



G H RAISONI COLLEGE OF ENGINEERING NAGPUR

(An Autonomous Institute affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)

CRPF Gate No.3, Hingna Road, Digdoh Hills, Nagpur. Maharashtra-440016 (India)

Course wise Teaching Plan for Session : Summer 2017

Course : ADVERTISING & BUSINESS PROMOTION

Faculty : Dr. Kaustav Shyamal

Mukharjee

Unit	Topic Code	Topic Covered	Date	Course	Section
1	1	Introduction to advertising	08/12/2016	MBLA305	A
1	2	Introduction to Marketing Communication Concept	10/12/2016	MBLA305	A
1	3	Elements of Marketing Communication	12/12/2016	MBLA305	A
1	4	Unifying the Appeal and the Message across the promotion-mix	15/12/2016	MBLA305	A
1	5	Integrated Marketing Communication	17/12/2016	MBLA305	A
1	6	Role of IMC in Marketing and Brand Management	19/12/2016	MBLA305	A
1	7	Role of IMC in Marketing and Brand Management	22/12/2016	MBLA305	A
1	8	How Marketing Communication Work	02/01/2017	MBLA305	A
1	9	Setting IMC objectives	05/01/2017	MBLA305	A
2	10	Communication and Branding	07/01/2017	MBLA305	A
2	11	Marketing Communications Functions	09/01/2017	MBLA305	A
2	12	Brands and Integrated Marketing Communication	12/01/2017	MBLA305	A
2	13	Integrated Marketing Communication Partners and Industry	14/01/2017	MBLA305	A
2	14	Advertising and Promotion to Build Brands	16/01/2017	MBLA305	A
2	15	Advertising and Promotion to Build Brands	23/01/2017	MBLA305	A
2	16	Brands and Stakeholder Relationships	28/01/2017	MBLA305	A
2	17	Basic Marketing Communication Strategies for Building Brands	30/01/2017	MBLA305	A
2	18	Basic Marketing Communication Strategies for Building Brands	02/02/2017	MBLA305	A
2	19	Integrating the Brand Communication Process	04/02/2017	MBLA305	A
2	20	Customer Brand Decision Making.	06/02/2017	MBLA305	A
3	21	Research Methods and Application	13/02/2017	MBLA305	A



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Course wise Teaching Plan for Session : Summer 2017

Course : ADVERTISING & BUSINESS PROMOTION

Faculty : Dr. Kaustav Shyamal

Mukharjee

Unit	Topic Code	Topic Covered	Date	Course	Section
2	22	Role and Relevance of Research in Communication	16/02/2017	MBLA305	A
3	23	Types of Research	18/02/2017	MBLA305	A
3	24	Advertising Research	20/02/2017	MBLA305	A
3	25	Positioning Research	27/02/2017	MBLA305	A
3	26	Target Market Research	02/03/2017	MBLA305	A
3	27	Integrated Marketing Communication and Micro-Marketing	04/03/2017	MBLA305	A
3	28	Segmenting, Targeting, and Positioning.	06/03/2017	MBLA305	A
3	29	Data-Driven Communication	09/03/2017	MBLA305	A
3	30	Opinion Leaders Reference Groups	11/03/2017	MBLA305	A
4	31	Creative Concept and Messages	13/03/2017	MBLA305	A
4	32	Message Execution	16/03/2017	MBLA305	A
4	33	Product Placement Media	18/03/2017	MBLA305	A
4	34	Internet and e-Commerce Media	20/03/2017	MBLA305	A
4	35	Media Planning	23/03/2017	MBLA305	A
5	36	Consumer Sales Promotion and Packaging	25/03/2017	MBLA305	A
5	37	Channel Marketing Trade Sales Promotions and Co-Marketing	27/03/2017	MBLA305	A
5	38	Personal Selling; Direct Marketing	30/03/2017	MBLA305	A



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Course wise Teaching Plan for Session : Summer 2017

Course : BRAND MANAGEMENT

Faculty : Sanjiv kumar

Unit	Topic Code	Topic Covered	Date	Course	Section
1	1	Product Management - Basic concepts	06/12/2016	MBLA306	A
1	2	Product management process, Product planning system	07/12/2016	MBLA306	A
1	3	Product line decision, Product Portfolio - Portfolio concept	09/12/2016	MBLA306	A
1	4	Overview of the Brand Management Framework - What is a Brand? Why do Brands Matter? Can anything be branded?	13/12/2016	MBLA306	A
1	5	What are the strongest Brands? Branding challenges and opportunities, The Brand equity concept, Making a Brand Strong:	14/12/2016	MBLA306	A
1	6	Brand Knowledge; Building A strong Brand: The four steps of brand building, Brand-Building Implications.	16/12/2016	MBLA306	A
1	7	Brand Knowledge; Building A strong Brand: The four steps of brand building, Brand-Building Implications.	20/12/2016	MBLA306	A
2	8	The Value of Branding - Product positioning concept, Perceptual mapping, Brand Positioning and Values	21/12/2016	MBLA306	A
2	9	The Value of Branding - Product positioning concept, Perceptual mapping, Brand Positioning and Values	23/12/2016	MBLA306	A
3	21	Building and Borrowing Brand Identity - Choosing Brand Elements to build brand equity-Criteria for choosing the brand elements,	02/01/2017	MBLA306	A
2	10	The Value of Branding - Product positioning concept	03/01/2017	MBLA306	A
2	11	Perceptual mapping, Brand Positioning and Values - Identifying and Establishing Brand Positioning	04/01/2017	MBLA306	A
2	12	Positioning Guidelines, Defining and Establishing Brand Values, Internal Branding.	06/01/2017	MBLA306	A
2	13	Tools for Measuring the Sources and Consequences of Brand Equity - Developing a Brand Equity Measurement and Management System	10/01/2017	MBLA306	A



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Course wise Teaching Plan for Session : Summer 2017

Course : BRAND MANAGEMENT

Faculty : Sanjiv kumar

Unit	Topic Code	Topic Covered	Date	Course	Section
2	14	The Brand Value Chain, Designing Brand Tracking Strategies	11/01/2017	MBLA306	A
2	15	Establishing a Brand Equity Management System	13/01/2017	MBLA306	A
2	16	Measuring Sources of Brand Equity- Qualitative Research Techniques	17/01/2017	MBLA306	A
2	17	Quantitative Research Techniques	24/01/2017	MBLA306	A
2	18	Measuring Outcomes of Brands Equity: Capturing Market Performance,	25/01/2017	MBLA306	A
2	19	Comparative Methods, Holistic Methods	27/01/2017	MBLA306	A
3	20	Building and Borrowing Brand Identity - Choosing Brand Elements to build brand equity-Criteria for choosing the brand elements,	31/01/2017	MBLA306	A
3	22	Options and Tactics for Brand Elements; Integrating Marketing Communications to Build Brand Equity-Information Processing Model of Communications	03/02/2017	MBLA306	A
3	23	Options and Tactics for Brand Elements; Integrating Marketing Communications to Build Brand Equity-Information Processing Model of Communications	07/02/2017	MBLA306	A
3	24	Options and Tactics for Brand Elements; Integrating Marketing Communications to Build Brand Equity-Information Processing Model of Communications	08/02/2017	MBLA306	A
3	25	Overview of Marketing Communication Options, Developing Integrated Marketing Communications Programs	10/02/2017	MBLA306	A
3	26	Overview of Marketing Communication Options, Developing Integrated Marketing Communications Programs	14/02/2017	MBLA306	A
3	27	Leveraging Secondary Brand Knowledge to Build Brand Equity- Conceptualizing the Leveraging Process, Country of Origin and other Geographic Areas	15/02/2017	MBLA306	A



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Course wise Teaching Plan for Session : Summer 2017

Course : BRAND MANAGEMENT

Faculty : Sanjiv kumar

Unit	Topic Code	Topic Covered	Date	Course	Section
3	28	Channels of distribution, Co-branding, Licensing, Celebrity endorsement	17/02/2017	MBLA306	A
3	29	Sporting, Cultural, or Others Events, Third Party Sources.	21/02/2017	MBLA306	A
4	30	Global Brand Expansion - Managing Brands over Geographic Boundaries and Market Segments- Rationale for Going International,	28/02/2017	MBLA306	A
4	31	Global Brand Expansion - Managing Brands over Geographic Boundaries and Market Segments- Rationale for Going International,	01/03/2017	MBLA306	A
4	32	Advantages of Global Marketing Programs	03/03/2017	MBLA306	A
4	33	Disadvantages of Global Marketing Programs , Standardization Versus Customization	07/03/2017	MBLA306	A
4	34	Global Brand Strategy	08/03/2017	MBLA306	A
4	35	Building Global Customer - Based Brand Equity	10/03/2017	MBLA306	A
5	36	Fighting Generics And Private Labels, Brand Extensions - Designing and Implementing Branding Strategies- The Brand Product Matrix	14/03/2017	MBLA306	A
5	37	Brand Hierarchy. Brand Architecture - Managing Brands over Time- Reinforcing Brands, Revitalizing Brands,	15/03/2017	MBLA306	A
5	38	Adjustments to the Brand Portfolio. Branding Licensing - Introducing and Naming New Products and Brand Extensions-New Products and Brand Extensions	17/03/2017	MBLA306	A
5	39	Advantage of Extensions, Disadvantages of Brand Extensions.	21/03/2017	MBLA306	A
5	40	Advantage of Extensions, Disadvantages of Brand Extensions.	22/03/2017	MBLA306	A
5	41	Revision	24/03/2017	MBLA306	A



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Course wise Teaching Plan for Session : Summer 2017

Course : Business Communication Skills

Faculty : Rutika Meshkar

Unit	Topic Code	Topic Covered	Date	Course	Section
1	1	Introduction to business Communication with Role Play	05/12/2016	MBP305	A
1	2	Introduction to business Communication with Role Play	05/12/2016	MBP305	A
2	3	Formal & Informal Communication Theory with role play	08/12/2016	MBP305	A
2	4	Formal & Informal Communication Theory with role play	08/12/2016	MBP305	A
3	5	Poor listening habits; Traits of a good listener Theory & Role play	12/12/2016	MBP305	A
3	6	Poor listening habits; Traits of a good listener Theory & Role play	12/12/2016	MBP305	A
4	7	Chinese Whisper	15/12/2016	MBP305	A
5	8	7 c's of communication, theory with Role play	15/12/2016	MBP305	A
6	9	Listening Process; Hearing and Listening; Poor listening habits; Traits of a good listener	19/12/2016	MBP305	A
6	10	Listening Process; Hearing and Listening; Poor listening habits; Traits of a good listener	19/12/2016	MBP305	A
7	11	Types of Listening; Barriers to Listening (Activity and Theory)	22/12/2016	MBP305	A
7	12	Extempore	22/12/2016	MBP305	A
8	13	Clay Model Activity	26/12/2016	MBP305	A
8	14	Clay Model Activity	26/12/2016	MBP305	A
9	15	Debate	29/12/2016	MBP305	A
9	16	Debate	29/12/2016	MBP305	A
10	17	Group Discussion	02/01/2017	MBP305	A
10	18	Group Discussion	02/01/2017	MBP305	A
11	19	Current News Analysis	05/01/2017	MBP305	A
11	20	Current News Analysis	05/01/2017	MBP305	A



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Course wise Teaching Plan for Session : Summer 2017

Course : Business Communication Skills

Faculty : Rutika Meshkar

Unit	Topic Code	Topic Covered	Date	Course	Section
12	21	Story telling	09/01/2017	MBP305	A
12	22	Story telling	09/01/2017	MBP305	A
12	23	Story telling	12/01/2017	MBP305	A
12	24	Story telling	12/01/2017	MBP305	A
13	25	Book Review-Submission	16/01/2017	MBP305	A
13	26	Book Review- Elocution	16/01/2017	MBP305	A
13	27	Book Review- Elocution	23/01/2017	MBP305	A
13	28	Book Review- Elocution	23/01/2017	MBP305	A
14	29	Presentation Skills	30/01/2017	MBP305	A
14	30	Presentation Skills	30/01/2017	MBP305	A
14	31	Presentation Skills	02/02/2017	MBP305	A
14	32	Presentation Skills	02/02/2017	MBP305	A
15	33	Resume Building	06/02/2017	MBP305	A
15	34	Resume Building	06/02/2017	MBP305	A
15	35	Resume Building	09/02/2017	MBP305	A
15	36	Resume Building	09/02/2017	MBP305	A
16	37	Mock interviews	13/02/2017	MBP305	A
16	38	Mock interviews	13/02/2017	MBP305	A
16	39	Mock interviews	16/02/2017	MBP305	A
16	40	Mock interviews	16/02/2017	MBP305	A
17	41	Abstract Writing Skills	20/02/2017	MBP305	A
17	42	Abstract Writing Skills	20/02/2017	MBP305	A



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Course : Business Communication Skills

Faculty : Rutika Meshkar

Unit	Topic Code	Topic Covered	Date	Course	Section
17	43	Essay on Current Topics	27/02/2017	MBP305	A
17	44	Essay on Current Topics	27/02/2017	MBP305	A
18	45	Writing business letters - enquiry, quotations, complaints, cover letters	02/03/2017	MBP305	A
18	46	Writing business letters - enquiry, quotations, complaints, cover letters	02/03/2017	MBP305	A
19	47	Writing professional emails	06/03/2017	MBP305	A
19	48	Writing professional emails	06/03/2017	MBP305	A
20	49	Writing articles, essays	09/03/2017	MBP305	A
20	50	Writing articles, essays	09/03/2017	MBP305	A
21	51	Vocab Wizard	16/03/2017	MBP305	A
21	52	Vocab Wizard	16/03/2017	MBP305	A
22	53	Word Charades	20/03/2017	MBP305	A
22	54	Word Charades	20/03/2017	MBP305	A
23	55	Word Pictionary	23/03/2017	MBP305	A
23	56	Word Pictionary	23/03/2017	MBP305	A
24	57	Panel Discussion	27/03/2017	MBP305	A
24	58	Panel Discussion	27/03/2017	MBP305	A
25	59	Revision	30/03/2017	MBP305	A
25	60	Revision	30/03/2017	MBP305	A



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Course wise Teaching Plan for Session : Summer 2017

Course : Business Research

Faculty : Krushna V Padole

Unit	Topic Code	Topic Covered	Date	Course	Section
1	1	Introduction: Meaning, Objectives	07/12/2016	MBL304	A
1	2	Types of research	08/12/2016	MBL304	A
1	3	Research Approach	09/12/2016	MBL304	A
1	4	Research Process	14/12/2016	MBL304	A
1	5	Relevance & scope of research in management	15/12/2016	MBL304	A
1	6	Research Design - Features of good Design	16/12/2016	MBL304	A
1	7	Types of Research Design	21/12/2016	MBL304	A
1	8	Basic principles of experimental Design	21/12/2016	MBL304	A
2	9	Use of advanced technology in Research Design, Role of Research analyst	28/12/2016	MBL304	A
2	10	Cases and Exercises in understanding Job Analysis	29/12/2016	MBL304	A
2	11	Revision	30/12/2016	MBL304	A
2	12	Sampling Design - Steps in sample Design	04/01/2017	MBL304	A
2	13	Characteristics of a good sample Design	05/01/2017	MBL304	A
2	14	Probability & Non Probability sampling	06/01/2017	MBL304	A
2	15	Measurement & scaling techniques - Errors in measurement	12/01/2017	MBL304	A
2	16	Test of sound measurement	13/01/2017	MBL304	A
2	17	Scaling and scale construction technique	18/01/2017	MBL304	A
3	18	Revision	19/01/2017	MBL304	A
3	19	Methods of data collection - Primary data – questionnaire and interviews	20/01/2017	MBL304	A
0	20	Collection of secondary data	25/01/2017	MBL304	A
3	21	Use of computer and Information technology in data collection	27/01/2017	MBL304	A



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Course wise Teaching Plan for Session : Summer 2017

Course : Business Research

Faculty : Krushna V Padole

Unit	Topic Code	Topic Covered	Date	Course	Section
3	22	Collection and Processing data - Field work	15/02/2017	MBL304	A
3	23	Survey Errors, Data coding	17/02/2017	MBL304	A
3	24	Editing and Tabulation	22/02/2017	MBL304	A
4	25	Revision	23/02/2017	MBL304	A
4	26	Analysis of data - Analysis of Variance;	24/02/2017	MBL304	A
4	27	Advanced Data Analysis Techniques- Factor Analysis	01/03/2017	MBL304	A
4	28	Cluster Analysis	02/03/2017	MBL304	A
4	29	Discriminate Analysis	03/03/2017	MBL304	A
4	30	Conjoint Analysis	08/03/2017	MBL304	A
4	31	Multi Dimensional Scaling	09/03/2017	MBL304	A
4	32	Testing of hypothesis - Procedure for hypothesis testing	10/03/2017	MBL304	A
4	33	Use of statistical techniques for testing of hypothesis	15/03/2017	MBL304	A
5	34	Revision	16/03/2017	MBL304	A
5	35	Revision	17/03/2017	MBL304	A
5	36	Interpretation of data - Techniques of Interpretation	22/03/2017	MBL304	A
5	37	Report writing, Layout of a project report,	23/03/2017	MBL304	A
5	38	preparing research reports.	24/03/2017	MBL304	A
5	39	Software Application in SPSS	29/03/2017	MBL304	A
5	40	Revision	30/03/2017	MBL304	A



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Course wise Teaching Plan for Session : Summer 2017

Course : Managerial Economics

Faculty : Madhu Menon

Unit	Topic Code	Topic Covered	Date	Course	Section
1	1	Introduction	06/12/2016	MBL302	A
1	1	Introduction	06/12/2016	MBL302	A
1	2	Nature and fundamental concepts of managerial economics	07/12/2016	MBL302	A
1	2	Nature and fundamental concepts of managerial economics	07/12/2016	MBL302	A
1	4	Significance, estimation of demand	13/12/2016	MBL302	A
1	5	Basic Mathematical Problems related to demand estimation and elasticity of demand	14/12/2016	MBL302	A
1	6	Production & Cost Analysis - Production & Production Function:	16/12/2016	MBL302	A
1	7	Concept, Forms of production function, Law of variable Proportions	20/12/2016	MBL302	A
1	8	Returns to scale. Cost concept, Short term and long term cost output relationship, Cost curves, Economies of scale.	21/12/2016	MBL302	A
1	9	Revision	23/12/2016	MBL302	A
2	10	Objectives & Equilibrium of the Firm - Market Structures-	03/01/2017	MBL302	A
2	11	Perfect Competition, Monopoly, Monopolistic Competition	04/01/2017	MBL302	A
2	12	Oligopoly - kinked demand curve and cartels, Mathematical Problems on profit maximization	06/01/2017	MBL302	A
2	13	Price & Output determination under various market structures	10/01/2017	MBL302	A
2	14	Revision	11/01/2017	MBL302	A
4	15	Macroeconomic policy - Monetary and fiscal- objectives and Instruments	13/01/2017	MBL302	A
4	16	Effectiveness of Monetary & Fiscal Policy with respect to Indian Economy	17/01/2017	MBL302	A
4	17	Effectiveness of Monetary & Fiscal Policy with respect to Indian Economy	24/01/2017	MBL302	A
4	18	Business cycles - Concept, Causes & Impact,	25/01/2017	MBL302	A



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Course wise Teaching Plan for Session : Summer 2017

Course : Managerial Economics

Faculty : Madhu Menon

Unit	Topic Code	Topic Covered	Date	Course	Section
4	19	Measures to control Business cycles.	27/01/2017	MBL302	A
3	20	Market failure - Concept, Symptoms and Reasons,	31/01/2017	MBL302	A
3	21	Concept of Asymmetric Information	01/02/2017	MBL302	A
3	22	Market intervention by Government	03/02/2017	MBL302	A
3	23	Rationale for Intervention	07/02/2017	MBL302	A
3	24	Revision	10/02/2017	MBL302	A
3	25	National Income Accounting - Concept & measurement	14/02/2017	MBL302	A
3	26	National Income Accounting - Concept & measurement	15/02/2017	MBL302	A
3	27	National Income Accounting - Concept & measurement	17/02/2017	MBL302	A
3	28	Determination of Income & Employment	21/02/2017	MBL302	A
3	29	Concept of multiplier	28/02/2017	MBL302	A
3	30	Inflation and Deflation, types	01/03/2017	MBL302	A
3	31	causes and control of inflation	03/03/2017	MBL302	A
3	32	Revision	07/03/2017	MBL302	A
5	33	Interpretation of data	08/03/2017	MBL302	A
5	34	Techniques of Interpretation	09/03/2017	MBL302	A
5	35	Report writing	10/03/2017	MBL302	A
5	36	Layout of a project report	11/03/2017	MBL302	A
5	37	preparing research reports.	12/03/2017	MBL302	A
5	38	Software Application in SPSS	13/03/2017	MBL302	A
5	39	Revision	14/03/2017	MBL302	A
5	40	Revision	15/03/2017	MBL302	A



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Course wise Teaching Plan for Session : Summer 2017

Course : Environment Management

Faculty : Mr. Vivek N. Bhusari

Unit	Topic Code	Topic Covered	Date	Course	Section
1	1	Introduction to Environment Management	07/12/2016	MBL303	A
1	2	institution in environment,Fundamentals—sustainable development, Unsustainable to sustainable development.	08/12/2016	MBL303	A
1	3	Natural Resources: Renewable and non renewable resource, and associated problems;	09/12/2016	MBL303	A
1	4	Role of an individual in conservation of natural resources; equitable use of resources for sustainable life cycles	14/12/2016	MBL303	A
1	5	Conservation of Natural resources and equatable use of resources	15/12/2016	MBL303	A
1	6	Preserving resources for future generation, the rights of animals. Conservation: energy, water, forest, soil, strategies for conservation.	16/12/2016	MBL303	A
1	7	Conservation of energy,water,soil,fossile and strategies	21/12/2016	MBL303	A
2	8	Ecosystem : Concept of an ecosystem	22/12/2016	MBL303	A
2	9	Understanding ecosystem,degradation,resource utilisation	23/12/2016	MBL303	A
2	10	Structure and function of an ecosystem,Producer ,consumer and decomposer	04/01/2017	MBL303	A
2	11	Ecological succession,Food chain,Food web and ecological pyramids	05/01/2017	MBL303	A
2	12	Environmental legislation,Environmental protection act	06/01/2017	MBL303	A
2	13	The water(Prevention and control of pollution),The wild life protection act,Issues involved in enforcement of environmental legislation.	11/01/2017	MBL303	A
3	14	Human Population : Global population growth,variation among nations,Population explosion	12/01/2017	MBL303	A
3	15	Family welfare program-Methods of sterilisation	13/01/2017	MBL303	A



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Course wise Teaching Plan for Session : Summer 2017

Course : Environment Management

Faculty : Mr. Vivek N. Bhusari

Unit	Topic Code	Topic Covered	Date	Course	Section
3	16	Urbanisation, environment and human health-Climat and human health	25/01/2017	MBL303	A
3	17	Infectious disease, water related disease, Risk due to chemical in food	27/01/2017	MBL303	A
3	18	Cancer and environment	01/02/2017	MBL303	A
3	19	social issues and environment	02/02/2017	MBL303	A
3	20	Construction of dams, problem and concern of resettlement	03/02/2017	MBL303	A
3	21	Rehabilitation of affected people	08/02/2017	MBL303	A
4	22	Defination of air pollution, causes and effect & control	09/02/2017	MBL303	A
4	23	Vehicle pollution, green house effect, ozone layer depletion, Global warming	10/02/2017	MBL303	A
4	24	Role of individual and institution in prevention of air pollution	15/02/2017	MBL303	A
4	25	Water and marine pollution, Def, cause, effect and control	16/02/2017	MBL303	A
4	26	Management of water hard and soft, Acid rain, Pollution by sewerage, industry runoff degradation	17/02/2017	MBL303	A
4	27	Sea water pollution and degradation of marine, Prevention of water pollution	01/03/2017	MBL303	A
4	28	Def of noise pollution, Sources causes and control, Nuclear and thermal pollution.	02/03/2017	MBL303	A
5	29	Introduction to biodiversity, -generic, species and ecosystem level	03/03/2017	MBL303	A
5	30	Bio geographic classification of India	08/03/2017	MBL303	A
5	31	Values of biodiversity	09/03/2017	MBL303	A
5	32	Hotspot of biodiversity, treats to biodiversity	10/03/2017	MBL303	A
5	33	Habitat loss, India as a mega diversity nation	15/03/2017	MBL303	A



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Course wise Teaching Plan for Session : Summer 2017

Course : Environment Management

Faculty : Mr. Vivek N. Bhusari

Unit	Topic Code	Topic Covered	Date	Course	Section
5	34	Poaching, man wild life conflict, common endemic plant, animal species of India	16/03/2017	MBL303	A
5	35	Environmental ethics-issues and possible solution	17/03/2017	MBL303	A
5	36	Urban and rural equity issues	22/03/2017	MBL303	A
5	37	Need for gender equity, public awareness	23/03/2017	MBL303	A
5	38	Revision	24/03/2017	MBL303	A
5	39	Revision	29/03/2017	MBL303	A
5	40	Revision	30/03/2017	MBL303	A



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Course wise Teaching Plan for Session : Summer 2017

Course : INTERNATIONAL FINANCIAL MARKETS & FOREIGN

Faculty : Madhu Menon

EXCHANGE MANAGEMENT

Unit	Topic Code	Topic Covered	Date	Course	Section
1	1	Introduction	05/12/2016	MBLF329	A
1	2	History of the International Financial System	09/12/2016	MBLF329	A
1	3	The rise and Fall of Bretton Woods	10/12/2016	MBLF329	A
1	4	Globalisation and the Growth of Derivatives,	12/12/2016	MBLF329	A
1	5	Globalisation and the Growth of Derivatives,	16/12/2016	MBLF329	A
1	6	The Crash of 1994-96 and Beyond Euro-currency	17/12/2016	MBLF329	A
1	7	Market, Euro-banking and Euro-currency Centers	19/12/2016	MBLF329	A
1	9	Revision	24/12/2016	MBLF329	A
2	10	Deposit Dealing and the Term Structure of Euro-currency Rates	02/01/2017	MBLF329	A
2	11	Deposit Dealing and the Term Structure of Euro-currency Rates	06/01/2017	MBLF329	A
2	12	Deposit Dealing and the Term Structure of Euro-currency Rates	07/01/2017	MBLF329	A
2	13	Euro-currency Futures and Options,	09/01/2017	MBLF329	A
2	14	Euro-currency Futures and Options,	13/01/2017	MBLF329	A
2	15	Syndicated Euro-credits	16/01/2017	MBLF329	A
2	16	Syndicated Euro-credits	23/01/2017	MBLF329	A
2	17	Revision	27/01/2017	MBLF329	A
3	18	International Bond Markets - Introduction	28/01/2017	MBLF329	A
3	19	New Issue Procedures in the Eurobond Markets	30/01/2017	MBLF329	A
3	20	Eurobond; Valuation and Hedging	03/02/2017	MBLF329	A
3	21	Interest Rates and Currency Swaps	04/02/2017	MBLF329	A
3	22	Pricing Option, Features of International Bonds	06/02/2017	MBLF329	A



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Course wise Teaching Plan for Session : Summer 2017

Course : INTERNATIONAL FINANCIAL MARKETS & FOREIGN

Faculty : Madhu Menon

EXCHANGE MANAGEMENT

Unit	Topic Code	Topic Covered	Date	Course	Section
3	23	International Portfolio Diversification	10/02/2017	MBLF329	A
3	24	International Transfer Pricing	11/02/2017	MBLF329	A
3	25	Revision	13/02/2017	MBLF329	A
4	26	Types of Foreign Exchange Markets	17/02/2017	MBLF329	A
4	27	Transactions Quoting Foreign Exchange Rates	18/02/2017	MBLF329	A
4	28	Spread, Official and Free Market Rates	20/02/2017	MBLF329	A
4	29	Cross Rates, Forward Rates	27/02/2017	MBLF329	A
4	30	Quoting Forward Rates	03/03/2017	MBLF329	A
4	31	Revision	04/03/2017	MBLF329	A
5	32	Organization of the Foreign Exchange Markets	06/03/2017	MBLF329	A
5	33	Currency Futures, Currency Options	10/03/2017	MBLF329	A
5	34	Currency Swaps;	11/03/2017	MBLF329	A
5	35	Corporate Exposure Management	17/03/2017	MBLF329	A
5	36	Alternative Definitions of Foreign Exchange Risk	18/03/2017	MBLF329	A
5	37	Alternative Definitions of Foreign Exchange Risk	20/03/2017	MBLF329	A
5	38	Revision	24/03/2017	MBLF329	A
5	39	Revision	25/03/2017	MBLF329	A
5	40	Revision	27/03/2017	MBLF329	A



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Course wise Teaching Plan for Session : Summer 2017

Course : INDIAN FINANCIAL SYSTEM & INTERNATIONAL

Faculty : Krushna V Padole

FINANCIAL MANAGEMENT

Unit	Topic Code	Topic Covered	Date	Course	Section
1	1	Components of Formal Financial System	05/12/2016	MBLB311	A
1	2	Functions, Financial system design	06/12/2016	MBLB311	A
1	3	Nature and role of financial institutions and financial markets	08/12/2016	MBLB311	A
1	4	Pre and post reform scene in financial markets	12/12/2016	MBLB311	A
1	5	Money Markets - Overview of money markets	13/12/2016	MBLB311	A
1	6	Treasury Bills and types, Commercial papers	15/12/2016	MBLB311	A
1	7	Commercial bills, Certificate of deposit, Call / Notice money market	19/12/2016	MBLB311	A
1	8	Money market intermediaries, Money markets and monetary policies in India	20/12/2016	MBLB311	A
2	41	Capital Markets - Overview of capital markets	26/12/2016	MBLB311	A
2	10	Primary Markets - free pricing, book building	27/12/2016	MBLB311	A
2	11	Private placements	29/12/2016	MBLB311	A
2	12	Secondary Markets - Organization, membership, and management of stock exchanges	02/01/2017	MBLB311	A
2	13	Listing, trading, clearing and settlement mechanism	03/01/2017	MBLB311	A
2	14	Listing categories, BSE, NSE, OTCEI, ICSEI	05/01/2017	MBLB311	A
2	15	measures to boost liquidity in the secondary market	13/01/2017	MBLB311	A
2	16	reforms in secondary markets and its impact, Internet trading	17/01/2017	MBLB311	A
2	17	Mutual Funds	19/01/2017	MBLB311	A
3	18	Debt Markets - Introduction, Debt market participants	23/01/2017	MBLB311	A
3	19	Primary and secondary segment,	24/01/2017	MBLB311	A



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Course wise Teaching Plan for Session : Summer 2017

Course : INDIAN FINANCIAL SYSTEM & INTERNATIONAL

Faculty : Krushna V Padole

FINANCIAL MANAGEMENT

Unit	Topic Code	Topic Covered	Date	Course	Section
0	20	The private Corporate debt market, The public sector undertaking bond market	13/02/2017	MBLB311	A
3	21	The government securities Market	21/02/2017	MBLB311	A
3	22	Issuance mechanism - auction, sale, private placement	23/02/2017	MBLB311	A
3	23	Trading system, SGL A/c, PD system	27/02/2017	MBLB311	A
3	24	steps to develop debt markets	28/02/2017	MBLB311	A
4	25	Financial Management in global context - Concept, functions	02/03/2017	MBLB311	A
4	26	Emerging challenges	06/03/2017	MBLB311	A
4	27	Role of Finance Manager, objectives of the firms and impact of risk	07/03/2017	MBLB311	A
4	28	Constraints to maximization of value of firm	09/03/2017	MBLB311	A
4	29	Indian Economy & International Finance Foreign Exchange Market Components - Defining Forex markets & the exchange rates	13/03/2017	MBLB311	A
4	30	Exchange Rate Mechanism	14/03/2017	MBLB311	A
4	31	Spot and Forward Rates, direct & indirect rate	16/03/2017	MBLB311	A
4	32	Quoting Foreign Exchange Rates- Spot Rate, Forward Rate	20/03/2017	MBLB311	A
4	33	Cross rates and Problems from Exchange rate calculations	21/03/2017	MBLB311	A
5	34	Activities in Foreign Exchange Markets - Introduction	21/03/2017	MBLB311	A
5	35	Forward contract & option forwards, Hedging, Speculation,	24/03/2017	MBLB311	A
5	36	Arbitrage, Interest rate Arbitrage-covered & Uncovered	27/03/2017	MBLB311	A
5	37	Swaps-characteristics & uses	27/03/2017	MBLB311	A
5	38	Indian Forward market International Monetary System - Exchange Rate Regimes	28/03/2017	MBLB311	A



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Course : INDIAN FINANCIAL SYSTEM & INTERNATIONAL

Faculty : Krushna V Padole

FINANCIAL MANAGEMENT

Unit	Topic Code	Topic Covered	Date	Course	Section
5	39	Emergence and Functions of IMF; India's Foreign Exchange Market	30/03/2017	MBLB311	A
5	40	Exchange Market; Exchange Dealers; RBI and Exchange Market; Exchange Rate System in India; Floating Vs. Fixed Exchange Rates.	30/03/2017	MBLB311	A



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Course wise Teaching Plan for Session : Summer 2017

Course : INTERNATIONAL MARKETING & EXPORT IMPORT

Faculty : Sanjiv kumar

PROCEDURES

Unit	Topic Code	Topic Covered	Date	Course	Section
1	1	Introduction to International Marketing	07/12/2016	MBLF330	A
1	2	International Marketing – Definition, Concept and Setting;	08/12/2016	MBLF330	A
1	3	Distinctions between International Trade,	09/12/2016	MBLF330	A
1	4	Marketing and Business; Economic Environment of International Marketing	14/12/2016	MBLF330	A
1	5	Marketing and Business; Economic Environment of International Marketing	15/12/2016	MBLF330	A
1	6	International Institution- World Bank, IMF	16/12/2016	MBLF330	A
1	7	UNCTAD, GATT.	21/12/2016	MBLF330	A
2	8	Free Trade Zones, Economic Communities	22/12/2016	MBLF330	A
2	9	Free Trade Zones, Economic Communities	23/12/2016	MBLF330	A
2	41	Constraints on International Marketing-Fiscal and Non-fiscal Barriers	04/01/2017	MBLF330	A
2	11	Constraints on International Marketing-Fiscal and Non-fiscal Barriers	05/01/2017	MBLF330	A
2	12	Non-tariff Barriers; Trading Partners-Bilateral Trade Agreements,	06/01/2017	MBLF330	A
2	13	Non-tariff Barriers; Trading Partners-Bilateral Trade Agreements,	11/01/2017	MBLF330	A
2	14	Commodity Agreements and GSP.	12/01/2017	MBLF330	A
3	15	Export-Import Procedure -Documentation Framework	13/01/2017	MBLF330	A
3	16	Exim Documentation; International Business Contracts;	25/01/2017	MBLF330	A
3	18	Dispute Settlement; Instruments and methods of Financing Exports Including credit and collections	27/01/2017	MBLF330	A
3	18	Dispute Settlement; Instruments and methods of Financing Exports Including credit and collections	01/02/2017	MBLF330	A



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Course wise Teaching Plan for Session : Summer 2017

Course : INTERNATIONAL MARKETING & EXPORT IMPORT

Faculty : Sanjiv kumar

PROCEDURES

Unit	Topic Code	Topic Covered	Date	Course	Section
4	20	Uniform custom and practices (UCP);	02/02/2017	MBLF330	A
5	29	Inspection Concept Scheme and Procedures	03/02/2017	MBLF330	A
4	21	Business Risk Coverage-Cargo, Credit and Foreign Exchange Risk Coverage,	08/02/2017	MBLF330	A
4	22	Business Risk Coverage-Cargo, Credit and Foreign Exchange Risk Coverage,	09/02/2017	MBLF330	A
4	23	Cargo Insurance	10/02/2017	MBLF330	A
4	25	Foreign Exchange Regulations and Formalities	15/02/2017	MBLF330	A
4	26	Foreign Exchange Regulations and Formalities	16/02/2017	MBLF330	A
5	27	Quality Control and Pre-shipment;	17/02/2017	MBLF330	A
5	27	Quality Control and Pre-shipment;	01/03/2017	MBLF330	A
4	21	Uniform custom and practices (UCP);	02/03/2017	MBLF330	A
5	30	Inspection Concept Scheme and Procedures	03/03/2017	MBLF330	A
5	30	Role of Clearing and Forward Agents;	08/03/2017	MBLF330	A
5	31	Role of Clearing and Forward Agents;	09/03/2017	MBLF330	A
5	32	Excise clearance of cargo	10/03/2017	MBLF330	A
5	34	Excise clearance of cargo	15/03/2017	MBLF330	A
5	35	Shipment of Export Cargo	16/03/2017	MBLF330	A
5	36	Custom Clearance of Export Cargo	17/03/2017	MBLF330	A
5	37	Custom Clearance of Export Cargo	22/03/2017	MBLF330	A
5	38	Custom Clearance of Import Cargo	23/03/2017	MBLF330	A
5	39	Custom Clearance of Import Cargo	24/03/2017	MBLF330	A
5	40	Revision	29/03/2017	MBLF330	A



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Course wise Teaching Plan for Session : Summer 2017

Course : Organization Behaviour & Development

Faculty : Sanjiv kumar

Unit	Topic Code	Topic Covered	Date	Course	Section
1	1	Introduction to Organizational Behaviour	06/12/2016	MBL301	A
1	2	The globalization of work, Managing human rights in the workplace	07/12/2016	MBL301	A
1	3	Managing developments in information technologies, Managing organizational transitions,	10/12/2016	MBL301	A
1	4	Managing new forms of Organization. Productivity and managerial performance,	13/12/2016	MBL301	A
1	5	Value-added managers	14/12/2016	MBL301	A
1	6	Foundations of Individual Behavior - Biographical characteristics, ability, and learning	17/12/2016	MBL301	A
1	7	Foundations of Individual Behavior - Biographical characteristics, ability, and learning	20/12/2016	MBL301	A
1	8	Perception: Introduction, Halo effect, Stereotyping, pigeonholing and compartmentalization;	21/12/2016	MBL301	A
1	9	Self-fulfilling prophecy; Perceptual mythology; other influences on perception	24/12/2016	MBL301	A
2	10	Attitudes and values - Attitudes, Components of attitudes	03/01/2017	MBL301	A
2	11	Attitudes and values - Attitudes, Components of attitudes	04/01/2017	MBL301	A
2	12	Attitudes and behaviour, Attitudes and cognitive consistency	07/01/2017	MBL301	A
2	13	Attitudes and behaviour, Attitudes and cognitive consistency	10/01/2017	MBL301	A
2	14	Job satisfaction as an attitude	11/01/2017	MBL301	A
2	15	Job satisfaction as an attitude	14/01/2017	MBL301	A
2	16	development Values, Sources and types of values,	17/01/2017	MBL301	A
2	17	development Values, Sources and types of values,	24/01/2017	MBL301	A
2	18	Patterns and trends in values, Managing values and attitudes.	28/01/2017	MBL301	A



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Course wise Teaching Plan for Session : Summer 2017

Course : Organization Behaviour & Development

Faculty : Sanjiv kumar

Unit	Topic Code	Topic Covered	Date	Course	Section
2	19	Patterns and trends in values, Managing values and attitudes.	31/01/2017	MBL301	A
3	20	Motivation- Concepts, Theories of Maslow	01/02/2017	MBL301	A
3	21	Herzberg, McClelland, Porter & Lawler Model	04/02/2017	MBL301	A
3	22	Herzberg, McClelland, Porter & Lawler Model	07/02/2017	MBL301	A
3	23	Application of Motivation concept, Individual motivation and motivation in the organization	08/02/2017	MBL301	A
3	24	Application of Motivation concept, Individual motivation and motivation in the organization	11/02/2017	MBL301	A
3	25	Cultural Differences in Motivation, Intrinsic and Extrinsic Motivation,	14/02/2017	MBL301	A
3	26	Social Motivation, Motivation and Health, Role of motivation in human behavior.	15/02/2017	MBL301	A
4	27	Foundations of group behavior - The nature of groups: groups and teams	18/02/2017	MBL301	A
4	28	informal and formal groups, purpose of teams, Teams and team building	21/02/2017	MBL301	A
4	29	selecting team members, team roles, stages in team development, team building, team identity, team loyalty	28/02/2017	MBL301	A
4	30	commitment to shared beliefs, multi-disciplinary teams, Team Dynamics: group norms, decision-making behavior	01/03/2017	MBL301	A
4	31	commitment to shared beliefs, multi-disciplinary teams, Team Dynamics: group norms, decision-making behavior	04/03/2017	MBL301	A
4	32	dysfunctional teams, Cohesiveness, Conflict - Substantive and emotional conflicts, Levels of conflict	07/03/2017	MBL301	A
4	33	dysfunctional teams, Cohesiveness, Conflict - Substantive and emotional conflicts, Levels of conflict	08/03/2017	MBL301	A
4	34	Sources of conflict in organizations,	11/03/2017	MBL301	A



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Course wise Teaching Plan for Session : Summer 2017

Course : Organization Behaviour & Development

Faculty : Sanjiv kumar

Unit	Topic Code	Topic Covered	Date	Course	Section
4	35	Symptoms of conflict, Causes of conflict, Strategies for the management of conflict	14/03/2017	MBL301	A
4	36	Symptoms of conflict, Causes of conflict, Strategies for the management of conflict	15/03/2017	MBL301	A
5	37	Organizational Change - Nature, levels and dilemmas of change	18/03/2017	MBL301	A
5	38	Pressures for change, The Domino effect,	21/03/2017	MBL301	A
5	39	Responses to change, Force field analysis	22/03/2017	MBL301	A
5	40	Change process, Resistance to change, Dynamics of change.	25/03/2017	MBL301	A



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Course wise Teaching Plan for Session : Summer 2017

Course : PROJECT MANAGEMENT

Faculty : Meeta Murarka

Unit	Topic Code	Topic Covered	Date	Course	Section
1	1	Project Management Concepts - Characteristics of a project Need for project management,	05/12/2016	MBLG335	A
0	1	Intoroduction to Project management	05/12/2016	MBLG335	A
0	2	Need for project management	10/12/2016	MBLG335	A
1	2	Roles of project managers. Project Planning: Statement of work (SOW)	10/12/2016	MBLG335	A
1	3	Work breakdown structure (WBS), Preparation of Task-Flow network,	10/12/2016	MBLG335	A
1	4	CPM-PERT, Gantt chart,	12/12/2016	MBLG335	A
1	5	Schedule the completion of all work elements,	17/12/2016	MBLG335	A
1	6	Planning project communication	17/12/2016	MBLG335	A
1	7	Quality Planning.	19/12/2016	MBLG335	A
1	8	Characteristics of a project Need	24/12/2016	MBLG335	A
1	9	Project costs	24/12/2016	MBLG335	A
2	12	Preparing cost estimates, budgets and expenditures	02/01/2017	MBLG335	A
2	13	Effort and Time estimation, Developing cost summaries for tracking project expenditures	07/01/2017	MBLG335	A
2	14	Resource Allocation - Identifying resource requirement, Scheduling resources,	07/01/2017	MBLG335	A
2	15	Analyze optimal labour utilization for cost effectiveness and schedule efficiency	09/01/2017	MBLG335	A
2	16	Analyze optimal labour utilization for cost effectiveness and schedule efficiency	14/01/2017	MBLG335	A
2	17	planned expenditures	14/01/2017	MBLG335	A
2	18	planned expenditures	16/01/2017	MBLG335	A



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Course wise Teaching Plan for Session : Summer 2017

Course : PROJECT MANAGEMENT

Faculty : Meeta Murarka

Unit	Topic Code	Topic Covered	Date	Course	Section
2	19	Resource Allocation - Identifying resource requirement, Scheduling resources,	21/01/2017	MBLG335	A
3	20	Project Performance Measurement and Control , and control planned cost and schedule performance,	21/01/2017	MBLG335	A
3	21	Concept of earned value performance measurement	23/01/2017	MBLG335	A
3	22	Use of Project Management Information Systems (PMIS) to monitor, evaluate,	28/01/2017	MBLG335	A
3	23	Conducting periodic project performance evaluation audits.	28/01/2017	MBLG335	A
3	24	TAE case Study	30/01/2017	MBLG335	A
3	25	Case study Discussion	04/02/2017	MBLG335	A
3	26	Use of Project Management Information Systems (PMIS) to monitor, evaluate,	04/02/2017	MBLG335	A
3	27	Use of Project Management Information Systems (PMIS) to monitor, evaluate,	06/02/2017	MBLG335	A
3	28	Use of Project Management Information Systems (PMIS) to monitor, evaluate,	11/02/2017	MBLG335	A
3	29	Use of Project Management Information Systems (PMIS) to monitor, evaluate,	11/02/2017	MBLG335	A
4	30	Project Evaluation and Termination , I and failure.	13/02/2017	MBLG335	A
4	31	Analyzing project performances versus cost and schedule constraints	18/02/2017	MBLG335	A
4	32	Identify causes associated with project success	18/02/2017	MBLG335	A
4	33	Identify causes associated with project success	20/02/2017	MBLG335	A
4	34	Ways in which a project can be terminated upon completion.	25/02/2017	MBLG335	A
4	35	Ways in which a project can be terminated upon completion.	25/02/2017	MBLG335	A



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Course wise Teaching Plan for Session : Summer 2017

Course : PROJECT MANAGEMENT

Faculty : Meeta Murarka

Unit	Topic Code	Topic Covered	Date	Course	Section
5	36	Contracting For Project Managers , Contract Proposal Development,	27/02/2017	MBLG335	A
5	37	contract administration and its role in project management,	04/03/2017	MBLG335	A
5	38	Define .Project Procurement cycle, Contract	04/03/2017	MBLG335	A
5	39	Administration policies and procedures, Select contract types for various situations	06/03/2017	MBLG335	A
5	40	Contract Terms & Conditions, Contract Negotiation.	11/03/2017	MBLG335	A
5	41	Revision	11/03/2017	MBLG335	A
2	10	TQM Principles - Customer satisfaction	26/12/2017	MBLG335	A
2	11	Cost Estimating and Budgeting - ,Developing cost forecasts to proactively control future	31/12/2017	MBLG335	A



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Course wise Teaching Plan for Session : Summer 2017

Course : PERFORMANCE MANAGEMENT & COMPENSATION

Faculty : Madhu Menon

Unit	Topic Code	Topic Covered	Date	Course	Section
1	1	Introduction	05/12/2016	MBLC317	A
1	2	Job Evaluation / Grade Structure - a. Purpose and Methods of Job Evaluation	06/12/2016	MBLC317	A
1	3	Ranking Systems, Job Classification / Grading method,	07/12/2016	MBLC317	A
1	4	Points System, Factor Comparison Method, Packaged Point Plans, Implementation;	13/12/2016	MBLC317	A
1	5	Job Analysis; Nature/Use, Methods, Job Identification Summary	14/12/2016	MBLC317	A
1	6	Responsibilities and Duties, Writing Job Specifications and Description	15/12/2016	MBLC317	A
1	7	Compensation Planning - Concepts, Nature and objectives of Compensation	20/12/2016	MBLC317	A
1	8	Wages, Wage Fixation, Wage differentials	21/12/2016	MBLC317	A
1	9	legal Status of Wages (basics), Wage Plans – Rowan /Halsey	22/12/2016	MBLC317	A
2	10	Perks, Fringe Benefits, Pay for Performance – Incentives,	23/12/2016	MBLC317	A
2	11	Methods of PA, Graphic Rating Scales, BARS, Alternation Ranking, Forced Distribution Method,	02/01/2017	MBLC317	A
2	12	Methods of PA, Graphic Rating Scales, BARS, Alternation Ranking, Forced Distribution Method,	03/01/2017	MBLC317	A
2	13	Critical Incident Method, MBO, Assessment Centers, Group Appraisal; 360 deg Feedback,	04/01/2017	MBLC317	A
2	14	Appraisal Interview; Performance Planning and Potential Appraisal	09/01/2017	MBLC317	A
2	15	Trait Based, Behavior Based and Result Based, Pitfalls.	10/01/2017	MBLC317	A
2	16	Revision	11/01/2017	MBLC317	A
2	17	Revision	16/01/2017	MBLC317	A
3	18	Career Development Plan - Employee's and Employer's Role,	17/01/2017	MBLC317	A



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Course wise Teaching Plan for Session : Summer 2017

Course : PERFORMANCE MANAGEMENT & COMPENSATION

Faculty : Madhu Menon

Unit	Topic Code	Topic Covered	Date	Course	Section
3	19	Career Anchors, Nature of Careers,	23/01/2017	MBLC317	A
3	20	Career Problems – Low ceiling Careers	24/01/2017	MBLC317	A
3	21	Career Mapping	25/01/2017	MBLC317	A
3	22	Career Counseling, Succession Planning	30/01/2017	MBLC317	A
3	23	Succession Planning	31/01/2017	MBLC317	A
3	24	Revision	01/02/2017	MBLC317	A
3	25	Revision	06/02/2017	MBLC317	A
4	26	HR Scorecard / Balanced Scorecard	07/02/2017	MBLC317	A
4	27	HR Scorecard -Introduction, Concept, Structure	13/02/2017	MBLC317	A
4	28	Practical Application	14/02/2017	MBLC317	A
4	29	Constructing and developing models of PMS	15/02/2017	MBLC317	A
4	30	Competency Mapping	20/02/2017	MBLC317	A
4	31	Career Plans	21/02/2017	MBLC317	A
4	32	Employee Manual	27/02/2017	MBLC317	A
4	33	Employee Manual 2	28/02/2017	MBLC317	A
4	34	Revision	01/03/2017	MBLC317	A
5	35	Ancillary Topics - Goal Setting	06/03/2017	MBLC317	A
5	36	Promotions and Transfers	07/03/2017	MBLC317	A
5	37	Separations- Retirement, VRS	08/03/2017	MBLC317	A
5	38	Deputation, Death	13/03/2017	MBLC317	A
5	39	Retrenchment, Pink Slips	14/03/2017	MBLC317	A
5	40	Revision	15/03/2017	MBLC317	A



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Course wise Teaching Plan for Session : Summer 2017

Course : SECURITY ANALYSIS & INVESTMENT MANAGEMENT

Faculty : Madhu Menon

Unit	Topic Code	Topic Covered	Date	Course	Section
1	1	introduction	06/12/2016	MBLB312	A
1	1	introduction	06/12/2016	MBLB312	A
1	2	Investment Basics - Definition, Measures of return and risk	08/12/2016	MBLB312	A
1	3	historical rates calculation, Expected rates, required rate of return	10/12/2016	MBLB312	A
1	4	risk free rate of return, Investor life cycle and investment goals	13/12/2016	MBLB312	A
1	5	Investment options available and their comparison	15/12/2016	MBLB312	A
1	6	Portfolio management process	17/12/2016	MBLB312	A
1	7	Fundamental analysis - Concept, process	20/12/2016	MBLB312	A
1	8	Economy analysis, sector analysis, company analysis	22/12/2016	MBLB312	A
1	9	Economy analysis, sector analysis, company analysis	24/12/2016	MBLB312	A
1	10	Individual stock and bond analysis - information sources,	03/01/2017	MBLB312	A
1	11	Tools and techniques of fundamental analysis	04/01/2017	MBLB312	A
4	12	Equity Portfolio Management	05/01/2017	MBLB312	A
4	13	Passive vs. Active,	10/01/2017	MBLB312	A
4	14	value vs. growth	12/01/2017	MBLB312	A
4	15	Asset allocation strategies 1	17/01/2017	MBLB312	A
4	16	Asset allocation strategies 2	24/01/2017	MBLB312	A
4	17	Revision	28/01/2017	MBLB312	A
5	18	Derivatives - Using the derivatives in your portfolio,	31/01/2017	MBLB312	A
5	19	Future and Options trading strategies	02/02/2017	MBLB312	A
5	20	risk management using the Derivative products,	04/02/2017	MBLB312	A



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Course wise Teaching Plan for Session : Summer 2017

Course : SECURITY ANALYSIS & INVESTMENT MANAGEMENT

Faculty : Madhu Menon

Unit	Topic Code	Topic Covered	Date	Course	Section
5	21	Determining the extent of insurance	07/02/2017	MBLB312	A
5	22	Evaluation of Portfolio performance - Concept, Measures available	09/02/2017	MBLB312	A
5	23	Evaluation of Bond portfolio performance, Strategies of great masters	11/02/2017	MBLB312	A
5	24	Revision	14/02/2017	MBLB312	A
2	25	Need, EMH – forms, tests and results	16/02/2017	MBLB312	A
2	26	Implications of efficient capital markets;	18/02/2017	MBLB312	A
2	27	Dow Theory, Random walk Hypothesis	21/02/2017	MBLB312	A
2	28	Indian Markets and Efficiency. Capital Market theory -	23/02/2017	MBLB312	A
2	29	Background, risk free asset,	25/02/2017	MBLB312	A
2	30	the market portfolio; capital asset pricing Model	28/02/2017	MBLB312	A
2	31	systematic and unsystematic risk,	02/03/2017	MBLB312	A
2	32	CML, SML; Arbitrage pricing theory	04/03/2017	MBLB312	A
2	33	Empirical test of APT	07/03/2017	MBLB312	A
2	34	Revision	09/03/2017	MBLB312	A
3	35	Technical Analysis - Assumptions, advantages and challenges	11/03/2017	MBLB312	A
3	36	Tools and techniques for analysis	14/03/2017	MBLB312	A
3	37	Tools and techniques for analysis	16/03/2017	MBLB312	A
3	38	moving averages and MACD analysis	18/03/2017	MBLB312	A
3	39	Fair value of shares, DCF valuation techniques,	21/03/2017	MBLB312	A
3	40	/E ratio – uses, implications and limitations.	23/03/2017	MBLB312	A



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Course wise Teaching Plan for Session : Summer 2017

Course : TRAINING, DEVELOPMENT PRACTICES & HUMAN

Faculty : Dr. Kaustav Shyamal

RESOURCE DEVELOPMENT

Mukharjee

Unit	Topic Code	Topic Covered	Date	Course	Section
1	1	What is training	06/12/2016	MBLC318	A
1	2	Nature of training Significance of training	09/12/2016	MBLC318	A
1	3	Importance of training, Scope & Objectives of training	12/12/2016	MBLC318	A
1	4	Benefits of training, Philosophy of training	13/12/2016	MBLC318	A
1	5	Human Resource Demand & Supply	16/12/2016	MBLC318	A
1	6	Demand Analysis	19/12/2016	MBLC318	A
1	7	Models & Techniques of manpower demand forecasting	20/12/2016	MBLC318	A
1	8	Status of existing manpower	23/12/2016	MBLC318	A
1	9	Requirement of manpower in relation to Technological advancement	02/01/2017	MBLC318	A
1	10	Sources of supply	03/01/2017	MBLC318	A
2	11	Training Need Analysis	06/01/2017	MBLC318	A
2	12	Identification of training needs	09/01/2017	MBLC318	A
2	13	Environment for training	10/01/2017	MBLC318	A
2	14	Areas of training, Responsibilities for providing training	13/01/2017	MBLC318	A
2	15	Training Calendar, Facilities for training	16/01/2017	MBLC318	A
3	16	Training Methods and Techniques	23/01/2017	MBLC318	A
3	18	On the Job Training & Off the Job Training	30/01/2017	MBLC318	A
3	17	Training Methodology	31/01/2017	MBLC318	A
3	19	Case Study, Management Games, Brain Storming, Role Play	03/02/2017	MBLC318	A
3	20	In- Basket exercises, Group Discussion	06/02/2017	MBLC318	A
3	21	Teaching aids and techniques, Audio-visual aids, Cross cultural training.	13/02/2017	MBLC318	A



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Course wise Teaching Plan for Session : Summer 2017

Course : TRAINING, DEVELOPMENT PRACTICES & HUMAN

Faculty : Dr. Kaustav Shyamal

RESOURCE DEVELOPMENT

Mukharjee

Unit	Topic Code	Topic Covered	Date	Course	Section
4	22	Comparative Study of Various HR Disciplines	14/02/2017	MBLC318	A
4	23	Human Resource Management	17/02/2017	MBLC318	A
4	24	Human Capital Management and Personnel Management,	20/02/2017	MBLC318	A
5	35	Study of HRIS models	20/02/2017	MBLC318	A
4	25	case studies	21/02/2017	MBLC318	A
4	26	case studies	27/02/2017	MBLC318	A
4	27	HRD culture and practices, Recent Scenario and Changes	28/02/2017	MBLC318	A
4	28	HRD Barriers in India, Subculture, subsystem, problem	03/03/2017	MBLC318	A
4	29	Strategies for adapting changes in external environment,	06/03/2017	MBLC318	A
4	30	propagation of culture through HRD	07/03/2017	MBLC318	A
5	31	HR Information System	10/03/2017	MBLC318	A
5	32	Objectives, Concept, significance, limitations	13/03/2017	MBLC318	A
5	33	steps in HRIS	14/03/2017	MBLC318	A
5	34	Process and application in HRIS	17/03/2017	MBLC318	A
5	36	Study of HRIS models	21/03/2017	MBLC318	A
5	37	Study of HRIS models	24/03/2017	MBLC318	A
5	38	HR System Design	27/03/2017	MBLC318	A
5	39	Machinery and Sub systems of HR system Design	28/03/2017	MBLC318	A
5	40	HRD intervention.	31/03/2017	MBLC318	A



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Course wise Teaching Plan for Session : Summer 2017

Course : TOTAL QUALITY MANAGEMENT

Faculty : Meeta Murarka

Unit	Topic Code	Topic Covered	Date	Course	Section
1	1	Introduction to Quality Concepts	06/12/2016	MBLG336	A
1	2	Definition of Quality, Dimensions of Quality, Quality Planning	07/12/2016	MBLG336	A
1	3	Analysis Techniques for Quality Costs, Basic concepts of Total Quality Management	09/12/2016	MBLG336	A
1	4	Principles of TQM, Leadership – Concepts, Role of Senior Management	13/12/2016	MBLG336	A
1	5	Quality Council, Quality Statements, Strategic Planning	14/12/2016	MBLG336	A
1	6	Deming Philosophy	16/12/2016	MBLG336	A
1	7	Barriers to TQM Implementation.	20/12/2016	MBLG336	A
1	8	Leadership	21/12/2016	MBLG336	A
1	9	Quality costs	23/12/2016	MBLG336	A
3	21	Pareto Diagrams, Cause-Effect Diagrams	02/01/2017	MBLG336	A
2	10	TQM Principles - Customer satisfaction	03/01/2017	MBLG336	A
2	11	Customer Perception of Quality, Customer Complaints, Service Quality, Customer Retention	04/01/2017	MBLG336	A
2	12	Benefits, Continuous Process Improvement – Juran Trilogy, PDCA Cycle, 5S	06/01/2017	MBLG336	A
2	13	Kaizen, Supplier Partnership – Partnering	10/01/2017	MBLG336	A
2	14	sourcing, Supplier Selection, Supplier Rating	11/01/2017	MBLG336	A
2	15	Relationship Development	13/01/2017	MBLG336	A
2	16	Performance Measures – Basic Concepts	17/01/2017	MBLG336	A
2	17	Strategy	24/01/2017	MBLG336	A
2	18	5S Quality management	25/01/2017	MBLG336	A
2	19	Employee Involvement	27/01/2017	MBLG336	A



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Course wise Teaching Plan for Session : Summer 2017

Course : TOTAL QUALITY MANAGEMENT

Faculty : Meeta Murarka

Unit	Topic Code	Topic Covered	Date	Course	Section
3	20	Quality Improvement Techniques	31/01/2017	MBLG336	A
3	22	Scatter Diagrams, Run Charts, Cause and Effect Diagrams	03/02/2017	MBLG336	A
3	23	Statistical Process Control (SPC)	07/02/2017	MBLG336	A
3	24	The seven tools of quality, Statistical Fundamentals	08/02/2017	MBLG336	A
3	25	Measures of central Tendency and Dispersion	10/02/2017	MBLG336	A
3	26	Population and Sample	14/02/2017	MBLG336	A
3	27	Normal Curve, Control Charts for variables and attributes	15/02/2017	MBLG336	A
3	28	Process capability,	17/02/2017	MBLG336	A
3	29	New seven Management tools.	21/02/2017	MBLG336	A
4	30	Global Brand Expansion - Managing Brands over Geographic Boundaries and Market Segments- Rationale for Going International,	28/02/2017	MBLG336	A
4	31	TQM Tools - Benchmarking - Reasons to Benchmark	01/03/2017	MBLG336	A
4	32	QFD Process, Benefits	03/03/2017	MBLG336	A
4	33	Benchmarking Process, Quality Function Deployment (QFD) - House of Quality	07/03/2017	MBLG336	A
4	34	Taguchi Quality Loss Function, Total Productive Maintenance (TPM)	08/03/2017	MBLG336	A
4	35	Concept, Improvement Needs, FMEA - Stages of FMEA.	10/03/2017	MBLG336	A
5	36	Quality Systems - Need for ISO 9000 and Other Quality Systems, ISO 9000:2000 Quality System - Elements	14/03/2017	MBLG336	A
5	37	Implementation of Quality System, Documentation, Quality Auditing, QS 9000	15/03/2017	MBLG336	A
5	38	ISO 14000 - Concept, Requirements and Benefits	17/03/2017	MBLG336	A



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Course wise Teaching Plan for Session : Summer 2017

Course : TOTAL QUALITY MANAGEMENT

Faculty : Meeta Murarka

Unit	Topic Code	Topic Covered	Date	Course	Section
5	39	Concept of six sigma - Introduction, Design for six sigma	21/03/2017	MBLG336	A
5	40	key analytical tools for implementing six sigma, advantages of six sigma	22/03/2017	MBLG336	A
5	41	Revision	24/03/2017	MBLG336	A