PNB, HSBC, Satyam)	**05** **15**
AUGUST	Corporate Governance and Shareholders Right Rights of shareholders Challenges of exercising shareholders rights Corporate governance and Related Party Transactions Role of Investor Association in securing shareholders rights Role of institutional investors in Corporate Governance	**15**
SEPTEMBER	Corporate Governance Forums and Legislative Framework of Corporate Governance in IndiaNational Foundation of Corporate Governance Global Corporate Governance forum Listing agreements SEBI Guideline	**15**

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: RAVI VISHWAKARMA **2) Department: COMMERCE**

3) Subject: FINANCIAL ACCOUNTING **4) Class: FYBFM**

SEMESTER-II

Course outcome

1. Learner will be able to understand the issue of shares,debentures.
2. Learner will be able to understand the buyback of Equity shares, Redemption of Debenture.
3. Learner will be able to understand the concept of Valution of goodwill and Shares

Month	Topics to be covered	No. of Lectures required
NOV	**Shares and debentures.** Issue of Shares & Debentures: Types of Shares & Debentures	09
DEC	**Corporate Accounting** Capitalisation of reserves & issue of Bonus Shares Preparation of corporate financial statements in vertical form	12
JAN	**Share Valuation** Valuation of Shares. Buy-back of shares & own debentures	12
FEB	**Share Valuation** Intrinsic value of shares, yield value ,fair value **Investment Accounting** EX int, cum int etc **Indian Accounting Standards** As, GAAP & their impact on Income Statement & B/S.	08 08
MARCH	Revision	04

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: POOJA SINGH **2) Department: COMMERCE**

3) Subject: BUSINESS COMMUNICATION **4) Class: FYBFM**

SEMESTER-II

Course Outcome

1. Learner will be able to understand the different processes and considerations involved in writing ofcommercial letters and reports.
2. Learner will be able to understand to use different tools and methods to find, evaluate, process andpresent information in particular format.
3. Learner will be able to understand the requisite understanding and skills of being an active member ofa committee as well as the skills of being a delegate and organizer of conferences.
4. Learner will be able to understand the meaning and functions of Public Relations

Month	Topics to be covered	No. of Lectures required
NOV	**Drafting of business letters** Enquiries and replies, placing and fulfilling of orders, complaintsand follow up. Report writing, notices	09
DEC	**Drafting of business letters** Report writing, notices **Oral Communication** Meaning, nature and scope – Principles of effective oral communication, Techniques of effective speech,, media of oralcommunication	06 06
JAN	**Non-verbal communication** Understanding in depth about non-verbal communication and its effect on work environment, Body language, Globallyacceptable and non- acceptable gestures.	12
FEB	**Non-verbal communication** Body language, Globally acceptable and non- acceptablegestures. **Application of communication skills** Concept, Principles, Do's and Don'ts of - Group decision making,conflict	06 09
MARCH	**Application of communication skills** - Presentation and interviews- speeches- customer care	09

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: KRISHNAKANT PANDEY **2) Department: COMMERCE**

3) Subject: BUSINESS STATISTICS **4) Class: FYBFM**

SEMESTER-II

Course Outcome

1. Learner will be able to understand the scope of statistics in management, sampling methods, datacondensation and graphical methods.
2. Learner will be able to understand the concept of measure of central tendency.
3. Learner will be able to understand the concept of dispersion, correlation and regression.

Month	Topics to be covered	No. of Lectures required
NOV	**Population and sample** Definition of statistics, scope of statistics in Management and financialmarkets, Concept of population and sample with illustration Methods of sampling- SRSWR, SRSWOR, stratified, systematic(description of sampling procedures only)	09
DEC	**Population and sample** Data condensation and graphical methods: Raw data, attributes and variables, classification, frequencydistribution, cumulative frequency distribution Graphs- Histogram and frequency polygon Diagrams- Multiple bar, pie, subdivided bar**Measures of central tendency**Criteria for good measures of central tendency, arithmetic mean, median mode for grouped and ungrouped data, combined mean	03 09
JAN	**Measures of central tendency** median mode for grouped and ungrouped data, combined mean **Measures of Dispersion** Concept of dispersion, absolute and relative measures of dispersion,range variance, standard deviation, coefficient of variation, quartile deviation, coefficient of quartile deviation	03 12
FEB	**Correlation and regression (for ungrouped data)** Concept of correlation, positive and negative correlation, Karl Pearson's Coefficient of Correlation, meaning of regression, tworegression equations, Regression coefficients and properties **Linear Programming Problems** Meaning of LPP, Formulation of LPP, solution by graphical methods,problems relating to two variables only	12 06
MARCH	**Linear Programming Problems** Meaning of LPP, Formulation of LPP, solution by graphical methods,problems relating to two variables only	06

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: Mrs. SMITA JUNARKAR **2) Department: IT**

3) Subject: COMPUTER SKIL-I **4) Class: FYBFM**

SEMESTER - II

Course Outcome

1. Learner will be able to understand the Computer hardware
2. Learner will be able to understand the Windows
3. Learner will be able to understand Word 2013
4. Learner will be able to understand the Excel 2013

Month	Topics to be covered	No. of Lectures required
NOV	**Computer hardware** Personal Computers- identification/demonstration of different storage Devices like CD and various input and output CPU, it's speed machine cycle, ports, computer buses, printers. Introduction to trouble shooting of personal computer	06
DEC	**Windows** Network neighbourhood, start menu, taskbar, file and folder operation (creating, copying, moving, deleting), system tools. Internet What is internet, most popular internet services , functions of internet like email, WWW.	08
JAN	**Internet** FTP, usenet, Instant messaging, internet telephony, using address book, working with task list, scheduling appointments, reminders.	12
FEB	**Word 2013** Getting started, The Word window, New documents, Document navigation, Editing text, Working with text, Undo.	12
MARCH	**Excel 2013** Fundamentals of Excel, Cut, Copy, Insert, Delete, Paste Special, Custom Formatting , Undo, Redo, Excel Formulas – Basic, Useful functions	12

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: SUSHANT VICHARE **2) Department: COMMERCE**

3) Subject: EVS **4) Class: FYBFM**

SEMESTER-II

Course outcome

1. Learner will be able to understand the concept of environment, ecology and biodiversity.
2. Learner will be able to understand the importance of natural resources and their classification.
3. Learner will be able to understand the study various economic activities, their pattern and environmental problems associated with economic activities.
4. Learner will be able to understand the concept of environmental management and role of technology inenvironment management.

Month	Topics to be covered	No. of Lectures required
NOV	**Environment: an overview** Environment- structure, components and typology Ecosystem as part of environment- Functioning and levels oforganisations	09
DEC	**Environment: an overview** Biodiversity- Classification, value, threats to biodiversity **Natural Resources** Definition, importance and classification of natural resourcesUtilisation and conservation of water, forest, soil and energy.	06 09
JAN	**Natural Resources** Issues associated with natural resources **Environment and Economic Activities** Economic activities-nature and pattern- primary,secondary and tertiary Environmental problems associated with economic	06 09
FEB	**Environment and Economic Activities**Case studies with reference to India **Environment Management** Environment management- Concept, need and relevance of environmental education Environmental Impact Assessmen	06 09
MARCH	**Environment Management** Role of technology in Environment Management- GIS,GPS,Remote	06

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: UMESH KABADI **2) Department: COMMERCE**

3) Subject: PRINCIPLE OF MANGEMENT **4) Class: FYBFM**

SEMESTER-II

Course outcome

1. Learner will be able to understand the Term management refers how teamwork is important , how with the proper direction leadership skill will be able to accomplish your goals
2. Learner will explore the various functions of management. Management involves not only coordination, but also planning, organizing, leading, and controlling.

Month	Topics to be covered	No. of Lectures required
NOV	**Introduction** Nature and process of management, basic management roles and skills, nature of managerial work, approaches to management,	09
DEC	**Planning and decision making** Concept, purpose and process of planning, kinds of plans, strategies policies and planning, premises, goal setting, MBO, decision making	09
JAN	**Planning and decision making** Forms of group decision making in organization **Organising** Fundamentals of organising, bases of departmentation, distribution of authority, coordination, organisation structure, and design.	06 09
FEB	**Organising** leadership- nature and significance, leading and managing, leadership styles, leadership theories **Management Control** Nature, purpose and process of controlling, kinds of control system,	06 09
MARCH	**Management Control** Prerequisites of effective control systems, resistance to control. controlling techniques	06

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: SNEHA PANDEY **2) Department: COMMERCE**

3) Subject: FOUNDATION COURSE II **4) Class: FYBFM**

SEMESTER-II

Course outcome

1. Learner will be able to understand the concept of Globalization, Liberalization and Privatization.
2. Learner will be able to understand the knowledge of basic Human Rights.
3. Learner will be able to understand the concept of ecology, importance of environment andreasons forenvironmental degradation.
4. Learner will be able to understand the reasons for stress and conflict and various methods to managing thestress.

Month	Topics to be covered	No. of Lectures required
NOV	Globalisation and Indian Society 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; Changes in agrarian sector due to globalization;	09
DEC	Globalisation and Indian Society Rise in corporate farming and increase in farmers' suicides Human Rights Concept of Human Rights; origin and evolution of the concept; The Universal De	06 09
JAN	Concept of Human Rights; Human Rights;Human Rights constituents with special reference to Fundamental Rights stated in the Constitutio	06
FEB	Understanding Stress and 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.	09 06
MARCH	Managing Stress and 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;	15

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: RAVI VISHWAKARMA **2) Department: COMMERCE**

3) Subject: DEBT MARKETS II **4) Class: SYBFM**

IV SEMESTER

Course outcome

1. Learner will be able to understand the Basic Concepts of Fixed Income Securities
2. Learner will be able to understand the Pricing of Fixed Income Securities
3. Learner will be able to understand the Tracking Fixed Income Markets
4. Learner will be able to understand the Portfolio Management- Fixed Income

Month	Topics to be covered	No. of Lectures required
NOV	**Basic Concepts and Fixed Income Mathematics** Introduction to fixed income pricingYield curve, Bond mathematics Duration and Convexity Duration - including modified and Maculay Duration, Convexity	06
DEC	**Basic Concepts and Fixed Income Mathematics** Duration and Convexity Duration - including modified and Maculay **Valuation** Valuation of simple debt instruments, Valuation of bonds , Bond prices and interest rates,Valuation of complex debt instruments	09 06
JAN	**Valuation** Exotic debt instruments,MBS, CDS, Principal protected ELD, CDO **Tracking Fixed Income Markets** Tracking bond markets,The bond traders arsenal of economic indicators, Inflation,Monetary policy, Government deficits.	09 06
FEB	**Tracking Fixed Income Markets** Currency valuation, The subprime crisis and the role of debt markets in the crisis – Then and now **Portfolio Management - Fixed Income** Bond portfolio management strategies**:** What is a bond portfolio strategies,	09 06
MARCH	**Portfolio Management - Fixed Income** Types of bond management strategy, Active, passive, neutral strategies	09

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ACADEMIC YEAR 2019-20

1) Name of the Lecturer: UMESH KABADI **2) Department: COMMERCE**

3) Subject: EQUITY MARKETS - II **4) Class: SYBFM**

IV SEMESTER

Course outcome

1. Learner will be able to understand the Developments in the Indian Equity Market, Domestic savings investments Disinvestments, FDI & Foreign Portfolio Investment (FPI)
2. Learner will be able to understand the Valuation of Equities, Balance sheet valuation, Fundamental Analysis- Economy, Industry and Company Model
3. Learner will be able to understand the Statistical Analysis of Share price movement
4. Learner will be able to understand the Dealings in Stock Exchanges Role of Brokers Stock Market Quotations Procedure for buying & selling BOLT - On Line Trading/ NEAT System Clearing & Settlement Order Matching

Month	Topics to be covered	No. of Lectures required
NOV	**Developments in the Indian Equity Market** Domestic savings & investments Disinvestments, FDI & Foreign Institution Investment	06
DEC	**Developments in the Indian Equity Market** Role of Retail Investors,Share Price & Share Price VolatilityRole of SEBI **Security Analysis & Valuation of Securities**Factors affecting Share Prices Fundamental Analysis in detail.	09 06
JAN	**Security Analysis & Valuation of Securities** Technical Analysis in detail Macro Economic factors Market related factors **Statistical Analysis of Share price movement** Efficient Market Hypothesis Stochastic Models	09 06
FEB	**Statistical Analysis of Share price movement .** • Brownian Motion **Dealings in Stock Exchanges** Role of Brokers Stock Market Quotations	09 06
MARCH	**Dealings in Stock Exchanges** Procedure for buying & selling BOLT - On Line Trading/ NEAT SystemClearing & Settlement	09

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: SUSHANT VICHARE **2) Department: COMMERCE**

3) Subject: COMMODITY DERIVATIVES **4) Class: SYBFM**

IV SEMESTER

Course outcome

1. Learner will be able to understand the Derivatives definition & Types of derivatives.
2. Learner will be able to understand the Investment assets vs. Consumption assets-The Cost of Carry Model - Pricing
3. Learner will be able to understand the futures contracts on investment commodities-Pricing Basic concepts such as Margins, Circuit filters - delivery norms – Contracts specifications, Trading system, and Entities in the trading system, Trader workstation.

Month	Topics to be covered	No. of Lectures required
NOV	**Introduction of Derivatives** Derivatives definition, types of derivatives, products, participants andfunctions, exchange traded vs. OTC derivatives. How commodity derivatives differ from financial derivatives, warehousing, quantity of underlying asset.	06
DEC	**Introduction of Derivatives** Global commodities exchange, commodities exchange in India, commodities permitted for trading, Kabra committee report, commodityspecific issues - croping and growth pattern. **Pricing commodity derivatives** Investment assets vs. consumption assets, The cost of carry model -pricing futures contracts on investment commodities.	09 06
JAN	**Pricing commodity derivatives** Pricing futures contracts on consumption commodities, The futuresbasics, Concept of Hedging, Speculation, Arbitrage **Trading** Basic concepts such as margins, circuit filters - delivery norms – contractspecifications.	09 06
FEB	**Trading** Final Settlement : Cash settlement, physical settlement Exception handling : funds shortages, Delivery shortages**Regulatory Framework** Forward market commission - Rules governing Commodity	09 06
MARCH	**Regulatory Framework** Derivatives Exchange, Rules Governing Intermediaries, InvestorGrievances, Arbitration Rules.	09

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: Mr. RAVI VISHWAKARMA **2) Department: COMMERCE**

3) Subject: CORPORATE FINANCE **4) Class: SYBFM**

IV SEMESTER

Cousre outcome

1. Learner will be able to understand the Emergence of corporate finance as an integral part of business finance
2. Planning the corporate Financial Activities
3. Learner will be able to understand the Watered Capital, over capitalization and under capitalization NPV, IRR, DCF analysis and pay back period
4. Learner will be able to understand the Management of new issues including pricing of securities

Month	Topics to be covered	No. of Lectures required
NOV	**Overview and Planning Corporate Financial Activities** Emergence of corporate finance, Need, Role and functions of corporate financial manager	06
DEC	**Overview and Planning Corporate Financial Activities** Planning the corporate financial activities: Cost of Capital, Break-evenanalysis **Controlling the Corporate Financial Activities** Role of Financial institution in long term finance Maximising the wealth of shareholders	09 06
JAN	**Controlling the Corporate Financial Activities** Corporate governance practises Controlling Mechanism if RBI in raising corporate finance **Sources and Methods of Raising Corporate Finance** Types and features of corporate securities currently available Management of new issues including pricing of securities	09 06
FEB	**Sources and Methods of Raising Corporate Finance** Commercial banks and investment banks in financing thecorporate sector • Leasing as a method of corporate finance **Corporate Financial Activities** Capital structure	09 06
MARCH	**Corporate Financial Activities** Capital Budgeting- Payback period , NPV, ARR, DCF analysis	09

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: Mrs. Preetha Nair **2) Department: COMMERCE**

3) Subject: BUSINESS LAW – II **4) Class: SYBFM**

IV SEMESTER

Course outcome

1. Learner will be able to understand the Indian Companies Act, 2013
2. Learner will be able to understand the Intellectual Property Rights, Copyrights and trade marks
3. Learner will be able to understand the Indian Partnership Act, 1932 and Limited Liability Partnership, 2008
4. Learner will be able to understand the Consumer Protection Act,1986 and Competition Act, 2002

Month	Topics to be covered	No. of Lectures required
NOV	**Companies Act, 2013** Company and its formation	06
DEC	**Companies Act, 2013** Membership of a Company Prospectus Meetings **IPR, copyrights and trade marks** Patents	09 06
JAN	**IPR, copyrights and trade marks** Copyrights Trade- marks **Partnership Act, 1932** Indian Partnership Act, 1932 (Sections,4,5,6,7,8,14 & 39-55): Definition, Essentials, Types of Partnerships and types of Partners Test of partnership	09 06
FEB	**Partnership Act, 1932** Reconstitution of Partnership firms, Dissolution of the firm. Limited Liability Partnership, 2008: Definitions (S.2), Body corporate. **Consumer Protection Act,1986 and Competition Act, 2002** Introduction, Definitions: Consumer, Defect, Deficiency and unfair trade practices, manufacture, Consumer Councils.	09 06
MARCH	**Consumer Protection Act,1986 and Competition Act, 2002** Competition Act, 2002: Objectives of the Act, Salient features-Anti Competitive Agreements. Prevention of abuse of dominant position.	09

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: SUSHANT VICHARE **2) Department: COMMERCE**

3) Subject: FOREIGN EXCHANGE MARKETS **4) Class: SYBFM**

IV SEMESTER

Course outcome

1. Learner will be able to understand the Foreign Exchange Market:
2. Learner will be able to understand the FERA Vs. FEMA, Pre-liberalization Exchange Rate Regime in India
3. Learner will be able to understand the Spot and Forward Contracts Cash.
4. Learner will be able to understand the Types of Exchange Rates

Month	Topics to be covered	No. of Lectures required
NOV	**Introduction to Foreign Exchange Market** Forex trading volume, Forex trading locations	06
DEC	**Introduction to Foreign Exchange Market** Details about major traded currencies, Evolution of foreign exchange market and foreign exchange System **Market Participants** Banks and financial institutions, Merchants, Other customers	09 06
JAN	**Market Participants** Speculators and hedgers Central banks, Forex Dealers/market makers and brokers, Forex Trading and SWIFT Robots and forex trading. **Some important operational aspects of Foreign Exchange Market and Foreign Exchange Contracts** Floating Rate, Currency Boards & Currency Basket Systems	09 06
FEB	**Some important operational aspects of Foreign Exchange Market and Foreign Exchange Contracts** Trade Date, settlement PR date Spot trading rollover mechanism **Foreign Exchange Arithmetic and Risk Management** Types of Exchange Rate: Direct Indirect Cross Rate- Arbitrage- Geographical, Triangular Interest rate - Spot Contracts, Forward contracts and Swap Points	09 06
MARCH	**Foreign Exchange Arithmetic and Risk Management** The risks element in foreign exchange markets Need & Importance of foreign exchange management Methods adopted (spot & forward, arbitrage, cross currency deals, swaps, options & futures)	09

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: BHARATI SHRIDHARA **2) Department: COMMERCE**

3) Subject: Business Economics **4) Class: SYBFM**

IV SEMESTER

Course outcome
Learner will be able to understand the Measurement of national product
Learner will be able to understand the MONEY, INFLATION AND MONETARY POLICY
Learner will be able to understand the CONSTITUENTS OF FISCAL POLICY
Learner will be able to understand the Balance of Payments

Month	Topics to be covered	No. of Lectures required
NOV	Introduction to Macroeconomics	06
DEC	Introduction to Macroeconomics	09
	Money, Inflation and Monetary Policy	06
JAN	Money, Inflation and Monetary Policy	09
	Constituents of Fiscal Policy	06
FEB	Constituents of Fiscal Policy	09
	Open Economy : Theory and Issues of International Trad	06
MARCH	Open Economy : Theory and Issues of International Trad	09

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: RAVI VISHWAKARMA **2) Department: COMMERCE**

3) Subject: STRATEGIC CORPORATE FINANCE **4) Class: TYBFM**

SEMESTER-VI

Course outcome

1. Learner will be able to understand the Significance of Strategy in Financial Decisions,
2. Learner will be able to understand the Identification of different sources of capital,
3. Learner will be able to understand the Value enhancement tools techniques,
4. Learner will be able to understand the Credit analysis

Month	Topics to be covered	No. of Lectures required
NOV	Introduction to Strategic Corporate Finance: Strategy Vs. Planning,Significance of Strategy in Financial Decisions, Different Types of Financial Strategy for Shareholders, Wealth Maximization,	06
DEC	Strategic costing and their relevance- Traditional Costing Vs Activity Based Costing, Target Costing, Life Cycle Costing, QualityCosting, Zero Based Budgeting, Strategic Cost Reduction Techniques and value chain analysis.	9
JAN	Fundraising: Identification of different sources of capital, determination of capital structure and factors affecting the capital Alternate Sources of Financing- Different Approaches to and models of Infrastructure Projects Financing- PPP	15
FEB	Company Valuation: An Overview of Valuation, ValuationPrinciples and Practices more, the impact of "what if" scenarios, the key financial and commercial factors affecting the Management Buyouts	15
MARCH	Credit analysis Default risk: Quantitative methodologiesExpected and unexpected loss Credit VaRCounterparty risk Risk management choices, such as process control efforts, financial, physical, and operational hedging, value based management	15

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: Mr. SUSHANT VICHARE **2) Department: COMMERCE**

3) Subject: MUTUAL FUND **4) Class: TYBFM**

SEMESTER-VI

Course outcome

1. Learner will be able to understand the Mutual Fund Organization and Management
2. Learner will be able to understand the Mutual Fund Products
3. Learner will be able to understand the Investment and Performance Measurement
4. Learner will be able to understand the Accounting and Taxation of Mutual Funds

Month	Topics to be covered	No. of Lectures required
NOV	Introduction: Meaning of Mutual Fund, Structure in India, Sponsors, Trust, Role of AMC, NFOs , Registrars, Agents,	6
DEC	Types of Mutual Fund schemes Objectives of AMFI, Advantage of Mutual Funds, Systematic Investment Plan (SIP), Systematic Transfer Plan (STP), Systematic Withdrawal Plan (SWP)	9
JAN	Mutual Fund Products and Features: Equity funds: Definition, Features of Equity Funds, Index Fund, Large Cap Fund, Growth Schemes. Gold Creation Units, Portfoli Deposit andCash Component Debt Fund: Features, Interest Rate Risk, Credit Risk, Pricing of Debt Instrument Schemes, Fixed Maturity Plans, Capital Protection Funds, Gilt Funds, Balanc	15
FEB	Fund Performance, Measuring Return, Measuring Risk, Risk adjusted return, Comparing Fund Performance with a reference,various standardized performance systems, Limitations of Performance measurement and evaluation.	15
MARCH	Accounting: Net Asset Value (NAV)- Meaning-Computation- Factorsaffecting NAV-Pricing Units- Fees and Expenses-Investment Management and Advisory Fees –Initial Expenses- Recurring Expenses- Total expenses Accountingpolicies	15

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: SUSHANT VICHARE **2) Department: COMMERCE**

3) Subject: RISK MANAGEMENT **4) Class: TYBFM**

SEMESTER-VI

Course outcome

1. Learner will be able to understand the Risk Management
2. Learner will be able to understand the Evaluation of Risk
3. Learner will be able to understand the Foreign Exchange Risk
4. Learner will be able to understand the Interest Rate Market and Mathematics

Month	Topics to be covered	No. of Lectures required
NOV	Unit 1: Introduction : Financial Risks - definition; Different Types of financial risks. Market risk, liquidity risk, credit risk, operational risk, systematic risk, exchange rate risk	6
DEC	Unit 1: Introduction: Market risk, liquidity risk, credit risk, operational risk, systematic risk, exchange rate risk	9
JAN	Unit-II : Diversification and Investment risk management, Alternate investment strategies.Sensitive Analysis. Exposure and Hedging	15
FEB	Unit- III • Hedging • Cross Hedging, Hedge Ratio • Statistical analysis. • Options and future in different markets including foreign exchange market	15
MARCH	Unit- IV : Popular models for managing liquidity risk and credit risk - Credit swaps - Structural Models, Integration of market risk and credit risk	15

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: UMESH KABADI **2) Department: COMMERCE**

3) Subject: Venture : Venture Capital and private Equity **4) Class: TYBFM**

SEMESTER – VI

Course outcome

1. Learner will be able to understand the Venture Capital and Private Equity
2. Learner will be able to understand the Structure and Valuation approaches
3. Learner will be able to understand the Strategies of Private Equity
4. Learner will be able to understand the Promoter Buyback & Sale to other strategic Investors

Month	Topics to be covered	No. of Lectures required
NOV	**Conceptual understanding of Venture Capital and Private Equity** Venture Capital –Over View of Venture Capital- Definition- Features- Types – Roles • Concept of PE and its characteristics- Definition-	06
DEC	**Conceptual understanding of Venture Capital and Private Equity** Difference between PE,VC and Hedge Funds- Nature of PE Firm- Players in the PE market– Benefit of PE Finance • PE Fund –Legal structure and terms- Private Equity Investments and Financing- Private Equity Multiples and Prices	09
JAN	**Structure and Valuation approaches** Structure and Regulation of Venture Capital and Private Equity- Business Cycle of PE –Structure of VC/PE firms- Limited Liability Partnerships- Routes of VC/PE investments in India- Regulatory Aspects of VC/PE investments • Valuation approaches- Risk and	15
FEB	**Strategies of Private Equity** Leverage Buyout- • Growth Capital- • Mezzanine Capital- • Distressed Debt- • other Strategies • Due Diligence- Procedure and Challenges- Due Diligence in Emerging PE Market-Investing in Developing Market- Past Performance and Strategy	15
MARCH	**Exit strategies for Private Equity** Modes of exits in Indian Context and Challenges involved- • IPO- • Promoter Buyback • Sale to Other PE funds • Sale to other strategic Investors • Stake Swap- • M & A's • Open Market- • Secondary Market	15

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1) Name of the Lecturer: ARUN VISHWAKARMA **2) Department: COMMERCE**

3) Subject: CORPORATE RESTRUCTURING **4) Class: TYBFM**

SEMESTER-VI

Course outcome

1. Learner will be able to understand the Mergers and Acquisitions-
2. Learner will be able to understand the Diversification Strategy- Internal Vs External Growth.
3. Learner will be able to understand the Participants in the Merger and Acquisition process-
4. Learner will be able to understand the Takeovers and leverages buyouts

Month	Topics to be covered	No. of Lectures required
NOV	**Mergers and Acquisitions- introduction** Introduction to Mergers and Acquisitions, Mergers and Acquisitions- An Overview: Various Forms of Corporate Restructuring- Restructuring	6
DEC	**Mergers and Acquisitions- introduction** Underlying Issues • Mergers and Acquisition Waves, Merger Movements in the US- Trends of Mergers and Acquisitions in India- Growing need for Corporate Restructuring in Recent times, India Inc begins M & A Innings- Hostile Takeovers	9
JAN	**Mergers and acquisition- strategic aspect** Maximization of Organization Value and Mergers & Acquisitions, Definition of Strategy- Process of Strategic Planning- Alternative Strategy Methodologies	15
FEB	**Theories and process of mergers and acquisitions** Theories of Mergers, Efficiency Theories- Information and Signalling- • M&A Process, Merger and Acquisition Process- Participants in the Merger and Acquisition process- Post merger Integration – Reasons for Failure of Mergers and Acquisitions	15
MARCH	Takeovers and leverages buyouts Methods of Going Private. • Leveraged Buy-outs, Elements of a typical LBO operation- Forms of LOB Financing- Characteristics of an ideal Leveraged Buy-out Candidate- Sources of Gains in LBOs- Management Buyouts- Management Buy ins- Leverage cash outs.	15

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Manali Naik**
2. **Department: BAMMC**
3. **Subject : Effective Communication- I**
4. **Class : FYBMM**

1. **Course Outcome:** To make the students aware of functional and operational use of language in media.
2. To equip or enhance students with structural and analytical reading, writing and thinking skills.

5. To introduce key concepts of communications.

FIRST TERM / I SEMESTER (6th June, 2019)

Month	Topics to be covered	No. of Lectures required
JUNE	Communication, its concepts, process Importance of Communication in Media; Differences between Technical and General Communication; Barriers to Communication; Measures to Overcome the Barriers to Communication	(10)
JULY	Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses, Idioms , Phrases, proper usage of homophones, homonyms etc. (***Kindly provide practice session- Test , Quiz etc)***	(12)
AUGUST	Types of thinking (rational ,logical, critical , lateral etc) Errors in thinking ,Partialism, Time scale ,Egocentricity Prejudices ,Adversary Thinking	(12)
SEPTEMBER	Concept, importance, need for translation, challenges in translation, problems and importance of Information and Technology in translation. Interpretation: Meaning, Difference between interpretation and translation	(14)
OCTOBER	Translator and his role in media, Qualities , Importance of Translator, **Challenges faced by translator**	(08)

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Manali Naik**
2. **Department: BAMMC**
3. **Subject: Foundation Course- I**
4. **Class: FYBMM**
5. **Course Outcome:** To make the students aware of functional and operational use of language in media.
   To equip or enhance students with structural and analytical reading, writing and thinking skills.
   To introduce key concepts of communications.

FIRST TERM / I SEMESTER (6th June, 2019)

Month	Topics to be covered	No. of Lectures required
JUNE	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference.	(10)
JULY	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities.	(12)
AUGUST	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences. Prejudices ,Adversary Thinking	(12)

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SEPTEMBER	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution.	(14)
OCTOBER	The party system in Indian politics; Local self- government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics	(08)

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Manali Naik**
2. **Department: BAMMC**
3. **Subject: Visual Communication**
4. **Class: FYBMM**
5. **Course Outcome:** To provide students with tools that would help them visualize and communicate.

Understanding Visual communication as part of Mass Communication

To acquire basic knowledge to be able to carry out a project in the field of visual communication

To acquire basic knowledge in theories and languages of Visual Communication

The ability to understand and analyze visual communication from a critical perspective

FIRST TERM / I SEMESTER (6th June, 2019)

Month	Topics to be covered	No. of Lectures required
JUNE	1. History and development of Visuals 2. Need and importance of visual communication Visual Communication as a process	(10)
JULY	a) Gestalt b) Constructivism c) Ecological	(12)
AUGUST	1. Color theory 2. Psychological implications of color 3. Colors and visual pleasure 4. Elements of Design	(12)
SEPTEMBER	1. Painting & Photography 2. Film & Television, Documentaries, Script writing & visualization 3. Comics & Cartoons, Digital Images, Animation & VFX 4. News Papers, Advertisements, Photo Journalism	(14)
OCTOBER	1. Ethics 2. Impact of Language and culture, Images and messages, Signs & Symbols (GIF, etc.) 3. Audience Behavior 4. Citizen Journalism, Going Viral 5. Visual stereotyping in social media	(08)

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TEACHING PLAN

ACADEMIC YEAR 2019-20

6. **Name of the Lecturer: Manali Naik**
7. **Department: BAMMC**
8. **Subject : Fundamentals of Mass Communication**
9. **Class : FYBMM**

- **Course Outcome:** To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.
- To study the evolution of Mass Media as an important social institution.
- To understand the development of Mass Communication models.
- To develop a critical understanding of Mass Media.

To understand the concept of New Media and Media Convergence and its implications.

FIRST TERM / I SEMESTER (6th June, 2019)

Month	Topics to be covered	No. of Lectures required
JUNE	1. Meaning and importance of Mass Communication 2. Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication: Electronic, Satellite, Interactive, Digital Communication etc.	(10)
JULY	1. From oral to communication (kirtan, Davandi, Powada, Nagara) From Electric to Electronic communication, From electric to Digital communication, Contemporary scene in Indian communication landscape	(12)
AUGUST	1. Traditional & Folk Media: 2. Print: Books, Newspapers, Magazines 3. Broadcast: Television, Radio 4. Films	(12)
SEPTEMBER	**A. I. Social Impact** (With social reformers **who** have successfully used mass communication) **II. Political Impact** (With political leaders who have successfully used mass communication) **III Economic Impact** (With how economic changes were brought about by mass communication)	(14)

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	IV. Developmental Impact (With how the government has successfully used mass communication) **B. Impact of mass media on** -1 Education, 2. Children, 3. Women, 4. Culture, 5. Youth, 6. Development.	
OCTOBER	1. Elements and features of new media, Technologies used in new media, 2. Major challenges to new media Acquisition-personal, social and national, Future prospects.	(08)

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TEACHING PLAN

ACADEMIC YEAR 2019-20

10. Name of the Lecturer: Manali Naik
11. Department: BAMMC
12. Subject : Current Affairs
13. Class : FYBMM

1. **Course Outcome:** To provide learners with overview on current developments in various fields.
2. To generate interest among the learners about burning issues covered in the media
3. To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.
4. Twenty minutes of newspaper reading and discussion is mandatory in every 14. Lecture

FIRST TERM / I SEMESTER (6th June, 2019)

Month	Topics to be covered	No. of Lectures required
JUNE	Communication, its concepts, process Importance of Communication in Media; Differences between Technical and General Communication; Barriers to Communication; Measures to Overcome the Barriers to Communication	(10)
JULY	Three political stories of national importance. Political leaders : news makers of the season (Brief profile of any three) One dominating economic /business news	(12)
AUGUST	**Ministry of Home Affairs** Enforcement Organizations **Communal tensions** Review of latest episodes of communal tensions **The tensions in J&K** Background, Political players Update on the current situation	(12)
SEPTEMBER	**Security Council** Structure and role Issues that currently engage the SC	(14)
OCTOBER	**Role of United Nations, General** Assembly ,Other main organs of the UNO Issues that currently engage the UNO	(08)

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Manali Naik**
2. **Department: BAMMC**
3. **Subject: History Of Media**
4. **Class: FYBMM**
5. **Course Outcome:** Learner will be able to understand Media history through key events in the cultural history

To enable the learner to understand the major developments in media history.
To understand the history and role of professionals in shaping communications.
To understand the values that shaped and continues to influence Indian mass media.

FIRST TERM / I SEMESTER (6th June, 2019)

Month	Topics to be covered	No. of Lectures required
JUNE	Communication, its concepts, process Importance of Communication in Media; Differences between Technical and General Communication; Barriers to Communication; Measures to Overcome the Barriers to Communication	(10)
JULY	Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses, Idioms , Phrases, proper usage of homophones, homonyms etc. (***Kindly provide practice session- Test , Quiz etc)***	(12)
AUGUST	Types of thinking (rational ,logical, critical , lateral etc) Errors in thinking ,Partialism, Time scale ,Egocentricity Prejudices ,Adversary Thinking	(12)
SEPTEMBER	Concept, importance, need for translation, challenges in translation, problems and importance of Information and Technology in translation. Interpretation: Meaning, Difference between interpretation and translation	(14)
OCTOBER	Translator and his role in media, Qualities , Importance of Translator, **Challenges faced by translator**	(08)

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TEACHING PLAN

ACADEMIC YEAR 2019-20

15. Name of the Lecturer: Manali Naik
16. Department: BMM
17. Subject : Media Studies
18. Class : SYBMM

THIRD TERM / III SEMESTER (6th June, 2019)

Month	Topics to be covered	No. of Lectures required
JUNE	Relevance of Media Studies in Contemporary Times Historical perspectives to media studies The Mid 20th Century Media Evolution Theory	(10)
JULY	Agenda Setting Uses and Gratification Two Step Flow Marshall McLuhan – Medium is the message Foucault – Power & Authority	(12)
AUGUST	Propaganda Model Media and Globalization Division and contradiction in the Global Information Infrastructure Racist Ideologies and the Media (Stuart Hall). Media and Diaspora , New Media Theory , Cognitive Theory.	(12)
SEPTEMBER	Media and its commercial Impact Advertising Magazine Culture and the new man Trends in Media Feminist Strategies of Detection	(14)

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	Media Power and Political Culture. Constituents of Media – Language, Religion, Discourse, Technology	
OCTOBER	Challenges to contemporary Media - Media and Consumerism Intellectual Property and New Media Young people as consumers of Advertising Art.	(08)

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Smita J**
2. **Department: BMM**
3. **Subject : Introduction to Advanced Computers**
4. **Class : SYBMM**
5. **Course Outcome:** To equip the students with an understanding of industry knowledge required to make a career • In the field of print and Advertising, Digital Marketing, Television media, Film etc. • To train them with the software knowledge required in the above-mentioned Industries

THIRD TERM / III SEMESTER (6th June, 2019)

Month	Topics to be covered	No. of Lectures required
JUNE	Basics of Online Marketing , Building an online marketing foundation ,Planning and Building the Website , Content Marketing , Blogging, Social Media Marketing, Web Analytics (Google Analytics). Search Engine optimization / How Google Works.	(10)
JULY	Online Advertising / Search Engine Marketing. (Google Adwords). Email Marketing / Webinar. Online Public Relation. Managing Multitasking Web Marketing II Basics Of Animation Understanding Animation (Adobe Flash may be used). Working with Fills and Outline, Layers and Pen tool. Understanding Layers and Symbols.	(12)
AUGUST	Working with Text and Mask Layers. Creating Frame by Frame Animation.	(12)

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	Motion Tweeningand Motion Editor. Classic tweening and Shape tweening. Working with Sound and Video and Publishing a Movie III HTML 5 with CSS , Introduction to the Web, Introduction to HTML5, Formatting Text Using Tags, Creating Hyperlinks and Anchors, Introduction to CSS3, Formatting Using Style Sheet, Displaying Graphics and CSS3 Animation, Creating Navigational Aids and Division Based Layout.	
SEPTEMBER	Web Designing , Getting Started with Web Designing, Working with Lists, Tables, Links and Frames ,Forms, CSS, Behaviors and Snippets, Working with Multimedia Objects, Testing a Website. Basics Of Audio / Video Editing ,Introduction to Adobe Audition, Working with Audio Editing, Working with Multi-track Editor and Recording Audio, Working with Audio Effect, Introduction to Digital Video Editing, Starting with Adobe Premiere Pro CS6, Capturing Clips and Using Tools, Video Editing, Animating, Effects, Transitions and Exporting Video, Working with Audio.	(14)
OCTOBER	Basics Of 3D Animation (6 Class room Sessions + 6 Lab Sessions) Overview. Working with Objects. Transforming and Grouping. Shapes and Modifiers. Internal Assessment: Group Project/Individual Project/Book Review/Class Test/Case Study/Presentation Power Point/Audio-Visual Presentation/Oral Presentation}	(08)

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Riddhi Sadhale**
2. **Department: BMM**
3. **Subject : Understanding Cinemas**
4. **Class : SYBMM**
5. **Course Outcome:** • Sensitize the students towards Cinema as a medium of Mass Communication and help them to become critical viewers of movies today. • To study the similarities and differences between various movie cultures.

THIRD TERM / III SEMESTER (6th June, 2019)

Month	Topics to be covered	No. of Lectures required
JUNE	Introduction to Cinema as a Medium, Language of Cinema, Cinema Narratives, Evolution of Cinema covering Hollywood as well as Indian Cinema from the early beginnings to its status today.	(10)
JULY	Introduction to Genres, Understanding Diverse Film Genres, with a special mention to Italian Neorealism, French New Wave and Indian Parallel Cinema.	(12)
AUGUST	In the Indian Context: Contribution and Impact of Regional Cinema. Basic Introduction to the TECHNOLOGY used in Cinema.	(12)
SEPTEMBER	Introduction to few important TECHNIQUES employed by different film makers. Introduction to the BUSINESS with prevailing practices in the production and marketing of films. A special mention to be made to the contribution and role of Digital technologies in Modern Film making process.	(14)

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OCTOBER	Introduction and basic discussion to cover a broad range of films: Documentaries, Commercial Ads, Corporate Films, Short Films, Newreels, Public Service Ads and others.	(08)

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ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Pooja Singh**
2. **Department: BMM**
3. **Subject: Culture Studies**
4. **Class : SYBMM**
5. **Course Outcome:** • To create awareness on cultural theories and its relevance in media • To discuss the importance of cultural studies and its role in mass media. • To understand the cultural concepts and its impact on the media • Critically examine social, cultural, ethical, and/or political issues from multiple perspectives including from a global, national, and local perspectives

THIRD TERM / III SEMESTER (6th June, 2019)

Month	Topics to be covered	No. of Lectures required
JUNE	Introduction to cultural studies Evolution, Need and significance of cultural studies. Key concepts in cultural studies- Representation, materialism, Non-reductionism, Articulation, Power, Popular culture, Texts and readers , subjectivity and Identity.	(10)
JULY	Theories and its relevance in media , Diffusionism- Kroeber. Cultural materialism- Raymond Williams , Functionalism- Malinowski, and R. Brown Social interaction- G.H.Mead and Cooley.	(12)
AUGUST	Popular and mass culture, circuit of culture, encoding and decoding - Stuart Hall , Culture and industry – John Fiske. Construction of culture – Social Economic, Political, Religion, Technology. Re- representation and media culture – Language, Gender, Race, Class, Ethnicity, Kinship and terminology.	(12)

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SEPTEMBER	Globalization and cultural studies. Popular culture- trends, transformation and its impact on society Commodification of culture and its impact on lifestyle. Changing values, ideologies and its relevance in the contemporary society. Global economic flow, global cultural flows, homogenization and fragmentation, glocalization, creolization, globalization and power Digital media culture.	(14)
OCTOBER	Cultural expressions and media , Oral traditions- folklore , Fashions and fad , Cuisine , Festivals , Sports , Art and Architecture. Assignment.	(08)

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Nitika Naresh**
2. **Department: BMM**
3. **Subject : Introduction to Creative Writing**
4. **Class : SYBMM**
5. **Course Outcome:** To encourage students to read stories, poems, plays
   - To develop further and build upon the writing and analytical skills acquired in Semesters I & II
   - To acquaint students with basic concepts in literary writing.
   - To prepare students to write for media

THIRD TERM / III SEMESTER (6th June, 2019)

Month	Topics to be covered	No. of Lectures required
JUNE	A Brief Introduction to Creative Writing Formal structure of the short story: a. Theme b. Plot c. Character d. Point of view e. Setting	(10)
JULY	Formal aspects of Poetry a. Theme b. Diction c. Tone d. Imagery e. Symbolism f. Figures of speech: metaphor, simile, personification, alliteration, onomatopoeia - analyse some poems, on the basis of each of these formal aspects.	(12)

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AUGUST	Formal aspects of Drama a. Theme b. Plot c. Character d. Dialogue Publication Aspects Understanding the intended readership b. Revising editing and proof-reading. c. Exploring the market for a suitable publisher.	(12)
SEPTEMBER	d. Preparing the manuscript as hard and soft copy e. Intellectual property rights. f. The financial aspects of publication. Scripting, Screenplay, and dialogue writing focusing on Radio, Television, Short film / documentary / ad film These are to be discussed with special reference to a. The storyboard b. The two-column script c. Interactive scripts d. Narration scripts in the screenplay format	(14)
OCTOBER	Writing for the internet, with special reference to – Alerts, Blogs, News on the net.	(08)

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Manali Naik**
2. **Department: BMM**
3. **Subject : Introduction to Public Relations**
4. **Class : SYBMM**
5. **Course Outcome:** • To prepare students for effective & ethical public communication on behalf of organizations.
   • To help students acquire basic skills in the practical aspects of Media Relations & Crisis Management.
   • To equip students with basic skills to write & develop Press Release & Release & another PR communication

THIRD TERM / III SEMESTER (6th June, 2019)

Month	Topics to be covered	No. of Lectures required
JUNE	Definition of Public Relations (PR) Nature, Scope, Stakeholders, Evolution of PR with special focus on India.	(10)
JULY	PR, Propaganda, Public Opinion & Publicity, PR and Marketing, Advertising and Branding. Objectives, Functions of PR, Skills needed to be a PR Professional.	(12)
AUGUST	In-house PR and PR Consultancy: Advantages and Disadvantages Internal & External PR: With focus on Corporate Communications. Corporate Image Management PR Tools	(12)

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SEPTEMBER	Media Tools – Press Release, Press Conference, Others Non-Media Tools – Seminars, Exhibitions / Trade fairs, Sponsorship, Others Content Development in PR. Development of a Profile: Company / Individual Drafting a pitch note / proposal Writing for Social media New age PR:Digital PR PR processes with emphasis on developing a PR campaign.	(14)
OCTOBER	Crisis communication Preparing a crisis plan, handling crisis Social Responsibility & PR Ethics in PR: Code of Conduct.	(08)

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CHANDRABHAN SHARMA COLLEGE OF ARTS, SCIENCE & COMMERCE

TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Manali Naik**
2. **Department : BMM**
3. **Subject : Advertising in Contemporary Society**
4. **Class : TYBMM (ADVERTISING)**
5. **Course Outcome:** • To prepare students for effective & ethical public communication on behalf of organizations.
   • To help students acquire basic skills in the practical aspects of Media Relations & Crisis Management.
   • To equip students with basic skills to write & develop Press Release & Release & another PR communication

FIFTH TERM / V SEMESTER (6th June, 2019)

Month	Topics to be covered	No. of Lectures required
JUNE	Change in Environment Policy post independence Policy 1990 onwards Study of Environment post independence and post 1991 Liberation Policy Effects of Liberalization on Economy Business	(10)
JULY	Employment Advertising Life Style International & Global Advertising & Marketing The environmental analysis of all foreign countries The use of this analysis in marketing and Advertising Social Marketing Definition	(12)

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	Need for Social Marketing The difficulties of Social Marketing	
AUGUST	The various subjects for Social Marketing Effects of social marketing Advertising The effect of Advertising on Society Criticism of Advertising Advertising and Women Advertising and Children Advertising and old people Controversial Advertising	(12)
SEPTEMBER	Gender Bias Advertising and popular culture Social implication of advertising The role of advertising on the economy Types of Advertising Political advertising B to B Consumer advertising Retail advertising Industrial advertising Financial advertising	(14)
OCTOBER	Internet Digital Marketing	(08)

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CHANDRABHAN SHARMA COLLEGE OF ARTS, SCIENCE & COMMERCE

TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Manali Naik**
2. **Department : BMM**
3. **Subject : Copy Writing**
4. **Class : TYBMM (ADVERTISING)**
5. **Course Outcome:** • To familiarize the students with the concept of copywriting as selling through writing
   • To learn the process of creating original, strategic, compelling copy for various media
   • To train students to generate, develop and express ideas effectively

FIFTH TERM / V SEMESTER (6th June, 2019)

Month	Topics to be covered	No. of Lectures required
JUNE	**Introduction to Copywriting** Basics of copy writing Responsibility of Copy writer **Creative Thinking** How to inculcate a 'creative thinking attitude'. Left brain thinking; Right Brain thinking Conscious mind; unconscious mind Role of Heuristics and assumptions in creative thinking Five steps of Creative process	(10)
JULY	**Idea Generation Techniques** Theories of ideation Idea generation techniques: eg. a. Brainstorming, b. Triggered brain walking, c. Questioning assumptions, d. Picture prompts, e. Scamper, f. Observation, g. Referencing,	(12)

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	h. Interaction, i. Imagination, j. Dreams, and k. Creative Aerobics. **Transcreativity** Introduction Purpose	
AUGUST	**Briefs** Marketing Brief Creative Brief The big idea **Writing persuasive copy** The CAN Elements (connectedness, appropriateness, and novelty) Getting Messages to "Stick": Simplicity, Unexpectedness, Concreteness, Credibility, Emotionality, Storytelling. **Writing copy for various Media** a. Print: Headlines, sub headlines, captions, body copy, and slogans b. Television: Storyboard, Storyboarding Techniques, Balance between words and visuals | Power of silence, formats of TVS's c. Outdoor posters d. Radio e. Digital: email, web pages	(12)
SEPTEMBER	**Writing copy for various audiences** a. Children, b. Youth, c. Women, d. Senior citizen and e. Executives **How to write copy for:** a. Direct mailer, b. Classified, c. Press release, d. B2B, e. Advertorial, f. Informercial. **Various types of Advertising appeals and execution styles** a. Rational appeals	(14)

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	b. Emotional appeals: Humour, Fear, Sex appeal, c. Various advertising execution techniques	
OCTOBER	**The techniques Evaluation of an Ad Campaign** a. Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives; b. Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc.	(08)

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Pooja Singh**
2. **Department : BMM**
3. **Subject : Consumer Behavior**
4. **Class : TYBMM (ADVERTISING)**
5. **Consumer Behaviour:** • To understand role of marketing in influencing consumer behavior.
   • To analyze the role of marketer& the consumer in advertising.
   • To sensitize the students to the changing trends in consumer behavior.

FIFTH TERM / V SEMESTER (6th June, 2019)

Month	Topics to be covered	No. of Lectures required
JUNE	Introduction to Consumer Behaviour Concepts Need to study Consumer Behaviour. Factors influencing Consumer Behaviour. Changing Trends in Consumer Behaviour Consumer Behaviour & Marketing Marketing Segmentation – VALS	(10)
JULY	Components, Process of Marketing Communication Message Persuasion -Need & Importance ELM Appeal Relevance of Perception & Learning in Consumer Behaviour Concepts, Elements in Perception, Subliminal Perception Learning Elements of Consumer Learning	(12)

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CHANDRABHAN SHARMA COLLEGE POWAI

AUGUST	Cognitive Theory. – Social Learning Behavioural Learning. – Classical, Instrumental Theory. Psychological Determinants & Consumer Behaviour Motivation. – Needs, Types, Theories – Role of Motivation in Consumer Behaviour. Personality & Attitude. – Theories of Personalities & its application - Freudian, Trait, Jungian, Self-concept	(12)
SEPTEMBER	Formation of Attitude. – Theories & its relevance in Consumer Behaviour - Cognitive Dissonance - Tricomponent - Changing attitude in Consumer Behaviour Social& Cultural aspects of Marketing & its impact on Consumer Behaviour Family Social Stratification. – Class, Age, Gender Group. – Reference Group Culture. – Sub-Culture Changing Indian Core Values	(14)
OCTOBER	Consumer Decision Making Process Models Levels Opinion Leaders & Consumer Decision Making Adoption & Diffusion Process	(08)

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CHANDRABHAN SHARMA COLLEGE OF ARTS, SCIENCE & COMMERCE

TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Riddhi Sadhale**
2. **Department : BMM**
3. **Subject : Media Planning and Buying**
4. **Class : TYBMM (ADVERTISING)**
5. **Course Outcome:** • To develop knowledge of various characteristics of media.
   • To understand procedures, requirements, and techniques of media planning and buying.
   • To learn the various media mix and its implementation

FIFTH TERM / V SEMESTER (6th June, 2019)

Month	Topics to be covered	No. of Lectures required
JUNE	Introduction to Media Planning and Selection 1. An Overview of Media Planning 2. Basic Terms and Concepts 3. The function of Media planning in advertising 4. Role of Media planner 5. Challenges in Media planning 6. Media Brief 7. Media Audit 8. NCCS Grid	(10)
JULY	Sources of media research 1. Nielson Clear Decision (NCD for Print) 2. Broadcast Audience Research Council 3. Audit Bureau of Circulation 4. RAM 5. Comscore - Digital Media planning process 1. Situation analysis and Marketing strategy plan	(12)

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	2. Setting Media objectives 3. Determining Media strategy 4. Selecting broad Media classes 5. Selecting Media within classes 6. Budget and Media Buying 7. Evaluation Criterion for selecting media vehicles • Reach • Frequency • GRPS/GVT Ratings TVT Ratings • Cost efficiency • Cost per thousand • Cost per rating • Waste • Circulation • Pass-along rate (print)	
AUGUST	Selecting suitable Media options and Media Buying 1. Newspaper 2. Magazine 3. Television (National, Regional and Local) 4. Radio 5. Outdoor and out of home 6. Cinema Advertising 7. Digital Advertising Communication Mix • Events • sponsorship • Merchandising • Point of purchase • In film advertising • Mobile advertising • word of mouth • Ambient advertising Negotiation skills in Media Buying Digital Media Planning	(12)
SEPTEMBER	**1. Various Digital channels** a. Search Engine Optimisation b. Search Engine Marketing c. Email marketing – (Cost per email open (CPO), Cost per email sent (CPS), Cost per Visit, Cost per click, cost per transaction, cost per form fill or cost per lead (CPL) d. Targeting/Remarketing e. Mobile advertising (WAP & APP) **2. Various types of digital** a. Display Advertising ads and its various Ad formats b. Video Advertising and its various Ad formats c. Types of social media (Text + Visual, FB,Twitter,Instagram,Snap Chat etc) Digital Media Buying	(14)

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	1. Buying Digital Advertising: An Overview Paid media, Owned media and Earned media). 2. Direct buys from the websites	
OCTOBER	3. Programmetic Buying: [DSP (Demand side platform) or RTB (Real time bidding)] 4. a. Cost per action (CPA), or pay per action (PPA) b. cost per conversion or Revenue sharing or cost per sale, 5. Advertising via Premium Publishers 6. Advertising via Networks and Exchanges 7. Affiliate Network (Clickbank, Commission junction, adfuncky, 7search.com) 8. The Local Publishing Market	(08)

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CHANDRABHAN SHARMA COLLEGE OF ARTS, SCIENCE & COMMERCE

TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Riddhi Sadhale**
2. **Department : BMM**
3. **Subject : Brand Building**
4. **Class : TYBMM (ADVERTISING)**
5. **Course Outcome:** • To study the concept of Brands
   • To study the process of building brands
   • To study its importance to the consumer and advertisers

FIFTH TERM / V SEMESTER (6th June, 2019)

Month	Topics to be covered	No. of Lectures required
JUNE	Brand 1. Definition 2. Importance of branding 3. Difference between Brand and Product 4. Process of branding Brand Identity 1. Core Identity 2. Extended Identity 3. Brand Identity Traps	(10)
JULY	Brand Positioning 1. Definition 2. Importance of Brand Positioning 3. Perceptual Mapping Brand Personality 1. Definition 2. The importance of creating Brand Personality 3. Attributes that affect Brand Personality 4. Factors that affect Brand Personality 5. Brand Personality Models - Relationship Model	(12)

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	- Self Expressive Model - Functional Benefit Model 6. The Big Five 7. User Imagery	
AUGUST	Brand Leverage 1. Line Extension 2. Brand Extension 3. Moving Brand up / down 4. Co-branding Branding Strategies 1. The three perspective of Brand Strategic customer analysis 2. Completion self analyss 3. Multi Product Branding 4. Multi Branding 5. Mix Branding 6. Brand Licensing 7. Brand Product Matrix 8. Brand Hierchy 9. Brand Building Blocks	(12)
SEPTEMBER	Brand Repositioning 1. Meaning 2. Occasion of use 3. Falling sales 4. Making the brand contemporary 5. New customers 6. Changed market conditioning 7. Differentiating brands from competitors 1. **Case studies such as Vicks Vapour, Milkmaid etc** Brand Equity, Definition, Step in creating Brand Equity, Awareness, Perceived Quality, Brand Association, Brand Loyalty, Other Brand Asset. Brand Equity Management Models 1. Brand Equity Ten 2. Y & R (BAV) 3. Equi Trend 4. Interbrand	(14)
OCTOBER	Brand Building Imperative 1. Co-ordination across organisation 2. Co-ordination across media	(08)

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	3. Co-ordinating strategy & tactics across markets.	

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: ARJUN SARIN**
2. **Department : BMM**
3. **Subject : Advertising Design (Project Paper)**
4. **Class : TYBMM (ADVERTISING)**
5. **Course Outcome:** • To make students understand the process of planning & production of advertisement
   • To highlight the importance of visual communication

FIFTH TERM / V SEMESTER (6th June, 2019)

Month	Topics to be covered	No. of Lectures required
JUNE	**Introduction to Agency Departments & Role of each department** Basic depts.: i. Account Dept: Client handling/ Servicing/ Strategy planning/ Creative brief. ii. Media Dept: Media research/ Media planning/ Media booking, buying. iii. Creative Dept: Idea generation/ Brainstorming/ Mind-mapping/ Ad-CW duo/ Illustrator/ Graphic designer/ Storyboarding/ Web tree iv. Production Dept: In house or outsource. Production 1. Print: Hoardings/ Brochures/ Packaging etc 2. Video: Storyboard/ Casting/ Location/ Costume/ Editing/ Dubbing 3. Photography: In-house or location/ Model/ Costume/ Shoot/ Editing.	(10)

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JULY	**Understanding Design: Design as a language of emotions/ Communication** a. Introducing to students to: Elements of design (as vocabulary). i. Point/ Line/ Shape/ Tone/ Colour/ Texture b. Introducing to students to: Principles of Design: (grammar of design Language) i. Proportion/ Contrast/ Harmony/ Balance/ Rhythm/ Unity c. Introducing students to the Rules: Gestalt principles i. Proximity/ Closure/ Similarity/ Continuation/ Figure & ground **Introduction to Negative space & its use: Creative use/ Finding shape within/ Adding a meaning.** **Introduction to Optical illusions** a. Influence of surrounding shapes on shape & size b. Influence of surrounding colour/tone on object colour & tone c. Appearance of space & depth/ form	(12)
AUGUST	**Introduction to Word expression: (Expressive words)** a. How word meaning is expressed through the appearance of word/ visual impact. b. Calligraphy & graceful typography. **Logo unit: Understanding Logo as a company face/ Brand identity/ Character/ Class.** a. Elements of Logo: Shape/ Typeface/ Treatment/ Colours/ Symbol or symbolism used to fulfill the impression. b. Tagline: typeface/ alignment/ placement etc. **Introduction to Layout** a. Types of Layout: All text/ Text dominant/ Picture dominant/ Picture window b. Stages of Layout: Thumbnail sketches/ Rough layout/ Finished rough/ Comprehensive	(12)
SEPTEMBER	**Use of picture (visual) as means to select Target audience** a. Choosing a picture i. Expression of Problem (Hair-fall, toothache etc) ii. Expression of benefit (Glowing face, fitness etc)	(14)

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	iii. Irresistible presentation of product (Watch/Car etc) class iv. Dramatization (Cold drinks/ Mentos etc) v. Association of ideas b. Headline size/ break/ highlight/ two tone head c. Subhead size/ style d. Body copy type: Descriptive/ pointer/ bulleted **Introduction to Typography** a. Classification of typefaces & combinations. b. Size/Weight/posture etc **Layout** Putting all together: What goes together must be placed together. Grouping the relevant elements to have 2 to 3 groups for easier to understand. **Introduction to Art direction for diff media** Role of an Art Director a. Diff in design for Magazine Ad & N Paper Ad (Considering Factors: paper Q/ Printing Q/ Life/ reading habits etc b. Outdoor & indoor ad: Time available for reading/ spotting frequency etc c. Transit ad: Psychology & mindset of the TA/ State of mind at the spot etc d. TVC/ Radio: Advantage of Music/ Voice modulation etc, Demonstration on TV. e. Web ad: Advantage of pop up/ Key word SEO etc. f. Direct mailers: Advantage of prior knowledge/ prior relation etc.	
OCTOBER	**Campaign planning** Rest of the lectures in guiding the students through developing the campaign Introduction to the process of Idea generation (Brainstorming/ Mind-mapping) a. Understanding Brand (Brand building) b. Understanding TA's favorite place, shows, reading (Media research/ planning)	(08)

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	c. Understanding buying motives/ habits/ influences (Consumer behaviour) d. Understanding product/ Market (demo-psycho)/ Client/ deriving message/ Creative brief e. Arriving to a Big idea/Copy platform (Copy writing) considering all the factors above. f. Layout stages & final design 13. Corporate stationary & Brand manual (Logo design philosophy 14. Ad Campaign (system work) Prints & presentation.	
Internals	a. Scrap book: Ads collected from newspaper & magazines & analysis based in design context. (guidelines on separate paper) b. Sketch book: Explanation with examples & practical assignment based on the topic in sketch book. a. Class-work on graphic principles. (Balance, Contrast, rhythm, harmony, word expression, negative space, colour behavior etc. b. Rough design of Final Logo (development stages) & Stages of Layout of final Ad.	

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CHANDRABHAN SHARMA COLLEGE OF ARTS, SCIENCE & COMMERCE

TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Manali Naik**
2. **Department: BMM**
3. **Subject : Introduction to Advertising**
4. **Class : SYBMM**
5. **Course Outcome:** Upon completion of this course, the student will demonstrate the ability to:
   - To introduce Students to the basic steps in advertising
   - To help students understand the creation of an ad campaign
   - To understand the structure of an Ad Agency

FOURTH TERM / IV

Month	Topics to be covered	No. of Lectures required
NOVEMBER	A brief history of Advertising and the current status of Advertising The basic characteristics of Advertising The limitations of advertising Effects of Advertising on the Economy, on Society The Ethical Issues in Advertising The criticism of advertising.	(10)
DECEMBER	The Advertising Agency Structure of an Ad Agency The role of an Ad Agency The various departments of an Ad Agency, Account Planning, Research, Art Dept. (Elements of copy writing and Visualisation-layout) Media Dept. and Production Dept. The functions of each department (in brief)	(10)
JANUARY	The role of Advertising in the Marketing Mix The communication Process The steps involved in creating an Advertising Strategy (The Marketing Brief, Pre-Campaign Research, Copy Brief and Media Brief) Post Campaign Research	(14)

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FEBRUARY	Concepts IMC – Dagmar – USP – AIDA The need for Research - Copy research, pretesting, post testing, concept testing Product research, Media research.	(14)
MARCH	The Advertising Budget How the Agency earns its income The relationship between the Client – Agency-Media-Consumers	(10)

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CHANDRABHAN SHARMA COLLEGE OF ARTS, SCIENCE & COMMERCE

TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Pooja Singh**
2. **Department: BMM**
3. **Subject : Introduction to Journalism**
4. **Class : SYBMM**
5. **Course Outcome:** • To help media students to acquaint themselves with an influential medium of journalism which holds the key to opinion formation & create awareness

FOURTH TERM / IV SEMESTER ()

Month	Topics to be covered	No. of Lectures required
NOVEMBER	Changing face of journalism from Guttenberg to new media, Journalism in India, Earliest publications , The rise of nationalist press, Post 1947, The emergency 1975.	(10)
DECEMBER	Post Emergency, Post liberalization of the economy boom in magazines niche journalism, New media with special reference to rise the Citizen Journalism.	(10)
JANUARY	Definition of News; Hard News / Soft News and blend of the two The news process from the event to the reader, Criteria for news worthiness , News Reports; Features; Editorials.	(14)
FEBRUARY	Components of a news story, Finding a new angle ,Writing a lead, Types of Lead, Inverted pyramid format, Role of Journalism with special emphasis on its role to educate, Interpretation, Transmission of values, Development, Entertainment.	(14)

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MARCH	Principles of Journalism – Objectivity, Accuracy, Without fear or favour, Balance, Jobs in journalism, Latest trends and issues in journalism.	(10)

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Akash Purswani**
2. **Department: BMM**
3. **Subject : Print Production & Photography**
4. **Class : SYBMM**
5. **Course Outcome:** To introduce to media learner the ability of image into effective communication.
   - To help the learner understand that media photography is a language of visual communication & is far beyond just point & shoot fun moments.
   - To practice how picture speaks thousand words by enlightening the learner on how.

FOURTH TERM / IV SEMESTER ( )

Month	Topics to be covered	No. of Lectures required
NOVEMBER	**Photography** History of Photography, Loading the film and shooting , Operation of a film camera, Care and maintenance of camera equipment. Basic Principles: 1. Properties of light, reflection, transmission, refraction, Different type of light sources and their sources and properties, controlling light, Types of light, forms of light.	(10)
DECEMBER	2. Types of Cameras, virtual image formation, Lens (various types of lenses) – Wide Angle, Tele, Normal, Zoom) 3. Photosensitive material, Celluloid, Film & ISO, Types of film, Colour film – C41 process.	(10)
JANUARY	Exposure: 1. Mechanism of aperture, shutter, ISO. 2. Correct exposure.	(14)

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	Concepts of composition , Digital Capture ,Various types of Digital Capture and Image.	
FEBRUARY	**Print Production** Major landmarks in history and development of 'print technology' Basic print: processes, contact, projection, composition, inprinter, special effect printer. Print machines and image carriers + Letterpress, offset, silkscreen, digital print DTP Future trends in print technology	(14)
MARCH	Awareness of Photo-editing software's (Possibilities and Limitations) Software's: Adobe Photoshop, Adobe Light room, Color Correction, Processing, High Dynamic Range, Illustrator.	(10)

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CHANDRABHAN SHARMA COLLEGE OF ARTS, SCIENCE & COMMERCE

TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Manali Naik**
2. **Department: BMM**
3. **Subject : Organizational Behavior**
4. **Class : SYBMM**
5. **Course Outcome:** Upon completion of this course, the student will demonstrate the ability to:
   - Describe and assess the basic design elements of organizational structure and evaluate their impact on employees.
   - Define, explain and illustrate a range of organizational behavior theories;

FOURTH TERM / IV SEMESTER ( )

Month	Topics to be covered	No. of Lectures required
NOVEMBER	**Nature of Organizational behavior** Definition of Organisation & Types. Concept of OB & its scope. Models of Organisational Behaviour. **Organizational structure & its Environment** Organisation and its environment. Formal Organisation: Design & Structure. Divisions of work and task interdependence.	(10)
DECEMBER	**Organization Culture** Sources of Organisational Culture. Types of Organisational Culture. Manifestation & Managing Organisational Culture. Work force diversity - Gender , Ethnic & Community issues & personality factors	(10)

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JANUARY	**Motivation** Theories of Motivation – Need & Process Theory. Application of Motivation Theories. **Group Dynamics in Organization** Concepts of group & types of group. Group norms & Group cohesion. Concept of team work.	(14)
FEBRAURY	**Decision making** Decision making – definition & process. Group Think, risky shift & Polarisation. Techniques for improving decision making- MIS (Management Information System) **Leadership** Importance & Characteristics of control. Qualities of an effective Leader. Leadership Style & effective Communication.	(14)
MARCH	**Dynamics of stress** Concept. Causes & effect. Coping Strategies	(10)

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Chetan Mathur**
2. **Department: BMM**
3. **Subject : Radio and Television**
4. **Class : SYBMM**
5. **Course Outcome:** • To make the students acquainted with working of the two powerful media; i.e. radio and television.
   • The content is useful for both advertising and journalism students in order to further their careers in their respective fields

FOURTH TERM / IV SEMESTER ( )

Month	Topics to be covered	No. of Lectures required
NOVEMBER	A Short History of Radio & TV in India, All India Radio , Doordarshan , Prasar Bharti main points , Convergence trends, Introduction to Sound for both TV & Radio, Types of Sound: Natural, Ambient, Recorded 10, The Studio Setup The Sound Equipment: Mixer, Control Panel	(10)
DECEMBER	Tape Recording , Digital Recording , Outdoor Recording , Types of Microphones , The Editing suite, Introduction to Visuals, The Power & Influence of Visuals 6.	(10)
JANUARY	The Video-camera: types of shots, camera positions, shot sequences, shot length. Lighting: The importance of lighting. Television setup: The TV studio, difference between Studio & on-location shoots.	(14)

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FEBRUARY	Introduction to Radio Formats: News , Documentary, Feature ,Talk Show, Music shows , Radio Drama, Sports broadcasting. Introduction to Television Programming , News, Documentary, Feature , Talk Shows , TV serials & soaps , Sports ,Reality Animation.	(14)
MARCH	Different Roles: Community Radio-role and importance, Contribution of All India Radio, The Satellite and Direct to Home challenge Broadcast Production- Pre- Production, Production, Post-Production	(10)

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CHANDRABHAN SHARMA COLLEGE OF ARTS, SCIENCE & COMMERCE

TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Riddhi Sadhale**
2. **Department: BMM**
3. **Subject : Mass Media Research**
4. **Class : SYBMM**
5. **Course Outcome:** • Upon completion of this course, the student will acquire the ability to:
   • To understand the scope and techniques of media research, their utility and limitations
   • Demonstrate knowledge of research literacy and sound knowledge of basic research methods
   • Demonstrate a working knowledge of the theories and frameworks through which media are analyzed and understood

FOURTH TERM / IV SEMESTER ( )

Month	Topics to be covered	No. of Lectures required
NOVEMBER	Relevance, Scope of Mass Media Research and Role of research in the media Steps involved in the Research Process	(10)
DECEMBER	Qualitative and Quantitative Research Discovery of research problem, identifying dependent and Independent variables, developing hypothesis.	(10)
JANUARY	Concept, Types and Uses of Research Designs: Exploratory, Descriptive and Causal Data – Collection Methodology Primary Data – Collection Methods i. Depth interviews ii. Focus group iii. Surveys iv. Observations v. Experimentations	(14)

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FEBRUARY	Primary Data – Collection Methods b. Secondary Data Collection Methods c. Literature review Designing Questionnaire and measurement techniques: Sampling process Data Tabulation and Research report format	(14)
MARCH	Content Analysis a. Definition and uses b. Quantitative and Qualitative approach c. Steps in content analysis d. Devising means of a quantification system e. Limitations of content analysis	(10)

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CHANDRABHAN SHARMA COLLEGE OF ARTS, SCIENCE & COMMERCE

TEACHING PLAN

ACADEMIC YEAR *2019-20*

1. **Name of the Lecturer:**
2. **Department : BMM**
3. **Subject : Advertising and Marketing Research**
4. **Class : TYBMM (ADVERTISING)**
5. **Course Outcome:** • To inculcate the analytical abilities and research skills among the students.
   • To understand research methodologies – Qualitative vs Quantitative
   • To discuss the foundations of Research and audience analysis that is imperative to successful advertising.

SIXTH TERM / VI SEMESTER

Month	Topics to be covered	No. of Lectures required
NOVEMBER	Fundamentals of Research 1. Meaning and objectives of Research, Concepts in Research: Variables, Qualitative and Quantitative, Literature review, Stages in Research process, Hypothesis, Research design, Sampling, Methods of Sampling: i) Non Probability Sampling – Convenient, Judgment, Quota, Snow ball. ii) Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage.	(10)
DECEMBER	Data collection 1. Types of data and sources- Primary and Secondary data sources 2. Methods of collection of primary data: a. Observation b. Experimental c. Interview Method: i) Personal Interview	(12)

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	ii) focused group, iii) indepth interviews - d. Survey e. Survey instrument – i) Questionnaire designing. f. Scaling techniques- i) Likert scale, ii) Semantic Differential scale, iii) Staple scale, iv) Constant sum scale **Projective Techniques** a. Association, b. Completion, c. Construction d. Expressive	
JANUARY	**Report Writing** 1. Essential of a good report, 2. Content of report , 3. Steps in writing a report, 4. Footnotes and Bibliography **Advertising Research** **1.** Introduction to Advertising Research **2. Copy Research:** a. Concept testing, b. Name testing, c. Slogan testing **3. Copy testing measures and methods:** a. Free association, b. Direct questioning, c. Direct mail tests, d. Statement comparison tests, e. Qualitative interviews, f. Focus groups **4. Pretesting:** **A. Print Pretesting**: a. Consumer Jury Test, b. Portfolio test, c. Paired comparison test, d. Order-of-merit test, e. Mock magazine test, f. Direct mail test. **B. Broad casting Pretesting:** a. Trailer tests, b. Theatre tests, c. Live telecast tests, d. Clutter tests **C. Challenges to pre-testing.** Example: The Halo effect **4. Post testing:** a. Recall tests, b. Recognition test, c. Triple association test, d. Sales effect tests , e. Sales results tests, f. Enquires test	(12)
FEBRUARY	Neuroscience in Advertising Research 1. Neuroscience: A New Perspective 2. When to Use Neuroscience Physiological rating scales	(08)

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	1. Pupil metric device 2. Eye-movement camera 3. Galvanometer 4. Voice pitch analysis 5. Brain pattern analysis	
MARCH	Marketing Research 1. Introduction to Advertising Research 2. New product research 3. Branding Research 4. Pricing research 5. Packaging research 6. Product testing	(06)

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CHANDRABHAN SHARMA COLLEGE OF ARTS, SCIENCE & COMMERCE

TEACHING PLAN

ACADEMIC YEAR *2019-20*

1. **Name of the Lecturer: Riddhi Sadhale**
2. **Department : BMM**
3. **Subject : Legal Ethics**
4. **Class : TYBMM (ADVERTISING)**
5. **Course Outcome:** • Advertising as a profession today & how to protect it the future of advertising
   • The socio – economic criticisms
   • Why Advertising needs to be socially responsible?
   • The need for Critiques in Advertising
   • The syllabus has been redesigned to include advertising in both traditional & New Media.

SIXTH TERM / VI SEMESTER

Month	Topics to be covered	No. of Lectures required
NOVEMBER	Legal Environment: (i) The importance & the relationship between Self –Regulation, Ethics & the Law (ii) The laws of the land: - Constitutional Laws – Fundamental Rights - Personal laws- Criminal & Civil laws - Corporate laws - Consumer laws - Laws pertaining to Media (iii) Laws of Defamation & Contempt of Court with respect to cases specific to Media Government Policies & Cyber Laws (i) Government Policies governing advertisements (ii) The role of Prasar Bharati for advertisements in Public Broadcast Services	(10)

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	(iii) Cyber laws including Section 66; Laws pertaining to advertising in cyber space. (iv) The Question of Net Neutrality & its relevance in Media (v) Right to Information Act	
DECEMBER	Laws pertaining to Media (i) Standard Contract between Advertiser & Agency (ii) Laws : - Drugs & Cosmetics Act - Drugs & Magic Remedies (Objectionable Advertisements) Act - Drugs Price Control Act - Emblems & Names (Prevention of Improper Use) Act - Indecent Representation of Women's Act - Intellectual Property Rights- -Copyright Act - Trademarks Act - Patents Act	(08)
JANUARY	Ethics in Advertising (i) What is Ethics? Why do we need Ethics? (ii) The philosophy of Ethics- Absolutist & Situational (iii) Ethics in Advertising &Stereotyping: - Religious minorities - Racial minorities - Ethnic groups - Cultural Minorities - Senior Citizens - Children - Women - LGBT (iv) Advertising of Controversial products (v) Surrogate & Subliminal Advertising (vi) Political Advertising (vii) Manipulation of Advertising Research Bodies helping to maintain a Code of Ethical conduct in Media - ASCI - AAAI	(12)

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	- BCCC - IBF - CENSOR BOARD FOR FILMS - Press Council	
FEBRUARY	Unfair Trade Practices & the Competition Act 2002 Unfair Trade Practices & Restrictive Trade Practices to Consumers: - False Promises - Incomplete Description - False & Misleading Comparisons - Bait & Switch offers - Visual Distortions - False Testimonials - Partial Disclosures - Small print Clarifications (ii) Unfair Trade Practices & Restrictive Trade Practices to other organizations in the Industry (iii)The role of the Commission of the Competition Act 2002 in resolving cases of Unfair & Restrictive Trade Practices. Consumer Protection: Government initiatives including Standardization, Consumer Laws & Non- Government initiatives (i) Consumerism – The rising need for consumer guidance& awareness (ii)Government Initiatives: -Standardization- Meaning, Relevance in today's Globalized World in Total Quality Management - Standardization Bodies in India- AGMARK, BIS, FSSAI & FPO - International Bodies- ISO, FDA, CMMI, Six Sigma & CE - Standardization marks- ISI, AGMARK, BIS- Hallmark (Gold), Silkmark, Woolmark, Cotton, Forever mark (Diamonds)	(12)
MARCH	Laws: (i)Essential Commodities Act 1955 (ii) Consumer protection Act 1986 (iii)Standards of Weights & Measures Act	(10)

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	(iv)Standards of Weights & Measures (Packaged Commodities) Act (v)Prevention of Food Adulteration Act Other Initiatives: - PDS- Ministry of Civil Supplies (Public Distribution System or Ration Shops) - Consumer Co-operatives Non- Government initiatives: - CGSI - CFBP - CERC - Grahak Panchayat - Customer care centres Advertising & Society A. Socio- Economic Criticisms of advertising - Increasing prevalence of Materialism - Creating Artificial Needs - Idealizing the "Good Life" - Stressing Conformity with Others - Encouraging instant gratification & a throwaway society - Promoting the good of the individual over the good of society - Creating Unrealistic Ideal characterizations - Using appeals that prey on feelings of inadequacy - Manipulation by advertising B. Advertising & social responsibility - Advertising as a moulder of thought, opinion & values Critique of Advertising - A study of Vance Packard- The Hidden Persuaders (1957) - A study of Jean Kilbourne – Can't buy My love - A study of Naomi Klein – No Logo - A study of Naomi Woolf- The Beauty Myth - A study of Noam Chomsky- Understanding Power	

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Tushar Shah**
2. **Department : BMM**
3. **Subject : Financial Management & Marketing**
4. **Class : TYBMM (ADVERTISING)**
5. **Course Outcome:** • To provide a brief over view of the basic concepts, goals functions and types of finance available for new and existing business and marketing units.
   • To enable the understanding of the need for financial planning through Budgets and their benefits.

SIXTH TERM / VI SEMESTER

Month	Topics to be covered	No. of Lectures required
NOVEMBER	Introduction of financial management:- Meaning of financial management– Definition –Goals- Functions - Role of Finance in Marketing & Advertising- Types of Finance - Owned and borrowed – Long term and short term finance – Sources of Long term & short term finance.	(10)
DECEMBER	Financial Planning & Budgets:- Financial Planning for a Marketing Unit –Through Budgets- Proforma financial Statements and Spread sheets. Budgeting- Types of Budgets - Functional Budgets- Master Budget- Zero based Budget – Sales Budget- Cash budget (Application from Sales Budget and Cash Budget only) Elements of Marketing budgets advertising Agency Budget – Budgeting for films- Broadcast Print and Electronic media.	(10)
JANUARY	Working Capital Estimation:	(12)

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	Working capital- Concept of Operating cycle- Types of working capital- Factors influencing working capital- Methods of calculating working capital(theory and basic application).	
FEBRUARY	Financial statements & Ratio analysis:- Vertical Financial Statements – Financial Decision Making using financial statements analysis. Ratio analysis- Debt Equity Ratio, Current Ratio, Proprietary ratio, Stock to working capital ratio, Gross profit ratio, Net profit ratio, Operating ratio, Debtors Turnover Ratio, Creditors turnover ratio, selling expenditure ratio Introduction of costing:- Costing -Types of cost- their relevance in marketing decision making.	(12)
MARCH	Classification of costs- Traceability, Functionality and level of activity. Estimation of Profit/Loss using cost Volume Profit analysis- Break Even Analysis, Calculation of Profit volume ratio, Break even point, Margin of safety, Sales required in units and rupees (Theory and application)	(10)

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Manali Naik**
2. **Department : BMM**
3. **Subject : Agency Management**
4. **Class : TYBMM (ADVERTISING)**
5. **Course Outcome:** • To stress the importance of social economic political aspects of the society as a media professional.
6. • To understand the role of media as a strategy to create awareness on various issues and mobilize to bring social progress.

SIXTH TERM / VI SEMESTER

Month	Topics to be covered	No. of Lectures required
NOVEMBER	Advertising Agencies their role, Functions, Organization and Importance different types of ad agencies Client Servicing The Client - Agency Relationship 3P's of Service: Physical evidence, Process and People The Gaps Model of service quality Stages in the client-agency relationship How Agencies Gain Clients Why Agencies Lose Clients Evaluation Criteria in Choosing an Ad Agency The roles of advertising Account executives	(10)
DECEMBER	Account Planning Role of account planning in advertising Role of Account Planner Account Planning Process Advertising campaign management	(08)

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	Means-End chaining and the Method of Laddering as guides to Creative Advertising Formulation Digital Advertising Strategy / Campaigns	
JANUARY	Ad Film making Converting story board to TVC Editing and post production Marketing plan of the client The marketing brief, Marketing Audit, Marketing Objectives, Marketing Problems and OpportMODULEies Review, STP, Executing the plan, Evaluating the plan The Response Process Traditional Response Hierarchy Models: AIDA Sales-Oriented Objectives Communications Objectives DAGMAR: An Approach to Setting Objectives	(12)
FEBRUARY	Setting up an Agency Business plan introduction, Various Stages in setting up a new Agency Agency Compensation Various methods of Agency Remunerations Growing the Agency The Pitch: request for proposal, speculative pitches, Pitch Process References, Image and reputation, PR,	(08)
MARCH	Sales Promotion Management The Scope and Role of Sales Promotion Reasons for the Increase in Sales Promotion The psychological theories behind sales promotion Consumer Franchise-Building versus Nonfranchise-Building Promotions Designing Loyalty, continuous and frequency programs Objectives of Trade-Oriented Sales Promotion Techniques of Trade-Oriented Sales Promotion Objectives of Consumer-Oriented Sales Promotion Techniques of Consumer-Oriented Sales Promotion	(08)

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Manali Naik**
2. **Department : BMM**
3. **Subject : Direct Marketing**
4. **Class : TYBMM (ADVERTISING)**
5. **Course Outcome:** • To understand the concept and importance of Direct Marketing
   • To understand the various techniques of direct marketing and its advantages

SIXTH TERM / VI SEMESTER

Month	Topics to be covered	No. of Lectures required
NOVEMBER	Definition and importance of direct marketing Economics of direct marketing	(10)
DECEMBER	Growing importance of Direct marketing in IMC mix Understanding the DM business	(12)
JANUARY	Direct marketing strategies Direct marketing concepts	(08)
FEBRUARY	Various direct marketing methods and media Future of direct marketing current and future Scenario	(10)
MARCH	Customer relationship management	(10)

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Riddhi Sadhale**
2. **Department : BMM**
3. **Subject : Contemporary Issues**
4. **Class : TYBMM (ADVERTISING & JOURNALISM)**
5. **Course Outcome:** • To stress the importance of social economic political aspects of the society as a media professional.
6. • To understand the role of media as a strategy to create awareness on various issues and mobilize to bring social progress.

SIXTH TERM / VI SEMESTER

Month	Topics to be covered	No. of Lectures required
NOVEMBER	**Ecology and its related concerns** Climate change and Global warming- causes , consequences and remedial measures Deforestation- causes, consequences and remedial measures Costal regulatory Zone- need and importance, CRZ Act Sustainable development- concept, need and significance Movements related to environmental protection	(10)
DECEMBER	(a) **Human Rights** UDHR and its significance CRC and CEDAW DRD **(b) Legislative measures with reference to India.** □ **Women:** Constitutional Rights and legal safeguards, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013, The Criminal Law (Amendment) Act of 2013	(12)

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	□ **Child**: Protection of Children from sexual offence Act -2012 (POCSO), Child Labour Act with new amendments, Juvenile Justice (Care and Protection of Children Act) 2000. □ **Education** : Right to Education Act 2009 □ **Health** : National Health Policy of 2015, Transplantation of Human organs Act of 2002, Prenatal Diagnostic Technique Regulation and prevention of Misuse amendment rules of 2003, Prohibition of sale of cigarettes and other tobacco products around educational institutions 2004	
JANUARY	**Political concerns and challenges** Crime and Politics Corruption: Causes and remedial measures. RTI Act, Lok Pal Bill. Whistle Blowers- Whistle Blowers protection act 2011. Anti- State violence- Naxalism and its Impact. Insurgency with reference to North East – Issues involved, ULFA, Nagas, Manipur issue,AFSPA and its impact. Terrorism- causes, consequences and remedial measures	(10)
FEBRUARY	**Economic development and challenges:** The Role of MIDC in the economic development of Maharashtra Special Economic Zone : Its role and significance in Maharashtra Food Security Act 2013 Agrarian issues: rural indebtedness, farmers' suicides and its implications	(08)
MARCH	**Social development and challenges:** Tribal Issues: Marginalization of the Tribals, Forest Rights Act, Land Acquisition Act. Police reforms: Problems faced by Police and the Need for Reforms Illegal immigration from Bangladesh : Challenges and impact Developmental Issues: Displacement and rehabilitation	(08)

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Akash Purswani**
2. **Department : BMM**
3. **Subject : Digital Media**
4. **Class : TYBMM (ADVERTISING & JOURNALISM)**
5. **Course Outcome:** • Understand digital marketing platform
   • Understand the key goals and stages of digital campaigns
   • Understand the of use key digital marketing tools
   • Learn to develop digital marketing plans

Month	Topics to be covered	No. of Lectures required
NOVEMBER	Introduction to Digital Media 1. Understanding Digital Media 2. Principles 3. Key Concepts 4. Evolution of the Internet 5. Traditional v Digital Search Engine Optimization (SEO): **1. What are Search Engines:** Types of Search Engines, How Search Engines work and how they rank websites based upon a search term? 2. **Introduction to SEO and what it involves:** What is the importance of search for websites? What are the areas of operation for Search Engine Optimization Professionals? How do you search for the right keywords that will help bring in the most traffic? **3. What is On-Page Optimization?** Keyword Research with Google Keyword Planner, Page Naming {URL Structuring} and Folder Naming, What are Meta Tags, Redirection Tags,	(10)

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	4. What is OFF-Page Optimization? What are Backlinks? How to Get Backlinks? What is Google Page Rank? How to Increase Page Rank? **5. Search Engine Algorithms:** What is Search Engine's Algorithms? How Algorithms Works? Page Rank Technology, Why a Search Engine penalizes a Website, Google Panda Update,	
DECEMBER - JANUARY	Social Media 1. **Introduction:** Definition of social media, Types of social media, How Social Media is affecting Google Search, Integrating social media into website and blogs 2. **Using Facebook:** What Can You Do With Facebook, Facebook Features, Facebook Fan Pages, Facebook Pages. How to promote your Facebook page, Creating Facebook Application / Widget, Linking with YouTube, Creating Events, Building content calendar 3. **Using Twitter:** Following and Listening, Tools for managing your Tweets, Finding People and Companies on Twitter, Twitter Tools, Reputation Management | Keyword Research | Hashtags & Trends Tools Influence on Twitter: TweetDeck, Klout, PeerIndex 4. **Using LinkedIn:** Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups 5. **Using Blogs:** How Blogging can be used as a tool.	(16)
FEBRUARY	Tools & Trends 1. key terms and concepts 2. Web analytics 3. Tracking Tools to enhance lead nurturing Tracking and Collecting Data: Log file analysis, Page tagging, Features of a Website 1. Homepage 2. Links 3. Navigation 4. Multimedia Content Writing 1. Blog	(10)

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	2. Twitter 3. Mobile	
MARCH	New Challenges Cyber Crime and Challenges of the new media Cyber Laws 1. Information Technology Act 2. Copyright 3. Ethics 4. Digital Security	(08)

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Pooja Singh**
2. **Department : BMM**
3. **Subject : Press Laws and Ethics**
4. **Class : TYBMM (JOURNALISM)**
5. **Course Outcome:** • To study media laws
   • To understand media

SIXTH TERM / VI SEMESTER

Month	Topics to be covered	No. of Lectures required
NOVEMBER	Introduction to law- a) A brief introduction to Indian Constitution- (Salient features, Fundamental Rights) b) India's legal system – Structure and hierarchy of Indian judiciary- the various levels of courts for civil and criminal action. c) Brief Overview of IPC (Indian Penal Code) and Cr.PC (The Criminal Procedure code) Press Council of India – a) Its organizational structure, functions, history and rationale behind its establishment. b) Powers – the debate over punitive powers c) PCI's intervention in cases of communal rioting and protection of Press freedom. d) Code of conduct for journalists e) Comparison with the News Broadcasting Standards Authority (NBSA)	(10)
DECEMBER	Laws regulating the media	(12)

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	a) Laws related to freedom of the Press — Article 19 clause (1) subclause (a) Of Indian Constitution and how it guarantees freedom of the press. b) Clause 2 of article 19 and reasonable restrictions. c) Defamation –sections 499,500 d) Contempt of Courts Act 1971 e) Public Order – sections 153 A&B,295A,505 f) Sedition (124A) g) Obscenity (292,293)	
JANUARY	Introduction to laws connected with internet a)Information Technology Act 2000 and the amendment Act of 2008 Study of Section 66 and 67 of the Act that govern publishing of material on the internet Article 21 of the constitution and Right to Privacy a) Right to Privacy versus Right to Know b) Right to Information Act 2005 c) Official Secrets Act and conflict with RTI d) Whistle Blowers Protection Act 2011-Implications and challenges Indian Evidence Act – a)Primary, Secondary, Direct and Indirect evidence b) Confession and its evidentiary value	(12)
FEBRUARY	Copyright Act 1957- A Discussion on Intellectual Property Rights in the context of changing Global environment. Contempt of Parliament – a) Breach of Privilege rules. b) Clash between Judiciary and Legislature c) Is it a threat to media freedom? Working Journalists Act-Its effectiveness in current scenario. Press and Registration of Books Act	(08)
MARCH	Introduction to Ethics a) Discussion of importance of ethics in the era of TRP fuelled Tabloid Journalism.	(06)

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	b) Conflict of Interest c) Paid News d) Trial by Media e) Ethical Issues related to Television debates f) Confidentiality of sources g) Ethics of Sting Operations h) Fakery and Fabrication of news i) Using Shock value in language and visuals	

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CHANDRABHAN SHARMA COLLEGE OF ARTS, SCIENCE & COMMERCE

TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Arjun Sarin**
2. **Department : BMM**
3. **Subject : Broadcast Journalism**
4. **Class : TYBMM (JOURNALISM)**
5. **Course Outcome:** To learn the use of camera & sound in broadcast formats.
   - To develop reading habits that keep them aware of current affairs, local, national, and world.
   - To introduce Social Media; Convergence; Multimedia; Online Journalism

SIXTH TERM / VI SEMESTER

Month	Topics to be covered	No. of Lectures required
NOVEMBER	History & Development of Broadcast Journalism Traditional Journalism Global Journalism Brief History of the development of Radio Journalism. Brief History of the development of TV Journalism Brief History of the development of Online / Web Journalism. Case Study BBC & CNN:-Organizational structure, functions of different divisions and Departments/units; News Service Division; Objectives of broadcast—Information, Education & Entertainment. AIR & FM :All India Radio—Organizational structure, functions of different divisions and Departments/units; News Service Division of AIR; Objectives of broadcast—Information, Education &Entertainment; Commercial Broadcasting Service, External Service Broadcast, National Service, Vividh Bharati and FM service of AIR; three tiers of Radio Broadcast—Local, Regional and National & Public Service Broadcast; AIR Code, Commercial Broadcast Code and Guidelines of Election Broadcast; Autonomy	(10)

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	of Expansion of FM Radio channels - Development of Educational & Community Radio. Doordarshan & Satellite Channels: Organizational structure, functions of different divisions and Departments / units & Doordarshan News; Commercialization of TV; Satellite television broadcast— Breaking of monopoly of DD-Television channels for niche audiences — entertainment, news, sports, science, health & life style. Proliferation of DTH services; Growth of Private International, National & Regional TV Networks & fierce competition for ratings.	
DECEMBER - JANUARY	Regional Journalism : Introduction and Importance of Regional Channels in India Conduct comparative Case study on any two News Channels **News Channels** * :Star Majha *IBN Lokmat *Zee 52 Taas *Sahara Samay Mumbai * Big News Marathi - Upcoming Channel from BIG TV *Big News Mumbai - Upcoming Channel from BIG TV *TML Voice of India Aamchi Mumbai - Upcoming channel from Triveni Media Group –With regard to multiplicity of Language & Culture **Entertainment Channels** :Zee Marathi *Star Pravah * ETV Marathi *Mi Marathi * Doordarshan Sahayadri *Saam Marathi *BIG Gaurav - Upcoming channel from R-ADAG *Sahara Marathi - Upcoming channel from Sahara *9x Marathi - Upcoming channel from 9x] **Radio Channels** *:Akashvani Marathi (SW/AM) *Akashvani Mumbai GOLD (111.7 FM) *Akashvani Mumbai Rainbow (117.1 FM) *Worldspace Surabhi (Satellite Radio) **Movie Channels :*** Zee Talkies *BIG Cinema (Marathi) *BIG Chitrapat Upcoming channel from R-ADAG **Music Channels :***Sangeet Marathi - Upcoming Channel from Media worldwide Broadcast Formats **(Radio /TV)**	(16)

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	Newsbulletins/Appeals/Reels. News Magazines/Talk shows/Reviews. Main characteristics of News as against news in other media Simple announcements Talks/commentaries/comments Interviews Discussions Features Documentaries Docudramas Play Running commentaries Ads/Commercials Phone ins and Bridges Music	
FEBRUARY	**Writing In Broadcast Style** Broadcast News Vocabulary (the ethics) Genres: Sports; Current Affairs Lifestyle Etc. Scripting for Fiction/Non Fiction Writing for the Radio & TV. News script format for Radio & TV. News Stories types (breaking news through kickers) Preparation of Audio and Video Brief Idea generation – fiction and non fiction Developing an idea into story Script and story board Shooting scripts Interview scripts -simulated and actuality Research and scripting of radio/TV documentary/feature/drama Photo Feature Writing Writing for Web Presentation Production and Editing	(10)

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MARCH	**Field-Reporting** shooting usable video footage conducting the on-camera interview shooting telling B-roll composing interesting shots telling stories in unconventional ways **Capturing Sound** Microphones Capturing Natural Sound Capturing Primary Audio Track Sound Analog vs. Digital **Radio** Elements of radio productions Acoustics Perspective Sound effects Music Distort/Filter Recording Editing **Television** Stages of production- pre-production, production and post-production The production personnel – Single camera and Multi camera production Use of graphics and special effects Developing a video brief Nonlinear editing, Cut to cut, assemble & insert, on line, offline editing of stories Telling a cohesive story (connecting SOTs) Using desktop publishing aspects to tell a visual story Mixing and Editing to tell a story	(10)

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	Production Production schedule Budget Floor plan Lighting plan Production of a programme Post production Production of radio /TTdiscussions Production of social messages (max 01 seconds) Production of radio/TT documentary/feature	

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Arjun Sarin**
2. **Department : BMM**
3. **Subject : Business and Magazine journalism**
4. **Class : TYBMM (JOURNALISM)**
5. **Course Outcome:** • Acquire the skills to write different kinds of Business and Financial leads.
   • Acquire the skill to convert Business news releases into Business & financial reports
   • To improve skills in reporting and writing basic and complex business and financial stories in different beats

SIXTH TERM / VI SEMESTER

Month	Topics to be covered	No. of Lectures required
NOVEMBER	Introduction to Business Journalism A general overview of the financial systems in India A) Planning Commission & NITI Aayog, Reserve Bank of India – Role, Functions. A general understanding about, RBI's involvement in formulation of Monetary Policy, Interest Rate Mechanism and RBI. B) Securities and Exchange Board of India (SEBI) – Role, function and objectives. C) The Banking Sector in India – a brief analytical study. a. Functions of commercial banks b. Use of modern technology in banking sector and its use. Core Banking its advantage, social benefits and use of banking in financial inclusion. Government schemes related to banking- JanaDhan Yojana, Pension Plans, Insurance Schemes, Cash Subsidy Transfer via Bank Account. Union Budget (The Finance Bill) – Salient features of the latest Union Budget.	(10)

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DECEMBER	The Concept of "Subsidies" in the context of the Indian Economy; an introductory study. "Foreign Exchange Reserves" in India and a basic study of Fiscal Deficit problem with reference to Indian Economy Scams in Indian financial system The Satyam saga The Sahara Scam Saradha chit fund embezzlement	(08)
JANUARY	Bombay Stock Exchange, National Stock Exchange, Concept of SENSEX and NIFTY and impact of their volatility. Retail Market – the Indian Scenario The World Bank, The Asian Development Bank, BRICS Development Bank – functions Business journalism - a brief study of leading business magazines, leading financial dailies in India.	(08)
FEBRUARY	**Magazine Journalism (Niche Journalism)** Introduction to Magazine Journalism. Fundamental point of Differences between "Newspaper" and "Magazine". Special skills required for a person working in magazines. Scope for modern age magazines in various segments of journalism in India. Competition of magazines with electronic media. A general analytical study of magazines of different genre: Women's magazines Travel Magazines General Interest Magazines Health Magazines Technology Magazines Automobile Magazines A detailed study of women's magazines covering specific female related issues and other routine issues	(10)
MARCH	Sports Journalism. A comparative study of coverage of sports Events by magazines and audio visuals and press. Environmental Journalism and its importance.	(08)

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	A very brief study of global warming, ozone depletion, issues related to deforestation. Issue of Western Ghats and its environmental importance. (Students are advised to refer to the various documentaries and special reports on environmental issues by print and electronic media.) Civic issues and their coverage in various modern day alternative Media, social networking avenues. (Critical evaluation). Civic issues of the latest year to be considered	

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CHANDRABHAN SHARMA COLLEGE OF ARTS, SCIENCE & COMMERCE

TEACHING PLAN

ACADEMIC YEAR 2019-2020

1. **Name of the Lecturer: Pooja Singh**
2. **Department : BMM**
3. **Subject : Issues of Global Media**
4. **Class : TYBMM (JOURNALISM)**
5. **Course Outcome:** To understand the role of media as a strategy to create awareness on various issues and mobilize to bring social progress. • Learner will be able to demonstrate the ability to write and create campaigns on environmental and social awareness issues

SIXTH TERM / VI SEMESTER

Month	Topics to be covered	No. of Lectures required
NOVEMBER	Relevance of McBride report in contemporary times Presence of conglomerates; NWICO in a multi polar world and biases in global media coverage	(10)
DECEMBER	Global Monopolies' regional presence.[redefining local news] Al Jazeera's arrival as an alternate voice[from Gulf War II to Arab Spring and beyond] Advocacy and Journalism	(08)
JANUARY	Independent Media's space Traditional media's foray into social media & Micro blogging Parachute Journalism Challenges in Reporting in Hostile Environments [Presence of Social Media and redefined roles of war correspondents] Coverage of natural disaster by global media and regional media	(08)
FEBRUARY	Cultural Bias in global media coverage BRICS interpretation of regional news vis-a-vis first world nations' interpretations [reference to BRICS initiatives]	(10)

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	Global media Perception of terrorism versus regional media perceptions [freedom fighters/separatists /terrorists, Global audiences' changing needs	
MARCH	Opening of Indian markets from the 1990s to contemporary times and the regional versus global media perceptions Overview of media in China, Japan, U.S., India Profiles of BBC, CNN, Reuters, AFP & AP	(10)

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TEACHING PLAN

ACADEMIC YEAR 2019-20

1. **Name of the Lecturer: Pooja Singh**
2. **Department : BMM**
3. **Subject : News Media Management**
4. **Class : TYBMM (JOURNALISM)**
5. **Course Outcome:** • To make students aware about the responsibilities, structure and functioning of responsibilities of an organization

SIXTH TERM / VI SEMESTER

Month	Topics to be covered	No. of Lectures required
NOVEMBER	1) Making News: Truth,Ideology and News work (2) 2) News, Audiences and Everyday Life a) Ideal Management Structure b) Role of Management in ensuring editorial freedom 3) Legacy Media- Broadcast Media Overview and Print Publishing Overview	(08)
DECEMBER	4) Contemporary Elements, Dimensions and Image of Print Media: A Comparative Analysis with Electronic Media 5) Specialised training for skilled workers, HRD	(08)
JANUARY	6) Integrated Marketing Communications Overview of Marketing Theory Applying marketing strategy to consumer media a) direct to consumer: for readers/consumers circulation/distribution/channels b) business to business (B2B): for advertisers/partners	(10)

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FEBRUARY	7) Disruptive Technology and Media Business Models: a) The role of advertising b) From Web 1.0 to 2.0 c) Yahoo, Craigslist, Google, Facebook, Twitter, Whatsapp, Pinterest 8) Becoming a digital Media Brand 9) Financial Management a) Break up of expenditure for the year b) Raw Material Costs c) Fixed and Variable Costs d)Unforeseen Factors	(12)
MARCH	10) Challenges of Globalization and Liberalization a) Foreign Direct Investment b) Cross Media Ownership c) Commercialization of Media 11)Understanding Company Law 12) Case studies Case studies – Eenadu and Network 18 Expansion of Sky Network [Star Network in India] Relevance of TAM Ratings in News Channels along with IRS Studies	(10)

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