

SAMPLE COPY

Renita

### PATUCK-GALA COLLEGE OF COMMERCE & MANAGEMENT

Patuck Campus, 100 Nehru Road, Rustomba Patuck Marg, Vakola Bridge, Santacruz (E), Mumbai - 400 055

(Affiliated to University of Mumbai)

Re - accredited with B + + Grade by NAAC (2.77 CGPA)

# Teaching Plan

## A.Y. 2019 – 20

Name of the Faculty: Mrs. Renita Vazirani

Total Workload: \_\_\_\_\_ (I Term) 17+2 (II Term)

#### Time Table (I Term)

A.M.	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
7.15 – 8.05						
8.05 – 8.55						
8.55 – 9.45						
10.05 – 10.55						
10.55 – 11.45						

#### Time Table (II Term)

A.M.	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
7.15 – 8.05	TYBMS	TYBMS	TYBBZ	FY / C	SYBMS / BBZ	SYBMS / BBZ
8.05 – 8.55		SYBMS	FY / B	TYBBZ		
8.55 – 9.45		TYBBZ	SYBMS	TYBMS	TYBMS	
10.05 – 10.55	TYBBZ	APM		mentary	FY / A	SYBMS
10.55 – 11.45	SYBMS					

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## TEACHING PLAN

Class: SYBMS

Semester: IV

Subject: Integrated Mktg: Comm: (IMC) Total No. of Lectures: 60

WEEK	DETAILED SESSION OUTLINE:	NO. OF LECTURES REQUIRED
1	<ul style="list-style-type: none"> <li>• Meaning - features of IMC.</li> <li>• Evolution of IMC.</li> <li>• Reasons for growth of IMC.</li> <li>• Promotional Tools for IMC.</li> </ul>	4
2	<ul style="list-style-type: none"> <li>• IMC Planning Process</li> <li>• Role of IMC in Mktg.</li> <li>• Communication Process.</li> <li>• Traditional and alternative Response Hierarchy Models</li> </ul>	4
3	<ul style="list-style-type: none"> <li>• Class Activity</li> <li>• Establishing Objectives and Budgeting.</li> <li>• Determining Promotional Objectives.</li> <li>• Sales vs Communication Objectives.</li> </ul>	4
4	<ul style="list-style-type: none"> <li>• DAGMAR.</li> <li>• Problems in setting objectives.</li> <li>• Setting Objectives for IMC Program.</li> <li>• Features and role of Advertising in IMC.</li> </ul>	4
5	<ul style="list-style-type: none"> <li>• Types of Advertising</li> <li>• Types of Media Used for Advertising.</li> <li>• Scope of Sales Promotions.</li> <li>• Role of Sales Promotions as IMC-Tool.</li> </ul>	4
6	<ul style="list-style-type: none"> <li>• Reasons for growth of IMC.</li> <li>• Advantages - Disadvantages of Sales Promo.</li> <li>• Types of Sales Promotion</li> <li>• Objectives of Consumer and Trade Promotions.</li> </ul>	4
7	<ul style="list-style-type: none"> <li>• Strategies of Consumer Promotion.</li> <li>• Strategies of Trade Promotion.</li> <li>• Sales Promotion Campaign.</li> <li>• Evaluation of Sales Promotion Campaign</li> </ul>	<del>4</del>

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WEEK	DETAILED SESSION OUTLINE:	NO. OF LECTURES REQUIRED
8	<ul style="list-style-type: none"> <li>• Role of D.M in IMC - Objectives / Components</li> <li>• Tools of D.M.</li> <li>• Evaluation of D.M.</li> <li>• Class Activity</li> </ul>	4
9	<ul style="list-style-type: none"> <li>• Role of P.R in IMC.</li> <li>• Advts: &amp; Disadvts of P.R.</li> <li>• Types of PR.</li> <li>• Tools of PR.</li> </ul>	4
10	<ul style="list-style-type: none"> <li>• Managing PR.</li> <li>• " " "</li> <li>• Sponsorship - features &amp; Essentials of good spons.</li> <li>• Event Sponscrpt / Cause Sponsorship</li> </ul>	4
11	<ul style="list-style-type: none"> <li>• Class Activity.</li> <li>• features &amp; Role of P.S in IMC.</li> <li>• Advts: &amp; Disadvts of P.S.</li> <li>• Selling Process</li> </ul>	4
12	<ul style="list-style-type: none"> <li>• Importance of P.S.</li> <li>• Class Activity / Test.</li> <li>• Evaluation Process of IMC</li> <li>• " " "</li> </ul>	4
13	<ul style="list-style-type: none"> <li>• Advertising Tracking Research.</li> <li>• Copy Testing</li> <li>• " " "</li> <li>• Sales and Response rate</li> </ul>	4
14	<ul style="list-style-type: none"> <li>• " " "</li> <li>• Test Mktg:</li> <li>• Tools used for Test Mktg:</li> <li>• Class Activity</li> </ul>	4
15	<ul style="list-style-type: none"> <li>• Ethics &amp; Mktg: Commn.</li> <li>• " " "</li> <li>• Discussion of Paper (last 2 yrs)</li> <li>• Class Test</li> </ul>	3+1

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## EXECUTION OF TEACHING PLAN

Class: S.Y. BMS

Semester: IV

Subject: IMC

Total No. of Lectures: \_\_\_\_\_

Sr. No	DATE	PERIOD NO.	TOPICS COVERED	METHODOL OGY	SIGN	REMA RK
1	16/11	2	Meaning - features of IMC.	Flowchart	[Signature]	
2	18/11	2	Evolution of IMC.	- " -	[Signature]	
3	19/11	2	Reasons for Growth of IMC.	- " -	[Signature]	
4	20/11	3	Class Activity → Branding Exercise.		[Signature]	
5	23/11	4	Promotional Tools for IMC.	Industry Expts.	[Signature]	
6	25/11	1	IMC Planning Process	Flowchart	[Signature]	
7	26/11	2	Role of IMC in Marketing	- " -	[Signature]	
8	27/11	3	Communication Process.	Comm. Game / f.c	[Signature]	
9	2/12	3	Traditional and Alternative Response Hierarchy Model.	Diagram	[Signature]	
10	4/12	3	Establishing Objectives & Budgeting.	Bluch-board.	[Signature]	
11	10/12	2	Determining Promotional Objectives	- " -	[Signature]	
12	11/12	3	Sales v/s Comm <sup>n</sup> . Objectives	- " -	[Signature]	PR / 11/12
13	17/12	3	<del>Revision</del> DAGMAR.	- " -	[Signature]	
14	18/12	3	Revision.	- " -	[Signature]	
15	23/12	4	Problems in setting objectives	- " -	[Signature]	
16	3/1	1	setting objectives for IMC Prog.	- " -	[Signature]	
17	7/1	2	Feedback & Role of Advtg in IMC.	- " -	[Signature]	
18	8/1	3	Types of Advtg.	- " -	[Signature]	
19	14/1	2	Types of Media in Advtg.	- " -	[Signature]	
20	15/1	3	Scope & Role of Advtg. in IMC.	- " -	[Signature]	
21	20/1	3	Reasons for Growth of IMC.	- " -	[Signature]	
22	28/1	2	Types of S.P → Advtg. & Disadvtg.	- " -	[Signature]	
23	1/2	4	Strategies of Cons. Protection.	- " -	[Signature]	

24	3/2	5	Sales Promotion Campaigns	Blackboard	
25	4/2	2	Evaluation of S.P Campaigns	- " -	
26	5/2	3	Tools of D.M → Role of DM in IMC	- " -	
27	8/2	2	Evaluation of D.M.	- " -	
28	10/2	5	Role of P.R. in IMC	- " -	
29	11/2	2	Types and Tools of P.R.	- " -	
30	12/2	3	Managing PR.	- " -	
31	15/2	3	Sponsorship	- " -	
32	22/2	3	features & Role of P.S in IMC.	- " -	
33	24/2	2	Advtg. & Disadvts of P.S	- " -	
34	25/2	2	Class Activity	Role Play	
35	26/2	3	Selling Process	- " -	
36	27/2	3	Analysis of Advtg → Youtube advts:		
37	29/2	4	Evaluation Process of IMC	- " -	
38	2/3	3	Advtg: Tracking Research	- " -	
39	3/3	3	Sales & Response Rate	- " -	
40	4/3	3	Test Mktg → Tools.	- " -	
41	5/3	3	Ethics in Mktg: Communication	- " -	Syllabus Completed
42			Paper Pattern Discussion	- " -	
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### DETAILS OF CIE - CLASS TESTS / PROJECT / ASSIGNMENT

SR. NO.	TOPICS	MODE OF CONDUCT OF EXAM	EXAM DATE	NO. OF STUDENTS
1	Chpt 1 - (Rishabh)	written Test.	29/1/20	49.
1.	Chpt 6 (Rishabh)	written Test.	6/3/20	49

### DETAILS OF INNOVATIVE PRACTICES IN TEACHING

SR. NO.	TOPICS	ACTIVITY	DATE
1.	End of the lecture	Quiz	-
2.	ET Panache reading		-
3.	Youtube videos to get missing links		27/2
4.	Role Play.		25/2

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## TEACHING PLAN

Class: SYBMS/SYBBI.

Semester: IV

Subject: Managerial Economics / MicroEcon-omics Total No. of Lectures: 40

WEEK	DETAILED SESSION OUTLINE:	NO. OF LECTURES REQUIRED
1	<ul style="list-style-type: none"> <li>• Scope of Macroeconomics</li> <li>• Importance of Macroeconomics</li> <li>• Circular flow in a closed Economy.</li> <li>• Two sector flow without savings.</li> </ul>	4
2	<ul style="list-style-type: none"> <li>• Two sector flow with savings</li> <li>• Three sector circular flow</li> <li>• Circular flow in four sector Economy.</li> <li>• Importance of circular flow of <math>Y</math>.</li> </ul>	4
3	<ul style="list-style-type: none"> <li>• Concepts of National Income.</li> <li>• Estimation of National Income.</li> <li>• Green National Income.</li> <li>• Relationship between <math>N \cdot Y</math> and welfare.</li> </ul>	4
4	<ul style="list-style-type: none"> <li>• Features of Trade cycle.</li> <li>• Phases of Trade cycle.</li> <li>• Effective DD / Aggregate DD.</li> <li>• Determinants of Effective DD.</li> </ul>	4
5	<ul style="list-style-type: none"> <li>• Determinants of Aggregate DD.</li> <li>• Consumption function.</li> <li>• Average Propensity to Consume.</li> <li>• Saving function / Assumption of Keynes's Cons: function.</li> </ul>	4
6	<ul style="list-style-type: none"> <li>• factors affecting consumption function.</li> <li>• Implications of Keynes consumption function.</li> <li>• Investment function / MEC.</li> <li>• Determination of Equi: level of Invest: by MEC &amp; <math>R_I</math></li> </ul>	4
7	<ul style="list-style-type: none"> <li>• Multiplier / Working of the Multiplier.</li> <li>• Assumptions / Limitations of the Multiplier.</li> <li>• Leakages in the working of the multiplier.</li> <li>• Constituents of Money Supply</li> </ul>	4

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WEEK	DETAILED SESSION OUTLINE:	NO. OF LECTURES REQUIRED
8	<ul style="list-style-type: none"> <li>• Determinants of Money Supply</li> <li>• Velocity of Circulation of Money</li> <li>• Classical Approach to Demand for Money.</li> <li>• Keynesian Approach.</li> </ul>	4
9	<ul style="list-style-type: none"> <li>• Liquidity Trap</li> <li>• Keynes Liquidity Preference Theory of Interest</li> <li>• Classical Cash Transactions Approach.</li> <li>• Neo Classical Cash Balances Approach.</li> </ul>	4
10	<ul style="list-style-type: none"> <li>• Causes of Inflation</li> <li>• Effects of Inflation</li> <li>• Objectives of Monetary Policy.</li> <li>• Instruments of Monetary Policy.</li> </ul>	4
11		
12		
13	<p>P.S: Subject was shared - 2 Modules were to be taken - hence 2 lectures. Planning was to be done in a week.</p> <p><i>Ray</i></p>	
14		
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## EXECUTION OF TEACHING PLAN

Class: SYBMS/SYBB1

Semester: IV

Subject: Managerial Economics/Macro Economics Total No. of Lectures: \_\_\_\_\_

Sr. No	DATE	PERIOD NO.	TOPICS COVERED	METHODOL OGY	SIGN	REMA RK
1	15/11	1	Scope of Macroeconomics	Black-board.		
2	16/11	1	Importance of Macroeconomics	- " -		
3	22/11	1	Circular flow of Y $\rightarrow$ closed Economy	Diagram		
4	23/11	1	Two sector flow without savings	- " -		
5	29/11	1	Three sector Circular flow	- " -		
6	30/11	1	Four sector Circular flow	- " -		
7	6/12	1	Importance/significance of Circular flow of Y	Black-board.		
8	11/12	2	Concepts of National Income.	- " -		
9	13/12	1	Concepts of National Income.	- " -		
10	21/12	1	- " -	- " -		PR 16/12
11	4/1	1	Estimation of M.Y. / Green M.Y	- " -		
12	6/1	3	Features/Phases of Trade cycle diagram			
13	16/1	2	Aggregate DD $\rightarrow$ Determinants			
14	18/1	1	Savings function			
15	21/1	3	Factors affecting savings function			
16	24/1	1	Investment Function / MEC.			
17	25/1	1	Working of the Money Multiplier			
18	31/1	1	Leakages/Assump/limitations of Money Multi:			
19	1/2	1	Constituents of Money Supply.			
20	3/2	3	Determinants of Money supply			
21	8/2	1	Velocity of Circulation of Money			
22	13/2	1	Classical & Keynesian $\rightarrow$ DD for Money			
23	14/2	1	Liquidity Trap			

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24	22/2	1	Keynes Liquidity Preference Theory of Int.		
25	28/2	1	Classical / Neo-Classical Cash Bal. App.		
26	29/2	1	Causes of Inflation		
27	6/3	1	Effects of Inf: / Obj: of Monetary Policy		
28	7/3	1	Instuments of Mon: Policy		
29			Paper Discussion		
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Syllabus Completed  
 Key  
 PR  
 13/3



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### DETAILS OF CIE - CLASS TESTS / PROJECT / ASSIGNMENT

SR. NO.	TOPICS	MODE OF CONDUCT OF EXAM	EXAM DATE	NO. OF STUDENTS
1.	Chpt 1 (Manan)	Written Test	29/1/20	SYBMS-49
2.	Chpt 15 (Manan)	Written Test	9/3/20	SYBMS-49

### DETAILS OF INNOVATIVE PRACTICES IN TEACHING

SR. NO.	TOPICS	ACTIVITY	DATE
1	End of lecture Ques	Dodging Qs.	Every lecture
2.	ET Newspaper reading	" Discussion of Monetary Policy Implementation • Budget Highlights	

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## TEACHING PLAN

Class: TYBMS

Semester: VI

Subject: International Marketing

Total No. of Lectures: \_\_\_\_\_

WEEK	DETAILED SESSION OUTLINE:	NO. OF LECTURES REQUIRED
1	<ul style="list-style-type: none"> <li>• features of IM.</li> <li>• Drivers of IM.</li> <li>• Process of IM.</li> <li>• Phases of IM.</li> </ul>	4
2	<ul style="list-style-type: none"> <li>• Benefits of IM.</li> <li>• Challenges of IM / differences between DM &amp; IM.</li> <li>• Orientations of IM.</li> <li>• Entering Intl: Mkts: - Modes.</li> </ul>	4
3	<ul style="list-style-type: none"> <li>• Entering Intl: Mkts - modes</li> <li>• Barrier to Trade.</li> <li>• Trading Blocs.</li> <li>• PESTLE Analysis.</li> </ul>	4
4	<ul style="list-style-type: none"> <li>• PESTLE Analysis.</li> <li>• HOFSTEDE'S Six Dimensions of Culture.</li> <li>• Need and Process of IM Research Process.</li> <li>• IT in Marketing Research.</li> </ul>	4
5	<ul style="list-style-type: none"> <li>• International Marketing Mix.</li> <li>• International Product life cycle.</li> <li>• Intl: Mkt: Segmentation and Targeting.</li> </ul>	4
6	<ul style="list-style-type: none"> <li>• Packaging</li> <li>• Role of IIP.</li> <li>• Labeling and Packaging.</li> </ul>	4
7	<ul style="list-style-type: none"> <li>• Branding Decisions in IM.</li> <li>• BCG Matrix for Competitive Differentiation</li> <li>• International Product Positioning</li> <li>• International Pricing Decisions</li> </ul>	4

WEEK	DETAILED SESSION OUTLINE:	NO. OF LECTURES REQUIRED
8	<ul style="list-style-type: none"> <li>• Pricing and Non-Price Objectives.</li> <li>• Factors Affecting International Pricing</li> <li>• International Pricing Methods</li> <li>• Issues in International Pricing</li> </ul>	4.
9	<ul style="list-style-type: none"> <li>• Class Activity</li> <li>• International Distribution Decision-Channels</li> <li>• ——— " ———</li> <li>• Types of Channels.</li> </ul>	4.
10	<ul style="list-style-type: none"> <li>• Factors Influencing Selection of Distribution Channels</li> <li>• Planning International Promotional Campaigns</li> <li>• ——— " ———</li> <li>• ——— " ———</li> </ul>	4.
11	<ul style="list-style-type: none"> <li>• Standardization Vs Adaptation Promo. Strategies</li> <li>• International Promotional Tools</li> <li>• Preparing International Marketing Plan.</li> <li>• International Organizational Design.</li> </ul>	4.
12	<ul style="list-style-type: none"> <li>• Controlling International Mktg. Operations</li> <li>• Class Activity.</li> <li>• Devising International Marketing Plan.</li> <li>• Need for International Strategies</li> </ul>	4.
13	<ul style="list-style-type: none"> <li>• Types of International Strategies</li> <li>• Features of International Service Marketing</li> <li>• Need for Intl. Service Marketing</li> <li>• Drivers of Global Service Marketing</li> </ul>	4.
14	<ul style="list-style-type: none"> <li>• Advts. &amp; Disadvts of Global Service Mktg.</li> <li>• Discussion of last year Paper.</li> <li>• Service Culture.</li> <li>• Building Blocks of Service Culture.</li> </ul>	4.
15		

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# M.S. EXECUTION OF TEACHING PLAN

Class: T.Y.B. Com. (B & I)

Semester: VI

Subject: Mktg. in Bkg. & Ints. International Marketing

Total No. of Lectures: \_\_\_\_\_

SR. NO	DATE	PERIOD NO.	TOPICS COVERED	METHODOL OGY	SIGN	REMA RK
1	2/12	1	Revision of Mktg. Concepts.			
2	3/12	1	Features of IM.			
3	6/12	3	Drivers of IM.			
4	10/12	1	Process of IM.			
5	12/12	3	Phases of IM.			
6	16/12	1	Benefits of IM.			
7	17/12	1	Challenges of IM / Diff. between DM & IM.			
8	17/12	4	Academic Performance Meet.			
9	19/12	3	Orientations of IM.			
10	20/12	3	Entering Intl. Mkts.			
11	21/12	2	— " —			
12	23/12	1	# — " —			
13	23/12	3	Default Meet / Barriers to Trade.			
14	3/1	3	Trading Blocs.			
15	6/1	1	PESTLE Analysis			
16	7/1	1	HOFSTEDE'S 6 Dimensions of Culture			
17	9/1	3	IM Res: Process			
18	10/1	3	IT in Mktg: Res.			
19	13/1	1	Intl: Mktg. Min.			
20	14/1	1	Intl: PLC			
21	18/1	2	Intl: Mkt: Segmentation & Targeting.			
22	20/1	1	Packaging / Role of IIP			
23	21/1	1	Labeling & Packaging			

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24	23/1	3.	Brandiy Decissions / BCG Matrix			
25	24/1	3	Project with Guidance.			
26	27/1	1	Intl: Product Positioning			
27	28/1	1	Intl: Pricing Decissions / Methods.			
28	30/1	3.	factors Affecting / Issues in Intl: Pricing			
29	31/1	2.	Distin <sup>n</sup> channels in IM.			
30	1/2	3	Types of Channels in IM			
31	4/2	1	Planning Intl: Promotional Campaigns			
32	6/2	1	Prod: Standardization Vs Adaptation			
33	6/2	3.	Intl: Promo. Tools			
34	10/2	1	Intl: Mktg. Planning			
35	11/2	1	Controlling Intl: Mktg. Operations			
36	14/2	3.	Designing Intl: Mktg. Plan.			
37	17/2	1	Need for Intl: Strategies			
38	20/2	3.	Types of Intl: Strategies			
39	2/3	1	features of Intl: service Mktg.			
40	3/3	2.	Need for Intl: service Mktg.			
41	6/3	3.	Drivers of Global ser. Mktg.			
42			Paper Dismissed			
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### DETAILS OF CIE - CLASS TESTS / PROJECT / ASSIGNMENT

SR. NO.	TOPICS	MODE OF CONDUCT OF EXAM	EXAM DATE	NO. OF STUDENTS
1.	chp1 - (Rishabh)	written Test.	28/1/20	43
2.	chpt: 7 - (Rishabh)	written Test	7/3/20	43.

### DETAILS OF INNOVATIVE PRACTICES IN TEACHING

SR. NO.	TOPICS	ACTIVITY	DATE
1.	End of lecture Quiz	Qs. → Randomly picky students	Every lecture taken

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## TEACHING PLAN

Class: T.Y.B.Com (B&I)

Semester: VI

Subject: Mktg. in Bkg. & Ins.

Total No. of Lectures: \_\_\_\_\_

WEEK	DETAILED SESSION OUTLINE:	NO. OF LECTURES REQUIRED
1	<ul style="list-style-type: none"> <li>• Introduction to Mktg.</li> <li>• "Marketing" functions</li> <li>• Importance of Mktg.</li> </ul>	4.
2	<ul style="list-style-type: none"> <li>• features of Mktg.</li> <li>• Evolution of Mktg: concept.</li> <li>• ——— " ———</li> <li>• Opportunities in Mktg.</li> </ul>	4.
3	<ul style="list-style-type: none"> <li>• Mktg: Mix.</li> <li>• Mktg: Segmentation</li> <li>• Channels of Marketing.</li> <li>• Mktg: of Bkg. &amp; Insurance Products.</li> </ul>	4.
4	<ul style="list-style-type: none"> <li>• Mktg: Research.</li> <li>• Mktg: Research &amp; Process.</li> <li>• Class Activity.</li> <li>• Intro. of Service Industry.</li> </ul>	4.
5	<ul style="list-style-type: none"> <li>• Mktg: Strategies for service sector.</li> <li>• Characteristics of service Mktg.</li> <li>• Importance of service Mktg.</li> <li>• Transformation in Mktg: Practices.</li> </ul>	4.
6	<ul style="list-style-type: none"> <li>• 7Ps of Mktg: Mix.</li> <li>• Importance of CRM in Mktg: of fin: services.</li> <li>• Developing a service Mix for Insurance Business.</li> <li>• ——— " ———</li> </ul>	4.
7	<ul style="list-style-type: none"> <li>• Intro: to Consumer Behaviour.</li> <li>• ——— " ———</li> <li>• Consumer Buyer Behaviour.</li> <li>• ——— " ———</li> </ul>	4.

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WEEK	DETAILED SESSION OUTLINE:	NO. OF LECTURES REQUIRED
8	<ul style="list-style-type: none"> <li>• Consumer Buying (Decision) Process</li> <li>• Changing Consumer Behaviour.</li> <li>• Porter's Five Force Analysis</li> <li>• — " —</li> </ul>	
9	<ul style="list-style-type: none"> <li>• Communications and Consumer Behaviour.</li> <li>• — " —</li> <li>• — " —</li> <li>• features of R.M.</li> </ul>	
10	<ul style="list-style-type: none"> <li>• Scope / Nature / Characteristics of R.M.</li> <li>• Buying Decision Process in R.M.</li> <li>• R.M. Info system.</li> <li>• Pricing methods in R.M.</li> </ul>	
11	<ul style="list-style-type: none"> <li>• Factors Impacting Pricing in R.M.</li> <li>• E-Channel</li> <li>• Pricing Decisions in R.M. / objectives.</li> <li>• New Product Pricing.</li> </ul>	
12	<ul style="list-style-type: none"> <li>• Product-Mix Pricing Strategies</li> <li>• Price Adjustment Strategies</li> <li>• Regulated Price.</li> <li>• E-Marketing: Scope &amp; limitations</li> </ul>	
13	<ul style="list-style-type: none"> <li>• Methods of conducting online Marketing.</li> <li>• Role of E-commerce in 21<sup>st</sup> century</li> <li>• — " —</li> <li>• Classification of E-commerce.</li> </ul>	
14	<ul style="list-style-type: none"> <li>• Advts: / Limitations of E-commerce.</li> <li>• Digital Mktg.</li> <li>• Online Marketing.</li> <li>• Class Activity.</li> </ul>	
15	<ul style="list-style-type: none"> <li>• E-Marketing Mix.</li> <li>• 2P+2C+3S formula in E-Mktg.</li> <li>• Class Test.</li> <li>• Discussion of Paper Pattern &amp; Answer writing.</li> </ul>	

SIGN OF SUBJECT TEACHER

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## EXECUTION OF TEACHING PLAN

Class: T.Y. B.Com (B.I.)

Semester: VI

Subject: Mktg. in Bkg. & Ins.

Total No. of Lectures: \_\_\_\_\_

SR. NO	DATE	PERIOD NO.	TOPICS COVERED	METHODOL OGY	SIGN.	REMA RK
1	30/11	3	Intros. to Mktg.			
2	2/12	4	Intros to Mktg.			
3	3/12	3	Mktg. functions			
4	4/12	1	Importance of Mktg.			
5	10/12	3	features of Mktg.			
6	11/12	1	Evolution of Mktg. Concept.			
7	12/12	2	Evolution of Mktg. Concept.			
8	16/12	2	Class Activity - Quiz			
9	16/12	3	Opportunities in Mktg.			
10	17/12	3	Class Activity	Games		PR 16/11
11	18/12	1	Marketing Mix.			
12	19/12	2	Mktg. Segmentation			
13	21/12	3	Channels of Mktg.			
14	23/12	2	Mktg. of Bkg. & Insurance products			
15	6/1	2	Mktg. Research			
16	7/1	3	Mktg. Res. & Process			
17	8/1	1	Intros to Service Industry			
18	9/1	2	Mktg. Strategies for service sector			
19	15/1	1	Characteristics of serv. sec.			
20	16/1	3	Imp. of serv. sec.			
21	20/1	2	Transformation in Mktg. Practices			
22	22/1	1	FPs of Mktg. Mix			
23	22/1	3	Imp. of CRM in Mktg. of fin. Prod.			

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I/c Principal

24	23/1	2.	Developing a source Min. for Inc.			
25	24/1	3	Project work guidance.			
26	27/1	2.	Consumer Behv.			
27	28/1	3.	— 11 —			
28	30/1	2.	Buying Decision Process.			
29	3/2	4.	Changing Cons: Behv.			
30	4/2	3.	Porter's five force Analysis			
31	5/2	1	Compa & Cons: Behv.			
32	6/2	2	features of R.M.			
33	11/2	3.	Scope/Nature/Chara: of R.M.			
34	13/2	2.	Buying Decision Process in R.M.			
35	17/2	3	R.M Info system			
36	20/2	2.	Pricing Methods in R.M.			
37	3/3	1	factors Affecting Pricing in R.M.			
38	4/3	1	New Product Pricing in R.M.			
39	5/3	2	Product Min Pricing Strategy			
40			Paper Discussion.			
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### DETAILS OF CIE - CLASS TESTS / PROJECT / ASSIGNMENT

SR. NO.	TOPICS	MODE OF CONDUCT OF EXAM	EXAM DATE	NO. OF STUDENTS
1	Chpt 1 - ( <del>Rashab</del> Sheth)	written Test.	28/1/20	14.
2	Chpt 4 (Sheth)	written Test.	7/3/20	10.

### DETAILS OF INNOVATIVE PRACTICES IN TEACHING

SR. NO.	TOPICS	ACTIVITY	DATE
1	End of lecture Quiz	Quiz.	Every Lec.

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## TEACHING PLAN

Class: Ey / A.

Semester: II

Subject: Business Economics.

Total No. of Lectures: \_\_\_\_\_

WEEK	DETAILED SESSION OUTLINE:	NO. OF LECTURES REQUIRED
1	<ul style="list-style-type: none"> <li>• Pay back Period Sums.</li> <li>• NPV Sums.</li> <li>• IRR Sums.</li> </ul>	
2	<ul style="list-style-type: none"> <li>• Pricing Methods Sums.</li> <li>• _____ " _____</li> <li>• Case Study on Perfect Competition,</li> </ul>	
3	<p>Monopoly, Monopolistic Competition &amp; Oligopoly</p>	
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## EXECUTION OF TEACHING PLAN

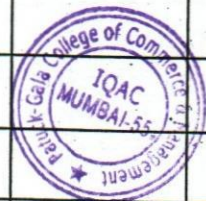
Class: PY/A

Semester: II

Subject: Business Economics

Total No. of Lectures: \_\_\_\_\_

SR. NO	DATE	PERIOD NO.	TOPICS COVERED	METHODOL OGY	SIGN	REMA RK
1	15/11	3	Intro. to Capital Budgeting	PPT.		
2	21/11	2	Payback Period sums.	Blackboard.		
3	26/11	1	Practice sums.	- 11 -		
4	29/11	4	PBP sums - Cumulative Method.			
5	6/12	4	Practice sums.			PR 16/12
6	20/12	4	Practice sums - NPV.			
7	3/1	4	TR, AR, MR.			
8	10/1	4	TR, AR, MR, Profit Maximizing output			
9	13/1	2	<u>Case Study on P.C</u>			
10	27/1	3	- 11 - Monopoly			
11	14/2	4	- 11 - M.C.			
12	28/2	3	- 11 - Oligopoly			
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Part syllabus completed  
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13/3

*M. S. G.*

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## TEACHING PLAN

Class: B.Y/B.

Semester: II

Subject: Business Economics

Total No. of Lectures: \_\_\_\_\_

WEEK	DETAILED SESSION OUTLINE:	NO. OF LECTURES REQUIRED
1	<ul style="list-style-type: none"> <li>• Payback Period sums</li> <li>• NPV sums.</li> <li>• IRR sums.</li> </ul>	
2	<ul style="list-style-type: none"> <li>• Pricing Method sums</li> <li>• ——— " ———</li> <li>• Case studies in Perfect competition,</li> </ul>	
3	<p style="text-align: center;">Monopoly, Monopolistic Competition, Oligopoly</p>	
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## EXECUTION OF TEACHING PLAN

Class: F4/B

Semester: II

Subject: Business Economics

Total No. of Lectures: \_\_\_\_\_

SR. NO	DATE	PERIOD NO.	TOPICS COVERED	METHODOL OGY	SIGN	REMA RK
1	20/11	2	Intro. to Capital Budgeting	PPT.		
2	27/11	2	Payback Period sums.	Black-Board.		
3	29/11	3	Practice sums.			
4	2/12	2	PBP sums - Cumulative Method.			
5	4/12	2	Practice sums			PR 16/12
6	18/12	2	CIE - I.	Test.		
7	4/1	2	NPV			
8	8/1	2	Practice sums - NPV.			
9	15/1	2	TR, AR, MR.			
10	22/1	2	TR, AR, MR / Profit Maximizing output.			
11	30/1	1	Case study on P-c / mc.			
12	12/2	2	- 11 - Monopoly			
13	26/2	2	- 11 - Oligopoly			
14	4/3	2	Practice sums (FCP, PBP)			
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Part  
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## TEACHING PLAN

Class: Fy/C.

Semester: II

Subject: Business Economics.

Total No. of Lectures: \_\_\_\_\_

WEEK	DETAILED SESSION OUTLINE:	NO. OF LECTURES REQUIRED
1	<ul style="list-style-type: none"> <li>• Payback Period Sums.</li> <li>• NPV Sums.</li> <li>• IRR Sums.</li> </ul>	
2	<ul style="list-style-type: none"> <li>• Pricing Method Sums.</li> <li>• _____ " _____</li> <li>• Case studies in Perfect Competition,</li> </ul>	
3	<p style="text-align: center;">Oligopoly, Monopoly and Monopolistic Competition</p>	
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## EXECUTION OF TEACHING PLAN

Class: B4/C

Semester: II

Subject: Business Economics

Total No. of Lectures: \_\_\_\_\_

Sr. No	DATE	PERIOD NO.	TOPICS COVERED	METHODOL OGY	SIGN	REMA RK
1	21/11	1	Intro. to Capital Budgeting	PPT.		
2	27/11	1	Payback Period sums.	Black-board.		
3	12/12	1	Practice sums.			
4	19/12	1	CIE-I	sums.		
5	4/1	2	Payback Period Practice.			
6	9/1	1	NPV			
7	16/1	1	NPV Practice			
8	21/1	2	TR, AR, MR.			
9	23/1	1	TR, AR, MR / Profit Maximizing output.			
10	25/1	3	Case study on P.C.			
11	30/1	1	- " - M.C.			
12	1/2	2	- " - Monopoly.			
13	20/2	1	- " - Oligopoly			
14	24/2	3	Last year papers. Case study			
15	27/2	1	Practices TR/AR/MR / FCP			
16	5/3	1	Practice NPV / PBP.			
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Part syllabus completed.



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# PATUCK-GALA COLLEGE OF COMMERCE & MANAGEMENT

Patuck Campus, 100 Nehru Road, Rustomba Patuck Marg, Vakola Bridge, Santacruz (E), Mumbai - 400 055

(Affiliated to University of Mumbai)

Re - accredited with B ++ Grade by NAAC (2.77 CGPA)

Date: 28/3/2020

## UNDERTAKING OF COMPLETION OF SYLLABUS - II TERM

I Revita Vazirani hereby declare that, I have completed the syllabi in the following classes. I further state that I have discussed the University Paper Pattern in the class.

Sr. No.	Class	Subject	Date of discussion of paper pattern	Date of completion of syllabus
1	SYBMS	IMC.	5/3/20	5/3/20
2	SYBMS/BPZ	Managerial Economics	07/3/20	13/3/20
3	TYBMS	IM.	6/3/20	13/3/20
4.	TYBBZ	Mktg. in R/S & I.	5/3/20	13/3/20
5.	PY/A	B. Eco.	-	28/2/20
6	PY/B	B-Eco.	-	4/3/20
7	PY/C	B-Eco.	-	5/3/20

Sign

Name of the Faculty

Revita Vazirani



Meeta

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