

1. FINAL 1 TEACHING PLAN SY Basics of Costing 2020-21.pdf

2. FINAL 1 TEACHING PLAN SY Basics of Costing - Material 2020-21.pdf

3. FINAL 1 TEACHING PLAN SY Basics of Costing - Labour _ Overheads 2020-21.pdf

4. FINAL 1 TEACHING PLAN SY Methods of Costing 2020-21.pdf

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SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: **DR. TESSY THADATHIL**

YEAR 2020-21

DEPARTMENT: COSTING

CLASS: SYBCOM

SUBJECT: Basics of Costing

COURSE CODE : 32212C16

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by the Board of Studies	<i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing learning experiences</i>
TERM – July 2020 to Nov 2020					
July 2020	1	1	1. Need for Costing 1.1 Introduction 1.2 What is financial accounting	4	Lecture method + videos
	2	1	1. Need for Costing 1.3 Limitations of financial accounting 1.4 Need for cost accounting		Lecture method + videos

	3	1&2	1. Need for Costing 1.5 Distinction between financial accounting and cost accounting 2. Origin & Basic Concepts 2.1 Origin and developments in cost accounting	2+2	Lecture method + videos
	4	2	2. Origin & Basic Concepts 2.1 Origin and developments in cost accounting	4	Lecture method + videos
Aug 2020	1	2	2.2 Basic concepts- <ul style="list-style-type: none"> • Cost Accounting, • Cost, Expense and Loss • Costing, Cost Accounting and Cost Accountancy 	4	Lecture method + videos
	2	2+3	2. Origin & Basic Concepts 2.3 Cost Unit and Cost Centre 3. Elements of Cost 3.1 Material, Labour & Expenses	2+2	Lecture method + videos
	3	3	3. Elements of Cost 3.1 Material, Labour & Expenses 3.2 Classification of Cost	4	Lecture method + videos
	4	3	3. Elements of Cost 3.2 Classification of Cost 3.3 Presentation of total cost	4	Lecture method + videos
Sept 2020	1	3+4	3. Elements of Cost 3.4 Types of Cost Cost Sheet and CARR	2+2	Lecture method + videos

			4.1 Introduction		
	2	4	Cost Sheet and CARR 4.2 Cost sheet-specimen form, <ul style="list-style-type: none"> • adjustment of stock in cost sheet, • items to be excluded from cost sheet, • Exercises on cost sheet 	4	Lecture method + videos
	3	4	Cost Sheet and CARR 4.2 Cost sheet-specimen form, <ul style="list-style-type: none"> • adjustment of stock in cost sheet, • items to be excluded from cost sheet, • Exercises on cost sheet 	2+2	Problem solving
	4	4	Cost Sheet and CARR 4.3 Tender, 4.4 Quotation,	4	Lectures
Oct 2020	1	4	Cost Sheet and CARR 4.5 Preparation of estimated cost sheet, Exercises on Estimated Cost sheet 4.6 CARR	4	Problem solving
	2	4	Cost Sheet and CARR 4.5 Preparation of estimated cost sheet, Exercises on Estimated Cost sheet 4.6 CARR	2	Problem solving



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NAME OF THE TEACHER: **DR. TESSY THADATHIL**

YEAR 2020-21

DEPARTMENT: **COSTING**

CLASS: **SYBCOM**

SUBJECT: **Basics of Costing - Material**

COURSE CODE : **32212C16**

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by the Board of Studies	<i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing learning experiences</i>
TERM – July 2020 to Nov 2020					
July 2020	1	1	1 Material 1.1 Introduction 1.2 Meaning of material, stock, inventory	4	Lecture method + videos
	2	1&2	1 Material 1.3 Need and essentials of material control 2 Purchase of Materials	2+2	Lecture method + videos

			2.1 Objectives purchase department 2.2 Functions of purchase department		
	3	2	2 Purchase of Materials 2.3 Scientific purchasing procedure 2.4 Purchase documentation	4	Lecture method + videos
	4	2	2 Purchase of Materials 2.5 Economic Order Quantity	4	Problem solving
Aug 2020	1	2&3	2 Purchase of Materials 2.5 Economic Order Quantity 3 Storing of materials 3.1 Stores location and layout 3.2 Types of store organization	2+2	Problem solving
	2	3	3 Storing of materials 3.3 Duties of store keeper 3.4 Classification and codification	4	Lecture + videos
	3	3	3 Storing of materials 3.5 Forms and documents used	4	Lecture + videos
	4	3&4	3 Storing of materials 3.5 Forms and documents used 4 Materials accounting and pricing of issues 4.1 Accounting of receipts of materials 4.2 Accounting of issues of materials-LIFO, FIFO, Simple Average, Weighted Average	2+2	Lecture + videos

Sept 2020	1	4	4 Materials accounting and pricing of issues 4.1 Accounting of receipts of materials 4.2 Accounting of issues of materials-LIFO, FIFO, Simple Average, Weighted Average		Problem solving
	2	4	4 Materials accounting and pricing of issues 4.1 Accounting of receipts of materials 4.2 Accounting of issues of materials-LIFO, FIFO, Simple Average, Weighted Average	4	Problem solving
	3	4&5	4 Materials accounting and pricing of issues 4.3 Introduction to Material Accounting in ERP 5 Inventory Control 5.1 Periodic and perpetual	2+2	Problem solving
	4	5	5 Inventory Control 5.1 Periodic and perpetual 5.2 Inventory ratios	4	Case Study + lectures + problem solving
Oct 2020	1	5	5 Inventory Control 5.3 Reconciliation of physical stock and stock as per records 5.4 ABC Analysis	4	Case Study + lectures
	2	5	5 Inventory Control 5.4 ABC Analysis	2	Case Study + lectures



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NAME OF THE TEACHER: **DR. TESSY THADATHIL**

YEAR 2020-21

DEPARTMENT: **COSTING**

CLASS: **SYBCOM**

SUBJECT: **Labour & Overheads**

COURSE CODE : 43212C16

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by the Board of Studies	<i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing learning experiences</i>
TERM – Nov 2020 to April 2021					
NOVEMBER 2020	1				
	2				
	3				
	4	1	Concept of Labour and Remuneration Methods	4	Lecture method

			1.1 Role and importance of labour, Time keeping and time booking		
DECEMBER 2020	1	1	Concept of Labour and Remuneration Methods 1.2 Labour turnover- Meaning , Reasons for labour turnover 1.3 Exercises on calculation of labour turnover rate	4	Problem solving
	2	2	Concept of Labour and Remuneration Methods 1.4 Remuneration methods- Principles of remuneration plan, Methods of remuneration (Time wage system, Piece rate system, Taylor's Differential piece rate system, Incentive Plans- Halsey Premium Plan, Rowan Premium plan)	4	Problem solving
	3	2	Concept of Labour and Remuneration Methods 1.4 Remuneration methods- Principles of remuneration plan, Methods of remuneration (Time wage system, Piece rate system, Taylor's Differential piece rate system, Incentive Plans- Halsey Premium Plan, Rowan Premium plan)	4	Problem solving
	4	2&3	Job Analysis and Job Evaluation 2.1 Meaning and Process of job analysis 2.2 Methods of collecting job data, Job design 2.3 Job analysis-Job description, Job specification 2.4 Job evaluation and Methods of computing remuneration 2.5 Merit Rating	2+2	Lecture + Videos
January 2021	1	3	Concept of Overheads and Overhead Accounting 3.1 Overheads –Introduction, Classification of Overheads	4	Lecture method
	2	3	Concept of Overheads and Overhead Accounting 3.1 Overheads –Introduction, Classification of Overheads 3.2 Overhead Accounting-Collection and Codification of overheads, Allocation of overheads	4	Problem solving
	3	3	Concept of Overheads and Overhead Accounting 3.1 Overheads –Introduction, Classification of Overheads 3.2 Overhead Accounting-Collection and Codification of overheads, Allocation of overheads	4	Problem solving

			3.3Apportionment and reapportionment of overheads		
	4	3	Concept of Overheads and Overhead Accounting 3.2 Overhead Accounting-Collection and Codification of overheads,Allocation of overheads 3.3Apportionment and reapportionment of overheads	4	Problem solving
February 2021	1	4	Concept of Overheads and Overhead Accounting 3.2 Overhead Accounting-Collection and Codification of overheads,Allocation of overheads 3.3Apportionment and reapportionment of overheads	4	Problem solving
	2	4	Absorption of Overheads 4.1 Absorption of overheads- Meaning 4.2 Methods of Overhead Absorption,	4	Problem solving
	3	4	Absorption of Overheads 4.1 Absorption of overheads- Meaning 4.2 Methods of Overhead Absorption, 4.3Overhead Rates	4	Problem solving
	4	4	Absorption of Overheads 4.4 Overhead Absorption- Under and Over 4.5 Absorption, Accounting Treatment	4	Problem solving
March 2021	1	4	Absorption of Overheads 4.4 Overhead Absorption- Under and Over 4.5 Absorption, Accounting Treatment	2	Problem solving



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NAME OF THE TEACHER: **DR. TESSY THADATHIL**

YEAR 2020-21

DEPARTMENT: **COSTING**

CLASS: **SYBCOM**

SUBJECT: **Methods of Costing**

COURSE CODE : 44212C16

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by the Board of Studies	<i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing learning experiences</i>
TERM – Nov 2020 to April 2021					
NOVEMBER 2020	1				
	2				
	3				
	4	1	Job Costing and Batch Costing 1.1 Introduction –Meaning, Nature and Suitability	4	Lecture method

			1.2 Documents used in Job costing 1.3 Job cost accounting Procedure 1.4 Exercise on Job Cost sheet		
DECEMBER 2020	1	1	Job Costing and Batch Costing 1.5 Batch Costing – Introduction-Meaning, concept, Essentials 1.6 Economic Batch Quantity-Concept and Numerical Questions	4	Problem solving
	2	2	Contract Costing 2.1 Meaning and Elements 2.2 Work Certified, Work Uncertified, Escalation Clause, Cost Plus Contract, Work in Progress	4	Problem solving
	3	2	Contract Costing 2.3 Profit on Incomplete Contract 2.4 Numerical Exercise	4	Problem solving
	4	2&3	Contract Costing 2.3 Profit on Incomplete Contract 2.4 Numerical Exercise Operating Costing (Service Costing) 3.1 Meaning, Definition, Features, Applicability 3.2 Unit of Cost-Simple Unit and Composite Unit	2+2	Problem solving
January 2021	1	3	Operating Costing (Service Costing) 3.3 Classification of Cost-Standing Charges, Maintenance Charges, Running Charges 3.4 Cost Sheet for Transport, Hotel and Canteen Services, IT & ITES.	4	Problem solving
	2	3	Operating Costing (Service Costing) 3.3 Classification of Cost-Standing Charges, Maintenance Charges, Running Charges	4	Problem solving

			3.4 Cost Sheet for Transport, Hotel and Canteen Services, IT & ITES.5.5 Market price as a basis for Transfer Prices		
	3	3	Operating Costing (Service Costing) 3.3 Classification of Cost-Standing Charges, Maintenance Charges, Running Charges 3.4 Cost Sheet for Transport, Hotel and Canteen Services, IT & ITES.	4	Problem solving
	4	3	Operating Costing (Service Costing) 3.3 Classification of Cost-Standing Charges, Maintenance Charges, Running Charges 3.4 Cost Sheet for Transport, Hotel and Canteen Services, IT & ITES.	4	Problem solving
February 2021	1	4	Process Costing 4.1 Introduction to Process Costing 4.2 Comparison of Process Costing & Job Costing	4	Problem solving
	2	4	Process Costing 4.1 Concept and Treatment of Normal & Abnormal Loss	4	Problem solving
	3	4	Process Costing 4.1 Equivalent Production 4.2 Inter-process Profits	4	Problem solving
	4	4	Process Costing 4.1 Equivalent Production 4.2 Inter-process Profits	4	Problem solving
March 2021	1	4	4.1 Joint products & By products - Simple Problems Apportionment of Joint Costs	2	Problem solving



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NAME OF THE TEACHER: Monica Parikh

YEAR 2020-21

DEPARTMENT: ACCOUNTANCY AND COSTING

CLASS: SY B. Com Semester 3

SUBJECT: Advanced Financial Accounting

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by the Board of Studies	<i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing learning experiences</i>
JUNE-2020	1				
	2				
	3				
	4				
JULY - 2020	1				
	2				

	3				
	4				
AUGUST- 2020	1	The conceptual and regulatory framework for financial reporting	The need for a conceptual framework and the characteristics of useful information Recognition and measurement	8	<i>participative learning and problem solving methodologies</i>
	2		Regulatory framework The concepts and principles of groups and consolidated financial statements		
	3	Accounting for transactions in financial statements	Tangible non-current assets Intangible assets Inventory and biological assets	24	<i>participative learning and problem solving methodologies</i>
	4		Impairment of assets Government grants		
SEPTEMBER-2020	1		Financial instruments		
	2		Leasing Provisions and events after the reporting period Taxation		
	3		Revenue Foreign currency transactions Reporting financial performance		

	4		Revision		
October 2020	1	Analyzing and interpreting the financial statements of single entities and groups	Limitations of financial statements Calculation and interpretation of accounting ratios and trends to address users' and stakeholders needs	10	<i>participative learning and problem solving methodologies</i>
	2		Limitations of interpretation techniques Specialized, not-for-profit, and public sector entities		
	3	Preparation of financial statements	Preparation of single entity financial statements	12	<i>participative learning and problem solving methodologies</i>
	4		Preparation of single entity financial statements		
November 2020	1		Preparation of consolidated financial statements including an associate		
	2		Preparation of consolidated financial statements including an associate		



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NAME OF THE TEACHER: Monica Parikh
DEPARTMENT: ACCOUNTANCY AND COSTING
CLASS: SY Semester 4
SUBJECT: Financial Management

YEAR 2020-21

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	Teaching Methodology
TERM – November 2020 to 30th April 2021					
FEBRUARY-2021	1	Financial management function	The nature and purpose of financial management Financial objectives and relationship with corporate strategy Stakeholders and impact on corporate objectives Financial and other objectives in not for- profit organizations	4	<i>participative learning and problem solving methodologies</i>
	2	Financial management environment	The economic environment for business The nature and role of financial markets and institutions The nature and role of money markets	4	<i>participative learning and problem solving methodologies</i>
	3	Working capital management	The nature, elements and importance of working capital Management of inventories, accounts receivable, account payable and cash	10	<i>participative learning and problem solving methodologies</i>

	4		Management of inventories, accounts receivable, accounts payable and cash		
MARCH-2021	1		Determining working capital needs and funding strategies		
	2	Investment appraisal	Investment appraisal techniques Allowing for inflation and taxation in investment appraisal	12	
	3		Allowing for inflation and taxation in investment appraisal Adjusting for risk and uncertainty in investment appraisal		
	4		Specific investment decisions (lease or buy; asset replacement, capital rationing)		
April 2021	1	Business finance	Sources of, and raising, business finance Estimating the cost of capital Sources of finance and their relative costs	8	<i>participative learning and problem solving methodologies</i>
	2		Capital structure theories and practical considerations Finance for small- and medium sized entities		
	3	Business valuations	Nature and purpose of the valuation of business and financial assets Models for the valuation of shares	6	<i>participative learning and problem solving methodologies</i>
	4		The valuation of debt and other financial assets		

			Efficient market hypothesis (EMH) and practical considerations in the valuation of shares		
May 2021	1	Risk management	The nature and types of risk and approaches to risk management Causes of exchange rate differences and interest rate fluctuations	10	<i>participative learning and problem solving methodologies</i>
	2		Hedging techniques for foreign currency risk Hedging techniques for interest rate risk		



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(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Monica Parikh

YEAR 2020-21

DEPARTMENT: ACCOUNTANCY AND COSTING

CLASS: SY B. Com Semester 4

SUBJECT: Governance and Ethics

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by the Board of Studies	<i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing learning experiences</i>
December 2020	1				
	2				
	3				
	4				
January 2021	1				
	2				

	3				
	4				
FEBRUARY-2021	1	Leadership	Qualities of leadership Leadership and organizational culture	10	<i>learning, participative, case studies</i>
	2		Professionalism, ethical codes and the public interest		
	3	Governance	Agency Stakeholder analysis and organizational social responsibility Governance scope and approaches	12	<i>learning, participative, case studies</i>
	4		Reporting to stakeholders The board of directors Public sector governance		
MARCH-2021	1				
	2	Risk	Identification, assessment and measurement of risk Managing, monitoring and mitigating risk	12	<i>learning, participative, case studies</i>
	3		Identification, assessment and measurement of risk Managing, monitoring and mitigating risk		

	4	Professional skills	Communication Commercial acumen Analysis Skepticism Evaluation	12	<i>learning, participative, case studies</i>
APRIL-2021	1	Strategy	Concepts of strategy	8	<i>learning, participative, case studies</i>
	2		Environmental issues Competitive forces		
	3		Strategic choices		
	4		The internal resources, capabilities and competences of an organization		
May -2021	1		Revision		
	2		Semester end		
	3		Semester end		
	4				



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NAME OF THE TEACHER: Dr. Sharayu Bhakare

DEPARTMENT: Business Practices Class: S.Y.B.COM. Division: F (Academic Year 2020-21)

Subject: Innovation in Business

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	<i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing learning experiences</i>
SEMESTER – 21st September to 31 December 2020					
September 2020	1				
	2				
	3				
	4	Unit 1. Dynamics of Business Environment: India and Global	1.1 Industry 4.0 1.2 Growth of Knowledge Economy		Lectures with help of PPT Youtube videos On Industry 4.0

					TED talk on Gandhian engineering
October 2019	1	Unit 1. Dynamics of Business Environment: India and Global	1.3 Ecological changes influencing business	Total Number of Lectures for the entire Unit = 14	Lecture method, PPT, Videos and discussion on videos and environment mapping activity
	2	Unit 1. Dynamics of Business Environment: India and Global	1.4 Potential at the Bottom of the Pyramid		Lecture method, PPT, Research based Group activity, discussions
	3	Unit2 Creativity in Innovation	2.1 Creativity - meaning, Creativity Process 2.2 Components of creative performance		Lecture method, PPT, Youtube videos of startup founders Case study discussion

November 2020	4	Unit2. Creativity in Innovation	2.3 Types of creativity and Techniques of creative problem solving		Group activities, Creativity exercises using breakout rooms in Teams
	5	Unit 2. Creativity in Innovation	2.2 Types of creativity, 2.4 Techniques of creative problem solving <i>(workshops and exercises)</i>		Participative and Problem-Solving Methodologies engaging students in discussions, research based activities, Ted talks. Guest sessions by experts
	1				
	2	Unit 3. Innovation in Entrepreneurship:	3.1Innovation: Meaning & significance of innovation	Total Number of Lectures for the entire Unit = 14	

November 2020	3		3.2 Types of innovation	Total Number of Lectures for the entire Unit = 14	PPT, research based activity, websites and group discussions
	4 MCQ's	Revision & Mid-Term Exams			
	1	Mid- Term Exams			
	2	Unit 4 Innovation in Entrepreneurship	3.3 Innovation Diffusion theory 3.4 Innovation in Organizations 3.4.1 Drivers of Innovation		

December 2020					Hands on activities, competition and presentations Case study discussions
	3	Unit 4 Innovation in Entrepreneurship	3.4.2 Bottom up and Top down Innovation 3.4.3 Horizontal versus vertical innovation	Total Number of Lectures for the entire Unit = 12	Lectures, research based activity followed by group discussion TED and TEDx video screening followed by GD
	4	Unit 5 Dimension of Innovations:	4.1 Frugal Innovation- Case studies in India and abroad 4.2 Social Innovation 4.3 Grassroots Innovation		Interactions with social innovators'

			4.4 Innovations in entrepreneurship: case studies of Indian and global organizations 4.6 Global Innovation Index framework (GII)		
January 2020	1		Semester End Exams		Assignment-Presentation of an innovative solution to any problem around



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NAME OF THE TEACHER: Dr. Sharayu Bhakare

DEPARTMENT: Business Practices Class: S.Y.B.COM. Division: F

Subject: Business Cases

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	Teaching Methodology

SEMESTER – February 2021 to 2nd May 2021

February 2021			Exams			
		4	Vacation			
		5	Vacation			
		1	Vacation			
		2	Vacation			
		3	Unit 1. Introduction	1.1 Factors responsible for success and failure of an enterprise		Lecture method to explain the basic concepts. Group discussions understanding student views.
		4	Unit 1 Introduction	1.1.1 Failure-product/market, financing, managerial resilience. 1.3 Push and Pull factors 1.4 First generation entrepreneurship, Corporate, Social and Green entrepreneurship - Challenges and strategies	Total Number of Lectures for the entire Unit = 14	Cases study discussion Connect the dots Book reviews Story reviews Use of podcasts and TED videos

				1.5 family business entrepreneurship, women entrepreneurs		
	February 2021	1	Unit 2 Family Business –	2.1 Understanding Family Business – Changes in structure, management and Leadership 2.2.1 Chitale (Food) 2.2.2 JRD Tata (Diversified Business)		Lecture method Use of Your story and better India platform Onfield survey and its analysis
	February 2021	2	Unit 2 Family Business	2.2.3 Shiv Nadar (IT sector) 2.2.4 Bajaj Auto (Manufacturing sector) 2.2.5 Kesari Tours (Service sector))		Lecture on basic concepts through PPT Videos and TED talks Case study printouts given followed by discussion

February 2021		3	Unit 2 Family Business		Total Number of Lectures for the entire Unit = 14	
		4	Unit 3 New age and first generation entrepreneurs	Contents : 3.1 Need for emergence of new age entrepreneurs 3.2 BVG hospitality 3.3 Kiran Mujumdar Shaw -Biocon		Role plays and presentations
	March 2021	5	Unit 3 Study of five new age entrepreneurs	3.3 Tech start ups - Ola, Flipkart, makemy trip 3.4 Facebook 3.5 3M	Total Number of Lectures for the entire Unit = 14	Research based activity Youtube videos on the topic followed by group discussions Case study method
	March 2021	1	Unit 4 Study of five enterprises that failed	3. 4.1 Kodak 4.2 Pan am 4.3 Subiksha		You tube videos, Case study discussions SWOC analysis
		2	Unit 4	4.4 Blackberry 4.5 Air Deccan		Role plays and presentations

			Study of five enterprises that failed			Research based activity Youtube videos on the topic followed by group discussions
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	April 2021	3	Unit 5 Study of five social /eco entrepreneurs	Contents: 5.1 TreePublic- Abhishek Kavitkar 5.2 Haathi Chap 5.3 I- Initiative- Bhavnes Desai		Interview of social entrepreneurs done by students and discussed in the class.
		4	Unit 5 Study of five social /eco entrepreneurs	5.4 Rural relations- Pradeep Lokhande 5.5 Harish Hande- Selco		PPT to teach basic concepts Role plays and presentations Research based activity Youtube videos on the topic followed by group discussions
	April	1	Case study discussions and revision		Total Number of Lectures for the entire Unit = 12	Role plays and presentations Research based activity Youtube videos on the topic followed by group discussions Case study

	May 2021	3	Revision			



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE
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Teaching Plan 20-21

NAME OF THE TEACHER: **Shekhar Paranjape**

DEPARTMENT: Accountancy and Costing

Class: SY B.Com

Subject: Corporate Accounting I

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	Teaching Methodology/ Aids/Material
SEMESTER – 23rd September 2020 to 24th December 2020					
September 2020	4	Company Final Accounts	Introduction to schedule VI, Objectives of vertical format Introduction to statement of P& L		
	1		Illustrations on Preparation of P & L		
October 2020	2		Illustrations on Preparation of P & L Introduction to format of B/S		Class test

	3	Issue of Shares	Illustrations on B/S preparation Full questions on company final accounts		
	4	Issue of shares	Full questions on company final accounts	24 lectures	PPT, Class discussion, Question & Answers , Work Book, Notes Surprise tests, Case studies, study of annual reports
	5		Full questions on company final accounts		
November 2020	1	Accounting Standards	Introduction A s4, 29,5,		
	2	Accounting Standards	AS 9,10, 16,	8 lectures	PPT, Class discussion, Question & Answers , Work Book, Notes Surprise tests, Case studies, study of annual reports
	3	Issue of shares	Introduction to share capital, types of shares, classes of share capital , procedure of issue, intro to book building process		
	4		Illustrations on forfeiture and re-issue		

December 2020	1		Issue and redemption of preference shares Illustrations and theory		
	2		Issue and redemption of preference shares Illustrations		
	3		Redemption of debentures		
	4		Redemption of debentures	20 lectures	Class discussion, Question & Answers , Work Book, Notes Surprise tests,
January 2021					
	2	Sem end examination			
	3				



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Shekhar Paranjape

DEPARTMENT: Accountancy

Class:- SY. B.Com

Subject: Corporate Accounting II

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	Teaching Methodology
SEMESTER 12 th –February 2021 to May 2021					

February 2021	3	Liquidation	Meaning, Consequences and modes	16 lectures	PPT, Class discussion, Question & Answers , Work Book, Notes Surprise tests,
March 2021	4	Liquidation	Order of repayment, Duties and responsibilities of liquidator, Liquidator's final statement of account		
	1	Liquidation	Illustrations on liquidation		
	2	Liquidation	Illustrations on liquidation		

	3	Investment Accounting	Meaning, ex interest, cum interest, FIFO method, illustrations	8 lectures	PPT, Class discussion, Question & Answers , Work Book, Notes Surprise tests,
April -2021	4		Illustrations on investment accounting		
	5	Banking Company Final Accounts	Rebate on bill discounted, Format for preparing final accounts		
	1	Banking Company Final Accounts	Illustrations on Banking Company Final Accounts		
	2	Banking Company Final Accounts	Illustrations on Banking Company Final Accounts		
	3		Illustrations on Banking Company Final Accounts		
	4	VAT Accounting	Introduction, legal background, Difference between direct and indirect taxes,		
	5		illustrations on VAT accounting	8 lectures	PPT, Class discussion, Question & Answers , Work Book, notes Surprise tests, Study of annual reports
MAY-2021	1	Revision	Practice illustrations		

	2				
	3	Semester end exam			
	4				
	5				



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: SHUBHADA TAMHANKAR

DEPARTMENT: Business laws

CLASS: S.Y. B. Com.

SUBJECT: ELEMENTS OF COMPANY LAW I

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	Teaching Methodology/ Aids/Material
SEMESTER – 21st September 2020 to 31st December 2020					
September-2020	1				
	2				
	3				
	4				
	5	Unit 1 NATURE AND TYPES OF COMPANIES	1.1 Introduction to legal framework in India 1.2 Definitions and Characteristics of a Company	16	Lecture with power point presentation, use of MCA portal for practical exposure to procedural aspects discussion of case laws for conceptual clarity.
October - 2020	1		1.2 Lifting or piercing the Corporate Veil- Distinction between a company and a partnership, Introduction to new form of business organization-LLP, comparison among		

			company, partnership and LLP.		
	2		1.3 Types of Companies: On the basis of incorporation- On the basis of liability- On the basis of number of members (Private Company, One Person Company, Small Company and Public Company)-On the basis of control (Holding and Subsidiary company)- Other Types of companies viz. Government Company, Foreign Company, NBFC, producer company etc.		
	3		1.4 Distinction between private and public company- Special privileges and exemptions available to private companies- Conversion of a private company into a public company-Conversion of a public company into a private company.		
	4	UNIT 2 FORMATION AND INCORPORATION OF A COMPANY	2.1Steps involved in the formation and incorporation of a company 2.1.1Promotion: Meaning of the term 'Promoter'-legal position	24	Lecture with power point presentation, use of MCA portal for practical exposure to procedural aspects discussion of case laws for conceptual clarity

			<p>–Preliminary and provisional contracts.</p> <p>2.1.2Registration/Incorporation of a company - Certificate of Incorporation- Certificate of Commencement of Business - Effects of Certificate of Incorporation and Certificate of Commencement of Business-Introduction to e-filing of forms related to formation</p>		
November- 2020	1		<p>2.2Documents relating to Incorporation, commencement, and raising of capital</p> <p>2.2.1Memorandum of Association - Meaning and importance- Form and contents- Alteration to Memorandum- Doctrine of Ultra-vires- Consequences of ultra-vires act</p>		Lecture with power point presentation, use of MCA portal for practical exposure to procedural aspects discussion of case laws for conceptual clarity
	2		2.2.1 Doctrine of Ultra-vires- Consequences of ultra-vires act		
	3		2.2.2Articles of Association - Meaning- Relationship of and distinction between Memorandum of Association and Articles		

			of Association- Contents and form of Articles- Alteration to Articles- Doctrine of constructive notice- Doctrine of indoor management.		
	4		2.2.3 Prospectus - Meaning and definition- Contents- Abridged form of prospectus- Statutory requirements in relation to prospectus- Prospectus by implication/ Deemed prospectus-Shelf prospectus and Information memorandum-		
	5		Statement in lieu of prospectus-Red herring Prospectus - Mis-statement in a prospectus and their consequences.		
Deember-2020	1	UNIT 3 RAISING OF OWN CAPITAL- ISSUE OF SHARES	3.1Meaning and definition of share- kinds of Share Capital 3.2Ways for Raising of Share Capital – Private placement- An offer for sale- Inviting public through prospectus, concept of IPO, FPO and Book Building- Issue of	12	Lecture with power point presentation, use of MCA portal for practical exposure to procedural aspects discussion of case laws for conceptual clarity

			shares to existing shareholders.		
	2		<p>3.3Allotment of Shares - Meaning - Statutory provisions - Irregular allotment- Consequences of irregular allotment - Underwriting of securities- Underwriting commission and brokerage.</p> <p>3.4Share Certificate- Meaning- - Rules regarding issue of share certificates- Procedure for issue of duplicate share certificate.</p>		
	3	Unit 4 Membership	<p>4.1 Definition of member</p> <ul style="list-style-type: none"> • Modes of acquiring membership • Subscribers to memorandum • Allotment/transfer/trans mission etc. • Who may become member? • Minimum number of members • Cessation of membership • Expulsion of members • Personation and Penalty • Register of members • Power of the Central Government to Investigate into the Ownership of Company • Rights of members • Variation of Member's 		

			Rights • Liabilities of members • Difference between shareholder and member		
	4		4.2 Provision regulating transfer of Securities • Power of Board of Directors to refuse registration • Statutory Remedy against Refusal • Rectification of Register of Members • Transmission of securities • Legal framework for Depository Systems- Introduction to Depository Act and role of SEBI as a regulator • Safeguards on transfer of Securities in Dematerialized mode		
	5			4	
January- 2021	1	Semester end examination			
	2				
	3				



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: SHUBHADA TAMHANKAR

DEPARTMENT: BUSINESS LAWS

CLASS: S. Y. B. COM.

SUBJECT: ELEMENTS OF COMPANY LAW II

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	Teaching Methodology
SEMESTER IV – 14 TH FEBRUARY 2021 to 31 ST May 2021					

FEBRUARY-2021					
	3	UNIT 1 OTHER SOURCES OF FINANCE- BORROWED CAPITAL	1.1 Borrowing powers- Company, Board - Ultra-vires borrowings, loans from directors	12	Lecture with power point presentation, use of MCA portal for practical exposure to procedural aspects discussion of case laws for conceptual clarity
	4		1.2 Hypothecation, Mortgage, Pledge, Creation of Charge, Fixed and Floating Charge- Registration of		

			Charges-Satisfaction of Charges		
MARH 2021	1		1.3 Debentures, types of Debentures, Debenture Trust Deed. 1.4 Fixed Deposits		
	2	UNIT 2 RETURN ON CAPITAL (OWNED AND BORROWED)	2.1 Dividend on shares - Divisible profit- Types of Dividend - Bonus Shares -		Lecture with power point presentation, use of MCA portal for practical exposure to procedural aspects discussion of case laws for conceptual clarity
	3		Rules relating to payment of Dividend 2.2 Interest - Charge against profit - Rules regarding payment of Interest		
	4	Unit 3 COMPANY MANAGEMENT AND ADMINISTRATION	3.1 Organisational set-up of a company/ Administrative Hierarchy. 3.2 Board of Directors - Definition- Powers and Functions.	16	Lecture with power point presentation, use of MCA portal for practical exposure to procedural aspects

			3.3 Director - Meaning-Types - Legal position of Directors		discussion of case laws for conceptual clarity
APRIL 2020	1		3.4 Legal provisions relating to Directors- Qualifications for Directors - Disqualification of a Director - Appointment of Directors – Independent Director, Resident Director, Woman Director-Number of Directors - Number of directorships – 3.5 Vacation of office of a Director- Removal of a Director - Resignation by a Director- Compensation for loss of office - Office or place of profit - Interested Director – Related party		
	2		3.6 Duties of Directors. 3.7 Liabilities of Directors. 3.8 Restrictions on loans to Directors		
	3	UNIT 4 COMPANY MEETINGS	3.8 Remuneration to directors (Overall		Lecture with power point presentation, use of MCA portal for

		<p>Managerial Remuneration)</p> <p>3.9 Key managerial positions-Managing Director, CEO, CFO, Company Secretary</p> <p>Managing Director Meaning- Appointment- Disqualifications - Term of office/ Tenure of appointment - Remuneration. Manager – Meaning – Disqualifications - Remuneration - Distinction between Managing Director and Manager.</p> <p>Whole time director – Meaning - Distinction</p>		<p>practical exposure to procedural aspects</p> <p>discussion of case laws for conceptual clarity</p>
	4	<p>4.1 Company Meetings- An introduction - Meaning of 'Meeting' - Kinds of meetings</p> <p>4.2 Requisites of a valid meeting and applicability (General Law relating to meeting)- Authority to convene meeting, Notice</p>		<p>Lecture with power point presentation, use of MCA portal for practical exposure to procedural aspects</p> <p>discussion of case laws for conceptual clarity</p>

			<p>for meeting, Chairman of the Meeting, Quorum for the meeting -Methods of voting- Rules in respect of voting-Passing of resolution by postal ballot- Voting by electronic means - Proxy - Meaning- Appointment- Rights of proxy - Revocation of proxy.</p> <p>Corporate Governance</p>		
MAY 2021	1		<p>4.3 Motion, Amendments and Point of Order- Meaning of Motion-Rules regarding amendments -Formal motion- Types of formal motions- Point of order.</p> <p>4.4 Resolutions - Kinds of resolutions-preparation of the draft of resolutions</p> <p>4.5 Minutes and Importance</p>		
	2		4.6 General Meetings (shareholders'): Need for meetings.		

			<p>4.6.1 Annual General Meeting (AGM) - Importance-Gap between two AGMs- Extension of time- Cancelling or postponing of convened meeting- Day, hour and place of AGM- Business to be transacted- Ordinary business- Special business-Notice- Default in holding AGM -Penalty.</p> <p>4.6.2 Extraordinary General Meeting (EOGM) - Meaning- Business to be transacted- Who may call- Power of Tribunal to convene meeting</p> <p>4.6.3 Class Meetings</p>		
	3		<p>Board Meetings, Need for Board Meetings - Frequency of Board Meetings - Notice of the meeting- Agenda of Board Meeting- Time and Place of Board Meeting- Chairman of the meeting - Quorum of Board</p>		

			Meeting–Video conferencing- Resolution by circulation - Committee of the Board.		
	4	Unit 5 Rule of Majority and minority Protection	5.1 Prevention of Oppression and Mismanagement Rule of majority- 5.2 protection of minority interest- remedies and rights of minority share holders		
	5	Revision			



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Dr. Jini M. Jacob

DEPARTMENT: Economics & Banking

Class: S.Y.B.Com.

Division: A, B, &F

Subject: Macroeconomic Analysis & Applications- I

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	<i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing learning experiences</i>
SEMESTER – 21st September 2020- 10th January 2021					
September 2020	3	<u>UNIT 1:</u> Macro Economic Issues	1.1.Contemporary Macroeconomic Issues 1.2.Macroeconomic Paradoxes	Total No. of lectures =06	Participative Learning Students will be able to participate in the discussions based on the past understanding of the various concepts based on Macroeconomic Analysis
	4	<u>UNIT 1:</u> Macro Economic Issues & <u>UNIT 2:</u> National Income	1.3 Recent Paradoxes and Anomalies of Macroeconomics 2.1.National Income Aggregates and Related Concepts:		

			a) Gross Domestic Product (GDP) and Gross National Product (GNP)		
October- 2020	1	<u>UNIT 2: National Income Accounting (Contd.)</u>	b) Net National Concepts c) Nominal and Real Income d) Personal Income and Disposable Income.		
	2	<u>UNIT 2: National Income Accounting</u>	2.2. Measurement of National Income & Difficulties in measurement of National Income	Total No. of lectures =12	Participative Learning and Experiential Learning Experiential Learning and Problem solving Methods. Students will deliberate upon the various national income aggregates and discuss the problems concerning measuring the national income -GDP of the nation objectively and will attempt to suggest some practical solutions for the same.
	3	<u>UNIT 2: National Income Accounting</u> <u>UNIT 3: Money: Demand and Supply of Money</u>	2.3. Circular Flow of Income. 2.4. Recent trends of National Income in India. 3.1. The Monetized Economy 3.2. The Classical and Keynesian Approach to Demand for Money		
	4	<u>UNIT 3: Money: Demand and Supply of Money</u>	3.2. The Classical and Keynesian Approach to Demand for Money (Contd.) 3.3 Money Supply and Measures of Money Supply in India	Total No. of lectures =12	

November-2020	1	<u>UNIT 3:</u> Money: Demand and Supply of Money	3.4. High Powered Money and Money Multiplier		
	2	<u>UNIT 3:</u> Money: Demand and Supply of Money	3.5. Empirical analysis on Demand for and Supply of Money in India.	Total number of Lectures = 14	
	3	Unit 4. Money: Credit Creation and Control	4.1. Central Bank as a Controller of Credit.		
	4	Unit 4. Money: Credit Creation and Control	4.2. Commercial Banks and Multiple Credit Creation.		
	5	Unit 4. Money: Credit Creation and Control	4.3. Case studies on Role of Central and Commercial Banks in India.		

			5.1. The Cash-Transactions Approach		
December 2020	1	Unit 5. Money Supply and Prices: Its Relationships	5.1. The Cash-Transactions Approach and other developments (Contd.)	Total number of Lectures = 10	
	2	Unit 5. Money Supply and Prices: Its Relationships	5.1. The Cash-Transactions Approach and other developments (Contd.)		
	3	Unit 5. Money Supply and Prices: Its Relationships	5.2. Empirical Evidence and Case Studies on Quantity Theory of Money		
	4	Assignment Submission	Presentations and case studies on Business Cycles	Total number of Lectures = 15	
January 2021	1	Assignment Submission	Presentations and case studies on Business Cycles		Presentations, Viva & Journal submissions
	2	Exams			
	3				



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE
(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Dr. Jini M. Jacob

DEPARTMENT: Economics & Banking

Class: S.Y.B.Com.

Division: A, B, D & F

Subject: Macroeconomic Analysis & Applications -II

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	Teaching Methodology <i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing learning experiences</i>
SEMESTER 14th February 2021 to 10th May 2021					

February 2021	2	<u>Unit I</u> Determination of Output,	1.1.The Classical Theory and its Critique 1.2.Keynes Theory of Output,	Total number of lectures= 16	Participative and Experiential Learning Students will be able to practically relate to
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		Employment and Income	Employment and Income		the relevance of Keynesian economics as a solution to counter recessionary and depressionary phenomenon. They will be able to deliberate on issues concerning their consumption and investment pattern and its correlation to the growth trajectory of the economy.
	3	<u>Unit I</u> Determination of Output, Employment and Income	1.3. Consumption and Investment Function 1.4. Concept of Multiplier and Accelerator		
	4	<u>Unit I</u> Determination of Output, Employment and Income	1.5.Relevance of Keynesian Theory in recent times and significance of fiscal policy.		
March 2021	1	Unit 2- Post-Keynesian Developments	2.1. Monetarism and significance of Monetary Policy	Total number of lectures= 8	Participative and Problem -Solving Method

			2.2. Supply-side Economics & Stagflation.		Students will be able to relate to topics like stagflation, monetarism and its economic implications as these are issues which are based on behavioral economics and affects each of their lives. Students will be able to suggest policy solutions to the real world issues faced due to supply side constraints in the economy.
	2	Unit 2- Post-Keynesian Developments	2.3. Rational Expectations Theory 2.4. The Keynesian-Monetarist Debate on Business Cycles: A Case Study of The Great Depression		
	3	Unit 3- Trade Cycles	3.1. Features and Phases of Trade Cycles	Total number of lectures= 12	Participative and Problem- Solving Methodologies Students will be able to relate to the trade cycles that the various economies have

					experienced in the past years and will deliberate on the various solutions that were initiated to overcome the cycles and suggest possible learning outcomes based on the case studies to substantiate it.
	4	Unit 3- Trade Cycles	3.2. Anti- Cyclical Policies		
April 2021	1	Unit 3- Trade Cycles	3.3. Selected Theories and Case Studies- Financial Meltdown 2008, Greece Crisis, Asian Financial Crisis		
	2	Unit 4- Inflation & Deflation	Inflation and Deflation 4.1. Inflation-Its Characteristics 4.2. Demand –Pull and Cost-Push Inflation 4.3. Rural /Urban Inflation	Total number of lectures= 12	Participative and Problem- solving methodologies Students will be able to relate to the problems of inflation and deflation that the economy experiences and will deliberate on the various macroeconomic tools that could be incorporated to solve

					these uncertain situations faced by the economy.
	3		4.4.Measuring Inflation Rate (GDP Deflation)-CPI, WPI 4.5. Inflationary Gap 4.6. Deflation and Deflationary Gap. 4.7. Short –run and Long-run Phillips Curve –Its Policy Implications 4.8.Recent trends in Inflation in India		
	4.	Unit 5: Public Finance	5.1. Public Finance- Its Scope 5.2. Budget- Structure & Components 5.3. Types of Budget Deficits 5.4. Recent trends in the Budget of India	Total number of lectures=6	Participative and Experiential Learning Through the topics related to Public Finance students will be steered to be more loyal and tax abiding citizens and they will acquire greater knowledge of the budget components of the economy.

May 2021	1	Assignments	Assignment Submission	Presentation and Case Studies on various topics related to the subject	
	2	Exams			



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Dr. Zakira Shaikh

DEPARTMENT: Marketing

Subject: Basics of Marketing Management (2020-2021)

Sem-3- Paper-1

Month	week	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing
SEMESTER – August 2020 to November 2020					
June 2020	1				
	2				
	3				
	4				
	5				
August 2020	1	Unit1: Marketing and its core concepts	<ul style="list-style-type: none"> • Introduction to Business and Marketing, Reasons for marketing under attack, • Marketing Orientation and company philosophy. • General Motors failure in North American market 	03	<ul style="list-style-type: none"> • Power point Presentation • Ice Breaking Marketing activities. • Class Debate on Current affairs in marketing. • student centric methods, • experiential learning, • participative

			and its impact on the profits and revenue.		<ul style="list-style-type: none"> • learning and problem solving methodologies
	2	Unit1: Marketing and its core concepts	<ul style="list-style-type: none"> • Concepts: Need, Wants, & Demand Market, Marketing, Product, value, satisfaction, exchange and transaction 	03	<ul style="list-style-type: none"> • Power point Presentation, • Participative Learning
	3	Unit1: Marketing and its core concepts	<ul style="list-style-type: none"> • Approaches to Marketing: Production concept, Product concept, Selling concept • Integrated Marketing concept & Social marketing concept 	02	<ul style="list-style-type: none"> • Power point Presentation • Article Review • Case Study Method
	4	Unit1: Marketing and its core concepts	<ul style="list-style-type: none"> • Marketing as art, science & profession • Careers in marketing • Case study on Most trusted brands in India. 	02	<ul style="list-style-type: none"> • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing. • Participative Learning
	5	Unit1: Marketing and its core concepts	<ul style="list-style-type: none"> • Functions of Marketing, Role of Marketing Manager in the Organization 	02 Total(3+3+2+2+2=12)	<ul style="list-style-type: none"> • Power point Presentation • Article Review • Case Study Method • Problem analysis and solution • Video case studies
September-2020	1	Unit 2: Understanding the Marketing Environment	<ul style="list-style-type: none"> • Introduction to Marketing Research Insight into Marketing Environment • Introduction, Nature and Scope of Environment 	05	<ul style="list-style-type: none"> • Power point Presentation • Article Review • Case Study Method • Collaborative learning

	2	Unit 2: Understanding the Marketing Environment	<ul style="list-style-type: none"> • Components of Marketing Environment: • Internal Marketing Factors. • Impact on the marketing decisions 	06	<ul style="list-style-type: none"> • Power point Presentation • Video documentaries on Indian environment and marketing
	3	Unit:2 Understanding the Marketing Environment	<ul style="list-style-type: none"> • External Marketing Factors • SWOT Analysis 	05 Total (5+6+5 =16)	<ul style="list-style-type: none"> • Power point Presentation • Article Review • Case Study • Participative Learning
	4	August to September 2020	Mid-Semester Online Exam August/September 2020		•
	1	Unit:3 Marketing Segmentation	<ul style="list-style-type: none"> • What is Marketing Segmentation • Need for segmenting markets 	06	<ul style="list-style-type: none"> • Power point Presentation • Article Review • Case Study Method • Problem solving approach
October-2020	2	Unit:3 Marketing Segmentation	<ul style="list-style-type: none"> • Benefits & Limitations of market segmentation. • Levels of Market segmentation, Approaches of segmenting markets, 	05	<ul style="list-style-type: none"> • Power point Presentation • Article Review • Case Study Method • Interactive Learning
	3	Unit:3 Marketing Segmentation	<ul style="list-style-type: none"> • Bases for segmenting consumer markets With suitable Examples 	05 Total (6+5+5 =16)	<ul style="list-style-type: none"> • Power point Presentation • Article Review • Case Study Method • Flipped Classroom
	4	Unit:3 Marketing Segmentation	Assignment Submission		

	5	Unit:4 Introduction to Targeting and positioning	<ul style="list-style-type: none"> What is target market? Benefits of Targeting market. 	04	<ul style="list-style-type: none"> Power point Presentation Article Review Case Study Method
November-2020	1	Unit:4 Introduction to Targeting and positioning	<ul style="list-style-type: none"> Steps in choosing target market 	03	<ul style="list-style-type: none"> Power point Presentation Article Review Case Study Method Collaborative Learning
	2	Unit:4 Introduction to Targeting and positioning	<ul style="list-style-type: none"> What is positioning? Importance of Positioning 	03 Total (4+3+3 =10)	<ul style="list-style-type: none"> Power point Presentation Participative Learning Flipped Classroom
	2		SYBComSem III Regular & Backlog		
	3				



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

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NAME OF THE TEACHER: Dr. Zakira Shaikh

DEPARTMENT: Marketing

Brand Management and Brand Equity (2020-2021)

Sem-4 Paper-3

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	Teaching Methodology
SEMESTER –2					

December					
	4		External Exam		
	5				
January -2021	1				
	2				
	3				
	4	Unit 1: Product Planning and Development	<ul style="list-style-type: none">Overview on Product concept in marketing.Differentiation between Product and Brand with Corporate examples.	03	<ul style="list-style-type: none">Power point PresentationArticle ReviewCase Study MethodInteractive Learning
February -2021	1	Unit 1: Product Planning and Development	<ul style="list-style-type: none">Importance of ProductUnderstanding Customer Value Hierarchy. Generic Product v/s Generic	03	<ul style="list-style-type: none">Power point PresentationArticle Review

			Brand.		
	2	Unit 1: Product Planning and Development	<ul style="list-style-type: none"> New Product Development and Entry level market strategies. Kingfisher Product success and failure case study. 	03	<ul style="list-style-type: none"> Power point Presentation Article Review Case Study Method
	3	Unit 1: Product Planning and Development	<ul style="list-style-type: none"> Product Life cycle. Stages and their relevance with change in 4 Ps. 	03	<ul style="list-style-type: none"> Power point Presentation Article Review Case Study Method Video documentary
	4	Unit 1: Product Planning and Development	<ul style="list-style-type: none"> Analysis of Various cases with respect to new product failure and success. <ul style="list-style-type: none"> Kellogg's Nokia Apple Kingfisher Airlines 	02 Total(3+3+3+3+2=14)	<ul style="list-style-type: none"> Power point Presentation Article Review Video documentary on evolution of service in India
March-2021	1	Unit:2 Fundamentals of Brand Management	<ul style="list-style-type: none"> Meaning and Definition of Brand, Branding and Brand management. Importance of Brands in marketing and business 	03	<ul style="list-style-type: none"> Power point Presentation Article Review Participative Learning Case Study Method Interactive Learning
	2	Unit:2	<ul style="list-style-type: none"> Role of Brand in Consumers 	03	<ul style="list-style-type: none"> Power point Presentation

		Fundamentals of Brand Management	Life. With respect to day to day Brands, Premium Brands, Luxury brands and Service Brands		<ul style="list-style-type: none"> Article Review Case studies
	3	Unit:2 Fundamentals of Brand Management	<ul style="list-style-type: none"> Types of brands on the basis of value they offer Options in branding/branding strategy 	03	<ul style="list-style-type: none"> Power point Article Review Participative Learning Case Study Method Interactive Learning
	4	Unit:2 Fundamentals of Brand Management	<ul style="list-style-type: none"> Keeping brands alive through: Brand Extension, Brand Rejuvenation, Brand Acquisition 	03	<ul style="list-style-type: none"> Power point Presentation Article Review
April-2021	1	Unit:2 Fundamentals of Brand Management	<ul style="list-style-type: none"> Brand Extension failures. Eg. Virgin , Colgate ,Ponds etc Revision for MCQ 	03 Total(3+3+3+3+3=15)	<ul style="list-style-type: none"> Power point Presentation Article Review
	2	Unit:3 Introduction to Brand equity	<ul style="list-style-type: none"> What is Brand Equity? Basics Principles of Branding & Brand Equity Brand value v/s Brand equity 	04	<ul style="list-style-type: none"> Power point Presentation Article Review
	3	Unit:3 Introduction to Brand equity	<ul style="list-style-type: none"> List of 100 Most Trusted Brands in India.by Brand Equity. 	03	<ul style="list-style-type: none"> Power point Presentation Article Review

			<ul style="list-style-type: none"> Factors affecting Brand Value and Brand Equity 		<ul style="list-style-type: none"> Case study Method
	4	Unit:3 Introduction to Brand equity	<ul style="list-style-type: none"> Factors contributing to Brand Equity Explain the following terms: Brand Recall 	03	<ul style="list-style-type: none"> Power point Presentation Article Review Interactive Learning Collaborative Learning
	5	Unit:3 Introduction to Brand equity	<ul style="list-style-type: none"> Co- branding Brand Awareness and Brand Recognition 	03 Total(3+4+3+3=13)	<ul style="list-style-type: none"> Power point Presentation Article Review Participative Learning Case Study Method Interactive Learning
April-2021	1	Unit:4 Managing Brands And Brand Loyalty	<ul style="list-style-type: none"> How to build Loyal Customer brand Types of Brand Loyal. 	04	<ul style="list-style-type: none"> Power point Presentation Article Review Participative Learning Case Study Method Interactive Learning
	2	Unit:4 Managing Brands and Brand Loyalty	<ul style="list-style-type: none"> Brand Loyalty Pyramid Impact of Brand Ambassadors and Celebrity Endorsers in consumer buying Behavior 	04	<ul style="list-style-type: none"> Power point Presentation Article Review Participative Learning Case Study Method Interactive Learning

	3	Unit:4 Managing Brands and Brand Loyalty	<ul style="list-style-type: none"> • Building Regional, National and Global Brands 	04 Total(4+4+4=12)	<ul style="list-style-type: none"> • Power point Presentation • Article Review • Participative Learning • Case Study Method • Interactive Learning



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Mrs.Sarika Wagh

YEAR 2020-21

DEPARTMENT: BUSINESS PRACTICES

CLASS: S.Y.B.com F

SUBJECT: Being an Entrepreneur

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by the Board of Studies	<i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing learning experiences</i>
TERM – June 2019 to November 2020					
JUNE-2019	1				
	2				
	3				
	4				
JULY - 2019	1				
	2				
	3				

	4				
AUGUST- 2019	1				
	2				
	3	Unit 1	<p>1.1 Understanding the terms enterprise, entrepreneur, entrepreneurship, Intrapreneurship</p> <p>1.2 Genesis and Development of entrepreneurship globally and in India</p>	12	Presentation and case studies
	4	Unit 1	<p>1.3 Entrepreneurship as a catalyst to economic development</p> <p>1.4 Myths of entrepreneurship-socio economic background, genetic qualities, community traits.</p>		Presentation and case studies

SEPTEMBER-2019	1	Unit 1	Entrepreneurship as a catalyst to economic development 1.4 Myths of entrepreneurship-socio economic background, genetic qualities, community traits.		
	2	Unit 1	Rashmi Bansal's Book reading : Connect the dots		
	3	Unit 2	Entrepreneurial Personality and leadership: 2.1 Entrepreneurial behaviour, Attitude, Skills and Competencies	14	
	4	Unit 2	2.2 Entrepreneurial motives David C. McClelland's Theory of		

			Need for Achievement & Kakinada Experiment		
OCTOBER - 2019	1	Unit 2	The entrepreneurial decision making process 2.4 Factors affecting entrepreneur's decision making 2.4.1 CEO versus Founder		Presentation and case studies and reading and discussion in the the class
	2	Unit 2	2.4.2 Sounding board 2.4.3 Agility and feedback		
	3	Unit 2	2.5 Emotional Intelligence		
	4	Unit 3	Rashmi Bansal's Book reading : Connect the dots	12	
NOVEMBER 2019	1	Unit 3	Rashmi Bansal's Book reading : Connect the dots		



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: **MRs. Sarika Wagh**

YEAR 2020-21 **DEPARTMENT: BUSINESS PRACTICES**

CLASS: S.Y.B.COM-F

SUBJECT:Environment for Entrepreneurship

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	Teaching Methodology
TERM – November 2019 to 30th April 2020					
November 2019					
DECEMBER-2019	1	Unit 4	Understanding concept of Business Model 4.1 Elements of Business model 4.2 Concept of Value Proposition 4.3 Understanding Business value chain		Presentation and case studies
	2	Unit 4	4.4 Traditional models to new contemporary business models.		

			(form Brick and mortar to digital platform based business model) 4.2 Principles of New contemporary business model. (N=1 and R=G)		
	3	Assignment	Assignment 2: Group presentation		
	4	Assignment	Group presentation		
JANUARY-2020	1		Semester End Exams		
	2				
	3				
	4		Semester 4:Entrepreneurship Environment		
FEBRUARY-2020	1				
	2	Unit 1	Entrepreneur's Environment: An Overview 1.1 Concept of Environment and its significance to Business Enterprise 1.2 Layers of environment of a firm	12	

			1.3.1 Macro Environment 1.3.2 Industry (Sectoral Environment) 1.3.3 Competitors. Firm (Internal Environment)		
	3	Unit 1	1.3 Layers of environment of a firm 1.3.4 Macro Environment 1.3.5 Industry (Sectoral Environment) 1.3.6 Competitors. Firm (Internal Environment)		
	4	Unit 1 and unit 2	Layers of environment of a firm 1.3.7 Industry (Sectoral Environment) 1.3.8 Competitors. Introduction to tools for business Environment screening	16	

			2.1 SWOC and SCOPE		
MARCH-2020	1	Unit 2	SWOC and SCOPE 2.2 PESTEL		
	2	Unit 2	Porters Five force model		
	3	Unit 2	Blue ocean strategy.		
	4	MCQ and unit 3	Assingment 1 : MCQ test Hindrances and opportunities in Doing Business India specific Hindrances of growth in an economy		
APRIL-2020	1	Unit 3	3.1 Unskilled Labour, Inconsistent Government policies, Bureaucracy, corruption, parallel economy.	12	

			<p>3.2Government support (via schemes and institutions)</p> <p>3.3Government support (via schemes and institutions)</p> <p>(case study: Honey Bee Networks, Rural Archive): GRID</p> <p>3.4Ease of Doing Business in India</p>		
	2	Unit 4	<p>Enterprise Sustainability:</p> <p>4.1 Profitability and sustainability: Conflict resolution</p> <p>4.2 Understanding SDG's</p>		

	3	Unit 4	Triple Bottom Line approach to sustainability 4.4 Adopting sustainability at Small Businesses/ Start-ups enterprise.		
	4	Unit 5	Doing Business, the Right Way 5.1 Business ethics		

May -2020	1	Unit 5	5.2 CSR 5.3 Corporate Governance and assignment 2		
	2		Semester End Exam		
	3				
	4				



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Mrs. Pinki Sagar Chaugule

Year2020-21

DEPARTMENT: Marketing

CLASS: SYBCom

SUBJECT: Consumer Behavior and Buying Decision Journey – Semester III

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by the Board of Studies	<i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing learning experiences</i>
TERM – September 2020 to January 2021					
August -2020	1	-	-	-	-
	2	-	-	-	-
	3	-	-	-	-
	4	-	-	-	-

September - 2020	1	Understanding Value Framework in Marketing	<ul style="list-style-type: none"> • Building Customer Value, Satisfaction and Loyalty • Customer Value • Customer Benefits and Customer Costs • Customer Lifetime Value • Customer Profitability • Value Proposition 	6	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	2	Understanding Value Framework in Marketing	Understanding Components of Customer Value <ul style="list-style-type: none"> • Tangible Value • Intangible Value 	2	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	3	Understanding Value Framework in Marketing	Creating, Communicating, Delivering and Exchanging Value <ul style="list-style-type: none"> • Setting Product Strategy • Designing and Managing Services • Developing Pricing Strategies 	2	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.

			<p>Differences in Non-verbal Communications</p> <p>Buying Motives</p> <ul style="list-style-type: none"> Product Motives and Patronage Motives 		
	3	<p><u>Title of the Topic:</u></p> <p>The Route to “Connecting with Consumers”.</p>	<p>Buying Decision Process</p> <ul style="list-style-type: none"> Problem Recognition, Information Search and Evaluation of Alternatives: Introduction, Problem Recognition, Information Search, Evaluation of Alternatives Consumer Decision-making Process: Outlet Selection, Purchase and Post Purchase Behaviour, Introduction, 	4	<ul style="list-style-type: none"> Black Board, Power point Presentation Article Review Case Study Method Class Debate on Current affairs in marketing.

			<p>Outlet Selection and Purchase, Post Purchase Behaviour</p> <ul style="list-style-type: none"> • Participants in Buying Decisions and Their Roles 		
	4	<p><u>Title of the Topic:</u> The Route to “Connecting with Consumers”.</p>	<p>Buying Decision Journey: Stages Consumer Go Through Buying</p> <ul style="list-style-type: none"> • The Eight Approach • The Funnel Approach • The McKinsey Approach: The Consumer-Decision Journey • AI and Big Data Will Support Analyzing and Predicting Buying Behavior 	2	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
November -2020	1	<p><u>Title of the Topic:</u> Competitive Environment and</p>	<p>Understanding of Competitive Environment in Post 2000</p>	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method

		Consumer Behavior Post 2000	Buying Habits/Shopping Behavior <ul style="list-style-type: none"> • Depending On the Type of Goods • Depending On Consumer Characteristics • Depending On Purchase Situations 		<ul style="list-style-type: none"> • Class Debate on Current affairs in marketing.
	2	<u>Title of the Topic:</u> Competitive Environment and Consumer Behavior Post 2000	Contemporary Marketing Environment Marketing through the ages: The 2000s bring the dilemmas of digital	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	3	<u>Title of the Topic:</u> Competitive Environment and Consumer Behavior Post 2000	The Future Consumer: <ul style="list-style-type: none"> • The Changing Consumer Experience 	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.

	4	Assignment Submission	-	-	-
December - 2020	1	<u>Title of the Topic:</u> Achieving Competency Through Marketing Mix.	Concept and Definition of Marketing Mix. Journey from 4 Ps to 4 Cs: Company Focused 4 P's and Customer Focused 4 C's <ul style="list-style-type: none"> • Product, Price, Promotion, Place • Communication, Consumer, Convenience, Cost 	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	<u>Title of the Topic:</u> Achieving Competency Through Marketing Mix.	Extended 3 P's of Marketing Mix <ul style="list-style-type: none"> • People, Process and Physical Evidence 	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	3	<u>Title of the Topic:</u> Achieving Competency	Additional P's of Marketing Mix	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method

		Through Marketing Mix.	<ul style="list-style-type: none"> • Packaging, Positioning and Perception etc. 		Class Debate on Current affairs in marketing
	4	<u>Title of the Topic:</u> Achieving Competency Through Marketing Mix.	Emerging Issues in Service Sector Marketing Mix: <ul style="list-style-type: none"> • Innovations in Services Marketing, Ethical Aspects in Service Marketing Mix	2	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
January - 2021	1	-	-	-	-
	2	Open Book Exam From 11 th January to 18 th January	-	-	--
	3	-	--	-	-
	4	-	-	-	-



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

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NAME OF THE TEACHER: Mrs. Pinki Sagar Chaugule

Year 2020 - 2021

DEPARTMENT: Marketing

CLASS: SYBCom

SUBJECT: Ethics in Marketing – Semester IV

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	Teaching Methodology
TERM – January 2021 to May 2021					
January 2021	4	<u>Ethical Issues in Marketing</u>	Defining Marketing Ethics, Importance of Ethics in Marketing Areas in Marketing Ethics: Beyond 4 P's	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
February 2021	1	<u>Ethical Issues in Marketing</u>	Ethics in Advertising and Promotion, Unfair or Deceptive Marketing Practices Normative Marketing Ethics	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing

	2	<u>Ethical Issues in Marketing</u>	Integration of Ethics in Marketing Strategies Indian Ethical Norms and Values for Marketers	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	3	<u>Title of the Topic:</u> Consumerism and Marketing	Meaning and Definition of Consumerism Factors Affecting Consumerism	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	4	<u>Title of the Topic:</u> Consumerism and Marketing	Benefits of Consumerism Consumer Movement and Rights of Consumers Consumer Groups in India <ul style="list-style-type: none"> • Consumer Guidance Society of India (CGSI) • Voluntary Organization in Interest of Consumer Education (VOICE) • Consumer Care Society • Citizen consumer and Civic Action Group (CAG) • Consumer Guidance Society of India 	6	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing

			<ul style="list-style-type: none"> • All India Chamber of Consumers (AICOC) • Consumer Unity and Trust Society (CUTS) • Consumer Rights Education & Awareness Trust (CREAT) 		
March 2021	1	<u>Title of the Topic:</u> Consumerism and Marketing	Consumer Protection Act 2019	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	<u>Title of the Topic:</u> Marketing and Corporate Social Responsibility	Definition- Evolution- Need for CSR; Corporate Citizenship; Scope of CSR Strategies for CSR and Challenges	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	3	<u>Title of the Topic:</u> Marketing and Corporate Social Responsibility	Role of Stakeholders in CSR CSR and Corporate Philanthropy Models for Implementation of CSR	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	4	<u>Title of the Topic:</u>	Drivers of CSR and Importance of CSR in Contemporary Society	4	<ul style="list-style-type: none"> • Black Board,

		Marketing and Corporate Social Responsibility	Role of Various Institution in CSR		<ul style="list-style-type: none"> • Power point Presentation • Article Review • Case Study Method <p>Class Debate on Current affairs in marketing</p>
April 2021	1	<u>Title of the Topic:</u> Marketing Approach for Social Change	<p>Social Marketing: Meaning and its Objectives</p> <ul style="list-style-type: none"> • Application of Social Marketing • Ethics in Social Marketing • Social Marketing v/s Commercial Marketing • Various Social Marketing Campaigns • Recent Trends in Social Marketing <p>Who does Social Marketing? Social Responsibilities of a Marketing Manager, Challenges in Social Marketing.</p>	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method <p>Class Debate on Current affairs in marketing</p>
	2	<u>Title of the Topic:</u> Marketing Approach for Social Change	<p>Societal Marketing:</p> <ul style="list-style-type: none"> • Definition, Meaning and Objectives • Societal Marketing v/s Social Marketing 	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method <p>Class Debate on Current affairs in marketing</p>

	3	<u>Title of the Topic:</u> Marketing Approach for Social Change	Cause Related Marketing: <ul style="list-style-type: none"> • Meaning and its Objectives • Campaigns in India 	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	4	<u>Title of the Topic:</u> Marketing Approach for Social Change	How does Social Marketing differ from Societal Marketing and Cause Related Marketing? Favorable and Unfavorable Impact of Marketing on Society	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
May 2021	1	Revision	-	-	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	Assignment Submission	-	-	-
	3	Open Book Exam from 17 th May to 24 th May 2021	-	-	-
	4	-	-	-	-



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Mrs. Pinki Sagar Chaugule

Year2020-21

DEPARTMENT: Marketing

CLASS: SYBCom

SUBJECT: Consumer Behavior and Buying Decision Journey – Semester III

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by the Board of Studies	<i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing learning experiences</i>
TERM – September 2020 to January 2021					
August -2020	1	-	-	-	-
	2	-	-	-	-
	3	-	-	-	-
	4	-	-	-	-

September - 2020	1	Understanding Value Framework in Marketing	<ul style="list-style-type: none"> • Building Customer Value, Satisfaction and Loyalty • Customer Value • Customer Benefits and Customer Costs • Customer Lifetime Value • Customer Profitability • Value Proposition 	6	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	2	Understanding Value Framework in Marketing	Understanding Components of Customer Value <ul style="list-style-type: none"> • Tangible Value • Intangible Value 	2	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	3	Understanding Value Framework in Marketing	Creating, Communicating, Delivering and Exchanging Value <ul style="list-style-type: none"> • Setting Product Strategy • Designing and Managing Services • Developing Pricing Strategies 	2	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.

			<p>Differences in Non-verbal Communications</p> <p>Buying Motives</p> <ul style="list-style-type: none"> Product Motives and Patronage Motives 		
	3	<p><u>Title of the Topic:</u> The Route to “Connecting with Consumers”.</p>	<p>Buying Decision Process</p> <ul style="list-style-type: none"> Problem Recognition, Information Search and Evaluation of Alternatives: Introduction, Problem Recognition, Information Search, Evaluation of Alternatives Consumer Decision-making Process: Outlet Selection, Purchase and Post Purchase Behaviour, Introduction, 	4	<ul style="list-style-type: none"> Black Board, Power point Presentation Article Review Case Study Method Class Debate on Current affairs in marketing.

			<p>Outlet Selection and Purchase, Post Purchase Behaviour</p> <ul style="list-style-type: none"> • Participants in Buying Decisions and Their Roles 		
	4	<p><u>Title of the Topic:</u> The Route to “Connecting with Consumers”.</p>	<p>Buying Decision Journey: Stages Consumer Go Through Buying</p> <ul style="list-style-type: none"> • The Eight Approach • The Funnel Approach • The McKinsey Approach: The Consumer-Decision Journey • AI and Big Data Will Support Analyzing and Predicting Buying Behavior 	2	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
November -2020	1	<p><u>Title of the Topic:</u> Competitive Environment and</p>	<p>Understanding of Competitive Environment in Post 2000</p>	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method

		Consumer Behavior Post 2000	Buying Habits/Shopping Behavior <ul style="list-style-type: none"> • Depending On the Type of Goods • Depending On Consumer Characteristics • Depending On Purchase Situations 		<ul style="list-style-type: none"> • Class Debate on Current affairs in marketing.
	2	<u>Title of the Topic:</u> Competitive Environment and Consumer Behavior Post 2000	Contemporary Marketing Environment Marketing through the ages: The 2000s bring the dilemmas of digital	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	3	<u>Title of the Topic:</u> Competitive Environment and Consumer Behavior Post 2000	The Future Consumer: <ul style="list-style-type: none"> • The Changing Consumer Experience 	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.

	4	Assignment Submission	-	-	-
December - 2020	1	<u>Title of the Topic:</u> Achieving Competency Through Marketing Mix.	Concept and Definition of Marketing Mix. Journey from 4 Ps to 4 Cs: Company Focused 4 P's and Customer Focused 4 C's <ul style="list-style-type: none"> • Product, Price, Promotion, Place • Communication, Consumer, Convenience, Cost 	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	<u>Title of the Topic:</u> Achieving Competency Through Marketing Mix.	Extended 3 P's of Marketing Mix <ul style="list-style-type: none"> • People, Process and Physical Evidence 	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	3	<u>Title of the Topic:</u> Achieving Competency	Additional P's of Marketing Mix	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method

		Through Marketing Mix.	<ul style="list-style-type: none"> • Packaging, Positioning and Perception etc. 		Class Debate on Current affairs in marketing
	4	<u>Title of the Topic:</u> Achieving Competency Through Marketing Mix.	Emerging Issues in Service Sector Marketing Mix: <ul style="list-style-type: none"> • Innovations in Services Marketing, Ethical Aspects in Service Marketing Mix	2	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
January - 2021	1	-	-	-	-
	2	Open Book Exam From 11 th January to 18 th January	-	-	--
	3	-	--	-	-
	4	-	-	-	-



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Mrs. Pinki Sagar Chaugule

Year 2020 - 2021

DEPARTMENT: Marketing

CLASS: SYBCom

SUBJECT: Ethics in Marketing – Semester IV

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	Teaching Methodology
TERM – January 2021 to May 2021					
January 2021	4	<u>Ethical Issues in Marketing</u>	Defining Marketing Ethics, Importance of Ethics in Marketing Areas in Marketing Ethics: Beyond 4 P's	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
February 2021	1	<u>Ethical Issues in Marketing</u>	Ethics in Advertising and Promotion, Unfair or Deceptive Marketing Practices Normative Marketing Ethics	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing

	2	<u>Ethical Issues in Marketing</u>	Integration of Ethics in Marketing Strategies Indian Ethical Norms and Values for Marketers	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	3	<u>Title of the Topic:</u> Consumerism and Marketing	Meaning and Definition of Consumerism Factors Affecting Consumerism	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	4	<u>Title of the Topic:</u> Consumerism and Marketing	Benefits of Consumerism Consumer Movement and Rights of Consumers Consumer Groups in India <ul style="list-style-type: none"> • Consumer Guidance Society of India (CGSI) • Voluntary Organization in Interest of Consumer Education (VOICE) • Consumer Care Society • Citizen consumer and Civic Action Group (CAG) • Consumer Guidance Society of India 	6	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing

			<ul style="list-style-type: none"> • All India Chamber of Consumers (AICOC) • Consumer Unity and Trust Society (CUTS) • Consumer Rights Education & Awareness Trust (CREAT) 		
March 2021	1	<u>Title of the Topic:</u> Consumerism and Marketing	Consumer Protection Act 2019	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	<u>Title of the Topic:</u> Marketing and Corporate Social Responsibility	Definition- Evolution- Need for CSR; Corporate Citizenship; Scope of CSR Strategies for CSR and Challenges	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	3	<u>Title of the Topic:</u> Marketing and Corporate Social Responsibility	Role of Stakeholders in CSR CSR and Corporate Philanthropy Models for Implementation of CSR	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	4	<u>Title of the Topic:</u>	Drivers of CSR and Importance of CSR in Contemporary Society	4	<ul style="list-style-type: none"> • Black Board,

		Marketing and Corporate Social Responsibility	Role of Various Institution in CSR		<ul style="list-style-type: none"> • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
April 2021	1	<u>Title of the Topic:</u> Marketing Approach for Social Change	<p>Social Marketing: Meaning and its Objectives</p> <ul style="list-style-type: none"> • Application of Social Marketing • Ethics in Social Marketing • Social Marketing v/s Commercial Marketing • Various Social Marketing Campaigns • Recent Trends in Social Marketing <p>Who does Social Marketing? Social Responsibilities of a Marketing Manager, Challenges in Social Marketing.</p>	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	<u>Title of the Topic:</u> Marketing Approach for Social Change	<p>Societal Marketing:</p> <ul style="list-style-type: none"> • Definition, Meaning and Objectives • Societal Marketing v/s Social Marketing 	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing

	3	<u>Title of the Topic:</u> Marketing Approach for Social Change	Cause Related Marketing: <ul style="list-style-type: none"> • Meaning and its Objectives • Campaigns in India 	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	4	<u>Title of the Topic:</u> Marketing Approach for Social Change	How does Social Marketing differ from Societal Marketing and Cause Related Marketing? Favorable and Unfavorable Impact of Marketing on Society	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
May 2021	1	Revision	-	-	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	Assignment Submission	-	-	-
	3	Open Book Exam from 17 th May to 24 th May 2021	-	-	-
	4	-	-	-	-



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

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NAME OF THE TEACHER: Mrs. Pinki Sagar Chaugule

Year2020-21

DEPARTMENT: Marketing

CLASS: SYBCom

SUBJECT: Consumer Behavior and Buying Decision Journey – Semester III

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by the Board of Studies	<i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing learning experiences</i>
TERM – September 2020 to January 2021					
August -2020	1	-	-	-	-
	2	-	-	-	-
	3	-	-	-	-
	4	-	-	-	-

September - 2020	1	Understanding Value Framework in Marketing	<ul style="list-style-type: none"> • Building Customer Value, Satisfaction and Loyalty • Customer Value • Customer Benefits and Customer Costs • Customer Lifetime Value • Customer Profitability • Value Proposition 	6	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	2	Understanding Value Framework in Marketing	Understanding Components of Customer Value <ul style="list-style-type: none"> • Tangible Value • Intangible Value 	2	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	3	Understanding Value Framework in Marketing	Creating, Communicating, Delivering and Exchanging Value <ul style="list-style-type: none"> • Setting Product Strategy • Designing and Managing Services • Developing Pricing Strategies 	2	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.

			<p>Differences in Non-verbal Communications</p> <p>Buying Motives</p> <ul style="list-style-type: none"> Product Motives and Patronage Motives 		
	3	<p><u>Title of the Topic:</u></p> <p>The Route to “Connecting with Consumers”.</p>	<p>Buying Decision Process</p> <ul style="list-style-type: none"> Problem Recognition, Information Search and Evaluation of Alternatives: Introduction, Problem Recognition, Information Search, Evaluation of Alternatives Consumer Decision-making Process: Outlet Selection, Purchase and Post Purchase Behaviour, Introduction, 	4	<ul style="list-style-type: none"> Black Board, Power point Presentation Article Review Case Study Method Class Debate on Current affairs in marketing.

			<p>Outlet Selection and Purchase, Post Purchase Behaviour</p> <ul style="list-style-type: none"> • Participants in Buying Decisions and Their Roles 		
	4	<p><u>Title of the Topic:</u> The Route to “Connecting with Consumers”.</p>	<p>Buying Decision Journey: Stages Consumer Go Through Buying</p> <ul style="list-style-type: none"> • The Eight Approach • The Funnel Approach • The McKinsey Approach: The Consumer-Decision Journey • AI and Big Data Will Support Analyzing and Predicting Buying Behavior 	2	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
November -2020	1	<p><u>Title of the Topic:</u> Competitive Environment and</p>	<p>Understanding of Competitive Environment in Post 2000</p>	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method

		Consumer Behavior Post 2000	Buying Habits/Shopping Behavior <ul style="list-style-type: none"> • Depending On the Type of Goods • Depending On Consumer Characteristics • Depending On Purchase Situations 		<ul style="list-style-type: none"> • Class Debate on Current affairs in marketing.
	2	<u>Title of the Topic:</u> Competitive Environment and Consumer Behavior Post 2000	Contemporary Marketing Environment Marketing through the ages: The 2000s bring the dilemmas of digital	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	3	<u>Title of the Topic:</u> Competitive Environment and Consumer Behavior Post 2000	The Future Consumer: <ul style="list-style-type: none"> • The Changing Consumer Experience 	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.

	4	Assignment Submission	-	-	-
December - 2020	1	<u>Title of the Topic:</u> Achieving Competency Through Marketing Mix.	Concept and Definition of Marketing Mix. Journey from 4 Ps to 4 Cs: Company Focused 4 P's and Customer Focused 4 C's <ul style="list-style-type: none"> • Product, Price, Promotion, Place • Communication, Consumer, Convenience, Cost 	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	<u>Title of the Topic:</u> Achieving Competency Through Marketing Mix.	Extended 3 P's of Marketing Mix <ul style="list-style-type: none"> • People, Process and Physical Evidence 	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	3	<u>Title of the Topic:</u> Achieving Competency	Additional P's of Marketing Mix	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method

		Through Marketing Mix.	<ul style="list-style-type: none"> • Packaging, Positioning and Perception etc. 		Class Debate on Current affairs in marketing
	4	<u>Title of the Topic:</u> Achieving Competency Through Marketing Mix.	Emerging Issues in Service Sector Marketing Mix: <ul style="list-style-type: none"> • Innovations in Services Marketing, Ethical Aspects in Service Marketing Mix	2	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
January - 2021	1	-	-	-	-
	2	Open Book Exam From 11 th January to 18 th January	-	-	--
	3	-	--	-	-
	4	-	-	-	-



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Mrs. Pinki Sagar Chaugule

Year 2020 - 2021

DEPARTMENT: Marketing

CLASS: SYBCom

SUBJECT: Ethics in Marketing – Semester IV

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	Teaching Methodology
TERM – January 2021 to May 2021					
January 2021	4	<u>Ethical Issues in Marketing</u>	Defining Marketing Ethics, Importance of Ethics in Marketing Areas in Marketing Ethics: Beyond 4 P's	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
February 2021	1	<u>Ethical Issues in Marketing</u>	Ethics in Advertising and Promotion, Unfair or Deceptive Marketing Practices Normative Marketing Ethics	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing

	2	<u>Ethical Issues in Marketing</u>	Integration of Ethics in Marketing Strategies Indian Ethical Norms and Values for Marketers	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	3	<u>Title of the Topic:</u> Consumerism and Marketing	Meaning and Definition of Consumerism Factors Affecting Consumerism	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	4	<u>Title of the Topic:</u> Consumerism and Marketing	Benefits of Consumerism Consumer Movement and Rights of Consumers Consumer Groups in India <ul style="list-style-type: none"> • Consumer Guidance Society of India (CGSI) • Voluntary Organization in Interest of Consumer Education (VOICE) • Consumer Care Society • Citizen consumer and Civic Action Group (CAG) • Consumer Guidance Society of India 	6	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing

			<ul style="list-style-type: none"> • All India Chamber of Consumers (AICOC) • Consumer Unity and Trust Society (CUTS) • Consumer Rights Education & Awareness Trust (CREAT) 		
March 2021	1	<u>Title of the Topic:</u> Consumerism and Marketing	Consumer Protection Act 2019	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	<u>Title of the Topic:</u> Marketing and Corporate Social Responsibility	Definition- Evolution- Need for CSR; Corporate Citizenship; Scope of CSR Strategies for CSR and Challenges	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	3	<u>Title of the Topic:</u> Marketing and Corporate Social Responsibility	Role of Stakeholders in CSR CSR and Corporate Philanthropy Models for Implementation of CSR	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	4	<u>Title of the Topic:</u>	Drivers of CSR and Importance of CSR in Contemporary Society	4	<ul style="list-style-type: none"> • Black Board,

		Marketing and Corporate Social Responsibility	Role of Various Institution in CSR		<ul style="list-style-type: none"> • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
April 2021	1	<u>Title of the Topic:</u> Marketing Approach for Social Change	<p>Social Marketing: Meaning and its Objectives</p> <ul style="list-style-type: none"> • Application of Social Marketing • Ethics in Social Marketing • Social Marketing v/s Commercial Marketing • Various Social Marketing Campaigns • Recent Trends in Social Marketing <p>Who does Social Marketing? Social Responsibilities of a Marketing Manager, Challenges in Social Marketing.</p>	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	<u>Title of the Topic:</u> Marketing Approach for Social Change	<p>Societal Marketing:</p> <ul style="list-style-type: none"> • Definition, Meaning and Objectives • Societal Marketing v/s Social Marketing 	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing

	3	<u>Title of the Topic:</u> Marketing Approach for Social Change	Cause Related Marketing: <ul style="list-style-type: none"> • Meaning and its Objectives • Campaigns in India 	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	4	<u>Title of the Topic:</u> Marketing Approach for Social Change	How does Social Marketing differ from Societal Marketing and Cause Related Marketing? Favorable and Unfavorable Impact of Marketing on Society	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
May 2021	1	Revision	-	-	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	Assignment Submission	-	-	-
	3	Open Book Exam from 17 th May to 24 th May 2021	-	-	-
	4	-	-	-	-



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Mrs. Sarika Wagh

Year 2020-21

DEPARTMENT: Business Administration

CLASS: S.Y.B.com

SUBJECT: Strategic Management

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by the Board of Studies	<i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing learning experiences</i>
TERM – June 2019 to November 2020					
JUNE-2020	1				
	2				
	3				
	4				
JULY - 2020	1				
	2				
	3				
	4				

AUGUST- 2020	1				
	2				
	3				
	4	Unit 1	Business Environment 1.1 Environmental influences on business 1.2 Why environmental analysis 1.3 Elements of micro and macro environment 1.4 PESTLE Analysis	10	Cases and class discussion and power point
SEPTEMBER- 2020	1	Unit 1	1.5 Strategic response to the Environment Porter's Five Forces Model – Competitive Analysis		class discussion and power point
	2	Unit 1 Unit 2	Porter's Five Forces Model – Competitive Analysis Business Policy and Strategic Management What is corporate Strategy- Nature, scope and concerns	10	class discussion and power point
	3	Unit 2	2.2 Dynamics of competitive Strategy 2.3 Strategic management – Framework and importance		

	4	Unit 2	2.4 Strategic Decision making- major dimensions 2.5 Corporate level Strategies – Stability, Growth, Retrenchment, Generic		class discussion and power point
OCTOBER - 2020	1	MCQ Unit 3	Internal Assignment 1 Strategic Analysis 3.1 Need of Strategic analysis 3.2 Methods of industry and competitive analysis	10	class discussion and power point
	2	Unit 3	3.2.1 SWOT analysis 3.2.2 TOWS Matrix		Case studies
	3	Unit 3	3.2.3Portfolio Analysis 3.2.4 BCG Growth Share matrix		Case studies
	4	Unit 3	3.2.3Portfolio Analysis 3.2.4 BCG Growth Share matrix		Case studies
NOVEMBER 2020	1	Unit 4	Management for Sustainability 4.1 Corporate Sustainability for Strategic management – Profit Maximization vs Sustainability, Triple Bottom Line, Three Types of Capital, Sustainable Strategic Management		class discussion and power point

	2	Unit 4	4.2 Corporate Governance and Strategic management- Agency Theory and Stewardship Theory, Corporate Governance, BOD and Strategic management, Relating Corporate Governance to Strategic management		class discussion and power point
	3	Unit 4	4.3 CSR and Strategic management- Differing views on Social Responsibility, CSR and Sustainability, Social Responsiveness and Strategic Management		class discussion and power point and case studies
	4	Unit 4and 5	CSR and Strategic management- Differing views on Social Responsibility, CSR and Sustainability, Social Responsiveness and Strategic Management		



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE
(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Mrs. Sarika Wagh

Year 2020-21

DEPARTMENT:

CLASS: S.Y.B.COM

SUBJECT: Total Quality Management

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	Teaching Methodology
TERM – November 2019 to 30th April 2020					
November 2020		Unit 5:	Good to Great” and “Built to Last” by Jim Collins		Case study
DECEMBER-2020	1	Unit 5:	Good to Great” and “Built to Last” by Jim Collins		Case study
	2	Unit 5:	“Good to Great” and “Built to Last” by Jim Collins		
	3		Assignment 2		
	4		Assignment 2		
JANUARY-2021	1		Semester End Exam		
	2				
	3				

	4				
FEBRUARY- 2021	1				
	2	Unit 1	SEMESTER 4: TOTAL QUALITY MANAGEMENT Introduction to TQM 1.1 What is Quality? - What is Total Quality? 1.2 Difference between Quality Management and Total Quality Management 1.3 Indian perspective of quality (value for money)	10	class discussion and power point youtube videos, Flip Classroom: Presentations made by students, Voluntarily.
	3	Unit 1	1.4 Need for TQM- 1.5 Principles of TQM		
	4	Unit 2	Philosophy of TQM 2.1 Gurus of TQM- Quality Management Philosophy of Deming and Juran 2.2 Deming's Fourteen Points of Quality Management-Ten steps of quality Management of Juran 2.4 Crosby's "Absolutes of Quality" and his Fourteen Steps of Quality Management		class discussion and power point

MARCH-2021	1	Unit 2	2.5 Integration of Deming, Juran and Crosby Quality Management Philosophies to TQM 2.6 Taguchi's Philosophy of Quality Engineering		class discussion and power point youtube videos
	2	Unit 3 and Assignment 1	3.1 Internal Components: Leadership Quality Policy and Statements Organizational Structure Role of HR in TQM Assignment 1		class discussion and power point and youtube videos
	3	Unit 3	3.2 External Components: Customers' Satisfaction Impact on/of- Suppliers, Investors and Society 3.3 Contextual application of TQM		
	4	Unit 4	Six Sigma		Case study and youtube videos
APRIL-2021	1	Unit 4	Kaizen		Case study and youtube videos
	2	Unit 4	Habits of Highly Effective People		Book reading, discussion and videos by S. Covey
	3	Unit 5	QM Applications : Successful implications and Failures		Case study
			Assignment 2		

May -2021	1	Assignment 2	
	2	Semester End Exam	
	3		



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

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NAME OF THE TEACHER: Mrs. Pinki Sagar Chaugule

Year 2020-21

DEPARTMENT: Human Resource Management

CLASS: SYBCom

SUBJECT: Introduction to Human Resource Management – Semester III

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by the Board of Studies	<i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing learning experiences</i>
TERM – September 2020 to January 2021					
August -2020	1	-	-	-	-
	2	-	-	-	-
	3	-	-	-	-
	4	-	-	-	-

September - 2020	1	Introduction to Human Resource Management	Concept of HRM and Evolution of HRM Functions and Role of HR Manager,	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	2	Introduction to Human Resource Management	The concept of job analysis, Job description, Job specification, Job enrichment, Job rotation, Job enlargement,	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	3	Introduction to Human Resource Management	Challenges before HRM	2 = 6+2+2 Total 10 Lectures	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	4	HR Procurement	Human Resource planning, Concept and importance of HRP HR planning process	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.

October- 2020	1	HR Procurement	Concept of Recruitment, Factors affecting recruitment Concept and importance of selection, Stages in selection process	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	2	HR Procurement	Concept and importance of Induction Cases related to HR procurement	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	3	Training and Development	Meaning and importance of Training Stages involved in training process (Training need Identification, Design of training, Implementation of training, Evaluation of training)	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	4	Training and Development	On the job and off the job training method	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.

November -2020	1	Training and Development	The concept of Management Development program	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	2	Compensation management and Performance appraisal	The Concept and objectives of Compensation management	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	3	Compensation management and Performance appraisal	Employee remuneration factors, Fringe benefits Concept and objectives of Performance Appraisal	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	4	Compensation management and Performance appraisal	Performance Appraisal Process Performance appraisal methods.	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.

December - 2020	1	Managing employee relations	Flexible work arrangements (flexi time, telecommuting, job sharing) Career Planning, Succession planning	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	Managing employee relations	Handling employee grievances, Need and objectives of Discipline The concept of Separation management, related cases	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	3	Revision	-	-	-
	4	Revision	-	-	--
January - 2021	1	-	-	-	-
	2	Open Book Exam From 11 th January to 18 th January	-	-	--
	3	-	--	-	-
	4	-	-	-	-



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Mrs. Pinki Sagar Chaugule

Year 2020 - 2021

DEPARTMENT: Human Resource Management

CLASS: SYBCom

SUBJECT: Organizational Capacity Building Through Training and Development – Semester IV

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	Teaching Methodology
TERM – January 2021 to May 2021					
January 2021	4	Introduction to Human Resource Development	Definition, Objectives, Scope, Importance and features of HRD	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
February 2021	1	Introduction to Human Resource Development	Concepts of training, development and education	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing

	2	Introduction to Human Resource Development	The 'Campus to Corporate' programme (from degree to corporate readiness)	2	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	3	Pre-Training activities	Training policies, Objectives, Role of training Pre-training activities - Training budget	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	4	Pre-Training activities	Designing training calendar Establishing training objectives	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
March 2021	1	Pre-Training activities	Training Need Analysis (TNA) Developing training modules.	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	Design and delivery of Training	Training design Barriers to effective training	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation

					<ul style="list-style-type: none"> • Article Review • Case Study Method Class Debate on Current affairs in marketing
	3	Design and delivery of Training	Qualities of good trainers Executing training inputs through on the job and off the job training methods.	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	4	Evaluation of Training	Need of training evaluation and Principles of evaluation Process of evaluation	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
April 2021	1	Evaluation of Training	Training evaluation models – Kirkpatrick's, Cost Benefit Analysis (CBA), and Return on Investment (ROI).	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	Allied concepts in training	The concepts of Coaching, Mentoring, Counseling and Management development	4	-

	3	Allied concepts in training	Training audit Learning organizations	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	4	Allied concepts in training	Transfer of learning.	2	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
May 2021	1	Revision	-	-	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	Assignment Submission	-	-	-
	3	Open Book Exam from 17 th May to 24 th May 2021	-	-	-
	4	-	-	-	-



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Mrs. Pinki Sagar Chaugule

Year 2020-21

DEPARTMENT: Human Resource Management

CLASS: SYBCom

SUBJECT: Introduction to Human Resource Management – Semester III

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by the Board of Studies	<i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing learning experiences</i>
TERM – September 2020 to January 2021					
August -2020	1	-	-	-	-
	2	-	-	-	-
	3	-	-	-	-
	4	-	-	-	-

September - 2020	1	Introduction to Human Resource Management	Concept of HRM and Evolution of HRM Functions and Role of HR Manager,	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	2	Introduction to Human Resource Management	The concept of job analysis, Job description, Job specification, Job enrichment, Job rotation, Job enlargement,	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	3	Introduction to Human Resource Management	Challenges before HRM	2 = 6+2+2 Total 10 Lectures	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	4	HR Procurement	Human Resource planning, Concept and importance of HRP HR planning process	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.

October- 2020	1	HR Procurement	Concept of Recruitment, Factors affecting recruitment Concept and importance of selection, Stages in selection process	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	2	HR Procurement	Concept and importance of Induction Cases related to HR procurement	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	3	Training and Development	Meaning and importance of Training Stages involved in training process (Training need Identification, Design of training, Implementation of training, Evaluation of training)	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	4	Training and Development	On the job and off the job training method	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.

November -2020	1	Training and Development	The concept of Management Development program	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	2	Compensation management and Performance appraisal	The Concept and objectives of Compensation management	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	3	Compensation management and Performance appraisal	Employee remuneration factors, Fringe benefits Concept and objectives of Performance Appraisal	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	4	Compensation management and Performance appraisal	Performance Appraisal Process Performance appraisal methods.	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.

December - 2020	1	Managing employee relations	Flexible work arrangements (flexi time, telecommuting, job sharing) Career Planning, Succession planning	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	Managing employee relations	Handling employee grievances, Need and objectives of Discipline The concept of Separation management, related cases	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	3	Revision	-	-	-
	4	Revision	-	-	--
January - 2021	1	-	-	-	-
	2	Open Book Exam From 11 th January to 18 th January	-	-	--
	3	-	--	-	-
	4	-	-	-	-



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Mrs. Pinki Sagar Chaugule

Year 2020 - 2021

DEPARTMENT: Human Resource Management

CLASS: SYBCom

SUBJECT: Organizational Capacity Building Through Training and Development – Semester IV

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	Teaching Methodology
TERM – January 2021 to May 2021					
January 2021	4	Introduction to Human Resource Development	Definition, Objectives, Scope, Importance and features of HRD	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
February 2021	1	Introduction to Human Resource Development	Concepts of training, development and education	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing

	2	Introduction to Human Resource Development	The 'Campus to Corporate' programme (from degree to corporate readiness)	2	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	3	Pre-Training activities	Training policies, Objectives, Role of training Pre-training activities - Training budget	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	4	Pre-Training activities	Designing training calendar Establishing training objectives	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
March 2021	1	Pre-Training activities	Training Need Analysis (TNA) Developing training modules.	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	Design and delivery of Training	Training design Barriers to effective training	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation

					<ul style="list-style-type: none"> • Article Review • Case Study Method Class Debate on Current affairs in marketing
	3	Design and delivery of Training	Qualities of good trainers Executing training inputs through on the job and off the job training methods.	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	4	Evaluation of Training	Need of training evaluation and Principles of evaluation Process of evaluation	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
April 2021	1	Evaluation of Training	Training evaluation models – Kirkpatrick's, Cost Benefit Analysis (CBA), and Return on Investment (ROI).	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	Allied concepts in training	The concepts of Coaching, Mentoring, Counseling and Management development	4	-

	3	Allied concepts in training	Training audit Learning organizations	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	4	Allied concepts in training	Transfer of learning.	2	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
May 2021	1	Revision	-	-	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	Assignment Submission	-	-	-
	3	Open Book Exam from 17 th May to 24 th May 2021	-	-	-
	4	-	-	-	-



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Mrs. Pinki Sagar Chaugule

Year 2020-21

DEPARTMENT: Human Resource Management

CLASS: SYBCom

SUBJECT: Introduction to Human Resource Management – Semester III

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by the Board of Studies	<i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing learning experiences</i>
TERM – September 2020 to January 2021					
August -2020	1	-	-	-	-
	2	-	-	-	-
	3	-	-	-	-
	4	-	-	-	-

September - 2020	1	Introduction to Human Resource Management	Concept of HRM and Evolution of HRM Functions and Role of HR Manager,	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	2	Introduction to Human Resource Management	The concept of job analysis, Job description, Job specification, Job enrichment, Job rotation, Job enlargement,	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	3	Introduction to Human Resource Management	Challenges before HRM	2 = 6+2+2 Total 10 Lectures	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	4	HR Procurement	Human Resource planning, Concept and importance of HRP HR planning process	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.

October- 2020	1	HR Procurement	Concept of Recruitment, Factors affecting recruitment Concept and importance of selection, Stages in selection process	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	2	HR Procurement	Concept and importance of Induction Cases related to HR procurement	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	3	Training and Development	Meaning and importance of Training Stages involved in training process (Training need Identification, Design of training, Implementation of training, Evaluation of training)	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	4	Training and Development	On the job and off the job training method	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.

November -2020	1	Training and Development	The concept of Management Development program	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	2	Compensation management and Performance appraisal	The Concept and objectives of Compensation management	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	3	Compensation management and Performance appraisal	Employee remuneration factors, Fringe benefits Concept and objectives of Performance Appraisal	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.
	4	Compensation management and Performance appraisal	Performance Appraisal Process Performance appraisal methods.	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method • Class Debate on Current affairs in marketing.

December - 2020	1	Managing employee relations	Flexible work arrangements (flexi time, telecommuting, job sharing) Career Planning, Succession planning	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	Managing employee relations	Handling employee grievances, Need and objectives of Discipline The concept of Separation management, related cases	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	3	Revision	-	-	-
	4	Revision	-	-	--
January - 2021	1	-	-	-	-
	2	Open Book Exam From 11 th January to 18 th January	-	-	--
	3	-	--	-	-
	4	-	-	-	-



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Mrs. Pinki Sagar Chaugule

Year 2020 - 2021

DEPARTMENT: Human Resource Management

CLASS: SYBCom

SUBJECT: Organizational Capacity Building Through Training and Development – Semester IV

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	Teaching Methodology
TERM – January 2021 to May 2021					
January 2021	4	Introduction to Human Resource Development	Definition, Objectives, Scope, Importance and features of HRD	4	<ul style="list-style-type: none">• Black Board,• Power point Presentation• Article Review• Case Study MethodClass Debate on Current affairs in marketing
February 2021	1	Introduction to Human Resource Development	Concepts of training, development and education	4	<ul style="list-style-type: none">• Black Board,• Power point Presentation• Article Review• Case Study MethodClass Debate on Current affairs in marketing

	2	Introduction to Human Resource Development	The 'Campus to Corporate' programme (from degree to corporate readiness)	2	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	3	Pre-Training activities	Training policies, Objectives, Role of training Pre-training activities - Training budget	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	4	Pre-Training activities	Designing training calendar Establishing training objectives	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
March 2021	1	Pre-Training activities	Training Need Analysis (TNA) Developing training modules.	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	Design and delivery of Training	Training design Barriers to effective training	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation

					<ul style="list-style-type: none"> • Article Review • Case Study Method Class Debate on Current affairs in marketing
	3	Design and delivery of Training	Qualities of good trainers Executing training inputs through on the job and off the job training methods.	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	4	Evaluation of Training	Need of training evaluation and Principles of evaluation Process of evaluation	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
April 2021	1	Evaluation of Training	Training evaluation models – Kirkpatrick's, Cost Benefit Analysis (CBA), and Return on Investment (ROI).	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	Allied concepts in training	The concepts of Coaching, Mentoring, Counseling and Management development	4	-

	3	Allied concepts in training	Training audit Learning organizations	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	4	Allied concepts in training	Transfer of learning.	2	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
May 2021	1	Revision	-	-	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	Assignment Submission	-	-	-
	3	Open Book Exam from 17 th May to 24 th May 2021	-	-	-
	4	-	-	-	-



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Mrs. Pinki Sagar Chaugule

Year 2020-2021

DEPARTMENT: Entrepreneurship

CLASS: TYBCom

SUBJECT: Managing Finance in Entrepreneurship – Semester V

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by the Board of Studies	<i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing learning experiences</i>
TERM – September 2020 to January 2021					
August 2020	1	-	-	-	-
	2	-	-	-	-
	3	-	-	-	-
	4	-	-	-	-

September 2020	1	Concepts of finance	Meaning, objective, scope and importance of Financial Management Financial planning Sources of finance	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
	2	Concepts of finance Balance Sheet and Profit and Loss Account	Profit maximization and wealth maximization Various expenses and incomes affecting the profitability of the business Various assets and liabilities affecting the financial position of the business	1 3	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
	3	Balance Sheet and Profit and Loss Account Interpretation of financial statement	Cash flow statement Ratio analysis	3 1	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
	4	Interpretation of financial statement	Ratio analysis	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
October 2020	1	Interpretation of financial statement	Valuation models	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
	2	Short term fund Management	Working capital management-operating cycle	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation

	3	Short term fund Management	Cash budgeting Inventory management	6+1	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
	4	REVISION		-	-
November 2020	1	Long term fund management and Break Even Analysis	Capital structure Cost of capital	6	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
	2	Long term fund management and Break Even Analysis	Capital budgeting Effect of changes in variable cost, fixed cost, sales on profits of the company	6	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
	3	Fund raisers	Meaning and characteristic of venture capital and angel investors Stages of funding	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
	4	Assignment Submission	-	-	-

December - 2020	1	Fund raisers	Financing instruments Various Government Schemes for startups Case study	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
	2	Revision	-	-	-
	3	Revision	-	-	-
	4	Revision	-	-	--
January 2021	1	-	-	-	-
	2	11 th to 18 th January Open Book Term End Exam	-	-	--
	3	-	--	-	-
	4	-	-	-	-



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Mrs. Pinki Sagar Chaugule

Year 2020-2021

DEPARTMENT: Entrepreneurship

CLASS: TYBCom

SUBJECT: Dimensions of Entrepreneurship – Semester VI

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	Teaching Methodology
TERM – January 2021 to May 2021					
January 2021	4	Marketing Concepts	Meaning, functions and scope of marketing Marketing Mix Extended P's of Marketing – People, Process & Physical Evidence	6	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
February 2021	1	Marketing Concepts	Consumer buying behavior: Introduction, Characteristics, Types of Buying Decision Behavior: Consumer Buying Decision Process, Buyer Decision Process for New Products, Buying Motives, Buyer Behavior Model	6	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing

	2	Marketing Concepts	Market Research	3	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
		Marketing Strategy for new ventures	Market segmentation Target market selection	2	<ul style="list-style-type: none"> • Article Review • Case Study Method Class Debate on Current affairs in marketing
	3	Marketing Strategy for new ventures	Strategic approaches to segmentation Branding concept and strategies	6	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	4	Marketing Strategy for new ventures	Packaging strategies Pricing strategies Sales promotion techniques	7	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
March 2021	1	Human resource management for new ventures	Function of HRM HR planning and recruitment and selection	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review
	2	Human resource management for new ventures	Performance appraisal salary administration	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method

	3	Human resource management for new ventures	Compensation ESOPs	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review
	4	Digital Marketing	Understand the term Digital Marketing Advantages and limitations of digital marketing	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
April 2021	1	Digital Marketing	Define different elements of digital marketing like: content marketing, social media marketing, e-mail marketing, mobile marketing, affiliate marketing, and Facebook marketing.	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	REVISION	-	-	-
	3	Cases in Marketing and Human Resource Management	-	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method

					Class Debate on Current affairs in marketing
	4	Cases in Marketing and Human Resource Management	-	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
May 2021	1	Cases in Marketing and Human Resource Management	-	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	Revision	-	-	-
	3	Exam from 17 th May 2021 to 24 th May 2021	-	-	-
	4		-	-	



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Mrs. Pinki Sagar Chaugule

Year 2020-2021

DEPARTMENT: Entrepreneurship

CLASS: TYBCom

SUBJECT: Managing Finance in Entrepreneurship – Semester V

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by the Board of Studies	<i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing learning experiences</i>
TERM – September 2020 to January 2021					
August 2020	1	-	-	-	-
	2	-	-	-	-
	3	-	-	-	-
	4	-	-	-	-

September 2020	1	Concepts of finance	Meaning, objective, scope and importance of Financial Management Financial planning Sources of finance	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
	2	Concepts of finance Balance Sheet and Profit and Loss Account	Profit maximization and wealth maximization Various expenses and incomes affecting the profitability of the business Various assets and liabilities affecting the financial position of the business	1 3	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
	3	Balance Sheet and Profit and Loss Account Interpretation of financial statement	Cash flow statement Ratio analysis	3 1	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
	4	Interpretation of financial statement	Ratio analysis	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
October 2020	1	Interpretation of financial statement	Valuation models	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
	2	Short term fund Management	Working capital management-operating cycle	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation

	3	Short term fund Management	Cash budgeting Inventory management	6+1	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
	4	REVISION		-	-
November 2020	1	Long term fund management and Break Even Analysis	Capital structure Cost of capital	6	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
	2	Long term fund management and Break Even Analysis	Capital budgeting Effect of changes in variable cost, fixed cost, sales on profits of the company	6	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
	3	Fund raisers	Meaning and characteristic of venture capital and angel investors Stages of funding	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
	4	Assignment Submission	-	-	-

December - 2020	1	Fund raisers	Financing instruments Various Government Schemes for startups Case study	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
	2	Revision	-	-	-
	3	Revision	-	-	-
	4	Revision	-	-	--
January 2021	1	-	-	-	-
	2	11 th to 18 th January Open Book Term End Exam	-	-	--
	3	-	--	-	-
	4	-	-	-	-



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Mrs. Pinki Sagar Chaugule

Year 2020-2021

DEPARTMENT: Entrepreneurship

CLASS: TYBCom

SUBJECT: Dimensions of Entrepreneurship – Semester VI

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	Teaching Methodology
TERM – January 2021 to May 2021					
January 2021	4	Marketing Concepts	Meaning, functions and scope of marketing Marketing Mix Extended P's of Marketing – People, Process & Physical Evidence	6	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
February 2021	1	Marketing Concepts	Consumer buying behavior: Introduction, Characteristics, Types of Buying Decision Behavior: Consumer Buying Decision Process, Buyer Decision Process for New Products, Buying Motives, Buyer Behavior Model	6	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing

	2	Marketing Concepts	Market Research	3	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
		Marketing Strategy for new ventures	Market segmentation Target market selection	2	<ul style="list-style-type: none"> • Article Review • Case Study Method Class Debate on Current affairs in marketing
	3	Marketing Strategy for new ventures	Strategic approaches to segmentation Branding concept and strategies	6	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	4	Marketing Strategy for new ventures	Packaging strategies Pricing strategies Sales promotion techniques	7	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
March 2021	1	Human resource management for new ventures	Function of HRM HR planning and recruitment and selection	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review
	2	Human resource management for new ventures	Performance appraisal salary administration	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method

	3	Human resource management for new ventures	Compensation ESOPs	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review
	4	Digital Marketing	Understand the term Digital Marketing Advantages and limitations of digital marketing	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
April 2021	1	Digital Marketing	Define different elements of digital marketing like: content marketing, social media marketing, e-mail marketing, mobile marketing, affiliate marketing, and Facebook marketing.	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	REVISION	-	-	-
	3	Cases in Marketing and Human Resource Management	-	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method

					Class Debate on Current affairs in marketing
	4	Cases in Marketing and Human Resource Management	-	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
May 2021	1	Cases in Marketing and Human Resource Management	-	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	Revision	-	-	-
	3	Exam from 17 th May 2021 to 24 th May 2021	-	-	-
	4		-	-	



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(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Mrs. Pinki Sagar Chaugule

Year 2020-2021

DEPARTMENT: Entrepreneurship

CLASS: TYBCom

SUBJECT: Managing Finance in Entrepreneurship – Semester V

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by the Board of Studies	<i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing learning experiences</i>
TERM – September 2020 to January 2021					
August 2020	1	-	-	-	-
	2	-	-	-	-
	3	-	-	-	-
	4	-	-	-	-

September 2020	1	Concepts of finance	Meaning, objective, scope and importance of Financial Management Financial planning Sources of finance	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
	2	Concepts of finance Balance Sheet and Profit and Loss Account	Profit maximization and wealth maximization Various expenses and incomes affecting the profitability of the business Various assets and liabilities affecting the financial position of the business	1 3	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
	3	Balance Sheet and Profit and Loss Account Interpretation of financial statement	Cash flow statement Ratio analysis	3 1	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
	4	Interpretation of financial statement	Ratio analysis	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
October 2020	1	Interpretation of financial statement	Valuation models	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
	2	Short term fund Management	Working capital management-operating cycle	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation

	3	Short term fund Management	Cash budgeting Inventory management	6+1	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
	4	REVISION		-	-
November 2020	1	Long term fund management and Break Even Analysis	Capital structure Cost of capital	6	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
	2	Long term fund management and Break Even Analysis	Capital budgeting Effect of changes in variable cost, fixed cost, sales on profits of the company	6	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
	3	Fund raisers	Meaning and characteristic of venture capital and angel investors Stages of funding	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
	4	Assignment Submission	-	-	-

December - 2020	1	Fund raisers	Financing instruments Various Government Schemes for startups Case study	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
	2	Revision	-	-	-
	3	Revision	-	-	-
	4	Revision	-	-	--
January 2021	1	-	-	-	-
	2	11 th to 18 th January Open Book Term End Exam	-	-	--
	3	-	--	-	-
	4	-	-	-	-



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Mrs. Pinki Sagar Chaugule

Year 2020-2021

DEPARTMENT: Entrepreneurship

CLASS: TYBCom

SUBJECT: Dimensions of Entrepreneurship – Semester VI

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	Teaching Methodology
TERM – January 2021 to May 2021					
January 2021	4	Marketing Concepts	Meaning, functions and scope of marketing Marketing Mix Extended P's of Marketing – People, Process & Physical Evidence	6	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
February 2021	1	Marketing Concepts	Consumer buying behavior: Introduction, Characteristics, Types of Buying Decision Behavior: Consumer Buying Decision Process, Buyer Decision Process for New Products, Buying Motives, Buyer Behavior Model	6	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing

	2	Marketing Concepts	Market Research	3	<ul style="list-style-type: none"> • Black Board, • Power point Presentation
		Marketing Strategy for new ventures	Market segmentation Target market selection	2	<ul style="list-style-type: none"> • Article Review • Case Study Method Class Debate on Current affairs in marketing
	3	Marketing Strategy for new ventures	Strategic approaches to segmentation Branding concept and strategies	6	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	4	Marketing Strategy for new ventures	Packaging strategies Pricing strategies Sales promotion techniques	7	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
March 2021	1	Human resource management for new ventures	Function of HRM HR planning and recruitment and selection	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review
	2	Human resource management for new ventures	Performance appraisal salary administration	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method

	3	Human resource management for new ventures	Compensation ESOPs	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review
	4	Digital Marketing	Understand the term Digital Marketing Advantages and limitations of digital marketing	5	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
April 2021	1	Digital Marketing	Define different elements of digital marketing like: content marketing, social media marketing, e-mail marketing, mobile marketing, affiliate marketing, and Facebook marketing.	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	REVISION	-	-	-
	3	Cases in Marketing and Human Resource Management	-	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method

					Class Debate on Current affairs in marketing
	4	Cases in Marketing and Human Resource Management	-	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
May 2021	1	Cases in Marketing and Human Resource Management	-	4	<ul style="list-style-type: none"> • Black Board, • Power point Presentation • Article Review • Case Study Method Class Debate on Current affairs in marketing
	2	Revision	-	-	-
	3	Exam from 17 th May 2021 to 24 th May 2021	-	-	-
	4		-	-	



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE
(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Dr. Marcelle Samuel

DEPARTMENT: Economics & Banking

Division: SY-C

Subject: Financial System and Indian Banking (Special Paper 1)

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	<i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing learning experiences</i>
SEMESTER – 21st September,2020- 26th December, 2020					
August, 2020	1				
	2				
	3				
	4				
	5				
September, 2020	1				
	2	<u>UNIT 1:</u> Introduction To The Indian Financial System & The Banking Structure In India	1.1 Constituents of the Indian Financial System 1.2 Formal and Informal Financial Sector	Total No. of lectures =08	Participative Learning Through Discussions, Crosswords, Video, Debates, Presentations

	3	<u>UNIT 1:</u> Introduction to The Indian Financial System & The Banking Structure In India	1.3 Interaction between the Financial Sector and Economic Development 1.4 Changing Profile of Banks in India w.r.t the Marketing Aspect		
	4	<u>UNIT 2:</u> Title Of The Topic: Commercial Banks	2.1 Changes in the Operations of Commercial Banks (Core Banking Solutions) 2.2 Social Control over Banks, Nationalization of Banks, Arguments for and against Nationalization, Objectives of Nationalization	Total No. of lectures =14	Participative Learning Through Discussions, Crosswords, Video, Debates, Presentations
	5	<u>UNIT 2:</u> Title Of The Topic: Commercial Banks	2.3 Progress of Nationalized Banks with reference to Branch Expansion, Deposit Mobilization, Credit Deployment and Priority Sector lending		
October, 2020	1	<u>UNIT 2:</u> Title Of The Topic: Commercial Banks	2.4 Performance of Commercial Banks in India in Post Economic Reform Period (Public, Private and Foreign Banks)		
	2	<u>UNIT 3:</u>	3.1 Rationale and Objectives of Reforms	Total No. of lectures =10	Participative Learning Through Discussions,

		Reforms in the Banking Sector	3.2 Reforms in the Post-Nationalization Era– BASEL Norms I& II: a) Recommendations of Narsimham Committee I b) Recommendations of Narsimham Committee II		Crosswords, Video, Debates, Presentations
	3	<u>UNIT 3:</u> Reforms in the Banking Sector	c) Financial Inclusion 3.3 New Banking License Guidelines - 2015		
	4	<u>UNIT 4: Co-operative Credit System</u>	4.1 Principles of Co-operation & Evolution of the Co-operative Credit Structure		
November, 2020	1	<u>UNIT 4: C Co-operative Credit System</u>	4.2 Case Study of Amul (Dairy Cooperative) 4.3 Meaning, Objectives, Organization & Functions of: a) Primary Agricultural Co-operative Credit Societies b) District Central Co-operative Banks c) State Urban Co-operative Banks d) Urban Co-operative Banks e) Urban Co-operative Credit Societies	Total No. of lectures =14	Participative Learning Through Discussions, Crosswords, Video, Debates, Presentations .
	2	<u>Mid- Term Exam- MCQ's</u>			

	3	UNIT 4: Co-operative Credit System	4.4 Evaluation of the Performance of PACS, DCCBs and SCBs 4.5 Lead Bank Scheme	Total No. of lectures =8	Participative Learning Through Discussions, Crosswords, Video, Debates, Presentations
	4	Unit 5. Financial Statement Of A Bank	Understanding the Balance Sheet of a Bank		
	5	Unit5. Financial Statement Of A Bank			
December, 2020	1	Assignment Submission		Total number of Lectures = 15	Presentations, Viva & Journal submissions
	2	Exams			
	3				



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE
(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Mohit Kumar Shrivastav

DEPARTMENT: Economics & Banking

Division: SY-C

Subject: Apex Financial Institutions

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	Teaching Methodology <i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem-solving methodologies used by you for enhancing learning experiences</i>
SEMESTER 14th Feb, 2021- 10th May, 2021					

January, 2021					
	4				
	5				
February, 2021	1				
	2				

	3	<u>Unit I</u> Central Banking - Organization, Management and Functions of Reserve Bank of India	1 Evolution of Central Banking 2.2 Comparative study of Structure and Organization of Central Banks in USA, UK and India 2.3 Functions of Reserve Bank of India 2.4 Departments of Reserve Bank of India	Total number of lectures= 14	Participative Learning Through Discussions, Crosswords, Video, Debates, Presentations
	4	<u>Unit I</u> Central Banking - Organization, Management and Functions of Reserve Bank of India	2.5 Objectives and Instruments of R.B.I.'s Monetary Policy		Participative Learning Through Discussions, Crosswords, Video, Debates, Presentations
March, 2021	1	<u>Unit I</u> Central Banking - Organization, Management and Functions of Reserve Bank of India	2.6 Monetary Policy- The Debate on Economic Growth versus Inflation		Participative Learning Through Discussions, Crosswords, Video, Debates, Presentations

	2	Unit II- National Bank for Agricultural and Rural Development	Objectives and Functions of NABARD Role of NABARD in promoting India's Agricultural and Rural Development- The Concept of Refinance	Total number of lectures= 14	Participative Learning Through Discussions, Crosswords, Video, Debates, Presentations
	3	Unit II- National Bank for Agricultural and Rural Development	Recent Initiatives undertaken by NABARD Evaluation of its Performance		Participative and Problem- Solving Methodologies Participative Learning Through Discussions, Crosswords, Video, Debates, Presentations
	4	<u>Unit III:</u> Export Import (EXIM) Bank of India	Need for setting up of EXIM Bank in India Objectives and Functions of EXIM Bank	Total number of lectures= 14	
	5	Export Import (EXIM) Bank of India	Progress of EXIM Bank over the recent years		Participative Learning Through Discussions, Crosswords, Video, Debates, Presentations

April, 2021	1	<u>Unit III: Export Import (EXIM)</u> Bank of India	Financial Products of EXIM Bank (Buyers' Credit, Corporate Banking, Lines of Credit, Overseas Investment Finance, Project Exports)		Participative Learning Through Discussions, Crosswords, Video, Debates, Presentations
	2	<u>Unit III: Export Import (EXIM)</u> Bank of India	Financial Products of EXIM Bank (Buyers' Credit, Corporate Banking, Lines of Credit, Overseas Investment Finance, Project Exports)		Participative Learning Through Discussions, Crosswords, Video, Debates, Presentations
	3	<u>Unit III: Export Import (EXIM)</u> Bank of India	Financial Products of EXIM Bank (Buyers' Credit, Corporate Banking, Lines of Credit, Overseas Investment Finance, Project Exports)		Participative Learning Through Discussions, Crosswords, Video, Debates, Presentations
	4	<u>Unit III: Export Import (EXIM)</u> Bank of India	Overseas Investment Finance, Project Exports		Participative Learning Through Discussions, Crosswords, Video, Debates, Presentations
May, 2021	1	<u>Unit IV: Title of the Topic: National Housing Bank</u>	Role of NHB vis-à-vis Housing Finance	Total number of lectures= 12	

	2	<u>Unit IV: Title of the Topic: National Housing Bank</u>	Various schemes introduced by Government of India to promote housing finance system		Participative Learning Through Discussions, Crosswords, Video, Debates, Presentations
MAY, 2021	1	<u>Unit IV: Title of the Topic: National Housing Bank</u>	Case Studies		Participative Learning Through Discussions, Crosswords, Video, Debates, Presentations
	2	<u>Unit IV: Title of the Topic: National Housing Bank</u>	Revision		Participative Learning Through Discussions, Crosswords, Video, Debates, Presentations
	2	Assignment Submission		Total number of Lectures = 15	Presentations, Viva & Journal submissions



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

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NAME OF THE TEACHER: Mayurika

YEAR 2020-21

DEPARTMENT: ACCOUNTANCY AND COSTING

CLASS: SY B.Com

SUBJECT: Audit

MONTH		WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by the Board of Studies	<i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing learning experiences</i>
TERM – June 2020 to November 2020						
JUNE-2020		1				
		2				
		3				
		4				
JULY – 2020		1				
		2				

		3				
		4				
AUGUST- 2020		1	Audit framework and regulation	The concept of audit and other assurance engagements and External audits	4	<i>Participative learning and problem solving methodologies</i>
		2	Audit framework and regulation	Corporate governance and Professional ethics and ACCA's Code of Ethics and Conduct	4	<i>Participative learning and problem solving methodologies</i>
		3	Planning and risk assessment	Obtaining, accepting and continuing audit engagements and Objective and general principles	3	<i>Participative learning and problem solving methodologies</i>
		4	Planning and risk assessment	Assessing audit risks	3	<i>Participative learning and problem solving methodologies</i>
SEPTEMBER-20 20		1	Planning and risk assessment	Understanding the entity and its environment and Fraud, laws and regulations	3	<i>Participative learning and problem solving methodologies</i>
		2	Planning and risk assessment	Audit planning and documentation	3	<i>Participative learning and problem solving methodologies</i>
		3	Internal control	Internal control systems	4	<i>Participative learning and problem solving methodologies</i>
		4	Internal control	The use and evaluation of internal control systems by auditors and Tests of control	5	<i>Participative learning and problem solving methodologies</i>
OCTOBER - 2020		1	Internal control	Communication on internal control and Internal audit and governance and the differences between	3	<i>Participative learning and problem solving methodologies</i>

				external audit and internal audit		
		2	Audit evidence	Financial statement assertions and audit evidence	3	<i>Participative learning and problem solving methodologies</i>
		3	Audit evidence	Audit procedures	3	<i>Participative learning and problem solving methodologies</i>
		4	Audit evidence	Audit sampling and other means of testing, The audit of specific items	3	<i>Participative learning and problem solving methodologies</i>
NOVEMBER 2020		1	Audit evidence	Computer-assisted audit techniques, The work of others, Not-for-profit organizations	3	<i>Participative learning and problem solving methodologies</i>
		2	Review and reporting	Subsequent events and Going concern	5	<i>Participative learning and problem solving methodologies</i>
		3		Diwali Vacations		
		4	Review and reporting	Written representations, Audit finalization and the final review, The Independent Auditor's Report	5	<i>Participative learning and problem solving methodologies</i>



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE
(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Mrs. Nalini Sapkal

DEPARTMENT: Economics and Banking.

Class: S.Y.B.COM. Division: C (Academic Year 2020-21)

Subject: Introduction to Financial Institutions in India-spl-2

Banking Special Paper-2

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	<i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing learning experiences</i>
SEMESTER -3 – 21 st September to 31 December 2020					
September 2020	1				

October 2019	1		2.3 Leasing: Meaning and features. 2.4. Introduction to equipment leasing: Types of Leases, 2.5. Evolution of Indian Leasing Industry.		
	2	3. Non-Banking Financial Companies (NBFCs)	2.6. Hire purchase: concept and characteristics of Hire purchase. 2.7. Difference between hire purchase and leasing 3.1. Meaning and Types of NBFCs 3.2. Distinguish between Banks	12 LECTURES	Lecture method, PPT, Videos and class discussion

			and NBFCs		
	3		3.3. Microfinance 3.4. Role of NBFCs in the Economy 3.5. Problems of NBFC		

November 2020	4		<p>3.6. Measures for supervision over NBFCs</p> <p>3.7. Revised Regulatory framework for NBFCs</p>	12 LECTURES.	Lecture method, PPT, Videos and class discussion
	5	<u>4. Mutual Funds in India</u>	<p>4.1 Meaning, Definitions of Mutual Funds</p> <p>4.2. Types of Mutual Funds, and the process of computation of net asset value. (NAV)</p>		
	1		CONTINUATION OF 4.2. Types of Mutual Funds, and the process of computation of net asset value. (NAV)		

			4.3 Mutual Funds in India till 1991. .		
	2		4.4 Recent Developments in Mutual Funds 4.5. case studies		

November 2020	3	5. Development Banks in India	5.1 Meaning, Structure and Functions of Development Banks.	10 LECTURES.	Lecture method, PPT, Videos and class discussion
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	4 MCQ's	Revision & Mid Term Exams			
	1	Mid- Term Exams			
	2		<p>5.2. Developments banks in India before liberalization.</p> <p>5.3. Developments banks in India after liberalization.</p>		

December 2020					
	3	UNIT-6 Insurance Institutions in India.	5.4. Case Studies. 6.1. Life Insurance in India- structure, features and types of products. Recent developments and companies in the market.	10 LECTURES	Lecture method, PPT, Videos and class discussion

	4		6.2. GIC and its Subsidiaries- structure, features and types of products. Recent developments and companies in the market.		
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	5		6.3 Reinsurance 6.4. Role of IRDA in the Insurance Sector. 6.5. Case Studies.		
January 2020	1		Semester End Exams		



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE
(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Mrs. Nalini Sapkal

DEPARTMENT: ECONOMICS AND BANKING

Class: S.Y.B.COM. Division: C

Subject: FINANCIAL MARKETS. Banking Spl paper-4

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	Teaching Methodology
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SEMESTER IV – February 2021 to 2nd May 2021

		2	Exams			
		3	Vacation			
		4	Vacation			

February 2021		5				
		1	Unit-1. Financial Markets in India.	1.1. Meaning and Characteristics of Financial Markets. 1.2. Types, Structure and Functions of Financial Markets. 1.3. Role of financial Market in Economic development.	4 lectures	Lecture method to explain the basic concepts, PPT,Videos, Group discussions understanding student views.
		2	Unit-2. Money Markets	2.1. Introduction, Meaning, Structure and Characteristics of the Indian Money Market. 2.2. Functions and Significance of Money Markets.	10 lectures	Lecture method to explain the basic concepts, PPT, Videos, Group discussions understanding student views.

		3		<p>2.3. Institutions in the Money Market.</p> <p>2.4. Instruments in the Indian Money Market</p>		
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		4	<p>3. Capital Markets</p>	<p>2.5.Role of RBI to develop the Money Market.</p> <p>3.1. Introduction, Meaning, functions and significance of Capital Markets</p>	<p>12 lectures.</p>	<p>Lecture method to explain the basic concepts, PPT,Videos,</p> <p>Group discussions understanding student views.</p>
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	March 2021	1		<p>3.2. Structure and characteristics of the Indian Capital Markets.</p> <p>3.3. Instruments in the Indian Capital Market- Products, Operations and Practice</p>		
	March 2021	2		<p>3.4. Institutions in the Indian Capital Market.</p> <p>3.5. Role of SEBI in the Capital Market.</p>		

March 2021		3	Unit-4 Stock Exchanges in India.	4.1. Stock Exchanges in India.-. Bombay Stock Exchange, National Stock Exchange.	16 lectures	Lecture method to explain the basic concepts, PPT,Videos, Group discussions understanding student views.
		4		4.2. Calculation of Sensex and Nifty		
	March 2021	5		4.3. Screen Based Trading –Spot, Derivatives, Futures and Options.		

	April 2021	1		4.4. Role of SEBI and stock exchanges in investor protection; Investor grievances and their redressal system, insider trading, investors' awareness and activism. 4.5. Case Studies		
		2	Unit-5 Foreign Exchange Markets.	5.1. Foreign Exchange Markets: Meaning, Structure and Participant	12 lectures	Lecture method to explain the basic concepts, PPT, Videos, Group discussions understanding student views.

		3		5.2. Types of Risk in Foreign Exchange Market 5.3. Regulations in Foreign Exchange Market-FEMA		
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	April 2021	4		5.4 Role of RBI in Foreign Exchange Markets. 5.5. Case Studies		.
		5		Revision assignments.		

	May 2021	1	Revision			
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SYMBIOSIS COLLEGE OF ARTS AND COMMERCE
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NAME OF THE TEACHER: Dr. Sharayu Bhakare

DEPARTMENT: Business Practices Class: S.Y.B.COM. Division: F (Academic Year 2020-21)

Subject: Innovation in Business

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	<i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing learning experiences</i>
SEMESTER – 21st September to 31 December 2020					
September 2020	1				
	2				
	3				
	4	Unit 1. Dynamics of Business Environment: India and Global	1.1 Industry 4.0 1.2 Growth of Knowledge Economy		Lectures with help of PPT Youtube videos On Industry 4.0

					TED talk on Gandhian engineering
October 2019	1	Unit 1. Dynamics of Business Environment: India and Global	1.3 Ecological changes influencing business	Total Number of Lectures for the entire Unit = 14	Lecture method, PPT, Videos and discussion on videos and environment mapping activity
	2	Unit 1. Dynamics of Business Environment: India and Global	1.4 Potential at the Bottom of the Pyramid		Lecture method, PPT, Research based Group activity, discussions
	3	Unit2 Creativity in Innovation	2.1 Creativity - meaning, Creativity Process 2.2 Components of creative performance		Lecture method, PPT, Youtube videos of startup founders Case study discussion

November 2020	4	Unit2. Creativity in Innovation	2.3 Types of creativity and Techniques of creative problem solving		Group activities, Creativity exercises using breakout rooms in Teams
	5	Unit 2. Creativity in Innovation	2.2 Types of creativity, 2.4 Techniques of creative problem solving <i>(workshops and exercises)</i>		Participative and Problem-Solving Methodologies engaging students in discussions, research based activities, Ted talks. Guest sessions by experts
	1				
	2	Unit 3. Innovation in Entrepreneurship:	3.1Innovation: Meaning & significance of innovation	Total Number of Lectures for the entire Unit = 14	

November 2020	3		3.2 Types of innovation	Total Number of Lectures for the entire Unit = 14	PPT, research based activity, websites and group discussions
	4 MCQ's	Revision & Mid-Term Exams			
	1	Mid- Term Exams			
	2	Unit 4 Innovation in Entrepreneurship	3.3 Innovation Diffusion theory 3.4 Innovation in Organizations 3.4.1 Drivers of Innovation		

December 2020					Hands on activities, competition and presentations Case study discussions
	3	Unit 4 Innovation in Entrepreneurship	3.4.2 Bottom up and Top down Innovation 3.4.3 Horizontal versus vertical innovation	Total Number of Lectures for the entire Unit = 12	Lectures, research based activity followed by group discussion TED and TEDx video screening followed by GD
	4	Unit 5 Dimension of Innovations:	4.1 Frugal Innovation- Case studies in India and abroad 4.2 Social Innovation 4.3 Grassroots Innovation		Interactions with social innovators'

			4.4 Innovations in entrepreneurship: case studies of Indian and global organizations 4.6 Global Innovation Index framework (GII)		
January 2020	1		Semester End Exams		Assignment-Presentation of an innovative solution to any problem around



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE
(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Dr. Sharayu Bhakare

DEPARTMENT: Business Practices Class: S.Y.B.COM. Division: F

Subject: Business Cases

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	Teaching Methodology

SEMESTER – February 2021 to 2nd May 2021

February 2021			Exams			
		4	Vacation			
		5	Vacation			
		1	Vacation			
		2	Vacation			
		3	Unit 1. Introduction	1.1 Factors responsible for success and failure of an enterprise		Lecture method to explain the basic concepts. Group discussions understanding student views.
		4	Unit 1 Introduction	1.1.1 Failure-product/market, financing, managerial resilience. 1.3 Push and Pull factors 1.4 First generation entrepreneurship, Corporate, Social and Green entrepreneurship - Challenges and strategies	Total Number of Lectures for the entire Unit = 14	Cases study discussion Connect the dots Book reviews Story reviews Use of podcasts and TED videos

				1.5 family business entrepreneurship, women entrepreneurs		
	February 2021	1	Unit 2 Family Business –	<p>2.1 Understanding Family Business – Changes in structure, management and Leadership</p> <p>2.2.1 Chitale (Food)</p> <p>2.2.2 JRD Tata (Diversified Business)</p>		<p>Lecture method</p> <p>Use of Your story and better India platform</p> <p>Onfield survey and its analysis</p>
	February 2021	2	Unit 2 Family Business	<p>2.2.3 Shiv Nadar (IT sector)</p> <p>2.2.4 Bajaj Auto (Manufacturing sector)</p> <p>2.2.5 Kesari Tours (Service sector))</p>		<p>Lecture on basic concepts through PPT</p> <p>Videos and TED talks</p> <p>Case study printouts given followed by discussion</p>

February 2021		3	Unit 2 Family Business		Total Number of Lectures for the entire Unit = 14	
		4	Unit 3 New age and first generation entrepreneurs	Contents : 3.1 Need for emergence of new age entrepreneurs 3.2 BVG hospitality 3.3 Kiran Mujumdar Shaw -Biocon		Role plays and presentations
	March 2021	5	Unit 3 Study of five new age entrepreneurs	3.3 Tech start ups - Ola, Flipkart, makemy trip 3.4 Facebook 3.5 3M	Total Number of Lectures for the entire Unit = 14	Research based activity Youtube videos on the topic followed by group discussions Case study method
	March 2021	1	Unit 4 Study of five enterprises that failed	3. 4.1 Kodak 4.2 Pan am 4.3 Subiksha		You tube videos, Case study discussions SWOC analysis
		2	Unit 4	4.4 Blackberry 4.5 Air Deccan		Role plays and presentations

			Study of five enterprises that failed			Research based activity Youtube videos on the topic followed by group discussions
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	April 2021	3	Unit 5 Study of five social /eco entrepreneurs	Contents: 5.1 TreePublic- Abhishek Kavitkar 5.2 Haathi Chap 5.3 I- Initiative- Bhavnes Desai		Interview of social entrepreneurs done by students and discussed in the class.
		4	Unit 5 Study of five social /eco entrepreneurs	5.4 Rural relations- Pradeep Lokhande 5.5 Harish Hande- Selco		PPT to teach basic concepts Role plays and presentations Research based activity Youtube videos on the topic followed by group discussions
	April	1	Case study discussions and revision		Total Number of Lectures for the entire Unit = 12	Role plays and presentations Research based activity Youtube videos on the topic followed by group discussions Case study

	May 2021	3	Revision			



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: **SHEKHAR PARANJPE**

YEAR **2020-21**

DEPARTMENT: **ACCOUNTANCY AND COSTING**

CLASS: SYBCOM

SUBJECT: Basics of Costing- Labour and Overheads

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by the Board of Studies	<i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing learning experiences</i>
TERM – February 2021 to May 2021					
February 2021	1				
	2				
	3				
	4	1	Concept of Labour and Remuneration Methods	4	Lecture method

			1.1 Role and importance of labour, Time keeping and time booking		
March 2021	1	1	Concept of Labour and Remuneration Methods 1.2 Labour turnover- Meaning ,Reasons for labour turnover 1.3 Exercises on calculation of labour turnover rate	4	Problem solving
	2	2	Concept of Labour and Remuneration Methods 1.4 Remuneration methods- Principles of remuneration plan, Methods of remuneration (Time wage system, Piece rate system, Taylor's Differential piece rate system, Incentive Plans- Halsey Premium Plan, Rowan Premium plan)	4	Problem solving
	3	2	Concept of Labour and Remuneration Methods 1.4 Remuneration methods- Principles of remuneration plan, Methods of remuneration (Time wage system, Piece rate system, Taylor's Differential piece rate system, Incentive Plans- Halsey Premium Plan, Rowan Premium plan)	4	Problem solving
	4	2&3	Job Analysis and Job Evaluation 2.1 Meaning and Process of job analysis 2.2 Methods of collecting job data, Job design 2.3 Job analysis-Job description, Job specification 2.4 Job evaluation and Methods of computing remuneration 2.5 Merit Rating	2+2	Lecture + Videos
April 2021	1	3	Concept of Overheads and Overhead Accounting 3.1 Overheads –Introduction, Classification of Overheads	4	Lecture method
	2	3	Concept of Overheads and Overhead Accounting 3.1 Overheads –Introduction, Classification of Overheads 3.2 Overhead Accounting-Collection and Codification of overheads, Allocation of overheads	4	Problem solving
	3	3	Concept of Overheads and Overhead Accounting 3.1 Overheads –Introduction, Classification of Overheads 3.2 Overhead Accounting-Collection and Codification of overheads, Allocation of overheads	4	Problem solving

			3.3Apportionment and reapportionment of overheads		
	4	3	Concept of Overheads and Overhead Accounting 3.2 Overhead Accounting-Collection and Codification of overheads,Allocation of overheads 3.3Apportionment and reapportionment of overheads	4	Problem solving
April 2021	1	4	Concept of Overheads and Overhead Accounting 3.2 Overhead Accounting-Collection and Codification of overheads,Allocation of overheads 3.3Apportionment and reapportionment of overheads	4	Problem solving
	2	4	Absorption of Overheads 4.1 Absorption of overheads- Meaning 4.2 Methods of Overhead Absorption,	4	Problem solving
	3	4	Absorption of Overheads 4.1 Absorption of overheads- Meaning 4.2 Methods of Overhead Absorption, 4.3Overhead Rates	4	Lectures and Problem solving
	4	4	Absorption of Overheads 4.4 Overhead Absorption- Under and Over 4.5 Absorption, Accounting Treatment	4	Lecture and Problem solving
May 2021	1	4	Absorption of Overheads 4.4 Overhead Absorption- Under and Over 4.5 Absorption, Accounting Treatment	2	Lecture and Problem solving



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: **SHEKHAR PARANJPE**

YEAR **2020-21**

DEPARTMENT: **ACCOUNTANCY AND COSTING**

CLASS: SYBCOM

SUBJECT: Basics of Costing - I

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by the Board of Studies	<i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing learning experiences</i>
TERM – September 2020 to December 2020					
September 2020	1	1	1. Need for Costing 1.1 Introduction 1.2 What is financial accounting	4	Lecture method
	2	1	1. Need for Costing 1.3 Limitations of financial accounting 1.4 Need for cost accounting		Lecture method + PPT

	3	1&2	1. Need for Costing 1.5 Distinction between financial accounting and cost accounting 2. Origin & Basic Concepts 2.1 Origin and developments in cost accounting	2+2	Lecture method + videos
	4	2	2. Origin & Basic Concepts 2.1 Origin and developments in cost accounting	4	Lecture method + videos
October 2020	1	2	2.2 Basic concepts- <ul style="list-style-type: none"> • Cost Accounting, • Cost, Expense and Loss • Costing, Cost Accounting and Cost Accountancy 	4	Lecture method + videos
	2	2+3	2. Origin & Basic Concepts 2.3 Cost Unit and Cost Centre 3. Elements of Cost 3.1 Material, Labour & Expenses	2+2	Lecture method
	3	3	3. Elements of Cost 3.1 Material, Labour & Expenses 3.2 Classification of Cost	4	Lecture method + videos
	4	3	3. Elements of Cost 3.2 Classification of Cost 3.3 Presentation of total cost	4	Lecture method + videos
November 2020	1	3+4	3. Elements of Cost 3.4 Types of Cost Cost Sheet and CARR	2+2	Lecture method + videos

			4.1Introduction		
	2	4	Cost Sheet and CARR 4.2Cost sheet-specimen form, <ul style="list-style-type: none"> • adjustment of stock in cost sheet, • items to be excluded from cost sheet, • Exercises on cost sheet 	4	Lecture method
	3	4	Cost Sheet and CARR 4.2Cost sheet-specimen form, <ul style="list-style-type: none"> • adjustment of stock in cost sheet, • items to be excluded from cost sheet, • Exercises on cost sheet 	2+2	Problem solving
	4	4	Cost Sheet and CARR 4.3Tender, 4.4Quotation,	4	Lectures
December 2020	1	4	Cost Sheet and CARR 4.5Preparation of estimated cost sheet, Exercises on Estimated Cost sheet 4.6 CARR	4	Problem solving
	2	4	Cost Sheet and CARR 4.5Preparation of estimated cost sheet, Exercises on Estimated Cost sheet 4.6 CARR	2	Problem solving



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Teaching Plan 20-21

NAME OF THE TEACHER: Dr. Yogini Chiplunkar & Shekhar Paranjape

DEPARTMENT: Accountancy

Class: SY B.Com

Subject: Corporate Accounting

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	Teaching Methodology/ Aids/Material
SEMESTER 3 – 23rd September 2020 to 24th December 2020					
September 2020	4	Company Final Accounts	Introduction to schedule VI, Objectives of vertical format Introduction to statement of P& L		
	1		Illustrations on Preparation of P & L		
	2		Illustrations on Preparation of P & L Introduction to format of B/S		Class test

	3	Issue of Shares	Illustrations on B/S preparation Full questions on company final accounts		
	4	Issue of shares	Full questions on company final accounts	24 lectures	PPT, Class discussion, Question & Answers , Work Book, Notes Surprise tests, Case studies, study of annual reports
	5		Full questions on company final accounts		
November 2020	1	Accounting Standards	Introduction A s4, 29,5,		
	2	Accounting Standards	AS 9,10, 16,	8 lectures	PPT, Class discussion, Question & Answers , Work Book, Notes Surprise tests,

					Case studies, study of annual reports
	3	Issue of shares	Introduction to share capital, types of shares, classes of share		
			capital , procedure of issue, intro to book building process		
	4		Illustrations on forfeiture and re-issue		
December 2020	1		Issue and redemption of preference shares Illustrations and theory		
	2		Issue and redemption of preference shares Illustrations		
	3		Redemption of debentures		
	4		Redemption of debentures	20 lectures	Class discussion, Question & Answers , Work Book, Notes Surprise tests,
January 2021					

	2	Sem end examination			
	3				



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NAME OF THE TEACHER: Dr. Yogini Chiplunkar/ Shekhar Paranjape

DEPARTMENT: Accountancy

Class:- SY. B.Com

Subject: Corporate Accounting II

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	Teaching Methodology
SEMESTER 4 - 12th –February 2021 to May 2021					
February 2021	3	Liquidation	Meaning, Consequences and modes	16 lectures	PPT, Class discussion, Question & Answers, Work Book, Notes, Surprise tests,

	4	Liquidation	Order of repayment, Duties and responsibilities of liquidator, Liquidator's final statement of account		
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March 2021	1	Liquidation	Illustrations on liquidation		
	2	Liquidation	Illustrations on liquidation		
	3	Investment Accounting	Meaning, ex interest, cum interest, FIFO method, illustrations	8 lectures	PPT, Class discussion, Question & Answers, Work Book, Notes Surprise tests,
April -2021	4		Illustrations on investment accounting		
	5	Banking Company Final Accounts	Rebate on bill discounted, Format for preparing final accounts		
	1	Banking Company Final Accounts	Illustrations on Banking Company Final Accounts		
	2	Banking Company Final Accounts	Illustrations on Banking Company Final Accounts		
	3		Illustrations on Banking Company Final Accounts		
	4	VAT Accounting	Introduction, legal background, Difference between direct and indirect taxes,		

	5		illustrations on VAT accounting	8 lectures	PPT, Class discussion, Question & Answers ,
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					Work Book, notes Surprise tests, Study of annual reports
MAY-2021	1	Revision	Practice illustrations		
	2				
	3	Semester end exam			
	4				
	5				



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE
(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Mrs. Nalini Sapkal

DEPARTMENT: Economics and Banking.

Class: S.Y.B.COM. Division: C (Academic Year 2020-21)

Subject: Introduction to Financial Institutions in India-spl-2

Banking Special Paper-2

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	<i>list the teaching pedagogy, student centric methods, such as experiential learning, participative learning and problem solving methodologies used by you for enhancing learning experiences</i>
SEMESTER -3 – 21st September to 31 December 2020					
September 2020	1				

October 2019	1		2.3 Leasing: Meaning and features. 2.4. Introduction to equipment leasing: Types of Leases, 2.5. Evolution of Indian Leasing Industry.		
	2	3. Non-Banking Financial Companies (NBFCs)	2.6. Hire purchase: concept and characteristics of Hire purchase. 2.7. Difference between hire purchase and leasing 3.1. Meaning and Types of NBFCs 3.2. Distinguish between Banks	12 LECTURES	Lecture method, PPT, Videos and class discussion

			and NBFCs		
	3		3.3. Microfinance 3.4. Role of NBFCs in the Economy 3.5. Problems of NBFC		

November 2020	4		<p>3.6. Measures for supervision over NBFCs</p> <p>3.7. Revised Regulatory framework for NBFCs</p>	12 LECTURES.	Lecture method, PPT, Videos and class discussion
	5	4. Mutual Funds in India	<p>4.1 Meaning, Definitions of Mutual Funds</p> <p>4.2. Types of Mutual Funds, and the process of computation of net asset value. (NAV)</p>		
	1		CONTINUATION OF 4.2. Types of Mutual Funds, and the process of computation of net asset value. (NAV)		

			4.3 Mutual Funds in India till 1991. .		
	2		4.4 Recent Developments in Mutual Funds 4.5. case studies		

November 2020	3	5. Development Banks in India	5.1 Meaning, Structure and Functions of Development Banks.	10 LECTURES.	Lecture method, PPT, Videos and class discussion
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	4 MCQ's	Revision &Mid Term Exams			
	1	Mid- Term Exams			
	2		<p>5.2. Developments banks in India before liberalization.</p> <p>5.3. Developments banks in India after liberalization.</p>		

December 2020					
	3	UNIT-6 Insurance Institutions in India.	5.4. Case Studies. 6.1. Life Insurance in India- structure, features and types of products. Recent developments and companies in the market.	10 LECTURES	Lecture method, PPT, Videos and class discussion

	4		6.2. GIC and its Subsidiaries- structure, features and types of products. Recent developments and companies in the market.		
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	5		6.3 Reinsurance 6.4. Role of IRDA in the Insurance Sector. 6.5. Case Studies.		
January 2021	1		Semester End Exams		



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE
(AN AUTONOMOUS COLLEGE UNDER SAVITRIBAI PHULE PUNE UNIVERSITY)

NAME OF THE TEACHER: Mrs. Nalini Sapkal

DEPARTMENT: ECONOMICS AND BANKING

Class: S.Y.B.COM. Division: C

Subject: FINANCIAL MARKETS. Banking Spl paper-4

MONTH	WEEK	Unit No. and Name	Topic / Contents	No of Lectures approved by Board of Studies	Teaching Methodology
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SEMESTER IV – February 2021 to 2nd May 2021

		2	Exams			
		3	Vacation			
		4	Vacation			

February 2021		5				
		1	Unit-1. Financial Markets in India.	1.1. Meaning and Characteristics of Financial Markets. 1.2. Types, Structure and Functions of Financial Markets. 1.3. Role of financial Market in Economic development.	4 lectures	Lecture method to explain the basic concepts, PPT,Videos, Group discussions understanding student views.
		2	Unit-2. Money Markets	2.1. Introduction, Meaning, Structure and Characteristics of the Indian Money Market. 2.2. Functions and Significance of Money Markets.	10 lectures	Lecture method to explain the basic concepts, PPT, Videos, Group discussions understanding student views.

		3		<p>2.3. Institutions in the Money Market.</p> <p>2.4. Instruments in the Indian Money Market</p>		
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		4	<p>3. Capital Markets</p>	<p>2.5.Role of RBI to develop the Money Market.</p> <p>3.1. Introduction, Meaning, functions and significance of Capital Markets</p>	<p>12 lectures.</p>	<p>Lecture method to explain the basic concepts, PPT,Videos,</p> <p>Group discussions understanding student views.</p>
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	March 2021	1		<p>3.2. Structure and characteristics of the Indian Capital Markets.</p> <p>3.3. Instruments in the Indian Capital Market- Products, Operations and Practice</p>		
	March 2021	2		<p>3.4. Institutions in the Indian Capital Market.</p> <p>3.5. Role of SEBI in the Capital Market.</p>		

March 2021		3	Unit-4 Stock Exchanges in India.	4.1. Stock Exchanges in India.-. Bombay Stock Exchange, National Stock Exchange.	16 lectures	Lecture method to explain the basic concepts, PPT,Videos, Group discussions understanding student views.
		4		4.2. Calculation of Sensex and Nifty		
	March 2021	5		4.3. Screen Based Trading –Spot, Derivatives, Futures and Options.		

	April 2021	1		4.4. Role of SEBI and stock exchanges in investor protection; Investor grievances and their redressal system, insider trading, investors' awareness and activism. 4.5. Case Studies		
		2	Unit-5 Foreign Exchange Markets.	5.1. Foreign Exchange Markets: Meaning, Structure and Participant	12 lectures	Lecture method to explain the basic concepts, PPT, Videos, Group discussions understanding student views.

		3		5.2. Types of Risk in Foreign Exchange Market 5.3. Regulations in Foreign Exchange Market-FEMA		
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	April 2021	4		5.4 Role of RBI in Foreign Exchange Markets. 5.5. Case Studies		.
		5		Revision assignments.		

	May 2021	1	Revision			
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