

**Mahatma Night Degree College of Arts and Commerce, Chembur,
Mumbai 400 071**

WORK FROM HOME

Teaching Plan for semester III, V, VI Academic Year 2020-21

T.Y.B.Com Semester VI – Subject Name: MHRM –Human Resource Management

REVISION SESSIONS

18 sessions/periods of 2 hours each beginning from 12st May 2020 to 31st August 2020

Objective: Revision and solving of previous years question papers

Session No.	Units Planned
1	13-05-2020 What is Strategic Human Resource Management? Distinguish between Traditional Human Resource Management and Strategic Human Resource Management. (session taken)
2	What is Job Analysis and Job Design?
3	What is Recruitment? Explain techniques of e-selection
4	What is HRD? Explain functions of HRD
5	Define Performance Appraisal. Explain methods of performance appraisal
6	What is career planning? Explain its importance.
7	Discuss Vroom's Expectancy Theory. Discuss Daniel Pink's theory of motivation.
8	What is employee morale? Explain the factors influencing employee morale.
9	Explain transactional and transformational leadership.
10	What is employee grievance? Discuss the procedure for redressal of employees' grievances.
11	What is competency? Explain its types.
12	What is employee engagement? Discuss its types.
13	Write a note on employee absenteeism.

14	Sources of recruitment, Counselling techniques
15	Millennial (Gen Y) Competency mapping Employee , Welfare measures
16	Sexual Harassment at Work Place, Work-life Balance
17	Discussing previous years question papers
18	Discussing previous years question papers

Assoc. Prof. Dr. Lata Krishnan

Principal Dr. Padma Rangan

T.Y.B.Com Semester VI – Subject Name: P&SK Store Keeping

REVISION SESSIONS

18 sessions/periods of 2 hours each beginning from 12st May 2020 to 31st August 2020

Objective: Revision and solving of previous years question papers

Session No.	Units Planned
1	What is storekeeping? Explain its functions of storekeeping
2	What is material handling? Explain its objectives and principles.
3	Explain the principles and types of store layout.
4	Distinguish between a bin card and a stores ledger
5	What is Lead Time?
6	Explain types of stock level
7	What is ABC analysis? Explain the steps and advantages of ABC analysis.

8	Explain the advantages and disadvantages of perpetual and periodical inventory control system
9	What is Logistics? Explain the importance and challenges of logistics.
10	What is EOQ? Explain its importance
11	What is value analysis? Explain its importance
12	Responsibilities of a storekeeper, Stock taking
13	Perpetual inventory system, FIFO
14	Centralized store, Role of IT in logistics
15	
16	Quiz – For objective type questions
17	Discussing Previous years question papers
18	Discussing Previous years question papers

Assoc. Prof. Dr. Lata Krishnan

Principal Dr. Padma Rangan

T.Y.B.Com Semester V – Subject Name: MHRM -Marketing

16 sessions/periods of 2 hours each beginning from 21st May 2020 to 31st August 2020

Objective: To complete 50% of the syllabus

Session No.	Units Planned
1	<u>Unit 1: Introduction to Marketing:</u> Features, Importance
2	Functions of Marketing
3	Evolution of Marketing concept
4	Strategic Marketing Management, distinguish between Traditional Marketing Management and Strategic Marketing Management.
5	Recent Trends in Marketing- CRM- Meaning and techniques
6	Social Marketing – Meaning, significance, concept of Green Marketing
7	Digital Marketing – Meaning, forms (internet marketing, social media marketing, viral marketing, Tele marketing, Mobile Marketing)
8	Event Marketing – meaning steps,
9	Emerging Ethical Issues in Marketing – Importance of ethics in marketing
10	Challenges before a marketing manager in a changing business environment
11	<u>Unit 2: MIS Marketing Information System, Consumer Behaviour, Market Segmentation:</u> MIS – meaning, features, components, essentials of a good MIS
12	Marketing Research – Meaning, features, Process
13	Consumer Behaviour: Meaning, factors affecting consumer behaviour
14	Buying Decision Process, Market Segmentation-Meaning, Importance
15	Bases of Market Segmentation – Niche Marketing
16	Product Positioning – Meaning, importance, positioning strategies

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Principal Dr. Padma Rangan

T.Y.B.Com Semester V – Subject Name: P&SK Purchasing

16 sessions/periods of 2 hours each beginning from 21st May 2020 to 31st August 2020

Objective: To complete 50% of the syllabus

Session No.	Units Planned
1	<u>Unit 1: Materials Management:</u> Definition, meaning, importance
2	Essentials of Materials Management
3	Scope of Materials Management
4	Objectives of Materials Management, Functions
5	Benefits of Materials Management, MRP Material Requirement Planning, meaning
6	MRP –need, factors affecting MRP,
7	Materials Budget – Factors and procedures, E-Materials Management, Computer applications and operations, uses and advantages
8	Classes of Materials / Types of Material – Raw materials, parts, WIP, inventories, finished goods, tools, equipments
9	<u>Unit 2: Scientific Purchasing:</u> Types of Buyers, Consumers, Personality Traits - Qualities and Qualifications for purchase executives,
10	Organization of Purchase Department- functions, Objectives of Scientific Purchasing
11	Purchasing Principles, importance of purchasing
12	Co-ordination of Purchase Department with other departments
13	Purchase Policy – Speculation buying v/s Conservative buying, Concentrated buying v/s Diversified buying,
14	Reciprocal buying policies: Purchase methods and classification
15	Market Purchasing, Contract Purchasing, Centralized and Decentralized Purchasing
16	Speculation and Hedging, Forward Purchasing, Group Purchasing, Job lot purchasing through commission agent, Purchase through quotas

Assoc. Prof. Dr. Lata Krishnan

Principal Dr. Padma Rangan

S.Y.B.Com Semester III – Subject Name: Advertising I

16 sessions/periods of 2 hours each beginning from 21st May 2020 to 31st August 2020

Objective: To complete 50% of the syllabus

Session No.	Units Planned
1	<u>Unit 1-Introduction to Advertising</u> Integrated Marketing Communication: (IMC) – Concept, Features,
2	Elements, Role of Advertising in IMC
3	Advertising: Concept, Features, Evolution of Advertising,
4	Active Participants Benefits of advertising to Business firms and consumers,
5	Classification of advertising: Geographic
6	Classification of Advertising: Media,
7	Classification of Advertising Target audience and Functions
8	<u>Unit 2-Advertising Agency</u> Ad Agency: Features, Structure and services offered,
9	Types of Advertising agencies,
10	Agency selection
11	Agency and Client: Maintaining agency client relationships, Reasons and ways of avoiding client turnover
12	Creative Pitch
13	Agency Compensation
14	Careers in Advertising: Skills required for a career in advertising, various career options,
15	Free lancing career options, - Graphics, Animation
16	Modeling, Dubbing

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