

ACADEMIC TEACHING PLAN FOR DEGREE COLLEGE FOR THE SEMESTER I / III / V OF ACADEMIC YEAR 2015-2016

Name of the Teacher : Ms. Radhika Wadke

Class : Tybcom Subject: Psychology of Human Behavior at work

Month	Week Dates (Mon. to Sat.)	Topic to be covered during the week	
June. Lectures for SYJC Class commences from 15.06.2015	08/06 to 13/06	OB	
	15/06 to 20/06	OB	
	22/06 to 27/06	OB	
	29/06 to 30/06	OB	
July. 18th July: Ramzan Id	01/07 to 04/07	Attitude and Job Satisfaction	
	06/07 to 11/07	Attitude and Job Satisfaction	
	13/07 to 18/07	Attitude and Job Satisfaction	
	20/07 to 25/07	Attitude and Job Satisfaction	
	27/07 to 31/07	Motivation Concepts	
Month	Week Dates (Mon. to Sat.)	Topic to be covered during the week	
	01/08 to 01/08	Motivation Concepts	
	03/08 to 08/08	Motivation Concepts	
	10/08 to 15/08	Motivation Concepts	
	17/08 to 22/08	Leadership	
	24/08 to 29/08	Leadership	
August 15th Aug. Ind. Day. 18th Aug. Pateti.	31/08 to 31/08	Leadership	
	01/09 to 05/09	Leadership	
	07/09 to 12/09	Revision	
	14/09 to 19/09		
	21/09 to 26/09		
September 17-19 Ganesh Chaturthi and addl holidays, 25: Bakri Id	28/09 to 30/09		
	Month	Week Dates (Mon. to Sat.)	Topic to be covered during the week
	October. 2nd Oct. Gandhi Jayanti, 22nd Oct. Dasherah, 24 Mohharum	01/10 to 03/10	
		05/10 to 10/10	
		12/10 to 17/10	
19/10 to 24/10			
Nov. College closes for Diwali break from 22/10/2015 to 14/11/2015. And	26/10 to 31/10		
	02/11 to 07/11	Diwali Break from 22/10/2015 to 15/11/2015	
	09/11 to 14/11		

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.

ACADEMIC TEACHING PLAN FOR DEGREE COLLEGE FOR THE SEMESTER I / III / V OF ACADEMIC YEAR 2015-2016

Name of the Teacher : Ms. Rekha Katheeth

Class :- TY B.COM SEM V

Subject: MARKETING MANAGEMENT (BM III)

Month	Week Dates (Mon. to Sat)	Topic to be covered during the week
June. Lectures for SYJC Class commences from 15.06.2015	08/06 to 13/06	MARKETING MANAGEMENT AND ENVIRONMENT: DEFINITION , NEED AND IMPORTANCE
	15/06 to 20/06	FUNCTIONS , MICRO AND MACRO ENVIRONMENT
	22/06 to 27/06	EMERGING MARKETING OPPORTUNITIES IN INDIA
	29/06 to 30/06	INTERNATIONAL MARKETING ENVIRONMENT
July. 18th July: Ramzan Id	01/07 to 04/07	INTERNATIONAL MARKETING ENVIRONMENT. CONT.. 2 MARKETING STRATEGY : DEF AND FEATURES
	06/07 to 11/07	STEPS IN SM PLANNING PROCESS SWOT ANALYSIS
	13/07 to 18/07	MICHAEL PORTERS FIVE FORCES MODEL
	20/07 to 25/07	ANALYSING COMPETITION
	27/07 to 31/07	PRODUCT : DEF. AND PRODUCT LEVELS
Month	Week Dates (Mon. to Sat)	Topic to be covered during the week
August 15th Aug. Ind. Day , 18th Aug. Pateti.	01/08 to 01/08	CUSTOMER VALUE HIERARCHY
	03/08 to 08/08	CUSTOMER VALUE HIERARCHY . PRODUCT CLASSIFICATION
	10/08 to 15/08	PLC , NEW PRODUCT DEVELOPMENT PROCESS
	17/08 to 22/08	PRODUCT POSITIONING - IMPORTANCE
	24/08 to 29/08	STEPS IN PRODUCT POSITIONING
	31/08 to 31/08	EXAMPLES OF PRODUCT POSITIONING
September 17 - 19 Ganesh Chaturthi and adtl holidays, 25: Bakri Id	01/09 to 05/09	PRICING - OBJECTIVES , FACTORS , METHODS OF PRICING
	07/09 to 12/09	STEPS IN PRICING
	14/09 to 19/09	REVISION
	21/09 to 26/09	
	28/09 to 30/09	
Month	Week Dates (Mon. to Sat)	Topic to be covered during the week
October. 2nd Oct. Gandhi Jayanti, 22nd Oct. Dasha.24 Mohharum	01/10 to 03/10	
	05/10 to 10/10	
	12/10 to 17/10	
	19/10 to 24/10	
	26/10 to 31/10	
Nov. College closes for Diwali break from 22/10/2015 to 14/11/2015. And reopens for IInd term on 16th Nov.	02/11 to 07/11	D i w a l i B r e a k from 22/10/2015 to 15/11/2015
	09/11 to 14/11	

Names & Signature of the staff member

Head of the Department / Seniormost Teacher

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ACADEMIC TEACHING PLAN FOR DEGREE COLLEGE FOR THE SEMESTER I / III / V OF ACADEMIC YEAR 2015-2016

Name of the Teacher : Dr. Vijayshree Anand

Class :- T.Y B.COM.

Subject: MANAGEMENT AND ORGANISATION DEVELOPMENT/ B.M. III

Month	Week Dates (Mon. to Sat)	Topic to be covered during the week
June. Lectures for SYJC Class commences from 15.06.2015	08/06 to 13/06	INTRODUCTION : (MODULE 1) - DEFINITION , CHARACTERISTICS ,MTGT. AN ART, SCIENCE & PROFESSION
	15/06 to 20/06	LEVELS OF MTGT. AND MANAGERIAL SKILLS . INTRODUCTION TO THE DEVELOPMENT OF MANAGEMENT THOUGHT
	22/06 to 27/06	1.SCIENTIFIC APPROACH 2.ADMINISTRATIVE SCHOOL APPROACH 3.BEHAVIOURIAL SCHOOL
	29/06 to 30/06	4.SYSTEMS APPROACH 5.CONTINGENCY APPROACH . EVOLUTION OF INDIAN MANAGERIALS THOUGHT AND THEIR RELEVANCE IN THE CURRENT ERA
July. 18th July: Ramzan Id	01/07 to 04/07	SYSTEMS APPROACH 5.CONTINGENCY APPROACH . EVOLUTION OF INDIAN MANAGERIALS THOUGHT AND THEIR RELEVANCE IN THE CURRENT ERA
	06/07 to 11/07	FUNCTIONS OF MANAGEMENT IN A TYPICAL BUSINESS ORGANISATION
	13/07 to 18/07	PLANNING (MODULE 2) : PLANNING , FORECASTING , DECISION MAKING AND PROBLEM SOLVING
	20/07 to 25/07	NATURE , CHARACTERISTICS , MERITS AND LIMITATIONS OF PLANNING
	27/07 to 31/07	CLASSIFICATION AND COMPONENTS OF PLANS. ESSENTIALS OF A GOOD PLAN AND PLANNING PROCESS
Month	Week Dates (Mon. to Sat)	Topic to be covered during the week
August 15th Aug. Ind. Day. , 18th Aug. Pateti.	01/08 to 01/08	MBO , IMPORTANCE AND RELEVANCE
	03/08 to 08/08	[3] : ORGANISATION AS A MANAGERIAL FUNCTION , DEFINITION AND PRINCIPLES , DEPARTMENTALISATION , FORMAL ORGANISATIONS - FUNCTIONAL SBU
	10/08 to 15/08	MATRIX COMMITTEES , INFORMAL ORGANISATION - RELEVANCE AND IMPORTANCE . AUTHORITY , RESPONSIBILITY , ACCOUNTABILITY
	17/08 to 22/08	SPAN OF CONTROL ORGANISATIONAL HIERARCHY CHARTS . DELEGATION OF AUTHORITY AND DECENTRALISATION
	24/08 to 29/08	[4] : EMERGENCE OF VIRTUAL ORGANISATION - MERITS AND LIMITATIONS , STAFFING IMPORTANCE OF HR IN ORGANISATION
	31/08 to 31/08	;
September 17 - 19 Ganesh Chaturthi and addl holidays, 25: Bakri Id	01/09 to 05/09	HUMAN ASSET ACCOUNTING . JOB ANALYSIS , RECRUITMENT AND SELECTION
	07/09 to 12/09	TRAINING AND DEVELOPMENT
	14/09 to 19/09	PERFORMANCE APPRAISAL AND A BRIEF REVIEW OF THE ENTIRE SEMESTER 5
	21/09 to 26/09	
	28/09 to 30/09	
Month	Week Dates (Mon. to Sat)	Topic to be covered during the week
October. 2nd Oct. Gandhi Jayanti, 22nd Oct. Dasha. 24 Mohharum	01/10 to 03/10	
	05/10 to 10/10	
	12/10 to 17/10	
	19/10 to 24/10	
	26/10 to 31/10	
Nov. College closes for Diwali break from 22/10/2015 to 14/11/2015. And reopens for IInd term on 16th Nov.	02/11 to 07/11	D i w a l i B r e a k from 22/10/2015 to 15/11/2015
	09/11 to 14/11	

Names & Signature of the staff member

Head of the Department / Seniormost Teacher

Name of the Teacher : Dr. Ritu Vashishth

Class :- T.Y. B.COM

Subject: EXPORT MARKETING

Month	Week Dates (Mon. to Sat)	Topic to be covered during the week
June. Lectures for SYJC Class commences from 15.06.2015	08/06 to 13/06	EXPORT MARKETING - CONCEPT , FEATURES AND IMPORTANCE.
	15/06 to 20/06	DIFFERENCE BETWEEN DOMESTIC AND EXPORT MARKETING . FACTORS OF INFLUENCING EXPORT MARKETING
	22/06 to 27/06	EXPORT MARKETING DEVELOPMENT THROUGH INTERNET , PROSPECTS AND CHALLENGES
	29/06 to 30/06	DIRECTION, MAJOR EXPORT ITEMS SINCE 2010
July. 18th July: Ramzan Id	01/07 to 04/07	GLOBAL FRAMEWORK OF EXPORT MARKETING , TRADE BARRIERS
	06/07 to 11/07	TRADINGS BLOCS , WTO
	13/07 to 18/07	GLOBAL MARKETING RESEARCH . FACTORS INFLUENCING SELECTION OF FOREIGN MARKETS
	20/07 to 25/07	METHODS OF ENTRY IN GLOBAL MARKETS
	27/07 to 31/07	COMPONENTS OF LOGISTICS IN EXPORT MARKETING
Month	Week Dates (Mon. to Sat)	Topic to be covered during the week
August 15th Aug. Ind. Day. , 18th Aug. Pateti.	01/08 to 01/08	EXIM POLICY 2015-2020. NEW FIP 2015-20 HIGHLIGHTS
	03/08 to 08/08	IMPLICATIONS OF FTP
	10/08 to 15/08	PRIVILEGES TO EH , TH AND STATUS HOLDERS
	17/08 to 22/08	ROLE OF DGFT
	24/08 to 29/08	NEGATIVE LIST & PROMOTIONAL MEASURES
	31/08 to 31/08	
September 17 - 19 Ganesh Chaturthi and addl holidays, 25: Bakri Id	01/09 to 05/09	PRODUCT RELATED DECISIONS, EXPORT PRICING QUOTATIONS , METHODS . INCO TERMS
	07/09 to 12/09	FACTORS DETERMINING EXPORT PRICE STRATEGIES , F.O.B. PRICING PROBLEMS
	14/09 to 19/09	REVISION
	21/09 to 26/09	
	28/09 to 30/09	
Month	Week Dates (Mon. to Sat)	Topic to be covered during the week
October. 2nd Oct. Gandhi Jayanti, 22nd Oct. Dasha.24 Mohharum	01/10 to 03/10	
	05/10 to 10/10	
	12/10 to 17/10	
	19/10 to 24/10	
	26/10 to 31/10	
Nov. College closes for Diwali break from 22/10/2015 to 14/11/2015. And reopens for IInd term on 16th Nov.	02/11 to 07/11	D i w a l i B r e a k from 22/10/2015 to 15/11/2015
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Name of the Teacher : Ms. Rekha Katheeth

Class :- T.Y. B.COM.

Subject: COMMERCE V / MARKETING / SEM V

Month	Week Dates (Mon. to Sat)	Topic to be covered during the week
June. Lectures for SYJC Class commences from 15.06.2015	08/06 to 13/06	MODULE 1 : MARKETING - FEATURES , IMPORTANCE ,FUNCTION - EVOLUTION OF MKTG CONCEPT - COMPARISON BET TRADITIONAL AND STRATEGIC MKTG MANAGEMENT
	15/06 to 20/06	RECENT TRENDS - CRM , SOCIAL , DIGITAL & EVENT MARKETING
	22/06 to 27/06	RECENT TRENDS - ETHICAL ISSUES IN MKTG - CHALLENGES BEFORE MARKETING MANAGER . MODULE 2 : MIS - FEATURES AND COMPONENTS
	29/06 to 30/06	MIS - ESSENTIALS OF MIS
July. 18th July: Ramzan Id	01/07 to 04/07	MARKETING RESEARCH - FEATURES AND PROCESS - CONSUMER BEHAVIOUR - FACTORS INFLUENCING
	06/07 to 11/07	BUYING DECISION PROCESS - MARKET SEGMENTATION - IMPORTANCE - BASES OF SEGMENTATION
	13/07 to 18/07	NICHE MARKETING - PRODUCT POSITIONING , MODULE 3 - MARKETING MIX - COMPONENTS AND IMPORTANCE
	20/07 to 25/07	PRODUCT DECISION - AREAS - PRODUCT LINE AND MIX - PRODUCT LIFE CYCLE
	27/07 to 31/07	BRANDING - COMPONENTS AND FACTORS - BRAND EQUITY - BRAND LOYALTY
Month	Week Dates (Mon. to Sat)	Topic to be covered during the week
August 15th Aug. Ind. Day. , 18th Aug. Pateti.	01/08 to 01/08	BRAND LOYALTY AND BRAND EXTENSION
	03/08 to 08/08	PRICE DECISION - SIGNIFICANCE AND FACTORS - PRICING OBJECTIVES - METHODS AND STRATEGIES
	10/08 to 15/08	MODULE 4 : PHYSICAL DISTRIBUTION - FACTORS AND CONCEPT
	17/08 to 22/08	TYPES OF DISTRIBUTION CHANNEL - RECENT TRENDS IN DIST - COMPONENTS OF DISTRIBUTION
	24/08 to 29/08	COMPONENTS OF DIST - PROMOTION DECISION - OBJECTIVES AND MEANINGS - ELEMENTS (ADVERTISING AND PUBLICITY)
	31/08 to 31/08	PROMOTION DECISION - SALES PROMOTION
September 17 - 19 Ganesh Chaturthi and addi holidays, 25: Bakri Id	01/09 to 05/09	PROMOTION DECISION - DIRECT MARKETING - PUBLIC RELATIONS
	07/09 to 12/09	INTEGRATED MARKETING COMMUNICATION
	14/09 to 19/09	REVISION
	21/09 to 26/09	
	28/09 to 30/09	
Month	Week Dates (Mon. to Sat)	Topic to be covered during the week
October. 2nd Oct. Gandhi Jayanti, 22nd Oct. Dasha.24 Mohharum	01/10 to 03/10	
	05/10 to 10/10	
	12/10 to 17/10	
	19/10 to 24/10	
	26/10 to 31/10	
Nov. College closes for Diwali break from 22/10/2015 to 14/11/2015. And reopens for IInd term on 16th Nov.	02/11 to 07/11	Diwali Break from 22/10/2015 to 15/11/2015
	09/11 to 14/11	

Names & Signature of the staff member

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