

TEACHING PLAN

INDEX
TEACHING PLAN

Sr. No.	Particulars
1	Bachelor of Commerce (B.Com.)
2	Bachelor of Science (Information Technology)
3	Bachelor of Commerce (Accounting and Finance)
4	Bachelor of Management Studies
5	Bachelor of Commerce (Banking and Insurance)
6	Bachelor of Commerce (Finance Markets)
7	Bachelor of Arts in Mass Media Communication

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

1) NAME OF THE LECTURER: DR. PRATIBHA

2) SUBJECT: ECONOMICS

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

1ST SEMESTER

Course Outcome	CO1- Students will apply the basic theories of economics in critical thinking and problem- solving. CO2 - Students will be able to make decisions wisely using cost-benefit analysis. CO3 - Students will demonstrate a basic understanding of their career options and establish career objectives. CO4- Critically Evaluate Business cost of production.
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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



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OCTOBER	Revenue Analysis Revenue Concepts	06 Lectures
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TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

1) **NAME OF THE LECTURER: NEHA MISHRA**

2) **SUBJECT: FINANCIAL ACCOUNTING**

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

IST SEMESTER

Course Outcome	<p>CO1 - To enable the students to learn principles and concepts of Accountancy.</p> <p>CO2 - To find out the technical expertise in maintaining the books of accounts.</p> <p>CO3-Recognize capital and revenue – expenditure and receipts & distinction between them. Learners shall solve practical problems on Final Accounts of Manufacturing Concern.</p> <p>CO4-Develop the skill of accounting for hire purchase transactions, calculation of interest, depreciation etc.</p>
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Month	Topics to be covered	No. of Lectures required
JULY	Accounting standards issued by ICAI and Inventory valuation	15



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AUGUST	Final Accounts	15
	Departmental Accounts	03
SEPTEMBER	Departmental Accounts	12
	Accounting for Hire Purchase	05
OCTOBER	Accounting for Hire Purchase	06

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

- 1) **NAME OF THE LECTURER: KRISHNAKANT PANDEY**
- 2) **SUBJECT: FOUNDATION COURSE**
- 3) **CLASS: FYB.COM (A & B)**

IST SEMESTER

Course Outcome	<p>CO1 - Understand the multi-cultural and diverse Indian society concerning demographic factors and be sensitized towards diversity as a difference.</p> <p>CO2 - Examine and understand the inter-group conflicts arising due to regionalism, communalism, and linguistic differences.</p> <p>CO3 - Articulate an awareness of the social and community contexts concerning problems arising in the society and solutions towards the same.</p> <p>CO4-Develop the understanding of socioeconomic and human rights issues in India.</p>
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Signature of the HOD

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

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

1) NAME OF THE LECTURER: DR. ANITA PANDEY

2) SUBJECT: BUSINESS COMMUNATION

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

IST SEMESTER



Signature of the HOD

Course Outcome	<p>CO1 - To understand techniques of effective communication.</p> <p>CO2 - To teach a professional, ethical attitude in students, effective communication skills, teamwork, a multidisciplinary approach, and an ability to understand corporate social responsibility.</p> <p>CO3- To develop & improve various skills like communication, reading, listing, note- making, persuasive speaking, body language & gestures.</p> <p>CO4-Adapt to changing culture and impact of modern technology on business communication.</p>
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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 Listening Skills	15 03
SEPTEMBER	Business Correspondence: - Theory of Business Letter Writing	12 05



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	Personnel Correspondence	
OCTOBER	Language and Writing Skills: - Commercial Terms used in Business Communication Paragraph Writing	06

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

1) NAME OF THE LECTURER: SHARLET BHASKAR

2) SUBJECT: COMMERCE PAPER-I

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

IST SEMESTER

Course Outcome	<p>CO1-To Develop an understanding of business environment and its analysis.</p> <p>CO2- To Understand the process of business planning and business promotion.</p> <p>CO3- To Create awareness about entrepreneurship Training and development centres in India.</p> <p>CO4- Comprehend and implement the knowledge gained on project planning, Statutory requirements in Promoting Business Unit.</p>
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Signature of the HOD

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

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

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

IST SEMESTER



Signature of the HOD

Course Outcome	<p>CO1- To Develop an understanding of business environment and its analysis.</p> <p>CO2- To Understand the process of business planning and business promotion.</p> <p>CO3- To Create awareness about entrepreneurship Training and development centres in India.</p> <p>CO4- Comprehend and implement the knowledge gained on project planning, Statutory requirements in Promoting Business Unit.</p>
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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 2022 TO 2023

1) NAME OF THE LECTURER: SUSHMITA RAJPUROHIT

2) SUBJECT: ENVIRONMENTAL SCIENCE

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

IST SEMESTER

Course Outcome	<p>CO1-Understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales.</p> <p>CO2- Natural Resources - Understanding of Resources, their types, various methods to conserve them, it's the importance</p> <p>CO3- Population Issues - Understanding Population and its major concerns, its impact on Human Health, HDI, Happiness Index, Development concerns, etc.</p> <p>CO4 - Understand the urban problems due to migration and overcrowding, stress on urban environment and urban resources and concept of emerging smart cities and safe cities in India and Adopt sustainability as a practice in life, society and industry.</p>
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Month	Topics to be covered	No. of Lectures required
JULY	Environment and Eco- System	12



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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

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

1) Name of the Lecturer: **DR. PRATIBHA JADHAV**

2) Subject: **ECONOMICS**

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

III SEMESTER

Course Outcome	<p>CO1-Students will apply the basic theories of economics in critical thinking and problem- solving.</p> <p>CO2 - Students will be able to make decisions wisely using cost-benefit analysis.</p> <p>CO3 - Students will demonstrate a basic understanding of their career options and establish career objectives.</p>
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Signature of the HOD

	CO4 -Critically evaluate Business cost of production.
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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

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

1) NAME OF THE LECTURER: NEHA MISHRA



Signature of the HOD

3) SUBJECT: FINANCIAL ACCOUNTING

4) CLASS: SYB.COM

III SEMESTER

Course Outcome	<p>CO1- To Install knowledge about accounting procedures, methods, and techniques.</p> <p>CO2- To introduce the basic concepts, functions, processes, and techniques of piecemeal distribution of cash.</p> <p>CO3- To give a comprehensive overview of Amalgamation and conversion of a partnership firm.</p> <p>CO4- Execute practical problems regarding various techniques of Capital Budgeting.</p>
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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



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SEPTEMBER	Conversion or sale of Partnership firm into a limited company	18 Lectures
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TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

1) **NAME OF THE LECTURER: NEHA MISHRA**

2) **SUBJECT: MANAGEMENT ACCOUNTING**

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

III SEMESTER

Course Outcome	<p>CO1- 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.</p> <p>CO2- The course will make the students employable as Finance Managers in Accounting and Finance.</p> <p>CO3- Calculate practical problems regarding management of Working Capital.</p> <p>CO4- Execute practical problems regarding various techniques of Capital Budgeting.</p>
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Month	Topics to be covered	No. of Lectures required
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Signature of the HOD

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

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

1) NAME OF THE LECTURER: SHARLET BHASKAR

2) SUBJECT: ADVERTISING

4) CLASS: SYB.COM

III SEMESTER

Course Outcome	<p>CO1- To enable students to understand IMC.</p> <p>CO2- To understand the learners about the various concept of Advertising.</p> <p>CO3- To make them aware of various careers in advertising.</p> <p>CO4- To learn about various trends in advertising.</p>
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Signature of the HOD

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	11 Lectures
SEPTEMBER	Brand Building and Special Purpose Advertising	10 Lectures

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

1) NAME OF THE LECTURER: SHARLET BHASKAR

2) SUBJECT: COMMERCE PAPER-III

3) CLASS: SYB.COM



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III SEMESTER

Course Outcome	<p>CO1- To understand the terms, concepts, evaluation, and approaches to Management.</p> <p>CO2- Learn about planning, decision making, organizing, delegation, leadership, motivation, and effective communication.</p> <p>CO3- To learn control systems and techniques of controlling in Management.</p> <p>CO4- Aware about universal application of functions of Management.</p>
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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 2022 TO 2023

1) NAME OF THE LECTURER: NAINA PANIGRAHI

3) SUBJECT: BUSINESS LAW

4) CLASS: S.Y.B.COM

III SEMESTER

Course Outcome	<p>CO1- To impart to students the knowledge of fundamentals of Company Law.</p> <p>CO2- To update the knowledge of provisions of the Companies Act of 2013.</p> <p>CO3- To Communicate effectively using standard business and legal terminology.</p> <p>CO4- Evaluate the Characteristics of Negotiable Instrument, classification of Negotiable Instruments and it's Miscellaneous Provisions</p>
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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



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AUGUST	Special Contracts	04 Lectures
	Sale Of Goods Act, 1930	13.Lectures
SEPTEMBER	Negotiable Instruments Act,1881	12 Lectures

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ACADEMIC YEAR 2022 TO 2023

1) **NAME OF THE LECTURER: MR. AVADHESH YADAV**

2) **SUBJECT: FOUNDATION COURSE**

3) **CLASS: SYB.COM**

III SEMESTER

Course Outcome	<p>CO1- To enhance learners' understanding of social, economic, and political developments in India during the period of study.</p> <p>CO2- 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.</p> <p>CO3- 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.</p> <p>CO4- Update with development of science and role in everyday life</p>
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Month	Topics to be covered	No. of Lectures required
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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

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

- 1) **NAME OF THE LECTURER: MS. SEEMA NEGI**
- 2) **SUBJECT: COMPUTER PROGRAMMING**
- 3) **CLASS: S.Y.B.COM**

FIRST TERM / III- SEMESTER



Signature of the HOD

Course Outcome	<p>CO1- To understand the Fundamentals of C Programming and a basic Knowledge about Computers.</p> <p>CO2- To Understand the basic terminology used in Computer programs and Operators.</p> <p>CO3 - To Understand the basic knowledge of Hardware, Software and Loop.</p>
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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	-	



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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
	Practical	-	

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

1) NAME OF THE LECTURER: DR. PRATIBHA JADHAV

2) SUBJECT: BUSINESS ECONOMICS

3) CLASS: TYB.COM

V SEMESTER



Signature of the HOD

Course Outcome	<p>CO1- To understand the basic characteristics of economic development and growth of the Indian economy</p> <p>CO2- To analyse new economic policies (privatization, liberalization and globalization) in India</p> <p>CO3- To understand the industrial scenario of the Indian economy</p> <p>CO4- Enhance the knowledge about the Structure, Growth and Reforms in Financial Markets.</p>
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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

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

1) NAME OF THE LECTURER: SHARLET BHASKAR



Signature of the HOD

2) SUBJECT: EXPORT MARKETING

3) CLASS: TYB.COM

V SEMESTER

Course Outcome	<p>CO1- To understand how trade and business are done at the international level.</p> <p>CO2- To know about various financial and non-financial schemes provided by the government to promote exports.</p> <p>CO3- To understand the primary procedure to be followed while entering into export marketing.</p> <p>CO4- Acquire knowledge on Foreign Trade Policy, Role of DGFT, Benefits to status Holders and concepts relating to EOU/SEZ's/ AEZ's</p>
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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



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SEPTEMBER	Product and pricing decisions in export marketing	12 Lectures
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TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

1) NAME OF THE LECTURER: RAVI VISHWAKARMA

2) SUBJECT: COST ACCOUNTING

3) CLASS: TYB.COM

V SEMESTER

Course Outcome	CO1- To understand the basic concepts and processes used to determine product costs. CO2- To be able to interpret cost accounting statements CO3- To analyse and evaluate the information for cost ascertainment, planning, control, and decision making. CO4- Identify the reasons for the difference in the profits of Cost Accounting & Financial Accounting by preparing a Reconciliation Statement.
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Month	Topics to be covered	No. of Lectures required
JUNE	Introduction to Cost Accounting	05 Lectures
	Material Cost	05 Lectures
JULY	Material Cost	05 Lectures
	Labor Cost	10 Lectures
AUGUST	Overheads	08 Lectures
	Classification of Costs and Cost Sheets	08 Lectures
SEPTEMBER	Classification of Costs and Cost Sheets	04 Lectures
	Reconciliation of Cost and Financial Accounts	10 Lectures

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

1) NAME OF THE LECTURER: MS. NEHA MISHRA

2) SUBJECT: FINANCIAL ACCOUNTING

3) CLASS: TYB.COM

V SEMESTER



Signature of the HOD

Course Outcome	<p>CO1- Understand better where to invest money in debentures or equity shares.</p> <p>CO2- Read, understand, interpret and analyse the financial statements of companies.</p> <p>CO3- Understand the causes & effects of internal reconstructions.</p> <p>CO4- Acquire information of buy-back of shares and their legal formalities.</p>
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Month	Topics to be covered	No. of Lectures required
JUNE	Investment Accounting w.r.t. AS 13	12 Lectures
JULY	Capital Reduction & Internal Reconstruction	10 Lectures
	Amalgamation of Companies (w.r.t AS-14, Excluding inter Company holdings)	06 Lectures
AUGUST	Amalgamation of Companies (w.r.t AS-14, Excluding inter Company holdings)	12 Lectures
	Preparation of Final Accounts of Companies	04 Lectures
SEPTEMBER	Preparation of Final Accounts of Companies	10 Lectures
	Introduction to IFRS	04 Lectures

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ACADEMIC YEAR 2022 TO 2023

1) **NAME OF THE LECTURER: MS. NEHA MISHRA**

2) **SUBJECT: DIRECT TAXATION**

3) **CLASS: TYB.COM**

V SEMESTER

Course Outcome	<p>CO1- To know the definition of important terms, residential status, taxable, and exempted income.</p> <p>CO2- To understand – deductions from total income and overall computation of taxable income.</p> <p>CO3- To ascertain the residential status of an individual and compute the taxable income of an individual.</p> <p>CO4- Practically apply various benefits/ deductions under Chap VI-A of the Income tax act, 1961.</p>
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Month	Topics to be covered	No. of Lectures required
JUNE	Basic Terms	05 Lectures
	Scope of Total Income & Residential Status	05 Lectures
JULY	Heads of Income	16 Lectures
AUGUST	Heads of Income	08 Lectures



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	Deduction from Total Income	06 Lectures
SEPTEMBER	Computation of Total Income for Individual	10 Lectures

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

1) NAME OF THE LECTURER: SHARLET BHASKAR

2) SUBJECT: COMMERCE V

4) CLASS: TYB.COM

V SEMESTER

Course Outcome	<p>CO1- After studying the topics given in the syllabus, the students will understand the marketing decisions and marketing strategies of a firm</p> <p>CO2-To Understand Industry need and compete effectively in the industry</p> <p>CO3- Examines the various types of Tariff & Non-Tariff Barriers, the positives & negatives of WTO & Overseas Market selection process</p> <p>CO4-Creates understanding of the Promotion and Distribution Decisions that are part of the marketing process.</p>
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Month	Topics to be covered	No. of Lectures required
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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

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

1) NAME OF THE LECTURER: SEEMA NEGI

2) SUBJECT: COMPUTER SYSTEM &APPLICATIONS

3) CLASS: TYB.COM

V SEMESTER

Course Outcome	<p>CO1- The learners will become computer literate and can access, create, save and manage spread sheets and emails and use the internet effectively.</p> <p>CO2- They will be familiar with the basic protocols of computer networks.</p> <p>CO3- 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.</p>
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	CO4- Apply practical knowledge & exposure to MS Excel.
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Month	Topics to be covered	No. of Lectures required
JUNE	Data communication, networking and Internet (Theory)	06 Lectures
	Data communication, networking and Internet (Practical)	06 Lectures
JULY	Data base and SQL (Theory)	06 Lectures
	Data base and SQL (Practical)	06 Lectures
AUGUST	Spread sheet (Theory)	06 Lectures
	Spread sheet (Practical)	06 Lectures
SEPTEMBER	Functions and Data analysis (Theory)	06 Lectures
	Functions and Data analysis (Practical)	06 Lectures



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TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

1) **NAME OF THE LECTURER: DR. PRATIBHA**

2) **SUBJECT: BUSINESS ECONOMICS**

2) **CLASS: FYB.COM**

IIND SEMESTER

Course Outcome	<p>CO1-Develops an understanding of service marketing and various service strategies.</p> <p>CO2-Recognize the difference between organised and unorganised Retail sector. Also understand the various retail formats and Retail Scenario in India & Global context.</p> <p>CO3-Acquainted with banking, insurance, logistic, BPO, KPO, LPO and ERP.</p> <p>CO4-Correlate the different types of E-Commerce practices followed by the marketers and understand the scope of E-Commerce.</p>
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Month	Topics to be covered	No. of Lectures required
NOV	Market Structure	10 Lectures
DEC	Market Structure	05 Lectures
	Pricing Practices	05 Lectures



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JAN	Pricing Practices	05 Lectures
	Market failure	05 Lectures
FEB	Market failure	05 Lectures
	Capital Budgeting	05 Lectures
MARCH	Capital Budgeting	05 Lectures

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

1) **NAME OF THE LECTURER: MS. NEHA MISHRA**

2) **SUBJECT: FINANCIAL ACCOUNTING**

3) **CLASS: FYB.COM**

IIND SEMESTER

Course Outcome	<p>CO1-Apply the theoretical foundation for the recording of financial transactions concerning: specialised areas related to non-corporate entities and for preparing the related accounts or statements.</p> <p>CO2-Familiarise with consignment sale, its relevance, accounting of transactions in the books of consignor and consignee and ascertaining consignment profit.</p> <p>CO3-Develop skills of preparing branch accounts, its relevance and ascertainment of branch profit.</p> <p>CO4-Evaluate various types of general insurance; how to ascertain stock on the date of fire, calculation of claim when insurance cover is more or less than stock.</p>
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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

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

- 1) NAME OF THE LECTURER: MS. SWARANJIT KAUR
- 2) SUBJECT: FOUNDATION COURSE
- 3) CLASS: FYB.COM

IIND SEMESTER



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Course Outcome	<p>CO1-Apply the concept of human and fundamental rights</p> <p>CO2-Make them evaluate the importance of Environment Studies in the current developmental context.</p> <p>CO3-Comprehend and address the concepts related to stress, conflict, aggression and violence.</p> <p>CO4-Develop the mechanisms for managing different types of stress, conflict, aggression</p>
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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 2022 TO 2023

1) NAME OF THE LECTURER: DR. ANITA PANDEY

3) SUBJECT: BUSINESS COMMUNICATION

4) CLASS: FYB.COM

IIND SEMESTER

Course Outcome	<p>CO1-Focus on the set of skills required to be successful -in a Group Discussion.</p> <p>CO2-Understand the structure and styles of Interviews.</p> <p>CO3-Examine the concept of a conference as a means of internal and external communication.</p> <p>CO4-Examine the scope of public relations in the context of the modern day world.</p>
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Month	Topics to be covered	No. of Lectures required
NOV	Presentation Skills	09
DEC	Group Communication	15 03
JAN	Business Correspondence	12 05



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FEB	Language and Writing Skills	10
MARCH	Revision	04

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ACADEMIC YEAR 2022 TO 2023

1) **NAME OF THE LECTURER: SHARLET BHASKAR**

2) **SUBJECT: COMMERCE II**

3) **CLASS: FYB.COM**

IIND SEMESTER

Course Outcome	<p>CO1-Develops an understanding of service marketing and various service strategies.</p> <p>CO2-Recognize the difference between organised and unorganised Retail sector. Also understand the various retail formats and Retail Scenario in India & Global context.</p> <p>CO3-Acquainted with banking, insurance, logistic, BPO, KPO, LPO and ERP.</p> <p>CO4-Correlate the different types of E-Commerce practices followed by the marketers and understand the scope of E-Commerce.</p>
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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

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

- 1) NAME OF THE LECTURER: KRISHANKANT PANDEY
 - 2) SUBJECT: MATHEMATICAL & STATISTICAL TECHNIQUES
 - 3) CLASS: FYB.COM
- IIND SEMESTER**



Signature of the HOD

Cours e Outco me	<p>CO1 - To prepare for competitive examinations.</p> <p>CO2 – To Understand various data types their classification and graphical representation.</p> <p>CO3 – To 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.</p> <p>CO4-Introduced to methods of rational decision making in given situations (under risk, under uncertainty). They can choose the best course of action using different criteria.</p>
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Month	Topics to be covered	No. of Lectures required
NOV	Functions and its Applications	09
	Correlation Analysis	06
DEC	Derivatives and its Applications	10
	Regression Analysis	05
JAN	Simple and Compound Interest	08
	Time Series	03
	Index Numbers	04
FEB	Annuity	11
	Probability Distributions	04



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MARCH	Probability Distributions	06
	Revision	04

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

1) **NAME OF THE LECTURER: NILESH SINGH**

2) **SUBJECT: ENVIRONMENTAL SCIENCE**

3) **CLASS: FYB.COM**

IIND SEMESTER

Course Outcome	<p>CO1-Classify different types and sources of solid waste and play an effective role in managing the same.</p> <p>CO2-Apply the knowledge gained on environmental problems faced due to agricultural & industrial development and focus on green business practices in real life.</p> <p>CO3-Critically evaluate the knowledge gained on Ecotourism.</p> <p>CO4-Examine their role in Environmental Management.</p>
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Month	Topics to be covered	No. of Lectures required
NOV	Environment and Mans Activities	09



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DEC	Environment and Mans Activities Environment and Tourisms	02 10
JAN	Environmental movements and Management	14
FEB	Waste Management	12
MARCH	Map filling	08

TEACHING PLAN


ACADEMIC YEAR 2022 TO 2023

1) NAME OF THE LECTURER: DR. PRATIBHA JADHAV

2) SUBJECT: BUSINESS ECONOMICS

3) CLASS: S.Y.B.COM

IV SEMESTER



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Course Outcome	<p>CO1-Understand the difference between the operation of perfect competitions and monopoly.</p> <p>CO2-Analyse the various Pricing Strategies and output decisions under Imperfect competition</p> <p>CO3-Distinguish between different Pricing Practices followed under different market structures.</p> <p>CO4-Understand and analyse Capital Projects evaluation.</p>
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Month	Topics to be covered	No. of Lectures required
NOV-DEC	The role of the government in an economy, public finance	10 Lectures
JANUARY	Public revenue	10 Lectures
FEB	Public expenditure and public debt	10 Lectures
MARCH	Fiscal management & Financial Administration	15 Lectures

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

1) NAME OF THE LECTURER: NEHA MISHRA



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2) SUBJECT: ACCOUNTANCY & FINANCIAL MANAGEMENT

3) CLASS: SYB.COM

IV SEMESTER

Course Outcome	<p>CO1-Apply the theoretical foundation for the recording of financial transactions concerning: specialised areas related to non-corporate entities and for preparing the related accounts or statements.</p> <p>CO2-Familiarise with consignment sale, its relevance, accounting of transactions in the books of consignor and consignee and ascertaining consignment profit.</p> <p>CO3-Develop skills of preparing branch accounts, its relevance and ascertainment of branch profit.</p> <p>CO4-Evaluate various types of general insurance; how to ascertain stock on the date of fire, calculation of claim when insurance cover is more or less than stock.</p>
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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



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MARCH & APRIL	Ascertainment and Treatment of Profit Prior to Incorporation	15 Lectures
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TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

1) **NAME OF THE LECTURER: NEHA MISHRA**

2) **SUBJECT: AUDITING**

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

IV SEMESTER

Course Outcome	<p>CO1- . Classify different concepts of auditing, types of frauds and errors in auditing</p> <p>CO2- Classify different concepts of auditing, types of frauds and errors in auditing</p> <p>CO3- Classify different concepts of auditing, types of frauds and errors in auditing.</p> <p>CO4- Examine their role in vouching and verification</p>
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Month	Topics to be covered	No. of Lectures required
NOV-DEC	Introduction to Auditing	10 Lectures



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JANUARY	Audit Planning, Procedures and Documentation	10 Lectures
FEB	Auditing Techniques and Internal Audit Introduction	15 Lectures
MARCH	Auditing Techniques: Vouching & Verification	10 Lectures

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

1) NAME OF THE LECTURER: SHARLET BHASKAR

2) SUBJECT: ADVERTISING

3) CLASS: SYB.COM

IV SEMESTER

Course Outcome	<p>CO1- Evaluate the difference between traditional and contemporary media available.</p> <p>CO2- Examine the factors to be considered in planning the advertising campaign and effectively frame media planning & buying strategies.</p> <p>CO3- Apply the knowledge gained on creativity and examine the impact of celebrity endorsements.</p> <p>CO4- Execute print ads and broadcast ads and critically evaluate the effectiveness.</p>
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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

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

1) NAME OF THE LECTURER: SHARLET BHASKAR

2) SUBJECT: COMMERCE PAPER-IV

3) CLASS: SYB.COM

IV SEMESTER



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Course Outcome	<p>CO1- Review the types of production system and list the inventory management systems.</p> <p>CO2- Describe the structure of Indian Securities Markets and its impact on the economy.</p> <p>CO3- Reflect on the various investment avenues available in India and describe the recent trends in the world of finance.</p> <p>CO4- Provides basic knowledge of production management, inventory management, and quality management.</p>
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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

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023



Signature of the HOD

1) **NAME OF THE LECTURER: NAINA PANIGRAHI**

2) **SUBJECT: BUSINESS LAW**

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

IV SEMESTER

Course Outcome	<p>CO1- Apply basic legal knowledge to business transactions.</p> <p>CO2- Demonstrate an understanding of the legal environment of Business. CO3- Identify the fundamental legal principles behind contractual agreements.</p> <p>CO4- Communicate effectively using standard business and legal terminology.</p>
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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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TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

1) NAME OF THE LECTURER: MR. KRISHANKANT PANDEY

2) SUBJECT: FOUNDATION COURSE

3) CLASS: SYB.COM

IV SEMESTER

Course Outcome	<p>CO1- 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.)</p> <p>CO2- 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.</p> <p>CO3- Science – Understanding how science developed, how it works, how science helps in eradicating superstition, and how we use science in our everyday lives.</p> <p>CO4- Evaluate the requirements of different competitive exams conducted in India. Learn and implement soft skills like Motivation, Goal Setting, Time management, and few writing skills.</p>
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Month	Topics to be covered	No. of Lectures required
NOV-DEC	Significant, Contemporary Rights of Citizens	12 Lectures



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JANUARY	Approaches to understanding Ecology	11 Lectures
FEB	Science and technology - II	11 Lectures
MARCH	Introduction to Competitive Exams	11 Lectures

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

1. NAME OF THE LECTURER: MS. SEEMA NEGI

2. SUBJECT: COMPUTER PROGRAMMING

3) CLASS: S.Y.B.COM

IV SEMESTER

Course Outcome	<p>CO1· Provides basic understanding of internet, intranet, email, search engines etc.</p> <p>CO2· They will be familiar with the basic knowledge of DBMS.</p> <p>CO3· They will be able to establish a basic understanding of MS-Office, Creating database, creating and working on MS Access Queries etc.</p>
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Month	Topics to be covered	No. of Lectures required
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Signature of the HOD

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	

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

- 1) **NAME OF THE LECTURER: DR. PRATIBHA JADHAV**
- 2) **SUBJECT: BUSINESS ECONOMICS**
- 3) **CLASS: TYB.COM**



Signature of the HOD

VI SEMESTER

Course Outcome	<p>CO1- To understand the basic characteristics of economic development and growth of the global economy.</p> <p>CO2- To analyse new economic policies (privatization, liberalization, and globalization) in India connected with the global economy.</p> <p>CO3- Develop knowledge about Balance of Payments and International Economic Organisations.</p> <p>CO4- Critically evaluate Foreign Exchange Market.</p>
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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 2022 TO 2023

1) **NAME OF THE LECTURER: NEHA MISHRA**

2) **SUBJECT: FINANCIAL ACCOUNTING**

3) **CLASS: TYB.COM**

VI SEMESTER

Course Outcome	<p>CO1-Develop annotating on foreign transactions and currency rate and their effects.</p> <p>CO2-Acquire knowledge on subscription of shares and debentures & various types of underwriters.</p> <p>CO3- Acquire Practical knowledge on LLP and their accounting procedure.</p> <p>CO4- Identify equity share and underwriter liability and prepared underwriter statement.</p>
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Month	Topics to be covered	No. of Lectures required
NOV	Amalgamation	08 Lectures
DEC	Limited liability partnership	09 Lectures



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JAN	Underwriting of shares and debentures	09 Lectures
FEB	Liquidation of company	06 Lectures
MARCH	Foreign exchange transactions	06 Lectures

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

1) **NAME OF THE LECTURER: NEHA MISHRA**

2) **SUBJECT: COST ACCOUNTING**

3) **CLASS: TYB.COM**

VI SEMESTER

Course Outcome	<p>CO1-Examining emerging concepts of cost accounting.</p> <p>CO2-Apply the knowledge gained on marginal and standard costing.</p> <p>CO3-Critically evaluate the knowledge gained on cost control account</p> <p>CO4-Classify different types of process costing and cost accounting</p>
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Month	Topics to be covered	No. of Lectures required
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Signature of the HOD

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

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

1) NAME OF THE LECTURER: VICKY KUKREJA

2) SUBJECT: TAXATION

3) CLASS: TYB.COM

VI SEMESTER



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Course Outcome	<p>CO1-Define the different concepts and terms used in the Goods and Services Tax (GST).</p> <p>CO2-Use the timing, location, and value of supply in a practical way.</p> <p>CO3- Examine the contents and format for various documents like tax invoice, bill of supply, debit note, credit note etc.</p> <p>CO4- Practically compute the amount of CGST, SGST and IGST payable after considering the eligible input tax credit.</p>
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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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TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

- 1) **NAME OF THE LECTURER: SEEMA NEGI**
- 2) **SUBJECT: COMPUTER SYSTEM & APPLICATION**
- 3) **CLASS: TYB.COM**

VI SEMESTER

Course Outcome	<p>CO1- The learners will become computer literate and can access, create, save and manage spread sheets and emails and use the internet effectively.</p> <p>CO2- They will be familiar with the basic protocols of computer networks.</p> <p>CO3- 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.</p> <p>CO4- Execute the calculations in Visual Basic using conditions, sub procedures and sub functions.</p>
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Month	Topics to be covered	No. of Lectures required
NOV	E-Commerce (Theory)	06 Lectures
	E-Commerce (Practical)	06 Lectures
DEC	Introduction to C Programme (Theory)	06 Lectures
	Introduction to C Programme (Practical)	06 Lectures



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JAN	Visual Basic (Theory)	06 Lectures
	Visual Basic (Practical)	06 Lectures
FEB	Decisions and condition, Menus (Theory)	06Lectures
	Decisions and condition, Menus (Practical)	06Lectures
MARCH	Multiple spread sheets, Functions And data analysis (Theory)	06Lectures
	Multiple spread sheets, Functions And data analysis (Theory)	06Lectures

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

- 1) **NAME OF THE LECTURER: SHARLET BHASKAR**
- 2) **SUBJECT: COMMERCE VI (MHRM)**
- 3) **CLASS: TYB.COM**

VI SEMESTER

Course Outcome	<p>CO1- After studying the topics given in the syllabus, the students will understand HR & HR related strategies</p> <p>CO2- To Understand HR Policies and their need effectively in the industry.</p> <p>CO3- Reflect Morale and Grievance Redressal are used to help students understand leadership and various theories of leadership.</p> <p>CO4- Use of modern trends in human resources management as well as challenges in the field</p>
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Signature of the HOD

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	06 Lectures

TEACHING PLAN

ACADEMIC YEAR 2022 TO 2023

1) NAME OF THE LECTURER: SHARLET BHASKAR



Signature of the HOD

2) **SUBJECT: EXPORT MARKETING**

3) **Class: TYB.COM**

VI SEMESTER

Course Outcome	<p>CO1- To understand how trade and business are done at the international level.</p> <p>CO2- To know about various financial and nonfinancial schemes provided by the government to promote exports.</p> <p>CO3- To understand the primary procedure to be followed while entering into export marketing.</p> <p>CO4- Reflect export procedure, role of customs House Agent Pre-shipment and port shipment procedure, quality control procedure, customs clearance.</p>
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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



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FEB	Export Finance	11 Lectures
MARCH	Export Procedure and Documentation	06 Lectures



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TEACHING PLAN

ACADEMIC YEAR 2022 - 2023

1) Name of the Lecturer: Ms. Bindu Kurup

2) Department: B.Sc.IT

3) Subject: Technical communication skills

4) Class: FYIT

FIRST TERM / I- SEMESTER

Month		Topics to be covered	No. of Lectures required
July	Theory	Unit I Fundamentals of Technical Communication Introduction, The process of communication, Language as tool of communication, levels of communication, The flow of communication, Communication Networks, The importance of technical communication	4
	Practical	1. Use of word processing tools for communication. 2. Writing reports, minutes of meeting, action plan.	4
August		Barriers to communication Definition of Noise, classification of Barriers Non-verbal Communication Introduction, Definition, significance of nonverbal, forms of non-verbal communication, types of non-verbal communication	8
	Theory	Unit II The Seven Cs of Effective Communication: Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy, Correctness Conversations Introduction, Importance of Business conversion, Essential of Business conversion, Conversation Management Meeting and conferences Introduction, Purpose of Meeting, planning a meeting, Meeting Process, Leading effective meeting, Evaluating meeting, planning conference, teleconferencing Group Discussion and team presentation Introduction, Benefits of GD, Workplace GD guidelines, Functional and non-functional roles in GD, Improving group performance, Assessment of group discussion, Team presentation Email communication Introduction, Advantages of email, problems in email communication, Email etiquettes, Techniques of writing Effective Email	12
	Practical	3. Use of spreadsheet for data interpretation and data analysis. 4. Basic use of what if analysis using excel.	4
September	Theory	Unit III Active Listening Introduction, Type of listening, Traits of good listener, Active vs. Passive listening, Implication of effective listening Effective presentation Strategies Introduction, Defining purpose, Analysing audience and Locale, Organizing contents, preparing outline, Visual Aids, Understanding Nuances	12

		of delivery, Kinesics Interview Introduction, objectives, types of interview, job interviews	
		Unit IV Business writing Introduction, Importance of written Business, Five main strategies of writing business messages Business correspondence Business letter writing, common component of Business letter, Strategies for writing body of a letter, Types of Business letter, writing memos	6
	Practical	5. Visual Representation of data using excel – pie chart ,line chart, bar chart etc. 6. Summarization of data using of pivot tables and chart in excel.	4
October	Theory	Business reports and proposal What is report? Steps in writing routine Business report, parts of report, corporate reports and Business proposals Careers and Resume Introduction to career building, resume format, traditional, electronic and video resumes, sending resume, follow up letters and online recruitment process	6
		Unit V Communication across Functional areas Financial communication, MIS Ethics in Business Communication Ethical communication, Values, ethics and communication, ethical dilemmas facing manager, strategic approaches to corporate ethics Creating and Using Visual Aids Object, Models, Hand-outs, Charts and Graphs, Text Visuals , Formatting Computer generated charts, graphs and visuals	12
	Practical	7. Use of presentation tools like PowerPoint for communication and presentation skills 8. Basic communication covering the following topics:- Meeting people, Asking Questions and Design of questionnaire.	4

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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TEACHING PLAN

ACADEMIC YEAR 2022 - 2023

1) Name of the Lecturer: Ms.Snehal Zanke

2) Department: B.Sc. (IT)

3) Subject: Computational Logic and Discrete Structure

4) Class: FYIT

FIRST TERM / I- SEMESTER

Month		Topics to be covered	No. of Lectures required
July	Theory	Unit I Set Theory Introduction, Sets and Elements, Subsets, Venn Diagrams, Set Operations, Algebra of Sets, Duality, Finite Sets, Counting Principle,	4
	Practical	1. Set Theory 2. Functions and Algorithms	4
August		Classes of Sets, Power Sets, Partitions, Mathematical Induction, Relations Introduction, Product Sets, Relations, Pictorial Representatives of Relations, Composition of Relations, Types of Relations, Closure Properties, Equivalence Relations, Partial Ordering Relations	8
	Theory	Unit II Functions and Algorithms Introduction, Functions, One-to-One, Onto, and Invertible Functions, Mathematical Functions, Exponential and Logarithmic Functions, Sequences, Indexed Classes of Sets, Recursively Defined Functions, Cardinality, Algorithms and Functions, Complexity of Algorithms Probability Introduction, Sample Space and Events, Finite Probability Spaces, Conditional Probability, Independent Events, Independent Repeated Trials, Binomial Distribution, Random Variables, Chebyshev's Inequality, Law of Large Numbers	12
	Practical	3. Probability Theory 1 4. Probability Theory 2	4
September	Theory	Unit III Techniques of Counting Introduction, Basic Counting Principles, Mathematical Functions, Permutations, Combinations, the Pigeonhole Principle, The Inclusion–Exclusion Principle, Tree Diagrams Advanced Counting Techniques, Recursion Introduction, Combinations with Repetitions, Ordered and Unordered Partitions, Inclusion–Exclusion Principle Revisited, Pigeonhole Principle Revisited, Recurrence Relations, Linear Recurrence Relations with Constant Coefficients, Solving SecondOrder Homogeneous Linear Recurrence, Relations, Solving General Homogeneous Linear Recurrence Relations	12

		Unit IV Graph Theory Introduction, Data Structures,,Graphs and Multigraphs, Subgraphs, Isomorphic and Homeomorphic Graphs, Paths, Connectivity, Traversable and Eulerian Graphs, Bridges of Königsberg, Labeled and Weighted Graphs, Complete, Regular, and Bipartite Graphs, Tree Graphs, Planar Graphs, Graph Colorings, Representing Graphs in Computer Memory, Graph Algorithms, Traveling-Salesman Problem, Solved Problems	6
	Practical	5. Counting 1 6. Counting 2	4
October		Directed Graphs Introduction, Directed Graphs, Basic Definitions, Rooted Trees, Sequential Representation of Directed Graphs, Warshall's Algorithm, Shortest Paths, Linked Representation of Directed Graphs, Graph Algorithms: Depth-First and Breadth-First Searches, Directed Cycle-Free Graphs, Topological Sort, Pruning Algorithm for Shortest Path	6
	Theory	Unit V Binary Trees Introduction, Binary Trees,, Complete and Extended Binary Trees, Representing Binary Trees in Memory, Traversing Binary Trees, Binary Search Trees, Priority Queues, Heaps, Path Lengths, Huffman's Algorithm, General (Ordered Rooted) Trees Revisited Ordered Sets and Lattices Introduction, Ordered Sets, Hasse Diagrams of Partially Ordered Sets, Consistent Enumeration, Supremum and Infimum, Isomorphic (Similar) Ordered Sets, Well Ordered Sets, Lattices 346 Bounded Lattices, Distributive Lattices, Complements, Complemented Lattices	12
	Practical	7. Counting 3 8. Graph Theory	4

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 2022 - 2023**

1) Name of the Lecturer: Mr. Rajesh Maisalge

2) Department: B.Sc. (IT)

3) Subject: Digital Logic and Application

4) Class: FYIT

FIRST TERM / I- SEMESTER

Month		Topics to be covered	No. of Lectures required
July	Theory	Unit I Digital Systems and Binary numbers Introduction to Number systems, Positional Number systems, Conversions (converting between bases), Non positional number systems	4
	Practical	1. Study of basic gates and Universal gates 2. Study of Boolean expressions	4
August	Theory	Unsigned and Signed binary numbers, Binary Codes, Number representation and storage in computer system, Logic gates and Logic Circuits Basic and Universal Gates	8
		Unit II Boolean algebra and Gate level minimization Introduction, Postulates of Boolean Algebra, Two Valued Boolean Algebra, Principle of Duality, Basic Theorems of Boolean Algebra, Boolean Functions and their Representation, Gate-Level Minimization (Simplification of Boolean Function), QuineMcCluskey Method, Review questions	12
	Practical	3. Design of Combinational Circuits using K-maps 4. Design and implement code converters	4
September	Theory	Unit III Combinational logic Introduction, Analysis and Design Procedure for Combinational Logic Circuits, Types of Combinational Circuit, Review Questions	12
		Unit IV Sequential circuits Introduction, Latch,	6
	Practical	5. Implement Adder and Subtractor circuits 6. Design and implement Arithmetic circuits	4

October	Theory	Flip-Flops, Registers, Counters, Review Questions	6
		Unit V Applications Bit Arithmetic and Logic unit, Carry look ahead generator, Binary Multiplication and Division algorithm, Booth's multiplication algorithm	12
	Practical	7. Implement Encoders and Decoders 8. Multiplexers and DE multiplexers	4

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 2022 - 2023**

1) Name of the Lecturer: Mr. Vijay Rawool

2) Department: B.Sc. (IT)

3) Subject: Fundamentals of Database Management Systems

4) Class: FYIT

FIRST TERM / I- SEMESTER

Month		Topics to be covered	No. of Lectures required
July	Theory	Unit I Database system- concept and Architecture,	4
	Practical	1. Draw E-R diagram and convert entities and relationships to relation table for a given scenario 2. Write relational algebra queries for a given set of relations	4
August		Relational model and Relational database constraints. Relational Algebra	8
	Theory	Unit II Conceptual modelling and database design: Data modelling using the Entity Relationship model (ER).The enhanced entity relationship model. Relational database design by ER and EER model. Practical database design methodology and use of UML diagrams.	12
	Practical	3. Defining data 4. Manipulating data	4
September		Unit III Database Design theory and normalization: Basics of functional dependencies and normalization for relational databases. Relational database design and further dependencies.	12
	Theory	Unit IV Introduction to SQL , Complex queries, triggers, views, joining database tables and schema modification.	6
	Practical	5. Creating and managing the tables 6. Restricting and sorting data	4

October	Theory	Query Processing and optimization. File structure, hashing and indexing	6
		Unit V Transaction management and concurrency control and recovery: Introduction to transaction processing concepts and theory. Concurrency control technique. Database recovery technique.	12
	Practical	7. Aggregate and Mathematical functions: 8. Views and Joins: For a given set of relation tables perform the following	4

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 2022 - 2023****1) Name of the Lecturer: Ms. Seema Negi****2) Department: B.Sc. (IT)****3) Subject: Programming Principles with C****4) Class: FYIT****FIRST TERM / I- SEMESTER**

Month		Topics to be covered	No. of Lectures required
July	Theory	Unit I Introduction: Algorithms, History of C, Structure of C Program. Program Characteristics, Compiler, Linker and preprocessor, pseudo code statements and flowchart symbols, Desirable program characteristics.	4
	Practical	1. Write an algorithm and draw flowchart for Area of circle. 2. Write a program using while loop to reverse the digits of a number.	4
August	Theory	Program structure. Compilation and Execution of a Program, C Character Set, identifiers and keywords, data types and sizes , constants and its types, variables, Character and character strings, typedef, typecasting	8
		Unit II Type of operators: Arithmetic operators, relational and logical operators, Increment and Decrement operators, assignment operators, the conditional operator, Assignment operators and expression, Precedence and order of Evaluation Block Structure, Initialization, C Preprocessor Control Flow: Statements and Blocks, If-Else, Else-If, Switch, Loops- While and For LoopsDo-while, Break and Continue, Goto and Labels	12
	Practical	3. a. Write a program in C to check entered character vowel or consonant b. Write a program to C program to print day name of week using switch-case. 4. Write a program to print the pattern of asterisks .	4
September	Theory	Unit III Functions and Program Structure: Basics of functions. User defined and Library functions, Function parameters, Return values, Recursion External variables, Scope Rules, Standard Input and Output, Formatted Output-printf() and Formatted Input-scanf(), Line Input and Output, Error Handling- StdErr and Exit, Header Files	12
		Unit IV Pointer and Arrays Pointer and Addresses, Pointer and Function Arguments, Pointer and Arrays, Address Arithmetic, Character Pointers and Functions,	6

	Practical	5. Write a program to print area of square using function. 6. Write a program to print rollno and names of 10 students using array	4
October	Theory	Pointer Arrays: Pointers and Functions, Multidimensional Array, Command-line Arguments, Pointers to Functions, Dynamic memory allocation	6
		Unit V Structures: Basics of structures, Structures and Functions, Arrays of Structures, Pointers to Structures, Unions, Bit-fields, File management in C: Defining and Opening file, Closing a file, Input / Output operations on file, Error handling in C, Random access to files, Command line arguments.	12
	Practical	7. Write a program to extract the portion of a character string and print the extracted part 8. Write a program to display the values using different data types and its address using pointer	4

REMARKS IF ANY:**Outcome :**

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



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TEACHING PLAN

ACADEMIC YEAR 2022 – 2023

1) Name of the Lecturer: Mrs. Snehal Zambe

3) Subject: Applied Mathematics

2) Department: B.Sc. (IT)

4) Class: S.Y.B.Sc (IT)

FIRST TERM / III- SEMESTER

Month		Topics to be covered	No. of Lectures required
JUNE	Theory	<p>Matrices: Inverse of a matrix, Properties of matrices, Elementary Transform Matrix, Echelon or Normal Matrix, Inverse of matrix, Linear equations, Line 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 equal characteristics values.</p> <p>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 quantity, $j(=i)$ as an operator (Electrical circuits)</p>	12
JULY	Theory	<p>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.</p> <p>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.</p> <p>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 expansion 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.</p>	12

AUGUST	Theory	<p>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),</p>	12
SEPTEMBER	Theory	<p>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. Beta and Gamma Functions – Definitions, Properties and Problems. Duplication formula. Differentiation Under the Integral Sign Error Functions</p>	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 2022 – 2023**

1) Name of the Lecturer: Mr. Arvind Singh
3) Subject: DBMS

2) Department: B.Sc.(IT)
4) Class: S.Y.B.Sc(IT)

FIRST TERM / III- SEMESTER

Month		Topics to be covered	No. of Lectures required
JUNE	Theory	<p>Introduction to Databases and Transactions What is database system, purpose of database system, view of data, relationaldatabases, database architecture, transaction management</p> <p>Data Models The importance of data models, Basic building blocks, Business rules, The evolutionof data models, Degrees of data abstraction.</p> <p>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</p>	12
	Practical	<p>1. SQL Statements – 1 Writing Basic SQL SELECT Statements Restricting and Sorting Data Single-Row Functions</p> <p>2. SQL Statements – 2 Displaying Data from Multiple Tables Aggregating Data Using Group Functions Subqueries</p>	06

JULY	Theory	<p>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).</p> <p>Relational Algebra and Calculus Relational algebra: introduction, Selection and projection, set operations, renaming, Joins, Division, syntax, semantics. Operators, grouping and ungrouping, relational comparison.</p> <p>Calculus: Tuple relational calculus, Domain relational Calculus, calculus vs algebra, computational capabilities</p>	12
	Practical	<p>3. Manipulating Data Using INSERT statement Using DELETE statement Using UPDATE statement</p> <p>4. Creating and Managing Tables Creating and Managing Tables Including Constraints</p>	06
AUGUST	Theory	<p>Constraints, Views and SQL Constraints, types of constraints, 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</p> <p>Transaction management and Concurrency Control Transaction management: ACID properties, serializability and concurrency control, Lock based concurrency control (2PL, Deadlocks),</p>	18
	Practical	<p>5. Creating and Managing other database objects Creating Views Other Database Objects Controlling User Access</p> <p>6. Using SET operators, Date/Time Functions, GROUP BY clause (advanced features) and advanced subqueries Using SET Operators Datetime Functions Enhancements to the GROUP BY Clause Advanced Subqueries</p>	06

SEPTEMBER	Theory	Time stamping methods, optimistic methods, database recovery management. 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	18
	Practical	7. PL/SQL Basics Declaring Variables Writing Executable Statements Interacting with the Oracle Server 8. Working with Composite Data Types Writing Explicit Cursors Handling Exceptions	06
OCTOBER	Practical	9. Procedures and Functions Creating Procedures Creating Functions Managing Subprograms Creating Packages 10. Creating Database Triggers	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.
- Explore the idea behind PL/SQL.



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TEACHING PLAN

ACADEMIC YEAR 2022 – 2023

- 1) Name of the Lecturer: Mr. Vijay Rawool
3) Subject: Python Programming

- 2) Department: B.Sc. (IT)
4) Class: S.Y.B.Sc. (IT)

FIRST TERM / III- SEMESTER

Month		Topics to be covered	No. of Lectures required
JUNE	Theory	<p>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,</p> <p>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.</p> <p>Conditional Statements: if, if-else, nested if –else</p> <p>Looping: for, while, nested loops</p> <p>Control statements: Terminating loops, skipping specific conditions</p>	12
	Practical	<p>Write the program for the following:</p> <p>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.</p> <p>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</p> <p>c. Write a program to generate the Fibonacci series.</p>	03

JULY	Theory	<p>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</p> <p>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</p> <p>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</p> <p>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</p>	18
	Practical	<p>2 a. Write a function that takes a character (i.e. a string of length 1) and returns True if it is a vowel, False otherwise.</p> <p>b. Define a function that computes the <i>length</i> of a given list or string.</p> <p>c. Define a <i>procedure</i> <code>histogram()</code> that takes a list of integers and prints a histogram to the screen. For example, <code>histogram([4, 9, 7])</code> should print the following: **** *****</p> <p>3 a. A <i>pangram</i> is a sentence that contains all the letters of the English alphabet at least once, for example: <i>The quick brown fox jumps over the lazy dog</i>. Your task here is to write a function to check a sentence to see if it is a pangram or not.</p> <p>b. Take a list, say for example this one: <code>a=[1, 1, 2, 3, 5, 8, 13, 21, 34, 55, 89]</code> and write a program that prints out all the elements of the list that are less than 5.</p>	06

AUGUST	Theory	<p>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</p> <p>Files: Text Files, The File Object Attributes, Directories</p> <p>Exceptions: Built-in Exceptions, Handling Exceptions, Exception ,</p> <p>with Arguments, User-defined Exceptions</p> <p>Regular Expressions – Concept of regular expression, various types of regular expressions, using match function.</p> <p>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</p> <p>Multithreaded Programming: Thread Module, creating a thread, synchronizing threads, multithreaded priority queue</p> <p>Modules: Importing module, Creating and exploring modules, Math module, Random module, Time module</p>	18
	Practical	<p>4. Write a program that takes two lists and returns True if they have at least one common member.</p> <p>Write a Python program to print a specified list after removing the 0th, 2nd, 4th and 5th elements.</p> <p>5. Write a Python program to clone or copy a list</p>	06
SEPTEMBER	Theory	<p>Creating the GUI Form and Adding Widgets:</p> <p>Widgets: Button, Canvas, Checkbutton, Entry, Frame, Label, Listbox, Menubutton, Menu, Message, Radiobutton, Scale, Scrollbar, text, Toplevel, Spinbox, PanedWindow, LabelFrame, tkMessageBox.</p> <p>Handling Standard attributes and Properties of Widgets.</p> <p>Layout Management: Designing GUI applications with proper Layout Management features.</p> <p>Look and Feel Customization: Enhancing Look and Feel of GUI using different appearances of widgets.</p> <p>Storing Data in Our MySQL Database via Our GUI</p> <p>:Connecting to a MySQL database from Python, Configuring the MySQL connection, Designing the Python GUI database, Using the INSERT command,</p>	10

	Practical	6. Write a Python program to read an entire text file Write a Python program to append text to a file and display the text. Write a Python program to read last n lines of a file. 7. Design a class that store the information of student and display the same Implement the concept of inheritance using python	06
OCTOBER	Theory	Using the UPDATE command, Using the DELETE command, Storing and retrieving data from MySQL database.	02
	Practical	8. Write a Python script to sort (ascending and descending) a dictionary by value. 9. 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}	06

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
ACADEMIC YEAR 2022 – 2023

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	<p>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.</p> <p>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.</p>	12
	Practical	<p>1. Write a program to store the elements in 1-D array and perform the operations like searching, sorting and reversing the elements. Read the two arrays from the user and merge them and display the elements in sorted order.</p> <p>2. Implement the following for Linked List: Write a program to create a single linked list and display the node elements in reverse order.</p>	06

JULY	Theory	<p>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</p> <p>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.</p>	18
	Practical	<p>3. Implement the following for Stack:</p> <p>a. Write a program to implement the concept of Stack with Push, Pop, Display and Exit operations.</p> <p>b. Write a program to convert an infix expression to postfix and prefix conversion.</p> <p>c. Write a program to implement Tower of Hanoi problem</p> <p>4. Implement the following for Queue:</p> <p>a. Write a program to implement the concept of Queue with Insert, Delete, Display and Exit operations.</p> <p>b. Write a program to implement the concept of Circular Queue</p> <p>c. Write a program to implement the concept of Deque.</p>	06
AUGUST	Theory	<p>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.</p> <p>Sorting and Searching Techniques</p> <p>Bubble, Selection, Insertion, Merge Sort. Searching: Sequential, Binary, Indexed Sequential Searches, Binary Search.</p>	12
	Practical	<p>5. Implement the following sorting techniques:</p> <p>a. Write a program to implement bubble sort.</p> <p>b. Write a program to implement selection sort.</p> <p>c. Write a program to implement insertion sort.</p> <p>6. Implement the following data structure techniques:</p> <p>a. Write a program to implement merge sort.</p> <p>b. Write a program to search the element using sequential search.</p>	06

SEPTEMBER	Theory	<p>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.</p> <p>Hashing Techniques Hash function, Address calculation techniques, Common hashing functions Collision resolution, Linear probing, Quadratic, Double hashing, Buckethashing, Deletion and rehashing</p> <p>Graph: Introduction, Graph, Graph Terminology, Memory Representation of Graph, Adjacency Matrix Representation of Graph, Adjacency List or Linked Representation of Graph</p> <p>Advanced Tree Structures: Red Black Tree, Operations Performed on Red Black Tree, AVL Tree, Operations performed on AVL Tree, 2-3 Tree, B-Tree.</p>	16
	Practical	<p>7 a. Write a program to create the tree and display the elements. b. Write a program to construct the binary tree.</p> <p>8 a. Write a program to insert the element into maximum heap. b. Write a program to insert the element into minimum heap.</p>	06
OCTOBER	Theory	Operations Performed on Graph, Graph Traversal, Applications of the Graph, Reachability, Shortest Path Problems, Spanning Trees.	02
	Practical	<p>9 a. Write a program to implement the collision technique. b. Write a program to implement the concept of linear probing</p>	03

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 2022 – 2023

- 1) Name of the Lecturer : Mrs. Kushali Gupta/Mr. Rajesh Maisalge (Practical)
 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	<p>Introduction: Data communications, networks, network types, Internet history, standards and administration.</p> <p>Network Models: Protocol layering, TCP/IP protocol suite, The OSI model.</p> <p>Introduction to Physical layer: Data and signals, periodic analog signals, digital signals, transmission impairment, data rate limits, performance.</p> <p>Digital and Analog transmission: Digital-to-digital conversion, analog-to-digital conversion, transmission modes, digital-to-analog conversion, analog-to-analog conversion.</p>	12
	Practical	<p>1. IPv4 Addressing and Subnetting</p> <p>a) Given an IP address and network mask, determine other information about the IP address such as Network address , Network broadcast address, Total number of host bits, Number of hosts</p> <p>b) Given an IP address and network mask, determine other information about the IP address such as The subnet address, The broadcast address of 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</p>	03
JULY	Theory	<p>Bandwidth Utilization: Multiplexing and Spectrum Spreading: Multiplexing, Spread Spectrum</p> <p>Transmission media: Guided Media, Unguided Media</p> <p>Switching: Introduction, circuit switched networks, packet switching, structure of a switch.</p> <p>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.</p>	12
	Practical	<p>2. Use of ping and tracert / traceroute, ipconfig / ifconfig, route and arp utilities</p> <p>3. Configure IP static routing. Configure IP routing using RIP.</p>	06

AUGUST	Theory	<p>Data Link Control: DLC services, data link layer protocols, HDLC, Point-to-point protocol.</p> <p>Media Access Control: Random access, controlled access, channelization, Wired LANs – Ethernet Protocol, standard ethernet, fast ethernet, gigabit ethernet, 10 gigabit ethernet,</p> <p>Wireless LANs: Introduction, IEEE 802.11 project, Bluetooth, WiMAX, Cellular telephony, Satellite networks.</p> <p>Connecting devices and Virtual LANs.</p>	12
	Practical	<p>Configuring Simple OSPF.</p> <p>Configuring DHCP server and client</p> <p>Create virtual PC based network using virtualization software and virtual NIC</p> <p>Configuring DNS Server and client.</p>	06
SEPTEMBER	Theory	<p>Introduction to the Network Layer: Network layer services, packet switching, network layer performance, IPv4 addressing, forwarding of IP packets, Internet Protocol, ICMPv4, Mobile IP</p> <p>Unicast Routing: Introduction, routing algorithms, unicast routing protocols.</p> <p>Next generation IP: IPv6 addressing, IPv6 protocol, ICMPv6 protocol, transition from IPv4 to IPv6.</p> <p>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 layer services, User datagram protocol, Transmission control protocol.</p>	18
	Practical	<p>Configuring OSPF with multiple areas.</p> <p>Use of Wireshark to scan and check the packet</p>	06
OCTOBER	Theory	<p>Standard Client0Server Protocols: World wide-web and HTTP,</p> <p>FTP, Electronic mail, Telnet, Secured Shell, Domain name system.</p>	06
	Practical	<p>information of following protocols</p> <ul style="list-style-type: none"> • HTTP • ICMP • TCP • SMTP • POP3 	03

REMARKS IF ANY:

Outcome:

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



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TEACHING PLAN
ACADEMIC YEAR 2022 – 2023

- 1) Name of the Lecturer: Mrs. Kushali Gupta 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	1. Setting up CORDOVA, Phone GAP Project and environment. <ul style="list-style-type: none"> • Creating and building simple “Hello World” App using Cordova • Adding and Using Buttons • Adding and Using Event Listeners 2. <ul style="list-style-type: none"> • Creating and Using Functions • Using Events • Handling and Using Back Button 	6
JULY	3. <ul style="list-style-type: none"> • Installing and Using Plugins • Installing and Using Battery Plugin • Installing and Using Camera Plugin 4. <ul style="list-style-type: none"> • Installing and Using Contacts Plugin • Installing and Using Device Plugin • Installing and Using Accelerometer Plugin 	6
AUGUST	5. Installing and Using File Plugin Installing and Using File Transfer Plugin 6. Installing and Using Globalization Plugin • Installing and Using Media Plugin • Installing and Using Media Capture Plugin	6
SEPTEMBER	7. Installing and Using Network Information 8. Installing and Using Splash Screen Plugin Plugin Installing and Using Vibration Plugin	6

REMARKS IF ANY:**Outcome**

Design and develop User Interfaces for the Android platform.



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TEACHING PLAN
ACADEMIC YEAR 2022 - 2023

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	12
	Practical	Program based Servlet application, Registration servlet using JDBC	06
JULY	Theory	Request Dispatcher, Cookies, Sessions, Working with files, Non-blocking I/O	12
	Practical	Programmed Based on Servlet Application with Cookies and sessions	06
AUGUST	Theory	Java SeverPages, Action ,Elements, Implicit Objects, Scope and EIExpression, tag libraries	18
	Practical	Program based on Servlet I/O and File Application	06
SEPTEMBER	Theory	Java Server Faces, Enterprise Java Beans, Naming and Directory Interfaces, Persistence,Object Relational mapping, Java Persistence API,Hibernate	18
	Practical	Program based on Java Server Faces,JSP Applications Program based on EJB	06
OCTOBER	Practical	Program based on JPA With ORM And Hibernate Program based on Hibernate	03

REMARKS IF ANY:

Outcome:

- 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 2022 - 2023

1) Name of the Lecturer: Mr. Rajesh Maisalge
3) Subject: Software Project Management

2) Department: B.Sc. (IT)
4) Class: TYIT (SEM-V)

FIRST TERM / V- SEMESTER

Month		Topics to be covered	No. of Lectures required
JUNE	Theory	Introduction to Software Project Management, Project Evaluation and Programme Management Project Planning	12
JULY	Theory	Selection of an appropriate Project Approach Software Effort Estimation	12
AUGUST	Theory	Activity Planning Risk Management Resource Allocation Monitoring And controlling	18
SEPTEMBER	Theory	Managing Contract Software Environment Working In Team Software Quality Project Closeout	18

REMARKS IF ANY:

Outcome:

- Identify the different project contexts and suggest an appropriate management strategy.
 - Practice the role of professional ethics in successful software development.
- Identify and describe the key phases of project management



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TEACHING PLAN
ACADEMIC YEAR 2022 - 2023

1) Name of the Lecturer: Mr. Arvind Singh
3) Subject: Advanced Web Programming

2) Department: B.Sc. (IT)
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	12
	Practical	Programs based on Basic of C# and asp.net, Basic operation programs	06
JULY	Theory	Web Form Fundamental Form Controls	12
	Practical	Program on Object Oriented C# and ASP.NET Function Overloading, Inheritance, Constructor Exception Handling	06
AUGUST	Theory	Error Handling , Logging and Tracing State Management, Styles,Themes and Master Pages	18
	Practical	Program using Web Forms and Controls	09
SEPTEMBER	Theory	ADO.NET Fundamental Data Binding, The Data Controls XML, Security Fundamentals,ASP.NET AJAX	18
	Practical	Implementation of Form Controls ,Validation controls, Adrotator Control, User Control, Implementation of Database, Grid View Control. AJAX and XML	09

REMARKS IF ANY:

Outcome:

- Students review client-side web technologies used for static webpages and interactive
- web applications on clients.

- Students examine advanced topics in Hyper Text Markup Language, Cascade Style Sheet and JavaScript for interactive web applications that use rich user interfaces.

Sandeep

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TEACHING PLAN
ACADEMIC YEAR 2022 - 2023

1) Name of the Lecturer: Mr.Vijay Rawool

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, Familiarizing with raspberry Pi	06
JULY	Theory	Thinking About Prototyping, Prototyping Embedded Devices	12
	Practical	LED Pattern with Raspberry, Time over 4-DIGIT 7-SEGMENT, Oscilloscope	06
AUGUST	Theory	Prototyping The Physical Design, Prototyping Online Component	18
	Practical	Controlling Raspberry Pi with Telegram, Wireless Acces Point,Finger Print Sensor.	06
SEPTEMBER	Theory	Techniques for writing Embedded Code, Business Models	18
	Practical	IoT based Web Controlled Home Automation, Pi Camera	06
		Interfacing RFID,Windows 10 IoT Core	

REMARKS IF ANY:

Outcome:

- 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 2022 - 2023

- 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	12
	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	06
JULY	Theory	Solving Problem by searching and Beyond Classical Search	12
	Practical	Programs To implement Alpha Beta Search and Hill Climbing Problem, A* and AO* algorithms	06
AUGUST	Theory	Adversarial Search, Logical Agent First Order Logic	18
	Practical	Implementing Water Jug Problem, Tic –Tac-Toe Game, Missionaries and cannibals problems	06
SEPTEMBER	Theory	Inference in first order Logic Planning and Knowledge Representation	18
	Practical	Implementing Shuffle deck Deck Of cards, Traveling Salesman Problem Implementing Associative law and Dissociative Law based on Expression, Family Tree	06

REMARKS IF ANY:

Outcome:

- 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 2022 – 2023

Name of the Lecturer :Ms. Seema Negi
Subject: Object Oriented Programming with C++Department: B.Sc(IT)
Class: F.Y.B.Sc(IT)**SECOND TERM / II- SEMESTER**

Month		Topics to be covered	No. of Lectures required
DECEMBER	Theory	Unit I Introduction of object-oriented design Starting with c++: Features of c++: Operators and references in c++:	12
	Practical	1. Write a c++ program to create a simple calculator. 2. Write a c++ program to find the greatest of three numbers.	04
JANUARY	Theory	Unit II Function in c++: Class and objects in c++ Working with constructor and destructor Working with operator overloading	12
		Unit III Working with inheritance in c++: Pointers to objects and virtual functions	08
	Practical	3. Write a c++ program using classes and object student to print name of the student, roll_no. display the same. 4. Write a c++ program to design a class representing complex numbers and having the functionality of performing addition & multiplication of two complex numbers using operator overloading	04
FEBRUARY	Theory	Input-output and manipulators in c++:	04
		Unit IV File handling in c++: Template programming Exception handling in c++	12

	Practical	<p>5. Write a c++ program to design a student class representing student roll no. and a test class (derived class of student) representing the scores of the student in various subjects and sports class representing the score in sports. the sports and test class should be inherited by a result class having the functionality to add the scores and display the final result for a student.</p> <p>6. Write a c++ program to maintain the records of person with details (name and age) and find the eldest among them. the program must use this pointer to return the result.</p>	04
MARCH	Theory	<p>Unit V</p> <p>Introduction to the standard template library</p> <p>Manipulating strings</p> <p>New features of ansi c++ standard</p>	12
	Practical	<p>7. Write a C++ program illustrating the use of virtual functions in class.</p> <p>8. Write a C++ program to show conversion from string to int and vice-versa.</p>	04

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 2022 – 2023

Name of the Lecturer :Mr. Rajesh Maisalge

Subject: Fundamentals of Microprocessor and Microcontrollers

Department: B.Sc(IT)

Class: F.Y.B.Sc(IT)

SECOND TERM / II- SEMESTER

Month		Topics to be covered	No. of Lectures required
DECEMBER	Theory	Unit I Microprocessor, microcomputers, and Assembly Language Microprocessor Architecture and Microcomputer System 8085 Microprocessor Architecture and Memory Interface	12
	Practical	1. Perform the Operations related to memory locations. 2. Simple assembly language programs.	04
JANUARY	Theory	Unit II Interfacing of I/O Devices Introduction to 8085 Assembly Language Programming: Introduction to 8085 Instructions:	12
		Unit III Programming Techniques With Additional Instructions: Counters and Time Delays: Stacks and Sub-Routines:	08
	Practical	3. Packing and unpacking operations. 4. Register Operations	04
FEBRUARY	Theory	Interrupts:	04
		Unit IV Micro Controllers ,Embedded Hardware, Peripherals The 8051 Microcontrollers, 8051 Programming in C	12
	Practical	5. Multiple memory locations. 6. Calculations with respect to memory locations	04
MARCH	Theory	Unit V Designing Embedded System with 8051 Microcontroller Programming embedded systems Design and Development	12

	Practical	7. Assembly programs on memory locations 8. Design and develop a reprogrammable embedded computer using 8051 microcontrollers.	04
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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 2022 – 2023

Name of the Lecturer : Ms. Kushali Gupta
Subject: Web Applications DevelopmentDepartment: B.Sc(IT)
Class: F.Y.B.Sc(IT)**SECOND TERM / II- SEMESTER**

Month		Topics to be covered	No. of Lectures required
DECEMBER	Theory	Unit I Internet and the World Wide Web HTML5: CSS:	12
	Practical	1. Use of Basic Tags 2. Use of CSS	04
JANUARY	Theory	Unit II HTML Page Layout, HTML Media, Tables and Forms	12
		Unit III JavaScript, Operators, Statements, JavaScript Objects DOM	08
	Practical	3. Layout and Media 4. Tables and Forms	04
FEBRUARY	Theory	Browser BOM, Events and Event Handlers	04
		Unit IV PHP	12
	Practical	5. JavaScript 6. JavaScript Objects	04
MARCH	Theory	Unit V Advanced PHP PHP and MySQL	12
	Practical	7. JavaScript Events 8. Basic PHP	04

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.



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TEACHING PLAN

ACADEMIC YEAR 2022 – 2023

Name of the Lecturer :Ms. Snehal Zanke
Subject: Numerical MethodsDepartment: B.Sc(IT)
Class: F.Y.B.Sc(IT)**SECOND TERM / II- SEMESTER**

Month		Topics to be covered	No. of Lectures required
DECEMBER	Theory	Unit I Mathematical Modeling and Engineering Problem Solving Approximations and Round-Off Errors Truncation Errors and the Taylor Series	12
	Practical	1. Iterative Calculation 2. Solution of algebraic and transcendental equations	04
JANUARY	Theory	Unit II Solutions of Algebraic and Transcendental Equations Interpolation	12
		Unit III Solution of simultaneous algebraic equations (linear) using iterative methods	08
	Practical	3. Interpolation 4. Solving linear system of equations by iterative methods	04
FEBRUARY	Theory	Numerical differentiation and Integration	04
		Unit IV Numerical solution of 1st and 2nd order differential equations Least-Squares Regression:	12
	Practical	5. Numerical Differentiation 6. Numerical Integration	04
MARCH	Theory	Unit V Linear Programming Numerical Solutions of Partial Differential Equations	12
	Practical	7. Solution of differential equations 8. Regression	04

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 2022 – 2023

Name of the Lecturer : Mr. Vijay Rawool
Subject: Green ITDepartment: B.Sc(IT)
Class: F.Y.B.Sc(IT)**SECOND TERM / II- SEMESTER**

Month		Topics to be covered	No. of Lectures required
DECEMBER	Theory	Unit I Overview to Green IT Regulating Green IT: Laws, Standards and Protocols	12
	Practical	1. PL/SQL Basics 2. Control Structure in PL/SQL .	04
JANUARY	Theory	Unit II Minimizing Power Usage: Cooling	12
		Unit III Greening IT: Changing the Way of Work:	08
	Practical	3. Create conditional statement using PL/SQL 4. Creation of Sequence in PL/SQL	04
FEBRUARY	Theory	Going Paperless:	04
		Unit IV Recycling Hardware Considerations:	12
	Practical	5. Create cursor in PL/SQL 6. Creation of Procedures in PL/SQL	04
MARCH	Theory	Unit V Greening Your Information Systems Staying Green:	12
	Practical	7. Functions in PL/SQL 8. Creation of Trigger	04

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 2022 – 2023****Name of the Lecturer : Mr. Sandeep Vishwakarma**
Subject: CORE JAVA**Department: B.Sc(IT)**
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, Enumerations,	18
	Practical	a. Write a Java program to add two binary numbers. b. Write 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	Arrays, Multithreading, Exceptions, Byte streams	18
	Practical	File Handling GUI and 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

Outcome:

- The objective of this course is to teach the learner how to use Object Oriented concepts to develop code and the creation of User Interface using AWT.



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TEACHING PLAN
ACADEMIC YEAR 2022 – 2023

1) Name of the Lecturer: Mr. Rajesh Maisalge
3) Subject: Introduction Embedded System

2) Department: B.Sc(IT)
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:	18
	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	18
	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 understand the concept and facts behind designing the embedded system using simulation.
- To evaluate the architecture and the principle of computer system



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TEACHING PLAN**ACADEMIC YEAR 2022 – 2023****1) Name of the Lecturer: Mrs. Seema Negi****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	1. Using 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	18
	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	18
	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.	18
	Practical	9. Using R perform the binomial and normal distribution on the data. 10. Perform the Linear Regression using R.	06

Outcome:

- **To understand stastical method for data analysis.**



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TEACHING PLAN
ACADEMIC YEAR 2022 – 2023

1) Name of the Lecturer: Mr. Arvind Singh
3) Subject: Software Engineering

2) Department: B.Sc(IT)
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:	18
	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:	18
	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

Outcome:

- To understand the concept of designing a software
- To understand the Software Development Life Cycle Phases and to have awareness about the software metrics and testing



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TEACHING PLAN
ACADEMIC YEAR 2022 – 2023

- 1) Name of the Lecturer: Mr. Rawool Vijay
 2) Department: B.Sc(IT)
 3) Subject: COMPUTER GRAPHICS & MULTIMEDIA
 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	18
	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	18
	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
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	06

		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.	
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REMARKS IF ANY:**Outcome:**

- To understand the hardware structure and pictures representation in memory so that designing graphics objects become easy.
- To explore the ways of animation to add the same onto the created object
- To understand the graphic pipeline such as: 2d and 3d transformation, clipping, hidden surface removal etc.



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TEACHING PLAN**ACADEMIC YEAR 2022 – 2023**

1) **Name of the Lecturer:** Ms. Kushali Gupta
 3) **Subject:** Principles of GIS

2) **Department:** B.Sc.(IT)
 4) **Class:** TYIT

SECOND TERM / VI- SEMESTER

Month		Topics to be covered	No. of Lectures required
DECEMBER	Theory	Introduction to GIS The nature of GIS: Some fundamental observations, Defining GIS, GISystems, GIScience and GIApplications, Spatial data and Geoinformation. The real world and representations of it: Models and modelling, Maps, Databases, Spatial databases and spatial analysis Geographic Information and Spatial Database Models and Representations of the real world Geographic Phenomena: Defining geographic phenomena, types of geographic phenomena, Geographic fields, Geographic objects, Boundaries Computer Representations of Geographic Information: Regular tessellations, irregular tessellations, Vector representations, Topology and Spatial relationships, Scale and Resolution, Representation of Geographic fields, Representation of Geographic objects Organizing and Managing Spatial Data The Temporal Dimension	12
	Practical	1. Familiarizing Quantum GIS: Installation of QGIS, datasets for both Vector and Raster data, Maps. 2. Creating and Managing Vector Data: Adding vector layers, setting properties, formatting, calculating line lengths and statistics	06
JANUARY	Theory	Data Management and Processing Systems Hardware and Software Trends Geographic Information Systems: GIS Software, GIS Architecture and functionality, Spatial Data Infrastructure (SDI) Stages of Spatial Data handling: Spatial data handling and preparation, Spatial Data Storage and maintenance, Spatial Query and Analysis, Spatial Data Presentation. Database management Systems: Reasons for using a DBMS, Alternatives for data management, The relational data model, Querying the relational database. GIS and Spatial Databases: Linking GIS and DBMS, Spatial database functionality.	12
	Practical	3. Exploring and Managing Raster data: Adding raster layers, raster styling and analysis, raster mosaicking and clipping 4. Exploring and Managing Raster data: Adding raster layers, raster styling and analysis, raster mosaicking and clipping	06

FEBRUARY	Theory	Spatial Referencing and Positioning Spatial Referencing: Reference surfaces for mapping, Coordinate Systems, Map Projections, Coordinate Transformations 12 43 Satellite-based Positioning: Absolute positioning, Errors in absolute positioning, Relative positioning, Network positioning, code versus phase measurements, Positioning technology Data Entry and Preparation Spatial Data Input: Direct spatial data capture, Indirect spatial data capture, Obtaining spatial data elsewhere Data Quality: Accuracy and Positioning, Positional accuracy, Attribute accuracy, temporal accuracy, Lineage, Completeness, Logical consistency Data Preparation: Data checks and repairs, Combining data from multiple sources Point Data Transformation: Interpolating discrete data, Interpolating continuous data	12
	Practical	5. Working with attributes, terrain Data 6. Working with Projections and WMS Data	06
MARCH	Theory	Spatial Data Analysis Classification of analytical GIS Capabilities Retrieval, classification and measurement: Measurement, Spatial selection queries, Classification Overlay functions: Vector overlay operators, Raster overlay operators Neighbourhood functions: Proximity computations, Computation of diffusion, Flow computation, Raster based surface analysis Analysis: Network analysis, interpolation, terrain modeling GIS and Application models: GPS, Open GIS Standards, GIS Applications and Advances Error Propagation in spatial data processing: How Errors propagate, Quantifying error propagation Data Visualization GIS and Maps, The Visualization Process Visualization Strategies: Present or explore?	18
	Practical	7. Georeferencing Topo Sheets and Scanned Maps Georeferencing Aerial Imagery Digitizing Map Data 8. Managing Data Tables and Spatial data Sets: Table joins, spatial joins, points in polygon analysis, performing spatial queries	06
APRIL	Theory	The cartographic toolbox: What kind of data do I have? How can I map my data? How to map? How to map qualitative data, How to map quantitative data, How to map the terrain elevation, How to map time series Map Cosmetics, Map Dissemination	06
	Practical	9. Advanced GIS Operations 1: Nearest Neighbor Analysis, Sampling Raster Data using Points or Polygons, Interpolating Point Data	03

REMARKS IF ANY:

Outcome:

- Students will learn how to compile, analyze, and present geospatial data while emphasizing the value of visual communication.
- Students will learn these basic geospatial concepts using industry standard GIS technology



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TEACHING PLAN**ACADEMIC YEAR ACADEMIC YEAR 2022 - 2023****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
DECEMBER	Theory	Business intelligence: Effective and timely decisions, Data, information and knowledge, The role of mathematical models, Business intelligence architectures, Ethics and business intelligence Decision support systems: Definition of system, Representation of the decision-making process, Evolution of information systems, Definition of decision support system, Development of a decision support system	12
	Practical	1. Import the legacy data from different sources such as (Excel , SqlServer, Oracle etc.) and load in the target system. (You can download sample database such as Adventureworks, Northwind, foodmart etc.) 2. Perform the Extraction Transformation and Loading (ETL) process to construct the database in the Sqlserver.	06
JANUARY	Theory	Mathematical models for decision making: Structure of mathematical models, Development of a model, Classes of models Data mining: Definition of data mining, Representation of input data , Data mining process, Analysis methodologies Data preparation: Data validation, Data transformation, Data reduction	12
	Practical	3. a. Create the Data staging area for the selected database. b. Create the cube with suitable dimension and fact tables based on ROLAP, MOLAP and HOLAP model. 4. a.Create the ETL map and setup the schedule for execution. b. Execute the MDX queries to extract the data from the datawarehouse.	06
FEBRUARY	Theory	Classification: Classification problems, Evaluation of classification models, Bayesian methods, Logistic regression, Neural networks, Support vector machines Clustering: Clustering methods, Partition methods, Hierarchical methods, Evaluation of clustering models	12
	Practical	5. a. Import the datawarehouse data in Microsoft Excel and create the Pivot table and Pivot Chart. b. Import the cube in Microsoft Excel and create the Pivot table and Pivot Chart to perform data analysis. 6. Apply the what – if Analysis for data visualization. Design and generate necessary reports based on the data warehouse data.	06

MARCH	Theory	Business intelligence applications: Marketing models: Relational marketing, Sales force management, Logistic and production models: Supply chain optimization, Optimization models for logistics planning, Revenue management systems. Data envelopment analysis: Efficiency measures, Efficient frontier, The CCR model, Identification of good operating practices, Knowledge Management: Introduction to Knowledge Management, Organizational Learning and Transformation, Knowledge Management Activities, Approaches to Knowledge Management, Information Technology (IT) In Knowledge Management, Knowledge Management Systems Implementation	18
	Practical	7. Perform the data classification using classification algorithm 8. Perform the data clustering using clustering algorithm.	06
APRIL	Theory	Roles of People in Knowledge Management Artificial Intelligence and Expert Systems: Concepts and Definitions of Artificial Intelligence, Artificial Intelligence Versus Natural Intelligence, Basic Concepts of Expert Systems, Applications of Expert Systems, Structure of Expert Systems, Knowledge Engineering, Development of Expert Systems	06
	Practical	9. Perform the Linear regression on the given data warehouse data. 10. Perform the logistic regression on the given data warehouse data.	06

REMARKS IF ANY:

Outcome :

- The course aims at examining Business Intelligence (BI) as a broad category of applications and technologies for gathering, storing, and analyzing, sharing and providing access to data to help enterprise users make better managerial decisions.
- You will learn the principles and best practices for how to use data in order to support fact-based decision making.



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TEACHING PLAN
ACADEMIC YEAR 2022 - 2023

1) Name of the Lecturer: Mr. ARVIND SINGH
3) Subject: SOFTWARE QUALITY ASSURANCE

2) Department: B.Sc(IT)
4) Class: TYIT

SECOND TERM / VI- SEMESTER

Month		Topics to be covered	No. of Lectures required
DECEMBER	Theory	Introduction to Quality: Historical Perspective of Quality, What is Quality? (Is it a fact or perception?), Definitions of Quality, Core Components of Quality, Quality View, Financial Aspect of Quality, Customers, Suppliers and Processes, Total Quality Management (TQM), Quality Principles of Total Quality Management, Quality Management Through Statistical Process Control, Quality Management Through Cultural Changes, Continual (Continuous) Improvement Cycle, Quality in Different Areas, Benchmarking and Metrics, Problem Solving Techniques, Problem Solving Software Tools. Software Quality: Introduction, Constraints of Software Product Quality Assessment, Customer is a King, Quality and Productivity Relationship, Requirements of a Product, Organisation Culture, Characteristics of Software, Software Development Process, Types of Products, Schemes of Criticality Definitions, Problematic Areas of Software Development Life Cycle, Software Quality Management, Why Software Has Defects? Processes Related to Software Quality, Quality Management System Structure, Pillars of Quality Management System, Important Aspects of Quality Management.	12
	Practical	PROJECT IMPLEMENTATION	06
JANUARY	Theory	Fundamentals of testing: Introduction, Necessity of testing, What is testing? Fundamental test process, The psychology of testing, Historical Perspective of Testing, Definitions of Testing, Approaches to Testing, Testing During Development Life Cycle, Requirement Traceability Matrix, Essentials of Software Testing, Workbench, Important Features of Testing Process, Misconceptions About Testing, Principles of Software Testing, Salient Features of Good Testing, Test Policy, Test Strategy or Test Approach, Test Planning, Testing Process and Number of Defects Found in Testing, Test Team Efficiency, Mutation Testing, Challenges in Testing, Test Team Approach, Process Problems Faced by Testing, Cost Aspect of Testing, Establishing Testing Policy, Methods, Structured Approach	12

		to Testing, Categories of Defect, Defect, Error, or Mistake in Software, Developing Test Strategy, Developing Testing Methodologies (Test Plan), Testing Process, Attitude Towards Testing (Common People Issues), Test Methodologies/Approaches, People Challenges in Software Testing, Raising Management Awareness for Testing, Skills Required by Tester, 12 36 Testing throughout the software life cycle, Software development models, Test levels, Test types, the targets of testing, Maintenance testing	
	Practical	PROJECT IMPLEMENTATION	06
FEBRUARY	Theory	Unit Testing: Boundary Value Testing: Normal Boundary Value Testing, Robust Boundary Value Testing, Worst-Case Boundary Value Testing, Special Value Testing, Examples, Random Testing, Guidelines for Boundary Value Testing, Equivalence Class Testing: Equivalence Classes, Traditional Equivalence Class Testing, Improved Equivalence Class Testing, Edge Testing, Guidelines and Observations. Decision Table-Based Testing: Decision Tables, Decision Table Techniques, Cause-and-Effect Graphing, Guidelines and Observations, Path Testing: Program Graphs, DD-Paths, Test Coverage Metrics, Basis Path Testing, Guidelines and Observations, Data Flow Testing: Define/Use Testing, Slice-Based Testing, Program Slicing Tools.	12
	Practical	PROJECT IMPLEMENTATION	06
MARCH	Theory	Software Verification and Validation: Introduction, Verification, Verification Workbench, Methods of Verification, Types of reviews on the basis of Stage Phase, Entities involved in verification, Reviews in testing lifecycle, Coverage in Verification, Concerns of Verification, Validation, Validation Workbench, Levels of Validation, Coverage in Validation, Acceptance Testing, Management of Verification and Validation, Software development verification and validation activities. V-test Model: Introduction, V-model for software, testing during Proposal stage, Testing during requirement stage, Testing during test planning phase, Testing during design phase, Testing during coding, VV Model, Critical Roles and Responsibilities. Levels of Testing: Introduction, Proposal Testing, Requirement Testing, Design Testing, Code Review, Unit Testing, Module Testing, Integration Testing, Big-Bang Testing, Sandwich Testing, Critical Path First, Sub System Testing, System Testing, Testing Stages. Special Tests: Introduction, GUI testing, Compatibility Testing, Security Testing, Performance Testing, Volume Testing, Stress Testing, Recovery Testing, Installation Testing, Requirement Testing, Regression Testing, Error Handling	18

		Testing, Manual Support Testing, Intersystem Testing, Control Testing	
	Practical	PROJECT IMPLEMENTATION	06
APRIL	Theory	Smoke Testing, Adhoc Testing, Parallel Testing, Execution Testing, Operations Testing, Compliance Testing, Usability Testing, Decision Table Testing, Documentation Testing, Training testing, Rapid Testing, Control flow graph, Generating tests on the basis of Combinatorial Designs, State Graph, Risk Associated with New Technologies, Process maturity level of Technology, Testing Adequacy of Control in New technology usage, Object Oriented Application Testing, Testing of Internal Controls, COTS Testing, Client Server Testing, Web Application Testing, Mobile Application Testing, eBusiness eCommerce Testing, Agile Development Testing, Data Warehousing Testing.	06
	Practical	PROJECT IMPLEMENTATION	06

Outcome:

- The objective of this course is all software engineering processes, methods, activities and work items are monitored and comply against the defined standards.



Mr. Sandeep Vishwakarma
Co-ordinator
Department of
Information Technology

TEACHING PLAN
ACADEMIC YEAR 2022 - 2023

1) Name of the Lecturer: MR. VIJAY RAWOOL

2) Department: B.Sc(IT)

3) Subject: SECURITY IN COMPUTING

4) Class: TYIT

SECOND TERM / VI- SEMESTER

Month		Topics to be covered	No. of Lectures required
DECEMBER	Theory	Information Security Overview: The Importance of Information Protection, The Evolution of Information Security, Justifying Security Investment, Security Methodology, How to Build a Security Program, The Impossible Job, The Weakest Link, Strategy and Tactics, Business Processes vs. Technical Controls. Risk Analysis: Threat Definition, Types of Attacks, Risk Analysis. Secure Design Principles: The CIA Triad and Other Models, Defense Models, Zones of Trust, Best Practices for Network Defense	12
	Practical	1. Configure Routers a OSPF MD5 authentication. b NTP. c to log messages to the syslog server. d to support SSH connections 2. Configure AAA Authentication a Configure a local user account on Router and configure authenticate on the console and vty lines using local AAA b Verify local AAA authentication from the Router console and the PC-A client	06
JANUARY	Theory	Information Security Overview: The Importance of Information Protection, The Evolution of Information Security, Justifying Security Investment, Security Methodology, How to Build a Security Program, The Impossible Job, The Weakest Link, Strategy and Tactics, Business Processes vs. Technical Controls. Risk Analysis: Threat Definition, Types of Attacks, Risk Analysis. Secure Design Principles: The CIA Triad and Other Models, Defense Models, Zones of Trust, Best Practices for Network Defense	12
	Practical	1. Configuring Extended ACLs a Configure, Apply and Verify an Extended Numbered ACL 2. Configure IP ACLs to Mitigate Attacks and IPV6 ACLs a Verify connectivity among devices before firewall configuration. b Use ACLs to ensure remote access to the routers is available only from management station PC-C. c Configure ACLs on to mitigate attacks. d Configuring IPv6 ACLs	06

FEBRUARY	Theory	Secure Network Design: Introduction to Secure Network Design, Performance, Availability, Security. Network Device Security: Switch and Router Basics, Network Hardening. Firewalls: Overview, The Evolution of Firewalls, Core Firewall Functions, Additional Firewall Capabilities, Firewall Design. Wireless Network Security: Radio Frequency Security Basics, DataLink Layer Wireless Security Features, Flaws, and Threats, Wireless Vulnerabilities and Mitigations, Wireless Network Hardening Practices and Recommendations, Wireless Intrusion Detection and Prevention, Wireless Network Positioning and Secure Gateways	12
	Practical	5. Configuring a Zone-Based Policy Firewall 6. Configure IOS Intrusion Prevention System (IPS) Using the CLI a Enable IOS IPS. b Modify an IPS signature.	06
MARCH	Theory	Intrusion Detection and Prevention Systems: IDS Concepts, IDS Types and Detection Models, IDS Features, IDS Deployment Considerations, Security Information and Event Management (SIEM). Voice over IP (VoIP) and PBX Security: Background, VoIP Components, VoIP Vulnerabilities and Countermeasures, PBX, TEM: Telecom Expense Management. Operating System Security Models: Operating System Models, Classic Security Models, Reference Monitor, Trustworthy Computing, International Standards for Operating System Security, Virtual Machines and Cloud Computing: Virtual Machines, Cloud Computing. Secure Application Design: Secure Development Lifecycle, Application Security Practices, Web Application Security, Client Application Security	18
	Practical	7. Layer 2 Security a Assign the Central switch as the root bridge. b Secure spanning-tree parameters to prevent STP manipulation attacks. c Enable port security to prevent CAM table overflow attacks. 8 Layer 2 VLAN Security	06
APRIL	Theory	Remote Administration Security. Physical Security: Classification of Assets, Physical Vulnerability Assessment, Choosing Site Location for Security, Securing Assets: Locks and Entry Controls, Physical Intrusion Detection.	06
	Practical	9. Configure and Verify a Site-to-Site IPsec VPN Using CLI 10 Configuring ASA Basic Settings and Firewall Using CLI a Configure basic ASA settings and interface security levels using CLI b Configure routing, address translation, and inspection policy using CLI c Configure DHCP, AAA, and SSH d Configure a DMZ, Static NAT, and ACLs	06

Outcome:

- **Understand the principles and practices of cryptographic techniques.**
- **Understand a variety of generic security threats and vulnerabilities, and identify & analyze particular security problems for a given application.**



Mr. Sandeep Vishwakarma
Co-ordinator
Department of
Information Technology

TEACHING PLAN
ACADEMIC YEAR 2022 - 2023

1) Name of the Lecturer: MS. SEEMA NEGI
3) Subject: IT SERVICE MANAGEMENT

2) Department: B.Sc(IT)
4) Class: TYIT

SECOND TERM / VI- SEMESTER

Month		Topics to be covered	No. of Lectures required
DECEMBER	Theory	IT Service Management: Introduction, What is service management? What are services? Business Process, Principles of Service management: Specialisation and Coordination, The agency principle, Encapsulation, Principles of systems, The service Life Cycle, Functions and processes across the life cycle. Service Strategy Principles: Value creation, Service Assets, Service Provider Service Structures, Service Strategy Principles. Service Strategy: Define the market, Develop the offerings, Develop Strategic Assets, Prepare for execution. Challenges, Critical Success factors and risks: Complexity, Coordination and Control, Preserving value, Effectiveness in measurement, Risks.	12
JANUARY	Theory	Service Design: Fundamentals, Service Design Principles: Goals, Balanced Design, Identifying Service requirements, identifying and documenting business requirements and drivers, Design activities, Design aspects, Subsequent design activities, Design constraints, Service oriented architecture, Business Service Management, Service Design Models Service Design Processes: Service Catalogue Management, Service Level Management, Capacity Management, Availability Management, IT Service Continuity Management, Information Security Management, Supplier Management Challenges, Critical Success factors and risks: Challenges, Risks	12
FEBRUARY	Theory	Service Transition: Fundamentals, Service Transition Principles: Principles Supporting Service Transition, Policies for Service Transition Service Transition Processes: Transition planning and support, Change Management, Service Asses Configuration Management, Service and Deployment Management, Service Validation and Testing, Evaluation, Knowledge Management. Challenges, Critical Success factors and risks: Challenges, Critical Success factors, Risks, Service Transition under difficult Conditions.	12
MARCH	Theory	Service Operation: Fundamentals, Service Operation Principles: Functions, groups, teams, departments and divisions, achieving	18

		balance in service operations, Providing service, Operation staff involvement in service design and service transition, Operational Health, Communication, Documentation 12 51 Service Operation Processes: Event Management, Incident Management, Request fulfilment, Problem Management, Access Management, Operational activities of processes covered in other lifecycle phases. Challenges, Critical Success factors and risks: Challenges, Critical Success factors, Risks Continual Service Improvement(CSI) Principles: CSI Approach, CSI and organizational change, Ownership, CSI register, External and Internal drivers, Service level management, Knowledge management, The Deming cycle, Service Measurement, IT governance, Frameworks, models, standards and quality Systems, CSI inputs and outputs. CSI Process: The seven-step improvement process.	
APRIL	Theory	CSI Methods nad Techniques: Methods and techniques, Assessments, benchmarking, Service Measurement, Metrics, Return on Investment, Service reporting, CSI and other service management processes, Organising for CSI: Organisational development, Functions, roles, Customer Engagement, Responsibility model - RACI, Competence and training. Technology considerations: Tools to support CSI activities. Implementing CSI: Critical Considerations for implementing CSI, The start, Governance, CSI and organisational change, Communication Strategy and Plan	06

REMARKS IF ANY:**Outcome:**

- **The objective of this course is deliver the maximum value to customers without requiring them to own unpredicted costs & risks Deliver the maximum service value to customers.**
- **Optimize the use of 'resources' & 'capabilities' Services should offer the best utility and trustworthy warranty**



Mr. Sandeep Vishwakarma
Co-ordinator
Department of
Information Technology

TEACHING PLAN
ACADEMIC YEAR 2022 - 2023

- 1) Name of the Lecturer: MS. SANDEEP VISHWAKARMA 2) Department: B.Sc(IT)
3) Subject: ADVANCED MOBILE PROGRAMMING PRACTICAL 4) Class: TYIT

SECOND TERM / VI- SEMESTER

Month	Topics to be covered	No. of Lectures required
DECEMBER	Introduction to Android, Introduction to Android Studio IDE, Application, Fundamentals: Creating a Project, Android Components, Activities, Services, Content Providers, Broadcast Receivers, Interface overview, Creating Android Virtual device, USB debugging mode, Android Application Overview. 1. Simple "Hello World" program. Programming Resources Android Resources: (Color, Theme, String, Drawable, Dimension, Image),	06
JANUARY	Programming Activities and fragments Activity Life Cycle, Activity methods, Multiple Activities, Life Cycle of fragments and multiple fragments. 2. Programs related to different Layouts Coordinate, Linear, Relative, Table, Absolute, Frame, List View, Grid View	06
FEBRUARY	Programming UI elements AppBar, Fragments, UI Components 3. Programming menus, dialog, dialog fragments	06
MARCH	Programs on Intents, Events, Listeners and Adapters The Android Intent Class, Using Events and Event Listeners 4. Programs on Services, notification and broadcast receivers	06
APRIL	Database Programming with SQLite 5. Programming threads, handles and asynchronized programs	06

Outcome:

- design and develop User Interfaces for the Android platform.



Mr. Sandeep Vishwakarma
Co-ordinator
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TEACHING PLAN

Class	–	FYBAF
Year	–	2022-23
Semester	–	First (I)
Subject	–	Foundation Course
Name of the Teacher	–	Miss. Preeti Singh

Course Outcome	<p>CO1 - At the end of this course students should be able to: Understand the demographic composition of India having regard to Language, Religion, and Gender, etc.</p> <p>CO2 - Understood stratified reasons for differences and women 'problems.</p> <p>CO3 - Understood the fundamental duties of Indian citizens specified in the Indian Constitution.</p> <p>CO4 - Understood hierarchy of local self-government and amendment to the same.</p>
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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:

T. V. Shah

Mr. Tushar Shah**Head of the Department (BAF)**

TEACHING PLAN

Class	–	FYBAF
Year	–	2022-23
Semester	–	First (I)
Subject	–	Business Communication
Name of the Teacher	–	Mrs. Neelam Agarwal

Course Outcome	<p>CO1 - At the end of this course students should be able to understand what is communication, types of communication, on, channel and modes of communication.</p> <p>CO2- Helpful for getting knowledge about how to overcome the barrier and how to improve our listings skills.</p> <p>CO3 - Getting knowledge about what is ethics and how and for what it should be followed.</p> <p>CO4- Learn much more about parts, structure, principles of letter writing, and how to write d variety of personal letters. Learn about developing ideas about letter writing and paragraph writing.</p>
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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:

T. V. Shah

Mr. Tushar Shah

Head of the Department (BAF)

TEACHING PLAN

Class	–	FYBAF
Year	–	2022-23
Semester	–	First (I)
Subject	–	Commerce I
Name of the Teacher	–	Mrs. Sherlet Bhaskar

Course Outcome	<p>CO1- At the end of this course student should be able to understand the concept of the business environment and various tools of environmental analysis.</p> <p>CO2- Aware of business ethics.</p> <p>CO3- Aware of various consumer laws in India.</p> <p>CO4- Identify the factors of the international business environment. Understand the positive and negative impact of the environment on business.</p> <p>CO5- Understand ethical issues in business, ethical dilemmas, the procedure for registration under MSMED Act, 2006, and also the provisions related to the consumer protection Act.</p> <p>CO6- Know CSR, Corporate Governance, carbon credit, and implementation of CSR activities by various companies, Know MNCs and TNCS, Implications of WTO and FDI for Indian Industries.</p>
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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:

T. V. Shah

Mr. Tushar Shah

Head of the Department (BAF)

TEACHING PLAN

Class	–	FYBAF
Year	–	2022-23
Semester	–	First (I)
Subject	–	Business Economics
Name of the Teacher	–	Dr. Pratibha Jadhav

Course Outcome	<p>CO1 At the end of this course, students should be able to: Expose students of Commerce to basic Micro Economics.</p> <p>CO2- Concepts and inculcate an analytical approach to the subject matter.</p> <p>CO3- Stimulate the students' interest by showing the relievable and use of various economic theories and functions.</p> <p>CO4- Apply economic reasoning to problems of business.</p>
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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

REMARKS IF ANY:

T.U. Shah

Mr. Tushar Shah

Head of the Department (BAF)

TEACHING PLAN

Class	–	FYBAF
Year	–	2022-23
Semester	–	First (I)
Subject	–	Financial Accounting - I
Name of the Teacher	–	Mr.Tushar Shah

Course Outcome	<p>CO1- Solve practical problems regarding Inventory Valuation by FIFO and Weighted Average Method.</p> <p>CO2- Classify in considering features of various transactions and able to apply the structure of Final Accounts in proper manner. Accounting of Departmental Stores.</p> <p>CO3- Understood application of Hire purchase transactions in real life as a regular transaction in society</p> <p>CO4- Develop the skill of preparing final accounts.</p>
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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

REMARKS IF ANY:

T.U. Shah

Mr. Tushar Shah

Head of the Department (BAF)

TEACHING PLAN

Class	–	FYBAF
Year	–	2022-23
Semester	–	First (I)
Subject	–	Financial Management - I
Name of the Teacher	–	Mr. Vicky. Kukreja

Course Outcome	CO1- Understand the concept of financial management. CO2- Understand the different concepts of valuation. CO3- Easily identifies various sources of finance. Calculate cost of capital of the various firms. CO4- Understand overall knowledge about the mobilization of funds.
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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

REMARKS IF ANY:

T. U. Shah

Mr. Tushar Shah

Head of the Department (BAF)

TEACHING PLAN

Class	–	FYBAF
Year	–	2022-23
Semester	–	First (I)
Subject	–	Cost Accounting
Name of the Teacher	–	Mr. Vicky Kukreja

Course Outcome	<p>CO1- At the end of this course students should be able to: Understand the concepts of costing and accounting procedures.</p> <p>CO2- Study practical adjustments in production with elements of cost.</p> <p>CO3- Study practical approach towards cost structure of labour.</p> <p>CO4- Understanding formulas for calculation of the cost of labour. Study practical approach towards overheads in production Study per overhead cost and apportion of elements used in production.</p>
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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

REMARKS IF ANY:



Mr. Tushar Shah

Head of the Department (BAF)

TEACHING PLAN

Class	–	SYBAF
Year	–	2022-23
Semester	–	Third (III)
Subject	–	Business Economics - II
Name of the Teacher	–	Dr. Pratibha Jadhav
Course Outcome	-	This course provides students with expert guidance on investment strategies, the distinctions between banking and non-banking financial services, and the effects of inflation. They will also acquire a thorough understanding of Sensex, IPO shares, and the various financial instruments utilized by companies to raise capital.

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:*T. V. Shah***Mr. Tushar Shah****Head of the Department (BAF)**

TEACHING PLAN

Class	–	SYBAF
Year	–	2022-23
Semester	–	Third (III)
Subject	–	Business Law - II
Name of the Teacher	–	Ms. Falguni Kotak

Course Outcome

- The desired learning outcomes for this subject are:

1. Understanding and gaining insights into various social legislative measures that are beneficial.
2. Understanding the rights and liabilities of partners and outsiders, and learning about the incorporation and dissolution of partnership firms.
3. Understanding the nature and advantages of Limited Liability Partnerships (LLPs), and the process of winding up an LLP.
4. Understanding the provisions of health, safety, and welfare measures for workers and their inspection.
5. Developing an understanding of the legal environment of business.
6. Applying basic legal knowledge to business transactions.
7. Communicating 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:

Mr. Tushar Shah**Head of the Department (BAF)**

TEACHING PLAN

Class – **SYBAF**
Year – **2022-23**
Semester – **Third (III)**
Subject – **Financial Accounting - III**
Name of the Teacher – **Mr.Tushar Shah**

Course Outcome -

Students will have gained a thorough understanding of the Final Accounts of Partnership Firms, including their structure in scenarios involving Admission, Retirement, or Death of partners. They will also be equipped with the practical knowledge of dissolving a partnership firm using the technique of Piecemeal Distribution of Cash. Moreover, students will have learned the procedure for 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 have acquired knowledge about foreign currency transactions and the procedure for translating them 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:

Mr. Tushar Shah**Head of the Department (BAF)**

TEACHING PLAN

Class	–	SYBAF
Year	–	2022-23
Semester	–	Third (III)
Subject	–	Cost Accounting
Name of the Teacher	–	Mr. Ravi Vishwakarma

Course Outcome - They will be able to distinguish between financial accounting and cost accounting and utilize practical solutions to solve problems related to both. Through instruction on contract costing, students will acquire the skills to calculate pricing for large-sized contracts and apply this knowledge to practical scenarios. Additionally, students will learn how to determine pricing during the manufacturing process by utilizing process costing in a practical manner, enhancing their overall problem-solving abilities.

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:

T.U. Shah

Mr. Tushar Shah

Head of the Department (BAF)

TEACHING PLAN

Class	–	SYBAF
Year	–	2022-23
Semester	–	Third (III)
Subject	–	Direct Taxation - I
Name of the Teacher	–	Ms. Jalpa Dave

Course Outcome - They will also be able to distinguish between financial accounting and cost accounting and apply this knowledge to solve practical problems. Furthermore, students will gain the skill to calculate the pricing of large size contracts using contract costing and apply this skill to real-world problems. Additionally, they will learn how to determine the price during the manufacturing process using process costing in a practical manner. These outcomes will enable students to excel in various business-related roles and make informed decisions regarding pricing and cost management.

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:*T.U. Shah***Mr. Tushar Shah****Head of the Department (BAF)**

TEACHING PLAN

Class	–	SYBAF
Year	–	2022-23
Semester	–	Third (III)
Subject	–	Information Technology in Accountancy - I
Name of the Teacher	–	Mr. Arvind Singh

Course Outcome -

- Develop computer literacy skills
- Access, create, save, and manage documents, spreadsheets, presentations, emails, and use the internet effectively
- Execute different commands of MS Word, MS Excel, and MS PowerPoint
- Understand legal issues related to the internet
- Understand the importance of electronic data interchange
- Learn basics of e-commerce

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

REMARKS IF ANY:

T.U. Shah

Mr. Tushar Shah

Head of the Department (BAF)

TEACHING PLAN

Class	–	SYBAF
Year	–	2022-23
Semester	–	Third (III)
Subject	–	Financial Market Operations
Name of the Teacher	–	Mr. Vicky Kukreja
Course Outcome	-	This course provides students with expert guidance on investment strategies, the distinctions between banking and non-banking financial services, and the effects of inflation. They will also acquire a thorough understanding of Sensex, IPO shares, and the various financial instruments utilized by companies to raise capital.

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

REMARKS IF ANY:

T. U. Shah

Mr. Tushar Shah**Head of the Department (BAF)**

TEACHING PLAN

Class	–	TYBAF
Year	–	2022-23
Semester	–	Fifth (V)
Subject	–	Financial Management -II
Name of the Teacher	–	Mr. Vicky Kukreja

Course Outcome	<p>C01- At the end of this course students should be able to: understand the concept of capital budgeting, receivable management, mutual fund and bond valuation and their practical implication in the real life.</p> <p>C02- Understand the concept of net present value and how to calculate the payback period of projects.</p> <p>C03- Evaluate the economic environment and the impact of governmental economic policies on consumers and financial institutions.</p> <p>C04- The dimensions of performance and risk relevant to financial firms. contemporary measures of financial measures of performance and risk.</p>
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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:

T.U. Shah

Mr. Tushar Shah

Head of the Department (BAF)

TEACHING PLAN

Class	–	TYBAF
Year	–	2022-23
Semester	–	Fifth (V)
Subject	–	Financial Accounting – (V)
Name of the Teacher	–	Mr. Tushar Shah

Course Outcome	<p>C01-At the end of this course student should be able to: Calculate purchase consideration by a various method of calculation and solve practical problems after considering procedure of amalgamation.</p> <p>C02- Solve practical problems after considering the adverse situation of the company and provisions regarding internal reconstruction. Prepare a statement of the underwriter's liability.</p> <p>C03- Liquidate joint to the stock company as per the procedure. Apply all legal provisions regarding the calculation of buyback.</p> <p>C04-Evaluation of Liquidation of Companies Meaning of liquidation or winding up Preferential payments Overriding preferential payments Preparation of statement of affairs, deficit /surplus account Liquidator's final statement of account.</p>
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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:



Mr. Tushar Shah

Head of the Department (BAF)

TEACHING PLAN

Class	–	TYBAF
Year	–	2022-23
Semester	–	Fifth (V)
Subject	–	Cost Accounting-III
Name of the Teacher	–	Mr. Ravi Vishwakarma

Course Outcome	<p>C01-At the end of this course students should be able to: Understand of concepts of costing and accounting procedures. Know ratios that are used in companies.</p> <p>C02-Get Knowledge about the comparison of cost integrated and non - integrated costing systems. Study practical activities in production with two systems Study practical approach towards in-service costing and the process in production.</p> <p>C03-Study per unit cost and apportion of elements used in process Study practical calculations of cost with reference to activity Differentiate cost between traditional and ABC approach</p> <p>C04-Student able to learn operating cost and ascertainment of cost per unit</p>
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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:

T.U. Shah

Mr. Tushar Shah

Head of the Department (BAF)

TEACHING PLAN

Class	–	TYBAF
Year	–	2022-23
Semester	–	Fifth (V)
Subject	–	Taxation
Name of the Teacher	–	Mr. Vicky Kukreja

Course Outcome	<p>CO1- At the end of this course student should be able to: The practical aspect of GST, how it is calculated and the rate of GST in details.</p> <p>CO2- Students are able to calculate GST on their transactions. They were able to understand the various concept of GST.</p> <p>CO3-Examine the contents and format for various documents like tax invoice, bill of supply, debit note, credit note etc</p> <p>CO4-Explores the process of Registration, place and value of supply and computation of tax liability.</p>
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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:*T.U. Shah***Mr. Tushar Shah****Head of the Department (BAF)**

TEACHING PLAN

Class	–	TYBAF
Year	–	2022-23
Semester	–	Fifth (V)
Subject	–	Financial Accounting -VI
Name of the Teacher	–	Ms. Neha Mishra

Course Outcome	<p>CO1- Apply the format of final accounts as per Banking Companies Act,1949 in a practical manner.</p> <p>CO2- Verify the financial position of the Bank from various angles. Apply format of final accounts as per Insurance Companies Act, and verify actual calculation premium in a practical manner.</p> <p>CO3- Practically apply the procedure of valuation of personal investment in real, mostly investment in Share market and in Debentures / Bonds. Apply format of final accounts as per LLP Act, 2008 in practical manner.</p>
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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:

T.U. Shah

Mr. Tushar Shah

Head of the Department (BAF)

TEACHING PLAN

Class	–	TYBAF
Year	–	2022-23
Semester	–	Fifth (V)
Subject	–	Management- II (Management Applications)
Name of the Teacher	–	Mr.Tushar Shah

Course Outcome	<p>C01- At the end of these course students should be able to: Acquired analytical skills in solving marketing- related problems and challenges and be familiar with the strategic marketing management process.</p> <p>C02- Exposed to the development, evaluation, and implementation of marketing management in a variety of business environments.</p> <p>C03- Understand the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.</p> <p>C04- Learn to administer and contribute to the design and evaluation of the performance management program.</p> <p>C05- Acquired skills to develop, implement, and evaluate employee orientation, training, and development programs. Perform analytical reviews of financial results, proposals, and plans.</p>
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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:

T. U. Shah

Mr. Tushar Shah

Head of the Department (BAF)

TEACHING PLAN

Class – **FYBAF**
Year – **2022 -23**
Semester – **Second (II)**
Subject – **Auditing**
Name of the Teacher – **Jalpa Dave**

Course Outcome	CO1: Creating an audit program, as well as keeping and organizing working papers and an audit notebook. CO2: Familiarizing themselves with various auditing techniques. CO3: Grasping the concept of internal auditing.
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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:

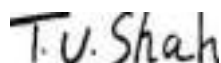
Mr. Tushar. Shah**Head of the Department (BAF)**

TEACHING PLAN

Class	–	FYBAF
Year	–	2022 -23
Semester	–	Second (II)
Subject	–	Financial Accounting - II
Name of the Teacher	–	Tushar Shah

Course Outcome	<p>CO1: The outcome of the financial accounting course is that students will have the ability to differentiate between single-entry and double-entry accounting systems and use them to prepare final accounts from incomplete records.</p> <p>CO2: They will also have the knowledge and skills to apply accounting techniques for small and large branches, understand transactions between manufacturers and agents, and calculate fire insurance claims for lost goods.</p>
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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:

Mr. Tushar Shah**Head of the Department (BAF)**

TEACHING PLAN

Class	–	FYBAF
Year	–	2022 -23
Semester	–	Second (II)
Subject	–	Business Mathematics
Name of the Teacher	–	Krishnakant. Pandey

Course Outcome	<p>Upon completion of this course, students will be able to:</p> <p>CO1: Demonstrate a comprehensive understanding of the foundations and historical development of mathematics.</p> <p>CO 2: Perform advanced calculations in higher mathematics. Read and comprehend intermediate-level mathematical proofs.</p> <p>CO3: Write and understand the basics of profit and loss, interest, and annuity concepts. Develop and improve their problem-solving skills. Be proficient in solving problems involving ratio, proportion, and percentage, and have a practical understanding of shares and mutual funds.</p>
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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:

Mr. Tushar Shah**Head of the Department (BAF)**

TEACHING PLAN

Class	–	FYBAF
Year	–	2022 -23
Semester	–	Second (II)
Subject	–	Business Law
Name of the Teacher	–	Ms. Falguni

Course Outcome	<p>CO1: By the completion of this course, students will have the ability to comprehend the legal aspects involved in creating contracts, including the legality behind making contracts for the sale and the agreement to sell.</p> <p>CO2: Furthermore, they will have a clear understanding of the legal framework governing negotiable instruments such as promissory notes, bills of exchange, and cheques. Students will also develop a strong understanding of the legal rights afforded to consumers.</p>
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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:

Mr. Tushar Shah**Head of the Department (BAF)**

TEACHING PLAN

Class	–	FYBAF
Year	–	2022 -23
Semester	–	Second (II)
Subject	–	Business Communication II
Name of the Teacher	–	Dr. Anita Pandey

Course Outcome	<p>CO1: At the end of this course, students will be able to manage their nerves and develop a positive attitude towards public speaking. They will learn techniques to captivate and maintain their audience's attention, as well as deliver powerful conclusions.</p> <p>CO2: Additionally, they will have the proficiency to utilize body language, tone of voice, slides, and visual aids to enhance their presentations. Moreover, students will acquire practical knowledge, skills, and judgment in human communication through exercises focused on crafting business letters that foster collaboration with others.</p>
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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:

Mr. Tushar Shah**Head of the Department (BAF)**

TEACHING PLAN

Class – **FYBAF**
Year – **2022 -23**
Semester – **Second (II)**
Subject – **Foundation Course II**
Name of the Teacher – **Mrs. Preeti**

Course Outcome	<p>CO1: Understand the economic reform implemented through the New Industrial Policy 1992.</p> <p>CO2: Grasp the fundamental rights stated in the Constitution. Recognize the crucial role of environmental protection in contemporary times.</p> <p>CO3: Acknowledge the importance of managing aggression, violence, and conflict in life. Comprehend techniques for resolving conflicts and fostering peace and harmony in society.</p>
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Month	Topics to be Covered	No. of Lectures
December	Globalization 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:

Mr. Tushar Shah**Head of the Department (BAF)**

TEACHING PLAN

Class	–	FYBAF
Year	–	2022 -23
Semester	–	Second (II)
Subject	–	Innovative Financial Services
Name of the Teacher	–	Vicky Kukreja

Course Outcome	<p>CO1: Comprehend the process of issue management and securitization, as well as the background of stock market operations.</p> <p>CO2: Gain knowledge of the procedures involved in issue management and securitization processes and the background of stock market operations.</p> <p>CO3: The process of issue management and securitization, as well as the background of stock market operations.</p>
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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:

Mr. Tushar Shah**Head of the Department (BAF)**

TEACHING PLAN

Class – **SYBAF**
Year – **2022 -23**
Semester – **Fourth (IV)**
Subject – **Foundation Course (Introduction to Management)**
Name of the Teacher – **Sharlet Bhaskar**

Course Outcome	<p>CO1: Provide an explanation of how companies manage uncertainty, and how managers influence and control their company's internal environment.</p> <p>CO2: 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.</p> <p>CO3: The objective is to gain a practical understanding of the application of financial analysis tools.</p>
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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:

T.V. Shah

Mr. Tushar Shah

Head of the Department (BAF)

TEACHING PLAN

Class	–	SYBAF
Year	–	2022 -23
Semester	–	Fourth (IV)
Subject	–	Business Law
Name of the Teacher	–	Ms. Falguni

Course Outcome	<p>CO1: 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.</p> <p>CO2: 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.</p>
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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:

Mr. Tushar Shah**Head of the Department (BAF)**

TEACHING PLAN

Class	–	SYBAF
Year	–	2022 -23
Semester	–	Fourth (IV)
Subject	–	Financial Accounting
Name of the Teacher	–	Tushar Shah

Course Outcome	<p>CO1: 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.</p> <p>CO2: 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.</p>
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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:

T.U. Shah

Mr. Tushar Shah

Head of the Department (BAF)

TEACHING PLAN

Class	–	SYBAF
Year	–	2022 -23
Semester	–	Fourth (IV)
Subject	–	Management Accounting
Name of the Teacher	–	Vicky Kukreja

Course Outcome	<p>CO1: 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.</p> <p>CO2: 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.</p>
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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:

Mr. Tushar Shah**Head of the Department (BAF)**

TEACHING PLAN

Class	–	SYBAF
Year	–	2022 -23
Semester	–	Fourth (IV)
Subject	–	Direct Taxation - II
Name of the Teacher	–	Jalpa Dave

Course Outcome	CO: 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.
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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:

T.U. Shah

Mr. Tushar Shah

Head of the Department (BAF)

TEACHING PLAN

Class	–	SYBAF
Year	–	2022 -23
Semester	–	Fourth (IV)
Subject	–	Information Technology in Accountancy - II
Name of the Teacher	–	Mr. Arvind Singh

Course Outcome	<p>CO1: Identify and categorize the different types of information systems that support the primary functional areas of business.</p> <p>CO2: Analyze and assess the role of information systems in a competitive business environment. Explain the necessity and advantages of computerized accounting systems.</p> <p>CO3: Recognize the importance and utility of information technology in the auditing process</p>
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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:

T.V. Shah

Mr. Tushar Shah**Head of the Department (BAF)**

TEACHING PLAN

Class	–	SYBAF
Year	–	2022 -23
Semester	–	Fourth (IV)
Subject	–	Research Methodology
Name of the Teacher	–	Dr. Pratibha Jadhav

Course Outcome	<p>CO1: 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"</p> <p>CO2: 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."</p>
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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:

T.U. Shah

Mr. Tushar Shah

Head of the Department (BAF)

TEACHING PLAN

Class	–	TYBAF
Year	–	2022 - 23
Semester	–	Sixth (VI)
Subject	–	Financial Management-
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.
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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:

Mr. Tushar Shah**Head of the Department (BAF)**

TEACHING PLAN

Class – **TYBAF**
Year – **2022 - 23**
Semester – **Sixth (VI)**
Subject – **Cost Accounting - IV**
Name of the Teacher - **Ravi Vishwakarma**

Course Outcome	<p>CO1: 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.</p> <p>CO2: 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.</p>
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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:

T.U. Shah

Mr. Tushar Shah**Head of the Department (BAF)**

TEACHING PLAN

Class	–	TYBAF
Year	–	2022 - 23
Semester	–	Sixth (VI)
Subject	–	Taxation
Name of the Teacher	–	Vicky. Kukreja

Month	Topics to be Covered	No. of Lectures
December	Payment of Tax and Refunds	15
January	Returns Accounts, Audit, Assessments and Record	15
February	Custom Act I Custom Act II	15
March	Foreign Trade Policy	15
	TOTAL	60

COURSE OUTCOME	<p>CO1: 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.</p> <p>CO2: Additionally, students will learn import and export procedures through the custom Act, foreign trade policies, and various schemes and exemptions under the same."</p>
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REMARKS IF ANY:

Mr. Tushar Shah**Head of the Department (BAF)**

TEACHING PLAN

Class	–	TYBAF
Year	–	2022 - 23
Semester	–	Sixth (VI)
Subject	–	Financial Accounting - VII
Name of the Teacher	–	Jalpa Dave

Course Outcome	<p>CO1: 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.</p> <p>CO2: 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.</p>
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Month	Topics to be Covered	No. of Lectures
December	Investment Accounts Mutual Funds	15
January	Final Account for Electricity Company	15
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:

T.U. Shah

Mr. Tushar Shah

Head of the Department (BAF)

TEACHING PLAN

Class – **TYBAF**
Year – **2022 - 23**
Semester – **Sixth (VI)**
Subject – **SAPM**
Name of the Teacher – **Tushar Shah**

Course Outcome	<ol style="list-style-type: none"> 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.
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Month	Topics to be Covered	No. of Lectures
December	Introduction to Portfolio Management	15
January	Creation, Analysis and Evaluation of Portfolio Calculation of Risk Calculation of Risk	15
February	Fundamental Analysis	15
March	Arbitrage Pricing Theory CAPM CML SML Technical Analysis	15
	TOTAL	60

REMARKS IF ANY:

T.U. Shah

Mr. Tushar Shah**Head of the Department (BAF)**



TEACHING PLAN

ACADEMIC YEAR 2022-23

Name of the Lecturer: Prof. Umesh Kabadi	Department of Management Studies
Subject: Foundation of Human Skills	Class: FYBMS

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 Organizational Change, Creativity and Development and Work Stress

SEMESTER I

Month	Topics to be covered	No. of Lectures required
July	<p align="center">Module 1: Understanding of Human Nature</p> <ul style="list-style-type: none"> • Individual Behaviour: 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 behavior 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 workplace. (Errors such as Halo effect, stereotyping, prejudice attributional). 	15

August	<p>Module 2: Introduction to Group Behaviour</p> <ul style="list-style-type: none"> • Introduction to Group Behaviour <p>Group Dynamics: Nature, types, group behavior model (roles, norms, status, process, structures)</p> <p>Team effectiveness: nature, types of teams, ways of forming an effective team. Setting goals.</p> <ul style="list-style-type: none"> • Organizational processes and systems. <p>Power and politics: nature, bases of power, politics nature, types, causes of organizational politics, political games.</p> <p>Organizational conflicts and resolution: Conflict features, types, causes leading to organizational conflicts, levels of conflicts, ways to resolve conflicts through five conflict resolution strategies with outcomes.</p>	15
September	<p>Module 3: Organizational Culture and Motivation at workplace</p> <p>Organizational Culture:</p> <ul style="list-style-type: none"> • 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 organizational set up. • A.Maslow Need Hierarchy • F.Herzberg Dual Factor • Mcgregor theory X and theory Y. <p>Ways Of Motivating through carrot (positive reinforcement) and stick (negative reinforcement) at workplace.</p>	15
October	<p>Module 4: Organizational Change, Creativity and Development and Work Stress</p> <ul style="list-style-type: none"> • Organizational change and creativity: Concepts of organizational change, Factors leading/influencing organizational change, Kurt Lewin's model of organizational change and development, Creativity and qualities of a creative person, Ways of enhancing creativity for effective decision making, Creative problem solving. • Organizational Development and work stress: Need for organizational development, OD Techniques, Stress, types of stress, Causes and consequences of job stress, Ways for coping up with job stress 	15



Coordinator – BMS

**TEACHING PLAN**

ACADEMIC YEAR 2022-23

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

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.

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 <ul style="list-style-type: none"> • Accounting principles: Introductions to Concepts and conventions. • Introduction to Accounting Standards: Meaning and Scope) <ul style="list-style-type: none"> 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

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 expenditure Unusual 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 • 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



Coordinator – BMS

TEACHING PLAN

ACADEMIC YEAR 2022-23

Name of the Lecturer: Prof. Naina P	Department of Management Studies
Subject: Business Law	Class: FYBMS

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) .

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 the words “Defects and Deficiencies of goods and services” Consumer disputes and Complaints.	15
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) <ul style="list-style-type: none"> • 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. • Copyright definition and subject in which copyright exists, Originality, Meaning and Content, Authors and Owners, Rights and Restrictions. • Geographical indications (only short notes) 	15



Coordinator – BMS

TEACHING PLAN**ACADEMIC YEAR 2022-23**

Name of the Lecturer: Krishnakant Pandey	Department of Management Studies
Subject: Business Statistics	Class: FYBMS

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

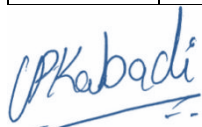
Learning Outcomes:

- 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

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) <ul style="list-style-type: none"> • Co-Relation: Karl Pearson, Rank Co-Relation • Linear Regression: Least Square Method 	15
September	Module 3: Time Series and Index Number Time Series: Least Square Method, Moving Average Method, Determination of Season <ul style="list-style-type: none"> • 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) <ul style="list-style-type: none"> • 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) • Probabilistics (Decision Making under risk):EMV, EOL, EVPI • Decision Tree 	15



Coordinator – BMS

**TEACHING PLAN****ACADEMIC YEAR 2022 –2023**

Name of the Lecturer: Dr. Anita Pandey	Department of Management Studies
SUBJECT: Business Communication- I	Class: FYBMS

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.

SEMESTER I

Month	Topics to be covered	No. of Lectures required
July	<p>Module 1: Theory of Communication</p> <p>Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication</p> <p>Channels and Objectives of Communication: Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine</p> <p>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)</p> <p>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</p>	15

August	<p>Module 2: Obstacles to Communication in Business World Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers</p> <p>Listening: Importance of Listening Skills, Cultivating good Listening Skills –</p> <p>Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility</p> <p>Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour</p>	15
September	<p>Module 3: Business Correspondence</p> <p>Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing,</p> <p>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)]</p>	15
October	<p>Module 4: Language and Writing Skills</p> <p>Commercial Terms used in Business Communication</p> <p>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.]</p> <p>Activities</p> <ul style="list-style-type: none"> • 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



Coordinator – BMS

TEACHING PLAN**ACADEMIC YEAR 2022-23**



Name of the Lecturer: Ms. Swaranjit Kaur Saini	Department of Management Studies
Subject: Foundation Course -I	Class: FYBMS

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.

SEMESTER I

Month	Topics to be covered	No. of Lectures required
July	<p>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</p> <p>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</p>	05 10
August	<p>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</p>	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



Coordinator – BMS

TEACHING PLAN**ACADEMIC YEAR 2022-23**

Name of the Lecturer: Dr. Pratibha Jadhav	Department of Management Studies
Subject: Business Economics - I	Class: FYBMS

Learning Objective

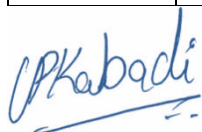
- To provide students with basic understanding of concepts of Business Economics.
- Learners will be able to Identify and describe objectives and advantages of Demand Analysis.

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

SEMESTER I

Month	Topics to be covered	No. of Lectures required
July	<p>Module 1: Introduction</p> <p>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,</p> <p>The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium</p>	15
August	<p>Module 2: Demand Analysis.</p> <p>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</p> <p>Demand estimation and forecasting: Meaning and significance - methods of demand estimation : survey and statistical methods (<i>numerical illustrations on trend analysis and simple linear regression</i>)</p>	15
September	<p>Module 3: Supply and Production Decisions and Cost of Production</p> <p>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.</p> <p>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 (<i>hypothetical numerical problems to be discussed</i>), LAC and Learning curve - Break even analysis (<i>with business applications</i>)</p> <p>Module 4: Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition</p> <p>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</p>	15
October	<p>Monopolistic competition:Equilibrium of a firm under monopolistic competition, debate over role of advertising (<i>topics to be taught using case studies from real life examples</i>)</p> <p>Oligopolistic markets: key attributes of oligopoly - Collusive and non collusive oligopoly market - Price rigidity - Cartels and price leadership models</p> <p>Module 5: Pricing Practices</p> <p>Cost oriented pricing methods: cost – plus (full cost) pricing, marginal cost pricing, Mark up pricing, discriminating pricing, multiple – product pricing - transfer pricing</p>	11



Coordinator – BMS

TEACHING PLAN**ACADEMIC YEAR 2022-23**

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

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

SEMESTER III

Month	Topics to be covered	No. of Lectures required
June	Module 1 : Introduction to IT Support in Management <ul style="list-style-type: none"> • 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

July	Module 2: Office Automation using MS Office <ul style="list-style-type: none"> 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 VLookup/HLookup, 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 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 PresentationsRehearsal of presentation 	15
August	Module 3 : Email, Internet and its Applications <ul style="list-style-type: none"> Introduction to Email: Writing professional emails, Creating digitally signed Use of Outlook: Configuring Outlook, Creating and Managing profile in outlook, Sending and Receiving Emails through outlook, Emailing the merged 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 <ul style="list-style-type: none"> 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 Security on the internet: Network and website security risks, Website Hacking and Issues therein, Security and Email 	15 4
September	<ul style="list-style-type: none"> 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 	11



Coordinator – BMS

TEACHING PLAN**ACADEMIC YEAR 2022-23**

Name of the Lecturer: Ms. Swaranjit Kaur Saini	Department of Management Studies
Subject: Foundation Course – III (Environmental Management)	Class: SYBMS

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.

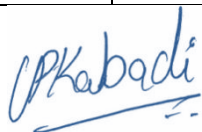
Learning Outcomes:

- 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

SEMESTER III

Month	Topics to be covered	No. of Lectures required
June	<p align="center">Module 1: Environmental Concepts</p> <ul style="list-style-type: none"> • 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 <p align="center">Module 2: Environment degradation</p> <ul style="list-style-type: none"> • 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 4

July	<ul style="list-style-type: none"> 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) <p style="text-align: center;">Module 3: Sustainability and role of business</p> <ul style="list-style-type: none"> Sustainability: Definition, importance and Environment Conservation. Environmental clearance for establishing and operating Industries in India. 	7 7
August	<ul style="list-style-type: none"> EIA, Environmental auditing, ISO 14001 Salient features of Water Act, Air Act and Wildlife Protection Act., Carbon bank & Kyoto protocol <p style="text-align: center;">Module 4: Innovations in business- an environmental perspective</p> <p>Non-Conventional energy sources- Wind, Bio-fuel, Solar, Tidal and Nuclear Energy, Innovative Business Models: Eco-tourism, Green marketing Organic farming</p>	4 7
September	Eco-friendly packaging, Waste management projects for profits, other business projects for greener future	4



Coordinator – BMS

TEACHING PLAN**ACADEMIC YEAR 2022-23**

Name of the Lecturer: Dr. Anita Pandey	Department of Management Studies
Subject: Business Planning & Entrepreneurial Management	Class: SYBMS

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.

SEMESTER III

Month	Topics to be covered	No. of Lectures required
June	Module 1: Foundations of Entrepreneurship Development <ul style="list-style-type: none"> Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development, Definition of Entrepreneur, Entrepreneurship, Importance and significance of growth of entrepreneurial activities Characteristics and qualities of entrepreneur Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating, Theory of High Achievement by Mc Clelland, X-Efficiency Theory by Leibenstein, Theory of Profit by Knight Theory of Social change by Everett Hagen External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economical, Personal, Role of Entrepreneurial culture in Entrepreneurship Development. 	15
July	Module 2: Types & Classification Of Entrepreneurs <ul style="list-style-type: none"> 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 Entrepreneurship in India. Importance And Social responsibility of NGOs. Entrepreneurial development Program (EDP)–concept, factor influencing EDP. Option available to Entrepreneurs. 	15
August	Module 3: Entrepreneur Project Development Business Plan <ul style="list-style-type: none"> Innovation, Invention, Creativity, Business Idea, 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, Critical Risk Contingencies of the proposal, Scheduling And milestones. 	15
September	Module 4: Venture Development <ul style="list-style-type: none"> Steps involved in starting of Venture Institutional support to an Entrepreneur 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. 	15



Coordinator – BMS



TEACHING PLAN

ACADEMIC YEAR 2022-23

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

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.

SEMESTER III

Month	Topics to be covered	No. of Lectures required
June	Module 1: Analysis and Interpretation of Financial statements <ul style="list-style-type: none"> Study of balance sheets 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 <ul style="list-style-type: none"> 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
August	Module 3: Cash flow statement Preparation of cash flow statement(Accounting Standard	15
September	Module 4: Working capital <ul style="list-style-type: none"> 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



Coordinator – BMS

TEACHING PLAN ACADEMIC YEAR 2022-23

Name of the Lecturer: Prof. Umesh Kabadi	Department of Management Studies
Subject: Strategic Management	Class: SYBMS

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

SEMESTER III

Month	Topics to be covered	No. of Lectures required
June	Module 1: Introduction <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Models of Strategy making. • Strategic Analysis & Choices &Implementation: BCG Matrix, GE 9 Cell, Porter5 Forces, 7S Framework Implementation: Meaning, Steps and implementation at Project, Process, Structural, Behavioural, Functional level. 	18
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



Coordinator – BMS

**TEACHING PLAN**

ACADEMIC YEAR 2022-23

Name of the Lecturer: Prof. Neha Mishra	Department of Management Studies
Subject: Introduction to Cost Accounting	Class: SYBMS

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.

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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Cost Sheet (Current and Estimated)) (Practical Problems) • Reconciliation of financial accounts and cost accounting (Practical Problems) 	15
September	Module 4: Emerging Cost Concepts Uniform Costing and Inter firm Comparison, Emerging Concepts – Target Costing, Benchmarking, JIT, The Balanced Scorecard; Strategic Based Control; concept, process, implementation of Balanced Scorecard, Challenges in implementation of Balanced Scorecard	10

Coordinator – BMS

**TEACHING PLAN****ACADEMIC YEAR 2022-23**

Name of the Lecturer: Ravishankar Vishwakarma	Department of Management Studies
Subject: Corporate Finance	Class: SYBMS

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 Mobilisation of Funds.

SEMESTER III

Month	Topics to be covered	No. of Lectures required
June	Module 1: Introduction <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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

August	Module 3: Time Value of Money <ul style="list-style-type: none"> • 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: Mobilisation of Funds <ul style="list-style-type: none"> • Public deposits and RBI regulations, Company deposits and SEBI regulations, Protection of depositors, • RBI and public deposits with NBFCs. • Foreign capital and collaborations, Foreign direct Investment (FDI) • Emerging trends in FDI • Global Depository Receipts, Policy development, Capital flows and Equity Debt. • Brief introduction & sources of short term Finance Bank Overdraft, Cash Credit, Factoring 	15



Coordinator – BMS

TEACHING PLAN**ACADEMIC YEAR 2022-23**

Name of the Lecturer: Ms. Swaranjit Kaur Saini	Department of Management Studies
Subject: Consumer Behaviour	Class: SYBMS

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



SEMESTER III

Month	Topics to be covered	No. of Lectures required
June	Module 1: Introduction To Consumer Behaviour <ul style="list-style-type: none"> • Meaning of Consumer Behaviour, Features and Importance • Types of Consumer (Institutional & Retail), Diversity of consumers and their behavior- 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 Behavior, factors affecting each stage, and Need recognition. 	14
July	Module 2: Individual- Determinants of Consumer Behaviour <ul style="list-style-type: none"> • 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
August	Module 3: Environmental Determinants of Consumer Behaviour <ul style="list-style-type: none"> • Family Influences on Buyer Behaviour, • Roles of different members, needs perceived and evaluation rules. • Factors affecting the need 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 subcultural influences on individuals, norms and their role, customs, traditions and value system. 	15
September	Module 4: Consumer decision making models and New Trends <ul style="list-style-type: none"> • 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 behavior The E-buyer vis-a vis the Brick and Mortar buyer, Influences on E-buying 	15

Coordinator – BMS

TEACHING PLAN

ACADEMIC YEAR 2022-23

Name of the Lecturer: Ms. Swaranjit Kaur Saini	Department of Management Studies
Subject: Advertising	Class: SYBMS

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.

SEMESTER III

Month	Topics to be covered	No. of Lectures required
June	<p align="center">Module 1: Introduction to Advertising</p> <ul style="list-style-type: none"> • 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
July	<p align="center">Module 2: Strategy and Planning Process in Advertising</p> <ul style="list-style-type: none"> • 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	<p align="center">Module 3: Creativity in Advertising</p> <ul style="list-style-type: none"> • 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
Sept	<p>Module 4: Budget, Evaluation, Current trends and careers in Advertising</p> <ul style="list-style-type: none"> • 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



Coordinator – BMS

**TEACHING PLAN**

ACADEMIC YEAR 2022-23

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

Learning Objective

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

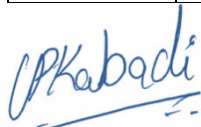
Learning Outcomes:

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

SEMESTER III

Month	Topics to be covered	No. of Lectures required
June	Module 1: Recruitment <ul style="list-style-type: none"> • 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

July	Module 2: Selection <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Induction-Concept, Types-Formal /Informal, Advantages of Induction ,How to make Induction Effective • Orientation & Onboarding-Programme and Types, Process. • Socialisation-Types-Anticipatory, Encounter, Setting in, Socialization 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 <ul style="list-style-type: none"> • Preparing Bio-data and C.V. • Social and Soft Skills – Group Discussion & Personal Interview, Video and Teleconferencing Skills, • Presentation and Negotiation Skills, Aesthetic Skills, • Etiquettes-Different Types and Quitting Techniques. • Exit Interview-Meaning, importance. 	12



Coordinator – BMS

TEACHING PLAN

ACADEMIC YEAR 2022-23

Name of the Lecturer: Dr. Anita Pandey	Department of Management Studies
Subject: Organizational Behaviour & HRM	Class: SYBMS

Learning Objective

- To provide students with basic understanding of concepts of Introduction Organizational 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..

SEMESTER III

Month	Topics to be covered	No. of Lectures required
June	Module 1: Organisational Behaviour-I <ul style="list-style-type: none"> • 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 Behavior 	12
July	Module 2: Organizational Behavior-II <ul style="list-style-type: none"> • Managing Communication: Conflict management techniques. • Time management strategies. • Learning Organization and Organizational Design • Rewards and Punishments-Termination, layoffs, Attrition, Retrenchment, Separations, Downsizing 	13
August	Module 3: Human Resource Management-I <ul style="list-style-type: none"> • HRM-Meaning, objectives, scope and functions • HRP-Definition, objectives, importance, factors affecting HRP, Process of HRP, Strategies of HRM , Global HR Strategies • HRD-Concept ,meaning, objectives, HRD functions 	17
September	Module 4: Human Resource Management-II <ul style="list-style-type: none"> • Performance Appraisal: concept, process, methods and problems, KRA'S • Compensation-concept, components of Pay Structure, Wage and salary administration, Incentives and Employee benefits. • Career planning-concept of career Planning, Career stages and career planning 	18



Coordinator – BMS

TEACHING PLAN**ACADEMIC YEAR 2022-23**

Name of the Lecturer: Prof. Mr. Umesh Kabadi	Department of Management Studies
Subject: Logistics & Supply Chain Management	Class: TYBMS

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.

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 b) Warehousing Introduction, Warehouse Functionality, Benefits of Warehousing, Warehouse Operating Principles, Types of Warehouses, Warehousing Strategies, Factors affecting Warehousing	15

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



Coordinator – BMS

TEACHING PLAN**ACADEMIC YEAR 2022-223**

Name of the Lecturer: Prof Ms. Swaranjit Kaur Saini	Department of Management Studies
Subject: Corporate Communications & Public Relations	Class: TYBMS

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

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

AUG	<p>Functions of Corporate Communication and Public Relations</p> <p>a) Media Relations: Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations</p> <p>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</p> <p>c) Crisis Communication: Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building</p> <p>d) Financial Communication: Introduction, Tracing the Growth of Financial Communication in India, Audiences for Financial Communication, Financial Advertising</p>	15
SEP	<p>Emerging Technology in Corporate Communication and Public Relations</p> <p>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)</p> <p>b) Information Technology in Corporate Communication Introduction, E-media Relations, E-internal Communication, E-brand Identity and Company Reputation</p> <p>c) Corporate Blogging Introduction, Defining Corporate Blogging, Characteristics of a Blog, Types of Corporate Blogs, Role of Corporate Blogs, Making a Business Blog</p>	15



Coordinator – BMS

TEACHING PLAN**ACADEMIC YEAR 2022-23**

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

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

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
AUGU ST	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 Premium, Payoff	15

	Charts & Diagrams for Options Contract, Basic Understanding of Option Strategies b) Options Pricing Models: Binomial Option Pricing Model, Black - Scholes Option Pricing Model	
SEPT	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



Coordinator – BMS

TEACHING PLAN

ACADEMIC YEAR 2022-23

Name of the Lecturer: Mr. Ravi Vishwaksarma	Department of Management Studies
Subject: Financial Accounting	Class: TYBMS

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

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
AUG	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 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 for ethical behavior in the 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	15



Coordinator – BMS

TEACHING PLAN**ACADEMIC YEAR 2022-23**

Name of the Lecturer: Mr. Nitesh Kumar Singh	Department of Management Studies
Subject: Risk Management	Class: TYBMS

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

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
AUG	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 Risk Assurance, Reports and Challenges of Risk c) Risk and Stakeholders Expectations: Identifying the Range of Stakeholders and Responding to Stakeholders Expectations	15

SEPT	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
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Coordinator – BMS

TEACHING PLAN

ACADEMIC YEAR 2022-23

Name of the Lecturer: Mr. Vicky Kukreja	Department of Management Studies
Subject: Direct Taxes	Class: TYBMS

Learning Objective

- To provide students with basic understanding of Direct Taxes Concept
- 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

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

AUG UST	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
SEPT	Deductions under Chapter VI A <ul style="list-style-type: none"> 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



Coordinator – BMS

TEACHING PLAN**ACADEMIC YEAR 2022-23**

Name of the Lecturer: Dr. Anita Pandey	Department of Management Studies
Subject: Service Marketing	Class: TYBMS

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

SEMESTER V

Month	Topics to be covered	No. of Lectures required
JUNE	Introduction of Services Marketing <ul style="list-style-type: none"> 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 Mapping Flowcharting • Branding of Services – Problems and Solutions • Options for Service Delivery	15
AUG	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 and Capacity Alignment	15
SEPT	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



Coordinator – BMS

TEACHING PLAN

ACADEMIC YEAR 2022-23

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

Learning Objective

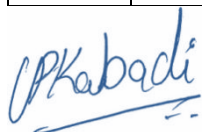
- To provide students with basic understanding concepts of E-Commerce & Digital Marketing.
- Learners will be able to Identify and describe objectives and advantages of E-Business & Applications

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.

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 vs E-Commerce • E-Commerce 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 E-Business • Important Concepts in E-Business: Data Warehouse, Customer Relationship Management , Supply Chain Management, Enterprise Resource Planning • Bricks and Clicks business models in E-Business: Brick and Mortar, Pure Online, Bricks and Clicks, Advantages of Bricks & Clicks Business Model, Superiority of Bricks and Clicks E-Business Applications: E-Procurement, E-Communication, E-Delivery, E-Auction, E-Trading. • Electronic Data Interchange (EDI) in E-Business: Meaning of EDI, Benefits of EDI, Drawbacks of EDI, Applications of EDI. • Website : Design and Development of Website, Advantages of Website, Principles of Web Design, Life Cycle Approach for Building a Website, Different Ways of Building a Website	15
AUG	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. • • 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
SEPT	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



Coordinator – BMS

TEACHING PLAN**ACADEMIC YEAR 2022-23**

Name of the Lecturer: Dr. Anita Pandey	Department of Management Studies
Subject: Sales & Distribution Management	Class: TYBMS

Learning Objective

- To provide students with basic understanding concepts of Sales & Distribution Management.
- 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

SEMESTER V

Month	Topics to be covered	No. of Lectures required
JUNE	Introduction <ul style="list-style-type: none"> • 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, Distribution Management: Meaning, Importance, Role of Distribution, Role of Intermediaries, Evolution of Distribution Channels, Integration of Marketing, Sales and Distribution 	15
JULY	Market Analysis and Selling <p>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</p> <p>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, 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:</p>	15

AUG	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
SEPT	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



Coordinator – BMS

TEACHING PLAN

ACADEMIC YEAR 2022-23

Name of the Lecturer: Dr. Awadwesh Yadav	Department of Management Studies
Subject: Customer Relationship Management	Class: TYBMS

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.

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,	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: Online	15
AUG	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	15
SEPT EMB ER	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



Coordinator – BMS

**TEACHING PLAN****ACADEMIC YEAR 2022-23**

Name of the Lecturer: Dr. Anita Pandey	Department of Management Studies
Subject: Finance for HR Professionals and compensation management	Class: TYBMS

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

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
AUG	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, e-Compensation, Salary Progression Curve, Competency and Skill based,	15

	Broad banding and New Pay, Cafeteria approach – Features, Advantages and Disadvantages.	
SEPT	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



Coordinator – BMS

TEACHING PLAN

ACADEMIC YEAR 2022-23

Name of the Lecturer: Ms. Swaranjit Kaur Saini	Department of Management Studies
Subject: Strategic Human Resource Management	Class: TYBMS

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.

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
AUG	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, 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	15
SEPT	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



Coordinator – BMS

TEACHING PLAN**ACADEMIC YEAR 2022-23**

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

Learning Objective

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

Learning Outcomes:

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

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, Prerequisites 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
AUG	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, Future Implications of Ethics in Performance Management Under Performers and Approaches to Manage Under Performers, Retraining: Key Issues and Challenges in Performance	15

	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



Coordinator – BMS

TEACHING PLAN

ACADEMIC YEAR 2022-23

Name of the Lecturer: Ms. Shalini Kashayap	Department of Management Studies
Subject: Stress Management	Class: TYBMS

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.

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 Behavioral Symptoms· Stress at workplace – 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	15

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



Coordinator – BMS

TEACHING PLAN

ACADEMIC YEAR 2022-23

Name of the Lecturer: Mr. Umesh Kabadi	Department of Management Studies
Subject: Principles of Marketing	Class: FYBMS

Learning Objective

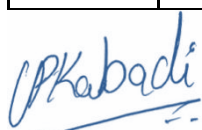
- To provide students with basic understanding of Principles of Marketing
- Learners will be able to Identify and describe objectives and advantages of Marketing Concepts of Marketing, Orientations of a firm.

Learning Outcomes:

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

Semester: II

Month	Topics to be Covered	Number of lectures
December	Introduction to Marketing :Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function Concepts of Marketing : Needs, wants and demands, transactions, transfer and exchanges. Orientations of a firm : Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing.	15
January	Marketing Environment, Research and Consumer Behavior <ul style="list-style-type: none"> • The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders. • Macro environment: Political Factors; Economic Factors; Socio Cultural Factors , Technological Factors (PEST Analysis) • Marketing research: Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research • MIS: Meaning, features and Importance • Consumer Behavior : Meaning, feature, importance, factors affecting Consumer Behavior 	15
February	Marketing Mix <ul style="list-style-type: none"> • Marketing mix: Meaning –elements of Marketing Mix. • Product-product mix-product line lifecycle-product planning – New product development- failure of new product-levels of product. • Branding –Packing and packaging – role and importance • Pricing – objectives- factors influencing pricing policy and Pricing strategy. • Physical distribution – meaning – factor affecting channel selection-types of marketing channels • Promotion – meaning and significance of promotion. Promotion • tools (brief) 	15
March	Segmentation, Targeting and Positioning and Trends In Marketing <ul style="list-style-type: none"> • Segmentation – meaning , importance , basis • Targeting – meaning , types • Positioning – meaning – strategies • New trends in marketing – E-marketing , Internet marketing and marketing using Social network • Social marketing/ Relationship marketing 	15



Coordinator – BMS

Teaching Plan (2022-23)

Name of the Lecturer: Naina Panigrahi	Department of Management Studies
Subject: Industrial Law	Class: FYBMS

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

Semester: II

Month	Topics to be Covered	Number of lectures
December	Laws Related to Industrial , Relations and Industrial Disputes <ul style="list-style-type: none"> Industrial Disputes Act, 1947: Definition, Authorities, Awards, Settlements, Strikes Lockouts, Lay Offs, Retrenchment and Closure The Trade Union Act, 1926 	15
January	Laws Related to Health, Safety and Welfare <ul style="list-style-type: none"> The Factory Act 1948: (Provisions related to Health, Safety and Welfare) The Workmen's Compensation Act, 1923 Provisions: Introduction: The doctrine of assumed risk, The doctrine of Common Employment, The doctrine of Contributory Negligence Definitions Employers liability for compensation (S-3 to 13) Rules as to Compensation (Sec 4 to Sec 9) (14 A & 17) 	15
February	Social Legislation <ul style="list-style-type: none"> Employee State Insurance Act 1948: Definition and Employees Provident Fund Miscellaneous Provision Act 1948: Schemes, Administration and determination of dues 	15
March	Laws Related to Compensation Management <ul style="list-style-type: none"> The payment of Wages Act 1948: Objectives, Definition, Authorised Deductions Payment of Bonus Act, 1965 The Payment Of Gratuity Act, 1972 	15



Coordinator – BMS

Teaching Plan (2022-23)

Name of the Lecturer: Krishnakant Pandey	Department of Management Studies
Subject: Mathematics	Class: FYBMS

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

Semester: II

Month	Topics to be Covered	Number of lectures
December	Elementary Financial Mathematics <ul style="list-style-type: none"> • Simple and Compound Interest: Interest compounded once a year, more than once a year, continuous, nominal and effective rate of interest • Annuity-Present and future value-sinking funds • Depreciation of Assets: Equated Monthly Installments (EMI)- using flat interest rate and reducing balance method. • Functions: Algebraic functions and the functions used in business and economics, Break Even and Equilibrium point. • Permutation and Combination: (Simple problems to be solved with the calculator only) 	15
January	Matrices and Determinants <ul style="list-style-type: none"> • Matrices: Some important definitions and some important results. Matrix operation (Addition, scalar multiplication, matrix multiplication, transpose of a matrix) • Determinants of a matrix of order two or three: properties and results of Determinants • Solving a system of linear equations using Cramer's rule • Inverse of a Matrix (up to order three) using ad-joint of a matrix and matrix inversion method • Case study: Input Output Analysis 	15
February	Derivatives and Applications of Derivatives <ul style="list-style-type: none"> • Introduction and Concept: Derivatives of constant function, logarithmic functions, polynomial and exponential function 	15

	<ul style="list-style-type: none"> • Rules of derivatives: addition, multiplication, quotient • Second order derivatives • Application of Derivatives: Maxima, Minima, Average Cost and Marginal Cost. Total revenue, Marginal revenue, Average revenue. Average and Marginal profit. Price elasticity of demand 	
March	Numerical Analysis [Interpolation] <ul style="list-style-type: none"> • 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 	15



Coordinator – BMS

Teaching Plan (2022-23)

Name of the Lecturer: Shalini Kashyap	Department of Management Studies
Subject: Business Communication - II	Class: FYBMS

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

Semester: II

Month	Topics to be Covered	Number of lectures
December	Presentations Skills Presentations: (to be tested in tutorials only) 4 Principles of Effective, Presentation, Effective use of OHP , Effective use of Transparencies, How to make a Power-Point Presentation	15

January	Group Communication Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions Conference: Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR	15
February	Business Correspondence Trade Letters: Order, Credit and Status Enquiry, Collection (just a brief introduction to be given) Only following to be taught in detail:- Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act [Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However students should not be tested on the theory.]	15
March	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	15



Coordinator – BMS

Teaching Plan (2022-23)

Name of the Lecturer: Swaranjit Kaur Saini	Department of Management Studies
Subject: Foundation Course - II	Class: FYBMS

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 Globalization 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.

Semester: II

Month	Topics to be Covered	Number of lectures
December	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; rise in corporate farming and increase in farmers' suicides.	15
January	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	15
February	Ecology Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment	15

March	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. Aggression and violence as the public expression of conflict	15
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Coordinator – BMS

Teaching Plan (2022-23)

Name of the Lecturer: Shalini Kashyap	Department of Management Studies
Subject: Business Environment	Class: FYBMS

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

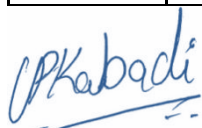
Learning Outcomes:

- 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 the International Environment.

Semester: II

Month	Topics to be Covered	Number of lectures
December	Introduction to Business Environment <ul style="list-style-type: none"> • Business: Meaning, Definition, Nature & Scope, Types of Business Organizations • Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment • Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis. • Introduction to Micro-Environment: Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity External Environment: Firm, customers, suppliers, distributors, Competitors, Society 	15

	<ul style="list-style-type: none"> • Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal) 	
January	<p>Political and Legal environment</p> <ul style="list-style-type: none"> • Political Institutions: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India. • Economic environment: economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy • Impact of business on Private sector, Public sector and Joint sector • Sun-rise sectors of India Economy. Challenges of Indian economy. 	15
February	<p>Social and Cultural Environment, Technological environment and Competitive Environment</p> <ul style="list-style-type: none"> • Social and Cultural Environment: Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business • Technological environment: Features, impact of technology on Business • Competitive Environment: Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies 	15
March	<p>International Environment</p> <ul style="list-style-type: none"> • International Environment – • GATT/ WTO: Objective and Evolution of GATT, Uruguay round, GATT v/s WTO, Functions of WTO, Pros and Cons of WTO. • Globalization: Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model. • MNCs: Definition, meaning, merits, demerits, MNCs in India • FDI: Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India, • Challenges faced by International Business and Investment Opportunities for Indian Industry. 	15



Coordinator – BMS

Teaching Plan (2022-23)

Name of the Lecturer: Anita Pandey	Department of Management Studies
Subject: Principles of Management	Class: FYBMS

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, Coordination and Controlling.
- Learners will be able to develop and apply nature of Management.

Semester: II

Month	Topics to be Covered	Number of lectures
December	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.	15
January	Planning and Decision Making • Planning: Meaning, Importance, Elements, Process, Limitations and MBO. Decision Making: Meaning, Importance, Process, Techniques of Decision Making.	15
February	Organizing • 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 Control Centralization vs Decentralization • Delegation: Authority & Responsibility relationship	15
March	Directing, Leadership, Coordination and Controlling • Directing: Meaning and Process. • Leadership: Meaning, Styles and Qualities of Good Leader. • Co-ordination as an Essence of Management. • Controlling: Meaning, Process and Techniques • Recent Trends: Green Management & CSR	15



Coordinator – BMS

Teaching Plan (2022-23)

Name of the Lecturer: Ravishankar Vishwakarma	Department of Management Studies
Subject: Financial Institutions & Markets	Class: SYBMS

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 to the Indian Money Market.
- Learners will be able to understand Managing Financial Systems Design

Semester: IV

Month	Topics to be Covered	Number of lectures
December	<ul style="list-style-type: none"> • 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 , Phases of Indian financial system since independence (State Domination – 1947-1990, Financial sector reforms 1991 till Financial sector Legislative Reforms Commission 2013) (Only an Overview) Monitoring Framework for financial Conglomerates, • Structure of Indian financial system – Financial Institutions (Banking & NonBanking), Financial Markets (Organized and Unorganized) Financial Assets/Instruments, Financial Services(Fund based & Free Based) – (In details) • Microfinance - Conceptual Framework – Origin, Definitions, Advantages, Barriers, Microfinance Models in India 	16
January	<p>Financial Regulators & Institutions in India (detail discussion on their role and functions)</p> <ul style="list-style-type: none"> • Financial Regulators – Ministry of Finance (Dept of DEA, Expenditure ,Revenue, financial services and disinvestment) RBI- Changing role of RBI in the financial sector, global crisis and RBI, Ministry of Corporate Affairs, SEBI, Pension Fund Regulatory and Development Authority, IRDA. • Financial Institutions- Role, Classification, Role of Commercial banks, IFCI, IDBI, Industrial Credit and Investment Corporation of India, SFC, Investment institutions in India (LIC, GIC) NBFC services provided by NBFC. • Specialized Financial Institutions – EXIM, NABARD, SIDBI, NHB, SIDC, SME Rating agency of India Ltd, IIFCL, IWRFC (Their role, functions and area of concerns) 	16

February	<ul style="list-style-type: none"> • Indian Money Market – Meaning, Features, Functions, Importance, Defects, Participants, Components (Organized and Unorganized) (in details) and Reforms • Indian Capital Market - Meaning, Features, Functions, Importance, Participants, Instruments, Reforms in Primary and Secondary Market, Stock Indices, NSE, BSE, ADR and GDR • Introduction of Commodity and Derivative Markets • Insurance and Mutual funds – An introduction 	16
March	<p>Managing Financial Systems Design</p> <ul style="list-style-type: none"> • Financial System Design – Meaning, Stakeholder Lender Conflict, Manager Stock holder conflict, Conflict Resolution and Financial System Design, Bank oriented systems and Market oriented systems its advantages and drawbacks, Dimensions of well-functioning financial systems • At global level – Financial system designs of Developed countries (Japan, Germany , UK and USA) (Brief Summary) • Case studies relating to disinvestments polices of PSU in India, Global crises and failures in market systems around world 	12



Coordinator – BMS

Teaching Plan (2022-23)

Name of the Lecturer: Jalpa Dave	Department of Management Studies
Subject: Auditing	Class: SYBMS

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.
- Learners will be able to understand Auditing Techniques: Vouching & Verification.

Semester: IV

Month	Topics to be Covered	Number of lectures
December	<p>Introduction to Auditing</p> <ul style="list-style-type: none"> • 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. • Errors & Frauds – Definitions, Reasons and Circumstances, Types of Error – Commission, Omission, Compensating error. Types of frauds, Risk of fraud and Error in Audit, Auditors Duties and Responsibilities in case of fraud. • Principles of Audit – Integrity, Objectivity, Independence, Skills, Competence, Work performed by others, Documentation, Planning, Audit Evidence, Accounting System and Internal Control, Audit Conclusions and Reporting . • Types of Audit – Meaning, Advantages, Disadvantages of Balance sheet Audit, Interim Audit, Continuous Audit, Concurrent Audit and Annual Audit. 	15
January	<p>Audit Planning, Procedures and Documentation</p> <ul style="list-style-type: none"> • Audit Planning – Meaning, Objectives, Factors to be considered, Sources of obtaining information, Discussion with Client, Overall Audit Approach. • Audit Program – Meaning, Factors, Advantages and Disadvantages, Overcoming Disadvantages, Methods of Work , Instruction before commencing Work, Overall Audit Approach. • Audit Working Papers - Meaning, importance, Factors determining Form and Contents, Main Functions / Importance, Features, Contents of Permanent Audit File, Temporary Audit File, Ownership, Custody, Access of Other Parties to Audit Working Papers, Auditors Lien on Working Papers, Auditors Lien on Client's Books. • Audit Notebook – Meaning, structure, Contents, General Information, Current Information, Importance. 	15
February	<p>Auditing Techniques and Internal Audit Introduction</p> <ul style="list-style-type: none"> • Test Check - Test Checking Vs Routing Checking, test Check meaning, features, factors to be considered, when Test Checks can be used, advantages disadvantages precautions. • Audit Sampling - Audit Sampling, meaning, purpose, factors in determining sample size -Sampling Risk, Tolerable Error and expected error, methods of selecting Sample Items Evaluation of Sample Results auditors Liability in conducting audit based on Sample 	15

	<ul style="list-style-type: none"> • Internal Control - Meaning and purpose, review of internal control, advantages, auditors duties, review of internal control, Inherent Limitations of Internal control, internal control samples for sales and debtors, purchases and creditors, wages and salaries. Internal Checks Vs Internal Control, Internal Checks Vs Test Checks • Internal Audit - Meaning, basic principles of establishing Internal audit, objectives, evaluation of internal Audit by statutory auditor, usefulness of Internal Audit, Internal Audit Vs External Audit,, Internal Checks Vs Internal Audit 	
March	<p>Auditing Techniques: Vouching & Verification</p> <ul style="list-style-type: none"> • Audit of Income - Cash Sales, Sales on Approval, Consignment Sales, Sales Returns Recovery of Bad Debts written off, Rental Receipts, Interest and Dividends Received Royalties Received • Audit of Expenditure - Purchases, Purchase Returns, Salaries and Wages, Rent, Insurance Premium, Telephone expense Postage and Courier, Petty Cash Expenses, Travelling Commission Advertisement, Interest Expense • Audit of Assets Book Debts / Debtors, Stocks -Auditors General Duties; Patterns, Dies and Loose Tools, Spare Parts, Empties and Containers Quoted Investments and Unquoted Investment Trade Marks / Copyrights Patents Know-How Plant and Machinery Land and Buildings Furniture and Fixtures • Audit of Liabilities - Outstanding Expenses, Bills Payable Secured loans Unsecured Loans, Contingent Liabilities 	15



Coordinator – BMS

Teaching Plan (2022-23)

Name of the Lecturer: Swaranjit Kaur Saini	Department of Management Studies
Subject: Integrated Marketing Communication	Class: SYBMS

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.



Semester: IV

Month	Topics to be Covered	Number of lectures
December	<p>Introduction to Integrated Marketing Communication</p> <ul style="list-style-type: none"> • Meaning, Features of IMC, Evolution of IMC, Reasons for Growth of IMC. • Promotional Tools for IMC, IMC planning process, Role of IMC in Marketing. • Communication process, Traditional and alternative Response Hierarchy Models. • Establishing objectives and Budgeting: Determining Promotional Objectives, Sales vs Communication Objectives, DAGMAR, Problems in setting objectives, setting objectives for the IMC Program. 	15
January	<p>Elements of IMC – I</p> <ul style="list-style-type: none"> • Advertising – Features, Role of Advertising in IMC, Advantages and Disadvantages, Types of Advertising, Types of Media used for advertising. • Sales promotion – Scope, role of Sales Promotion as IMC tool, Reasons for the growth, Advantages and Disadvantages, Types of Sales Promotion, objectives of consumer and trade promotion, strategies of consumer promotion and trade promotion, sales promotion campaign, evaluation of Sales Promotion campaign. 	15
February	<p>Elements of IMC – II</p> <ul style="list-style-type: none"> • 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 • Public Relations and Publicity – Introduction, Role of PR in IMC, Advantages and Disadvantages, Types of PR, Tools of PR ,Managing PR – Planning, implementation, evaluation and Research, Publicity, Sponsorship – definition, Essentials of good sponsorship, event sponsorship, cause sponsorship • Personal Selling – Features, Role of Personal Selling in IMC, advantages and disadvantages of Personal Selling, Selling process, Importance of Personal Selling 	15
March	<p>Evaluation & Ethics in Marketing Communication</p> <ul style="list-style-type: none"> • Evaluating an Integrated Marketing program – Evaluation process of IMC – Message Evaluations, Advertising tracking research – copy testing – emotional reaction test, cognitive Neuro science – online evaluation, Behavioural Evaluation – sales and response rate, POPAI, Toll free numbers, QR codes and facebook likes, response cards, Internet responses, redemption rate Test Markets – competitive responses, scanner data, Purchase simulation tests 	15

	<ul style="list-style-type: none"> • Ethics and Marketing communication – stereotyping, targeting vulnerable customers, offensive brand messages – legal issues – Commercial free speech, misleading claims, puffery, fraud, questionable B2B practices • Current Trends in IMC – Internet & IMC, Advertising on internet, PR through Internet Banner, Sales promotion on Internet, direct marketing on internet. 	
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Coordinator – BMS

Teaching Plan (2022-23)

Name of the Lecturer: Umesh Kabadi	Department of Management Studies
Subject: Event Marketing	Class: SYBMS

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.

Semester: IV

Month	Topics to be Covered	Number of lectures
December	Introduction of Event Marketing <ul style="list-style-type: none"> • Definition and Meaning of Event Marketing ; The Evolution of Event Marketing, Advantages of Event Marketing, 5 C's of Events- Conceptualization, costing, canvassing, customization, carrying-out; Event Designing; Reach; Interaction Interaction Points, Direct Interaction, Indirect Interaction, Interaction Catalysts or Enablers. • Importance of Events as a Marketing Communication Tool; Events as a Marketing Tool: The Varied Marketing Needs Addressed by Events: Brand Building, Focus on Target Market, Implementation of Marketing Plan, Marketing Research, Relationship Building, Creating opportunities for better deals with different media, Events and their Economic implications. • Concept of Event Creativity, Key Elements of Events: Event Infrastructure; Customer Groups; Clients; Event Organizers; Venue; Media 	15

January	<p>Segmenting, Targeting and Positioning of Events and Concept of Product in Events</p> <ul style="list-style-type: none"> • Concept of Market in Events; Segmentation and targeting of the Market for events; Positioning of events-Event Property. • Concept of Product in Events: Benefit Levels-Core, generic, expected, augmented; Categories of Events: Competitive Events, Artistic Expression, Cultural Celebrations, Exhibition Events, Charitable Events ,Special Business Events, Retail Events. • Event Variations- Time Frame Based, Concept Based, Artist Based, Client Industry Based 	15
February	<p>Concept of Pricing and Promotion in Events</p> <ul style="list-style-type: none"> • Risk Rating, Setting Pricing Objectives, Understanding local legislations and tax laws, Feedback about events from the market, skills required for negotiating the best price, validation against pricing objectives, pricing decisions, Event Charges: Percentage of the total Event Cost, Flat Fee, Package Price, Hourly Rate. • Networking Components: Print Media, Radio, Television, Internet, Outdoor Media, Direct Marketing, Sales Promotion, Public Relations, Merchandising, Invenue Publicity. • Event Sponsorship: Concept of Sponsorship, Sponsorship in a communication context, Synergy between sponsor and Event, Identifying Potential sponsors, Impact Measurement, Practical Sponsor Incentivization, In-Kind Sponsorship. 	15
March	<p>Trends and Challenges in Event Marketing</p> <ul style="list-style-type: none"> • e-event marketing, Virtual Events, Societal Event Marketing, Green Event, Cause-Related Event Marketing, Sports Event Marketing. • Safety and Security of Event • Event Crisis Management • Growth of Event Industry in India • Career in Event Marketing 	15



Coordinator – BMS

Teaching Plan (2022-23)

Name of the Lecturer: Shalini Kashyap	Department of Management Studies
Subject: Conflict and Negotiation	Class: SYBMS Semester: IV

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

Semester: IV

Month	Topics to be Covered	Number of lectures
December	Overview of Conflict <ul style="list-style-type: none"> • 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 - win-lose, lose-lose, compromise, win-win. • Five belief domains of Conflicts – Superiority, Injustice, Vulnerability, Distrust, Helplessness 	15
January	Conflict Management <ul style="list-style-type: none"> • Meaning of Conflict management, Need and Importance of Conflict management, Conflict Resolution Strategies - Competing, Accommodating, Avoiding, Compromising, Collaborative. Strategies for resolving conflicts at – Intra-personal, Inter-personal, Intragroup and Inter group levels. • Prevention of Industrial Conflicts – Labour welfare officer, Tripartite and Bipartite Bodies, Standing Orders, Grievance Procedure, Collective Bargaining. • Settlement of Conflicts – Investigation, Mediator, Conciliation, Voluntary arbitration, compulsory arbitration, labour courts, industrial tribunals, national tribunals 	15
February	Overview of Negotiation <ul style="list-style-type: none"> • 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 – Meaning, Factors influencing cross-cultural negotiations, Ways to resolve Cross Cultural negotiation. 	15

	<ul style="list-style-type: none"> • Types of Negotiations in Corporates/ Work Place – Day to Day, Employer – Employee, Negotiation between Colleagues, Commercial Negotiation, Legal Negotiations. • International Negotiations - Meaning, Factors affecting negotiation. 	
March	<p>Managing negotiations, ethics in negotiations and 3D negotiations</p> <ul style="list-style-type: none"> • Third Party Negotiation 1. Mediation - Meaning, Role of Mediator 2. Arbitration – Meaning, Role of Arbitrator 3. Conciliation – Meaning, Role of Conciliator 4. Consultation – Meaning, Role of Consultant • Skills for Effective Negotiation • Negotiation as an Approach to Manage Conflicts. • Ethics in Negotiation – Meaning, Need, Ethically Ambiguous Negotiation Tactics. • Culture and Negotiation – Meaning, Influence of culture on negotiations • 3D Negotiation – Meaning, The 3 Dimensions for successful negotiations 	15



Coordinator – BMS

Teaching Plan (2022-23)

Name of the Lecturer: Swaranjit Kaur Saini	Department of Management Studies
Subject: Training & Development in HRM	Class: SYBMS

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.

Semester: IV

Month	Topics to be Covered	Number of lectures
December	Overview of Training <ul style="list-style-type: none"> • Overview of training– concept, scope, importance, objectives, features, need and assessment of training. • Process of Training–Steps in Training, identification of Job Competencies, criteria for identifying Training Needs (Person Analysis, Task Analysis, Organisation Analysis), Types–On the Job &Off the Job Method. • Assessment of Training Needs, Methods & Process of Needs Assessment. • Criteria & designing-Implementing– an effective training program. 	15
January	Overview of development <ul style="list-style-type: none"> • Overview of development– concept, scope, importance & need and features, Human Performance Improvement • Counselling techniques with reference to development employees, society and organization. • Career development– Career development cycle, model for planned self development, succession planning. 	15
February	Concept of Management Development <ul style="list-style-type: none"> • Concept of Management Development. • Process of MDP. • Programs &methods, importance, evaluating a MDP. 	15
March	Performance measurement, Talent management & Knowledge management <ul style="list-style-type: none"> •Performance measurements– Appraisals, pitfalls &ethics of appraisal. • Talent management –Introduction ,Measuring Talent Management, Integration & future of TM, Global TM &knowledge management— OVERVIEW -Introduction: History, Concepts, • Knowledge Management: Definitions and the Antecedents of KM Information Management to Knowledge Management , Knowledge Management: What Is and What Is Not?, Three stages of KM, KM Life Cycle 	15



Coordinator – BMS

Teaching Plan (2022-23)

Name of the Lecturer: Rajesh M	Department of Management Studies
Subject: Information Technology in Business Management - II	Class: SYBMS

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.

Semester: IV

Month	Topics to be Covered	Number of lectures
December	Management Information System <ul style="list-style-type: none"> • Overview of MIS Definition, Characteristics • Subsystems of MIS (Activity and Functional subsystems) • Structure of MIS • Reasons for failure of MIS. • Understanding Major Functional Systems Marketing & Sales Systems Finance & Accounting Systems Manufacturing & Production Systems Human Resource Systems Inventory Systems • Sub systems, description and organizational levels • Decision support system Definition Relationship with MIS • Evolution of DSS, Characteristics, classification, objectives, components, applications of DSS 	15
January	ERP/E-SCM/E-CRM <ul style="list-style-type: none"> • Concepts of ERP • Architecture of ERP Generic modules of ERP • Applications of ERP • ERP Implementation concepts ERP lifecycle • Concept of XRP (extended ERP) • Features of commercial ERP software Study of SAP, Oracle Apps, MS Dynamics NAV, Peoplesoft • Concept of e-CRM E-CRM Solutions and its advantages, How technology helps? • CRM Capabilities and customer Life cycle Privacy Issues and CRM • Data Mining and CRM CRM and workflow Automation 	15

	<ul style="list-style-type: none"> • Concept of E-SCM Strategic advantages, benefits E-SCM Components and Chain Architecture • Major Trends in e-SCM • Case studies ERP/SCM/CRM 	
February	<p>Introduction to Data base and Data warehouse</p> <ul style="list-style-type: none"> • Introduction to DBMS Meaning of DBMS, Need for using DBMS. Concepts of tables, records, attributes, keys, integrity constraints, schema architecture, data independence. • Data Warehousing and Data Mining Concepts of Data warehousing, Importance of data warehouse for an organization Characteristics of Data warehouse Functions of Data warehouse Data warehouse architecture Business use of data warehouse Standard Reports and queries • Data Mining The scope and the techniques used • Business Applications of Data warehousing and Data mining 	15
March	<p>Outsourcing</p> <ul style="list-style-type: none"> • Introduction to Outsourcing Meaning of Outsourcing, Need for outsourcing Scope of Outsourcing. Outsourcing : IT and Business Processes • Business Process Outsourcing (BPO) Introduction • BPO Vendors How does BPO Work? BPO Service scope Benefits of BPO BPO and IT Services Project Management approach in BPO BPO and IT-enabled services • BPO Business Model Strategy for Business Process Outsourcing Process of BPO ITO Vs BPO • BPO to KPO Meaning of KPO KPO vs BPO KPO : Opportunity and Scope KPO challenges KPO Indian Scenario • Outsourcing in Cloud Environment Cloud computing offerings • Traditional Outsourcing Vs. Cloud Computing 	15



Coordinator – BMS

**Teaching Plan (2022-23)**

Name of the Lecturer: Umesh Kabadi	Department of Management Studies
Subject: Foundation Course-IV	Class: SYBMS

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

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).

Semester: IV

Month	Topics to be Covered	Number of lectures
December	<p>Introduction to Ethics and Business Ethics</p> <ul style="list-style-type: none"> • Ethics: Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial Importance of Ethics, Objectives, Scope, Types – Transactional, Participatory and Recognition • Business Ethics: Meaning, Objectives, Purpose and Scope of Business Ethics Towards Society and Stakeholders, Role of Government in Ensuring Business Ethics Principles of Business Ethics, 3 Cs of Business Ethics – Compliance, Contribution and Consequences Myths about Business Ethics Ethical Performance in Businesses in India 	15
January	<p>Ethics in Marketing, Finance and HRM</p> <ul style="list-style-type: none"> • Ethics in Marketing: Ethical issues in Marketing Mix, Unethical Marketing Practices in India, Ethical Dilemmas in Marketing, Ethics in Advertising and Types of Unethical Advertisements • Ethics In Finance: Scope of Ethics in Financial Services, Ethics of a Financial Manager – Legal Issues, Balancing Act and Whistle Blower, Ethics in Taxation, Corporate Crime - White Collar Crime and Organised Crime, Major Corporate Scams in India, Role of SEBI in Ensuring Corporate Governance, Cadbury Committee Report, 1992 • Ethics in Human Resource Management: Importance of Workplace Ethics, Guidelines to Promote Workplace Ethics, Importance of Employee Code of Conduct, Ethical Leadership 	15

February	Corporate Governance <ul style="list-style-type: none"> • Concept, History of Corporate Governance in India, Need for Corporate Governance • Significance of Ethics in Corporate Governance, Principles of Corporate Governance, Benefits of Good Governance, Issues in Corporate Governance • Theories- Agency Theory, Shareholder Theory, Stakeholder Theory and Stewardship Theory • Corporate Governance in India, Emerging Trends in Corporate Governance, Models of Corporate Governance, Insider Trading 	15
March	Corporate Social Responsibility (CSR) <ul style="list-style-type: none"> • 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 • Issues in CSR • Social Accounting • Tata Group's CSR Rating Framework • Sachar Committee Report on CSR • Ethical Issues in International Business Practices • Recent Guidelines in CSR • Society's Changing Expectations of Business With Respect to Globalisation • Future of CSR 	15



Coordinator – BMS

Teaching Plan (2022-23)

Name of the Lecturer: Pratibha Jadhav	Department of Management Studies
Subject: Business Economics	Class: SYBMS

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.

Semester: IV

Month	Topics to be Covered	Number of lectures
December	Introduction to Macroeconomic Data and Theory <ul style="list-style-type: none"> • Macroeconomics: Meaning, Scope and Importance. • Circular flow of 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: Aggregate Demand and Aggregate Supply - Consumption Function - Investment function - effects of Investment Multiplier on Changes in Income and Output 	15
January	Money, Inflation and Monetary Policy <ul style="list-style-type: none"> • 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 of money - 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
February	Constituents of Fiscal Policy	15

	<ul style="list-style-type: none"> • 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 Programmes - Public Debt - Types, Public Debt and Fiscal Solvency, Burden of debt finance • Union budget -Structure- Deficit concepts-Fiscal Responsibility and Budget Management Act. 	
March	<p>Open Economy : Theory and Issues of International Trade</p> <ul style="list-style-type: none"> • The basis of international trade :Ricardo's Theory of comparative cost advantage - The Heckscher – Ohlin theory of factor endowments- terms of trade - meaning and types Factors determining terms of trade - Gains from trade - Free trade versus protection • Foreign Investment : Foreign Portfolio investment- Benefits of Portfolio capital flowsForeign Direct Investment - Merits of Foreign Direct Investment - Role of Multinational corporations • Balance of Payments: Structure -Types of Disequilibrium - Measures to correct disequilibrium in BOP. • Foreign Exchange and foreign exchange market : Spot and Forward rate of Exchange - Hedging, Speculation and Arbitrage -Fixed and Flexible exchange rates- Managed flexibility 	15



Coordinator – BMS

Teaching Plan (2022-23)

Name of the Lecturer: Anita Pandey	Department of Management Studies
Subject: Business Research Methods	Class: SYBMS

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 of to business research methods Types of research

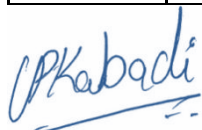
Learning Outcomes:

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

Semester: IV

Month	Topics to be Covered	Number of lectures
December	Introduction to business research methods <ul style="list-style-type: none"> • Meaning and objectives of research • Types of research– a)Pure, Basic and Fundamental b) Applied, c)Empirical d) Scientific & Social e)Historical f) Exploratory g) Descriptive h)Causal • Concepts in Research: Variables, Qualitative and Quantitative Research • Stages in research process. • Characteristics of Good Research • Hypothesis-Meaning, Nature, Significance, Types of Hypothesis, Sources. • Research design– Meaning, Definition, Need and Importance, Steps in research design, Essentials of a good research design, Areas / Scope of research design and Types-Descriptive, Exploratory and causal. • Sampling–a) meaning of sample and sampling, b) methods of sampling-i)Non Probability Sampling– Convenient, Judgment, Quota, Snowball ii) Probability– Simple Random, Stratified, Cluster, Multi Stage. 	15
January	Data collection and Processing <ul style="list-style-type: none"> • Types of data and sources-Primary and Secondary data sources • Methods of collection of primary data <ul style="list-style-type: none"> a) Observation- <ul style="list-style-type: none"> i)structured and unstructured, ii) disguised and undisguised, iii)mechanical observations (use of gadgets) b) Experimental <ul style="list-style-type: none"> i)Field ii) Laboratory 	15

	<p>c) Interview –</p> <p>i) Personal Interview</p> <p>ii) focused group,</p> <p>iii) in- depth interviews - Method,</p> <p>d) Survey– Telephonic survey, Mail, E-mail, Internet survey, Social media, and Media listening.</p> <p>e) Survey instrument–</p> <p>i) Questionnaire designing.</p> <p>f) Types of questions–</p> <p>i) structured/ close ended and</p> <p>ii) unstructured/ open ended,</p> <p>iii) Dichotomous,</p> <p>iv) Multiple Choice Questions.</p> <p>f) Scaling techniques-</p> <p>i) Likert scale,</p> <p>ii) Semantic Differential scale</p>	
February	<p>Data analysis and Interpretation</p> <ul style="list-style-type: none"> • Processing of data– i) Editing- field and office editing, ii) coding– meaning and essentials, iii) tabulation – note • Analysis of data-Meaning, Purpose, types. • Interpretation of data-Essentials, importance and Significance of processing data • Multivariate analysis– concept only • Testing of hypothesis– concept and problems– i) chi square test, ii) Zandt-test (for large and small sample) 	15
March	<p>Advanced techniques in Report Writing</p> <ul style="list-style-type: none"> • 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 • Ethics and research • Objectivity, Confidentiality and anonymity in Research • Plagiarism 	15



Coordinator – BMS

Teaching Plan (2022-23)

Name of the Lecturer: Shalini Kashyap	Department of Management Studies
Subject: Production & Total Quality Management	Class: SYBMS Semester: IV

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.

Semester: IV

Month	Topics to be Covered	Number of lectures
December	Production Management <ul style="list-style-type: none"> • 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. 	14
January	Materials Management <ul style="list-style-type: none"> • Materials Management: Concept, Objectives and importance of materials management Various types of Material Handling Systems. • Inventory Management: Importance–Inventory Control Techniques ABC, VED, FSN, GOLF, XYZ, SOS, HML. EOQ: Assumptions limitations & advantages of Economic Order Quantity, Simple numerical on EOQ , Lead Time, Reorder Level, Safety Stock. 	16
February	<ul style="list-style-type: none"> • 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 Characteristics of Quality, Quality Assurance, Quality Circle : Objectives Of Quality Circles, Ishikawa Fish Bone, Applications in Organizations. Simple numerical on productivity 4 Quality Improvement Strategies 	16

March	Quality Improvement Strategies & Certifications • Quality Improvement Strategies & Certifications: Lean Thinking, Kepner Tregoe Methodology of problem solving, Sigma features, Enablers, Goals, DMAIC/DMADV. TAGUCHI'S QUALITY ENGINEERING, ISO 9000, ISO 1400, QS9000. Malcolm Baldrige National Quality Award (MBNQA), Deming's Application Prize.	14
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Coordinator – BMS

Teaching Plan 2022-23

Name of the Lecturer: Jalpa Dave	Department of Management Studies
Subject: International Finance	Class: TYBMS

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.

Semester: VI

Month	Topics to be covered	No of Lectures
December	a) Introduction to International Finance: · Meaning/ Importance of International Finance, Scope of International Finance, Globalization of the World Economy, Goals of International Finance, The Emerging Challenges in International Finance b) Balance of Payment: · Introduction to Balance of Payment, Accounting Principles in Balance of Payment, Components of Balance of Payments, Balance of Payment Identity Indian Heritage in Business, Management, Production and Consumption. c) International Monetary Systems: · Evolution of International Monetary System , Gold Standard System , Bretton Woods System, Flexible Exchange Rate Regimes – 1973 to Present,	15

	<p>Current Exchange Rate Arrangements, European Monetary System, Fixed & Flexible Exchange Rate System</p> <p>An introduction to Exchange Rates:</p> <ul style="list-style-type: none"> · Foreign Banknote Market, Spot Foreign Exchange Market · Exchange Rate Quotations <p>Direct & Indirect Rates</p> <p>Cross Currency Rates</p> <p>Spread & Spread %</p> <ul style="list-style-type: none"> · Factors Affecting Exchange Rates 	
January	<p>a) Foreign Exchange Markets:</p> <ul style="list-style-type: none"> · Introduction to Foreign Exchange Markets, Structure of Foreign Exchange Markets, Types of Transactions & Settlement Date, Exchange Rate Quotations & Arbitrage, Forward Quotations (Annualized Forward Margin) <p>b) International Parity Relationships & Foreign Exchange Rate:</p> <ul style="list-style-type: none"> · Interest Rate Parity, Purchasing Power Parity & Fishers Parity, Forecasting Exchange Rates (Efficient Market Approach, Fundamental Approach, Technical Approach, Performance of the Forecasters), Global Financial Markets & Interest Rates (Domestic & Offshore Markets, Money Market Instruments) <p>c) Currency & Interest Rate Futures:</p> <ul style="list-style-type: none"> · Introduction to Currency Options (Option on Spot, Futures & Futures Style Options), Futures Contracts, Markets & the Trading Process, Hedging & Speculation with Interest Rate Futures, Currency Options in India 	15
February	<p>a) Euro Currency Bond Markets:</p> <ul style="list-style-type: none"> · Introduction to Euro Currency Market, Origin of Euro Currency Market, Euro Bond Market (Deposit, Loan, Notes Market), Types of Euro Bonds, Innovation in the Euro Bond Markets, Competitive Advantages of Euro Banks, Control & Regulation of Euro Bond Market <p>b) International Equity Markets & Investments:</p> <ul style="list-style-type: none"> · Introduction to International Equity Market, International Equity Market Benchmarks, Risk & Return from Foreign Equity Investments, Equity Financing in the International Markets, Depository Receipts – ADR, GDR, IDR <p>c) International Foreign Exchange Markets:</p> <ul style="list-style-type: none"> · Meaning of International Foreign Exchange Market, FERA v/s FEMA, Scope & Significance of Foreign Exchange Markets, Role of Forex Manager, FDI v/s FPI, Role of FEDAI in Foreign Exchange Market <p>d) International Capital Budgeting:</p> <ul style="list-style-type: none"> · Meaning of Capital Budgeting, Capital Budgeting Decisions, Incremental Cash Flows, Cash Flows at Subsidiary and Parent Company, Repatriation of Profits, Capital Budgeting Techniques – NPV 	15

March	<p>a) Foreign Exchange Risk Management: · Introduction to Foreign Exchange Risk Management, Types of Risk, Trade & Exchange Risk, Portfolio Management in Foreign Assets, Arbitrage & Speculation</p> <p>b) International Tax Environment: · Meaning of International Tax Environment, Objectives of Taxation, Types of Taxation, Benefits towards Parties doing Business Internationally, Tax Havens, Tax Liabilities</p> <p>c) International Project Appraisal: · Meaning of Project Appraisal, Review of Net Present Value Approach (NPV), Option Approach to Project Appraisal, Project Appraisal in the International Context, Practice of Investment Appraisal</p>	15
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Coordinator – BMS

Teaching Plan 2022-23

Name of the Lecturer: Shalini Kashyap	Department of Management Studies
Subject: Innovative Financial Services	Class: TYBMS

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 Forfeiting.

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.

Semester: VI

Month	Topics to be covered	No of Lectures
December	<p>a) Financial Services: · Concept, Objectives/Functions, Characteristics, Financial Service Market, Financial Service Market Constituents, Growth of Financial Services in India, Problems in Financial Services Sector, Banking and Non-Banking Companies, Regulatory Framework</p>	15

	<p>b) Factoring and Forfaiting: · Introduction, Types of Factoring, Theoretical Framework, Factoring Cost, Advantages and Disadvantages of Factoring, Factoring in India, Factoring v/s Forfaiting, Working of Forfaiting, Benefits and Drawbacks of Forfaiting, Practical Problems.</p> <p>c) Bill Discounting: · Introduction, Framework, Bill Market Schemes, Factoring V/s Bill Discounting in Receivable Management.</p>	
January	<p>a) Issue Management and Intermediaries: · Introduction, Merchant Bankers/ Lead Managers, Underwriters, Bankers to an Issue, Brokers to an Issue</p> <p>b) Stock Broking: · Introduction, Stock Brokers, SubBrokers, Foreign Brokers, Trading and Clearing/Self Clearing Members, Stock Trading (Cash and Normal) Derivative Trading</p> <p>c) Securitization: · Definition, Securitization v/s Factoring, Features of Securitization, Pass Through Certificates, Securitization Mechanism, Special Purpose Vehicle, Securitised Assets, Benefits of Securitization, New Guidelines on Securitization</p>	15
February	<p>a) Lease and Hire-Purchase: · Meaning, Types of Lease - Finance Lease, Operating Lease, Advantages and Disadvantages of Leasing, Leasing in India, Legal Aspects of Leasing. · Definition of Hire Purchase, Hire Purchase and Installment Sale Characteristics, Hire Purchase and Leasing, Advantages of Hire Purchase, Problems of Hire Purchase.</p> <p>b) Housing Finance: · Introduction, Housing Finance Industry, Housing Finance Policy Aspect, Sources of Funds, Market of Housing Finance, Housing Finance in India- Major Issues, Housing Finance in India – Growth Factors, Housing Finance Institutions in India, National Housing Bank (NHB), Guidelines for Asset Liability Management System in HFC, Fair Trade Practice Code for HFC's, Housing Finance Agencies</p> <p>c) Venture Capital: Introduction, Features of Venture Capital, Types of Venture Capital Financing Stages, Disinvestment mechanisms, Venture Capital Investment process, Indian Scenario</p>	15
March	<p>a) Consumer Finance: · Introduction, Sources, Types of Products, Consumer Finance Practice in India, Mechanics of Consumer Finance, Terms, Pricing, Marketing and Insurance of Consumer Finance, Consumer Credit Scoring, Case for and against Consumer Finance</p> <p>b) Plastic Money: · Growth of Plastic Money Services in India, Types of Plastic Cards- Credit card Debit Card- Smart card- Add-on Cards, Performance of Credit</p>	15

<p>Cards and Debit Cards, Benefits of Credit Cards, Dangers of Debit Cards, Prevention of Frauds and Misuse, Consumer Protection. Indian Scenario.</p> <p>· Smart Cards- Features, Types, Security Features and Financial Applications</p> <p>c) Credit Rating:</p> <p>· Meaning, Origin, Features, Advantages of Rating, Regulatory Framework, Credit Rating Agencies, Credit Rating Process, Credit Rating Symbols. Credit Rating Agencies in India, Limitations of Rating</p>	
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PKabadi

Coordinator – BMS

Teaching Plan 2022-23

Name of the Lecturer: Tushar Shah	Department of Management Studies
Subject: Indirect Taxation	Class: TYBMS

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

Semester: VI

Month	Topics to be covered	No of Lectures
December	<p>A. Basics for Taxation - Direct Taxes and Indirect Taxes – Difference, Advantages and Disadvantages, Sources and Authority of Taxes in India (Art 246 of the Indian Constitution)</p> <p>B. Introduction to GST – Genesis of GST in India, Power to tax GST (Constitutional Provisions), Extent and Commencement, Meaning and Definition of GST, Benefits of GST, Conceptual Framework – CGST, IGST,SGST,UTGST, Imports of goods or services or both, Export of goods or services or both, Taxes subsumed and not subsumed under GST.</p> <p>C. Definitions – Goods (2(52) of CGST Act), Services (2(102) of CGST Act), Money (2(75) of CGST Act), Securities (2(101) of SCRA Act,1956), India(2(56) of CGST Act), Persons (2(84) of CGST Act</p>	10

),Taxable Person (2(107) of CGST Act), Business (2(17) of CGST Act), Consideration(2(31) of CGST Act), E- Commerce Operator (2(45) of CGST Act), Supplier(2(105) of CGST Act),Recipient(2(93) of CGST Act) D. Levy and Collection of GST – Levy and Collection of CGST, IGST, SGST,UTGST (Sec 9 of CGST Act), Composition Scheme under GST (Sec 10 of CGST Act), Power to Grant Exemption (Sec 11 of CGST Act)GST Rate Schedule for Goods and Services.	
January	A. Taxable Event Supply – Meaning and Scope of Supply (Section 7 Subsection 1, 2 and 3 of Act) Schedule I, Schedule II, Schedule III, Composite and Mixed Supplies (Sec 8 of CGST Act) B. Place of Supply – Location of Supplier of Goods and Services, Place of Supply of Goods (Sec 10, 11,12 and 13 of IGST Act), Special Provision for Payment of Tax by a Supplier of Online Information Database Access Retrieval. C. Time of Supply - Time of Supply (Sec 31 of CGST Act), Issue of Invoice by the Supplier (Sec 31 (1) and Sec 31(2)of CGST Act), Continuous Supply of Goods and Services, Goods Sent on Approval (Sec 31(7) of CGST Act) D. Value of Supply – Determination of Value of Supply (Sec 15 of CGST Act and CGST Rules 2017), Input Tax Credit (Sec 2(62) of CGST Act) Capital Goods (Sec 2(19) of CGST Act), Input Sec 2(59) of CGST Act), Input Service (Sec 2(60) of CGST Act). Eligibility and Conditions for taking Input Tax Credit (Sec 16 of CGST Act)	20
February	A. Registration – Persons liable for Registration (Sec 22 of the Act), Persons not liable for Registration, Procedure for Registration (Sec 25 of the Act), Deemed Registration(Sec 26 of the Act), Special Provisions (Sec 27 of the Act), Amendment, Cancellation and Revocation of Registration(Sec 28,Sec29and Sec 31 of the Act) B. Computation of GST – Computation of GST under Inter State and Intra State Supplies. C. Payment of Tax - Payment of Tax, Interest and other Amounts(Sec 49 of the Act), Interest on delayed Payment (Sec 50 of the Act), TDS (Sec 51 of the Act), TCS (Sec 52 of the Act)	20
March	A. Documentation - Tax Invoices (Sec 31 and 32 of the Act), Credit and Debit notes(Sec 34 of the Act), Electronic Way Bill B. Returns –Types of Returns and Provisions relating to filing of Returns (Sec 37 to Sec 48 of the Act)	10



Coordinator – BMS

Teaching Plan 2022-23

Name of the Lecturer: Vicky Kukareja	Department of Management Studies
Subject: Strategic Financial Management	Class: TYBMS

Learning Objective

- To provide students with a 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

Semester: VI

Month	Topics to be Covered	Number of lectures
December	a) Dividend Decision: · Meaning and Forms of Dividend, Dividend-Modigliani and Miller's Approach, Walter Model, Gordon Model, Factors determining Dividend Policy, Types of Dividend Policy b) XBRL: · Introduction, Advantages and Disadvantages, Features and Users	15
January	a) Capital Budgeting: · Risk and Uncertainty in Capital Budgeting, Risk Adjusted Cut off Rate, Certainty Equivalent Method, Sensitivity Technique, Probability Technique, Standard Deviation Method, Co-efficient of Variation Method, Decision Tree Analysis, Construction of Decision Tree. b) Capital Rationing: · Meaning, Advantages, Disadvantages, Practical Problems	15
February	a) Shareholder Value and Corporate Governance: · Financial Goals and Strategy, Shareholder Value Creation: EVA and MVA Approach, Theories of Corporate Governance, Practices of Corporate Governance in India b) Corporate Restructuring: · Meaning, Types, Limitations of Merger, Amalgamation, Acquisition, Takeover, Determination of Firm's Value, Effect of Merger on EPS and MPS, Pre Merger and Post Merger Impact.	15
March	a) Financial Management in Banking Sector: · An Introduction, Classification of Investments, NPA & their Provisioning, Classes of Advances, Capital Adequacy Norms, Rebate on Bill Discounting, Treatment of Interest on Advances b) Working Capital Financing:	15

	· Maximum Permissible Bank Finance (Tandon Committee), Cost of issuing Commercial Paper and Trade Credit, Matching Approach, Aggressive Approach, Conservative Approach	
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Coordinator – BMS

Teaching Plan

Name of the Lecturer: Swaranjit Kaur Saini	Department of Management Studies
Subject: Brand Management	Class: TYBMS

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 .

Semester: VI

Month	Topics to be covered	No of Lectures
December	a) Introduction to Brand Management: · Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities, Strategic Brand Management Process, Customer Based Brand Equity model (CBBE), Sources of Brand Equity, Steps of Brand Building including Brand Building Blocks, Brand Positioning: Meaning, Importance, Basis	15
January	a) Planning and Implementing Brand Marketing Programs: · Brand Elements: Meaning, Criteria for choosing Brand Elements, Types of Brand Elements · Integrating Marketing Programs and Activities · Personalising Marketing: Experiential Marketing, One to One Marketing, Permission Marketing	15

	<ul style="list-style-type: none"> · Product Strategy: Perceived Quality and Relationship Marketing · Pricing Strategy: Setting Prices to Build Brand Equity · Channel Strategy: Direct, Indirect Channels · Promotion Strategy: Developing Integrated Marketing Communication Programs · Leveraging Secondary Brand Associations to Build Brand Equity: Companies, Countries, Channel of Distribution, Co-branding, Characters, Events. 	
Februrary	<p>a) The Brand Value Chain b) Measuring Sources of Brand Equity:</p> <ul style="list-style-type: none"> · Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association · Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses <p>c) Young and Rubicam's Brand Asset Valuator d) Measuring Outcomes of Brand Equity</p> <ul style="list-style-type: none"> · Comparative Methods: Brand based Comparative Approaches, Marketing Based Comparative Approaches, Conjoint Analysis · Holistic Methods: Residual Approaches, Valuation Approaches: Historical Perspectives and Interbrand's Brand Valuation Methodology 	15
March	<p>a) Designing & Implementing Branding Strategies: Brand Architecture: Meaning of Brand Architecture, The Brand-Product Matri, Breadth of a Branding Strategy, Depth of a Branding Strategy Brand Hierarchy: Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels Cause Marketing to Build Brand Equity: Meaning of Cause Marketing, Advantages, Green Marketing</p> <p>b) Brand Extensions: Meaning, Advantages, Disadvantages, Brand Extension and Brand Equity</p> <p>c) Managing Brands over Time: Reinforcing Brands, Revatilising Brands d) Building Global Customer Based Brand Equity</p>	15



Coordinator – BMS

Teaching Plan

Name of the Lecturer: Umesh Kabadi	Department of Management Studies
Subject: Retail Management	Class: TYBMS

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

Semester: VI

Month	Topics to be covered	No of Lectures
December	a) Retail Management: · Introduction and Meaning, Significance, Factors Influencing Retail Management, Scope of Retail Management b) Retail Formats: · Concept of Organized Retailing: Factors Responsible for the Growth of Organized Retail in India, Multichannel Retailing: Meaning and Types, E-tailing: Meaning, Advantages and Limitations c) Emerging Trends in Retailing · Impact of Globalization on Retailing · I.T in Retail: Importance, Advantages and Limitations, Applications of I.T. in Retail: EDI, Bar Coding, RFID Tags, Electronic Surveillance, Electronic Shelf Labels · FDI in Retailing: Meaning, Need for FDI in Indian Retail Scenario · Franchising: Meaning, Types, Advantages and Limitations, Franchising in India · Green Retailing · Airport Retailing	15

January	<p>a) Retail Consumer/Shopper: · Meaning of Retail Shopper, Factors Influencing Retail Shoppers, Changing Profile of Retail Shoppers, Market Research as a Tool for Understanding Retail Markets and Shoppers</p> <p>b) CRM in Retail: · Meaning, Objectives · Customer Retention Approaches: Frequent Shopper Programme, Special Customer Services, Personalization, Community</p> <p>c) Retail Strategy: · Meaning, Steps in Developing Retail Strategy, Retail Value Chain</p> <p>d) Store Location Selection: · Meaning, Types of Retail Locations, Factors Influencing Store Location</p> <p>e) HRM in Retail: · Meaning, Significance, Functions · Organization Structure in Retail: Meaning, Factors Influencing Designing Organization Structure, Organization Structure for Small Stores/Single Stores/Independent Retailers and Retail Store Chain/Department Store</p>	15
February	<p>a) Merchandise Management · Concept, Types of Merchandise, Principles of Merchandising, Merchandise Planning- Meaning and Process, Merchandise Category – Meaning, Importance, Components, Role of Category Captain, Merchandise Procurement/Sourcing Meaning, Process, Sources for Merchandise</p> <p>b) Buying Function: · Meaning, Buying Cycle, Factors Affecting Buying Functions, Functions of Buying for Different Types of Organizations Young and Rubicam's Brand Asset Valuator- Independent Store, Retail Chain, Non-store Retailer</p> <p>c) Concept of Lifestyle Merchandising</p> <p>d) Private Label · Meaning, Need and Importance, Private Labels in India</p> <p>e) Retail Pricing · Meaning, Considerations in Setting Retail Pricing · Pricing Strategies: High/ Low Pricing: Meaning, Benefits, Everyday Low Pricing: Meaning, Benefits, Market Skimming, Market Penetration, Leader Pricing, Odd Pricing, Single Pricing, Multiple Pricing, Anchor Pricing Variable Pricing and Price Discrimination- Meaning Types: Individualized Variable Pricing/First Degree Price Self-Selected Variable Pricing/ Second Degree Price Discrimination Clearance and Promotional Markdowns, Coupons, Price Bundling, Multiple – Unit Pricing Variable Pricing by Market Segment/ Third Degree Price Discrimination</p>	15

March	<p>a) Retail Store Operations:</p> <ul style="list-style-type: none"> · Meaning, Responsibilities of Store Manager, The 5 S's of Retail Operations (Systems, Standards, Stock, Space, Staff) <p>b) Store Design and Layout:</p> <ul style="list-style-type: none"> · Store Design- Meaning, Objectives, Principles, Elements of Exterior and Interior Store Design, Store Atmospherics and Aesthetics · Store Layout- Meaning, Types: Grid, Racetrack, Free Form · Signage and Graphics: Meaning, Significance, Concept of Digital Signage · Feature Areas: Meaning, Types: Windows, Entrances, Freestanding Displays, End Caps, Promotional Aisles, Walls, Dressing Rooms, Cash Wraps 	15
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Coordinator – BMS

Teaching Plan

Name of the Lecturer: Anita Pandey	Department of Management Studies
Subject: International Marketing	Class: TYBMS

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.

Semester: VI

Month	Topics to be covered	No of Lectures
December	<p>a) Introduction of International Marketing:</p> <ul style="list-style-type: none"> · Meaning, Features of International Marketing, Need and Drivers of International Marketing, Process of International Marketing, Phases of International Marketing, Benefits of International Marketing, Challenges of International Marketing, Difference between Domestic and International Marketing, Different Orientations of International Marketing : EPRG Framework, Entering International Markets :Exporting, Licensing, Franchising, Mergers and Acquisition, Joint Ventures, Strategic Alliance, Wholly Owned Subsidiaries, Contract Manufacturing and Turnkey Projects, Concept of Globalization <p>b) Introduction to International Trade:</p> <ul style="list-style-type: none"> · Concept of International Trade, Barriers to Trade: Tariff and Non Tariff, Trading Blocs : SAARC, ASEAN, NAFTA, EU, OPEC 	15
January	<p>a) International Marketing Environment:</p> <ul style="list-style-type: none"> · Economic Environment : International Economic Institution (World Bank, IMF, IFC) ,International Economic Integration (Free Trade Agreement, Customs Union, Common Market, Economic Union) · Political and Legal Environment: Political System (Democracy, Authoritarianism, Communism), Political Risk, Political Instability, Political Intervention. Legal Systems (Common Law, Civil Law, Theocratic Law), Legal Differences, Anti Dumping Law and Import License. · Cultural Environment : Concept , Elements of Culture (Language, Religion, Values and Attitude , Manners and Customs, Aesthetics and Education) , HOFSTEDE's Six Dimension of Culture , Cultural Values (Individualism v/s Collectivism) <p>b) Marketing Research:</p> <ul style="list-style-type: none"> · Introduction, Need for Conducting International Marketing Research, International Marketing Research Process, Scope of International Marketing Research, IT in Marketing Research 	15
February	<p>a) International Product Decision</p> <p>International Product Line Decisions, Product Standardization v/s Adaptation Argument, International Product Life Cycle, Role of Packaging and Labelling in International Markets, Branding Decisions in International Markets, International Market Segmentation and Targeting, International Product Positioning</p> <p>b) International Pricing Decision:</p> <p>Concept of International Pricing, Objectives of International Pricing, Factors Affecting International Pricing</p> <p>International Pricing Methods: Cost Based, Demand Based, Competition Based , Value Pricing, Target Return Pricing and Going Rate Pricing</p>	15

	<p>International Pricing Strategies : Skimming Pricing, Penetration Pricing , Predatory Pricing</p> <p>International Pricing Issues : Gray Market , Counter Trade, Dumping, Transfer Pricing</p> <p>c) International Distribution Decisions</p> <p>Concept of International Distribution Channels, Types of International Distribution Channels, Factors Influencing Selection of International Distribution Channel</p> <p>d) International Promotion Decisions</p> <p>Concept of International Promotion Decision</p> <p>Planning International Promotional Campaigns: Steps - Determine the Target Audience, Determine Specific Campaigns, Determine Budget, Determine Message, Determine Campaign Approach and Determine Campaign Effectiveness</p> <p>Standardization V/S Adaptation of International Promotional Strategies</p> <p>International Promotional Tools/Elements</p>	
March	<p>a) Introduction -Developing International Marketing Plan: Preparing International Marketing Plan, Examining International Organisational Design, Controlling International Marketing Operations, Devising International Marketing Plan</p> <p>b) International strategies: Need for International Strategies, Types of International Strategies</p> <p>c) International Marketing of Services Concept of International Service Marketing, Features of International Service Marketing, Need of International Service Marketing, Drivers of Global Service Marketing, Advantages and Disadvantages of Global Service Marketing, Service Culture</p>	15



Coordinator – BMS



Teaching Plan

Name of the Lecturer: Shalini Kashyap	Department of Management Studies
Subject: Media Planning and Management	Class: TYBMS

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:

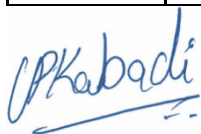
- Learners will be able to understand and develop the Media Mix human nature, Media Budget and Media Buying.
- Learners will be able to develop and apply Media Measurement and Benchmarking Metrics.
- Learners will be able to understand and Evaluate the Media plan metrics.

Semester: VI

Month	Topics to be covered	No. of Lectures
December	a) Overview of Media and Media Planning: · Meaning of Media & Features of Media, Meaning of Media Planning , Scope of Media planning , Media Planning Elements, Role of Media in Business, Media Planning Process, Impact of Marketing Objectives on Media Planning, Factors Influencing Media Planning Decisions, Role and Importance of Media in Consumer Buying Decision, Role of Media Planner, Challenges of Media Planning, Organization Structure of Media Company, Regulatory Framework and Legal Aspects in Media Planning b) Media Research: · Meaning, Role and Importance · Sources of Media Research : Audit Bureau of Circulation, Press Audits, National Readership Survey/IRS, Businessmen's Readership Survey, TRP, National Television Study, ADMAR Satellite Cable Network Study, Reach and Coverage Study, CIB Listenership Survey	15
January	a) Media Mix: · Meaning, Need for Media Mix, Identifying Audience for Mass Media , Factors Affecting Media Mix Decision, Types of Media Mix Decisions: Broad Media Classes, Media Vehicles, Media Units, Deciding Ideal Media Mix b) Media Choices: · Print Meaning- Factors Affecting Selection of Print Media Decisions , Types of Print Media, Advantages and Limitations · Television- Meaning, Factors Affecting Selection of Television Media Decisions, Advantages and Limitations	15

	<ul style="list-style-type: none"> · Radio- Meaning, Factors Affecting Selection of Radio Media Decision, Advantages and Limitations · Out of Home (OOH)- Meaning, Types of OOH, Factors Affecting OOH Planning Decision, Advantages and Limitations c) Emerging Media: <ul style="list-style-type: none"> · Online, Mobile, Gaming, In flight, In Store, Interactive Media d) Media Strategy: <ul style="list-style-type: none"> · Meaning, Need for Media Strategy, Situation Analysis for Media Strategy and its Components · Steps in Formulating Media Strategies: Defining the Target Group, Market Prioritization, Media Weights, Media Mix, Media Scheduling. 	
February	<p>a) Media Budget</p> <ul style="list-style-type: none"> · Meaning · Factors to be considered while Framing a Budget: Advertising Task, Competitive Framework, Market Dominance, Market Coverage, Media Cost, Market Task, Pricing ,Frequency of Purchase · Importance of Media Budget. · Methods of Setting Media Budget - Status Quo, Inflation Adjusted, Advertising Sales, Case Rate & Advertising Margin Method, Share of Market, Yardstick Method, Effective Frequency & Reach Method & Margin Analysis ROI Based Approach, Experimental Approach, Break Even Planning. <p>b) Media Buying:</p> <ul style="list-style-type: none"> · Meaning, Role of Media Buyer, Objectives of Media Buying, · Buying Process: Buying Brief, Environmental Analysis, Science and Art of Buying, Benchmarking Buying Plan Presentation Deal Management and Post Buy · Buying brief: Concept & Elements of Buying Brief, Art of Media Buying – Negotiation in Media Buying, Plan Presentation and Client Feedback · Criteria in Media Buying <p>c) Media Scheduling</p> <ul style="list-style-type: none"> · Meaning, Importance · Factors Affecting Scheduling: Sales Pattern, Purchase Cycle, Product Availability, Competitive Activity, Marketing Task, Budget Constraints, Target Group. · Scheduling Patterns – Continuity, Flighting, Pulsing · Scheduling Strategies for Creating Impact: Road Block , Day or Day part · Emphasis, Multiple Spotting, Teasers 	15
March	<p>a) Media Measurement:</p> <ul style="list-style-type: none"> · Basic Metrics: Reach, Cumulative/Frequency Reach, Discrete & Cumulative distribution, Average Opportunity to See (AOTS), Effective frequency/Reach · Television Metrics: Dairy v/s Peplemeter, TRP,/TVR, Program Reach & Time Spent, Stickiness Index, Ad Viewership 	15

	<ul style="list-style-type: none"> · Radio Metrics: Arbitron Radio Rating · Print Metrics: Circulation, Average Issue Readership (AIR), Total or Claimed Reader, Sole or Solus reader. · OOH Metrics: Traffic Audit Bureau (TAB) b) Benchmarking Metrics: <ul style="list-style-type: none"> · Share, Profile, and Selectivity Index c) Plan Metrics: <ul style="list-style-type: none"> · Gross Rating Points (GRP), Gross Impressions (GI), Share of Voice (SOV). d) Evaluating Media Buys <ul style="list-style-type: none"> · Evaluating Television Media Buying: Dysfunctional Card Rate, Secondary and Effective Rate, Deal Composition, Cost Per Rating Point(CPRP), Reach Delivered by the Buy, Visibility Spots, Bonus Percentage, Upgrades and Spot Fixing, Sponsorships · Evaluating Print Media Buying: Discount on Rate Card, Negotiated Rate, Cost Per Thousand (CPT), Market Share Incentives, Readership v/s Circulation Track, Growth Incentives, Combination Rate Incentives, Full Page Discounts and Size Upgrades, Discount for Colour Ads, Date Flexibility Incentives, Positioning, Innovations. · Evaluating Other Media Buys: Radio Buys, Outdoor Buys, Cinema Buys, Internet Buys, and Mobile Buys 	
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Coordinator – BMS

Teaching Plan

Name of the Lecturer: Umesb Kabadi	Department of Management Studies
Subject: HRM in Global Perspective	Class: TYBMS

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 the 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.

**Semester: VI**

Month	Topics to be covered	No of Lectures
December	a) International HRM – An Overview: <ul style="list-style-type: none"> · International HRM- Meaning and Features, Objectives, Evolution of IHRM, Reasons for Emergency of IHRM, Significance of IHRM in International Business, Scope/Functions · 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 · Components of IHRM- Cross Cultural Management and Comparative HRM · Cross Cultural Management- Meaning, Features, Convergence of Cultures, Role of IHRM in Cross Culture Management, Problems of Cross Cultural Issues in Organizations, Importance of Cultural Sensitivity to International Managers · Comparative HRM- Meaning, Importance, Difference between IHRM and Comparative HRM · Managing Diversity in Workforce · Dealing with Cultural Shock 	15
January	a) Global HRM Functions: <ul style="list-style-type: none"> · International Recruitment and Selection- Meaning- Sources of International Labour Market, Global Staffing, Selection Criteria, Managing Global Diverse Workforce · International Compensation – Meaning, Objectives, Components of International Compensation Program, Approaches to International Compensation · HRM Perspectives in Training and Development - Meaning, Advantages, Cross Cultural Training, Issues in Cross Cultural Training · International Performance Management – Meaning, Factors Influencing Performance, Criterion used for Performance Appraisal of International Employees, Problems Faced in International Performance Management · Motivation and Reward System- Meaning, Benchmarking Global Practices · International Industrial Relations – Meaning, Key Issues in International Industrial Relations, Trade Union and International IR 	15
February	a) Managing Expatriation and Repatriation <ul style="list-style-type: none"> · Concepts of PCNs (Parent-Country Nationals), TCNs(Third-Country Nationals) and HCNs(Host-Country Nationals) 	15

	<ul style="list-style-type: none"> · Expatriation- Meaning, Reasons for Expatriation, Factors in Selection of Expatriates, Advantages of Using Expatriates, Limitations of using Expatriates, Role of Family, the Role of Non-expatriates, Reasons for Expatriate Failure, Women and Expatriation, Requirements/Characteristics of Effective Expatriate Managers · Repatriation- Meaning, Repatriation Process, Factors affecting Repatriation Process, Role of Repatriate, Challenges faced by Repatriates 	
March	<p>a) International HRM Trends and Challenges:</p> <ul style="list-style-type: none"> · Emerging Trends in IHRM · Offshoring – Meaning, Importance, Off Shoring and HRM in India · International Business Ethics and IHRM – Meaning of Business Ethics, Global Values, International Corporate Code of Conduct, Criminalization of Bribery, Operationalizing Corporate Ethics of HR in Overall Corporate Ethics Programme · Managing International Projects and Teams- Meaning, How Projects are Managed across the World and Challenges in Managing International Projects across the World · HR in MNCs – Industrial Relations in MNCs · Role of Technology on IHRM · IHRM and Virtual Organization- Meaning and Features of Virtual Organization, Difference between Virtual Organization and Traditional Organization, Managing HR in Virtual Organization · Growth in Strategic Alliances and Cross Border Mergers and Acquisitions Impact on IHRM · Knowledge Management and IHRM 	15



Coordinator – BMS

Teaching Plan

Name of the Lecturer: Anita Pandey	Department of Management Studies
Subject: Organisational Development	Class: TYBMS

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 .

Semester: VI

Month	Topics to be covered	No of Lectures
December	a) Organisational Development – An Overview: <ul style="list-style-type: none"> · Organisational Development – Meaning, Features, Evolution, Components, Objectives, Principles, Process, Importance · Relevance of Organisational Development for Managers, OD- HRD Interface, Participation of Top Management in OD · OD Practitioner – Meaning, Role of OD Practitioner, Competencies of an OD Practitioner · Emerging Trends in OD · OD in Global Setting 	15
January	a) Organisational Diagnosis, Renewal and Change: <ul style="list-style-type: none"> · Organisational Diagnosis - Meaning, Need, Phases, Levels of Organisational Diagnosis, Techniques of Organisational Diagnosis, Tools used in Organisational Diagnosis · Organizational Renewal, Re-energising, OD and Business Process ReEngineering (BPR), OD and Leadership Development · Organisational Change- Meaning, Organisational Life Cycle, Planned Change, Organizational Growth and its Implication for Change · Change Agents- Meaning, Features, Types, Role, Skills required 	15
February	a) Managing Expatriation and Repatriation <ul style="list-style-type: none"> · OD Interventions- Meaning, Features, Factors Affecting Success of Interventions, Steps in OD Interventions · Types of Interventions- Human Resource Intervention, Structural Intervention, Strategic Interventions, Third Party Peace Making Intervention · Techniques of OD Intervention : Traditional: Sensitive Training, Grid Training, Survey Feedback. Modern : Process Consultation, Third Party, Team Building, Transactional Analysis · Evaluation of OD Interventions : Process, Types, Methods, Importance 	15
March	OD Effectiveness: <ul style="list-style-type: none"> · Issues Faced in OD- Issues Related to Client Relationship, Power- Individual skills and Attributes as a Source of Power, Power and Influence Tactics, Politics and OD · Values in OD – Meaning, Professional Values, Value Conflict and Dilemma 	15

	<ul style="list-style-type: none"> · Ethics in OD – Meaning, Factors Influencing Ethical Judgement, Ethical Guidelines for OD Professionals · Organisational Effectiveness- Meaning , Effectiveness v/s Efficiency, Approaches of Organisational Effectiveness : Goal Approach, System Resource Approach, Strategic Constituency Approach, Internal Process Approach; Parameters for Judging Organisational Effectiveness, Ways to Enhance Organisational Effectiveness 	
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Coordinator – BMS

Teaching Plan

Name of the Lecturer: Shalini Kashyap	Department of Management Studies
Subject: HRM in SSM	Class: TYBMS

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 a competitive market..

Semester: VI

Month	Topics to be covered	No of Lectures
December	a) Service Sector Management- An Overview: <ul style="list-style-type: none"> · Services - Meaning, Features, Classification of Services: End User, Degree of Tangibility, People Based Services, Expertise Required, Orientation Towards Profit, By Location · Service Sector Management – Meaning, Significance of Service Sector, Reasons for Growth in Service Sector · Service Organization - Importance of Layout and Design of Service Organization, Servicescape · Service Culture in Organization – Meaning, Developing Service Culture in Organization · Relationship Marketing – Meaning, Need and Importance in Service Sector Organizations, Six Market Model 	15

	<ul style="list-style-type: none"> · Role of Service Employee · Role of Customers in Service Process– Customers as Productive Resources, Customers as Contributors to Service Quality, Customers as Competitors · Service Encounter and Moment of Truth –Meaning, Nature, Elements of Service Encounter 	
January	<p>a) Managing Human Element in Service Sector:</p> <ul style="list-style-type: none"> · Human Element in Service Sector – Introduction, Role and Significance · The Services Triangle · Front Line Employees /Boundary Spanners– Meaning, Issues Faced by Front Line Employees: Person/ Role Conflicts, Organization/ Client Conflict, Interclient Conflict · 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 – Interviewing Techniques: Abstract Questioning, Situational Vignette, Role Playing · Develop People to Deliver Service Quality · Compensating Employees in Service Sector · Motivating Employees for Services · Empowerment of Service Workers – Meaning, Advantages and Limitations 	15
February	<p>a) Issues and Challenges of HR in Service Sector:</p> <ul style="list-style-type: none"> · Quality Issues in Services: Meaning and Dimensions of Service Quality, The Service – Gap Model, Reasons and Strategies to fill the Gaps · Delivering Services through Agents and Brokers - Meaning, Advantages, Challenges, Strategies for Effective Service Delivery through Agents and Brokers · HRM in Public Sector Organizations and Non – Profit Sector in India · Issues and Challenges of HR in Specific Services: Business and Professional Services: Banking and Insurance, Legal, Accountancy Infrastructure: Roads, Railways, Power Public Services: Police, Defense, Disaster Management Trade Services: Wholesale and Retail, Advertising, Maintenance and Repairs Personnel Services: Education, Health Care, Hotels · Social and Charitable Services 	15

March	<p>a) HRP Evaluation, Attrition, Retention & Globalization:</p> <ul style="list-style-type: none"> · Human Resource Planning Evaluation in Service Sector – Meaning, HRP Evaluation Process, Purpose of HRP Evaluation in Service Sector, Issues Influencing HRP Evaluation in Service Sector · Service Leadership – Meaning, Integrating Marketing Operation and Human Resources, Creating a Leading Service Organization, The Service – Profit Chain Model · Attrition in Service Sector – Meaning, Reasons for Attrition in Service Sector, Cycle of Failure, Cycle of Mediocrity and Cycle of Success · Retaining the Best People in Service Sector – Including Employees in Company's Vision, Treat Employees as Customers, Measure and Reward String Service Performers · Globalization of Services- Meaning, Reasons for Globalization of Services, Impact of Globalization on Indian Service Sector. Organisational Effectiveness, Ways to Enhance Organisational Effectiveness 	
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Coordinator – BMS

Teaching Plan

Name of the Lecturer: Swaranjit Kaur Saini	Department of Management Studies
Subject: Indian Ethos in Management	Class: TYBMS

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

Semester: VI

Month	Topics to be covered	No of Lectures
December	a) Indian Ethos · Meaning, Features, Need, History, Relevance, Principles Practised by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices b) Management Lessons from Scriptures: · Management Lessons from Vedas, Management Lessons from Mahabharata, Management Lessons from Bible, Management Lessons from Quran, Management Lessons from Kautilya's Arthashastra Indian Heritage in Business, Management, Production and Consumption. Ethics v/s Ethos Indian Management v/s Western Management	15
January	a) Work Ethos: · Meaning, Levels, Dimensions, Steps, Factors Responsible for Poor Work Ethos Values: · Meaning, Features, Values for Indian Managers, Relevance of Value Based Management in Global Change, Impact of Values on Stakeholders: Employees, Customers, Government, Competitors and Society. · Values for Managers, Trans-Cultural Human Values in Management and Management Education, Secular v/s Spiritual Values in Management, Importance of Value System in Work Culture	15
February	a) Stress Management: · Meaning, Types of Stress at Work, Causes of Stress, Consequences of Stress Stress Management Techniques: · Meditation : Meaning, Techniques, Advantages, Mental Health and its Importance in Management, Brainstorming, Brain Stilling, Yoga: Meaning, Significance Leadership: · Meaning, Contemporary Approaches to Leadership, Joint Hindu Family Business – Leadership Qualities of Karta Motivation: · Meaning, Indian Approach to Motivation, Techniques	15
March	Learning: Meaning, Mechanisms · Gurukul System of Learning : Meaning, Features, Advantages, Disadvantages · Modern System of Learning: Meanings, Features, Advantages, Disadvantages · Karma: Meaning, Importance of Karma to Managers, Nishkama Karma · Laws of Karma: The Great Law, Law of Creation, Law of Humility, Law of Growth, Law of Responsibility, Law of Connection	15

	<ul style="list-style-type: none"> · Corporate Karma: Meaning, Methodology, Guidelines for good Corporate Karma · Self-Management: Personal growth and Lessons from Ancient Indian Education System · Personality Development: Meaning, Determinants, Indian Ethos and Personality Development 	
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Coordinator – BMS

Teaching Plan

Name of the Lecturer: Nilesh Shukla	Department of Management Studies
Subject: Operation Research	Class: TYBMS

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


Semester: VI

Month	Topics to be covered	No of Lectures
December	a) Introduction To Operations Research · Operations Research - Definition, Characteristics of OR, OR Techniques, Areas of Application, Limitations of OR. b) Linear Programming Problems: Introduction and Formulation · Introduction to Linear Programming · Applications of LP · Components of LP · Requirements for Formulation of LP Problem · Assumptions Underlying Linear Programming · Steps in Solving LP Problems	15

	<ul style="list-style-type: none"> · LPP Formulation (Decision Variables, Objective Function, Constraints, Non Negativity Constraints) c) Linear Programming Problems: Graphical Method <ul style="list-style-type: none"> · Maximization & Minimization Type Problems. (Max. Z & Min. Z) · Two Decision Variables and Maximum Three Constraints Problem · Constraints can be “less than or equal to”, “greater than or equal to” or a combination of both the types i.e. mixed constraints. · Concepts: Feasible Region of Solution, Unbounded Solution, Redundant Constraint, Infeasible Solution, Alternative Optima. d) Linear Programming Problems: Simplex Method <ul style="list-style-type: none"> · Only Maximization Type Problems. (Only Max. Z). No Minimization problems. (No Min. Z) Numericals on Degeneracy in Maximization Simplex Problems. · Two or Three Decision Variables and Maximum Three Constraints Problem. (Up to Maximum Two Iterations) · All Constraints to be “less than or equal to” Constraints. (“Greater than or Equal to” Constraints not included.) · Concepts : Slack Variables, Surplus Variables, Artificial Variables, Duality, Product Mix and Profit, Feasible and Infeasible Solution, Unique or Alternate Optimal Solution, Degeneracy, Non Degenerate, Shadow Prices of Resources, Scarce and Abundant Resources, Utilized and Unutilized Capacity of Resources, Percentage Utilization of Resources, Decision for Introduction of a New Product. <p>Note:</p> <ol style="list-style-type: none"> 1. Surplus Variable, Artificial Variable and Duality to be covered only at Conceptual level for Theory Questions only and not included in Numerical. 2. Sensitivity Analysis including Profit Range and Capacity Range is not included. 	
January	<p>a) Assignment Problem – Hungarian Method</p> <ul style="list-style-type: none"> · Maximization & Minimization Type Problems. · Balanced and Unbalanced Problems. · Prohibited Assignment Problems, Unique or Multiple Optimal Solutions. · Simple Formulation of Assignment Problems. · Maximum 5 x 5 Matrix. Up to Maximum Two Iterations after Row and Column Minimization. <p>Note:</p> <ol style="list-style-type: none"> 1. Travelling Salesman Assignment Problem is not included. <p>b) Transportation Problems</p> <ul style="list-style-type: none"> · Maximization & Minimization Type Problems. · Balanced and Unbalanced problems · Prohibited Transportation Problems, Unique or Multiple Optimal Solutions. · Simple Formulation of Transportation Problems. · Initial Feasible Solution (IFS) by: <ol style="list-style-type: none"> a. North West Corner Rule (NWCR) b. Least Cost Method (LCM) 	15

	<p>c. Vogel's Approximation Method (VAM)</p> <ul style="list-style-type: none"> · Maximum 5 x 5 Transportation Matrix. · Finding Optimal Solution by Modified Distribution (MODI) Method. (u, v and Δ) · Maximum Two Iterations (i.e. Maximum Two Loops) after IFS. <p>Note:</p> <ol style="list-style-type: none"> 1. Production Scheduling Problem is not included. 2. Time Minimization Problem is not included. 3. Degeneracy Concept to be covered only at Conceptual Level. Not to be included in Numerical. 	
February	<p>a) Critical Path Method (CPM)</p> <ul style="list-style-type: none"> · Concepts: Activity, Event, Network Diagram, Merge Event, Burst Event, Concurrent and Burst Activity, · Construction of a Network Diagram. Node Relationship and Precedence Relationship. · Principles of Constructing Network Diagram. · Use of Dummy Activity · Numerical Consisting of Maximum Ten (10) Activities. · Critical Path, Sub-critical Path, Critical and Non-critical Activities, Project Completion Time. · Forward Pass and Backward Pass Methods. · Calculation of EST, EFT, LST, LFT, Head Event Slack, Tail Event Slack, Total Float, Free Float, Independent Float and Interfering Float <p>b) Project Crashing</p> <ul style="list-style-type: none"> · Meaning of Project Crashing. · Concepts: Normal Time, Normal Cost, Crash Time, Crash Cost of Activities. Cost Slope of an Activity. · Costs involved in Project Crashing: Numericals with Direct, Indirect, Penalty, crash cost and Total Costs. · Time – Cost Trade off in Project Crashing. · Optimal (Minimum) Project Cost and Optimal Project Completion Time. · Process of Project Crashing. · Numerical Consisting of Maximum Ten (10) Activities. <ul style="list-style-type: none"> · Numerical based on Maximum Four (04) Iterations of Crashing <p>c) Program Evaluation and Review Technique (PERT)</p> <ul style="list-style-type: none"> · Three Time Estimates of PERT: Optimistic Time (a), Most Likely Time (m) and Pessimistic Time (b). · Expected Time (te) of an Activity Using Three Time Estimates. · Difference between CPM and PERT. · Numerical Consisting of Maximum Ten (10) Activities. · Construction of PERT Network using tevalues of all Activities. · Mean (Expected) Project Completion Time. · Standard Deviation and Variance of Activities. · Project Variance and Project Standard Deviation. · 'Prob. Z' Formula. 	15

	<ul style="list-style-type: none">· Standard Normal Probability Table. Calculation of Probability from the Probability Table using 'Z' Value and Simple Questions related to PERT Technique.· Meaning, Objectives, Importance, Scope, RORO/LASH	
March	<p>a) Job Sequencing Problem</p> <ul style="list-style-type: none">· Processing Maximum 9 Jobs through Two Machines only.· Processing Maximum 6 Jobs through Three Machines only.· Calculations of Idle Time, Elapsed Time etc. <p>b) Theory of Games</p> <ul style="list-style-type: none">· Introduction· Terminology of Game Theory: Players, Strategies, Play, Payoff, Payoff matrix, Maximin, Maximax, Saddle Point.· Types of Games.· Numericals based on: Two Person Zero Sum Games including strictly determinable and Fair Game - Pure Strategy Games (Saddle Point available). Principles of Dominance method.	15



Coordinator – BMS

ACADEMIC YEAR 2022-23 TEACHING PLAN

1) Name of the Lecturer: Dr. Vaishali Rajput

2) Department: Commerce

3) Subject: Foundation Course-I

4) Class: FYBBI

SEMESTER - I

Course Outcome		
CO1- Learners will be sensitized regarding numerous social issues. CO2- Make them evaluate the importance of Environment Studies in the current developmental context CO3- Comprehend and address the concepts related to stress, conflict, aggression and violence CO4- Develop the mechanisms for managing different types of stress, conflict, aggression		
Month	Topics to be covered	No. of Lectures required
JULY	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	05
AUGUST	Concept of disparity –I 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 feticide (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	15
SEPTEMBER	Concept of disparity -II 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	15
OCTOBER	The Indian constitution 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



Mr. Ravi Vishwakarma
 Coordinator - BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN

1) Name of the Lecturer: Mrs. Pratibha Jadhav

2) Department: Commerce

3) Subject: Business Economics

4) Class: FYBBI

SEMESTER - I

Course Outcome		
CO1-Learners will be able to apply the various theories and principles of Economics in Business and Commercial Environments.		
CO2-Creates understanding market structures such as perfect competition, monopoly, monopolistic competition and oligopoly.		
CO3- Acquaint the students with the economic principles as are applicable in business		
CO4- Distinguish between different Pricing Practices		
Month	Topics to be covered	No. of Lectures required
JULY	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	Demand Analysis 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
SEPTEMBER	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.	15
OCTOBER	Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition, Monopolistic competition, Oligopolistic markets, Pricing Practices	15



Mr. Ravi Vishwakarma
Coordinator - BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN

1) Name of the Lecturer: Mr. Selva Kumar
 3) Subject: Environment and Management Of Financial Service

2) Department: Commerce
 4) Class: FYBBI

SEMESTER I

Course Outcome		
CO1- Learners will be able to describe the various financial products, services, and strategies offered by the variety of financial services institutions.		
CO2- Enhance mobilization of funds by the banking and insurance sector.		
CO3- Execute Indian financial markets, financial instruments and financial regulators.		
CO4- Create and understanding of the role of banks, financial institutions and insurance companies in the economy.		
Month	Topics to be covered	No. of Lectures required
JULY	Introduction to Financial System Institutional 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.) Meaning, Definition and scope of Banking and Insurance.	15
AUGUST	Phases of Development of Banking and Insurance A. Significance and Role of Banking and Insurance in mobilizing savings, investment, accumulation and economic growth. B. Functions and working of banking and insurance companies	15
SEPTEMBER	Management, Regulation and Development Risk management within the organizations of Banks and Insurance companies Asset - Liability Management in Banking and Insurance Organisational structure and management	15
OCTOBER	Regulatory and Developmental Framework of Banking & Insurance Banking companies and RBI Acts and legal framework governing the insurance. Developmental Activities of RBI and IRDA Mechanism of supervision and regulation. Prudential Norms.	15



Mr. Ravi Vishwakarma
 Coordinator - BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN

1) Name of the Lecturer: Mr. Sanjay Yadav

2) Department: Commerce

3) Subject: Principles of Management

4) Class: FYBBI

SEMESTER I

Course Outcome		
<p>CO1- Learners will understand the role of a manager, critical management theories and philosophies and how to apply them in real life.</p> <p>CO2- Analyse the Organization Structure Of Banking And Insurance Companies.</p> <p>CO3- Review how business leaders have developed winning strategies across industries and sectors to grow their companies and achieve success.</p> <p>CO4- Review how business leaders have developed winning strategies across industries and sectors to grow their companies and achieve success.</p>		
Month	Topics to be covered	No. of Lectures required
JULY	<p>Introduction to Management Definition of Management, Management as a Profession , Traditional Vs Contemporary Management (Henry Fayol, F.W. Taylor, Peter Drucker) (C.K.Pralhad, Mr. Vijay Govindarajan)</p>	15
AUGUST	<p>Management Process Management Process, Practices, Functions of Management related to Banking and Insurance companies</p>	15
SEPTEMBER	<p>Organization Structure of Banking and Insurance companies</p>	15
OCTOBER	<p>Business Leaders Leaders in the Indian Industry (J.R.D Tata, Ratan Tata, Aditya Birla, Kumar Mangalam Birla, Mr Dhirubhai Ambani and Sons, Kiran Mazumdar Shaw, Verghese Kurien), Leaders in the Banking and Insurance Industry (Banking & Insurance: H.Shanbagh. Uday Kotak, K.V. Kamath Naina Kidwai, Deepak Parekh, Chanda Kochhar, Hinduja, Godrej, Aziz Premzi, Narayan Murthy, Anand Mahindra , Governor of RBI)</p>	15



Mr. Ravi Vishwakarma
 Coordinator - BBI



ACADEMIC YEAR 2022-23 TEACHING PLAN

1) Name of the Lecturer Ms. Neelam Agrawal
3) Subject: Business Communication: Paper - I

2) Department: Commerce
4) Class: FYBBI

SEMESTER I

Course Outcome		
CO1- Learners will be able to understand the various levels of organizational communication and communication barriers in an organization, and draft effective business correspondence with clarity.		
CO2- Create an understanding of the role of banks, financial institutions and insurance companies in the economy		
CO3- Create an understanding of the role of banks, financial institutions and insurance companies in the economy		
CO4- Adapt to changing culture and impact of modern technology on business communication.		
Month	Topics to be covered	No. of Lectures required
JULY	Theory of Communication Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication, Channels and Objectives of Communication: Channels- 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	15
AUGUST	Obstacles to Communication in Business World Problems in Communication / Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers, Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4, Introduction to Business Ethics	15
SEPTEMBER	Business Correspondence Theory of Business Letter Writing, Parts, Structure, Layouts, 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
OCTOBER	Language and Writing Skills Commercial Terms used in Business Communication, Developing an idea, using appropriate linking devices, etc, Cohesion and Coherence, self-editing, Activities - Listening Comprehension, Remedial Teaching, Speaking Skills: Presenting a News Item, Dialogue and Speeches, Paragraph Writing	15

Mr. Ravi Vishwakarma
Coordinator - BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN

1) Name of the Lecturer: Mr. KrishnaKant Pandey
3) Subject: Quantitative Methods: Paper - I

2) Department: Commerce
4) Class: FYBBI

SEMESTER I

Course Outcome		
CO1- To equip the student with a broad based knowledge of mathematics with emphasis on business application		
CO2- Use fundamental basic knowledge of statistical techniques in business.		
CO3 - Develop a graphical presentation.		
CO4 - Enhance fundamental basic knowledge of statistical techniques as applicable to business		
Month	Topics to be covered	No. of Lectures required
JULY	Introduction, Organising, Data, Frequency Distribution, Data Representation Organizing Data, Frequency Distribution, Measure of Central tendency, Org Data, preparation of frequency distribution graphical and diagrammatic representation histogram, frequency polygon and gives Arithmetic mean, mode and medium (using graph also) for both) for grouped as well as ungrouped data	15
AUGUST	Measures of Central Tendencies Mean, mode, median, quartiles, deciles and percentiles for both grouped as well as ungrouped data.	15
SEPTEMBER	Measures of Dispersion Concept and idea of dispersion. Various measures Range, quartile deviation, Mean Deviation, Standard Deviation and corresponding relative measure of dispersion. Geographical representation and utility of various is measure of Dispersions	15
OCTOBER	Co-variance, Correlation and Regression Meaning, definition and Application of covariance, concept of correlation. Rank correlation, regression concept, relationship with correlation. Probability, Probability Distribution and decision Theory Concept of probability yen diagrams, Rules of Probability Expected value of the variable, Decision theory normal distribution Index Numbers and Insurance	15



Mr. Ravi Vishwakarma
Coordinator - BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN

1) Name of the Lecturer: Mr. Selva Kumar
3) Subject: Financial Accounting

2) Department: Commerce
4) Class: FYBBI

SEMESTER I

Course Outcome		
CO1- Learners will learn relevant financial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business planning and decision making.		
CO2- Learners will be able to prepare financial statements according to the Generally Accepted Accounting Principles.		
CO3- Learners will be able to closing of accounts at the end of the year for sole trading concern and partnership firms		
CO4- Create understanding of closing of accounts at the end of the year for sole trading concern and partnership firm		
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 Trial Balance	15
AUGUST	Classification of Income & Expenses & Accounting Standards 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
SEPTEMBER	Issues of Shares, Stock Valuation & Hire purchase Introduction to issue 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), Introduction to Depreciation: Fixed Installment method, Written Down Value Method, Change of method. Valuation of goodwill (problems based on average profit and super profit method only)	15
OCTOBER	Final Accounts Trading Account, Profit and Loss Account, Balance Sheet, Adjustment Entries. Introduction to Accounts of Non Profit Organizations	15



Mr. Ravi Vishwakarma
Coordinator - BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN

1) Name of the Lecturer: Ms. Ganashree Chilka
 3) Subject: Financial Markets

2) Department: Commerce
 4) Class: SYBBI

SEMESTER III

Course Outcome		
CO1- Learners will learn and understand financialmarkets, commodity markets, and derivative markets.		
CO2-Aware about the role of various markets in market making.		
CO3-Examine the regulatory framework behind markets.		
CO4-Execute contemporary developments like technological innovations, micro finance and financial inclusion.		
Month	Topics to be covered	No. of Lectures required
JUNE	Indian Financial System Introduction, Meaning, 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, Overview of Phases of Indian financial system since independence (State Domination – 1947-1990, Financial sector reforms 1991 till Financial Sector Legislative Reforms Commission 2013), Monitoring framework for financial conglomerates. Structure of Indian Financial System	15
JULY	Financial Markets in India Indian Money Market – Meaning, Features, Functions, Importance, Defects, Participants, Components of Organized and Unorganized markets and Reforms Indian Capital Market - Meaning, Features, Functions, Importance, Participants, Instruments, Reforms in Primary and Secondary Market. Indian Stock , Indian Debt Market –Market Instruments, Listing, Primary and Secondary Segments	15
AUGUST	Commodity Market 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.	15
SEPTMBER	Derivatives Market Introduction to Derivatives market- Meaning, History & origin, Elements of a derivative contract, Factors driving growth of derivatives market , Difference between Forwards & Futures	15



Mr. Ravi Vishwakarma
 Coordinator - BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN

1) Name of the Lecturer: Mr. Rajiv Mishra

2) Department: Commerce

3) Subject: Financial Management

4) Class: SYBBI

SEMESTER III

Course Outcome		
CO1-Learners will understand the concept of finance, sources Of finance, financial management, Financial Planning and Capital budgeting.		
CO2-Calculate various leverages on their own. Easily identify various sources of finance. Calculate cost of capital of the various firms		
CO3-Easily identify various sources of finance. Calculate cost of capital of the various firms		
CO4-alculate cost of capital of the various firms		
Month	Topics to be covered	No. of Lectures required
JUNE	Introduction to Finance and Financial Management Long Term Sources : Term Loans, Debentures, Bonds, Zero Coupon bonds, Convertible Bonds, Equity shares, Preference shares, CD, CP, Public Deposits ,Short Term Sources: Bank Finance, Trade Credit ,Other Short Term Sources , Venture Capital and Hybrid Financing	15
JULY	Financial Goal Setting & Time value of Money Financial Goal Setting , Time Value of Money , Techniques of Compounding	15
AUGUST	Investment Decisions: Capital Budgeting Capital Budgeting , Basic Principle of Measuring Project Cash Flows , Increment Principle, Long Term Fund, Principle, Exclusion of Financial Cost Principle, Post Tax Principle	15
SEPTMBER	Financial Decisions Cost of Capital : Introduction and Definition of Cost of Capital, Structure Decisions	10



Mr. Ravi Vishwakarma
Coordinator - BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN

1) Name of the Lecturer: Mr. Ravi Vishwakarma
 3) Subject: Management Accounting

2) Department: Commerce
 4) Class: SYBBI

SEMESTER III

Course Outcome		
<p>CO1- Learner will understand the role of management accounting in decision making, analysis of financial statements, ratio Analysis and working capital management.</p> <p>CO2- Develop financial analysis skills among learners</p> <p>CO3- Comprehend different contemporary issues in Management Accounting and Reports & Reporting needs.</p> <p>CO4- Analyse various techniques to various domains concerned with accounting-based applications and solutions</p>		
Month	Topics to be covered	No. of Lectures required
JUNE	<p>Introduction to Management Accounting Meaning and Definition, Scope, Functions, Objectives, Importance, Role of Management Accounting, Management Accounting Framework, Tools of Management Accounting</p>	15
JULY	<p>Financial Statement Analysis A) Introduction to Corporate Financial Statements : Understanding the Balance sheet and Revenue statements with the headings and sub headings, Uses of financial statements, Users of Financial Statements. B) Financial Statement Analysis Introduction and Meaning of Financial Statement Analysis, Steps, Objective, Types of Analysis. Balance Sheet Ratios: Current Ratio, Liquid Ratio, Stock Working Capital Ratio, Proprietary Ratio, Debt Equity Ratio, Capital Gearing Ratio. Revenue</p>	15
AUGUST	<p>Working Capital Management: Concept, Nature of Working Capital, Planning of Working Capital, Estimation /Projection of Working Capital Requirements in case of Trading and Manufacturing Organization Operating Cycle.</p>	15
SEPTEMBER	<p>Management of Profits/Dividend Policy Meaning, Types, Factors influencing dividend policy, Forms of dividend. Determinants of Dividends Policy: Factors; Dividend Policy in India; Bonus Shares (Stock dividend) and Stock (Share) Splits; Legal, Procedural; and Tax Aspects associated with Dividend Decision</p>	15



Mr. Ravi Vishwakarma
 Coordinator - BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN

1) Name of the Lecturer: Mr. Rajesh Maislage
3) Subject: Information Technology in B & I

2) Department: Commerce
4) Class SYBBI

SEMESTER III

Course Outcome		
CO1- Learners will learn and understand e-commerce and cyber security and will Learn MS- Excel and MS-Word.		
CO2-Execute different commands of Ms word, Ms Excel and Ms PowerPoint.		
CO3-Analysis on Cyber Law & Cyber Security with its history in India.		
CO4-Examine E-security and Reporting of fraud on the Internet		
Month	Topics to be covered	No. of Lectures required
JUNE	Introduction to Electronic Commerce E-Commerce and World Wide Web- Architectural framework of E- Commerce, WWW and its architecture, hypertext publishing, Technology behind the web, Security and the Web	15
JULY	E-banking Types of Electronic Payment Systems, Digital Token-based EPS, Smart Card EPS, Credit Card EPS, Risk in EPS, Designing a EPS	15
AUGUST	MS-Office: Packages for Institutional Automation: Name cells/ranges/constants ,relative, absolute & mixed cell references, >,<=operators, Logical functions using if, and, or =, not, date and time functions & annotating formulae.	15
SEPTEMBER	Cyber Law & Cyber Security: Various threats and attacks, Phishing, Key Loggers, Identity Theft, Call & SMS forging, e-mail related crimes, Denial of Service Attacks, Hacking, Online shopping frauds, Credit card frauds, Cyber Stalking Computer Security, E-Security, Password Security and Reporting internet fraud	15



Mr. Ravi Vishwakarma
Coordinator - BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN

1) Name of the Lecturer: Mr. Vicky. Kukreja

2) Department: Commerce

3) Subject: Taxation of Financial Services

4) Class: SYBBI

SEMESTER III

Course Outcome	CO1- Learners will learn and understand basic terms and residential status, heads of income, and deductions. CO2- Examine residential status of an assessee and compute the taxable income of assesses with different residential status. CO3- Practically Compute income from salaries, house property, business/profession, capital gains and income from other sources. CO4- Practically apply various benefits/ deductions under Chap VI-A of the Income tax act, 1961 which are to be Reduced from the gross total income of the assessee.	
Month	Topics to be covered	No. of Lectures required
JUNE	Definitions and Residential Status 1) Basic Terms (S. 2,3,4) Assesse, Assessment, Assessment Year, Annual Value, Business, Capital Assets, Income, Previous Year, Person, Transfer. 2) Determination of Residential Status of Individual, Scope of Total Income(S.5)	15
JULY	Heads of Income – I A) Salary (S.15-17) B) 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 A) Capital Gain (S. 45, 48, 49, 50 and 54) B) Income from other sources (S.56- 59) C) Exclusions from Total Income (S.10) (Exclusions related to specified heads to be covered with relevant heads of income)	15
SEPTEMBER	Computation of Total Income & Taxable Income Deductions from Total Income, 80C, 80CCC, 80D, 80DD, 80E, 80U, 80TTA Computation of Taxable Income of Individuals.	15



 Mr. Ravi Vishwakarma
 Coordinator - BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN

1) Name of the Lecturer: Mr. Tushar Shah

2) Department: Commerce

3) Subject: Mutual Fund

4) Class: SYBBI

SEMESTER III

Course Outcome	Co1:- Learners will be able to understand History & Origin, Definition, Meaning, Characteristics, Advantages, Disadvantages, and Limitations of Mutual Funds. Co2:- - Learners will learn and understand Basics of Financial Planning.	
Month	Topics to be covered	No. of Lectures required
JUNE	<p>Introduction to Mutual Fund History & Origin, Definition, Meaning, Characteristics, Advantages, Disadvantages, Limitations of Mutual Funds, Ethics in Mutual Fund. Entities involved – Sponsor, Trust, Trustee, Asset Management Company, Registrar and Transfer Agent (RTA) and Fund Houses in India.</p> <p>Legal Framework - Role of regulatory agencies for Mutual funds – SEBI, RBI, AMFI, Ministry of Finance, SRO, Company Law Board, Department of Company's affairs, Registrar of Companies</p> <p>MF guidelines on advertisement , Accounting , Taxation and Valuation norms, Guidelines to purchase Mutual Funds, Investor protection and MF regulations, Grievance mechanism in MF in India.</p>	15
JULY	<p>Classification of Mutual Fund Types of Mutual Fund- (introduction and Characteristics) Functional/Operational – Open ended, close ended, Interval Portfolio – Income, Growth, Balanced, MMMF B) Portfolio Maturity, Calculations of NAV, Entry Load, Exit Load</p>	20
AUGUST	<p>Fund Selection Criteria Fund Rating and Ranking – Its need and importance. Basis of Ratings, Interpretation of Funding Rating by CRISIL, CARE and ICRA, Selection Criteria – (Size, Stability, Credit Portfolio, Performance)Performance Measurement – Rolling Returns and Benchmarking , Yield To Maturity and Bond Valuation</p>	15
SEPTEMBER	<p>Financial Planning in Mutual fund Basics of Financial Planning – Financial Planning Steps, Life Cycle, Wealth Cycle, Risk Profiling, Asset Allocation, Contingency Funds. Investors Guide Towards Financial Planning – Eligibility for investment in MF, KYC (Individuals, Micro SIPs, Institutional Investors ,Fund Category Guidance (Long Bond Funds, Short Bond Funds, Ultra Short Bond Funds) .</p>	10


Mr. Ravi Vishwakarma
Coordinator - BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN

- 1) Name of the Lecturer: Mrs. Neelam Agarwal 2) Department: Commerce
 3) Subject: Foundation Course –III (An overview of banking sector) 4) Class: SYBBI

SEMESTER III

Course Outcome	CO1- Learners will understand banking industry aspects and areas like rural banking, CO2- Learners will understand banking contemporary developments like technological innovations, microfinance and financial inclusion technological innovations, microfinance and financial inclusion. CO3- Create Soft Skills for Effective Interpersonal Communication.	
Month	Topics to be covered	No. of Lectures required
JUNE	An Overview of Banking Industry <ul style="list-style-type: none"> • Definition of Banks, Types of Banks, Principles of Banking • Banking System in India, Overview of RBI, Public, Private, Co-operative, Payment Bank, Regional Rural Banks • Emerging trends of banking - Universal banking, electronic banking, globalization of banking. 	10
JULY	Commercial Banking and Customer – Banker Relationship <ul style="list-style-type: none"> • Definition and meaning of Commercial Bank, Evolution of Commercial Banking in India, Functions of Commercial Bank, Services offered by Commercial Bank. • Retail Banking – Meaning, Features, Significance of Retail Banking and Overview of its products 	10
AUGUST	Universal Banking & Technology in Banking sector Concept of Universal Banking, Evolution of Universal banking, Services to Government, Payment & Settlement, Merchant Banking, Mutual Fund, Depository Services, Wealth Management, Portfolio Management Bancassurance, NRI Remittance. Technology in Banking Features, norms and Limitations of E- banking, Mobile Banking, Internet Banking, RTGS, POS Terminal, NEFT, IMPS, Brown Label ATM's, White Label ATM's, NUUP, AEPS, APBS, CBS, CTS,	10
SEPTEMBER	Microfinance & Financial Inclusion Introduction, Need and Code of Conduct for Microfinance Institutions in India, Advantages, Purpose, Limitations and Models of SHG – Bank Linkage Program. Role of NABARD and SIDBI. Financial Inclusion, Features, procedures and significance of Stand-up India Scheme for Green Field	15



Mr. Ravi Vishwakarma
 Coordinator - BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN

1) Name of the Lecturer: Ms. Ganashree Chilka

2) Department: Commerce

3) Subject: Financial Service Management

4) Class: TYBBI

SEMESTER V

Course Outcome		
CO1- Learners will gain knowledge about various financial services and non-banking financial services. CO2- Classify traditional and innovative Financial Services after LGP CO3- Analyze the basic concepts, applications of these services, scenarios in domestic and international environments. CO4- Execute the challenges in the corporate world through management of fee based and fund-based services		
Month	Topics to be covered	No. of Lectures required
JUNE	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	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	SECURITISATION OF DEBT What is securitization? – Definition – securitization vs. factoring – Modus operandi – role of merchant bankers – role of other parties – structure for securitization – securitisable assets – benefits of securitization – conditions for successful	15
SEPTEMBER	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



Mr. Ravi Vishwakarma
 Coordinator - BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN

- 1) Name of the Lecturer: Mr. Rajiv Mishra
 2) Department: Commerce
 3) Subject: International Banking and Finance
 4) Class: TYBBI

SEMESTER V

Course Outcome		
CO1- Learner will gain the knowledge and understanding of international banking operations, international financial Markets and its operations.		
CO2-Differentiate Foreign Exchange Management, Risk Management		
CO3-Outline International Banking Operations		
CO4-Execute Finance besides studying developments in India in this context		
Month	Topics to be covered	No. of Lectures required
JUNE	Fundamentals of International Finance Meaning and Scope of International Finance, Balance of Payment, Components, Deficit in Balance of Payment, Concept of Currency Convertibility. International Monetary System, Gold Standard, Features, Bretton Wood System, Current Exchange Rate Systems - Fixed and Flexible Exchange Rate, Merits Demerits, Types of Fixed Exchange Rate,	15
JULY	International Capital Markets Types of Capital Flows, FDI, FPI, FII Euro Currency Markets, Origin and Reasons of growth, a Brief Understanding of Eurocurrency Deposit, Loans Bonds and Notes Market Concept of Offshore Banking. International Equity Markets, Concept of Depository Receipts, GDR, Characteristics.	15
AUGUST	Foreign Exchange Markets Introduction, Market and Market Participants, Foreign Exchange Management in India, Retail and Whole Sale Component of Indian Foreign Exchange Market, Role of FEDAI, FEMA and Regulatory Framework, Dealing Room Operations. Risk Management	15
SEPTEMBER	INTERNATIONAL BANKING OPERATIONS Introduction, definition, features of international banking, reasons for growth of international banking, recent trends in international banking, emergence of crypto currency - overview, brief overview of bitcoin and other crypto currencies, note on mining and crypto currency exchanges, advantages, disadvantages of crypto currency.	15



Mr. Ravi Vishwakarma
 Coordinator - BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN

1) Name of the Lecturer: Dr. Vaishali Rajput

2) Department: Commerce

3) Subject: Research Methodology

4) Class: TYBBI

SEMESTER V

Course Outcome		
CO1- Learners will gain the knowledge and understanding of research collection, interpretation of data, testing, and statistical techniques.		
CO2-Aware the analytical abilities and research skills among the students		
CO3-Define knowledge and understanding of research		
CO4-Carry out hands-on experience and learning in Business.		
Research. Calculate Collection and interpretation of data, testing of hypothesis and use of statistical techniques		
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	15
JULY	Data Collection and Processing <ul style="list-style-type: none"> • Types of Data and Sources-Primary and Secondary Data Sources • Methods of Collection of Primary data Scaling techniques- i) Likert scale, ii) Semantic Differential scale.	15
AUGUST	Data Analysis and Interpretation <ul style="list-style-type: none"> • Processing of Data- Meaning & Essentials of i) Editing ii) Coding iii) Tabulation • Analysis of Data-Meaning, Purpose, Types. • Interpretation of Data-Essentials, Importance, Significance 	15
SEPTEMBER	Advanced Statistical Techniques Introduction, Characteristics and Application of Correlation and Regression Analysis, Factor Analysis, Cluster Analysis, Discriminant Analysis Multidimensional Scaling, Research Report, Report writing – i) Meaning, Importance, Structure, Types, Process and Essentials of a Good Report.	15


Mr. Ravi Vishwakarma
Coordinator - BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN

1) Name of the Lecturer: Ms. Ganshree Chilka

2) Department: Commerce

3) Subject: – Financial Reporting Analysis

4) Class: TYBBI

SEMESTER V

Course Outcome		
CO1- Learners will learn to prepare financial statements for banking		
CO2- Learners will learn to prepare insurance companies and learn the ethical aspects of accountancy.		
CO3- Learners will learn to prepare cash flow statement		
CO4- Learners will learn ratio Analysis		
Month	Topics to be covered	No. of Lectures required
JUNE	Final Accounts of Banking Company Legal Provisions in Banking Regulation Act, 1949 relating to Accounts. Statutory Reserves including Cash Reserve and Statutory Liquidity Ratio. Bills Purchase and Discounted, Rebate on Bill Discounted. Final Accounts in Prescribed Form. Non – performing Assets and Income from Non – performing Assets. Classification of Advances: Standard, Sub – standard, Doubtful and Provisioning Requirement.	15
JULY	Final Accounts of Insurance Company (a) Preparation and Presentation of Corporate Final Accounts for Insurance Companies. (b) Final Accounts in accordance with Insurance Legislation Study of Accounting Policies from Annual Reports of Listed Insurance Companies	15
AUGUST	Preparation of Final Accounts of Companies Relevant Provisions of Companies Act related to Preparation of Final Account (excluding cash flow statement) Preparation of Financial Statements as per Companies Act. (excluding cash flow statement)	15
SEPTEMBER	Introduction to IFRS IFRS 1- First Time Adoption of International Financial Reporting Standards Objective, Scope, Definitions, IFRS 2- Share Based Payment – Objective, Scope, Definitions, Recognition, Equity Settled Share Based Payment	15



Mr. Ravi Vishwakarma
 Coordinator - BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN

1) Name of the Lecturer: Mr. Vicky. Kukreja

2) Department: Commerce

3) Subject: Auditing

4) Class: TYBBI

SEMESTER V

Course Outcome		
CO1- . Classify different concepts of auditing, types of frauds and errors in auditing. CO2- Examine their role in vouching and verification.		
Month	Topics to be covered	No. of Lectures required
JUNE	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. ,Errors & Frauds Principles of Audit , Types of Audit	15
JULY	Audit Planning, Procedures and Documentation Audit Planning –Meaning, Objectives, Factors to be Considered, Sources of Obtaining Information, Discussion with Client, Overall Audit Approach. Audit Working Papers - Meaning, Importance, Factors Determining Form and Contents, Main Functions / Importance, Features, Contents of Permanent Audit File, Temporary Audit File, Ownership.	15
AUGUST	Auditing Techniques and Internal Audit Introduction Test Check -Test Checking Vs Routing Checking, Test Check meaning, Features, Factors to be Considered, When Test Checks Can be Used, Advantages, Disadvantages and Precautions. Audit Sampling -Audit Sampling, Meaning, Purpose, Factors in Determining Sample Size -Sampling Risk, Internal Audit -Meaning, Basic Principles of Establishing Internal Audit, Objectives	15
SEPTEMBER	Auditing Techniques: Vouching Audit of Income, Audit of Expenditure Auditing Techniques: Verification Audit of Assets Book Debts / Debtors, Stocks -Auditors General Duties; Patterns, Dies and Loose Tools, Spare Parts, Empties and Containers. Audit of Liabilities	15



Mr. Ravi Vishwakarma
Coordinator - BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN

1) Name of the Lecturer: Dr. Vaishali Rajput
 3) Subject: Strategic Management

2) Department: Commerce
 4) Class : TYBBI

SEMESTER V

Course Outcome		
Co 1:- Learners will be able to understand decision making skills among the business strategy.		
Co 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 Definitions, Strategic Decision Making, Levels of Strategic Management, Process of Strategic Management, Principles of Good Strategy, Elements of Strategic Management, Models of Strategic Management.	15
JULY	Strategic Management Environment: Importance of Politics in Strategic Management, Social, Political, and Technological forces, Role of Competition, National and Global Business Environment. Components of Environment, Environmental Scanning, Analysis of Strategies and Choice of Strategy. Ethics, Social Responsibility, Impact of Legal Factors in Strategic Management, SWOT Analysis	15
AUGUST	Levels of Strategies and Analysis Corporate Level Strategies- Concentration, Integration and Diversification, Internationalization, Digitization. Process of Strategic Choice, Factors of Strategic Choice, Strategic Analysis.	15
SEPTEMBER	Activating Strategy and Implementation Process and Nature of Strategy implementation, Barriers, Model of Strategy Implementation- Structural, Behavioral and Functional. Strategic Evaluation and Control Standards, Benchmarking, Gap Analysis. Features and Importance of Evaluation, Barriers in Evaluation, Types	15



Mr. Ravi Vishwakarma
 Coordinator - BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN1) **Name of the Lecturer: Mr. Ravi Vishwakarma**2) **Department: COMMERCE**3) **Subject: FINANCIAL ACCOUNTING : Paper – I**4) **Class: FYBBI****SEMESTER II**

Course Outcome	<ul style="list-style-type: none"> Learners will get the knowledge of various accounting concept of companies 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


Mr. Nilesh Shukla
Coordinator- BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN

1) Name of the Lecturer: Ms. Saheli Rajpurohit

2) Department: Commerce

3) Subject: BUSINESS COMMUNICATION: Paper – II

4) Class: FYBBI

SEMESTER II

Course Outcome	<ul style="list-style-type: none"> 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 III. 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



 Mr. Nilesh Shukla
 Coordinator- BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN1) **Name of the Lecturer: Mr. Krishnakant Pandey**2) **Department: COMMERCE**3) **Subject: QUANTITATIVE METHODS: Paper - II**4) **Class: FYBBI****SEMESTER II**

Course Outcome	<ul style="list-style-type: none"> Learners will be Increase the knowledge of mathematical techniques 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 Problems, 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, Type of 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, Economic indicators	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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Coordinator- BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN

1) Name of the Lecturer: Ms. Falguni Kotak

2) Department : COMMERCE

3) Subject : BUSINESS LAW

4) Class: FYBBI

SEMESTER II

Course Outcome		
1) Learners will be able to explain basic concept of the constitution of India and its 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 and Classification 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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Coordinator- BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN

1) Name of the Lecturer: Mr. Rajesh Maislage

2) Department: Commerce

3) Subject: Information Technology in Banking & Insurance- II
SEMESTER IV

4) Class: SYBBI

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 for Institutional.		
Month	Topics to be covered	No. of Lectures required
NOVEMBER	Various models- home banking, office banking, online banking, internet banking, mobile banking, SMS banking,- models of electronic payments, other business models	15
DECEMBER	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
JANUARY	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
FEBRUARY	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: configuring outlook 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


Mr. Nilesh Shukla
Coordinator- BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN

1) **Name of the Lecturer: Dr. Pratibha Jadhav**
3) **Subject: Business Economics II**

2) **Department: Commerce**
4) **Class: SYBBI**

SEMESTER IV

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
NOVEMBER	Macroeconomics: Meaning, Scope and Importance. Circular flow of 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: Aggregate Demand and Aggregate Supply -	15
DECEMBER	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 :	15
JANUARY	Quantity theory of money - 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	
FEBRUARY	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 :	15
MARCH	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	



Mr. Nilesh Shukla
Coordinator- BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN**1) Name of the Lecturer: Mr. Nilesh Shukla****2) Department: Commerce****3) Subject: Wealth management****4) Class: SYBBI****SEMESTER IV**

Course Outcome	<ul style="list-style-type: none"> 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
NOVEMBER	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 Saving Investments 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
DECEMBER	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
JANUARY	A) Financial Planning Introduction Role of Financial planner Process of financial planning Cash flow	15
FEBRUARY	A) Retirement Planning Meaning & Objectives of Retirement planning Gifts & Trust, Charity planning Avoidable mistakes in retirement planning Power of attorney for asset management	10
MARCH	B) Estate planning Meaning & scope Need for Estate planning Tools for	05


Mr. Nilesh Shukla
Coordinator- BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN

1) Name of the Lecturer: Mr. Tushar Shah
3) Subject: FINANCIAL MANAGEMENT I

2) Department: COMMERCE
4) Class: SYBBI

SEMESTER IV

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
NOVEMBER	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
DECEMBER	Cost of Capital - Computation of Weighted Average Cost of Capital - Cost of Debts , preferences shares , and Net worth - Minimum acceptable rate of return and its relationship with cost of capital	15
JANUARY	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
FEBRUARY	Working Capital Management - Gross and Net working capital, Positive and Negative Working capital. - Estimation of Working Capital	10
MARCH	Estimation of Working Capital	05



Mr. Nilesh Shukla
Coordinator- BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN**1) Name of the Lecturer: Mr. Tanvi Sangai****2) Department: COMMERCE****3) Subject: FC- OVERVIEW OF INSURANCE SECTOR
SEMESTER IV****4) Class: SYBBI**

Course Outcome	<ul style="list-style-type: none"> Learners will be able to learn concepts, advantages of insurance and its various types. Learners gain knowledge of health, home and motor insurance 	
Month	Topics to be covered	No. of Lectures required
NOVEMBER	Review of functioning of banks , Liabilities and Assets of Banks, Net worth, Off Balance Sheet Items New Products :	5
DECEMBER	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
JANUARY	Insurance- Concept, functions, Types (Life and General), .Insurance as a cover to Banking	15
FEBRUARY	Privatization of Insurance Business in India, Banking and Insurance Regulation Self-Regulation and Installation of Corporate Governance. Future strategies for promoting insurance in India.	15
MARCH	Implications for Risk Management, Derivatives in Banking, Innovations in credit appraisal system.	15


Mr. Nilesh Shukla
Coordinator- BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN**1) Name of the Lecturer: Ms. Falguni Kotak****2) Department: COMMERCE****3) Subject: Corporate Law****4) Class: SYBBI****SEMESTER IV**

Course Outcomes		
1) Learners will know about new corporate rules and regulations.		
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
NOVEMBER	Corporate Laws : Indian Companies Act 1956 :Meaning-Features-Salomon Vs. Salomon & Co. Ltd-Kinds of Registration-Preliminary Contracts-Public	05
DECEMBER	Deposits-Prospectus-Misstatement – liabilities for misstatement- Capital and its types- Shares and its types-Alteration to capital- Meetings- Types Essentials- Procedure-Ultra Virus-Constructive	10
JANUARY	Notice-Indoor Management-Co.Management Directors- Qualification and disqualification-Appointment-Removal-Accounts and Financial Statements- Lifting of Corporate Veil-Borrowing Powers-Charge and rules.	10
FEBRUARY	Security Exchange Board Of India A. SEBI : Objectives-terms-establishment-powers-functions-accounts and audit-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
MARCH	Other related Acts: Foreign Exchange Management Act 1999: Terms-Currency-Capital	15


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ACADEMIC YEAR 2022-23 TEACHING PLAN**1) Name of the Lecturer: Ms. Jalpa Dave****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
NOVEMBER	(1) Identifying Elements of cost: -• Materials. • Staff cost. • Overheads. (2) Cost Classification by behavior with reference to banking and insurance industries :	08
DECEMBER	(3) Cost Accounts and Financial Accounts compare • Contrast and reconcile UNIT-2: (1) Different Methods of costing:- • Process costing. • Services costing. • Operating Cost Statement. • Contract costing.	18
JANUARY	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
FEBRUARY	(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 cost variances	05


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ACADEMIC YEAR 2022-23 TEACHING PLAN

1) Name of the Lecturer: Mr. Rahul Borana

2) Department: COMMERCE

3) Subject: Central Banking

4) Class: TYBBI

SEMESTER VI

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 in 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	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, Linkage to International Financial Stability	10
MARCH	International standards and codes. Role of Supervisor Under Basel-II.	05


Mr. Nilesh Shukla
Coordinator- BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN

1) Name of the Lecturer: Mr. Vicky of Kukreja

2) Department: Commerce

3) Subject: Security Analysis and Portfolio Management

4) Class: TYBBI

SEMESTER VI

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, Industry Life 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, Chart Patterns, 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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Coordinator- BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN

1) Name of the Lecturer: Mr. Ravi Vishwakarma

2) Department: Commerce

3) Subject: Auditing - II

4) Class: TYBBI

SEMESTER VI

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 Annual Report. 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, 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 and Environmental (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


Mr. Nilesh Shukla
Coordinator- BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN1) **Name of the Lecturer: Mr. Nilesh Shukla**2) **Department: Commerce**3) **Subject: Human Resource Management**4) **Class: TYBBI****SEMESTER VI**

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·	05
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.	15
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·	5


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Coordinator- BBI

ACADEMIC YEAR 2022-23 TEACHING PLAN

1) Name of the Lecturer: Mr. Nitesh Shukla

2) Department: COMMERCE

3) Subject: Turnaround Management

4) Class: TYBBI

SEMESTER IV

Course Outcome		
1) Learners will be 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·	5 lectures
DECEMBER	(Internal and External) Globalization and Liberalization· Features Positive and Negative Impacts Role of MNC's Industrial Sickness Meaning and Reasons for Sickness· Symptoms· Various attempts 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	5 Lectures


Mr. Nitesh Shukla
Coordinator- BBI

TEACHING PLAN**ACADEMIC YEAR 2022-23**

- 1) Name of the Lecturer: MS. NEELAM AGARWAL 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



Mr. Ravi Vishwakarma
 BFM Coordinator

TEACHING PLAN
ACADEMIC YEAR 2022-23

- 1) Name of the Lecturer: MR. KRISHNAKANTH PANDEY 2) Department: COMMERCE
 3) Subject: MATHS 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



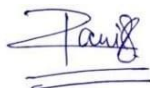
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TEACHING PLAN**ACADEMIC YEAR 2022-23**

- 1) Name of the Lecturer: MS. VAISHALI RAJPUROHIT 2) Department: COMMERCE
 3) Subject: FOUNDATION COURSE-I 4) Class: FYBFM

SEMESTER - I

<u>Course Outcome</u>		
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	10
	Concept of disparity -II	04
SEPTEMBER	Concept of disparity -II	06
	The Indian constitution	04
OCTOBER	The Indian constitution	04
	Significant aspects of Political processes	10



Mr. Ravi Vishwakarma
 BFM Coordinator

TEACHING PLAN**ACADEMIC YEAR 2022-23**

- 1) **Name of the Lecturer: MS. SHARLET BHASKAR** 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 2022-23

- 1) Name of the Lecturer: DR. PRATIBHA JADHAV 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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TEACHING PLAN

ACADEMIC YEAR 2022-23

1) Name of the Lecturer: Mr. Ganashree CHILKA

2) Department: COMMERCE

3) Subject: INTRODUCTION FINANCIAL SYSTEM

4) Class: FYBFM

SEMESTER - I

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	09
	Financial Markets. Capital markets, Money Markets, Foreign Exchange Market, Commodity Market	03
AUGUST	Financial Markets. Derivative Markets, Meaning, classification and structure.	09
	Financial regulators Meaning and features of financial regulators, Role and functions of financial regulators	06
SEPTEMBER	Financial regulators Kinds of financial regulators, markets regulated	06
	Financial instruments Meaning and classification of financial instruments	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 2022-23**

1) Name of the Lecturer:- MR. SELVA KUMAR

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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BFM Coordinator

TEACHING PLAN**ACADEMIC YEAR 2022-23**

- 1) Name of the Lecturer: MS. GANASHREE CHILKA 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 2022-23**

1) Name of the Lecturer: Mr. UMESH KABADI

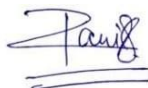
2) Department: COMMERCE

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 2022-23**

1) Name of the Lecturer: MS. RAJIV MISHRA

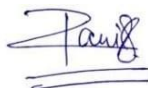
2) Department: COMMERCE

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



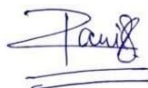
Mr. Ravi Vishwakarma
BFM Coordinator

TEACHING PLAN**ACADEMIC YEAR 2022-23**

- 1) Name of the Lecturer: MR. RAVI VISHWAKARMA 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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 BFM Coordinator

TEACHING PLAN**ACADEMIC YEAR 2022-23**

1) Name of the Lecturer: MS. FALGUNI KOTAK

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 2022-23**

1) Name of the Lecturer:-MS. GANASHREE CHILKA

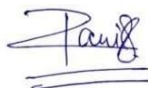
2) Department: COMMERCE

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 market Organised 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)	15
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 2022-23**

1) Name of the Lecturer: MR.RAJESH MAISAGLE

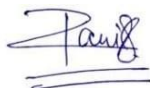
2) Department: COMMERCE

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 2022-23**

1) Name of the Lecturer:- MR.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 2022-23**

- 1) Name of the Lecturer: MS. GANASHREE CHILKA 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



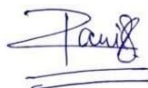
Mr. Ravi Vishwakarma
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TEACHING PLAN**ACADEMIC YEAR 2022-23**

- 1) Name of the Lecturer: Mr. VICKY KUKREJA 2) Department: COMMERCE
 3) Subject: BUSINESS VALUATION 4) Class: TYBFM

SEMESTER-V

Course outcome		
1. Learner will be able to understand the Distinction between Price and Value 2. Learner will be able to understand the Valuation Models 3. Learner will be able to understand the Valuation of Select Tangible Asset 4. Learner will be able to understand Valuation of Goodwill & Shares		
Month	Topics to be covered	No. of Lectures required
JUNE	Basics of Valuation Introduction to valuation Value, Distinction between Price and Value Foundation of Business Valuation Purpose of business valuation Valuation Bias	10
JULY	Basics of Valuation Role of valuation in business acquisition, legal and tax purposes, efficient market hypothesis Valuation Models Introduction to valuation models: asset based approach, Income based approach, market based approach Discounted cash flow valuation Relative valuation Free Cash Flow valuation Simple practical problems	05 13
AUGUST	Valuation of Select Tangible Assets Valuation of Fixed Assets: Related costs in relation to fixed asset valuation, self constructed fixed assets, assets acquired in exchange, fixed assets held for disposal Valuation of Shares: Basics of Company analysis and stock selection,	15
SEPTEMBER	Valuation of Select Intangible Assets Valuation of Goodwill, Patents, Copyrights, Brands	15



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TEACHING PLAN**ACADEMIC YEAR 2022-23**

1) Name of the Lecturer: MR. RAJIV MISHRA

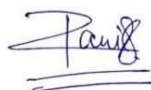
2) Department: COMMERCE

3) Subject: FINANCIAL DERIVATIVES

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

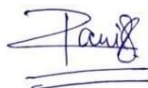

Mr. Ravi Vishwakarma
BFM Coordinator

TEACHING PLAN
ACADEMIC YEAR 2022-23

- 1) Name of the Lecturer: Mr. 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	05 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



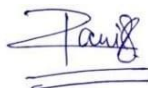
Mr. Ravi Vishwakarma
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TEACHING PLAN
ACADEMIC YEAR 2022-23

- 1) Name of the Lecturer: Mr. NEELAM AGARWAL 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 India National Foundation of Corporate Governance Global Corporate Governance forum Listing agreements SEBI Guideline	15

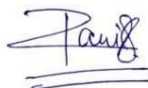


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 BFM Coordinator

TEACHING PLAN
ACADEMIC YEAR 2022-23

- 1) Name of the Lecturer:-Mr. 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 Valuation 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 2022-23

1) Name of the Lecturer: Ms. SUMITA SINGH

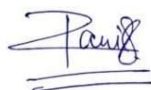
2) Department: COMMERCE

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 of commercial letters and reports.		
2. Learner will be able to understand to use different tools and methods to find, evaluate, process and present information in particular format.		
3. Learner will be able to understand the requisite understanding and skills of being an active member of a 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, complaints and 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 oral communication	06 06
JAN	Non-verbal communication Understanding in depth about non-verbal communication and its effect on work environment, Body language, Globally acceptable and non- acceptable gestures.	12
FEB	Non-verbal communication Body language, Globally acceptable and non- acceptable gestures. 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



Mr. Ravi Vishwakarma
BFM Coordinator

TEACHING PLAN
ACADEMIC YEAR 2022-23

1) Name of the Lecturer: MR.NILESH SHUKLA

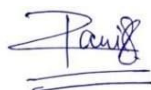
2) Department: COMMERCE

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, data condensation 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 financial markets, 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, frequency distribution, cumulative frequency distribution Graphs- Histogram and frequency polygon Diagrams- Multiple bar, pie, subdivided bar Measures of central Tendency	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, two regression 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 2022-23

1) Name of the Lecturer: MR. RAJESH MAISAGLE

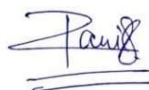
2) Department: IT

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



Mr. Ravi Vishwakarma
BFM Coordinator

TEACHING PLAN
ACADEMIC YEAR 2022-23

1) Name of the Lecture: MS. SUMITA SINGH

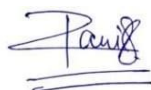
2) Department: COMMERCE

3) Subject: ENVIRONMENTAL STUDIES

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 in environment 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 of organizations	09
DEC	Environment: an overview Biodiversity- Classification, value, threats to biodiversity Natural Resources Definition, importance and classification of natural resources Utilisation 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 Assessment	06 09
MARCH	Environment Management Role of technology in Environment Management- GIS,GPS, Remote	06



Mr. Ravi Vishwakarma
BFM Coordinator

TEACHING PLAN
ACADEMIC YEAR 2022-23

1) Name of the Lecturer: Mr.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



Mr. Ravi Vishwakarma
BFM Coordinator

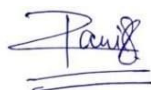
TEACHING PLAN
ACADEMIC YEAR 2022-23

1) Name of the Lecturer: MR. KRISHNAKANTH 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 and reasons for environmental degradation. 4. Learner will be able to understand the reasons for stress and conflict and various methods to managing the stress.		
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



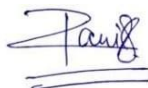
Mr. Ravi Vishwakarma
BFM Coordinator

TEACHING PLAN**ACADEMIC YEAR 2022-23**

- 1) Name of the Lecturer:-MR.NILESH SHUKLA 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 pricing Yield 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



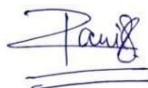
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TEACHING PLAN
ACADEMIC YEAR 2022-23

- 1) Name of the Lecturer: Mr. 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 Volatility Role 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 System Clearing & Settlement	09



Mr. Ravi Vishwakarma
 BFM Coordinator

TEACHING PLAN
ACADEMIC YEAR 2022-23

1) Name of the Lecturer: MS.JALPA DAVE
3) Subject: COMMODITY DERIVATIVES

2) Department: COMMERCE
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 and functions, 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, commodity specific issues - cropping 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 futures basics, Concept of Hedging, Speculation, Arbitrage Trading Basic concepts such as margins, circuit filters - delivery norms – contract specifications.	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, Investor Grievances, Arbitration Rules.	09



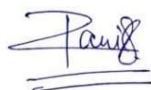
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BFM Coordinator

TEACHING PLAN
ACADEMIC YEAR 2022-23

- 1) Name of the Lecturer: MR.RAVI VISHWAKRMA 2) Department: COMMERCE
3) Subject: CORPORATE FINANCE 4) Class: SYBFM

IV SEMESTER

Course 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-even analysis	09
	Controlling the Corporate Financial Activities Role of Financial institution in long term finance Maximising the wealth of shareholders	06
JAN	Controlling the Corporate Financial Activities Corporate governance practises Controlling Mechanism if RBI in raising corporate finance	09
	Sources and Methods of Raising Corporate Finance Types and features of corporate securities currently available Management of new issues including pricing of securities	06
FEB	Sources and Methods of Raising Corporate Finance Commercial banks and investment banks in financing the corporate sector • Leasing as a method of corporate finance	09
	Corporate Financial Activities Capital structure	06
MARCH	Corporate Financial Activities Capital Budgeting- Payback period , NPV, ARR, DCF analysis	09



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BFM Coordinator

TEACHING PLAN
ACADEMIC YEAR 2022-23

1) Name of the Lecturer: MS.FALGUNI KOTAK

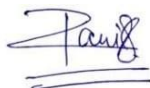
2) Department: COMMERCE

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



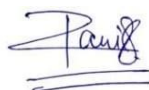
Mr. Ravi Vishwakarma
 BFM Coordinator

TEACHING PLAN
ACADEMIC YEAR 2022-23

- 1) Name of the Lecturer: MR. NITESH SINGH 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	09
	Market Participants Banks and financial institutions, Merchants, Other customers	06
JAN	Market Participants Speculators and hedgers Central banks, Forex Dealers/market makers and brokers, Forex Trading and SWIFT Robots and forex trading.	09
	Some important operational aspects of Foreign Exchange Market and Foreign Exchange Contracts Floating Rate, Currency Boards & Currency Basket Systems	06
FEB	Some important operational aspects of Foreign Exchange Market and Foreign Exchange Contracts Trade Date, settlement PR date Spot trading rollover mechanism	09
	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	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



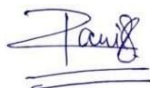
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BFM Coordinator

TEACHING PLAN
ACADEMIC YEAR 2022-23

- 1) Name of the Lecturer: DR. PRATIBHA JADHAV 2) Department: COMMERCE
 3) Subject: Business Economics 4) Class: SYBFM

IV SEMESTER

Course outcome		
1. Learner will be able to understand the Measurement of national product 2. Learner will be able to understand the MONEY, INFLATION AND MONETARY POLICY 3. Learner will be able to understand the CONSTITUENTS OF FISCAL POLICY 4. 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



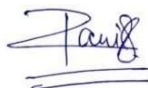
Mr. Ravi Vishwakarma
 BFM Coordinator

TEACHING PLAN
ACADEMIC YEAR 2022-23

- 1) Name of the Lecturer: Mr. 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, Quality Costing, Zero Based Budgeting, Strategic Cost Reduction Techniques and value chain analysis.	09
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, Valuation Principles 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 methodologies Expected and unexpected loss Credit VaR Counterparty risk Risk management choices, such as process control efforts, financial, physical, and operational hedging, value based management	15



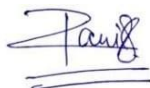
Mr. Ravi Vishwakarma
BFM Coordinator

TEACHING PLAN
ACADEMIC YEAR 2022-23

- 1) Name of the Lecturer: MR. RAHUL BORANA 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,	06
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)	09
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 and Cash 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- Factors affecting NAV-Pricing Units- Fees and Expenses- Investment Management and Advisory Fees –Initial Expenses- Recurring Expenses- Total expenses Accounting policies	15



Mr. Ravi Vishwakarma
 BFM Coordinator

TEACHING PLAN
ACADEMIC YEAR 2022-23

1) Name of the Lecturer: MR. NITESH SINGH

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	06
DEC	Unit 1: Introduction: Market risk, liquidity risk, credit risk, operational risk, systematic risk, exchange rate risk	09
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



Mr. Ravi Vishwakarma
BFM Coordinator

TEACHING PLAN**ACADEMIC YEAR 2022-23**

1) Name of the Lecturer: Mr.NILESH SHUKLA

2) Department: COMMERCE

3) Subject: 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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BFM Coordinator

TEACHING PLAN**ACADEMIC YEAR 2022-23**

1) Name of the Lecturer: MS. SUMITA SINGH

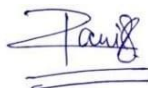
2) Department: COMMERCE

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	06
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	09
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



Mr. Ravi Vishwakarma
BFM Coordinator

TEACHING PLAN
ACADEMIC YEAR 2022-23
Sem I/III/V

Course code	Course Name	Faculty Name
BAMMEC-101	Effective communication-I	Ms. Manali Naik
BAMMFC-102	Foundation course -I	Ms. Sushmita Rajpurohit
BAMMVC-103	Visual communication	Ms. Manali Naik
BAMMFC-104	Fundamentals of mass communication	Mr. Avadesh Yadav
BAMMCA-105	Current Affairs	Mr. Avadesh Yadav
BAMMHM-106	History of Media	Ms. Sushmita Rajpurohit

01

Program	BAMMC		
Year	FYBAMMC		
Semester	I		
Course:	Effective Communication-I		
Course Code	Bammec-1-101		
Paper	1 (Language)		
Total Marks	100 (75:25)		
No Of Lectures	48		
Semester I			
Course Code	Course Name & Detailed Syllabus		
Bammec-1-101	Effective Communication -I		
Course Outcome :			
1. 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. 3. To Introduce Key Concepts Of Communications.			
MONTH	TOPICS	DETAILS	LECTURES
August		Introduction to Communication	
	1.The concept of communication	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.	
	2.Types of Communication	Types of Communication; Verbal Communication- Importance of verbal communication- Advantages of verbal communication- Advantages of written communication; Significance of Non-verbal Communication.	

	3.Oral communication and media	Anchoring, voice modulation, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion	
	4.Listening Skills	Listening Process; Classification of Listening; Purpose of Listening; Common Barriers to the Listening Process; Measures to Improve Listening; Listening as an Important Skill in Work Place.	
September	Reading -English, Hindi OR Marathi		
	1.Types of Reading	Types of reading -skimming and scanning Reading - examples Newspaper / Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release in English, Hindi OR Marathi. Recognizing aspects of language particularly in media. Importance of spelling	
	2.Various aspects of Language	Recognizing various aspects of language particularly related to media , Vocabulary 100 media words	
	3.Grammar & Usage	Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses, Idioms , Phrases, proper usage of homophones, homonyms etc. (<i>Kindly provide practice session- Test , Quiz etc</i>)	
October	Thinking and Presentation		
	1.Thinking	Types of thinking (rational ,logical, critical , lateral etc) Errors in thinking ,Partialism, Time scale ,Egocentricity Prejudices ,Adversary Thinking	
	2 .Presentation	Presentation, its importance , Steps in Making a Presentation; Delivering a Presentation	
October	Translation		S
	1.Introduction To Translation	Concept, importance, need for translation, challenges in translation, problems and importance of Information and Technology in translation. Interpretation: Meaning, Difference between interpretation and translation	
	2.Interpretation	Interpretation: Meaning, Difference between interpretation and translation	
	3Role of a translator	Translator and his role in media, Qualities , Importance of Translator, Challenges faced by translator	
Total Lectures			48

02

Program	BAMM
Year	FYBAMMC
Semester	I
Course:	Foundation Course –I
Course Code	Bammfc-101
Paper	2
Total Marks	100 (75 : 25)
No Of Lectures	48
Semester 1	
Course Code	Course Name & Detailed Syllabus
Bammfc-101	Foundation Course –I

COURSE OUTCOME :

1. To introduce students to the overview of the Indian Society.
2. To help them understand the constitution of India.
3. To acquaint them with the socio-political problems of India.

Note: Revised FC (Foundation Course) Syllabus sanctioned vide Agenda Item No. 4.49 of AC. 6.6.2012 for the B.A. Sem-1 / B.Sc. Sem-1 of University of Mumbai. The BAMMC BoS has unanimously decided to follow the syllabus for BAMM for Semester -I.

MONT H	Topics	COURSE OUTCOME:	Lectures
August	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.	05
August/ Septemb er	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.	10
August/ Septemb er	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	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
September/ October	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
October	Growing Social Problems in India :	<ul style="list-style-type: none"> a. Substance abuse- impact on youth & challenges for the future b. HIV/AIDS- awareness, prevention, treatment and services c. Problems of the elderly- causes, implications and response d. Issue of child labour- magnitude, causes, effects and response e. Child abuse- effects and ways to prevent f. Trafficking of women- causes, effects and response. 	15

03

PROGRAM	BAMMC		
YEAR	FYBAMMC		
SEMESTER	I		
COURSE:	VISUAL COMMUNICATION		
PAPER	3		
TOTAL MARKS	100 (75 : 25)		
NO OF LECTURES	48		
SEMESTER I			
COURSE CODE	COURSE NAME & DETAILED SYLLABUS		
BAMMVC 103	VISUAL COMMUNICATION		
COURSE OUTCOME			
<ol style="list-style-type: none"> 1. To provide students with tools that would help them visualize and communicate. 2. Understanding Visual communication as part of Mass Communication 3. To acquire basic knowledge to be able to carry out a project in the field of visual communication 4. To acquire basic knowledge in theories and languages of Visual Communication 5. The ability to understand and analyze visual communication from a critical perspective 			
MONTH	TOPICS	DETAILS	LECTURES
August	DEVELOPMENT OF VISUAL COMMUNICATION		

	INTRODUCTION TO VISUAL COMMUNICATION	<ol style="list-style-type: none"> History and development of Visuals Need and importance of visual communication Visual Communication as a process 	10
		<ul style="list-style-type: none"> ○ and as an expression, Language and visual communication ● Visible concepts <ul style="list-style-type: none"> ○ Plans and organizational charts ○ Maps ○ Chronologies ● Invisible Concepts <ul style="list-style-type: none"> ○ Generalization Theories ○ Feelings or attitudes 	
August/September	THEORIES OF VISUAL COMMUNICATION		
	SENSUAL THEORIES	<ul style="list-style-type: none"> ● Gestalt ● Constructivism ● Ecological 	10
	PERCEPTUAL THEORIES	<ul style="list-style-type: none"> ● Semiotics ● Cognitive 	
September	IMPACT OF COLORS		
September / October	CHANNELS OF VISUAL COMMUNICATION		
	Tools/Mediums of Visual communication	<ol style="list-style-type: none"> Painting & Photography Film & Television, Documentaries, Script writing & visualization Comics & Cartoons, Digital Images, Animation & VFX News Papers, Advertisements, Photo Journalism Folk & Performing Arts , Theatre 	12
October	LANGUAGE AND CULTURE IN THE AGE OF SOCIAL MEDIA		
	Visual communication in the age of social media	<ol style="list-style-type: none"> Ethics Impact of Language and culture, Images and messages, Signs & Symbols (GIF, etc.) Audience Behavior Citizen Journalism, Going Viral Visual stereotyping in social media 	08

04			
Program	BAMMC		
Year	FYBAMMC		
Semester	I		
Course:	Fundamentals Of Mass Communication		
Course Code	Bammfmc 104		
Total Marks	100 (75 : 25)		
No Of Lectures	48		
	Semester I		
Course Code	Course Name & Detailed Syllabus		
Bammfmc-104	Fundamentals OF MASS COMMUNICATION		
COURSE OUTCOME :			
<ul style="list-style-type: none"> 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. 			
MONTH	TOPICS	DETAILS	LECTUR ES
August	Introduction and overview	1. Meaning and importance of Mass Communication 2. Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication: Electronic, Satellite, Interactive, Digital 3. Communication etc.	12
		4. Models of Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Taste-differentiated Audience Model, Hub Model, Sadharanikaran.	
August/September	History of Mass communication	1. From oral to communication (kirtan, Davandi, Powada, Nagara) 2. From Electric to Electronic communication, From electric to Digital communication, Contemporary scene in Indian communication landscape	12
September	Major forms of mass media	1. Traditional & Folk Media: 2. Print: Books, Newspapers, Magazines 3. Broadcast: Television, Radio 4. Films 5. Internet	12

October	The New Media and media convergence	<ol style="list-style-type: none">1. Elements and features of new media, Technologies used in new media,2. Major challenges to new media Acquisition-personal, social and national,3. Future prospects.	12
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05		
Program	BAMMC	
Year	FYBAMMC	
Semester	I	
Course:	Current Affairs	
Course Code	Bammca 105	
Paper	5 (Core-Ii)	
Total Marks	100 (75 : 25)	
No Of Lectures	48	
Semester I		
Course Code	Course Name & Detailed Syllabus	
Bammca 105	Current Affairs	
Course Outcome		
<ol style="list-style-type: none"> 1. 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 lecture 		
Syllabus		
MONTH	Details	Lectures
August	Current National stories	10
	1. Three political stories of national importance.	<i>04</i>
	2. Political leaders : news makers of the season (Brief profile of any three)	<i>02</i>
	3. One dominating economic /business news	<i>02</i>
	4. One dominating environment news stories	<i>01</i>
	5. One story of current importance from any other genre.	<i>01</i>
August/September	Polity and governance	08
	1 Ministries of Government of India Autonomous government bodies	<i>01</i>
	2. Ministry of Home Affairs Enforcement Organizations Internal Security Police	<i>01</i>
	3 Communal tensions Review of latest episodes of communal tensions	<i>02</i>
	4. The tensions in J&K Background, Political players Update on the current situation	<i>02</i>

	5.	Review of any three Central Government projects and policies	02
September	International Affairs		10
	1	Security Council Structure and role	01
	2.	Issues that currently engage the SC	01
	3	Role of United Nations ,General Assembly ,Other main organs of the UNO	2
	4.	Issues that currently engage the UNO	2
	5.	Four conflicts/ issues of international importance	4
September / October	Maharashtra Issues		10
	1.	Political parties reach and challenges, political leaders	02
	2.	An update on the current political dynamics of Maharashtra	02
	3.	News relating to the marginalized and displaced tribes	02
	4.	The latest news on floods and drought, unemployment, health issues, etc	02
	5.	Update two ongoing state projects	02
October	Technology		10
	1. Mobile Application for Journalists	Mobile apps help in content creation Examples of Mobile apps used by journalists worldwide	02
	2. Artificial Intelligence & Content Automation Tools	Introduction to AI and data science Introduction to Content Automation tools Examples of content automation tools in content creation	02
	3. Augmented Reality & Virtual Reality in Media	Introduction to Augmented Reality Introduction to Virtual Reality Examples of Augmented Reality games and apps Examples of Virtual Reality news websites worldwide	02
	4. Digital Gaming Industry	Introduction to Digital Gaming Industry	02
	5. Digital gaming in India	Overview of Indian digital gaming	02
Total Lectures			48

06

Program	BAMMC
Year	FYBAMMC
Semester	I
Course:	History Of Media
Course Code	Bammhm 106
Paper	6 Core Iii
Total Marks	100 (75 : 25)
Number Of Lectures	48

COURSE OUTCOME

1. Learner will be able to understand Media history through key events in the cultural history
2. To enable the learner to understand the major developments in media history.
3. To understand the history and role of professionals in shaping communications.
4. To understand the values that shaped and continues to influence Indian mass media.
5. Learners will develop the ability to think and analyze about media.
6. To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media

MONTH	TOPIC	DETAILS	LECTURES
INTRODUCTION			
August	Evolution Of Press In India	a. Newspaper – the rise of the voice of India during British rule b. India’s Freedom Struggle and Role of Media c. Independence and rise of Newspapers, Newspapers – a social aspect for freedom struggle, PRESS ACTS of India d. Press during the Emergency Period	10
LANGUAGE PRESS			
August/Sep tember	History Of Indian Language Press In India	a. Rise of Hindi Language Newspapers (detailed report on vernacular press in India referring to newspapers) b. Regional Press and its popularity of Indian regional languages in various regions c. Vernacular Press Act 1876	10
DOCUMENTARIES & FILMS			
September	HISTORY OF DOCUMENTARIES AND FILMS	a. Genesis of documentaries and short films, (screening of few documentaries is essential-like <i>Hindustan Hamara, Zalzalaa, The Vanishing Tribe</i>) Role of Documentarians - P V Pathy, D G Tendulkar, H S Hirlekar, Paul Zils and Fali Bilimoria Anandpatwardhan,	10

BROADCASTING			
September/ October	HISTORY OF RADIO	a. Radio & Television as Mass Media	10
	AND TELEVISION IN INDIA	b. Radio and Television Broadcasting c. The beginning of Radio and Television Shows <ul style="list-style-type: none"> • A New Era in Broadcasting in India • Satellite Television & Privatization in Broadcasting • Advertising in India • Internet Protocol Television 	
October	MEDIA ICONS		
	ROLE OF MEDIA ICONS IN THE HISTORY OF INDIAN MEDIA	1. Raja Rammohan Roy 2. Bal Gangadhar Tilak 3. M.K. Gandhi 4. B.R. Ambedkar 5. KP Kesava Menon 6. K.C Mammen Mapillai 7. Maulana Abdul Kalam Azad	08



Ms. Manali Naik
Co-Coordinator – Department of Multimedia & Mass communication

TEACHING PLAN ACADEMIC YEAR 2022-23

Term I / Semester III: 13th June, 2022

Semester III				
Paper	Name of the Course	Course Code	Faculty Name	
01	Motion Graphics and Visual Effects –I	BAMMC MGV-3014	Mr. Omkar Gijje	
02	Corporate Communication and Public Relations	DSC-C1	BAMMC CCPR-302	Ms. Manali Naik
03	Media Studies	DSC-C2	BAMMC MS-303	Ms. Manali Naik
04	Introduction to Photography	DSC-C3	BAMMC IP-304	Mr. Omkar Gijje
05	Film Communication-I		BAMMC FCO-305	Mr. Avadesh Yadav
06	Computers and Multimedia-I		BAMMC CMM-306	Ms. Vency Nadar

301-4

Program	BAMMC
Year	SYBAMMC
Semester	III
Course:	MOTION GRAPHICS and VISUAL EFFECTS
Paper	ELECTIVE 01 (AEEC-4)
Course Code	BAMMC MGV-3014
Total Marks	100 (75 : 25)
Number of Lectures	48

Course Outcome;

1. Understand the difference between a visual effect and a special effect.
2. Determine when to choose whether to create a visual effect or a special effect and determine when the two techniques can work together.
3. Understand basic image processing techniques.
4. Pull mattes using various image processing techniques including Chroma-keying
5. Track motion data using various techniques.
6. Describe and use the compositing process and identify major applications used in industry. Develop a visual effects pipeline for integration in the filmmaking process.

COURSE CODE	COURSE NAME and DETAILES SYLLABUS	
BAMMC MGV-3014	MOTION GRAPHICS and VISUAL EFFECTS	

MONTH	Details		Lectures
June	Introduction to Adobe After Effects		10
	1. The interface	How to interact with the interface and location of tools and panels. How to set up a project file and import media.	02
	2. Timeline	Understanding the timeline and its channels. Using channel settings to control media on timeline.	02
	3. Tools	Understanding tools and how they are used and applied.	01
	4. Panels	Understanding each individual panel and how they are used.	01
	5. Effects	Understanding the various effects, their usage and attributes. Introducing color correction. Understanding particle effects. Using sound Audio Effects.	04
July	Introduction to Adobe Premiere		08
	1. Files	Understanding files and formats. Importing files (video/audio/image).	01
	2. Timeline	Working on the time and layers.	02
	3. Editing	Tools required for editing the video. Working with audio layers separately.	02
	4. Key-frames and effects	Adding key-frames and using effects on layers.	02
	5. Rendering	Exporting files in various formats.	01
August	Understanding VFX Elements		10
	1. Layers	Understanding usage of layers.	02
	2. Masks	Understanding the importance of elements used to create masked effects.	02

	3. Render	Understanding render queue and setting up batch rendering while going through all render setups and outputs (formats) available.	02
	4. Composing	Working with media sequences. Understanding scene technique. One shot technique and cuts and transition techniques.	02
	5. Blend Modes	Working with various blend modes.	02
September	Motion graphics and Colours		10
	1. Kinematic Typography	Understanding usage of Kinematics in Typography.	01
	2. Content creation	Usage with simple characters to words or lines of content.	02
	3. Key framing	Importance of Key Frames. Understanding Tilting.	02
	4. Logo animation	Animating logos for visual impact and simulate still icons to communicate better.	03
	5. Colour	color Grading and colorcorrection using after effects.	02
October	Camera and Lights		10
	1. Camera types	Types of camera and their usages.	02
	2. Shutter and aperture	Understanding shutter and aperture with lights.	02
	3. Lights	Types of lights and their usages.	02
	4. Effects of lights	Using camera and lights to simulate a 3D experience.	02
	5. Objects	Creating Objects and their usage with camera and lights.	02
Total			48

302

Program	BAMMC
Year	SYBAMMC
Semester	III
Course:	CORPORATE COMMUNICATION and PUBLIC RELATIONS
Paper	02 (DSC-C1) CORE V
Course Code	BAMMC CCPR-302
Total Marks	100 (75 : 25)
Number of Lectures	48

Course Outcome:

1. To provide the students with basic understanding of the concepts of corporate communication and public relations.
2. To introduce the various elements of corporate communication and consider their roles in managing media organizations.
3. To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world.
4. To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.

COUESE CODE	COURSE NAME		
BAMMC CCPR-302	CORPORATE COMMUNICATION and PUBLIC RELATIONS		
Syllabus			
MONTH	Details		Lectures
June	Foundation of Corporate Communication		14
	1. Introduction to Corporate Communication	Meaning , Need and Scope of Corporate Communication towards Indian Media Scenario	02
	2. Keys concept in Corporate Communication	<i>Corporate Identity</i> : Meaning and Features, <i>Corporate Image</i> : Meaning, Factors influencing Corporate Image, Corporate Image creation sustainability and restoration (Online and traditional) <i>Corporate Reputation and Management</i> : Meaning, Advantages of Good Corporate Reputation.	06
	3. Ethics and Law in Corporate Communication	Importance of Ethics in Corporate Communication, Professional Code of Ethics, Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Cyber-crime and RTI.	06
July	Understanding Public Relations		16
	1.Introduction and Growth of Public Relations- Indian Scenario	Meaning, Definitions, Scope, Objective and Significance of Public Relation in Business. Tracing Growth of Public Relations, in India, Internal and External PR. Reasons for Emerging International Public Relations, Mergers/Collaborations/Joint Ventures between Indian and international public relations agencies, advantages and Disadvantages of Public Relations.	06
	2.Role of Public Relations in various sectors	Healthcare, Entertainment, Banking and Finance, Real estate, Fashion and Lifestyle and Service.	04

	3.Theories and Tools of Public Relations	Grunting's (4 models),Pseudo-events, Publicity , Propaganda, Persuasion, Situational theory , Diffusion theory and various tools of Public Relations (Press conference, Press release , Media Dockets, Advertorials, Sponsorship.	06
August	Corporate Communication and Public Relation's range of functions		10
	1.Media Relations	Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations , Media analysis and evaluation	03
	2.Employee Communication	Introduction, Sources of Employee Communications, Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing An Effective Employee Communications Programed, Role of Management in Employee Communications	03
	3.Crisis Communication	Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building, Case studies such as Nestle Maggie, Indigo, Cadbury Dairy Milk, Niira Radia, Tylenol etc.	04
September	Latest Trends, Tools and Technology Role of Social media in Corporate Communication and Public Relations		08
	1.Emerging trends, tools and technology	Introduction, Today's Communication Technology, Importance of Technology to Corporate Communication, pros and cons of technology used in Corporate Communication.	02
	2.New Media Tools	Website, Online press release, Article marketing, Online newsletters, Blogs	02
	3.Role of Social Media	Role of Social media as Influential marketing, Identifying brand threats, influence journalist's stories, swiftly react to negative press, Viral marketing, engaging and interacting, storytelling, E- Public Relations and its importance.	04
Total Lectures			48

303

Program	BAMMC
Year	SYBAMMC
Semester	III
Course:	MEDIA STUDIES
Paper	03 (DSC-C2) CORE VI
Course Code	BAMMC MS-303
Total Marks	100 (75 : 25)
Number of Lectures	48

COURSE OUTCOME

- 1. To provide an understanding of media theories**
- 2. To understand the relationship of media with culture and society**
- 3. To understand Media Studies in the context of trends in Global Media**

COURSE CODE	COURSE NAME
BAMMC MS-303	MEDIA STUDIES

Syllabus

MONTH	Topics	Details	Lectures
		Introduction	
June	Eras, relevance, connection to culture, literature	<ul style="list-style-type: none"> • Era of Mass Society and culture – till 1965 • Normative theories-Social Responsibility Theory • Development media theory 	10
		▪ Media Theories	
July	Propaganda and propaganda theory-	<ul style="list-style-type: none"> • Origin and meaning of Propaganda • Hypodermic Needle/Magic bullet • Harold Lasswell 	14
	Scientific perspectives to limited perspectives	<ul style="list-style-type: none"> • Paul Lazarsfeld-Two step flow • Carl Hovland and Attitude Change theory 	
		▪ Cultural Perspectives	
August	Various schools	<ul style="list-style-type: none"> • Toronto school (McLuhan) • Schools- Birmingham(Stuart Hall) • Frankfurt- Theodor Adorno and Max Horkheimer • Raymond Williams- Technological Determinism • Harold Innis- Bias of Communication 	12
	Media and Identity	Feminism /Racism/ethnicity etc Caste/class/tribal/queer representations (India examples)	
		Media Effects	

September	Theories on media effects	<ul style="list-style-type: none"> • Media effects and behavior • Media effect theories and the argument against media effect theories • Agenda Setting Theory • Cultivation Theory • Politics and Media studies-media bias, media decency, media consolidation. 	06
		<ul style="list-style-type: none"> • New Media and The Age Of Internet 	
October	Meaning making perspectives	<ul style="list-style-type: none"> • New media • Henry Jenkins-Participatory culture • Internet as Public sphere-Habermas to Twitter • McLuhan 's concept of Global village in the age of Netflix • Uses and Gratification in the age of Internet 	06

304		
Program	BAMMC	
Year	SY BAMMC	
Semester	III	
Course:	Introduction To Photography	
Paper	04 (DSC-C3) CORE VII	
Course Code	BAMMC IP-304	
Total Marks	100 (75:25)	
Number of Lectures	48	
Learning Outcome:	Lectures: 48	
<ol style="list-style-type: none"> 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 and is far beyond just point and shoot fun moments. To practice how picture speaks thousand words by enlightening the learner on how. To develop the base of visualisation among learners in using pictures in practical projects. To help learner work on given theme or the subject into making a relevant picture or photo feature. 		
COURSE CODE	COURSE NAME	
BAMMC IP-304	INTRODUCTION TO PHOTOGRAPHY	
Syllabus		
MONTH	Details	Lectures
June	Camera: The Storyteller	12
	1. The Body: The faithful middleman The heart of the system How the camera sees differently than human eyes. Limitations and Wonders of camera. Formats of camera: Small Full frame, Half frame (APS-C), Medium, Large (camera movements) Experiencing frame Types of camera: DSLR; View; Rangefinder; Mirror-less	02
	2. Aperture: The iris of the camera Diaphragm Controls amount of light entering lens Factor in Exposure calculation Active factor of Depth of field and Bokeh (creative) F ² -numbers and aperture scale. Application of Depth of Field in advertising and Journalism.	03
	3. Shutter: The Click magic Blind between Lens and Image sensor Controls duration of light Major factor in Exposure calculation Main player in controlling action Motion blur, Motion freeze and Long exposure effects Application of motion blur/freeze in Advertising and journalism. Synchronization with Flash, Creative Slow sync	05

	4. Image sensor: The retina that sees	The image maker or recorder Film v/s digital Film: Photochemistry Digital: Photo-electronics Types of Sensor: CCD and CMOS ISO: Photosensitivity (Sensor/Film Speed)	01
	5. Viewfinder: The interactive monitor	The control room cum monitor Displays camera settings Aperture, Shutter and ISO Metering modes, Focusing modes, Exposure modes, Frame count, File format etc	01
July	Lens: Imaging device		08
	6. The eye of camera: Learning to see	Main player in image formation, Focusing the object (sharpening the image) Speed of the Lens (light intake ability) Numbers and Markings on the Lens AF, ED, IF, IS, SW, ASP etc	02
	7. Focal length: Which lens is suitable	The factor to consider for Type of Photography and choosing lens for the purpose. Main distinguishing factor Fixed V/s Variable focal length	01
	8. Image size: See close	The magnification ratio of a lens Longer focal length = Bigger image size	01
	9. Coverage angle: Crop out unwanted	Prime concern in Composition How much of a scene a lens takes in from a viewpoint Safe focusing distance, Distortion: Barrel/ Pin-cuision	01
	10. Types of lenses: The right one for the task at hand	Prime Lens v/s Zoom lens Prime = Fixed focal length Zoom = Variable focal length Normal, Wide angle and Telephoto Special purpose lenses: Macro, Fish eye, Tilt-shift	03

August	Light: Parameters of Light- The essential raw material		16
	6. Intensity and Exposure: Perfect tone	How much light: consideration for exposure Exposure triangle (A,S,ISO) The model of exposure	03
	7. Direction and Lighting: Lighting for Cinema, Television and Advertising	From where: direction begets shadow Shadow = Depth Lighting = Shading Three point lighting Key: Main Fill: Contrast level (lighting ratio) Kicker: Separation or background light Types of lighting: Portrait, Effect, Ambient and Mood or drama	06
	8. Quality and Ambience: Why there are umbrellas and reflectors	How soft or how hard: Effective size of light source Small: Hard, Contrast, Sharp Medium: Mid soft, moderate contrast, soft shadow Large: Extra soft, low contrast, shadowless Modifiers: Umbrella, Soft-box, Reflector, Diffuser, Grid, Gobos	02
	9. Colour and Mood: What tells Cozy or Cool	Colour of light concept: Main distinguishing factor Kelvin: Colour temperature <i>Pure light > True colours</i> White balance: Neutralizing Preset white balance and AWB Colour and Mood (warm/cool)	02
	10. Measure The Director in you is the King	Light meter: Main input of exposure Incident v/s Reflective(advantage / disadvantage) In built meter and Metering modes: Average, Center weighted, Spot, Matrix, Focus priority Exposure Modes: M, A, S, P, and Smart program modes Errors in inbuilt metering > Exposure compensation	03
September	Composition: Art of Seeing > Way of portraying a subject		06
	6. Frame and Aspect ratio	Dimensions of sensor and proportion Aspect ratio: 2:3/ 4:5/ 16:9 (HD)	01
	7. Visual indicators	Line, Shape, Size, Tone, Colour, Texture, Space and Center of interest; Subject= Aesthetic Assembly of objects	01
	8. Rules of composition	Rule of thirds/ Balance/ Leading lines/ Frame within frame, Enhancing depth/ Unusual viewpoint/ Shadow/ Pattern breaking...	02
	9. Breaking the rules	Cropping, Panorama, Flattening	01
	10. Viewpoint and Perspective	1, 2 and 3 point perspective: Vanishing points and viewpoint Normal: The way we see Enhanced: Exaggerated depth Compressed: Feeling of distance taken away Forced:	03

	: What Pros do	Unrealism Aligned: Back projection and green screen application	
October	Digital Imaging: Electronic format		06
	9. Image sensor	Format, 135mm/ APS-C, Medium format, Large format	01
	10. Megapixel	Pixel and its values, Total number of pixels, File size	01
	11. Resolution	Pixel Per Inch: Quality of Image, Magnification ratio	01
	12. Image magnification	Viewing distance, Image size and Pixilation How large an image can be forgiven megapixel	02
	13. File Formats	RAW, JPEG, TIFF (Bit and Compression) advantages and limitations of Raw format	01
Total Lectures			48
BOS Syllabus Committee Members			
<ol style="list-style-type: none"> 1. Prof. Arvind Parulekar: (Convener) 2. Prof. Izaz Ansari (Subject Expert) 3. Mr. Atul Bagayatkar (Industry Expert) 			
Suggested Methods			
Sr. no.	Project/Assignment	Reason/Justification	
01 Print Media	Scrap book with collection of Photographs cropped from newspaper and Magazine (40+20)	<p>The pictures cropped are captured by professionals. This gives ready examples of what is the decisive moment and they can have to inspect the picture to understand composition, lighting and subject handling. Analysis of each picture for the learned topics in scrap book.</p> <p>Points: Depth of field, Motion blur/freeze, Lighting, Quality of light, Composition, Colour temp, Mood/Drama</p>	
02 Electronic Media	Screen shots captured of a movie (36)	<p>Movie is a 2-3 hrs ongoing continuous event. Capturing real key frames is as if photographing in a small 2-3 hrs event, This should help them to look for the right story telling frame, anticipate and stay alert as if required on actual photographic assignment.</p>	
03 Field work	Shooting, i.e. actual working on given topics or themes.	<p>This is the field application of the learnt technique to get presentable pictures. The creation part of appreciation and imitation from above two projects.</p>	

305		
Program	BAMMC	
Year	SY BAMMC	
Semester	III	
Course:	Film Communication-I	
Paper	06 DRG	
Course Code	BAMMC FCO-305	
Total Marks	100 (75:25)	
Number of Lectures	48	
Course Outcome:		Lectures: 48
<ol style="list-style-type: none"> 1. To inculcate liking and understanding of good cinema. 2. To make students aware with a brief history of movies; the major cinema movements. 3. Understanding the power of visuals and sound and the ability to make use of them in effective communication. 4. Insight into film techniques and aesthetics. 		
COURSE CODE	COURSE NAME	
BAMMC FCO-305	FILM COMMUNICATION-I	
Syllabus		
MONTH	Details	Lectures
	Art of Story telling	
June	History: Still pictures to moving images.	History of Cinema. Birth of Visual Art. Understanding the Language of Cinema. Transition from Documentary to Feature Film
July	Understanding aspects of film appreciation.	Grammar, Technology and Art. Director - the captain Writer – the back bone. Aspects of Film-1: Visual Aspects and Editing Mise-en-Scene (Art, Costume, Camera placement) Cinematography Creating Meaning through editing Aspects of Film-1: Film Sound Three components of Film Sound The relationship between Sound and Image
August	The Early Cinema: 1895 to 1950	Early Years (1895-1919) World and India. The Silent Era (1920-1931) Early Sound Era (1930-1939) The developmental stage (1940-1950)

September	Major film Movements and its impact.	<p>The major cinema movements and their film mmakers Hollywood Cinema-Brief history of Hollywood, Star system, academy Awards, global audience of Hollywood cinema</p> <p>Italian neo-realism- Origin and impact on world cinema, work of Roberto Rossellini and Vittorio de sica</p> <p>Japanese cinema- Work of Yasujiro ozu, AkiraKurosawa, Hayao Miyazaki etc.</p> <p>Irani cinema- Contribution of Abbas Kiarostami, Majid Majidi etc.</p>	12
October	Mainstream Indian Cinema and parallel Indian cinema	<p>Art v/s Commercial</p> <p>Indian Meaningful cinema(Commercial)</p> <ul style="list-style-type: none"> • The Angry Young Man • The Indian Diaspora and Bollywood • Contemporary Bollywood Cinema • Globalisation and Indian Cinema, The multiplex Era <p>Golden era of Indian Cinema – Important work of Bimal Roy, Guru Datt, Raj Kapoor and V. Shantaram</p> <p>Indian New Wave cinema – Mrinal Sen, Mani Kaul, Girish Kasarvalli, MS Sathu</p> <p>Parallel cinema: Contribution of Shyam Benegal, Govind Nihlani, Gulzar, Mani Kaul, Said Mirza etc.</p>	16
Total Lectures			48

306

Program	BAMMC
Year	SY BAMMC
Semester	III
Course:	COMPUTERS MULTIMEDIA -01
Paper	06 DRG
Course Code	BAMMC CMM-306
Total Marks	100 (75:25)
Number of Lectures	48

Course Outcome:

1. To help learners make media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping out in the industry.
2. To introduce the media softwares to make the learners understand what goes behind the scene and help them choose their stream.
3. To prepare learners skilled enough for independency during project papers in TY sem VI.
4. To help learners work on small scale projects during the academic period.

COURSE CODE COURSE NAME and DETAILED SYLLABUS

BAMMC CMM-306	COMPUTERS MULTIMEDIA -01
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Syllabus

MONTH	Details	Lectures
June	Photoshop: Pixel based Image editing Software	12
	1. Introduction to Photoshop Image editing theory Bitmaps v/s Vectors When to use Photoshop and when to use drawing tools	02
	2. Photoshop Workspace The tools, Toolbox controls Property bar, Options bar, Floating palates	03
	3. Working with images Image mode, Image size, canvas size Image resolution, size and resampling What is perfect resolution? Cropping to size and resolution Resizing v/s resampling	05
	4. Image Editing Levels, Curves, Contrast adjustment, Colour adjustment Photo filters	01
	5. Working with Text Text layer, Character palate, Paragraph palate, Text resizing, Text colour, Text attributes Working on simple project/ one page design	01
July	CorelDraw: Vector based Drawing software	06

	1. Introduction to CorelDraw	Corel Draw Interface, Tool Box, Importing files in CorelDraw, Different file formats	01
	2. Using text	Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects Text C2C:	01
	3. Exploring tools	Basic shapes: Cut, Erase, Combine, Shaping tool: Nodes, Handles, Corners Convert to Curves: Reshaping, Creating figures, Logos	01
	4. Applying effects	Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips	02
	5. Exporting in CorelDraw	Exporting, Types of export, Exporting for other software	01
August	Quark Xpress/ InDesign: Layout Software		08
	1. Introduction to Quark Xpress	List the menus, List the tools, Benefits of using Quark, Application of Quark	02
	2. Text Edits in Quark	Format of text, Purpose of text selection, Aligning text in different design formats, Text alignment with embedded images	02
	3. Using palettes	Using palettes for different types of publications made in quark, Magazine in quark, Newspaper in quark,	01
	4. Colour correction in quark	Embedding images in proper formats, Colour correction on the images, Adjusting according to the color tone of the publication,	02
	5. Exporting files	Types of files, Exporting for different publications/templates, Newspaper, magazine, etc.	01
September	Premiere Pro: Audio-visual: Video editing software		10
	1. Introduction to editing	Editing importance, Great editing examples, Editing for different formats (film/ad/news/etc.)	02
	2. Introduction to premiere	How premiere helps in editing, Understanding the toolbar, Importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.)	02

	3. Understanding file formats	Understanding different file formats (AVI/MPEG/MOV/H264, etc.), Importing raw footage for edits, Performing video checks while editing	02
	4. Using colour grading	What is color grading, Examples of color grading, Using filters and presents in color mixing, Applying presents on layers for editing	02
	5. Exporting and rendering	Exporting in different formats, Choosing right formats for exposing, Managing quality while exporting, Rendering and maintain file format, Improving quality and time to render techniques	02
October	Sound Forge/Sound Booth: Sound Editing Software		12
	1. Introduction to Digital Audio	Sound basics, Audio band pitch volume Understanding Digital audio Sampling, bit rate	02
	2. Concept of Dolby Digital	Mono, Stereo, Quadrophonic Surround sound, 5.1 Channel, Subwoofer Difference in Dolby Digital and DTS, More about DTS Three way sound speaker	02
	3. Sound Recording	Recording Equipment Microphone and Types of microphones Preamps, Power amps, Sound card Input from audio sources, Extract audio from CD Different audio saving formats Wave, WMA, CDA, MP3 Digital Computer software	03
	4. Working with Sound	Workspace, Play bar, timeline, Transport tool bar Working with audio file Basic editing, cut/copy/paste, Paste special Using Markers, Regions and Commands Sound processing techniques Channel converter, Bit depth converter	03
	5. Advanced Sound Processing	Delay, Echo, Reverb, Chorus Mixing sounds Noise gating. Expansion, Changing pitch and Time duration Sound track output Create your audio CD and mark chapters	02
	Total		48



Ms. Manali Naik
Co-Ordinator – Dept of Multimedia & Mass communication

TEACHING PLAN ACADEMIC YEAR 2022-23

Term I / Semester V: 13th June, 2022

TYBAMMC Semester - V

Semester V- Journalism			
Course Code	Credits	Course Name	
COMPULSORY-CORE	04X2=08	DRG (Discipline Related Generic)	
BAMMC DRG-501	04	1. Reporting	Mr. Avadesh Yadav
BAMMC DRG-502	04	2. Investigative Journalism	Mr. Avadesh Yadav
BAMMC EJFW 1B501		3. Features and Writing For Social Justice	Ms. Sushmita Rajpurohit
BAMMC EJMJ 1B505		4. Mobile Journalism and New Media	Ms. Sushmita Rajpurohit
BAMMC EJNM 1B506		5. News Media Management	Ms. Sushmita Rajpurohit
BAMMC EJJP 1B507		6. Journalism and Public Opinion	Ms. Sushmita Rajpurohit
TOTAL	20		

COMPULSORY- CORE- DRG(DISCIPLINE RELATED GENERIC)		
BAMMC DRG-501	04	1. REPORTING
BAMMC DRG-502	04	2. INVESTIGATIVE JOURNALISM

COMPULSORY –CORE 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	REPORTING
COURSE CODE	BAMMC DRG-501
PAPER	DRG (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC DRG-501	REPORTING
COURSE OUTCOME	

1. To enable students to become Reporters which is supposed to be a prerequisite while entering into the field of Journalism.
2. To make them understand basic ethos of the news and news-gathering.
3. To prepare them to write or present the copy in the format of news.
4. To develop nose for news.
5. To train them to acquire the skills of news-gathering with traditional as well as modern

MONTH	Details		Lectures
June	Concept Of News	Definition Of News, types of news, elements of news, collection of facts. News-writing How to write a news story, Basic Principles of Reporting ABC of Reporting Accuracy, Balance/Brevity and Clarity. Objectivity as the basic principle. Is it possible to adhere to the principle? Other basic principles such Verification, Attribution of Sources, Speed. Do these principles clash with each other?	10
July	2. News Gathering	A) How do reporters gather news? Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programs. Incident/On the spot coverage. B) Sources Primary and Secondary Citizen journalism Role of anonymous sources. New-age technological sources-RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover.	10
August	3. Beats System in Reporting	What is beat system, why it is necessary, how does it help, What are requirements of various beats. The basic beats such as Crime, Civic Affairs/Local Administration Law and Courts, Politics, State Administration, Transport (Road, Rail, Waterways and Aviation), Infrastructure, Education Health, Entertainment and Defense. New upcoming beats : Community, Women and Child welfare, Technology, Science and Environment, Youth and Career, Consumer.	10
September	4. Coverage of Disasters	Do's and Don'ts. Role of Reporters. Mitigation, nuisance value, constructive role, Risks involved, Special training, if any, Precautions and responsibilities. Imminent Dangers or threats in Reporting. Study these with special in-depth reference to Pulwama attack Gadchiroli Naxal attack Return of Abhinandan Varthaman The references of Kerala flood, Orissa thunderstorm, Bihar, Assam flood may also be studied.	08

October	5. Case studies	<p>Ethical Issues in reporting/ Credibility of Reporters. Follow-up Story Yellow Journalism and its comparison with other forms. Rafale scam Agusta westland case PNB scam (Nirav modi) National Herald Panama case Bofors scam Watergate scam</p> <p>The Case studies are to be studied in the light of coverage done by reporters. The tools and techniques learnt in earlier sections from 1 to 11 should be applied in studying these.</p>	10
Internal Assignments			
	Suggestions :	<p>There should be uniformity in the yardsticks for internal assessment of Reporting and emphasis should be on the field work/assignments rather than just objective questions. The coverage of the original news-stories, even in mock environment, be given priority. The knowledge of basic beats can be tested through the application.</p>	

COMPULSORY 02	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	INVESTIGATIVE JOURNALISM
COURSE CODE	BAMMC DRG-502
PAPER	DRG (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V			
COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC DRG-502		INVESTIGATIVE JOURNALISM	
COURSE OUTCOME			
1. Understand the role of investigative reporting in modern journalism 2. To learn to conduct investigative research in an ethical manner. 3. To create and write excellent investigative stories for media. 4. To acquire advanced investigative journalistic skills 5. Learner will acquire the ability to understand and analyse the key areas of investigative journalism even with limited resources.			
MONTH	TOPICS	DETAILS	LECTURE S
CAREERS and OPPORTUNITIES IN INVESTIGATIVE JOURNALISM			
June	INTRODUCTION TO INVESTIGATIVE JOURNALISM	<ul style="list-style-type: none"> Who is an Investigative Reporter, Role of an Investigative Reporter Qualities and essentials for becoming an investigative journalist, career and opportunities Centre for Investigative Journalism (CIJ) 	10
DATA COLLECTION			
July	SOURCES	<ul style="list-style-type: none"> Records and the Confidentiality of Source Issues of contempt, defamation Right to Privacy and Official Secrets Act What is evidence? Case Study: Panama Papers and Watergate Scandal 	10
DESIGNING THE STORY			
August	FINDING and WRITING YOUR STORY	<ul style="list-style-type: none"> Observation Planning techniques Cultivating sources Developing the project 	10

		DATA PROTECTION and SECURITY	
September	SECURITY OF SOURCES and DATA	<ul style="list-style-type: none"> • Protection of sources • Safety of journalists • Criticism of Investigative Journalism 	08
		▪ FINAL STORY	
October	GENERATION OF THE STORY	<ul style="list-style-type: none"> • Research methods • Insight knowledge • Asking the right questions • Libel and fact checking • Writing and rewriting the report 	10
TOTAL LECTURES			48

ELECTIVE 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	Features and Writing For Social Justice
COURSE CODE	BAMMC EJFW 1B501
PAPER	1 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V			
COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC EJFW 1B501		FEATURES AND WRITING FOR SOCIAL JUSTICE	
COURSE OUTCOME:			
1. To provide students with technique of narration and story telling 2. To share the art of developing a story idea 3. To acquaint and sensitize them through assignments to the issues of deprivation around us and using writing as a tool for social justice			
MONTH	DETAILS		LECTURES
1	About features		10
June	6.	What makes feature writing different	01
	7.	Deconstructing a feature	02
	8.	News Feature	02
	9.	Human Interest Stories, Profiles	02
	10.	Developmental stories, opinion pieces, in-depth features as tools of social justice	01
2	How to pen a feature		08
July	11.	Finding fresh ideas, developing a story idea	
	12.	On and off field research	
	13.	Building observation and listening skills	
	14.	Structuring the story	
	15.	Use of anecdotes, Illustrations, Interviewing	
3	Becoming the voice of the urban poor (Mumbai): letters to editors, blogs		10
August	11.	Prone to disasters : floods etc	02
	12.	Poor health specially mental health	02
	13.	Lack of facilities and obstacles to education	02
	14.	Night schools	02
	15.	Unemployment and exploitation	02
4	Mumbai based features/ letter to the editor/ post/opinion piece on		10
September	14.	Plight of Rag pickers	02
	15.	Construction workers	02

	16.	The homeless	02
	17.	Slum rehabilitation projects	02
	18.	Condition of Mumbai Jails/ Courts	02
5	Mumbai based features/ letter to the editor/ post/opinion piece on		10
October	14.	City issues of hygiene and pollution	02
	15.	Water crisis	02
	16.	Crime and safety	02
	17.	Corruption issues faced by the common man	02
	18.	Challenges faced by senior citizens and the physically/ mentally challenged	02
Total Lectures			48

ELECTIVE 02	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	MOBILE JOURNALISM and NEW MEDIA
COURSE CODE	BAMMC EJMJ 1B505
PAPER	5 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC EJMJ 1B505	MOBILE JOURNALISM and NEW MEDIA

Course Outcome

- This course was arranged as a preparation program for Media Students, having an enthusiasm for finding out about the nuts and bolts of versatile news-casting. You needn't bother with any past involvement with the ideas, apparatuses or assets of portable news coverage.
- Towards the end of the course, you will leave away with information about:
- Global adoption of mobile and its versatility has influenced and changed journalism in New Age Media. M-Learning, in the Era of New Media is the most effective method to get ready for the eventual fate of the media and life in a portable first world.

MONTH	TOPIC	LECTURES
June	THE STATE OF MOBILE	08
	1. How mobile has influenced modern journalism 2. Mobile centric reporting and editing 3. Mobile as a 'Newsroom'. 4. Branding of News using social media 5. Mobile News catering to Niche beats 6. Evolution of M-Learning (Mobile Learning) amongst the Youth with the Mobile Applications	
July	Mobile Journalism	12
	1. News Workflow and Mobile Journalism a. How to identify the seven basic steps of mobile reporting. b. How to create and share branded mobile journalism content. c. How to use two simple mobile apps to make an audio or video documentary, or a narrated photo- essay. d. How to select accessories that enhance the camera or audio quality of IOS smart phones and tablets. 2. Introduction to Mobile Applications (News generation and Uploading process : techniques of generating audiences) 3. Blog set-up 4. Mobile writing and creation of News Trends (Hash tags, tagging, linking accounts etc	

August	DESIGNING FOR THE MOBILE EXPERIENCE	10
	<p>A. Designing</p> <ol style="list-style-type: none"> 1. How good design is intuitive, making something immediately usable. 2. About the importance of satisfying expectations of tactile interaction and content: tap, flick, pinch, drag, etc. 3. How mobile design differs from established desktop design. (Options and choices for your content). 4. About best practices for process: How design, development and content best work together. 5. About Mobile Analytics: What is your audience using? <p>B. Social Newsgathering and Listening : creation of story ideas, News Sources and Content</p> <p>C. Social Media Collaboration with M-Learning and Viewer creation (Crowd sourcing)</p> <p>D. Going Viral : being the Scavenger and Mobile Journalist</p> <p>E. M-learning: learning the Art of News Audit</p>	
September	MOBILE NEWS PRODUCT DEVELOPMENT	10
	<ol style="list-style-type: none"> 1. Different mobile development approaches and their benefits as well as weaknesses 2. Responsive vs. mobile apps vs. mobile-optimized Sites 3. How to go about planning and building mobile products (Different frameworks and services to move swiftly, other considerations such as staffing, timelines, etc.) <ol style="list-style-type: none"> a. The Digital Skeleton : understanding placing, timing and generation of News story b. Fake News c. Social Media Policies and Ethics d. Verification and Authenticity of information 	
October	FUTURE OF MOBILE JOURNALISM and M-LEARNING :	10
	<ol style="list-style-type: none"> 1. About the evolution of wearable 2. About the rise of Google Glass 3. About Glass Journalism 4. About augmented reality storytelling and journalism <ol style="list-style-type: none"> a. Emerging Forms of News management : 360 degree videos, wearable, accessories etc b. Emerging Managing Change in Newsroom culture and Evolving Business Models for M-Learning c. Studying Social Media Analytics d. M-learning the future of Newsrooms 	

ELECTIVE 03

PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	NEWS MEDIA MANAGEMENT
COURSE CODE	BAMMC EJNM 1B506
PAPER	6 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V

COURSE CODE	COURSE NAME and DETAILED SYLLABUS		
BAMMC EJNM 1B506	NEWS MEDIA MANAGEMENT		
Course Outcomes:			
	<ol style="list-style-type: none"> To make students aware about the responsibilities, structure and functioning of responsibilities of an organization. Students will be able to analyze individual media businesses and understand the Economic drivers of the media economy. Students will have developed hands-on experience as content marketers using journalistic and digital techniques. Students will have gained a perspective on the evolution of media in the last 25 years and on key current trends. 		
MONTH		Details	LECTURE
June	Introduction		10
	Making News:	Truth, Ideology and News work	
	Legacy Media	Broadcast Media Overview and Print Publishing Overview	
	A Comparative Analysis with Electronic Media:	Contemporary Elements, Dimensions and Image of Print Media:	
	News media as business enterprise	<ul style="list-style-type: none"> Proprietary concerns Types of ownership 	
July	Organizational Structure		14
		<ul style="list-style-type: none"> Hierarchy Decision making Inter-relationship between departments 	
	Human Resource development	<ul style="list-style-type: none"> Specialized training for skilled workers 	
	Financial Management		

	Cost and Profitability	<ul style="list-style-type: none"> • Costing classification and <ul style="list-style-type: none"> ○ allocation • Nature of cost • Factors affecting cost • Fixed and variable costs 	
	Challenges of Globalization and Liberalisation	<ul style="list-style-type: none"> • Foreign Direct Investment • Cross Media Ownership • Commercialization of Media 	
	Understanding Company Law	<ul style="list-style-type: none"> • Press and Registration of Books Act • Relevant aspects of Company Law 	
August	Resource and supply chain, and marketing techniques.		12
	Resource and supply chain	<ul style="list-style-type: none"> • Newsprint • Technology • Production process 	
	Managing Resources	<ul style="list-style-type: none"> • Advertising revenue building <ul style="list-style-type: none"> ○ and maintenance • Circulation revenue • Ways to cut cost and boost revenue 	
	Marketing techniques	<ul style="list-style-type: none"> • Brand building • Public Relations • Newspaper's relation to its community • Understanding the target audience • Building goodwill • Promoting the newspaper's / site's services • Sales promotional activities <ul style="list-style-type: none"> ○ Role of research and readership surveys ○ Sales forecasting and planning ○ Advertising the newspaper / website I channel ○ Becoming a digital media brand 	
September	Disruptive Technology and Media Business Models:		6
		<ol style="list-style-type: none"> 1) The role of advertising 2) From Web 1.0 to 2.0 3) Yahoo, Craigslist, Google, Facebook, Twitter, Whats App, Pinterest 	
October	Case studies		6

		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	
	TOTAL LECTURES		48

ELECTIVE 04			
PROGRAM	BAMMC		
YEAR	TYBAMM-JOURNALISM		
SEMESTER	V		
COURSE:	JOURNALISM and PUBLIC OPINION		
COURSE CODE	BAMMC EJJP 1B507		
PAPER	7 DSE 1B (ELECTIVE)		
TOTAL MARKS	100 (75:25)		
NO OF LECTURES	48		
SEMESTER V			
COURSE CODE	COURSE NAME and DETAILED SYLLABUS		
BAMMC EJJP 1B507	JOURNALISM and PUBLIC OPINION		
COURSE OUTCOME			
1. To understand the role of media in influencing and impacting Public opinion. 2. To analyse the formation of Public opinion through digital and social media. 3. To analyse the impact of the media on public opinion on socio-economic issues. 4. To make students aware of theoretical framework of research on media and society.			
MONTH	TOPICS	DETAILS	LECTURE S
PUBLIC OPINION AND THEORIES			
June	UNDERSTANDING PUBLIC OPINION AND THEORIES OF MEDIA.	1. Defining Public Opinion. Its functions in society. Means of gauging Public Opinion – opinion polls, exit polls, surveys, social media, Role of Media in influencing Public Opinion. 2. Media theories- Walter Lippman - Modern Media and Technocracy Juergen Habermas- The idea of Public Sphere Paul Lazarsfeld – Research, Two Step Flow of Information Noam Chomsky – Manufacturing Consent, Propaganda Model Agenda Setting Vs Uses and Gratifications	[4] [6]
POLITICAL OPINION AND POLICY MAKING			
July	MEDIA'S ROLE IN INFLUENCING POLITICAL	1. Coverage of Political Parties, Personalities and General Elections by national and international media; media	[6]

	OPINION AND POLICY MAKING.	biases. Use of Media for election campaigns-The Donald Trump Elections, BJP campaign in India. 2. Media Coverage of Indian Government's Economic, Defence and Foreign Policy.	[4]
WARS AND CONFLICTS			
August	MEDIA'S COVERAGE OF WARS AND CONFLICTS.	1. Vietnam War, Gulf Wars, Kargil Conflict, Surgical Strikes on Pakistan. 2. War on terror-International conflicts in Syria, Israel, Afghanistan and Europe.	[6] [4]
SOCIO-ECONOMIC ISSUES			
September	MEDIA'S COVERAGE OF SOCIAL AND ECONOMIC ISSUES.	A. Portrayal of Women in Media. B. Representation of LGBTQ community in media. C. Representation of Dalits, Tribals and Economically weaker sections of Society.	[4] (2) [4]
IMPACT OF NEW MEDIA			
October	EVOLUTION OF DIGITAL, SOCIAL AND NEW MEDIA AND ITS IMPACT ON PUBLIC OPINION.	1. Digital media and its impact on Political culture. 2. Use of Whats app, twitter and Face book to promote fake news 3. Social media and its impact on culture.	(3) (2) (3)
TOTAL LECTURES			48

TEACHING PLAN**ACADEMIC YEAR 2022-23**Term I / Semester V (ADVERTISING): 13th June, 2022

COURSE CODE	COURSE NAME	
COMPULSORY-CORE	DRG(DISCIPLINE RELATED GENERIC)	Faculties
BAMMC DRGA-501	1. COPY WRITING	Ms. Manali Naik
BAMMC DRGA-502	2. ADVERTISING & MARKETING RESEARCH	Mr. Avadesh Yadav
ELECTIVES-	DSE 1 A (DISCIPLINE SPECIFIC ELECTIVES-) (ANY FOUR COURSES)	
BAMMC EABB 1502	2. BRAND BUILDING	Ms. Sushmita Rajpurohit
BAMMC EAAM 1503	3. AGENCY MANAGEMENT	Ms. Manali Naik
BAMMC EADM 1506	6. DIRECT MARKETING & E-COMMERCE	Ms. Manali Naik
BAMMC EACB 1507	7. CONSUMER BEHAVIOUR	Mr. Avadesh Yadav
TOTAL		
COMPULSORY-CORE	DRG(DISCIPLINE RELATED GENERIC)	
BAMMC DRGA-501	3. COPY WRITING	
BAMMC DRGA-502	4. ADVERTISING & MARKETING RESEARCH	

COMPULSORY 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	V
COURSE:	COPYWRITING
COURSE CODE	BAMMC DRGA-501
PAPER	DRGA (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC DRGA-501	COPYWRITING
COURSE OUTCOME:	

1. To familiarize the students with the concept of copywriting as selling through writing
2. To learn the process of creating original, strategic, compelling copy for various mediums
3. To train students to generate, develop and express ideas effectively
4. To learn the rudimentary techniques of advertising headline and body copywriting, the economy of words and thought peculiar to this type of writing, and the necessity of creative thinking in written expression.
5. In an ad agency, as a copywriter, one cannot “*Just be creative and express self*” – here one is in a ‘creative professional’, and have to be able to use the power of creativity for a commercial/business reason – as someone is paying you to get a problem solved, using your creativity.
6. There are two basic disciplines through which we make our communication - verbal/written and visual, and both need different skills-sets to master them. The structure of the syllabus is designed to hone the necessary skills required for these two diverse disciplines.

Month	DETAILS		LECTURE S
June	1		10
	1.INTRODUCTI ON TO COPYWRITING	a. Basics of copy writing b. Responsibility of Copy writer	
	2.CREATIVE THINKING	a. How to inculcate a 'creative thinking attitude'. b. The idea incubation process c. What's the Big Idea? - How to get to the ONE BIG IDEA that will inspire creative d. Crafting the reasons why consumers should believe your brand and act	
	3.IDEA GENERATION TECHNIQUES	Idea generation techniques: eg. Brainstorming, Triggered brainwalking, Questioning assumptions, Picture prompts, Scamper, Observation, Referencing, Interaction, Imagination, Dreams, and Creative Aerobics	
	4.TRANSCREAT IVITY	a. Introduction	
		b. Purpose	
July	2	WRITING FOR ADVERTISING	08
	1. BRIEFS	a. Marketing Brief b. Creative Brief	
	2.WRITING PERSUASIVE COPY	a. Tone of Voice b. What's the Tone? c. Tonality and character matters, d. How to make your Writing, walk, Talk, and breathe e. Creating Breakthrough Writing f. How to Control the “Command Center” in Your g. Prospect's Mind h. How to Change Perception i. Emotionality, Storytelling	
3	3	CURRENT ADVERTISING	12

		CAMPAIGNS	
	COPY WRITING STYLE OF CURRENT ADVERTISING CAMPAIGNS OF THE BEST ADVERTISING AGENCIES FOR THEIR CLIENTS.	<p>Two current campaigns for each of the following agencies including TVC, Print, Outdoor and digital should be studied, and analyzed in the class room.</p> <p>a. JWT b. Ogilvy c. Lowe Lintas d. FCB Ulka e. DDB Mudra f. Publicize Worldwide</p> <ul style="list-style-type: none"> • At least three international awards winning previous year campaign (one or two year previous) should be analyzed and discussed in the class room. • Student to be taught the following when discussing the Campaigns: • Copy writing style • Idea and concept • How copy is varied for differ media • Copy for children, youth, women, Senior citizens, executives millianials, Baby Boomers, Gen X, Gen Y, Gen Z • Advertising appeals • Tone of Voice <p>a. Story telling</p>	
August	4	MEDIA AND AUDIENCES	10
	1.WRITING COPY FOR VARIOUS MEDIA	<p>a. Print: Headlines, sub headlines, captions, body copy, and slogans</p> <p>b. Television: Storyboard, Storyboarding Techniques, Balance between words and visuals Power of silence, formats of TVS's</p> <p>c. Outdoor posters</p> <p>d. Radio</p> <p>e. Digital copy for social media like facebook,</p>	
		<p>Instagram etc</p> <p>f. Copy for web page</p>	
	2.WRITING COPY FOR VARIOUS AUDIENCES	<p>a. Children,</p> <p>b. Youth,</p> <p>c. Women,</p> <p>d. Senior citizen and</p> <p>e. Executives</p> <p>f. Baby Boomers, Gen X, Gen Y (Millennials), Gen Z</p>	
September	5	WRITING COPIES, APPEALS, EXECUTION STYLES AND EVALUATION	<u>08</u>

	1. HOW TO WRITE COPY FOR	a. Direct mailer, b. Classified, c. Press release, d. B2B, e. Email copy f. Advertorial, g. Infomercial	
	2. VARIOUS TYPES OF ADVERTISING APPEALS AND EXECUTION STYLES	a. Rational appeals b. Emotional appeals: Humor, Fear, Sex appeal, Music c. Various advertising execution techniques d. The techniques Evaluation of an Ad Campaign	
	3. THE TECHNIQUES FOR 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.	
	33.	Corruption issues faced by the common man	
	34.	Challenges faced by senior citizens and the physically/ mentally challenged.	

COMPULSORY 02

PROGRAM	BAMMC
YEAR	TYBAMMC -ADVERTISING
SEMESTER	V
COURSE:	ADVERTISING & MARKETING RESEARCH
COURSE CODE	BAMMC DRGA-502
PAPER	DRGA (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V

COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC DRGA-502	ADVERTISING & MARKETING RESEARCH	
COURSE OUTCOME:		
<ol style="list-style-type: none"> 1. The course is designed to inculcate the analytical abilities and research skills among the students. 2. To understand research methodologies – Qualitative Vs Quantitative 3. To discuss the foundations of Research and audience analysis that is imperative to successful advertising. 4. To understand the scope and techniques of Advertising and Marketing research, and their utility. 		
MONTH	DETAILS	LECTURE S

June	Fundamentals of Research	<p>What is Literature review</p> <p>2. Statement of the problem</p> <p>3. Aims and objectives' of the study</p> <p>4. Relevant Research questions</p>	02
June	Research design	<p>1. Meaning, Definition, Need and Importance,</p> <p>2. Scope of Research Design</p> <p>3. 2. Types- Descriptive, Exploratory and Causal.</p>	03
June	Preparing Questionnaire	<p>1. Survey instruments</p> <p>2. Designing the questioning using projective</p> <p>3. technique for Qualitative research</p> <p>4. Designing the Questionnaire using attitude</p> <p>5. measuring scale for Quantitative research</p>	03
July	Sampling	<p>1. Meaning of Sample and Sampling,</p> <p>2. Process of Sampling</p> <p>3. Methods of Sampling: Non Probability Sampling – Convenient, Judgment, Quota, Snow Ball, Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage.</p>	06
July	Preparing data sheet and data processing	Preparation of data sheet in excels format and rearranging the data as per the requirement of the Statistical software such as SPSS and the statistical tool.	03
July	Data Analysis	<p>Data collected are to be presented and analyzed. Students will have to choose the methods that best Suite the data collected. Data could be presented using tables, pie charts, bar charts, histogram etc. Data presented should be accompanied with the interpretation of the associations and relationships Among the data groups with the appropriate implication to the study or the unit of study. The summary of interpretation should provide answers to the research Questions.</p>	03
August	Methods of Data Analysis	<p>The interpretations based on Descriptive statistics should include mode, mean, median, Range, Variance, Standard deviation, Kurtosis, and Skewness.</p> <p>Any of the following multivariate analysis may be used such as Regression, Correlation, t test, factor analysis and discriminant analysis</p>	04

August	Report Writing	FORMAT OF RESEARCH REPORTS The research report shall have the following Components. <ol style="list-style-type: none"> 1. Title page 2. Index 3. Introduction and Research objective 4. Industry Overview 5. Literature Review 6. Statement of the Problem 7. Statement of Hypothesis (Min two hypothesis) 8. Research Methodology and Research Design 9. Data Analysis and Interpretations 10. Findings 11. Conclusion 12. Suggestions 13. Annexure (questionnaires) 14. Bibliography 	06
September	Advertising Research	<ol style="list-style-type: none"> 1. Introduction to Advertising Research 2. Copy Research: a. Concept testing, b. Name testing, c. Slogan testing 4. Copy testing measures and methods: a. Free association, b. Direct questioning, c. Direct 6. Mail tests, d. Statement comparison tests, e. 	10
		<ol style="list-style-type: none"> 7. Qualitative interviews, f. Focus groups 8. Pretesting: <ol style="list-style-type: none"> 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. G. Broad casting Pretesting: <ol style="list-style-type: none"> a. Trailer tests, b. Theatre tests, c. Live telecast tests, d. Clutter tests H. Challenges to pre-testing. Example: The Halo effect 9. Post testing: <ol style="list-style-type: none"> a) Recall tests, b) Recognition test, c) Triple association test, d) Sales effect tests , e) Sales results tests, f) Enquires test 	

October	Physiological rating scales	1.Pupil metric devices, 2.Eye-movement camera, 3.Galvanometer, 4.Voice pitch analysis, 5. Brain pattern analysis	03
October	10. Marketing Research	1. Introduction to Advertising Research 8 2. New product research, 3. Branding Research, 4. Pricing research, 5. Packaging research, 6. Product testing	05
		TOTAL LECTURES	48

ELECTIVE 01

PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	V
COURSE:	BRAND BUILDING
COURSE CODE	BAMMC EABB 1502
PAPER	2 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V

COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EABB 1502	BRAND BUILDING

COURSE OUTCOME:

1. To understand the awareness and growing importance of Brand Building
2. To know how to build, sustain and grow brands
3. To know the various new way of building brands
4. To know about the global perspective of brand building.

MONTH	DETAILS	LECTURES
June	INTRODUCTION TO BRAND BUILDING, IDENTITY, PERSONALITY AND POSITIONING	10
	1. Introduction to Brand Building Meaning, Product v/s Brand. Why brand matters Process of Branding, Types of brand - National, Retail, Flanker, Distributor, Luxury , Global brands) Brand building blocks, Guidelines for effective branding, Brand Elements – types of brand elements	
	2. Brand Identity and Brand personality Consumer, Industrial, Retail, Classified, Corporate ,Public service, ,Generic, National, Global, International, Social (CSR) and Advocacy	
	3. Brand Positioning Product class, Consumer segmentation, Perceptual mapping, Brand benefits and attributes, Corner stones of positioning strategy Basis	02
July	BRANDING LEVERAGING ,STRATEGIES, EQUITY , MODELS	08
	1. Brand Leveraging Line, Brand extension, Types of Brand Extensions, their advantages and disadvantages, Moving up/ Down, Co- branding	

	2. Brand Strategies	Multi- branding, Mix branding, Hierarchy- Building Equity at Different Hierarchy Levels, Matrix, Brand Architecture- Breadth of a Branding Strategy, Depth of a Branding Strategy.	
	3.Brand Equity and Models	Elements/ Sources. Measurement. (Brand awareness, Brand loyalty) Models: Yand R – Graveyard model Brand Asset Valuator, Brand Equity Ten, Inter brand Equity brand	
August	BRAND BUILDING THROUGH IMPERATIVE , GLOBAL AND CORPORATE IMAGE		10
	1. Brand Imperatives	Co-ordination across organization,. Co-ordination across geography, Re-branding, revitalizing, Rural Advertising and brands.	
	2.Global Brands	Emergence of global brands, Advantages and Disadvantages, Global leadership brands and position , Globalization	
	3.Corporate image Building through brands	Corporate Image in Contemporary Management, , Advertising and Corporate Image	
September	BRAND BUILDING THROUGH CSR ,BRANDS TO DIFFERENT SECTORS, BRAND LIFE CYCLE		10
	1.Brand Building though Corporate Social Responsibility	CSR as part of business environment management, How CSR activities can be used for Brand Building ,Social activities other than CSR to enhance the brand	
	2. Conception and Growth	Important factors in conception and various stages of growth and maturity of brands with various case studies	
	3.Branding in Different Sectors	Customer, Industrial, Retail and Service Brands	02
		TOTAL NUMBER OF LECTURES	48
INTERNALS (The objective of internal exercise is to help the learner acquire skills)			25 MARKS

Sr. no.	Project/Assignment
01	Individual / Group – Presentation Brand augmentation for a well-known brand and campaign planning - market planning, strategy, segmentation, selection, advertising objective, Creative execution of the campaign, Campaign evaluation and measuring effectiveness

ELECTIVE 02

PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	V
COURSE:	AGENCY MANAGEMENT
COURSE CODE	BAMMC EAAM 1503
PAPER	3 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EAAM 1503	AGENCY MANAGEMENT	
COURSE OUTCOME:		
1. To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign. 2. How an ad agency works and what opportunities exist 3. To familiarize students with the different aspects of running an ad agency 4. To inculcate competencies thereby enabling to undertake professional work with advertising industry.		
MONTH	DETAILS	LECTURES
June	I	10
	1 Advertising Agencies	a. Agencies role, Functions, Organization and Importance b. Different types of ad agencies
	2. Account Planning	a. Role of account planning in advertising b. Role of Account Planner c. Account Planning Process
	3. Client Servicing	a. The Client - Agency Relationship b. 3P's of Service: Physical evidence, Process and People c. The Gaps Model of service quality d. Stages in the client-agency relationship e. How Agencies Gain Clients f. Why Agencies Lose Clients g. The roles of advertising Account executives
	4. Advertising campaign Management	a. Means-End chaining and the b. Method of Laddering as guides to Creative Advertising Formulation

July	II		08
	1. Study and Analyze current Advertising campaigns of the best advertising agencies for their clients	1. Two current campaigns (Previous two years) for each of the following agencies including TVC, Print, Outdoor and digital should be studied, and analyzed in the class 15 room. <ol style="list-style-type: none"> JWT Ogilvy Lowe Lintas FCB Ulka DDB Mudra Publicize Worldwide 2. At least three international awards winning previous year campaign (one or two year previous) should be analyzed and discussed in the class room. The application questions are Expected on the latest campaigns.	
August	III		10
	1. Entrepreneurship	a. Entrepreneurship- Definitions, Meaning Concept, Functions, Need and Importance. b. Entrepreneurship-As Innovation, risk taking and problem solving. c. Social Entrepreneurship	
	2. Sources of capital for startup Company	a. Personal investment. b. Family c. Venture capital. d. Angels Finance e. Business incubators. f. Government grants and subsidies. g. Bank loans.	
	3. Creating and Starting the Venture	a. Sources of new Ideas, b. Methods of generating ideas, creating problem solving, c. product planning and development process	
September	IV		10
	1. Business Plan for Setting up an Agency	a. Business plan introduction, b. Various Stages in setting up a new Agency	

	2. Marketing plan of the client	a. The Marketing brief, b. Marketing Audit, c. Marketing Objectives, d. Marketing Problems and Opportunities Review, e. STP, f. Executing the plan, g. Evaluating the plan	
October	V		08
	1. The Response Process	a. Traditional Response Hierarchy Models: AIDA b. Communications Objectives c. DAGMAR: An Approach to Setting Objectives	
	2. Agency Compensation	a. Various methods of Agency Remunerations	
	3. Growing the Agency	a. The Pitch: request for proposal, speculative pitches, Pitch Process b. References, Image and reputation, PR	
	4. Sales Promotion Management	a. The Scope and Role of Sales Promotion b. Reasons for the Increase in Sales Promotion	02
		c. Objectives of Trade-Oriented Sales Promotion d. Techniques of Trade-Oriented Sales Promotion e. Objectives of Consumer-Oriented Sales Promotion f. Techniques of Consumer-Oriented Sales Promotion	
Total Lectures			48

ELECTIVE 03

PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	V
COURSE:	DIRECT MARKETING & E-COMMERCE
COURSE CODE	BAMMC EADM 1506
PAPER	6 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EADM 1506	DIRECT MARKETING & E-COMMERCE	
COURSE OUTCOME:		
<ol style="list-style-type: none"> 1. To understand the awareness and growing importance of Direct Marketing 2. The objective is to use various direct marketing techniques (traditional and modern) for reaching to ultimate customers and build up customer loyalty and database management 3. To understand increasing significance of E-Commerce and its applications in business and various sectors. 4. To provide an insight on direct marketing activities on various Social Media platforms through E-commerce and its emerging significance in business. 		
MONTH	DETAILS	LECTURES
June	Introduction to Direct Marketing , Integrated Marketing Communication & Customer Relationship Management	10
	1. Introduction to Marketing, Evolution of Marketing, Study of Marketing Mix, Traditional Versus Modern Marketing Techniques, Meaning and Definition of Direct Marketing, Importance of Direct Marketing, Advantages and Disadvantages of Direct Marketing, Approaches of Direct Marketing, Reasons for the growth of Direct Marketing, Techniques of Direct Marketing, Economics of Direct Marketing, Economics of Direct Marketing, Laws pertaining to Patents, Trademark, Copyright, etc., Privacy - The key Issue.	

	2.Integrated Marketing Communication versus Direct Marketing	<p>Meaning, Introduction of IMC , Role of IMC in the Marketing Process, Relationship of IMC with Direct Marketing, Importance of IMC, Tools of IMC - Advertising ,Sales Promotion, Publicity, Personal Selling, etc., Person to person ,Group Selling, Direct Mail, Direct response Television(DR-TV), Direct Response Print Advertising, Catalogues, Inserts, Videos, E-mail, Trade shows</p>	
	3.Customer as the only project center: Segmentation, Targeting and customer Focus	<p>What is Customer Relationship Management (CRM), Importance of CRM, Planning and Developing CRM, Customizing Products to different needs, Studying the customers mix and Managing the Key customers, Relationship Marketing - Customer Loyalty, 3 Tasks of Direct and Interactive Marketing = Customer Acquisition, Development and Retention, Market Segmentation</p>	02
July	Database Management, Marketing Strategies, Research Analysis and Testing, LTV Sums and Theory		08
	1.Understanding the business of Direct Marketing – Database Management/ Marketing Strategies	<p>Database Management: Meaning, Importance, Functions of Database, Sources and uses of E-database, Techniques of Managing Database - Internal/External, Steps in developing a database, Advantages and Disadvantages of Database Management. Direct Marketing Strategies: Meaning of Marketing Strategies - Why it is needed, Internal and External Analysis, Objectives of Strategies, Creating a Direct Marketing Budget.</p>	
	2.Direct Marketing Research and Testing	<p>What is customer Life time Value (LTV), Factors affecting Life time Value, How we use LTV, LTV - Sums (3 methods - Present/Historical and Discounted), Using LTV analysis to compare the Effectiveness of various marketing strategies.</p>	
	3.Direct Marketing Analysis	<p>List Selection, Prospecting, Product Customization, Response Modeling and Experimentation, Mail order, Lead generation, Circulation, Relationship/loyalty programs,</p>	

		Store traffic/Site traffic generation, Fund raising, Pre-selling, selling(Cross selling, Up selling) and Post-Selling	
August	Introduction to E-commerce, E-business , Building up a Website		10
	1.Introduction to E-Commerce	Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages and Limitations of E-Commerce, Traditional Commerce and E-Commerce, Factors Responsible for Growth of E-Commerce, Issues in Implementing E-Commerce, Trends in E- Commerce in Sectors like: Retail, Banking, Tourism, Government, Education	02
	2. E-Business	Meaning, Launching an E-Business, Different phases of Launching an E-Business, Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, and Enterprise Resource Planning	02
	3.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	02
September	Payment, Security in E-Commerce , Integration of Direct Marketing & E-Commerce through social media		10
	1.Electronic Payment Systems	Features, Different Payment Systems :Debit Card, Credit Card ,Smart Card, E-cash, E- Cheques, E-wallet, Electronic Fund Transfer, Issues Relating to Privacy and Security in E- Business	
	2.Payment Gateway	Introduction, Payment Gateway Process, Payment Gateway, Types, Advantages and Disadvantages of Payment Gateway, Types of Transaction Security	
	3.Integration of Direct Marketing and E-Commerce through the use of Internet and Social Media	What is Internet, How companies use internet to promote the product, Impact of Internet on Direct Marketing and E-Commerce industry, Growing Importance of Social Media, Role of Social Media on Consumers and Business	
Total Lectures			48

ELECTIVE 04

PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	V
COURSE:	Consumer Behaviour
COURSE CODE	BAMMC EACB 1507
PAPER	7 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V

COURSE CODE		COURSE NAME & DETAILED SYLLABUS	
BAMMC EACB 1507		CONSUMER BEHAVIOUR	
COURSE OUTCOME:			
1. To understand the sociological & psychological perspective of consumer behaviour. 2. To introduce students to the complexities of consumer behaviour, its importance in marketing & advertising. 3. To sensitize students to the changing trends in consumer behaviour.			
MONTH	DETAILS		LECTURES
June	I		10
	1.INTRODUCTION TO CONSUMER BEHAVIOUR	1. Need to study Consumer Behaviour. 2. Psychological & Sociological dynamics of consumption. 3. Consumer Behaviour in a dynamic & digital world	
	2.MARKETING & CONSUMER BEHAVIOUR	1. Segmentation Strategies – VALS 2. Communication process. 3. Persuasion - Needs & Importance. ELM. Persuasive advertising appeals.	
July	II		08
	1.PSYCHOLOGICAL DETERMINANTS & CONSUMER BEHAVIOUR	1. Motivation – Types & Theories – Maslow. 2. Attitude – Characteristics – Theories – Tricomponent. 3. Multiattitude Model. 4. Cognitive dissonance. 5. Personality - Facets of personality. <ol style="list-style-type: none"> Theories – Freud & Jung. Personality traits & consumer behaviour. Self-Concept. Application of these theories in the marketing and consumer behaviour. 	
August	III		10

	1.RELEVANCE OF LEARNING IN CONSUMER BEHAVIOUR	<ol style="list-style-type: none"> 1. Perception - Elements in perception. <ol style="list-style-type: none"> a. Subliminal perception. b. Perceptual Interpretation – Stereotyping in advertising. 2. Learning – Elements in Consumer Learning. 3. Behavioral & Classical Theory. 4. Cognitive Learning. 	
September	IV		10
	1.SOCIO - ECONOMIC & CULTURAL DETERMINANTS OF CONSUMER BEHAVIOUR	<ol style="list-style-type: none"> 1. Family - Role of family in Socialization & Consumption – FLC. 2. Culture – Role & Dynamics. <ol style="list-style-type: none"> i. Subculture & its influence on consumption. ii. Changing Indian core values. iii. Cross culture consumer perspective. 3. Social group- primary and secondary and the role of Reference group & Consumer Behaviour. 4. Economic- social class as the economic 5. determinants of consumer behaviour 	
October	V		10
	1. CONSUMER DECISION MAKING.	<ul style="list-style-type: none"> ❖ Process of decision making. ❖ Models of decision making. ❖ Opinion Leadership. ❖ Diffusion & Adoption Process. ❖ Process of decision making. ❖ Models of decision making. ❖ Opinion Leadership. ❖ Diffusion & Adoption Process. 	
Total Lectures			48



Ms. Manali Naik
Co-Ordinator – Dept of Multimedia & Mass communication

TEACHING PLAN
ACADEMIC YEAR 2022-23
SEM II/IV/VI

Course code	Course Name	Faculty Name
BAMMEC-201	Effective communication– II	Ms. Manali Naik
BAMMFC-202	Foundation course – II	Ms. Sushmita Rajpurohit
BAMMVC-203	Content Writing	Ms. Manali Naik
BAMMFMC-204	Introduction to Advertising	Mr. Avadesh Yadav
BAMMCA-205	Introduction to Journalism	Mr. Avadesh Yadav
BAMMHM-206	Media, Gender & Culture	Ms. Sushmita Rajpurohit

01

PROGRAM	BAMMC	
YEAR	FYBMMC	
SEMESTER	II	
COURSE:	EFFECTIVE COMMUNICATION SKILLS -II	
COURSE CODE	BAMMEC 201	
PAPER	1	
TOTAL MARKS	100 (75 : 25)	
NO OF LECTURES	48	
	SEMESTER II	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMEC-201	Effective Communication Skills-II	
Learning Outcome:		Total Lectures : 48 hrs.
1. To make the students aware of use of language in media and organization.		
2. To equip or enhance students with structural and analytical reading, writing and thinking skills.		
3. To introduce key concepts of communications.		
Module	Topics	Details
November		
1	Writing	
	1.Report writing	Report Writing (English, Hindi or Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type

		of report	
	2. Organizational writing	Organizational writing : (English, Hindi or Marathi) Internal communication , E- mails - Email E-mail Etiquette; Overcoming Problems in E-mail Communication, Stakeholder communication Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular; Notices- Purpose- Format- Important points to remember while	

		writing a notice, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act, Press Release, Letter to the Editor.	
	4. Writing for Publicity materials	Writing for Publicity materials (English, Hindi or Marathi) Headline, sub- headline, Body copy, Slogan, Jingle, Radio spot	
2	Editing		
December			
	Editing	Editing: (English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Restructuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words,	
		Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, news paper editing and magazine editing.	
3	Paraphrasing and Summarizing		
January			
	1. Paraphrasing	Meaning , how to use paraphrase in communication, Paraphrase in plagiarism , Translation	
	2. Summarization	Summarizing content , the points and sub- points and the logical connection between the points	
4	Interpretation of technical data		
February			
	Interpret technical data	Read graphs, maps, charts, Write content based on the data provided	
Total Lectures			48

Internal evaluation methodology**25 Marks**

02

PROGRAM	BAMMC		
YEAR	FYBAMMC		
SEMESTER	II		
COURSE:	FOUNDATION COURSE		
COURSE CODE	BAMMFC 202		
PAPER	2		
TOTAL MARKS	100 (75 : 25)		
NO OF LECTURES	48		
	SEMESTER II		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS		
BAMMFC-202	FOUNDATION COURSE		
	Course Outcome: 1. To introduce students to the overview of the Indian Society.		
	<ol style="list-style-type: none"> To help them understand the constitution of India. To acquaint them with the socio-political problems of India. 		
Module	Topics	Details	Lectures
November			
1	Globalization 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; rise in corporate farming and increase in farmers' suicides.	07
2	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.	10
3	Ecology	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life; Sustainable development- concept and	10

		components; poverty and environment.	
4	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. Aggression and violence as the public expression of conflict.	10
5	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; Conflict-resolution and efforts towards building peace and harmony in society.	08
6	Contemporary Societal Challenges	a. Increasing urbanization, problems of housing, health and sanitation; b. Changing lifestyles and impact on culture in a globalised world. c. Farmers' suicides and agrarian distress. d. Debate regarding Genetically Modified Crops. e. Development projects and Human Rights violations. f. Increasing crime/suicides among youth.	15
	Note: 15 lectures will be allotted for project guidance Unit Number 6 will not be assessed for the Semester End Exam.		

03

PROGRAM	BAMMC
YEAR	FYBAMMC
SEMESTER	II
COURSE:	CONTENT WRITING
COURSE CODE	BAMMCW 203
PAPER	3
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48
	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMCW-203	CONTENT WRITING

Learning Outcome:**Lectures: 48**

1. To provide students with tools that would help them communicate effectively.
2. Understanding crisp writing as part of Mass Communication
3. The ability to draw the essence of situations and develop clarity of thought.

Syllabus			
Module	Topics	Details	Lectures
1	Foundation		8
November			
	1.Grammar Refresher	With special emphasis on use of punctuations, prepositions, capital letters and lower case	<i>02</i>
	2.Vocabulary building	Meaning, usage of words , acronyms	<i>02</i>
	3.Common errors	Homophones and common errors in English usage.	<i>02</i>
	4. Essentials of good writing	With emphasis on writing with clarity, logic and structure	<i>01</i>

	5. Phrases and idioms	Creative usage of phrases and idioms.	01
2	Editing Skills		10
	1. Redundant words	Identifying redundant words and phrases and eliminating these.	01
	2.Editing sentences	Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	02
	3.Editing captions	Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	02
	4.Editing headlines	Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	02

	5.Editing copy	Structuring a story, Creating a flow, editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	03
3	Writing Tips and Techniques		10
December			
	1.Writing tickers/ scrolls	For television news	01
	2.Writing social media post	Twitter and for other social networks	01
	3.Writing briefs/snippets	News briefs, Lifestyle and entertainment snippets	03
	4.Caption writing	Picture stories etc	02
	5.Writing headlines	News headlines and feature headlines	03
4	PRESENTATION TOOLS AND TECHNIQUES		10
January			
	1. Power Point Presentation	Use of Power Point tools Power Point to Pdf Power Point to self-animated presentation Auto timing of Power Point presentation	02

	2. Info graphic	Colour selection Use of clip art Use of Power Point smart tools Minimalist animation for maximum impact	02
	3. Three minute presentation	Content for single slide Uses of phrases Effective word selection Effective presentation	02
	4. Google Advance search	How to select relevant information Locating authentic information How to gather information for domestic and international websites	02
	5. Plagiarism	How to do a plagiarism check Paraphrasing Citation and referencing style	02
5	Writing for the Web		10
February			
	1. Content is King	Importance of content	01
	2. Less is more	Writing for print media/ social media like Twitter, etc	02
	3. Copy writing	Ad campaigns (creative, witty and attractive)	03
	4. Realtime content	Difference in writing for print vs digital	02
	5. Keywords	Designing keywords for Search Engine Optimization	02
Total Lectures			48

04

PROGRAM	BAMMC
YEAR	FYBAMMC
SEMESTER	II
COURSE:	INTRODUCTION TO ADVERTISING
COURSE CODE	BAMMID 204
PAPER	4
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48
	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMID-204	INTRODUCTION TO ADVERTISING

Learning Outcome:**Lectures: 48**

1. To provide the students with basic understanding of advertising, growth, importance and types.
2. To understand effective advertisement campaigns, tools, models etc.
3. To comprehend the role of advertising , various departments, careers and creativity
4. To provide students with various advertising trends, and future.

Syllabus			
Module	Topics	Details	Lectures
1	Introduction to Advertising		18
November			
	1. Introduction to advertising	Evolution , importance, Features , benefits , limitation , effects and 5M's of advertising	<i>02</i>
	2. Types of advertising	Consumer, Industrial, Retail, Classified, Corporate ,Public service, ,Generic, National, Global, International, Social (CSR) and Advocacy	<i>02</i>
	3. Ethics and Laws in Advertising	Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads , Controversial , Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations	<i>04</i>
	4. Social, Cultural and Economic impact of	Women and advertising, Children and advertising, Senior citizen and advertising , Pop Culture and advertising	<i>04</i>

	Advertising		
	5. Theories	Stimulus theory, AIDA, Hierarchy ,Means- End Theory	06
2	Integrated marketing communication and tools		10
December			
	1. Integrated marketing communication	Emergence, Role, Tools, Communication process, The IMC Planning Process	02
	2. Print Media and Out-of Home Media	Basic concepts, Types of Newspapers advertising , advantages and disadvantage of News paper advertising ,Magazines, Factors to consider for magazine advertising, Out-of- home Advertising, On-premise advertising , Transit advertising , Posters , Directory advertising	02
	3. Broadcast Media	Radio advertising Advantages and Disadvantages of Radio advertising , Television advertising and its Advantages and Disadvantages, Film advertising and Product placement - Advantages and Disadvantages	02
	4. Public Relation	Meaning of Public Relations, Types of public relations Difference between public relations and advertising, Difference between Publicity and Advertising, , Advantages and Disadvantages of Public Relations, Advantages and Disadvantages of Publicity	02
	5. Sales Promotion and Direct marketing	Growth and Types of Sales promotion, Advantages and Disadvantages Growth of Direct marketing and its tools Advantages and disadvantages	02
3	Creativity in advertising		14
January			
	1. Introduction to Creativity	Importance of creative process, Creative strategy development Determining message theme, Big idea, positioning strategies, Types of appeals	06
	2. Role of different elements in ads	Logo, Jingle, Company signature, Slogan, tagline, illustration , Creating Radio commercial –Words, sounds , clarity , coherence etc.	06
	3. Elements of copy	Headline, Sub headline , Layout , Body copy , Types of copy and slogan , creating story	02

		board	
4	Types of advertising agency, department, careers and latest trends in advertising		06
February			
	1. Types of advertising agency	Full service, Creative boutique, Media buying agency, In- house agency, Specialized Agencies and others	02
	2. Various departments in an agency	Account handling, Production, Art, Copy, Media, Public relation, Human resources, Finance and others	02
	3. Latest trends	Rural advertising ,Ambush advertising, Internet advertising , email advertising Advertainment, advertorial, mobile advertising	02
Total Lectures			48

05

PROGRAM	BAMMC
YEAR	FYBAMMC
SEMESTER	II
COURSE:	INTRODUCTION TO JOURNALISM
COURSE CODE	BAMMIJ 205
PAPER	5
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48
	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMIJ-205	INTRODUCTION TO JOURNALISM

Course outcome:

To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.

Syllabus			
Module	Topics	Details	Lectures
1		History of Journalism in India	
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 ,Post Emergency Post liberalization of the economy boom in magazines niche journalism	
		How technology advancement has helped media	
		New media with special reference to rise the Citizen Journalism	
2		News and its process	
December			
		Definition of News ,	
		The news process from the event to the reader	
		What makes a good story	
		Anatomy of a news story	
		Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc	

3		Principles and format	
January			
		What makes a great journalist: Objectivity, Accuracy, Without fear or favour Balance Proximity Difference between a PR and a journalist Criteria for news worthiness Hard News / Soft News and blend of the two News Reports, Features Editorials	
4		Career in journalism	
February			
		Reporter, Feature Writer, Mojo, Data journalist, Real time journalist, investigative journalist, rural journalist, In- depth journalist , lifestyle journalist	
5		Covering an event (flip class)	
March			
		Background research	
		Finding a news angle	
		Capturing the right pictures for a photo feature Writing Headline, captions and lead	

06

PROGRAM	BAMMC
YEAR	FYBAMMC
SEMESTER	II
COURSE:	MEDIA GENDER & CULTURE
COURSE CODE	BAMMMGC 206
PAPER	6
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48
	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMMGC-206	MEDIA GENDER & CULTURE

COURSE OUTCOME

- To discuss the significance of culture and the media industry.
- To understand the association between the media, gender and culture in the society.
- To stress on the changing perspectives of media, gender and culture in the globalised era.

MODULE	TOPICS	TOPICS	LECTURES
November		INTRODUCTION TO CULTURAL STUDIES	
I	EVOLUTION, NEED, CONCEPTS AND THEORIES	Evolution, features of cultural studies, Need and significance of cultural studies and media Concepts related to culture- Acculturation, enculturation, ethnocentrism, cultural relativism, cultural shock and its relevance in media	(12)

		Theories: <ul style="list-style-type: none"> • Stuart Hall : encoding and decoding, Circuit of culture • John Fiske: culture and industry • Feminism and Post feminism • Techno culture and risk – Ulrich Beck 	
December		CULTURE AND MEDIA	
II	CONSTRUCTION, COMMODIFICATION, IMPACT AND RECENT TRENDS	<ol style="list-style-type: none"> 1. Construction of culture- social, economic, political, religion and technology 2. Culture, industry and media- commodification, memes, representation, articulation, popular culture, power, cyber culture 3. Media and its impact on the cultural aspect of the society. 4. Culture industry and communication - with reference, to film, TV, social media, advertisements etc., 5. Recent trends in Culture consumption: Changing values, Ideologies & its Relevance in the Contemporary society. 	(12)
January		GENDER AND MEDIA CULTURE	
III	ROLE AND INFLUENCE OF MEDIA	<ol style="list-style-type: none"> 1. The influence of media on views of gender (theme, under representation, stereotypes, women and men, stereotype images, roles etc.) 2. Role of media in social construction of gender, Changing attitudes & behavior for empowerment of women : Movements of change 3. Gender equality and media 4. Hegemonic masculinity in media 5. Gender issues in news media (TV, radio, newspapers & online news) 	(12)
February		GLOBALIZATION AND MEDIA CULTURE	

IV	GLOBAL, LOCAL, CONSUMER AND THE RECENT TRENDS	<ol style="list-style-type: none"> 1. Media imperialism 2. Globalization and Local culture- Issues and Perspectives, threat to regional and local identities, Impact of global culture and its relevance in media and gender 3. Consumer culture and media in the era of globalization. 4. Digital Media culture: Recent trends and challenges 5. Media and Globalization: Global economic flows, global cultural flows, homogenization & fragmentation, 	(12)
		glocalization, creolization, globalization & power.	

Ms. Manali Naik**Co-Coordinator – Department of Multimedia & Mass communication**

401-1		
Program	BAMMC	
Year	SYBAMMC	
Semester	IV	
Course:	Electronic Media-II	
Paper	Elective01 (AEEC-1)	
Course Code	BAMMC EM-4011	
Total Marks	100 (75:25)	
Number of Lectures	48	
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.		
COURSE CODE	COURSE NAME	
BAMMC EM-4011	ELECTRONIC MEDIA-II	
Syllabus		
Modules	Details	Lectures
1	Evolution and growth of Radio and Television:	08
December		
	A. Evolution and growth of Radio:	<ul style="list-style-type: none"> • Satellite Radio – The Evolution and Growth • AIR and Community Radio- Developmental and Educational Role • Internet Radio and Private FM Channels broadcast on Internet.
	B. Evolution and growth of Television	<ul style="list-style-type: none"> • Evolution and growth of Private and Satellite channels: • Growth of Private International, National and Regional TV Networks and fierce. • Competition for ratings. • Satellite television broadcast- Television channels for niche audiences —entertainment, news, sports, science, health and life style. HDTV telecast • Proliferation of DTH services:
2	Regional channels:	10
January		

	A. Rise of regional channels and Importance of Regional Channels in India and Globally		
	B. Trends in regional radio and Television channels.		
3	News and other nonfictional formats.		10
February			
	1. TRP	Breaking news on television and the TRP race:	
	2. Panel discussions:	How panel discussions can make the public opinion	
	3. Interviews:	Radio and Television Interview techniques	
	4. Anchoring:	Qualities of a good anchor Voice modulation	
	5. Radio Jockey:	Understanding your audience first, Voice modulation, Clear Diction, Accurate Pronunciation	
4	Writing for Broadcast Media-(Radio and Television)		10
March			
	11. Preparation of Audio and Video briefs:	Idea generation, Scripting, Story board	
	12. Scripting:	Scripting for: Interviews/Documentary/Feature/Drama/Skits on Radio and TV.	
	13. Ethics:	Ethics including Censorship in presentation of News. Code of conduct Fact checking	
5	Current and Emerging Trends in Electronic media		10
April			
	5. '24/7 news broadcast:	Features, Audience effectiveness, advertisements and Dumbing down of News	
	6. Convergence and Multi-media:	<ol style="list-style-type: none"> 1. Use of Facebook and Twitter handles by Radio and TV channels 2. Internet TV/ Radio 3. Mobile TV/Radio 	
	7. Emerging Trends:	Mobile Technology, Social Media and Web: eg. <ul style="list-style-type: none"> • Hotstar • Voot 	

		<ul style="list-style-type: none"> • Sony Live 	
	8. Digital storytelling /Features :	<ul style="list-style-type: none"> • Story idea • Development and Presentation • Web series 	
	Total		48

401-2	
Program	BAMMC
Year	SYBAMMC
Semester	IV
Course:	Theatre and Mass Communication-II
Paper	ELECTIVE
Course Code	BAMMC TMC-4012
Total Marks	100 (75 : 25)
Number of Lectures	48

COURSE OUTCOME :			
<ol style="list-style-type: none"> 1. Direction and the works, developing an eye for details 2. Deeper understanding of theatre and how it has evolved to create human connections 3. Understanding the role theatre plays as a medium of mass communication in development of society 			
COURSE CODE		COURSE NAME	
BAMMC TMC-4012		THEATRE AND MASS COMMUNICATION-II	
Syllabus			
Module	Topic	Details	Lectures
November		Indian Theatre Icons	
I	Play Writing:	<ol style="list-style-type: none"> 1. Role of a playwright in theatre 2. Structure: Plot, Act, Scene, Character Setting 3. Basic types of playwriting, Script format 4. Role of IPTA and National School of Drama in the flourishing of theatre in India 5. Theatre and its contribution to cinema and television in India 	10
	Contribution of Indian Dramatists who revolutionized Indian Theatre:		

		<ul style="list-style-type: none"> • Vijay Tendulkar • Girish Karnad • Bijon Bhattacharya • Prithviraj Kapoor • Utpal Dutt • Shambhu Mitra • Mahesh Dattani • Badal Sarkar • Ebrahim Alkazi • Satyadev Dubey • B.V. Karanth • Ratan Thiyam • Mohan Rakesh 	
December		Role Of Theatre	
II	Theatre: Role As A Medium Of Mass Communication	<ol style="list-style-type: none"> 1. In India theatre emphasizes on the social problems and themes such as agriculture, literacy campaign, social and national harmony, human trafficking, child labor, gender discrimination, religious tolerance, women empowerment, prevention of HIV-AIDS, family planning, pulse polio, nutrition, environment pollution 2. Theatre for education and entertainment: Command or instructive function 	10
		<ol style="list-style-type: none"> 3. Theatre for development communication and social change: Persuasive function 4. Theatre for development (T4D): Building peace in Sierra Leone , Wise Up in Botswana (awareness of HIV/AIDS) – UNICEF 5. Development function: MacBride Commission report 'Many Voices One World' 6. Use of folk theatre, puppet theatre and mime for the above purpose to reach out to the rural masses. 	
	Activity:	Get newspaper clips dealing with socio-political issues and prepare scripts for short skit.	
January		Director And Producer	

III	Direction and Production:	<ol style="list-style-type: none"> 1. What is direction, Qualities of a good director, Major responsibilities of a director, Principles of direction, Difference between creative director and interpretative director 2. Considerations for selection of a production, 3 producing formats, 5 departments of technical production 3. Who is a producer and what is his job 4. Types of rehearsals, Determining the number of performances, Theatre Angel 5. 10 top running Broadway shows 	10
February		Management And Marketing	
4	Theatre management, marketing and event organization:	<ol style="list-style-type: none"> 1. Business aspects of theatre, a career in arts administration and management. 2. Budgetary planning, Costs Strategy 3. Performing Arts System and audience relations, Marketing and Communication strategies, Bookings and ticketing, Reviews and previews – press and publicity 4. Institutional relations and protocol, Infrastructure management 5. Supplier and provider management 	10
March		Scripting, designing and promotions	
	Theatre As self-expression:	<ol style="list-style-type: none"> 1. Devising the message 2. Writing the script and finalising it 3. Designing the set 4. Rehearsals, Staging the performance, Curtains 5. Marketing and promotions 	08

401-3

Program	BAMMC	
Year	SYBAMMC	
Semester	IV	
Course:	Radio Program Production-II	
Paper	ELECTIVE	
Course Code	BAMMC RPP-4013	
Total Marks	100 (75 : 25)	
Number of Lectures		48
COURSE OUTCOME:		
To give learner basic knowledge of radio/audio production theory, techniques and aesthetics via practical experience in the writing and production of several program formats. To make familiar them with the art of audio recording, editing, mixing, and aural storytelling techniques.		
COURSE CODE	COURSE NAME and DETAILED SYLLABUS	
BAMMC RPP 310	RADIO PRODUCTION-II	
Syllabus		
MODULE	DETAILS	LECTURE S
1	The Discussion	10
November		
	1 Format	
	2 Selection of participants	
	3 Preparation	
	4 Speaker Control, Subject Control and Technical Control	
	5 Ending the Programme	
2	Commentary	08
December		
	1 Preparation work with the Base Studio	
	2 Different Sports	
	3 Communicating Mood and Coordinating the images	
	4 Content and style	

	.		
	5	News Action and Sports Action	
	.		
3	Using the internet and social media		10
January			
	1	An online presence	
	.		
	2	Internet radio	
	.		
	3	Radio Podcasts	
	.		
	4	Internet Research	
	.		
	5	Making the best use of Social Media	
	.		
4	Phone-Ins		10
February			
		Technical Facilities, Programme Classification	
		The Open Line And Choosing The Calls	
		The Role Of The Host And The Host Style	
		Reference Material, Use Of 'Delay'	
	5.	Linking Programmes Together, Personal Counseling The Presenter As Listener	
5	Making Commercials		10
March			
	1.	Copy Policy	
	2.	The Target Audience	
	3.	The Product Or Service 'Premise'	
	4.	Voicing And Treatment	
	5.	Music And Effects	
	Total		48

401-4

Program	BAMMC
Year	SYBAMMC
Semester	IV
Course:	Motion Graphics and Visual Effects-II
Paper	ELECTIVE
Course Code	BAMMC MGV-4014
Total Marks	100 (75 : 25)
Number of Lectures	48

COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC MGV-4014		MOTION GRAPHICS and VISUAL EFFECTS-II	
Syllabus			
	Modules	Details	Lectures
	November		
01	Compositing		08
	1. Pass Compositing	Multi Pass Compositing.	01
	2. Pre Compositions	Creating a composition with original composition (Nesting)	01
	3. Tracking-I	Application and usage of Tracking Elements. Understanding Match Moving.	02
	4. Tracking-II	Object and Camera Tracking.	01
	5. Layer and Node composition	Layer-based compositing. Node-based compositing.	03
02	Rotoscopy		10
	December		
	1. Rotoscopy	Understanding rotoscoping and its application and usage. Rig Removal and its importance.	02
	2. Matting	Understanding Alpha and Luma mattes. Use of Garbage mattes.	03
	3. Footage Clean-up	Removing faults/wires in live action footage.	01
	4. VFX and Colour Grading	Creating mattes for visual effects. Colour grading for specific objects/frames	03
	5. Exporting files	Understanding computability for rendering. Exporting in various file formats.	01
03	Blender: Working with 3D		10
	January		

	1. Introduction to 3D	Making and Rendering Your First Scenes.	02
	2. Tools	Basic Principle: Data blocks. Introduction to Edit Mode.	02
	3. 3D Objects	Separating and Joining Objects.	02
	4. Curves	Object Modifiers. Converting to Mesh from Curve.	02
	5. Textures	Materials, Textures, and How They Get onto Surfaces.	02
04	Scripting and Workflow		10
	February		
	1. Script Editor	Accessing Script Editor and its usage.	02
	2. Overlaying	Use and Importance of Overlaying.	01
	3. Expressions	Importance of Expressions. Understanding different expressions used and how they function.	02
	4. Workflows	The importance of workflows for a VFX Project.	03
	5. Industry application	How workflows are used in industry.	02
05	Chroma Keying		10
	March		
	1. Keying	What is Chroma Keying?	02
	2. Green and Blue screens	What is Blue/Green Screen Imaging? Why Blue/Green color be used.	01
	3. Chroma Screen	Application of Chroma (Green and Blue screen effect).	02
	4. Application	Using Chroma to work on simple shoots. Wire removals and cleaning up footage.	03
	5. Exporting to Premiere	Using visual effects into Premiere Pro timeline videos.	02
Total Lectures			48

402			
Program	BAMMC		
Year	SYBAMMC		
Semester	IV		
Course:	Writing and Editing for Media		
Paper	CORE VIII DSC D1		
Course Code	BAMMC WEM-402		
Total Marks	100 (75 : 25)		
Number of Lectures	48		
COURSE OUTCOME			
<ol style="list-style-type: none"> 1. Provide the ability to understand writing styles that fit various media platforms. 2. It would help the learner acquire information gathering skills and techniques. 3. On completion of this course, students will be able to understand similarities and differences in writing for all forms of media including internet and digital. 4. The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout. 5. The learner will imbibe the importance of writing clearly, precisely and accurately for different types of audiences 			
COURSE CODE		COURSE NAME	
BAMMC WEM-402		WRITING and EDITING FOR MEDIA	
Syllabus			
Modules	Topics	Details	Lectures
November	PRINT MEDIA		
I	WRITING FOR PRINT MEDIA	<ol style="list-style-type: none"> 1. What makes news? (determinants of news) 2. Art and basic tools of writing 3. Steps and elements of writing-editorial, features and review 4. Writing for Newspapers and Magazines 5. Writing a News story/feature stories/Article/Editorials(differences) 6. Leads, nut shelling and story structure 7. Writing style and the stylebook 8. Public Relations and corporate writing-various forms 9. Writing for Advertisements 	12
December	RADIO AND TELEVISION		

II	WRITING FOR BROADCAST MEDIA	<ol style="list-style-type: none"> 1. Radio and Television: Challenges, strengths and weaknesses 2. Writing for Television and Radio programs 3. Script writing formats 4. Writing for interviews, live news and daily news 5. Radio jockeying / online radio and new trends <p>Storyboarding for Television commercials</p>	10
		DIGITAL MEDIA	
III	DIGITAL MEDIA: A sunrise opportunity	<ol style="list-style-type: none"> 1. Difference between newspaper writing and writing for the Web, headline writing, deck heads, subheads, lists and hyperlinked content 2. How to produce well-written web pages Written content for the web, digital spaces and digitally distributed media. 3. Development of web-specific style guides, convergence of text and video on digital. 4. Emerging fields of personal publishing, including blogging and microblogging (or publishing on LinkedIn). 5. Dealing with breaking news and fake news in real time. 6. Writing for Advertisements through Email and SMS 7. Writing Blogs 	14
January		EDITING	
IV	EVALUATION OF CONTENT	<ol style="list-style-type: none"> 1. Checking spelling and grammar. Check news/magazine copies for headlines (types, appeal), sub heads, Use of graphics and illustrations for construction and information flow in Newspapers. 2. Rewriting leads 	12

403

Program	BAMMC
Year	SY BAMMC
Semester	IV
Course:	Media Laws and Ethics
Paper	(DSC D2) CORE IX
Course Code	BAMMC MLE-403
Total Marks	100 (75:25)
Number of Lectures	48

Brief: In law a man is guilty when he violates the rights of others. In ethics he is guilty if he only thinks of doing so. - Immanuel Kant

Course Outcome:

1. To provide the learners with an understanding of laws that impact the media.
2. To sensitize them towards the social and ethical responsibility of the media.

COURSE CODE**COURSE NAME****BAMMC MLE-403****MEDIA LAWS and ETHICS****Syllabus**

Module	Details	Lectures
1	Constitution and Media	09
November		
	1. Core values of the Constitution	Refreshing Preamble, unique features of the Indian Constitution
	3. Freedom of Expression	Article 19 (1) (a), Article 19(2)
	4. Judicial Infrastructure	Hierarchy of the courts Independency of the judiciary Legal terminologies
	5. Social responsibility of the media	Social Responsibility Theory Emerging Issues in Social Responsibility Theory in today's era
	5. Social Media	Threat of Fake News and facts verification Social media decorum
2	Regulatory bodies	10
December		

	1. Press Council of India	2. Brief history: Statutory status 3. Structure 4. Powers and limitations	02
	6. TRAI	Role of Telecom Regulatory Authority of India	02
	5. IBF	1. Indian Broadcasting Foundation 2. Broadcasting Content Complain Council, 3. Broadcasting Audience Research Council	02
	4. ASCI	1. Advertising Standard Council of India 2. Mission 3. Structure 4. Consumer Complaint Council	02
	5. NBA	1. News Broadcasters Association : 2. Structure 3. Mission 4. Role	02
3	Media Laws		10
January			
	1. Copyright and IPR	What is copyright, Intellectual Property Rights Exceptions Major Amendments Recent Case studies	02
	2. Defamation	1. Definition. 2. Civil, Criminal 3. Exceptions 4. Recent case studies	02
	3. IT Act	1. Information Technology Act 2000 2. Amendment 2008 3. Section 66A 4. Section 67 5. Case Studies	02
	4. Contempt	1. Contempt of Court 2. Contempt of Parliament	02
	5. More acts	1. Drugs and Magic Remedies (Objectionable Advertisements) Act, 2. Emblems and Names (Prevention of Improper Use) Act	02
4	Media Laws		10
February			
	1. Right to Privacy	2. Evolution 3. Right to Privacy a Fundamental Right	02

	3. Morality and Obscenity	<ol style="list-style-type: none"> 1. Indecent Representation of Women's Act 2. 19.2, IPC 292 , 293 3. Change in perception with time 	02
	4. Unfair Practices	Unfair Trade Practices and the Competition Act 2002	02
	5. OSA	<ol style="list-style-type: none"> 1. Official Secrets Act 2. Controversies 3. Case Studies 	02
	4. RTI	<ol style="list-style-type: none"> 1. Right To Information Act 2005 2. Brief History 3. Importance and current status 	02
5	Media Ethics and Social Responsibility		09
March			
	1. Why Ethics	What is ethics? And why do we need ethics?	01
	2. Ethical responsibility of journalist	<ol style="list-style-type: none"> 1. Code of conduct for journalist 2. Conflict of interest 3. Misrepresentation 4. Shock Value 	02
	3. Fake News	<ol style="list-style-type: none"> 1. Post -truth and challenges of fighting fake news 2. Techniques of fact verification 	02
	3. Ethical responsibility of advertisers	<ol style="list-style-type: none"> 4. Violation of ethical norms by advertisers 5. Case Studies 	02
	6. Stereotyping	Stereotyping of minorities, women, senior citizens, regions, LGBT	02
Total Lectures			48

404

Program	BAMMC
Year	SY BAMMC
Semester	IV
Course:	MASS MEDIA RESEARCH
Paper	(DSC-D3) CORE X
Course Code	BAMMC MMR-404
Total Marks	100 (75:25)
Number of Lectures	48

Course outcome

- To introduce students to debates in Research approaches and equip them with tools to carry on research
- To understand the scope and techniques of media research, their utility and limitations

COURSE CODE**COURSE NAME****BAMMC MMR-404****MASS MEDIA RESEARCH****Syllabus**

Module	Topic	Details	Lectures
November		Research In Media	
I	Introduction to mass media research	<ul style="list-style-type: none"> • Relevance, Scope of Mass Media Research and • Role of research in the media • Steps involved in the Research Process • Qualitative and Quantitative Research • Discovery of research problem, identifying dependent and independent variables, developing hypothesis 	12
December		Design	
II	Research designs	<ul style="list-style-type: none"> • Concept, types and uses • Research Designs: <ol style="list-style-type: none"> a) Exploratory b) Descriptive and c) Causal. 	04
January		Data Collection	

III	Data – collection methodology	a. Primary Data – Collection Methods I. Depth interviews II. Focus group III. Surveys IV. Observations V. Experimentations b. Secondary Data Collection Methods c. Literature review d. Designing Questionnaire and measurement techniques a. Types and basics of questionnaire b. Projective techniques c. Attitude measurement scales e. Sampling process f. Data Tabulation and Research report format	18
February		Analysis	
IV	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	05
March		Application Of Research	
V	Application of research in mass media	a. Readership and Circulation survey b. TRP c. RRP d. Audience Research e. Exit Polls f. Advertising Consumer Research	05
April		The Semiotics	
VI	The Semiotics of the Mass Media.	a. What is semiotics in media? b. Why is semiotics important? c. What are codes in semiotics? d. Semiotics and media	04
Total Lectures			48

405		
Program	BAMMC	
Year	SYBAMMC	
Semester	IV	
Course:	Film Communication II	
Paper	(DSC-D4) DRG	
Course Code	BAMMC FCO-405	
Total Marks	100 (75:25)	
Number of Lectures	48	
Course Outcome:		
Lectures: 48		
<ol style="list-style-type: none"> 1. Awareness of cinema of different regions. 2. Understand the contribution of cinema in society. 3. How to make technically and grammatically good films. 4. From making to marketing of films. 5. Economic aspects of film. 6. Careers in films. 		
COURSE CODE	COURSE NAME	
BAMMC FCO-405	FILM COMMUNICATION II	
January Syllabus		
Module	Details	Lectures
Understanding Cinema		
1. Regional Cinema	Regional Films and Film makers – Marathi (V. Shantaram), Bengali (Satyajit Ray/Ritwik Ghatak), Malayalam/Tamil/ Telegu/ Kannad, (Film makers – K. Balachandar, K. Vishwanath, Adoor Gopakrishnan) etc.	12
2. Hindi Cinema	Popular Hindi Commercial Films(Bollywood) Past to Present Economic contribution of cinema. Convergence of Art and Commercial. Genre in present (Romcom, Thriller, Biographic, Action, Musical etc.)	12
3. Cinema now	Contemporary Era Celluloid to Digital (1990-1999) Digital Explosion (2000 onwards) Media Convergence and Film Viewing Culture	08

	4. Film Making	<i>Film Production to Film Exhibition</i> Aspects of Production Systems: Financial, Administrative and Creative. Stages of Film Making -1: Pre-Production Stages of Film Making -2: Actual Production Stages of Film Making -2: Post-Production Film and Censorship. ROI Systems in Film Industry Distribution Promotion Marketing Branding Internet	08
	5. Film Culture	5.1 Introduction to Film Institute, Film Bodies and Trade Associations such as FTII, NFAI, Films Division, DFF, IFFI, CBFC, IFTDA, SGI, WICA, etc. 5.2. Film Festivals: What is Film Festival? Major Film Festivals in India and Abroad 5.3 Film Awards: Nature and Types of Film Awards Major Film Awards in India and Abroad	08
Total Lecture			48

406			
Program	BAMMC		
Year	SYBAMMC		
Semester	IV		
Course:	Computer Multimedia II		
Paper	(Practical) DRG		
Course Code	BAMMC CMM-406		
Total Marks	100 (75:25)		
Number of Lectures	48		
Brief: Digital workflow:			
<p>Since the introduction of computers in media every process of image editing and film editing is computerized. Various soft wares –beginners to professional- are developed and today software knowledge equals literacy in media. Image, Audio and Video in digital format are easy to share and store as well as saved to multiple places. The knowledge of software has become extremely essential to survive and grow in media today.</p>			
Course Outcome:			
<ol style="list-style-type: none"> 1. To help learner be media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping in the industry. 2. To introduce the media soft wares to make the learner understand what goes behind the scene and help them choose their stream. 3. To prepare learner skilled enough for independency during project papers in TY sem.VI. 4. To help learners work on small scale projects during the academic period. 			
COURSE CODE	COURSE NAME		
BAMMC CMM-406	Computer Multimedia II		
Syllabus			
Modules	Details	Lectures	
1	Photoshop: Advanced Image Editing	12	
November			
	1. Working with multiple images	Mixing Selection marquee, Lasso, Magnetic lasso, feather Slice tool, Erase tool Pen tool and image tracing Clone tool, Stamp tool	<i>02</i>
	2. Image Effects	Editing Burning, Dodging Smudge, Sharpen, Blur Eyedropper, Choosing colour Swatches, Colour pick Filters	<i>03</i>

	3. Working with Layers	Layer basics Changing background, Gradient Moving linking aligning layers Applying Transformations Masking layers Masts and extractions Layer effects, Adjustment layers	05
	4. Wonders of Blend Modes	Blend modes Advanced blending options Layer blends	01
	5. Fully Editable Text	Text as art, Glyphs, Creative text Type mask tool, Image in text Text to path and Direct selection Path selection (black arrow) Creating Professional design using all the tools	01
2	Adobe Illustrator: Vector based Drawing software		07
December			
	1. Introduction to Adobe Illustrator	Illustrator Interface, Tool Box, Panels and Bars Importing files in illustrator, Different file formats	02
	2. Using text	Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects	02
	3. Creating Simple designs	Text based logo replication, Shape based logo replica, Creating new symbols, Fill colour, Outline colour, Weight and opacity	
	4. Applying effects	Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips	02
	5. Exporting in Illustrator	Exporting, Types of export, Exporting for other soft wares	01
3	InDesign: Layout Software		08
January			
	1. Introduction to Adobe In Design	List the menus, List the tools, Palates Benefits of using In Design, Application of In Design	02
	2. Text Edits in InDesign	Format of text, Character and Paragraph Bars Purpose of text selection, Aligning text in different design formats, Text alignment with embedded images	02

	3. Using palettes	Using palettes for different types of publications made in InDesign, Magazine in InDesign, Paragraph styles Newspaper in InDesign, Paragraphs type palate, Text wrap palate	01
	4. Colour correction in InDesign	Embedding images in proper formats, Colour correction on the images, Adjusting according to the color tone of the publication	02
	5. Exporting files	Types of files, Exporting for different publications/templates, Newspaper, magazine, etc.	01
4	Premiere Pro: Audio-visual: Advanced application		10
February			
	1. Introduction to editing	Editing importance, Great editing examples, Editing for different formats (film/ad/news/etc.)	02
	2. Exploring Premiere Pro	How premiere helps in editing, Understanding the toolbar, Importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.)	02
	3. Right application of various file formats	Understanding different file formats (AVI/MPEG/MOV/H264, etc.) Importing raw footage for edits, Performing video checks while editing Using inbuilt transitions,	02
	4. Using colour grading	What is color grading, Examples of color grading, Using filters and presents in color mixing, Applying presents on layers for editing	02
	5. Exporting and rendering	Exporting in different formats, Choosing right formats for exposing, Managing quality while exporting, Rendering and maintain file format, Improving quality and time to render techniques	02
5	Adobe Dreamweaver: Web designing software		11
March			
	1. Introduction to Dreamweaver	Workspace overview Document toolbar, Document window, Panel groups, Files pane, Property inspector, Tag selector Defining website in Dreamweaver	02

	2. Working with DW	Creating Dreamweaver template Page layout in DW CSS layouts: advantages and disadvantages Creating HTML pages, Insert content and form Creating Forms in DW	02
	3. Linking pages	Using DW to accomplish basic web page development, Page properties Title, Background image, BG colour, Text colour, Links	03
	4. Using Tables	Cell padding, cell spacing, Border Table basics: Colour BG in cell, Invisible tables, Changing span, Making image into clickable link	02
	5. Typo in DW	Changing Font typefaces, size, style, colours Text to hyperlink	02
	Total		48

Ms. Manali Naik
Co-Coordinator – Department of Multimedia & Mass communication

SEMESTER VI-JOURNALISM		
COURSE CODE	CREDITS	COURSE NAME
COMPULSORY-CORE	04X2=08	DRG(DISCIPLINE RELATED GENERIC)
BAMMC DRG-601	04	1. DIGITAL MEDIA
BAMMC DRG-602	04	2. NEWSPAPER and MAGAZINE DESIGN (PROJECT)
ELECTIVES-	03X04=12	DSE 2 B (DISCIPLINE SPECIFIC ELECTIVES) (LEARNER SHOULD ELECT ANY FOUR OF THE COURSES)
BAMMC EJCI 2B601		1. CONTEMPORARY ISSUES
BAMMC EJMJ 2B6504		2. MAGAZINE JOURNALISM
BAMMC EJSJ 2B605		3. SPORTS JOURNALISM
BAMMC EJFN 2B607		4. FAKE NEWS and FACT CHECKING
BAMMC EJTJ 2B608		5. TELEVISION JOURNALISM
	20	

COMPULSORY-CORE 01			
PROGRAM	BAMMC		
YEAR	TYBAMMC-JOURNALISM		
SEMESTER	VI		
COURSE:	DIGITAL MEDIA		
COURSE CODE	BAMMC DRG-601		
PAPER	DRG 1 (COMPULSORY)		
TOTAL MARKS	100 (75:25)		
NO OF LECTURES	48		
SEMESTER VI			
COURSE CODE	COURSE NAME and DETAILED SYLLABUS		
BAMMC DRG-601	DIGITAL MEDIA		
Course Outcome:			
<ul style="list-style-type: none"> • Understand digital marketing platform • Understand the key goals and stages of digital campaigns • Understand the use of key digital marketing tools • Learn to develop digital marketing plans 			
Module	Topic	Details	Lectures

December			
Module I	Introduction to Digital Marketing	<ul style="list-style-type: none"> a. Understanding Digital Media b. Advantages of Digital Media c. Principles of Digital Media Marketing d. Key Concepts in Digital media e. Traditional Vs Digital Media 	4
Module II	Search Engine Optimization	<ul style="list-style-type: none"> a. How search Engine works b. Introduction to SEO 	8
	(SEO):	<ul style="list-style-type: none"> c. On Page Optimization d. Off Page Optimization e. SEO Audit, Tools and Measurement f. SEO Resources, Careers in SEO 	
January			
Module III	Search Engine marketing (SEM)	<ul style="list-style-type: none"> a. What is SEM? b. Why SEM c. What is Google Adwords? Why Google Adwords d. Google network e. Adwords terminologies f. Campaign types g. Creation of Google Display NETWORK (GDN) h. Display Ads format i. Conversion tracking j. GDN Campaign creation (DEMO) k. Remarketing l. What are Google shopping Ads 	8
Module IV	Social Media Marketing (SMM)	<ul style="list-style-type: none"> a. Introduction to Social Media b. Facebook Marketing c. Instagram Marketing d. LinkedIn Marketing e. Twitter Marketing f. SMM Tools g. Creating a successful social media strategy 	08
February			
Module V	Email marketing	<ul style="list-style-type: none"> 1. key terms and concepts 2. Customer acquisition strategies 3. Best Practices : CRABS 4. Tools to enhance lead nurturing 5. Enhance better reach 	3

Module VI	Web Analytics	<ul style="list-style-type: none"> a. Introduction to analytics b. Social CRM and analysis c. Google analytics d. Digital Analytics e. Content performance analytics f. Visitor analysis g. Social media analytics 	6
March			
Module VII	Affiliate Marketing and Programmatic Marketing	<ul style="list-style-type: none"> a. Affiliate Marketing b. Definition, Purpose, Resources required, Top Players in Affiliate Marketing, Segregation of Affiliate marketing c. Programmatic Marketing d. Evolution and growth of programmatic Marketing e. Real Time bidding, f. Types of Programmatic Advertising, Advantages and Challenges, Myths of Programmatic Marketing 	3
Module VIII	Content writing	<ul style="list-style-type: none"> a. Intro to content writing b. Core Principles of Content writing c. Why blogs matter d. Principles of writing blogs e. How to write content for twitter and Mobile 	6
Module IX	Cyber laws	<ul style="list-style-type: none"> a. Information Technology Act b. Copyright Act 	2
		<ul style="list-style-type: none"> c. Cyber Ethics d. Digital Security 	
TOTAL LECTURES			48

COMPULSORY –CORE-02

PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	NEWSPAPER and MAGAZINE DESIGN
COURSE CODE	BAMMC DRG-602
PAPER	DRG 2 (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI

COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC DRG-602	NEWSPAPER and MAGAZINE DESIGN
Course Outcome:	

	<ul style="list-style-type: none"> The learner is required to understand the process of print media production since the content collection to the final print ready layout. This includes news weightage as well as article relevancy and the visual treatment to the text block. The appearance of the various text blocks matters in layout. Learner should be able to reconstruct headlines suitable for the space keeping the core meaning and intensity intact. Learners are expected to develop software skills to be employable in industry. Learners shall develop the aesthetic vision and understand the discipline behind a layout. 		
Module	Subtopics	Expansion	Lectures
01	Design and Layout basics		10
December			
	• Elements of design	Point, Line, Shape, Size, Tone, Colour, Texture, Space	02
	• Principles of Design	Proportion, Contrast, Harmony, Balance, Harmony, Unity	02
	• Rules of Layout	Alignment, Proximity, Emphasis, Syntax, Visual path	02
	• Grid and Page set up	Page size, Space division, Creating template, Margins,	02
	• Master Pages	Creating master pages, Margins, Page numbering, Columns, Footer space, Folio	02
02	Editing and Terminology		08
January			
	• Page division	National Page, City/Local, World, Economy, Sports, Entertainment, Editorial (OpEd)	01
	• Rewriting / • recomposing headlines, Creating • decks,	Considering length of Head, Using synonyms, Abbreviations, Popular terms, Units and Counts	02
	• Terminology	Head, Deck, Body, Boost, Callout, Slug, Caption, Jumpline, Byline, Credits, Banner, Skyline, Strapline, Teasers	02
	• Type of Content	Anchor story, Lead, Tomb stoning, , Short stories, Feature, Editorial, Reviews, Interviews, Feedback,	02
	• Errors	Widow, Orphan, Dog leg, Burries story	01
03	Typography and Visual aids		06
February			
	• Type classification	Serif, Sans serif, Decorative, Trendy, Distress, Handwriting	01

	• Measurements	Size, Weight, Posture, Kerning, Tracking, Leading, Expand, Condense	01
	• Visual indicators	Indentation, Dropcap, Inset, Alignment, Hyphenation	01
	• Text path	Curvelinear, Baseline, Shift, Warp text, Text in shapes	01
	• Text to Box	Picture in text, Texture in text, Text effects, Shadow, outline,	02
04 Working on Project Quark or InDesign			12
March			
	• Workspace	Grouping required panels and assigning default, Menu bar, Property bar, Options bar, Measurement bar, Transform controls, Panel docking,	02
	• Toolbox	Text, Picture, Shape, Table, Transparency, Line,	02
	• Panels	Style sheet/Para styles, Colour/ Swatch, Page layout, Align, Wrap text,	03
	• Picture treatment	Choosing right picture, Tracing outline, Fading, Transparency, Extending canvas, Gradient, Reshaping picture, Placement	03
	• Creating Typo	Type templates i.e. Style sheets	02
05 Planning and Production of Magazine			12
April			
	• Content Plan/ varied • content: Cover story, Interview, Feature, Sp • report, Tips,	Content collection, Sorting and scrutiny, Picture collection, Dividing in parts, Extracting pull outs, quotes, Assigning pages to stories, Assigning pages to Ads	03
	• Flat plan	Block diagram of the content, Judgment of facing page relevancy, Testing for contradiction	02
	• Rough Layout	Rough idea of layout, Conceptualization, Judging weightage of pictures and text	03
	• Logic of Cover design	Title size, Cover lines, Release date, Close up based, Action based, Celebrity, Demo, Art, Animation, Gimmick, Cover story	02
	• Pagination and Print	Sequencing for printing, Form, Cut marks, Alley	02

	• ready		
Total Lectures			48

ELECTIVE 01

PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	CONTEMPORARY ISSUES
COURSE CODE	BAMMC EJCI 2B601
PAPER	DSE 1 (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI

COURSE CODE	COURSE NAME and DETAILED SYLLABUS		
BAMMC EJCI 2B601	CONTEMPORARY ISSUES		
COURSE OUTCOME			
<ul style="list-style-type: none"> • To stress the importance of social economic political aspects of the society as a media <ul style="list-style-type: none"> ○ professional. • To understand the role of media as a strategy to create awareness on various issues and mobilise to bring social progress. 			
MODUL E	TOPICS	DETAILS	LECTURE S
		SOCIAL MOVEMENTS	
December			
I	SOCIAL MOVEMENTS AND PROGRESS FOR SOCIETY	<ul style="list-style-type: none"> • Define Social Movements, Elements, Types and Stages of Social Movements. • Social Movements with reference to Tribal, Women, Farmers, Untouchability, Cultural, Environmental (with special reference to “Swatch Bharat Abhiyaan”) • Developmental issues- displacement and rehabilitation. 	(12)
		GROWTH AND DEVELOPMENT	
January			

II	ECONOMIC GROWTH AND DEVELOPMENT	<ul style="list-style-type: none"> • Economic issues in India. • Industry and Economic Growth – Factors, challenges, industrial robots and employment, • Agriculture and economic development- Factors, challenges and measures. • New age skills – Make in India, trends and challenges. • Entrepreneurship and its relevance. • Tourism-trends and challenges • Regional aspects- Role of MIDC in economic development of Maharashtra, Special Economic Zone, Food Security Act'2013 	(14)
		POLITICS	
February			
III	POLITICS AND SOCIETY	<ul style="list-style-type: none"> • Crime and Politics • Role of whistle blower • Corruption- causes and remedial measures • Role of political parties and its impact on political system. • Changing trends in politics- Functions, features, agendas, majority vs coalition government. • Terrorism – causes, consequences, remedial measures. 	(12)
March		<ul style="list-style-type: none"> • SOCIAL WELFARE SCHEMES 	
IV	SOCIAL WELFARE SCHEMES BY THE GOVERNMENT OF INDIA	<ul style="list-style-type: none"> • With reference to women and child (any five) • Commerce and Industry (start-up India hub, scheme for IPR-creative India and innovative India. 	(10)
		<ul style="list-style-type: none"> • Smart Cities, skill to save life, save a life initiative, national strategic plan and mission (2017-2024) “SAMPARK”. • Rural (any three Schemes) 	

ELECTIVE 02	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	LIFESTYLE JOURNALISM
COURSE CODE	BAMMC EJJJ 2B602
PAPER	DRG 2 (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI			
COURSE CODE	COURSE NAME and DETAILED SYLLABUS		
BAMMC EJJJ 2B602	LIFESTYLE JOURNALISM		
COURSE OUTCOME			
<ol style="list-style-type: none"> 1. Acquire a conceptual overview of lifestyle journalism and its function in the media industry. 2. Acquire an ability to report on lifestyle journalism stories or events in a clear, concise, factual and meaningful way. 3. It is a combination of practical skills and conceptual understanding of how this form of journalism is increasingly relevant for the 21st century. This course will help the learner acquire an ability to understand audiences and markets in which the lifestyle journalists provide information. 4. It will teach students how to do lifestyle journalism with integrity, exploring the broader lifestyle field while focusing on a variety of sub-fields such as travel, music, movies, arts and food, along with students' special interests 			
MODULE	TOPIC	DETAILS	LECTURES
LIFESTYLE JOURNALISM			
December			
I	INTRODUCTI ON TO LIFESTYLE WRITING	<ul style="list-style-type: none"> • Lifestyle writer has very niche audience. Who are we writing for? • Lifestyle Journalist should know the publication house audience • Lifestyle News, critique/review/ evaluate on stories from magazines • Lifestyle Journalist : balance between Elite and Mass Lifestyle Culture (newspapers) • Source of Lifestyle stories 	10
WRITING STYLE			
January			

II	WORDS, PICTURE, STORY AND EDITING	<ul style="list-style-type: none"> • What is good Lifestyle writing? • Use of Pictures and Graphics, finding and focusing your story • Crafting and structure – the beginning, middle, and end • Reporting and Interviewing. Feature leads, Lifestyle Columns • Rewriting and self-editing 	10
TYPES OF LIFESTYLE WRITING			
February			
III	TYPES OF LIFESTYLE WRITING	<ol style="list-style-type: none"> 1. Review : Art show, Movie, Theatre Performance, Book 2. Travel : Various types of Travel writings 3. Food : Street, Restaurant food, Food festival, Restaurant review 4. Health and Fitness : Gym, Yoga, various new forms of workout 5. Other forms fashion, Garden, Home and General Tips and guidelines 	10
FASHION INFLUENCERS			
March			
IV	ROLE and IMPORTANCE OF FASHION INFLUENCERS IN LIFESTYLE JOURNALISM	<ol style="list-style-type: none"> 1. Fashion, Gender and Social Identity 2. The impact of fashion bloggers and magazines on the society 3. E-fashion markets defining the trends amongst the youth 4. Cinemas in the past and in today's world have influenced the society in terms of fashion and Lifestyle 5. Role of Music's Fashion in the society 	08
SOCIAL MEDIA			
April			
V	LIFESTYLE AND ROLE OF SOCIAL MEDIA :	<ul style="list-style-type: none"> • The power of marketing in the contemporary fashion world • Labelling and branding: The power of representation • Shakespearian theatre and the aesthetic image: how 	10

		<ul style="list-style-type: none"> • Shakespearian productions reflect contemporary fashion trends • The influence of celebrities on fashion: an exploration of celebrity-endorsed fashion lines • Fashion Lifestyles and Hashtags • Lifestyle advertising , Collaborations and Co-Marketing of Brands, Fashion and Social Media Campaigns 	
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ELECTIVE 04			
PROGRAM	BAMMC		
YEAR	TYBAMMC-JOURNALISM		
SEMESTER	VI		
COURSE:	MAGAZINE JOURNALISM		
COURSE CODE	BAMMC EJMJ 2B604		
PAPER	DSE (ELECTIVE)		
TOTAL MARKS	100 (75:25)		
NO OF LECTURES	48		
SEMESTER VI			
COURSE CODE	COURSE NAME and DETAIL SYLLABUS		
BAMMC EJMJ2B601	MAGAZINE JOURNALISM		
COURSE OUTCOME:			
This course introduces the students to the nuances of magazine journalism, feature writing and Reviews.			
MODUL E	TOPIC	DETAILS	LECTURES
Module I	History of magazine journalism	A brief history of magazine journalism, global scenario and current trends in magazine journalism in India; Magazine boom in India and the glorious years of the news magazine journalism versus newspaper journalism, <u>Survival of Magazines in digital era</u> – issues , challenges , prospects	10

Module II	Definition and Genres of Magazines	<ul style="list-style-type: none"> • Definition and genres of magazines - news, <ul style="list-style-type: none"> ○ special interest, general, lifestyle, glamour, gossip, special audience magazines, public relations , Automobile , Career guidance , <u>Technology</u> , <u>Sports</u> , <u>Health</u> , <u>Women</u> , <u>Children</u> , <u>Diwali issues</u> , travel ○ ,environment , education , B2B magazines magazines, literary magazines, Sunday magazines and journals; online magazines-e-zines, • webzines, web-edition magazines; a review of leading general interest magazines in English , • Hindi and Marathi. Magazine formats. 	10
Module III	Organizational structure	Organizational structure of a magazine – editorial, advertising, circulation, promotion and business departments; reporting and editing operations in a magazine; magazine journalism terminology	05
Module IV	Cover Story	Cover and cover story – functions of the cover- cover design formats – cover blaze - coverlines; contents page; cover story selection criteria: length, strength, importance, promotability and illustratibility	10
Module V	Types of Articles	Magazine articles- features, film reviews, book reviews, profiles, columns, cartoons, regulars and fillers , <u>interviews</u>	05
Module VI	Magazine Design	–format, layout, typography, colour, photos, illustrations, info graphics and Blurbs.	08

06

PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	CRIME REPORTING
COURSE CODE	BAMMC EJCR 2B 606
PAPER	6 DSE 2B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME and DETAILED SYLLABUS	
BAMMC EJCR 2B 606	CRIME REPORTING	
Course objectives		
<p>Indian Journalism has progressed significantly. Despite the fact that print media is still at the bleeding edge of remarkable work in Indian news coverage there are sure faces in the advanced media that motivate you to take up news-casting. Their trustworthiness, coarseness, and determination are characteristics that make them few of the best Indian writers over the most recent few decades.</p>		
UNIT	TOPIC	LECTURE S
I	<ul style="list-style-type: none"> • The ethics of crime and justice coverage: • Fairness and objectivity, sensationalism and integrity • conflicts of interest • Interesting versus important. • Balancing justice: • justice to victim and the accused • No assumption of guilt or innocence. 	10
II	<ul style="list-style-type: none"> • Law enforcement machinery: • Structure and hierarchy. Different entities: police, ATS, SBI, CID, SID, SRPF, Para-military forces, Rapid Action Force etc. • Understanding the Police system : • Introduction to IPC • Important sections of IPC. • Terminology and jargon, procedures of registering a crime. Prisons and jails. • Sensitive law and order situation: 	10
	<ul style="list-style-type: none"> • Agitations, congregations for various reasons, elections. • Deployment of extra forces 	

III	<ul style="list-style-type: none"> • Covering Crime: • Types and definitions. • Police Investigation techniques: • From conventional to Modern techniques • Cognizable and non-cognizable offences. • Basic principles of crime reporting: • News values: • New, unusual, interesting, significant and about people. • Sources of Crime Reporting: • Collecting and cross checking information • Developing sources, verifying facts. Reporting agitations, riots. • Possible risks and precautions. 	10
IV	<ul style="list-style-type: none"> • Covering Courts: • Structure of judicial system in India. • Hierarchy, functions and jurisdictions of each court. • Granting of bail to accused. • Types of cases heard in courts. • Tribunals, consumer and family courts. PILs, appeals etc. 	08
V	<ul style="list-style-type: none"> • Contemporary crime journalism: • Crime shows on TV. • Emphasis on crime reporting in Newspapers. Its impact. • Media influencing investigations and/or court proceedings? • Trial by media. • Case studies on Indian Crime Reporting • The Hindu's Bofors Expose • Tehelka's Defence Deals Expose • Indian Express's Cement Scam Expose • Indian Express's Human Trafficking Expose • Open Magazine's Nira Radia Tapes 	10

07

PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	FAKE NEWS and FACT CHECKING
COURSE CODE	BAMMC EJFNF 2B 607
PAPER	7 DSE 2B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI

COURSE CODE	COURSE NAME and DETAIL SYLLABUS
BAMMC EJFNF 2B 607	FAKE NEWS and FACT CHECKING

COURSE OUTCOME

1. To give media students the understanding of the differentiation between real news and fake news.
2. To make media students aware of information disorder.
3. To give students a thorough knowledge of information literacy and media.
4. To give students a hand on knowledge on fact checking.
5. To give students a practical overview of social media verification.

Sr. No.		Modules	Lecture
1.	Introduction		6
December			
	1. Concepts	Definition: News and Fake News,	
	2. News Integrity	Journalistic Integrity and News Production.	
	3. Propaganda	Propaganda, how to counter Propaganda, Ways adopted by Media to avoid Propaganda	
2	Information Disorder:	News Industry's Transformation with reference to Gatekeeping Theory and Agenda Setting Theory	6
January			
	1. Digital Technology:	Digital convergence transforming content-commissioning, production, publication and distribution	
	2. Social Media Platforms	Different Social Media Platforms	
	3. Role of News Organization	Covering 'fake news' and countering 'information disorder.	
	4. Source credibility	Strategies for identifying real news and source credibility in line with the ethical principles guiding journalistic use of User Generated	

		Content.	
3	Media and Information Literacy (MIL)		10
February			
1	1.Requisite Literacy	Importance of acquiring the requisite literacy	
	2.Detection method	Detection of both flawed journalism and fraudulent news in various media	
	3.Healthy Skepticism	Development of healthy skepticism towards veracity of reports, posts, feeds, photos, videos, audio content, info-graphics, and statistics within appropriate contexts	
4.	Fact Checking		14
March			
	1.Fact-checking organizations around the world	Brazil, Europe, Japan, South Korea, Latin America, America, Philippines, Britain and Indian Scenario	
	2.Basic image verification	Common types of false imagery and basic verification steps	
	3.Advanced verification	Approaches for content analysis, including metadata analysis and Geolocation of News	
	4. Reverse Image Search	Reverse Image Search using most reliable websites such as Google Reverse Image Search, TinEye, RevEye	
5.	Social Media Verification		12
March			
	1.Verification tools	YouTube Data Viewer using most reliable websites such as Amnesty's YouTube Data Viewer, InVID, News Check	
	2.Account Analysis	Facebook and Tweeter account analysis : fake news generated on social media platforms	
	3.EXIF Viewer	EXIF is metadata attached to visual content that includes a wide range of data points created by digital cameras and phone cameras at the point of capture	

PROGRAM	BAMMC	
YEAR	TYBAMMC-JOURNALISM	
SEMESTER	VI	
COURSE:	TELEVISION JOURNALISM	
COURSE CODE	BAMMC EJTJ 2B 608	
PAPER	8 DSE 2B (ELECTIVE)	
TOTAL MARKS	100 (75:25)	
NO OF LECTURES	48	
SEMESTER VI		
COURSE CODE	COURSE NAME and DETAIL SYLLABUS	
BAMMC EJTJ 2B 608	TELEVISION JOURNALISM	
COURSE OUTCOME:		
<p>4. To provide students with technique of narration and story telling</p> <p>5. To share the art of developing a story idea</p> <p>6. To acquaint and sensitize them through assignments to the issues of deprivation around us and using writing as a tool for social justice</p>		
MODULE	DETAILS	LECTURE S
1	History and Development	10
	December	
	11. Brief History of the development of TV journalism- Globally and in India.	
	12. Emerging Trends in journalism	
	13. The International Scenario- John Baird (Inventor of TV) till date- Timeline.	
2	Indian scenario - Doordarshan -	
	16. News; Entertainment, Culture, Sports and Films.	
3	Private and Satellite channels	
	16. Growth of Private International, National and Regional TV Networks	
4	Regional channels- Impact and critical study of	
	19. News Channels- Star Majha, IBN Lokmat , Zee 24 Taas, Aamchi Mumbai, Sun News Network, Aaj Tak	
	Module II	10
	January	
	Television formats : Content and presentation	

	30.	News: Main characteristics of News as against news in other media. Spot news, News Bulletins and News analysis	
	31.	Features on TV : Talk Shows <ul style="list-style-type: none"> • Reviews • Interviews • Discussions. • Documentaries. • Docudramas. • Commentaries. 	
	32.	Other Programs <ul style="list-style-type: none"> • Music • Sports 	
Module III			
February			
1	Developing skills		10
	1. Anchoring	Reporting or shooting anchor links in public . How and what to give in PTC or piece to camera . How to approach people for sensitive stories.	
	2. Beat reporting	Educational, Crime, Science, Court, Environmental, Political	
	3. Reporting	Reporting national and International events	
	4. Scripting and presentation	Scripting for Interviews/Documentary/Feature/Drama/Skits o TV.	
		Story idea, development and Presentation- Web series	
	5. Editing	Skills of editing, online and offline	
Module – IV :			08
March			
Current and Emerging Trends in Television Journalism :			
	1. 24/7 news broadcast	<ul style="list-style-type: none"> • Features, Audience effectiveness, advertisements and Dumbing down of News. • TV v/s online streaming catering to infotainment genre majorly targeting the youth (Netflix, • Fake News on Internet v/s news on broadcast 	
	2. Ethics	(Including Censorship) in presentation of News.	
Module – V :			10
April			

1.	Evolution, Organization, Policies and Programming- News Service, Features, Concept of 24x7 news – Catering to Transnational audiences, Advertising and promotion.	
Total Lectures		48

SEMESTER VI-ADVERTISING		
COURSE CODE	CREDITS	COURSE NAME
COMPULSORY-CORE	04X2=08	DRG(DISCIPLINE RELATED GENERIC)
BAMMC DRGA-601	04	1. DIGITAL MEDIA
BAMMC DRGA-602	04	2. ADVERTISING DESIGN
ELECTIVES-	03X04=12	DSE 1 A (DISCIPLINE SPECIFIC ELECTIVES-) (ANY FOUR COURSES)
BAMMC EAAC 2601		1. ADVERTISING IN CONTEMPORARY SOCIETY
BAMMC EABM 2602		2. BRAND MANAGEMENT
BAMMC EAMP 2603		3. MEDIA PLANNING & BUYING
BAMMC EAAS 2604		4. ADVERTISING & SALES PROMOTION
TOTAL	20	

COMPULSORY 01

PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	DIGITAL MEDIA
COURSE CODE	BAMMC DRGA-601
PAPER	DRGA (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC DRGA-601	DIGITAL MEDIA	
COURSE OUTCOME:		
1. Understand digital marketing platform 2. Understand the key goals and stages of digital campaigns 3. Understand the of use key digital marketing tools 4. Learn to develop digital marketing plans		
MODULE	DETAILS	LECTURES

1	About features		10
	December		
	1.Introduction to Digital Marketing	a. Understanding Digital Media b. Advantages of Digital Media c. Principles of Digital Media Marketing d. Key Concepts in Digital media e. Traditional Vs Digital Media	04
2	2.Search Engine Optimization (SEO):	a. How search Engine works b. Introduction to SEO c. On Page Optimisation d. Off Page optimisation e. SEO Audit, Tools and Measurement f. SEO Resources, Careers in SEO	08
	January		
3	3.Search Engine marketing (SEM)	a. What is SEM? b. Why SEM c. What is Google Adwords? Why Google Adwords d. Google network e. Adwords terminologies f. Campaign types g. Creation of Google Display NETWORK (GDN) h. Display Ads format i. Conversion tracking j. GDN Campaign creation (DEMO) k. Remarketing l. What are Google shopping Ads	04
4	Social Media Marketing (SMM)	a. Introduction to Social Media b. Facebook Marketing c. Intagram Marketing d. LinkedIn Marketing e. Twitter Marketing f. SMM Tools g. Creating a successful social media strategy	04
	February		
5	Email marketing	1.key terms and concepts 2.Customer acquisition strategies 3.Best Practices : CRABS 4.Tools to enhance lead nurturing 5.Enhance better reach	05

6	Web Analytics	<ul style="list-style-type: none"> a. Introduction to analytics b. Social CRM and analysis c. Google analytics d. Digital Analytics e. Content performance analytics f. Visitor analysis g. Social media analytics 	06
7	Affiliate Marketing and Programmatic Marketing	<ul style="list-style-type: none"> a. Affiliate Marketing b. Definition, Purpose, Resources required, Top Players in Affiliate Marketing, Segregation of Affiliate marketing c. Programmatic Marketing d. Evolution and growth of programmatic Marketing e. Real Time bidding, f. Types of Programmatic Advertising, Advantages and Challenges, Myths of Programmatic Marketing 	10
March			
8	Content writing	<ul style="list-style-type: none"> a. Intro to content writing b. Core Principles of Content writing c. Why blogs matter d. Principles of writing blogs e. How to write content for twitter and Mobile 	04
9	Cyber laws	<ul style="list-style-type: none"> a. Information Technology Act b. Copyright Act c. Cyber ethics d. Digital Security 	02
Total Lectures			48

COMPULSORY 02

PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	ADVERTISING DESIGN
COURSE CODE	BAMMC DRGA-602
PAPER	DRGA (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI

COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC DRGA-602	ADVERTISING DESIGN	
COURSE OUTCOME:		
1. Learner shall understand the process of planning & production of the advertisement. 2. To highlight the importance of visual language as effective way of communication. 3. To provide practical training in the field of advertising & make learner industry ready.		
MODUL E	DETAILS	LECTURES
1	INTRODUCTION: ADVERTISING DESIGN=COMMUNICATION DESIGN	10
December		
1. Project Paper	Intro to Project paper & Campaign Campaign outline, Elements to be produced, Viva voce	
2.Role of Agency Departments	1.Accounts dept.: Client handling, Strategy planning 2. Media dept.: Media research, Media planning, Buying & billing 3. Creative dept.: Prime calibre, All of visualisation,	
	Creative thinking, Execution, 4. Production dept.: (in-house or outsource) Photography, TVC, Print of promotional material.	
3.Process of Design	Research of: 1. Product (features & benefits) 2. Market: (TA) Psycho & Demography 3. Message Strategy: What to say & How 4. Competition & claim	

		5. Visualisation & Copy 6. Illustration: Choosing one among 7. Execution: Graphic design	
	4. Art Direction	Role of art director in various media Detailing in illustration Detailing in TVC: Location, Models, Costume, Working on storyboard	
	5. Analysing Ads & Logos	Discussion of existing ads: Print ads: For layout, Colours, Message TVCs: AV, Pace, Tone etc Innovative, Ambient, Transit for relevancy PoS: For size, Place, Consumer psychology	
2	DESIGN BASICS: LANGUAGE OF VISUALS		08
	January		
	1. Elements of Design	Vocabulary: Point, Line, Shape, Size, Tone, Colours, Texture, Space	
	2. Principles of Design	Grammar: Proportions, Contrast. Harmony, Balance, Rhythm, Unity	
	3. Rules of Design	Rules/Guides: Emphasis, Proximity, Alignment, Visual path, Syntax Gestalt: Completion, Closure, Invariance, Multi-stability, Figure & ground etc	
	4. Optical illusions	Visual Influence: Shapes & proportions, Tones & contrast, Lines & length	
	5. Typography	Type as Design element: Classification: Serif, Sans serif, Decorative, Trendy etc. Measurement: size, weight, Kern, Track, leading, Baseline etc. Word Expression, Meaning expressed by appearance	
3	LAYOUT: THE BLUE PRINT		10
	February		

	1.Types of Layout	Mondrian, Picture window, Split, Big type, All text, All art, Circus etc.	
	2.Stages of Layout	Thumbnail sketches, Rough layout, Finished layout, Comprehensive	
	3.Choosing Picture	Strong visual capable of selecting Target Group, Suitable with headline, Trial close	
	4.Choosing Typo	Sorting text into parts of copy. Choosing appropriate typeface for Headline, Subheads Slogan, Body etc.	
	5.Putting all Together	Choosing canvas size, Trying formats, orientations, Various proportions of verbal & Visual	
4	PLANNING A CAMPAIGN: WORKING ON FINAL PROJECT		10
	March		
	1.Choosing a Product	Finalizing what to sell. Designing a Logo: Type based, Shape based, combo, Symbolic etc. Planning tagline	
	2.Research	Product/Service (features & benefits) Market: Wants & Needs, Psycho & Demography, What words may click their minds. Tone & Voice.	
	3.Idea generation	Coming to big idea, Trying various idea generation techniques	
	4.Visualising Layout	Choosing appropriate image/s & working on rough layout Finalizing layout for highest effectiveness.	
5	EXECUTION: ON SYSTEM WORK (FACULTY TO GUIDE & INSTRUCT)		10
	April		

1. Logo Design	Working on system: Corel Draw/Illustrator Designing Logo, Deciding color scheme (Logo is vector based) Modifying Typo, Using glyphs, Considering shape as identity	
2. Logo Manual	Creating a Logo design Philosophy Explaining the logic behind choice of Type, Choice of colour, Reason for shape, Tagline as brand promise. Making all compact. Creating 4 diff sizes & also reverse	
3. Print Ads/ Press ads	Press: Using finalized layout for creating series of three ads (Synergy maintained) Diff image same typo OR Diff expressions same model-(brand ambassador) & same typo Creating headlines suitable to image (syntax)	
4. Outdoor ad, Innovative/ Transit /Ambient Point of purchase	Outdoor: Deciding location, Format, Spotting frequency, Advantage of location, Advantage of local surroundings, Spotability, Appropriate headlines	
5. TVC or Web Ads	TVC: Story line, Script, Floor plan, Camera plot, Storyboard with , VFX, OSD, SFX, VO Web ad: Pop up, Scroll, Banner etc Printing, Mounting & Preparing for viva	
Total Lectures		48

ELECTIVE 01			
PROGRAM		BAMMC	
YEAR		TYBAMMC-Advertising	
SEMESTER		VI	
COURSE:		ADVERTISING IN CONTEMPORARY SOCIETY	
COURSE CODE		BAMMC EAAC 2601	
PAPER		1 DSE 2A (ELECTIVE)	
TOTAL MARKS		100 (75:25)	
NO OF LECTURES		48	
SEMESTER VI			
COURSE CODE		COURSE NAME & DETAILED SYLLABUS	
BAMMC EAAC 2601		ADVERTISING IN CONTEMPORARY SOCIETY	
COURSE OUTCOME:			
<ol style="list-style-type: none"> 1. To understand the environment of Advertising in Contemporary Society 2. To understand Liberalization and its impact on the economy and other areas of Indian society 3. To compare and analyse the advertising environment of different countries 			
Sr. no.	Module	Details	LECTURES
01	Module 1. Changes in Advertising Environment	Advertising Environment post-independence; Liberalization Privatization, Globalization Policy 1991: FDI Entry of MNCs in India, It's effect on Indian Companies and the advertising strategy.	10
02	Module 2. Effect of Advertising, Criticism of Advertising, Social implication of advertising	The use and effect of Advertising on the following factors: 1. Women 2. Children 3. Old people 4. Youth Criticism of Advertising: Controversial Advertising; Gender Bias Advertising and Popular culture; Social implication of advertising; The effect of advertising on market and economy.	10
03	Module 3. Types of Advertising; Internet Advertising and Digital Advertising	Types of Advertising: Political advertising, B to B, Consumer advertising, Retail advertising, Industrial advertising, Financial advertising. Internet Advertising and Digital Advertising : Upcoming different ways in New Media	08

04	Module 4. The analysis of Advertising environment of India and other foreign countries	National, International and Global Advertising & Marketing: The environmental analysis of India and other foreign countries, specifically, USA, UK, FRANCE, CHINA, JAPAN, BRAZIL, UAE, THAILAND The use of this analysis in marketing and Advertising. (CASE STUDY)	12
05	Module 5. Social Marketing	Social Marketing: Definition, Need for Social Marketing; The difficulties of Social Marketing; The various subjects for Social Marketing; Effects of social marketing. (CASE STUDY)	08
		TOTAL NUMBER OF LECTURES	48

ELECTIVE 02

PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	VI
COURSE:	BRAND MANAGEMENT
COURSE CODE	BAMMC EABM 2602
PAPER	2 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI

COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EABM 2602	BRAND MANAGEMENT	
COURSE OUTCOME		
1. To understand the awareness and growing importance of brand management. 2. To know how to build, sustain and grow brands 3. To know the various sources of brand equity. 4. To know about the global perspective of brand management		
MODULE	DETAILS	LECTURES
1	INTRODUCTION TO BRAND MANAGEMENT	12
	December	
	1.Introduction to Brand Management: Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities,	

	2.Models	Strategic Brand Management Process, Customer Based Brand Equity model (CBBE)	
	3.Brand Positioning:	Meaning, Importance, Objectives , Scope Basis of Brand Positioning, Brand Mantras Brand Repositioning and its characteristics, Point of Parity and Point of Differences	
2	PLANNING AND IMPLEMENTING BRAND MARKETING PROGRAMS		12
	January		
	1. Brand Elements	Meaning, Criteria for choosing Brand Elements, Types of Brand Elements, Integrating Marketing Programs and Activities	
	2.Personalising Marketing	Experiential Marketing, One to One Marketing, Permission Marketing. Product Strategy: Perceived Quality and Relationship Marketing, Pricing Strategy: Setting Prices to Build Brand Equity Channel Strategy: Direct, Indirect Channels, Web Strategy	
	3.Cause Marketing to Build Brand Equity	Meaning of Cause Marketing, Advantages, Green Marketing Building Global Customer Based Brand Equity	
3	GROWING AND SUSTAINING BRAND EQUITY		12
	February		
	1.The Brand Value Chain- Model	Value stages and implication , What to track , designing brand tracking studies	
	2.Brand Equity	Meaning , Importance , Objectives, Sources of Brand Equity, Steps of Brand Building including Brand Building, Blocks, Leveraging Secondary Brand Associations to Build Brand Equity	
	3.Measuring Sources of Brand Equity	Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses.	
4	MEASURING AND INTERPRETING BRAND PERFORMANCE		12
	March		

	1.Brand Performance and Management	Global Branding Strategies ,Brand Audit, Role of Brand Managers	
	2.Brand Communication	Online Brand Promotions, Role of Brand Ambassadors , Celebrities , Loyalty Program	
	3.Managing Brands over Geographical Boundaries	Global Marketing Program, advantages and disadvantages, Cultivate Brand Partnership	
		TOTAL NUMBER OF LECTURES	48

ELECTIVE 03

PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	VI
COURSE:	MEDIA PLANNING & BUYING
COURSE CODE	BAMMC EAMP 2603
PAPER	3 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI

COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EAMP 2603	MEDIA PLANNING & BUYING	
COURSE OUTCOME:		
<ol style="list-style-type: none"> 1. To develop knowledge of major media characteristics 2. To understand procedures, requirements, and techniques of media planning and buying. 3. To learn the various media mix and its implementation 4. To understand budget allocation for a Media plan and fundamentals 		
MODULE	DETAILS	LECTURES
1	INTRODUCTION TO MEDIA PLANNING	06
December		

	1.Introduction to Media Planning	a. Basic Terms and Concepts b. The function of Media planning in advertising c. Objectives of MP. d. Role of Media planner e. Challenges in Media planning f. BARC and NCCS Grid g. Factors influencing media strategy decisions h. Criterion for selecting media vehicles	
	2.Negotiation skills in Media Buying	a. Negotiation Strategies b. Laws of Persuasion	02
	January		
	3.Media planning process	a. Situation analysis and Marketing strategy plan b. Media Briefing c. Media objectives and target audience analysis d. Media selection and strategy	06
		e. Media budgeting f. Media Buying g. Evaluation	
	February		
	3.Media Mix	Factors Affecting Media Mix Decision	02
	4.Media Measurement	a. Reach b. Frequency c. GRPS/GVT Ratings d. TRP/TVT Ratings e. Impressions f. Cost efficiency g. Cost per thousand h. Cost per rating i. Circulation / Readership /AIR j. Selectivity Index k. Share of Voice	06
	March		

	5.Sources of media research	a. Nielson Clear Decision (NCD for Print) b. Broadcast Audience Research Council c. Audit Bureau of Circulation d. RAM e. Comscore – Digital f. Alexa	06
	6.Selecting suitable Media option (Advantages and disadvantages)	a. Newspaper b. Magazine c. Television (National, Regional and Local) d. Radio e. Outdoor and out of home f. Transit g. Cinema Advertising	04
	April		
	7.Media Buying	a. Newspapers b. Magazine c. Television d. Radio	04
	8.Communication mix	Communication mix	02
	9.Digital Media Buying	1.Buying Digital Advertising: An Overview Paid media, Owned media and Earned media). 2. Digital Sales Funnel 3. Direct buys from the websites / Impact Buys 4. Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)] 5. Advertising via Premium Publishers 6. Advertising via Networks and Exchanges 7. Affiliate Network (Click bank, Commission junction, adfuncky,	10

		7search.com) 8. The Local Publishing Market 9. OTT Platforms 10. Influencers Marketing or social media influencers 11. Content advertising 12. Native advertising 13. App installed campaign 14. Push notification 15. Google ads 16. Bing ads 17. Lead Progression a. Cost per impression b. Cost per click(CPC) c. Cost per lead (CPL) Cost per action (CPA) or pay per action (PPA) d. cost per conversion or Revenue sharing or cost per sale.	
		TOTAL NUMBER OF LECTURES	48

ELECTIVE 04		
PROGRAM	BAMMC	
YEAR	TYBAMMC-Advertising	
SEMESTER	VI	
COURSE:	ADVERTISING & SALES PROMOTION	
COURSE CODE	BAMMC EAAS 2604	
PAPER	4 DSE 2A (ELECTIVE)	
TOTAL MARKS	100 (75:25)	
NO OF LECTURES	48	
SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EAAS 2604	ADVERTISING & SALES PROMOTION	
COURSE OUTCOME:		
<ol style="list-style-type: none"> Students should be able to demonstrate a thorough understanding of the major sales promotion concepts, Use a framework to make effective sales promotion decisions, and Adopt the necessary skills and point of view of an effective sales promotion campaign 		
MODULE	DETAILS	LECTUR ES
1	1. INTRODUCTION	
	December	
1. Introduction	<ol style="list-style-type: none"> Nature and importance of sales promotion, Role of Promotion in the Marketing Mix The Scope and Role of Sales Promotion Reasons for the Increase in Sales Promotion Consumer franchise building versus non franchise building promotions 	
2.Theories in Sales Promotion	<ol style="list-style-type: none"> Push promotion Pull Promotion Combination theory 	
3.The psychological theories behind sales promotion	<ol style="list-style-type: none"> Reciprocation Social Proof Foot-in-the-Door Technique Door-in-the-Face Technique Loss Aversion Social Norms Marketing High, Medium, low 	

2	Module III		08
	January		
	1. Methods of consumer oriented sales promotion	<ul style="list-style-type: none"> a. Sampling b. Coupons c. Premiums d. Refund, rebates, cash backs e. Contests and Sweepstakes f. Bonus packs g. Price off h. Exchange offers i. EMI j. Demonstration of product k. After Sale Service 	
	2. Methods of Trade oriented sales promotion	<ul style="list-style-type: none"> a. Contest & Incentives for dealers b. Trade allowances (Buying allowances, slotting allowances, promotional allowances) c. Point of purchase displays d. Sales training programs e. Trade shows and dealer conferences f. Stock return g. Credit terms h. Dealer trophies 	
	3. Methods of sales force oriented sales promotion	<ul style="list-style-type: none"> a. Bonus and incentives to Sales Force b. Sales Promotion Contest c. Sales Meetings and Conferences: d. Free travel e. Sales literature: f. Demonstration kits g. Honor or recognition 	
3	Module IV		10
	February		

	1. Study and analyse sales promotion campaign of the major brands	<ul style="list-style-type: none"> a. Three loyalty programs. (One each of FMCG, Consumer durable and service) b. Three Consumers oriented sales promotion program. (One each of FMCG, Consumer durable and service) c. Three trade oriented sales promotion program. (One each of FMCG, Consumer durable and service) d. Three sales force oriented sales promotion program. (One each of FMCG, Consumer durable and service) e. Two sales promotion of any luxury brands 	
4	Module V		08
	March		
	1. Predicting Sales Promotion Effects	<ul style="list-style-type: none"> a. Evaluation Methods of sales promotion b. Short term and long term effects of sales promotions c. Long-term impact of sales promotion on brand image d. Influence of Sales Promotion on Customer Purchasing Behaviour 	
	2. Steps in Designing of sales promotion campaign	<ul style="list-style-type: none"> a. Designing Loyalty, continuity and frequency program b. Big Data and Loyalty c. Gratification and Loyalty 	
	3. Coordination sales promotion & Advertising	<ul style="list-style-type: none"> a. Budget allocation b. Coordination of Ad and Promotion Themes c. Media Support and Timing 	
	4. Sales promotion Abuse	<ul style="list-style-type: none"> a. Over use b. Sales promotion trap 	
	TOTAL NUMBER OF LECTURES		48


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