

SVKM's Narsee Monjee College of Commerce and Economics

JVPD, Vile Parle (West), Mumbai 400 056.

TEACHING PLAN FOR DEGREE COLLEGE FOR THE YEAR 2015-2016

Department : BMS

Class :- SY Subject: Basics of Financial Services

Month	Working week no.	Week Dates (Mon. to Sat)	Topic to be covered during the week
June. College reopens on 8 th June.	1	08/06 to 13/06	Financial System: An overview of Financial Sytem, Financial Markets,Structure of Financial Market
	2	15/06 to 20/06	Components of Financial System, Major Financial Intermediaries, Financial Products
	3	22/06 to 27/06	Functions of Financial System, Regulatory Framework of Indian Financial System
Ramzad-Id: 18th July	4	29/06 to 30/06	Overview of SEBI and RBI - Role and Importance as regulators
	4	01/07 to 04/07	Commercial Banks - Functions, Investment Policy of Commercial Banks
	5	06/07 to 11/07	Liquidity in Banks, Asset Structure of Commercial Banks, Non performing Assets
	6	13/07 to 18/07	Interest rate reforms, Capital Adequacy Norms
	7	20/07 to 25/07	Reserve Bank of India - Organisation and Management, Role and Functions

	8	27/07 to 31/07	Development Banks - Characteristics, Need and Emergence, Functions
--	---	---------------------------	---

Month	Working week no.	Week Dates (Mon. to Sat)	Topic to be covered during the week
August 15/8 Ind. Day, 18th Pateti	8	01/08	N.A.
	9	03/08 to 08/08	Insurance: Concept, Characteristics, Insurance Company Operations, Principles of Insurance
	10	10/08 to 15/08	Reinsurance, Purpose and need of Insurance
	11	17/08 to 22/08	Different Kinds of Life Insurance Products, Basic Idea about Fire and Marine Insurance and Bancassurance
	12	24/08 to 29/08	Mutual Funds: Concept, Growth, Features and Importance
	13	31/08	Mutual Fund Schemes, Money Market Mutual Funds, Private Sector Mutual Funds
September 17/9, Ganesh Chaturthi, 25/9 Bakri-Id	13	01/09 to 05/09	Evaluation of the Performance of Mutual Funds, Functioning of Mutual Funds in India
	14	07/09 to 12/09	Revision
	15	14/09 to 19/09	Revision
	16	21/09 to 26/09	

	17	28/09 to 30/09	
--	----	---------------------------	--

Month	Working week no.	Week Dates (Mon. to Sat)	Topic to be covered during the week
October. 2/10 Gandhi Jayanti, Diwali Break from Oct 22nd	17	01/10 to 03/10	
	18	05/10 to 10/10	
	19	12/10 to 17/10	
	20	19/10 to 21/10	
		26/10 to 31/10	
Nov. College closes for Diwali Vacation on 22.10.2013 and reopens on 16th Nov. for IInd Term.		02/11 to 07/11	
		09/11 to 14/11	
	1	16/11 to 21/11	
	2	26/11 to 28/11	

Month	Working week no.	Week Dates (Mon. to Sat)	Topic to be covered during the week
Dec. College closes on 26th Dec.	3	30/11	
	3	01/12 to 05/12	
	4	07/12 to 12/12	
	5	14/12 to 19/12	
	6	21/12 to 26/12	
	7	28/12 to 31/12	
Jan. 26/01 Republic Day	7	01/01 to 02/01	
	8	04/01 to 09/01	
	9	11/01 to 16/01	
	10	18/01 to 23/01	

	11	25/01 to 30/01	
--	----	---------------------------	--

Month	Working week no.	Week Dates (Mon. to Sat)	Topic to be covered during the week
Feb 19th Feb. Shivaji Jayanti	12	01/02 to 06/02	
	13	08/02 to 13/02	
	14	15/02 to 20/02	
	15	22/02 to 27/02	
March Holi, Good Friday & Mahashivratri	16	29/02	
	16	01/03 to 05/03	
	17	07/03 to 12/03	
	18	14/03 to 19/03	
	19	21/03 to 26/03	

	21	28/03 to 31/03	
Month	Working week no.	Week Dates (Mon. to Sat)	Topic to be covered during the week
April Gudi Padwa, Dr. Ambedkar Jayanti, Gudi Padwa/ Mahavir Jayanti	21	01/04 to 02/04	
	22	04/04 to 09/04	
	23	11/04 to 16/04	
	24	18/04 to 23/04	
	25	25/04 to 30/04	
Names & Signature of the staff member			Head of the Department / Seniormost Teacher

SVKM's Narsee Monjee College of Commerce and Economics

JVPD, Vile Parle (West), Mumbai 400 056.

TEACHING PLAN FOR DEGREE COLLEGE FOR THE YEAR 2015-2016

Name of Faculty: **Conrad Coelho / Trupti Amin**

Department : **BMS**

Class :- **T.Y BMS (Sem III)**

Subject: Principles of Marketing

Month	Working week no.	Week Dates (Mon. to Sat)	Topic to be covered during the week
June. College reopens on 8th June.	1	08/06 to 13/06	Revision of Introductory Chapter - Four Primary Functions of Business Micro environment of business
	2	15/06 to 20/06	Introduction to Marketing Concepts Management Structure
	3	22/06 to 27/06	Introduction to Marketing Concepts Marketing Channels
Ramzad-Id: 18th July	4	29/06 to 30/06	Introduction to Marketing Concepts Marketing Channels
	4	01/07 to 04/07	Understanding the different Orientations of a firm Markets in which a firm operates
	5	06/07 to 11/07	Understanding the different Orientations of a firm Markets in which a firm operates
	6	13/07 to 18/07	Case Study Macro environment of business
	7	20/07 to 25/07	Product Mix and Product Life Cycle PEST Analysis

	8	27/07 to 31/07	Introdcution to Branding PEST Analysis
--	---	---------------------------	---

Month	Working week no.	Week Dates (Mon. to Sat)	
August 15/8 Ind. Day, 18th Pateti	8	01/08	Introdcution to Branding Marketing Research
	9	03/08 to 08/08	Studying Examples of Leading Brands Marketing Research and MIS
	10	10/08 to 15/08	Guest Lecture Consumer Behaviour
	11	17/08 to 22/08	Pricing Strategies Consumer Behaviour
	12	24/08 to 29/08	Pricing Strategies Concept of Segmentation
	13	31/08	Concept of targeting
September 17/9, Ganesh Chaturthi, 25/9 Bakri-Id	13	01/09 to 05/09	Physical Distribution Concept of positioning
	14	07/09 to 12/09	Promotion Strategies with Case Study Internet Marketing
	15	14/09 to 19/09	Syllabus Revision
	16	21/09 to 26/09	

	17	28/09 to 30/09	
--	----	---------------------------	--

Month	Working week no.	Week Dates (Mon. to Sat)	Topic to be covered during the week
October. 2/10 Gandhi Jayanti, Diwali Break from Oct 22nd	17	01/10 to 03/10	
	18	05/10 to 10/10	
	19	12/10 to 17/10	
	20	19/10 to 21/10	
		26/10 to 31/10	
Nov. College closes for Diwali Vacation on 22.10.2013 and reopens on 16th Nov. for IInd Term.		02/11 to 07/11	
		09/11 to 14/11	
	1	16/11 to 21/11	
	2	26/11 to 28/11	

Month	Working week no.	Week Dates (Mon. to Sat)	Topic to be covered during the week
Dec. College closes on 26th Dec.	3	30/11	
	3	01/12 to 05/12	
	4	07/12 to 12/12	
	5	14/12 to 19/12	
	6	21/12 to 26/12	
	7	28/12 to 31/12	
Jan. 26/01 Republic Day	7	01/01 to 02/01	
	8	04/01 to 09/01	
	9	11/01 to 16/01	
	10	18/01 to 23/01	

	11	25/01 to 30/01	
--	----	---------------------------	--

Month	Working week no.	Week Dates (Mon. to Sat)	Topic to be covered during the week
Feb 19th Feb. Shivaji Jayanti	12	01/02 to 06/02	
	13	08/02 to 13/02	
	14	15/02 to 20/02	
	15	22/02 to 27/02	
March Holi, Good Friday & Mahashivratri	16	29/02	
	16	01/03 to 05/03	
	17	07/03 to 12/03	
	18	14/03 to 19/03	
	19	21/03 to 26/03	

	21	28/03 to 31/03	
Month	Working week no.	Week Dates (Mon. to Sat)	Topic to be covered during the week
April Gudi Padwa, Dr. Ambedkar Jayanti, Gudi Padwa/ Mahavir Jayanti	21	01/04 to 02/04	
	22	04/04 to 09/04	
	23	11/04 to 16/04	
	24	18/04 to 23/04	
	25	25/04 to 30/04	
Names & Signature of the staff member			Head of the Department / Seniormost Teacher