

Rajarshi Shahu Mahavidyalaya, (Autonomous), Latur

Department of Commerce

Structured Work Plan for Teaching : (July 2020 to October 2020)

Class : B.Com II (Div-A) Sem.: III

Subject : Retail Management

Paper : Retail Management

Name of Teacher : Prof.J.M.Shaikh

Summary of Teaching Plan :			
	Chapter / Topics	No. of Lectures	Date
Unit - 1	Introduction to Retail Management	10	
	Topic 1.1 Meaning, definition and significance of retailing	02	15/07/2020 to 01/08/2020
	1.2 Types of Retailers	03	
	1.3 Main drivers of Retailing in India.	02	
	1.4 Retail management strategy and its competitive advantages	02	
	1.5 Factors attracting global retailers to India	02	
Unit - 2	Consumer Buying Behaviour and Online Retailing	10	
	Topic 2.1 Consumer behaviour and stages in the buying process	02	05/08/2020 to 22/08/2020
	2.2 Factors affecting on buyers buying decision making process	03	
	2.3 Recent trends in online retailing	02	
	2.4 Advantages & disadvantages of online retailing	03	
Unit - 3	Franchising, Brand and Mall Management	10	
	Topic 3.1 Meaning of franchising.	01	26/08/2020 to 12/09/2020
	3.2 Franchising Market and franchising in India	02	
	3.3 Brand Management and Brand loyalty	02	
	3.4 Meaning of Mall & Factors affecting the success of Malls	02	
	3.5 Types of Malls.	01	
	3.6 Problems of Mall developers in India.	02	
Unit - 4	Retail Communication and Promotion	10	
	Topic 4.1 Introduction and Methods of communication with customers	02	16/09/2020 to 07/10/2020
	4.2 Advertising – Concept, Types and importance of advertising	04	
	4.3 Popular media vehicles used in the Indian retail industry.	02	
	4.4 Personal selling – Meaning & its process.	02	
Unit - 5	Retailing and Information Technology System	10	
	Topic 5.1 Information technology and its growing role in retailing.	02	08/10/2020 to 30/10/2020
	5.2 Campaign management in retailing	02	
	5.3 Benefits of database marketing and application of IT to retailing	02	
	5.4 Limitations to web applications	02	
	5.5 Electronics retailing issues.	02	

J. M. Shaikh
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Structured Work Plan for Teaching (July: 2020 to October 2020)

Class :B.Com II B (Sem. III)

Subject : Human Resource Management

Paper : Human Resource Management

Name of Teacher : Prof. Shaikh J.M

Summary of Teaching Plan :

Unit	Chapter / Topics	No. of Lectures	Date
Unit - 1	Introduction to Human Resource Management	10	13/07/2020 To 30/07/2020
	Topic 1.1 Meaning definition of human resource management.	02	
	1.2 Basic characteristics of human resource management.	02	
	1.3 Functions of human resource management.	02	
	1.4 Significance of human resource management.	02	
	1.5 Scope of human resource management.	02	
Unit - 2	Acquiring the Human Resources	10	03/08/2020 To 20/08/2020
	Topic 2.1 Concept of human resource planning.	02	
	2.2 Objectives of human resource planning.	02	
	2.3 Importance of human resource planning	02	
	2.4 Process of human resource planning	02	
	2.5 Methods of human resource planning	02	
Unit - 3	Job Analysis & Job Design	10	24/08/2020 To 14/09/2020
	Topic 3.1 Concept of job analysis & job design	02	
	3.2 Significance of job analysis	02	
	3.3 Techniques of job analysis	02	
	3.4 Methods of job analysis	02	
	3.5 Approaches to job analysis	02	
Unit - 4	Recruitment & Selection	10	15/09/2020 To 05/10/2020
	Topic 4.1 Meaning of recruitment & selection	02	
	4.2 Process of recruitment	02	
	4.3 Sources of recruitment-Internal sources & external sources of recruitment	02	
	4.4 Steps in selection process	02	
	4.5 Types of selection interview	02	
Unit - 5	Training & Development	10	06/10/2020 To 28/10/2020
	Topic 5.1 Meaning of training & development.	02	
	5.2 Needs of training.	02	
	5.3 Methods of training.	02	
	5.4 Needs of development.	02	
	5.5 Types of management development program.	02	

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Class : B.Com II (Div C) Sem.: III
Subject : Retail Management
Paper : Retail Management
Name of Teacher : Prof.J.M.Shaikh

Summary of Teaching Plan :			
Unit	Chapter / Topics	No. of Lectures	Date
Unit - 1	Introduction to Retail Management	10	
	Topic 1.1 Meaning, definition and significance of retailing	02	13/07/2020 to 30/07/2020
	1.2 Types of Retailers	03	
	1.3 Main drivers of Retailing in India.	02	
	1.4 Retail management strategy and its competitive advantages	02	
	1.5 Factors attracting global retailers to India	02	
Unit - 2	Consumer Buying Behaviour and Online Retailing	10	
	Topic 2.1 Consumer behaviour and stages in the buying process	02	09/08/2020 to 25/08/2020
	2.2 Factors affecting on buyers buying decision making process	03	
	2.3 Recent trends in online retailing	02	
	2.4 Advantages & disadvantages of online retailing	03	
Unit - 3	Franchising, Brand and Mall Management	10	
	Topic 3.1 Meaning of franchising.	01	28/08/2020 to 19/09/2020
	3.2 Franchising Market and franchising in India	02	
	3.3 Brand Management and Brand loyalty	02	
	3.4 Meaning of Mall & Factors affecting the success of Malls	02	
	3.5 Types of Malls.	01	
	3.6 Problems of Mall developers in India.	02	
Unit - 4	Retail Communication and Promotion	10	
	Topic 4.1 Introduction and Methods of communication with customers.	02	19/09/2020 to 09/10/2020
	4.2 Advertising – Concept, Types and importance of advertising	04	
	4.3 Popular media vehicles used in the Indian retail industry.	02	
	4.4 Personal selling – Meaning & its process.	02	
Unit - 5	Retailing and Information Technology System	10	
	Topic 5.1 Information technology and its growing role in retailing.	02	10/10/2020 to 31/10/2020
	5.2 Campaign management in retailing	02	
	5.3 Benefits of database marketing and application of IT to retailing	02	
	5.4 Limitations to web applications	02	
	5.5 Electronics retailing issues.	02	

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Teaching Plan (July 2020 to October. 2020)

Class : B.Com III (Div. B) Sem -V)

Subject : Management Accounting-I

Paper : Management Accounting-I

Name of Teacher : Miss. J. M. Shaikh

Summary of Teaching Plan

Unit	Chapter / Topics	No. of Lectures	Date
Unit - 1	Introduction to Management Accounting	12	
	Topic 1.1 Meaning, Definition & Nature of Management Accounting	02	13/07/2020 to 11/08/2020
	1.2 Significance & Limitations of management accounting	02	
	1.3 Branches of accounting- Financial accounting, cost accounting, management accounting	04	
	1.4 Management accounting tools & techniques	04	
Unit - 2	Analysis & Interpretation of Financial Statement	13	
	Topic 2.1 Concept & Objective of Financial Statement Analysis	02	12/8/2020 to 09/09/2020
	2.2 Significance & Limitations of Financial Statement Analysis	02	
	2.3 Types of Financial Statement Analysis- Comparative Financial Statement & Trend Analysis	05	
	2.4 Problems based on- Comparative, Common Size & Trend Statements.	04	
Unit - 3	Fund Flow Statement	12	
	Topic 3.1 Meaning & definition of Fund Flow Statement	02	10/9/2020 to 05/10/2020
	3.2 Importance & Limitations of Fund Flow Statement	02	
	3.3 Preparation of Statement showing changes in working capital	04	
	3.4 Preparation of fund flow statement	04	
Unit - 4	Cash Flow Statement	13	
	Topic 4.1 Meaning & Definition of cash flow statement	02	06/10/2020 to 29/10/2020
	4.2 Significance & Limitations of Cash Flow Statement	03	
	4.3 Classification of Cash Fund Statement- Cash Flow From Operating, Investing, Financing Activities	04	
	4.4 Preparation of Cash Flow Statement according to Accounting Standard-3 (AS-3)	04	

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Structured Work Plan for Teaching (July : 2019 to Nov 2019)

Class : B.Com III (ABC Sem -V)

Subject : Entrepreneurship Development- II

Paper : Project Formulation & Appraisal

Name of Teacher : Prof.Shaikh J.M

Summary of Teaching Plan :

Unit	Chapter / Topics	No. of Lectures	Date
Unit - 1	Opportunity Identification & Selection	13	
	Topic 1.1 Meaning of Opportunity identification & Selection	03	13/07/2020
	1.2 Identification of business opportunities	02	to
	1.3 Business opportunities in various leading sectors	04	11/08/2020
	1.4 Steps in setting up of MSMEs	04	
Unit - 2	Formulation Of Business Plan	12	
	Topic 2.1 Meaning & contents of business plan	02	12/08/2020
	2.2 Formulation of business plan	02	to
	2.3 Project report guidelines under various government schemes	04	09/09/2020
	2.4 Common errors in formulation of business plan	04	
Unit - 3	Financing of MSMEs	13	
	Topic 3.1 Meaning & need for financial planning	02	10/09/2020
	3.2 Sources of Finance	02	to
	3.3 Capital structure & factors affecting on capital structure	03	05/10/2020
	3.4 Introduction of Lease Financing & Hire Purchasing	02	
	3.5 Factoring for Micro & Small Enterprises	02	
	3.6 Venture capital & private Equity	02	
Unit - 4	Project Appraisal	12	
	Topic 3.1 Concepts of Project Appraisal	02	06/10/2020
	3.2 Methods of Project Appraisal - Economic analysis, Financial analysis, Market Analysis	02	to
	3.3 Environmental Clearance for MSMEs	04	29/10/2020
	3.4 The Environmental clearance process for MSMEs	04	

Prof. Shaikh J.M

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Structured Work Plan for Teaching (January 2021 to April 2021)

Class :M.Com I (Sem I).

Subject : Marketing Management- I

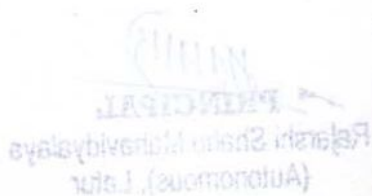
Paper : Marketing Management- I

Name of Teacher : Prof. Shaikh J.M.

Summary of Teaching Plan :

Unit	Chapter / Topics	No. of Lectures	Date
Unit - 1	Introduction to Marketing Management	12	
	Topic 1.1 Meaning, definition and nature of marketing management	03	01/01/2021
	1.2 Evolution of marketing concept & modern marketing concepts	03	To
	1.3 Marketing functions & role of marketing manager	03	23/01/2021
	1.4 Significance of marketing management	03	
Unit - 2	Marketing Mix	12	
	Topic 2.1 Meaning & definition importance of marketing mix	03	25/01/2021
	2.2 Seven elements of marketing mix	03	To
	2.3 Factors determining the marketing mix	03	20/02/2021
	2.4 Essentials of an effective marketing mix	03	
Unit - 3	Market Segmentation & Product Positioning	12	
	Topic 3.1 Meaning definition, concept of market segmentation	03	22/02/2021
	3.2 Benefits of market segmentation	03	To
	3.3 Bases of market segmentation	02	15/03/2021
	3.4 Target marketing & product positioning process	03	
	3.5 Product life cycle	02	
Unit - 4	Consumer Behaviour and Marketing Environment	12	
	Topic 4.1 Meaning definition of consumer behaviour	02	16/03/2021
	4.2 Consumer buying behaviour and buying process (Including online buyer)	03	To
	4.3 Determinants of consumer Behaviour	02	06/04/2021
	4.4 Micro and Macro Environment and its components	03	
	4.5 Theories of Consumer Behaviour	02	
Unit - 5	Distribution Decision and Promotion Decision	12	
	Topic 5.1 Meaning definition and Importance of Channel of distribution	03	09/04/2021
	5.2 Functions of Channel of distribution	02	To
	5.3 Retailing- Types of Retail Format	03	30/04/2021
	5.4 Determinants of Promotion Mix	02	
	5.5 Factors influencing Promotion Mix	02	


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Structured Work Plan for Teaching (March- 2021 to May 2021)

Class : B.Com II (AB Sem-IV)
Subject : Financial Management
Paper : Financial Management
Name of Teacher : Prof.Shaikh J.M

Summary of Teaching Plan :

Unit	Chapter / Topics		No. of Lectures	Date
Unit - 1	Basics of Financial Management		10	22/02/2021 to 09/03/2021
	Topic 1.1	Introduction, Meaning, & Scope	02	
	1.2	Significance of Financial Management	02	
	1.3	Factors affecting Financial Management	02	
	1.4	Finance Function of Organization	02	
	1.5	Tools of Financial Management	02	
Unit - 2	Cost of Capital		11	12/03/2021 to 29/03/2021
	Topic 2.1	Meaning and Need of Capital	02	
	2.2	Factors of Cost of Capital	03	
	2.3	Determination of Cost of Capital - 1. Cost of Debt, 2. Cost of Equity	03	
	2.4	Computation of Weighted Average Cost of Capital	03	
Unit - 3	Capital Structure and Leverage		10	03/04/2021 to 16/04/2021
	Topic 3.1	Meaning and Elements of Capital	02	
	3.2	Factors Determining Capital Structure	02	
	3.3	Theories of Capital Structure - 1. Net Income Approach	02	
	3.4	Meaning and Types of Leverage	02	
	3.5	Computation of Operating Leverage and Financial Leverage	02	
Unit - 4	Capital Budgeting		10	17/04/2021 to 03/05/2021
	Topic 4.1	Meaning and Significance of Capital Budgeting	02	
	4.2	Types of Capital Investment Decision Making Techniques	02	
	4.3	Process of Capital Budgeting	02	
	4.4	Capital Budgeting methods - Discounted Cash Flow and Net Present Method	02	
	4.5	Capital Rationing	02	
Unit - 5	Working Capital Management		9	04/05/2021 to 15/05/2021
	Topic 5.1	Meaning and significance of WCM	02	
	5.2	Factors Affecting WCM	02	
	5.3	Cash and Inventories Management	02	
	5.4	Management of Accounts Receivable	01	
	5.5	Management of Account Payable	02	

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Structured Work Plan for Teaching (March- 2021 to May 2021)

Class : B.Com II (C) Sem-IV)
Subject : Principles and Practices of Insurance
Paper : Principles and Practices of Insurance
Name of Teacher : Prof.Shaikh J.M

Summary of Teaching Plan :

Unit	Chapter / Topics		No. of Lectures	Date
Unit - 1	Introduction to Insurance		10	24/02/2021 to 06/03/2021
	Topic 1.1	Meaning, definition & concept of insurance	02	
	1.2	Principles of insurance	02	
	1.3	Characteristics of insurance	02	
	1.4	Classification of insurance	02	
	1.5	Importance of insurance	02	
Unit - 2	Reforms of Insurance Sector		11	10/03/2021 to 24/03/2021
	Topic 2.1	Overview of insurance business in India	02	
	2.2	Opportunities of insurance industry	03	
	2.3	Economic liberalisation in insurance sector	02	
	2.4	Objectives of Malhotra Committee	02	
	2.5	Current state of insurance industries	02	
Unit - 3	Legal framework of Insurance		10	25/03/2021 to 09/04/2021
	Topic 3.1	Registration, Nomination of insurance	03	
	3.2	Functions, objectives of general insurance	03	
	3.3	Powers of IRDA Act 1999	02	
	3.4	Insurance Ombudsman Scheme	02	
Unit - 4	Insurance Services and its Marketing		12	10/04/2021 to 29/04/2021
	Topic 4.1	Insurance intermediaries : Agent- it's function	03	
	4.2	Broker : it's function	03	
	4.3	Bancassurance	02	
	4.4	Micro insurance - models	02	
	4.5	E-marketing of insurance	02	
Unit - 5	Policy Servicing and Claims Settlement		10	30/04/2021 to 15/05/2021
	Topic 5.1	Procedure of life insurance	02	
	5.2	Claim settlement in fire insurance and motor insurance	02	
	5.3	Maturity claims in life insurance	02	
	5.4	Underwriting - types of underwriters	02	
	5.5	Actuary - Role and duties	02	

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Structured Work Plan for Teaching (March- 2021 to May 2021)

Class : B.Com III (ABC Sem VI)
Subject : Entrepreneurship Development - IV
Paper : Entrepreneurship Development - IV
Name of Teacher : Prof.Shaikh J.M

Summary of Teaching Plan :

Unit	Chapter / Topics	No. of Lectures	Date
Unit - 1	Entrepreneurial Motivation	13	
	Topic 1.1 Meaning of Entrepreneurial Motivation	03	22/02/2021 to 16/03/2021
	1.2 Process for Entrepreneurship	02	
	1.3 Maslow's Theory of Entrepreneurial Motivation	03	
	1.4 Internal and External factors of Entrepreneurial Motivation	03	
	1.5 Factors Affecting Entrepreneurial Motivation	02	
Unit - 2	Intellectual Property Rights and MSMEs	12	
	Topic 2.1 Meaning of Intellectual Property Rights	03	17/03/2021 to 07/04/2021
	2.2. Types of Patents	03	
	2.3 Objectives of Copy Rights	02	
	2.4 Categories of Trade Mark	02	
	2.5 Need of IPR of MSMEs	02	
Unit - 3	TQM FASSAI and KAIZEN techniques for	13	
	Topic 3.1 Meaning and definition of quality	03	08/04/2021 to 04/05/2021
	3.2 Concepts of TQM	03	
	3.3 Introduction of Fassai techniques	02	
	3.4 Kaizen technique -The key to Japan success	03	
	3.5 Ten steps of kaizen technique	02	
Unit - 4	Export Documents & Procedure for Small Scale	12	
	Topic 4.1 Meaning and Nature of export business	03	05/05/2021 to 31/05/2021
	4.2 Forms of Export business	03	
	4.3 Advantages and Disadvantages	02	
	4.4 Types of documents for Export Business	02	
	4.5 Processing of an Export order	02	

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Structured Work Plan for Teaching (March- 2021 to May 2021)

Class : M.Com I (Sem II)
Subject : E-Commerce
Paper. : E-Commerce
Name of Teacher : Prof.Shaikh J.M

Summary of Teaching Plan :

Unit	Chapter / Topics		No. of Lectures	Date
Unit - 1	Introduction to Electronic Commerce		13	12/04/2021 to 28/04/2021
	Topic 1.1	Meaning , Definition of E-Commerce	02	
	1.2	Features of E-Commerce	02	
	1.3	Advantage and Disadvantages of E-Commerce	02	
	1.4	Difference between E-Commerce & E-business	03	
	1.5	Parties to E-Commerce	02	
	1.6	E-Commerce procedure	02	
Unit - 2	E-Commerce Models & Utilities		12	29/04/2021 to 13/05/2021
	Topic 2.1	Business models- B2B, B2C and B2G	02	
	2.2	Elements of E-Commerce	02	
	2.3	Electronic payment system	03	
	2.4	E-Commerce security	03	
	2.5	Electronic markets-Online auction, Online stock trading	02	
Unit - 3	E-Commerce in India		12	17/05/2021 to 02/06/2021
	Topic 3.1	Applications of E-Commerce	03	
	3.2	In Wholesale and retail	02	
	3.3	E-Commerce in marketing	02	
	3.4	Factors of E-Commerce business	03	
	3.5	Challenges facing B2C in India	02	
Unit - 4	E-Banking and Financial Services		11	03/06/2021 to 16/06/2021
	Topic 4.1	Introduction to banking system	02	
	4.2	Technology in Banking	03	
	4.3	Internet banking in India -RTGS,NEFT,ECS,D-MAT	04	
	4.4	Mobile Banking in India	02	
Unit - 5	Mobile Commerce		12	17/06/2021 to 25/06/2021
	Topic 5.1	Meaning and Definition of Mobile Commerce	02	
	5.2	Advantages and Disadvantages of Mobile Commerce	03	
	5.3	Mobile Payments Models	02	
	5.4	Types of Mobile Commerce and its applications	02	
	5.5	Emerging Trends in E-Commerce	03	

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