

DEPARTMENT OF COMMERCE ACADEMIC PLAN 2022-2023

ODD SEMESTER

Week		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Name	Sem/ paper	"13/06/2022-19/06/2022"	20/06/2022-25/06/2022	27/06/2022-2/07/2022	4/7/2022-09/7/2022	11/7/2022-16/07/2022	18/07/2022-23/07/2022	25/07/2022-30/07/2022	1/8/2022-6/8/2022	8/08/2022-13/08/2022	17/08/2022-23/08/2022	24/08/2022-30/08/2022	05/09/2022-10/9/2022	12/9/2022-17/9/2022	09/09/2022-24/09/2022	26/09/2022-30/09/2022
Dr. Smita Paramjape	Sem. I Com 1	Introduction To Management Concept of Management: meaning , features, importance	Defination and Concept of Management	Features, importance Of Management Features, importance Of Management	Principles of Management by Henri Fayol	Principles of Management by Henri Fayol	Module 3- Keynesian and post keynesian economics	Functions of management	Functions of management	Managerial skills and competencies	Presentations	Presentations	Presentations	Presentations	Presentations	Revision
	Sem III Advt	Introduction Customer,Buying Motives Advertiser, Audience Media, Media Vehicles, MediaOwner,Communication	Sales Promotion, Salesmanship, Publicity,Public Relation,Product Packing, packaging, Brand,Market, Marketing mix	Advertising agency, Copy of ad, Logo, Slogan, Illustration, Visualization	Image, Media buying, Media selling, Zipping, TRP,NRS,ASCI,AA AI,IBM.	Meaning – Evolution –Features of Advertising	Active participants – functions of Advertising– Overview and scope of advertising industry in India	Challenges faced by advertisers in India in the era of globalization – Association of advertising with Brand	Brand Equity – Image, personality and group influence. selling to costumer – conceptual selling – strategic selling	Concept of Marketing and integrated marketing communication (IMC) - goals and objectives – role of advertising in Product Life Cycle(PLC)	low involvement and high involvement products – consumer behavior and target audience – selling skills	Classification of advertising on the basis of – Audience,Media,Advertiser and Area	advertising in rural India – Special purpose advertising – word of mouth advertising , financial advertising	corporate image advertising comparative advertising primary or generic advertising and Pro Bono/ social advertising.		
	Sem V MHRM	Marketing - Nature, features, importance	Concepts:of Marketing Evolution of marketing concepts	Functions of marketing, Role of Marketing Managers in Changing Marketing Environment.	Strategic marketing management: Meaning, Comparison between Traditional and strategic marketing management.	Consumer Behavior - Nature and factors influencing it. Consumer's buying decisions process,	Market Segmentation – Nature, importance and basis of segmentation. Niche Marketingd	Customer Relationships – Management (CRM) - Need & importance- Techniques of building CRM.	Nature and importance. (A) Product Mix –Product decision areas – Product line , Packaging ,Labeling,	Product Life Cycle– Branding Factors Influencing branding Brand Selection- Price Mix- Factors influencing the price - Pricing Methods.	Place Mix-Direct and Indirect Marketing-Factors influencing channel decisions-Managing channel intermediaries. (Distribution Network	Recent trends in distribution (Horizontal, third party delivery channel, Multi channel marketing (d) Promotion Mix - recent Promotion Tools used by Indian Companies- brand crises	Sales Management Concept, Components,emerging trends Personal Selling—Concept, Process of personal selling, skill Sets required for effective selling	Service Marketing-Special features- Problems in marketing of services. (Marketing Audit Emerging Ethical issues in marketing – importance of Ethics in Marketing	Revision	Revision
	Sem V ED	Entrepreneur	Entrepreneur	Entrepreneur	Entrepreneurship	Entrepreneurship	Entrepreneurship	Entrepreneurship development	Entrepreneurship development	Entrepreneurship development	Project management	Project management	Project management			
Ms. Shilpa Sawant	Sem I Com 1	Concept, meaning, definition of Business Features, functions, role or importance of business	Concept of Traditional and Modern business Business objectives: concept and types	Process of setting business objectives Business environment: concept and components	"Make in India" Movement Project planning and Project report: Concept	Content of Project report Business Unit Promotion: Concept , stages,	location factors Licensing and Registration formalities	Impact of Liberalisation, Privatisation and Globalisation on Business	Business growth strategies: Types	Turnaround and Restructuring strategy	Emerging opportunities in Business: Franchising, Outsourcing	Project work, assignment, classroom activities etc	Project work, assignment, classroom activities etc	Project work, assignment, classroom activities etc	Revision & doubt solving	Revision & doubt solving
	Sem III Com II	Introduction to Management, Principles of Management by Henri Fayol, difference between Traditional Management concept and Modern Management concept.	Planning: Concept, meaning, steps in planning process Decision Making : Process, Techniques of decision making	Organising: Concept, Principles, Types of organisation- Line organisation , Line and Staff organisation Departmentation : Functional, Project, Matrix	Staffing: Concept and meaning, importance Recruitment: Meaning, sources of recruitment with merits and demerits	Selection: Meaning, steps in selection process, E-selection Concepts of Placement, Induction and Orientation	Delegation and Decentralisation of Authority	Directing- concept, Nature and principlesMotivation: Concept and meaning, importance and factors of motivation	Leadership: Concept and meaning, Leadership styles, Leadership traits	Communication: Importance of communication for effective directing, Challenges of communication in effective directing Controlling: Concept, Techniques of controlling	MBO: Concept, Steps in MBO process, Advantages MIS: Concept and features	Trends in Quality Management: TQM, Six Sigma, Kaizen, ISO, Quality Circle	Knowledge Management and Intellectual Capital: Concepts Time Management: Concepts	Project work, assignment, classroom activities etc	Project work, assignment, classroom activities etc	Revision & doubt solving
	Sem V export	Meaning and features of Export Marketing-Importance of Exports for a Nation and a Firm – Difference between Domestic Marketing and Export Marketing	Factors influencing Export Marketing – Export Marketing Development through Internet –	Prospects and challenges of Export Marketing in India-Direction of Indian Exports since 2015 – Major Export (Commodities and Services) Of India since 2015	Trade Barriers-Tariff Barriers and Non-Tariff Barriers- Trade Blocs, Impact of Trade Blocs on International Trade-Country Risk Analysis - Balance of Payments and Export from Country-	World Trade Organization: and International Monetary Fund-Role in Promoting International Trade-	Concept of Global Marketing Research—Factors influencing selection of Foreign Markets-Methods of entry in Global Markets – Important component of Logistics in Export Marketing- International Commercial Terms (Incoterms)	Importance of Export Promotion Organizations – Chambers of Commerce – Export Promotion Councils – Commodity Boards – MPEDA –APEDA –FIEO –	Types of Export Marketing Organizations-Role of IIFT –NCTI –ITPO –EIC –IIP –ICA-	Deemed Export-STPs –EOUs –SEZs- Sales in DTA – Incentives to Units of SEZs –Contribution of SEZs in India's Exports.	Introduction to Risk and Insurance Marine insurance procedure- Marine Insurance Policies - Marine Insurance Clause-Aviation Risk exposure-	Risk in Export Marketing- Risk Related to Service Export-	Role of Export Credit Guarantee Corporation- Functions of ECGC- Financial Guarantees offered by ECGC- Benefit of Export Credit Insurance	Project work, assignment, classroom activities etc	Project work, assignment, classroom activities etc	Revision & doubt solving

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EVEN SEMESTER																	
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Name	Sem/ paper	"07/11/2022- 12/11/2022"	14/11/2022- 19/11/2022	21/11/2022- 26/11/2022	28/11/2022- 03/12/2022	05/12/2022- 10/12/2022	12/12/2022- 17/12/2022	19/12/2022- 24/12/2022-	02/01/2023- 07/01/2023	09/01/2023- 14/01/2023	16/01/2023- 21/01/2023	23/01/2023- 28/01/2023	30/01/2023- 04/02/2023	06/02/2023- 11/02/2023	13/02/2023- 18/02/2023	20/02/2023- 25/03/2023	
Dr. Smita. Paranjape	Sem. II Com I	Introduction	Introduction to Business Ethics	Relation between ethics & business	Nature & Goals of Business Ethics, Egoism & Altruism	Normative ethics/Applied ethics	Ethics/Morality/Legality	Responsibilities of business towards stakeholders, Ethics for Entrepreneur & Manager – Role & Responsibilities	Case Study	Discussion	Presentations	Presentations	Presentations	Presentations	Presentations	Revision	
	Sem IV Advt.	Meaning –features – structure Of Ad Agency	maintaining Agency Client relationship – creative pitch – agency compensation –	career with ad agency, freelancing options for career in advertising agency accreditation	Popular media for advertising in India (TV, radio, newspaper, magazine, films, outdoor)Options of online advertising on www through internet	Options of online advertising on www through internet	research and reports and publications on media in India - Legal, ethical and social concerns of advertising.	Challenges faced by advertisers in India in the era of globalization – Association of advertising with Brand	The creative brief – setting communication, ad campaign – media planning	Concept of Marketing and integrated marketing communication (IMC) - goals and objectives – role of advertising in Product Life Cycle(PLC)	low involvement and high involvement products – consumer behavior and target audience – selling skills	Classification of advertising on the basis of – Audience,Media,Advertiser and Area	advertising in rural India – Special purpose advertising – word of mouth advertising, financial advertising	corporate image advertising comparative advertising primary or generic advertising and Pro Bono/ social advertising.			
	Sem VI MHRM	Introduction Meaning of HRM - its Nature, importance and Function	Role of HR Managers in the changing Business Environment. Human Resource Planning: Importance and steps in HRP	Job Analysis- Meaning and Uses- Job design – meaning, factors influencing job design	Techniques - Employment Tests and interviews- their roles and types – importance of Placement and induction	Concept and Scope / functions of HRD-	Training and Development - Importance, Types and Methods	Meaning and techniques Employee Retention- Compensation and Incentives- Performance related pay.	Nature and importance of human relations – Leadership - Styles	Motivations - Factors of motivation- Theories of motivations- Maslow's Theory, Theory and McGregor's X & Y Theory.	Employee Morale - Nature and Importance. Grievances handling and procedure.	Human Resource Accounting- Concept, advantage and limitations. Human resource Audit-Objective and scope Human Resource Information System (HRIS)	Mentoring and counseling – meaning, techniques Career Planning and Development –Nature and importance-Need for Succession	Empowerment and Participation- Meaning and significance Safety and security management- importance	Presentations	Presentations	
Ms. Shilpa. Sawant	Sem I I Com 1	Service: Concept, Meaning, Features of Services Types of Service	Service Mix Consumer Expectations of Services	Managing Demand and Capacity Service Development Cycle Opportunities and challenges in Service Sector	Logistics: Networking, Importance of Networking and challenges	Concept of Organised and Unorganised Retailing, Latest trends in retailing sector in India	Growth in Organised retail sector in India Survival strategies for Unorganised sector in India	Retail formats: Store and Non-store formats Store planning, design and layout Prospects and challenges in Retail sector	E- Commerce: Meaning, nature, advantages and disadvantages Advantages and disadvantages of online transactions	Types of E- Commerce Business Models Online services: Types Online shopping: Process, Mobile shopping	E-Payment System: Methods of E-payment (Debit card, Credit card, Smart card, E-Money), Payment gateways,	Online banking (Meaning, Concept, Importance, Electronic Fund Transfer, Automated Clearing House), Risk involved in E-payment, M-banking, E- wallets	Project work, assignment, classroom activities etc	Project work, assignment, classroom activities etc	Revision & doubt solving	Revision & doubt solving	
	Sem IV Com II	Introduction to Organisational Behaviour- Concept, Nature, Scope, Importance and Disciplines of OB	Evolution of OB	Tools and Techniques of Organisational Communication- Johari Window, Transactional Analysis, Brainstorming, Delphi Techniques, Lateral thinking- Concept Emerging challenges in Organisational Behaviour – with reference to Globalisation, technology, ethics, workforce diversity etc	Factors affecting Individual Behaviour- personal, Psychological, Environmental, Organisation system Personality and Perception- Nature, Determinants,	Personality traits Perception- Concept, factors influencing perception, Managing Perception Process, perception and OB	Attitude- Nature, Components, Work related attitude, Barriers and Measures to Attitudinal Change	Groups- Concept, Types, Stages of Group development, Group decision making	Workplace behaviour- Determinants of Group Behaviour, Concept of Power and Politics, Sources of Power	Conflicts- Concept, Levels of Conflicts, Strategies for resolving Conflicts, Negotiations. Mary Parker's theory of Managing Conflicts	Organisational Culture: Concept, Meaning and Nature, functions, Creating and Maintaining Organisational Culture, Managing Cultural Diversity	Organisational Change: meaning, Need for Change Process of Change and Strategies to overcome Resistance to Change	Organisational Development- Concept Work Life Balance- Concept	Project work, assignment, classroom activities etc	Project work, assignment, classroom activities etc	Project work, assignment, classroom activities etc	
	Sem VI export	Product related decisions - Product planning, Branding, Packaging,	Labeling and Marking - Factors determining Export Price – Export Pricing Strategies	Methods of Export Pricing- Export Pricing Quotations – Simple problems on FOB Pricing.	Meaning of Export Finance – Methods of Payment - -	Features of Pre-shipment and Post-shipment Finance – Packing credit Procedure of obtaining Export Finance-	Role of financial institutions - Commercial Banks, EXIM Bank, SIDBI	Registration with different authorities - Role of custom house agent-	Quality control and Inspection – objectives and agencies-Pre-shipment procedure including Custom Clearance-	Shipment procedure and Realization of export proceeds Implications of non-recovery of export debts.	Main documents used in Export Trade – Commercial invoice, Shipping Bill, Certificate of Origin,-.	Consular Invoice, Mate's receipt, Bill of Lading, GR Form, bill of exchange	Export incentives, assistance and schemes extended to the Indian exporters – Duty Drawback, EPCG Scheme, MDA, MAI, ASIDE, IRMA	Project work, assignment, classroom activities etc	Project work, assignment, classroom activities etc	Revision & doubt solving	