

संस्थेचे नांव D.R.K College of Commerce, Kolhapur प्रोसिडींग  
सभेच्या कामकाजाच्या

सूचना : सभेस हजर असलेल्या सभासदांची नावे गाजेप्रमाणे व जल्दीप्रमाणे स्वतंत्र कागदावर लिहून ती या कामकाजास जोडावीत.

१) सभेचा प्रकार Department meeting ३) सभेची तारीख : 20/07/2020 ४) सभेचे ठिकाण \_\_\_\_\_  
२) सभेचा क्रमांक \_\_\_\_\_ ४) सभेची वेळ : 11.30 am

सभेस कोणी सन्माननीय गृहस्थ अथवा अधिकारी हजर असल्यास त्यांची (हुद्दयासह) नावे \_\_\_\_\_

सभेचे अध्यक्ष - मान्यवर Prin Dr. V.A. Patil



Council of Education's  
**DESHBHAKT RATNAPPA KUMBHAR COLLEGE OF  
COMMERCE, KOLHAPUR.**  
Address- 649, C ward, RaviwarPeth, Azad Chowk, Kolhapur - 416 002.  
Reaccredited with "A" Grade by NAAC



Principal  
Dr. V. A. Patil  
M. Com., M. Phil., Ph.D.

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Blog: https://drkckop.blogspot.com

Date : 15/07/2020

### NOTICE

A meeting of the faculty members of the MBA Department will be held on 20<sup>th</sup> July 2020 at the round table. All the members are requested to be present sharp 11.30 a.m.

Agenda -

1. Confirmation of the minutes of the previous meeting.
2. To discuss about online admission process.
3. To discuss about workload distribution and online teaching.
4. To review the results of the academic year.
5. Any other matter with the permission of the chair.

Prin  
Principal  
PRINCIPAL  
D. R. K. COLLEGE OF COMMERCE, KOLHAPUR

बुक

वृत्तांताचे पुस्तक

पान नंबर

७) सभेस हजर असलेल्या सभासदांची नावे व सहा

नं.	नांव	सही	नं.	नांव	सही
१	Dr. V. A. Patil	<i>[Signature]</i>	११		
२	Dr. T. S. Zaxi	<i>[Signature]</i>	१२		
३	Dr. Mrs. T. A. H. Lage	<i>[Signature]</i>	१३		
४	Mrs. A. M. Mulik	<i>[Signature]</i>	१४		
५			१५		
६			१६		
७			१७		
८			१८		
९			१९		
१०			२०		

विषय नं.	टिकाव नंबर	सभेपुढे विचाराक्रिती आलेले विषय आणि टिकाव	गौर व तागखिसह टिकावाची अमलबजावणी
		A meeting of the faculty members of MBA department was held in the college premises on 20/07/20 at 11.30 am. All the member of the department were present.	
		1) The minutes of the previous meeting were confirmed and signed by chair.	
		2) We carry out the admission process.	
		3) workload Distribution to be carried out as per the requirement.	
		4) The results of all the semester of academic year were discuss.	
		5) As there was no other matter to discuss the meeting concluded with vote of thanks.	

संस्थेचे नांव DRK College of Commerce, Kolhapur प्रासिडींग  
सभेच्या कामकाजाच्या

सूचना : सभेस हजर असलेल्या सभासदांची नावे गजेटमध्ये व जसदीमध्ये स्वतंत्र बागादार लिहून ती या कामकाजस जोडावीत.

१) सभेचा प्रकार Department Meeting २) सभेची तारीख : 01/02/2021 सभेचे ठिकाण \_\_\_\_\_  
३) सभेचा क्रमांक \_\_\_\_\_ ४) सभेची वेळ : 11.30 am

सभेस कोणी सन्यासनीय गृहस्थ अथवा अधिकारी हजर असल्यास त्यांची (हृदयसाह) नावे \_\_\_\_\_

Prin Dr. V. A. Patil



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Date : 27/01/2021

**NOTICE**

A meeting of the faculty members of the MBA Department will be held on 1<sup>st</sup> Feb 2021 at the round table. All the members are requested to be present sharp 11.30 a.m.

Agenda -

1. To confirm the minutes of the last meeting.
2. To review the performance during the year.
3. To review the activities conducted during year.
4. Any other matter with the permission of the chair.

Dr. V. A. Patil  
Principal  
Principal  
C. R. K. COLLEGE OF COMMERCE, KOLHAPUR

**बुक**  
वृत्तांताचे पुस्तक

पान नंबर \_\_\_\_\_

७) सभेस हजर असलेल्या सभासदांची नावे व सद्या

नं.	नांव	सही	नं.	नांव	सही
१	DR. V. A. Patil	<i>[Signature]</i>	११		
२	DR. T. S. Zari	<i>[Signature]</i>	१२		
३	DR. Mrs. T. A. Hilage	<i>[Signature]</i>	१३		
४	Mrs. A. M. Mudik	<i>[Signature]</i>	१४		
५			१५		
६			१६		
७			१७		
८			१८		
९			१९		
१०			२०		

विषय नं.	टाव नंबर	सभेपुढे विचारकारिता आलेले विषय आणि टाव	शेज व मार्गदर्शक टाववारी असलेल्यांच्या
		A meeting of faculty member of MBA Department was held in the college premises on 01/2/21 at 11.30 am. All the members of the department were present	
		1) The minutes of the previous meeting were confirmed, and signed by the chair	
		2) The details and achievements of the student were appreciated and the efforts taken by the head of dept	
		3) Details of all activities conducted were discussed	
		4) As there was no other matter for discussion. The meeting conducted with vote of thanks	

संस्थेचे नांव DRK College of Commerce, Kolhapur प्रोसिडींग  
सभेच्या कामकाजाच्या

सूचना : सभेस हजर असलेल्या सभासदांची नावे गारजेप्रमाणे व जसरीप्रमाणे स्वतंत्र कागदावर लिहून ती या कामकाजास जोडावीत.

१) सभेचा प्रकार Department meeting २) सभेची तारीख : 31/07/2021 ३) सभेचे ठिकाण \_\_\_\_\_

४) सभेचा क्रमांक \_\_\_\_\_ ५) सभेची वेळ : 11:30 am

सभेस कोणी सन्माननीय गृहस्थ अथवा अधिकारी हजर असल्यास त्यांची (हृदयासह) नावे \_\_\_\_\_

सभेचे अध्यक्ष - Prin Dr. V.A. Patil



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Date : 26/07/2021

**NOTICE**

A meeting of the faculty members of the MBA Department will be held on 31<sup>st</sup> July 2021 at the round table. All the members are requested to be present sharp 11.30 a.m.

**Agenda -**

1. Confirmation of the minutes of the previous meeting.
2. Dr. T.S Zari reads the last minutes of the meeting.
3. Decided to arrange one guest lecture for every month.
4. Extra lectures for slow learners.
5. Any other matter with the permission of the chair.

*(Signature)*  
Principal  
PRINCIPAL

D R K COLLEGE OF COMMERCE, KOLHAPUR

**बुक**

वृत्तांताचे पुस्तक

पान नंबर

७) सभेस हजर असलेल्या सभासदांची नावे व सहा

नं.	नांव	सही	नं.	नांव	सही
१	Dr. V.A Patil	<i>(Signature)</i>	११		
२	Dr. T.S Zari	<i>(Signature)</i>	१२		
३	Dr. Mrs. T.A Hilage	<i>(Signature)</i>	१३		
४	Mrs A.M. Mulik	<i>(Signature)</i>	१४		
५			१५		
६			१६		
७			१७		
८			१८		
९			१९		
१०			२०		

विषय नं.	टिप नंबर	सभेपुढे विचाराकारिता आलेले विषय आणि टिप	सो व तारखेसह टिपाची अंमलबजावणी
		A meeting of the faculty members of MBA Department was held in the college premises	
		All the members of the dept were present	
		1) The minutes of the previous meeting were confirmed, and signed by the chair	
		2) Dr. T.S Zari reads the minutes of last meeting	
		3) It is decided to arrange 1 guest lecture for every month	
		4) It is discussed to arrange the extra lecture for slow learners	
		5) Mrs T.A Hilage proposes the vote of thanks	

**Deshbhakt Ratnappa Kumbhar College of Commerce**  
**MBA Department**  
**Semester - 1 and 3 Teacherwise workload**

No.	Name of Teacher	Subject Name	Semester	Weekly workload	Total workload
1	Dr. T. S. Zari	Indian Ethos and Mgt. Concept	Semester 1	2	19
		OB		4	
		Soft Skill Development		2	
		Strategic and Change Management	Semester 3	2	
		Business Intelligence and Analytics		1	
		Marketing Mgt. 1		4	
		Marketing Mgt. 2		4	
2	Dr. Mrs. T. A. Hilage	Indian Ethos and Mgt. Concepts	Semester 1	2	19
		IT for Mgt.		4	
		Soft Skill Development		2	
		Strategic and Change Management	Semester 3	2	
		BI and Analytics		1	
		IT and System Mgt. 1		4	
		IT and System Mgt. 2		4	
3	Miss. A. M. Mulik	HRM 1	Semester 3	4	12
		HRM 2		4	
		Finance 1		4	
4	Miss. P. S. Doiphode	Mgt. Accounting	Semester 1	4	8
		Finance 2	Semester 3	4	
5	Mr. P. M. Sorte	Managerial Economics	Semester 1	4	4
6	Mr. A. S. Jadhav	Legal and BE	Semester 1	4	4
7	Mr. Omkar Patil	BI and Analytics	Semester 3	2	2
8	Mr. G. N. Remne	Personality Development	Semester 1	2	4
		CRM	Semester 3	2	



**Deshbhakt Ratnappa Kumbhar College of Commerce**  
**MBA Department**  
**Semester - 2 and 4 Teacherwise workload**

No.	Name of Teacher	Subject Name	Semester	Weekly workload	Total workload
1	Dr. T. S. Zari	Marketing Mgt.	Semester 2	4	22
		Research Methodology		2	
		Managerial skill for effectiveness		2	
		Innovation and Entrepreneurship	Semester 4	2	
		Start up and Venture		2	
		Employeeability Skill		2	
		Marketing Mgt. Paper III		4	
		Marketing Mgt. Paper IV		4	
2	Dr. Mrs. T. A. Hilage	MIS	Semester 1	4	26
		HRM		4	
		Operations Mgt.		2	
		Managerial skill for effectiveness	Semester 3	2	
		Innovation and Entrepreneurship		2	
		Start up and Venture		2	
		Employeeability Skill		2	
		IT && System Mgt. 3		4	
IT && System Mgt. 4	4				
3	Miss. A. M. Mulik	HRM 1	Semester 3	4	12
		HRM 2		4	
		Finance 1		4	
4	Miss. P. S. Doiphode	Mgt. Accounting	Semester 1	4	8
		Finance 2	Semester 3	4	
5	Mr. P. M. Sorte	Managerial Economics	Semester 1	4	4
6	Mr. A. S. Jadhav	Legal and BE	Semester 1	4	4
7	Mr. Omkar Patil	BI and Analytics	Semester 3	2	4
		OM	Semester 1	2	
8	Mr. G. N. Remne	Negotiation Skill	Semester 1	2	4
		Organizational Development	Semester 4	2	



**D.R.K. College of Commerce, Kolhapur**  
**MBA Department**  
**Time Table MBA-I Sem -I Year 2020-21**

Period	Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	11.00 am to 12.00 pm	Economics (PMS)	Economics (PMS)	Law (ASJ)	PD (GNR)	Law (ASJ)	Law (ASJ)
2	12.00 pm to 01.00 pm	IEMC (TSZ)	Mgmt. Accounting (PSD)	Economics (PMS)	PD (GNR)	Law (ASJ)	Economics (PMS)
3	01.00 pm to 2.00 pm	IEMC (TSZ)	IEMC (TAH)	IEMC (TAH)	SSD (TAH)	SSD (TSZ)	OB (TSZ)
<b>Recess</b>							
4	2.30 pm to 3.30 pm	SSD (TAH)	OB (TSZ)	Mgmt. Accounting (PSD)	IT (TAH)	SSD (TSZ)	OB (TSZ)
5	3.30 pm to 4.30 pm	Mgmt. Accounting (PSD)	OB (TSZ)	IT (TAH)	IT (TAH)	Mgmt. Accounting (PSD)	IT (TAH)

TSZ : Dr. T.S. Zari

TAH : Dr. (Mrs.) T.A. Hilage

ASJ : Mr. A.S. Jadhav

PSD : Miss. P.S. Doiphode

PMS : Mr. P.M. Sorte

GNR : Mr. G.N. Remne



*Hilage*

MBA Co-ordinator

**D.R.K. College of Commerce, Kolhapur**  
**MBA Department**  
**Time Table MBA-I Sem -II Year 2020-21**

Period	Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	11.00 am to 12.00 pm	Mkting (TSZ)	Mkting (TSZ)	HRM(TAH)	Finance (PND)	HRM(TAH)	OM(TAH)
2	12.00 pm to 01.00 pm	Mkting (TSZ)	Mkting (TSZ)	HRM(TAH)	Finance (PND)	HRM(TAH)	OM(TAH)
3	01.00 pm to 2.00 pm	Finance (PND)	Finance (PND)	OM (OAP)	MIS (TAH)	OM (OAP)	OD (GNR)
<b>Recess</b>							
4	2.30 pm to 3.30 pm	MIS (TAH)	MIS (TAH)	RM (TSZ)	RM (OAP)	MSF (TSZ)	MSF (TAH)
5	3.30 pm to 4.30 pm	MIS (TAH)	OD (GNR)	RM (TSZ)	RM (OAP)	MSF (TSZ)	MSF (TAH)

TSZ : Dr. T.S. Zari

TAH : Dr. (Mrs.) T.A. Hilage

ASJ : Mr. A.S. Jadhav

PSD : Miss. P.S. Doiphode

PMS : Mr. P.M. Sorte

GNR : Mr. G.N. Remne



*Atul S*

MBA Co-ordinator

Council of Education's  
**D.R.K. College of Commerce, Kolhapur**  
MBA Department

Year : 2020-2021

Class : M.B.A - II, Sem- III

Period	Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	11.00 am to 12.00 pm	HRM I (AMM)	SCM(TSZ)	SCM (TAH)	BI (TSZ)	BI (TAH)	BI (OAP)
2	12.00 pm to 01.00 pm	HRM I (AMM)	SCM(TSZ)	SCM (TAH)	Fin I / IT I	HRM I (AMM)	BI (OAP)
3	01.00 pm to 2.00 pm	FIN II(PND) / IT II (TAH)	CRM (GNR)	Mkting I (TSZ)	Mkting I (TSZ)	HRM I (AMM)	FIN II(PND) / IT II (TAH)
<b>Recess</b>							
4	2.30 pm to 3.30 pm	Mkt II (TSZ)	Fin I / IT I	Mkting I (TSZ)	Mkting I (TSZ)	CRM (GNR)	FIN II(PND) / IT II (TAH)
5	3.30 pm to 4.30 pm	Mkt II (TSZ)	Fin I / IT I	HRM II (AMM)	FIN II(PND) / IT II (TAH)	HRM II (AMM)	HRM II (AMM)
6	4.30 pm to 5.30 pm		Mkt II (TSZ)	HRM II (AMM)	Fin I / IT I	HRM II (AMM)	Mkt II (TSZ)

TSZ : Dr. T.S. Zari

TAH : Dr. (Mrs.) T.A. Hilage

AMM : Miss. Aditi M. Mulik

PGS : Miss. P.G. Sur- Ve



*Hilage*  
(MBA co-ordinator)



**Council of Education's  
D.R.K. College of Commerce, Kolhapur  
MBA Department**

Year : 2020-2021

Class : M.B.A - II, Sem- IV

Period	Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	11.00 am to 12.00 pm	Innovation (TSZ)	Innovation (TAH)	Start UP (TSZ)	Start UP (TAH)	Employeeability (SZ)	Employeeability (TAH)
2	12.00 pm to 01.00 pm	Innovation (TSZ)	Innovation (TAH)	Start UP (TSZ)	Start UP (TAH)	Employeeability (SZ)	Employeeability (TAH)
3	01.00 pm to 2.00 pm	HRM III (AMM)	Mkting III (TSZ)	HRM III (AMM)	Mkting III (TSZ)	FIN - III (TSZ) / IT III (TAH)	Marketing - IV (TSZ)
<b>Recess</b>							
4	2.30 pm to 3.30 pm	HRM III (AMM)	Mkting III (TSZ)	HRM III (AMM)	Mkting III (TSZ)	FIN - III (TSZ) / IT III (TAH)	Marketing - IV (TSZ)
5	3.30 pm to 4.30 pm	FIN IV (PND) / IT IV (TAH)	FIN - III (AMM) / IT III (TAH)	FIN IV (PND) / IT IV (TAH)	HRM - IV (AMM)	Mkting IV (TSZ)	HRM - IV (AMM)
6	4.30 pm to 5.30 pm	FIN IV (PND) / IT IV (TAH)	FIN - III (AMM) / IT III (TAH)	FIN IV (PND) / IT IV (TAH)	HRM - IV (AMM)	Mkting IV (TSZ)	HRM - IV (AMM)
7	5.30 pm to 6.30 pm	OD (GNR)	OD (GNR)				

TSZ : Dr. T.S. Zari

TAH : Dr. (Mrs.) T.A. Hilage

AMM : Miss. Aditi M. Mulik

PGS : Miss. P.G. Sur- Ve



T.A. Hilage  
(MBA Co-ordinator)

**Deshbhakt Ratnappa Kumbhar College of Commerce, Kolhapur**  
**MBA Department**  
**Academic Calender 2020 - 2021**

Serial No.	Month	Week 1	Week 2	Week 3	Week 4
1	June				Project Guidance of Students
2	July	Project Guidance of Students	Project Guidance of Students	Project Guidance of Students	Project Guidance of Students
3	August	Project Guidance of Students	Project Guidance of Students	Admission Process of MBA 2	Admission Process of MBA 2
4	September	Beginning of classes of Semester 3 Teachers Day celebration	Case study session	Guest lecture	Case study session
5	October	Celebration of Mahatma Gandhi Jayanti	Seminar Presentation	Guest lecture	Case study session
6	November	Guest Lecture	Case study session	Assignment work of students	Assignment work of students
7	December	Admission work of MBA 1	Admission work of MBA 1	Admission work of MBA 1	Admission work of MBA 1
8	January	Admission work of MBA 1	Admission work of MBA 1	Admission work of MBA 1	Celebration of Republic day
9	February	Beginning of classes of Semester 1	Induction Program of MBA 1 year students	Guest lecture	Guest lecture of studnets
10	March	Workshop on Personality development	Case study session	Case study session	Assignment work of students
11	April	Assignment work of student	Assignment work of student	Guidance for Examination	Guidance for Examination
12	May	Assignment work of student	Guidance for Examination	Guidance for Examination	Guidance for Examination
13	June	Examination work of MBA 2	Examination work of MBA 2	Examination work of MBA 2	Examination work of MBA 2
14	July	Guest Lecture for MBA 1	Seminar Presentation	Seminar Presentation	Case study session
15	August	Assignment work of student	Guidance for Examination	Mid Term Examination of MBA 1	Mid Term Examination of MBA 1
16	September	Examination work of MBA 1	Examination work of MBA 1	Examination work of MBA 1	Examination work of MBA 1



*Prilacy*  
 (MBA Co-ordinators)

## Academic Plan

Class-MBA -II Sem-III  
MANAGEMENT

Subject- PAPER-XVII STRATEGIC AND CHANGE

Semester-III

Academic Year-2020-2021

Name of the Teacher- Dr. Tahir S. Zari

### Course Outcomes-

1. Understand the concept and process of strategic management
2. Evaluate external and internal business environment
3. Analyze situational SWOT
4. Understand various tools used for strategic choice
5. Understand the concept of Corporate Governance and CSR

Unit-I	Unit Title	Month
I	Strategy Implementation:	September
	Inter-relationship of formulation and implementation, Project Implementation, Procedural implementation, Resource Allocation, Behavioral implementation, Structural implementation,	October
II	Functional implementation. b. Strategy Evaluation & Control - Strategy Evaluation: Importance,	November
	Overview of strategic evaluation, strategic control, Operational Control, techniques of strategic evaluation and control	December
III	A. Change Management: Meaning Principles of change management, Models, Process,	January
IV	B. Leading Changes; Visionary Leadership, Leadership Framework, McKinsey's 7 S framework C. Change Agents; Meaning and types	February



A handwritten signature in black ink, appearing to be "Dr. T. S. Zari".

Dr. T. S. Zari

## Academic Plan

Class-MBA -II Sem-III  
ANALYTICS

Subject- PAPER-XVIII BUSINESS INTELLIGENCE &

Semester-III

Academic Year-2020-2021

Name of the Teacher- Dr. Tahir S. Zari

### Course Outcomes-

1. Understand the business intelligence essentials
2. Explain various descriptive statistical tools for proper inferences

Unit-I	Unit Title	Month
I	Business Intelligence-Introduction, History and Evolution,	September
	Business Intelligence segments, Real Time business intelligence. Type business intelligence, business intelligence platform,	October
I	difference between information and Intelligence defining business intelligence value chain, factors of busin 10 Hours 5 intelligence system,	November
II	Business intelligence Essentials- Introduction, creating business intelligence Environment, business intelligence landscape,	December
II	Dynamic roles in business intelligence, Roles in business intelligence modern business, Challenges of business intelligence.	January



Dr. T. S. Zari

## Academic Plan

Class-MBA -II Sem-III Subject- PAPER - I BUYING BEHAVIOUR  
AND BRAND MANAGEMENT PAPER-XXSemester-III

Academic Year-2020-2021

Name of the Teacher- Dr. Tahir S. Zari

### Course Outcomes-

1. Compare consumer behaviour and its effect on buying decision
2. Demonstrate consumer behaviour and buying decision process
3. Application of effective marketing program by understanding buyer behaviour
4. Develop brand building abilities

Unit-I	Unit Title	Month
I	A. Introduction to consumer Behaviour: Concept and Definition, need and significance for studying consumer behaviour, Factors influencing buying behaviour, consumer buying behaviour process, Participants in buying behaviour.	September
	B. Consumer modelling: - The economic model – Learning model - psychoanalytic model – The sociological model- The Howard Sheth model of buying behavior – The Nicosia model The Engel –Kollat-Blackwell Model	October
II	Individual Relational importance: Consumer behaviour and Perception, Learning, Personality, Attitude, Motivation. Social class and group: Definition and meaning of social stratification –factors responsible for social stratification –characteristic features of social classes Social influence on consumer behaviour. Definition and	November



  
Dr. T. S. Zari

	Meaning of Group - Reasons For formation of group –Types of Groups relevant to consumer behaviour –	
	Family life cycle- Friendship Group Formal social clubs-Shopping Friends groups- Work group-Reference group. B. Industrial buying Behaviour: process, factors influencing industrial buying Behaviour, marketing mix for industrial buying Behaviour	December
III	Brand management: Brand name and trademark, branding Decisions, advantages and disadvantages of branding, brand equity, brand image, brand personality, brand identity system, brand strategies, brand extension	January
IV	Brand Development: Brand Rejuvenation, Rebranding, Celebrity, endorsements, brand positioning and brand building. Co-Branding	February



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Dr. T. S. Zari

## Academic Plan

Class-MBA -II Sem-III Subject- PAPER – II ADVERTISING AND SALES  
MANAGEMENT PAPER-XXI

Academic Year-2020-2021

Name of the Teacher- Dr. Tahir S. Zari

### Course Outcomes-

1. To develop the understanding of advertising management.
2. To help students analyze different Medias and execute media plan.
3. To develop the understanding of various sales forecasting methods and to know the application of it.
4. To understand and learn the process of Personal Selling.
5. To understand the Logistics & Supply Chain Management practices and its application

Unit-I	Unit Title	Month
I	A. Advertising Management- Role & Importance of advertising, 5 M's of advertising, setting advertising objectives, Types of advertising, Advertising Budget - methods, factors influencing on budget. B. Media planning strategy- Types of media, Advantages & disadvantages of different Medias, Media planning process, Factors in media selection. Designing media plan. Message design & development- Types of message appeals, Creative Process in visualization.	September
	C. Advertising Effectiveness –Types of Advertising evaluation, Pre testing and post testing techniques of ads. D. Advertising Business and Advertising Agency – Functions of Advertising Agency, working of agency. E. Online advertisement and Google AdWords	October

II	Sales Management – Evolution, Definition, sales management functions, place & importance of sales management in the organization. B. Sales forecasting – Meaning, Importance, Types of forecasting, Forecasting methods and procedure, Importance, merits & demerits of various methods. C. Sales related marketing policies.	November
II	Sales Management – Evolution, Definition, sales management functions, place & importance of sales management in the organization. B. Sales forecasting – Meaning, Importance, Types of forecasting, Forecasting methods and procedure, Importance, merits & demerits of various methods. C. Sales related marketing policies.	December
III	Logistics & Supply Chain Management - Definition & scope of logistics, key logistics activities, market logistics decision, emerging concepts in logistics.	January
IV	B. Concept of supply chain management, need for SCM, advances in SCM. Distribution: 6 C's of distribution. Selection and appointing distributors	February



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Dr. T. S. Zari



## Academic Plan

Class-MBA -I Sem-I Subject- Organizational Behaviour (Choice-Based  
Credit System) PAPER-VI  
Academic Year-2020-2021

Name of the Teacher- Dr. Tahir S. Zari

### Course Outcomes-

1. Relate with the historical growth, factors and model of Organizational Behavior.
2. Understand the determinants and various theories of personality development.
3. Understand the concept of perception and the process.
4. Understand the concept of attitude and values. Elaborate the sources and types of values.
5. Relate different theories of motivation and Leadership with current situation and know the roles and activities of leadership
6. Understand the various strategies for managing conflicts in organization.
7. Understand the concept of organizational culture, organizational change and Development.

Unit-I	Unit Title	Month
I	Introduction to OB: Definition, Nature, : Evolution of Organizational Behaviour Approach – Historical perspective – from Robert Owen(1825) to Elton Mayo(1925), Disciplines contributing to OB – Psychology, Sociology, Anthropology, Social Psychology, Economics & political Science; Approaches to the study of OB - Human Resource Approach, Contingency Approach, Productivity Approach, and System Approach.	February
II	Micro Perspectives of OB : Individual behaviour: Personal factorsBiographical characteristics & Learned characteristics. Environmental factor & Organizational factors. Personality- concept, determinants of personality theories – Sigmund Freud, Erikson, Chris Argyris, Types of Personality – Type A & type B Learning & Perception-meaning, nature & process. Learning-meaning, theories & principles; Attitude-concept, components of attitude, formation	March

	of attitude, Values- concept, types of values, sources of values.	
III	Micro & Macro Dynamics of OB: Motivation-concept, types of motives, theories of motivation A. H. Maslow, Herzberg, Elderfer, McClelland, Vroom, Theory Z; Individual conflict & group interpersonal conflict, conflict resolution. Group - Definition, Importance, Types of groups. Stages of group formation. Group dynamics – factors affecting group dynamics. Behavioural Problems in group communication process. Stress–Causes effect & coping strategy, Leadership styles – Autocratic, Democratic, laissez-fair; theories of leadership- Behavioral Managerial Grid, Situational- Harsey Blanchard, Fiedler’s LPC contingency theory, Contemporary issues in leadership- Transactional and transformational. Roles & activities of leadership	April
IV	Micro & Macro Dynamics of OB: Motivation-concept, types of motives, theories of motivation A. H. Maslow, Herzberg, Elderfer, McClelland, Vroom, Theory Z ; Individual conflict & group interpersonal conflict, conflict resolution. Group - Definition, Importance, Types of groups. Stages of group formation. Group dynamics – factors affecting group dynamics. Behavioural Problems in group communication process. Stress–Causes effect & coping strategy, Leadership styles – Autocratic, Democratic, laissez-fair; theories of leadership- Behavioral Managerial Grid, Situational- Harsey Blanchard, Fiedler’s LPC contingency theory , Contemporary issues in leadership- Transactional and transformational , Roles & activities of leadership	May



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Dr. T. S. Zari

## Academic Plan

Class-MBA -I Sem-I Subject- Indian Ethos and Management (Choice-Based Credit System) Paper - I

Academic Year-2020-2021

Name of the Teacher- Dr. Tahir S. Zari

### Course Outcomes-

1. understand sources of organizational ethical culture and different behavior
2. Understand the way of righteousness in the Gita
3. Identify the features of Indian ethos
4. Analyze Principles of Management •
5. Understand dynamics of ethics in management.

Unit-I	Unit Title	Month
I	A) Introduction and Evolution of Management: Definition-Scope of management. Classical Approach-Scientific Management Approach- Behavioral Approach-Human Relations Approach, Contingency, Operational Approach,	February
II	B) Levels of Management: Different levels of Management and skills required. Management by Objectives (MBO) – Definition, Meaning and Significance, MBO process.	March
III	A) Planning and Organizing: Planning-nature, types and limitation of planning Organizing-meaning, Process, Organization structure, Types of organizational structure.	April
IV	B) Staffing, Directing and Controlling: Staffing- concept, need and importance. Directing- concept, need and principles of directing. Controlling - Steps in Control Process-Need-Types of control Method- Techniques of Controlling-Benefits.	May



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## Academic Plan

Class-MBA -I Sem-I Subject- Soft Skills Development Paper - VII  
Academic Year-2020-2021

Name of the Teacher- Dr. Tahir S. Zari

### Course Outcomes-

1. understand the soft skills
2. Develop professional etiquettes and manners
3. Develop effective communication skills

Unit-I	Unit Title	Month
I II	Basics of soft skills: Introduction to soft skills, importance, understanding oneself, innovative thinking,	February
	problem management, stress and emotional management, leadership, team work	March
III	Critical thinking Skills Introduction, Definition, importance of critical thinking, Critical thinking process- identification, research,	April
IV	identifying biases, inference, determining relevance, curiosity, Critical thinking habits, How to improve critical thinking skills	May



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## Academic Plan

Class-MBA -I Sem-II Subject- PaperIX Marketing Management

Academic Year-2020-2021

Name of the Teacher- Dr. Tahir S. Zari

### Course Outcomes-

- 1.To familiarize students with marketing, and its concepts.
2. To acquaint with new marketing trends and the marketing environment.
3. To study the components of the marketing mix; identify how the firms marketing strategy, marketing mix evolve and adapt to match consumer behavior and perceptions of the product

Unit-I	Unit Title	Month
I	Basics of Marketing: Introduction, Nature & scope of marketing, the core concepts of marketing, marketing in 21st century, marketing environment: Micro and Macro marketing environment, Marketing Planning and Marketing Planning process, Differentiation between Sales and Marketing. Introduction to Services marketing.	June
II	. Market segmentation-Meaning and concept, benefits of segmentation, Bases for market segmentation consumer goods market segmentation; industrial goods market segmentation, Market targeting Selection of segments, Product positioning. B. Consumer Behaviour-Meaning and definition of Consumer Behaviour, importance, Different buying roles, Consumer buying decision process, factors influencing consumer Behaviour.	July
III	Marketing Mix- Introduction, Meaning, Scope and importance, 4P's to 4 C's . A. Product Mix: concept of product, product characteristics, intrinsic and extrinsic, product life cycle (PLC) concept, product elimination, product diversification, new product development. B. Branding and packaging, decisions – concept of branding and packaging, advantages and disadvantages of branding and packaging,	August

	<p>features and functions of packaging. C. Price mix: Meaning, elements, importance of price mix, Factors influencing pricing, pricing methods and recent trends, price determination policies. Blanchard, Fiedler's LPC contingency theory, Contemporary issues in leadership- Transactional and transformational, Roles &amp; activities of leadership</p>	
IV	<p>A. Place mix: meaning and concept of channel of distribution. Types of channels of distribution or intermediaries, factors influencing selection of channels, types of distribution strategies, intensive, selective and extensive, recent changes in terms of logistics and supply chain management. B. Promotion mix: meaning, elements of promotion mix, advertising: definition, importance, limitations, types of media, 5 M's of advertising. Distinction between advertising and publicity.</p>	September



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## Academic Plan

Class-MBA -I Sem-II Subject- Research Methodology

Academic Year-2020-2021

Name of the Teacher- Dr. Tahir S. Zari

### Course Outcomes-

1. Define various terms used in research process
- 2: Describe research design, sample design and sampling methods
- 3: Apply appropriate methods for data collection for research work CO4: Use appropriate statistical tools for data analysis and interpretation

Unit-I	Unit Title	Month
I	Research Fundamentals: (a) Meaning, objectives & Motivation in Research. Types of research – Research Approach.	June
II	Research process (identification of research/management problem –, research question, statement of a research problem), Distinction between management problem and managerial research problems - relevance & scope of research in management.	July
III	Interpretation and Report Writing: (a) Interpretation of data,	August
IV	Techniques of Interpretation, report writing, layout of a project report.	September



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## Academic Plan

Class-MBA -I Sem-II Subject- PAPER – XV Managerial Skills For Effectiveness

Academic Year-2020-2021

Name of the Teacher- Dr. Tahir S. Zari

### Course Outcomes-

1. Define various terms used in research process
- 2: Describe research design, sample design and sampling methods
- 3: Apply appropriate methods for data collection for research work CO4: Use appropriate statistical tools for data analysis and interpretation

Unit-I	Unit Title	Month
I	Introduction & Personal Skills for Managers a) Skills of effective managers – Essential management skills – what are management skills – Different methods of Improving management skills –	June
II	An approach to skill development - leadership & management. b) Personal Skills (Skill Learning) Developing Self-Awareness, Managing Personal Stress, Solving Problems Analytically and Creatively	July
III	Specific Communication Skills for Manager	August
IV	a) Making Oral and Written Presentations b) Conducting Interviews c) Conducting Meetings	September



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## Academic Plan

Class-MBA -II Sem-IV Subject- PAPER-XXV INNOVATION AND  
ENTREPRENEURSHIP Semester-IV

Academic Year-2020-2021

Name of the Teacher- Dr. Tahir S. Zari

### Course Outcomes-

1. Understand the concept of entrepreneurship and related theories
2. Evaluate the profile of successful entrepreneur
3. Analyze entrepreneurial opportunities

Unit-I	Unit Title	Month
I	Innovation- Meaning, Characteristics, Purpose/ goals of innovation, Sources of innovation. Types of innovation. B. Theories of Innovation- Peter Drucker,	June
	Schumpeter, X, Efficiency Theory. C. Creative Thinking, Barriers to creativity. Techniques for improving creativity process. D. Entrepreneurial Profile: Sanjeev Bikhchandani (Naukri.com)	July
II	Entrepreneurship- Concept of entrepreneurship, Evolution of the concept. characteristics of successful entrepreneur.	August
	B. Theories of entrepreneurship- McClelland's Theory of Need for achievement- Max Weber's Theory of social belief Hagen's Theory of social change C. Link between Entrepreneurship and economic development D. Entrepreneurial Profile: Narayan Murthy (Infosys)	September



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## Academic Plan

Class-MBA -II Sem-IV Subject- PAPER-XXVI STARTUPS AND NEW VENTURE

Academic Year-2020-2021

Name of the Teacher- Dr. Tahir S. Zari

### Course Outcomes-

1. Understand different form of business enterprises
2. Evaluate the role of different institutions providing a support system for new ventures
3. Analyze different business models.
4. Understand factors to be considered to develop feasibility report

Unit-I	Unit Title	Month
I	Micro Small and Medium Enterprises: Meaning, definition, types. Rationale behind micro and small enterprises. B. Establishing a Start-up; Identification of business opportunity. Sources of idea generation,	June
	methods of generating ideas, opportunity identification and selection. C. Forms of an enterprise, Sole proprietorship, Partnership, Private Limited Company, Public Limited Company, Cooperatives, Joint Hindu Family business and Limited liability partnership. D. Problems of Micro and Small Enterprises	July
II	Venture Feasibility study: Market feasibility, financial feasibility, technical feasibility and organizational feasibility B. IPR: Concept, Significance of IP, Types of IP, IP Audit C. TQM for small scale enterprise:	August
	Principles of TQM, Elements of TQM, Core concepts of TQM D. Business Plan and Feasibility Report: Writing an implementing business plan.	September



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## Academic Plan

Class-MBA -II Sem-IV Subject- PAPER-XXVII Employability Skills  
Academic Year-2020-2021

Name of the Teacher- Dr. Tahir S. Zari

### Course Outcomes-

Unit-I	Unit Title	Month
I	(A) Communication here is indulging in actual basic of communication with completely practical approach. This Unit shall focus on below 3 aspects of communication and assess the same. - Command of standard written English - Skills in analyzing arguments and - Ability to read critically The section consists of 3 question types: - Critical Reasoning & AWA – Analytical Writing Assessment - Sentence Correction, and - Reading Comprehension	June
	B) Adaptability What is Adaptability – Why adaptability is Important to Leaders – What are obstacles for Adaptability – Three elements of Adaptability – ways to develop adaptability – Adaptability –a leadership imperative.	July
II	(A) Problem Solving What is problem solving - Problem solving Process - Steps in effective problem solving behavior - Mental Blocks to problem solving?	August
	(B) Creative Thinking – Introduction – Divergent & Convergent Thinking - Creative Problem Solving - The Thinking Skills model – CPS the Thinking Skills Model – Applying CPS in Life.	September



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## Academic Plan

Class-MBA -II Sem-IV Subject- PAPER-III SERVICE MARKETING  
AND RETAIL MARKETING Paper – XXVIII

Name of the Teacher- Dr. Tahir S. Zari

### Course Outcomes-

1. Understanding of the unique challenges inherent in managing and delivering quality services.
2. Analyse and develop the service marketing strategies.
3. Understanding of retail formats
4. Develop and understand the retail marketing mix strategies

Unit-I	Unit Title	Month
I	Service Marketing – Meaning, definition, importance of services, distinction between services & goods, characteristics of services, Marketing Mix in Service Marketing- Product, Price, Place, Promotion	June
II	People –Moment of Truth, Service encounters service personnel issues, emotions and service situations, Process – types, Service Blueprint, service recovery and empowerment. Service Quality –Gap model, SERVQUAL Model. Physical Evidence- evidence types, role of physical evidence, stimulus response model, services scapes	July
III	People –Moment of Truth, Service encounters service personnel issues, emotions and service situations, Process – types, Service Blueprint, service recovery and empowerment. Service Quality –Gap model, SERVQUAL Model. Physical Evidence- evidence types, role of physical evidence, stimulus response model, services scapes	August
IV	Store management, Managing the Retail Store, Role of Store managers, Retail Personnel Management Process, Retail supply chain management, Visual merchandise, Customer Service, Retail	September

	franchising, Ethical and Legal issues in retailing, Careers in Retailing: Employment opportunities. ownership opportunity. Online Retailing, retail strategies. Technology in retail eg. RF based billing	
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Dr. T. S. Zari

## Academic Plan

Class-MBA -II Sem-IV Subject- PAPER— IV CONTEMPORARY  
ISSUES IN MARKETING

Name of the Teacher- Dr. Tahir S. Zari

### Course Outcomes-

1. Analyze global marketing environment
2. Illustrate global marketing strategies
3. Analyze and develop rural marketing strategies
4. Understand digital marketing applications
5. Develop an event marketing programme

Unit-I	Unit Title	Month
I	Analyze global marketing environment 2. Illustrate global marketing strategies 3. Analyze and develop rural marketing strategies 4. Understand digital marketing applications 5. Develop an event marketing programme	June
II	Rural Marketing - Introduction, Characteristics of rural marketing, Rural marketing mix challenges, Rural marketing environment, Rural consumer behavior, STP for Rural Markets, Rural Marketing mix strategies, Services Marketing in rural areas, ICT in Rural Areas, The future of Rural marketing in India. Marketing of Agricultural Inputs, agricultural products, non-farm products.	July
III	Digital Marketing –Meaning, definition and benefits, emergence of digital marketing, Digital marketing plan, Digital marketing types, Digital marketing framework, Digital marketing and buying Behaviour	August

IV	Event Marketing –Meaning and importance, STP for event marketing, Event Marketing Mix- Product. Price. Place, Promotion, Partnership, physical evidence, People, Programming, Applications of event marketing – Entertainment, Sports, Festivals, Social events. Corporate events	September
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Dr. T. S. Zari

# Academic Plan

Class: MBA 1

Semester: 1

Subject: Information Technology For Mgt.

Academic Year: 2020 – 21

Name of the teacher: Dr. Mrs. T. A. Hilage

Unit Number	Unit Title	Month
1	<b>Information Technology</b> <b>Unit 1:</b> <b>Theory :</b> Definition, Components: Hardware, Software, Network: Types, Topology, Communication media, Overview of Internet, Intranet, Extranet, Need of website for organization, Applications of Internet for Management: E-CRM, E-SCM. Introduction to search engine, <b>Practical</b> Visit any organization and study their IT infrastructure along with different applications used by organization.	February and March
2	<b>E-Commerce</b> <b>Theory =&gt;</b> Introduction to E-Commerce: Defining Commerce; Benefits of E-Commerce; Components of E-Commerce; Types of E-Commerce; Role of Internet and Web in E-Commerce; Technologies Used; Pre-requisites of E-Commerce; Scope of E-Commerce; Mobile Commerce: Overview of M-Commerce – Introduction to Protocol , Components of MobileCommerce <b>Practical</b> Compare different features of E-Commerce and M-Commerce applications of any popular organization (Amazon, Flip kart, Myntra etc.)	March & April
3	<b>E-Banking</b> <b>Theory :</b> Electronic Banking: Introduction, Traditional Banking v/s E-Banking; Models for E-banking- Core Banking	April & May



	<p>Solution (CBS), Features and subsystems of CBS; Advantages of E-Banking; Delivery channels, Limitations of E-Banking; Electronic Payment Systems: Prepaid and Postpaid Payment Systems (RTGS/NEFT/BHIM/E-cash),; National Payments Corporation of India; Services of NPCI.</p> <p><b>Practical</b> Identify how to send and receive money over UPI through any Mobile payment Systems like Google Pay, PayTm etc.</p>	
4	<p><b>Database Management System</b></p> <p><b>Theory</b> Database Management Systems (DBMS): Definition, Need, Features, Components, Component Architecture of database system, Data dictionary; Database schema, Data models- Relational Model, Network Model, Hierarchical Model; Normalization; Data Warehousing: Concept, Definition, Architecture of Data warehouse. Data Mining: Definition, Introduction to Data Mining Tools, KDD process</p> <p><b>Practical</b> Design a Database for Bank Deposit System.</p>	May



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# Academic Plan

Class: MBA 2

Semester: 3

Subject: Information System Security & Audit

Academic Year: 2020 – 21

Name of the teacher: Dr. Mrs. T. A. Hilage

Unit Number	Unit Title	Month
1	<p>Theory = IS Security History &amp; evolution of IS Security, Introduction to security, need for security and control, Information system Assets, risk to information system data and resources, definition of information security. Cyber Crimes, types of security Physical Security: Threats to security, physical access, fire and theft protection, environmental hazards, Logical security: Threats to security. Access control- identification, authentication, authorization, password control and management access control S/W Practical : Prepare report on IT assets classification, and security threats for any organization</p>	September & October
2	<p>Theory : Data Security: Threats of data security, data access control, Back- up and recovery strategies, data input/output control, Telecommunication Security: Physical security, logical access security, Cryptography, data encryption, Symmetric and asymmetric key cryptography, digital signature, firewall, Internet/intranet Security, supporting technology for database and application security Practical : Prepare report and presentation on data security</p>	November & December
3	<p>Theory : IS Audit and Control • Information System: Overview</p>	January

	<p>of information System Auditing, Need of audit of computers effects of computers on auditing, conducting an information system audit, types of audit, audit procedure, audit risks, Overview of steps in a audit., preparation of audit report. •VAPT: Introduction to VAPT, need and significance, scope of VAPT, VAPT tools, compliance of VAPT Audit.</p> <p>Practical : Practical on writing system audit report</p>	
4	<p>Theory : Security policy- Administrative &amp; technical, Security policy framework &amp; infrastructure, introduction to Security policy, ISO standards and Practices. Domain related Security case studies</p> <p>Practical: Practical on design of security policy for IT enabled organizations.</p>	February



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# Academic Plan

Class: MBA 2

Semester: 3

Subject: Information Technology Strategy & Governance

Academic Year: 2020 – 21

Name of the teacher: Dr. Mrs. T. A. Hilage

Unit Number	Unit Title	Month
1	<p>Strategic Role of IS in Business:</p> <p>Theory :</p> <p>Evolving Role of IS in organization, Strategic Information System Era, Evolving nature of Strategy and strategic planning in organization, strategic framework, Strategic use of IS, Success factors, Organizational IS capability. Emerging trends in IT to device business strategies- web related technologies, mobile.</p> <p>Practical :</p> <p>1. Case Study on emerging technologies &amp; its impact on organizational strategies. 2. Report on strategic role of IT in gaining competitive Advantage</p>	September
2	<p>IT Strategy :</p> <p>Theory :</p> <p>IT Strategy Overview and Developing an IT Strategy, Strategy implementation, strategy tools and techniques, resource based view of strategy, approaches to information strategy development, problems, and barriers. The challenges of planning strategically for IT today, Establishing an IT strategy, process, scope objectives and expectations. Strategies for managing IT Infrastructure, outsourcing strategies, guideline for outsourcing decisions.</p> <p>Practical :</p> <p>Design of IT strategy for any manufacturing or service organization</p>	October
3	<p>IT Governance:</p> <p>Theory :</p>	November

	<p>Definition and Purpose of IT Governance, Areas of IT Governance- strategic alignment, Value Delivery, Risk Management, Resource management, Performance measurement. Challenges in IT governance</p> <p>Practical :</p> <p>Case Study on Areas of IT governance for IT enabled organization</p>	
4	<p>IT Governance Framework:</p> <p>Theory :</p> <p>concept, need of IT governance framework, Information criteria, Integrated IT Governance Framework –COBIT, Key governance Roles, Responsibilities and Accountability, IT Governance Decision Rights, Key IT resources &amp; functions to be managed</p> <p>Practical :</p> <p>Case Studies on implementation of IT governance framework</p>	December and January



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# Academic Plan

Class: MBA 2

Semester: 3

Subject: Strategic & Change Mgt.

Academic Year: 2020 – 21

Name of the teacher: Dr. Mrs. T. A. Hilage

Unit Number	Unit Title	Month
1	<p><b>Theory :</b> A. Strategic Management- Meaning, Characteristics of strategic management. Over view of strategic management process. B. Strategic Vocabulary -Vision, Mission, goal, objectives, strategists, business models. C. SWOT Analysis: External and internal Business environment appraisal, SWOT Matrix, Introduction of VUCA. <b>Practical :</b> Impact of changing Government policies on Indian retail industry. 2. SWOT Analysis of any Retail industry in India</p>	September, October, November
2	<p><b>Theory :</b> A. Corporate-Level Strategy- Expansion, Stability, Retrenchment and combination B. Business Level Strategy-Generic business strategies; Survival and Growth strategies. C. Strategic Choice Models- BCG Matrix, Porter's 5 force model, Gap analysis D. Tailoring strategy to fit specific industry-strategies for competing in emerging and growing market. <b>Practical :</b> 1. Select a MNC/Unicorn and study strategies adopted by the company 2. Arrange guest lecture of CEO/ MD/ Owner of a company to discuss on business level strategy.</p>	December and January



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# Academic Plan

Class: MBA 2

Semester: 3

Subject: MIS

Academic Year: 2020 – 21

Name of the teacher: Dr. Mrs. T. A. Hilage

Unit Number	Unit Title	Month
1	<p>Information System :</p> <p>Theory :</p> <p>Introduction to Information: Types, Characteristics, Value of Information, Need of information at different management levels; Introduction to system: Elements, Characteristics of system, System Development Life Cycle: System Analysis, System Design. Introduction to Information System, Introduction to Decision Making Concept, Types of decisions, Managers and decision.</p> <p>Practical -&gt;</p> <p>Prepare report on Information System components based on industry visit</p>	June
2	<p>Types of Information System</p> <p>Theory :</p> <p>Major types of information systems in Organization: TPS- Introduction, need and significance, KWS: Introduction, need and significance, OAS- Introduction, need and significance, MIS -- Definition, Scope, Objectives, Characteristics, Applications of MIS in functional Areas: Financial Accounting, Human Resource, Manufacturing, Marketing; Benefits and Limitations MIS</p> <p>Practical :</p> <p>Study implementation of different information systems in any organization</p>	June & July
3	<p>Decision Support System and Executive Support System</p> <p>Theory :</p>	July & August

	<p>Decision Support System-Definition, Characteristics, Components of DSS; Group decision support systems - Definition, Need, Components, Characteristics and significance; Executive Support System: Definition, Scope, Functions of an Executive, Significance of ESS. Introduction to GDSS</p> <p>Practical :</p> <p>To study any Decision Support System/ Executive Support System using internet and prepare report on it.</p>	
4	<p>Enterprise Resource Planning</p> <p>Theory :</p> <p>Introduction to ERP - Overview of Enterprise, Integrated Management Information System, Overview of ERP, Integrating ERP into Organization, ERP Implementation, advantages and disadvantages of ERP, 10 Hours 48 ERP Models, Introduction to SAP: SAP Modules, SAP advantages, carriers in SAP.</p> <p>Practical :</p> <p>Study of ERP implementation in any business organization &amp; prepare a report on it.</p>	August & September



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# Academic Plan

Class: MBA 1

Semester: 2

Subject: Human Resource Management.

Academic Year: 2020 – 21

Name of the teacher: Dr. Mrs. T. A. Hilage

Unit Number	Unit Title	Month
1	<p><b>Unit 1:</b></p> <p><b>a) Theory</b> Introduction to Human Resource Management - Definition, Scope, Objectives, Importance, Functions of HRM- Managerial &amp; operative, Qualities of HR Manager. Personnel Management Vs. Human Resource Management, HRM and HRD, Traditional Vs. Strategic Human Resource; HRM in Indian context. Human Resource Development: Concept, Objectives, Significance, Benefits, Subsystems, HRD Process.</p> <p><b>b) Practical</b> Study HRM &amp; HRD practices in any organization and present in theclass.</p>	February and March
2	<p><b>Unit 2:</b></p> <p><b>a) Theory</b> HRP- Objectives and Process, Job Analysis- Uses and Process, job description and job specification, Recruitment- sources of recruitment, Selection- Selection Process. Placement – process, Induction of new employees.</p> <p><b>b) Practical</b> Visit any organization &amp; study of recruitment &amp; selection practices followed by the organization.</p>	March & April

3	<p><b>Unit 3:</b></p> <p><b>a) Theory</b>  Development and Maintenance of Human Resource: Performance Appraisal: Meaning, Need, Problems of Performance Appraisal, Training and Development: Difference between training and Development, Methods of Training, Career Planning:- Meaning, use of career planning, Mobility of employees:- Internal and External, Succession Management Wage and Salary administration: Factors affecting wage/ salary, objective of wage and salary administration, Employee Benefits- Principles of employee benefitprogramme.</p> <p><b>b) Practical</b>  Visit any manufacturing and or service organization to study a process of Human Resource Planning, recruitment, and selection, prepare a report and submit.</p>	April & May
4	<p><b>Unit 4:</b></p> <p><b>a) Theory</b>  HR in new era :-HR in Virtual organisation, HR Accounting and Auditing, HRIS, Flexi time, Dual career, Glass ceiling of employees. Moonlighting of employees, International HRM and Cross Culture. (only conceptual knowledge) Emerging concepts like Employee Engagement &amp; Employer Branding. Green HRM, HR Capital, TalentManagement, HR Metrics</p> <p><b>b) Practical</b>  Present seminars and group discussions on these concepts</p>	May




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**Academic Plan**  
**Class: MBA 1**  
**Semester: 1**  
**Subject: Operation Management.**  
**Academic Year: 2020 – 21**  
**Name of the teacher: Dr. Mrs. T. A. Hilage**

Unit Number	Unit Title	Month
1	<b>Unit 1:</b> <b>a) Theory</b> <b>Introduction to Operations Management:-</b> Introduction to the Operations management, operations functions, operations objectives – operations management decisions, significance of operations management in manufacturing & service environment, Interface of operations function with other functional areas- Productivity, factors affecting productivity, types of productivity. Future challenges in operations management. <b>b) Practical</b> Visit an organization and study its operations management, type of manufacturing system, types of production systems. Submit a report.	February and March
2	<b>Unit 2:</b> <b>a) Theory</b> <b>Facilities &amp; Technology Management:-</b> Facilities management (location of facilities, layout of facilities, maintenance of facilities) plant layout & materials handling - Manufacturing technology management emerging technology options- automation & flexible automation, CAD/CAM, Group Technology, Just-in-time, flexible Manufacturing system, lean manufacturing system. <b>b) Practical</b> Visit an organization and enlist various factors considered for finalizing its location and Layout. Submit a report and give presentations on the same.	April & May



  
 (Dr. Mrs. T. A. Hilage)

# Academic Plan

Class: MBA 2

Semester: 3

Subject: BPR & ERP

Academic Year: 2020 – 21

Name of the teacher: Dr. Mrs. T. A. Hilage

Unit Number	Unit Title	Month
1	<p>Introduction to BPR</p> <p>Theory :</p> <p>Meaning, definition of BPR, History &amp; development of BPR, Need of BPR, Concept of process, process management, process model Phases in BPR., Role of IT in BPR, BPR and ERP</p> <p>Practical -</p> <p>Prepare a organization. report on study of process reengineering in organization.</p>	June
2	<p>Introduction to ERP:</p> <p>Theory :</p> <p>Defining ERP, Origin and Need for an ERP System, Evolution of ERP, Benefits of an ERP System, Reasons for the Growth of ERP Market, ERP models, Subsystems of ERP models. ERP related technologies</p> <p>Practical –</p> <p>models. ERP related technologies in mkt.</p>	July
3	<p>ERP Implementation:</p> <p>Theory :</p> <p>Prerequisites of ERP implementation, ERP implementation strategies, Phases in ERP implementation, ERP vendor selection criteria, Role of consultant in ERP implementation, Role of Users in ERP implementation, Role of top mgt. in ERP implementation</p> <p>Practical –</p> <p>Case Study on of ERP implementation in any organization</p>	July & August
4	Oracle ERP-	September

	<p>Theory : Introduction to oracle ERP, Features, Oracle models and sub systems, market dynamics. Role of Oracle ERP in SCM</p> <p>Practical : Case study on Oracle ERP</p>	
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# Academic Plan

Class: MBA 2

Semester: 3

Subject: Knowledge Management

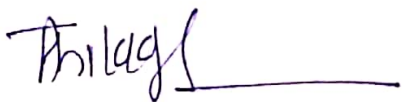
Academic Year: 2020 – 21

Name of the teacher: Dr. Mrs. T. A. Hilage

Unit Number	Unit Title	Month
1	<p>Essentials of Knowledge Management :</p> <p>Theory :</p> <p>Definition, Scope and Significance of Knowledge, Evolution, Basic Types of Knowledge, Knowledge Life Cycle Knowledge Management- Definitions, need and significance, phases in knowledge management, .knowledge–Acquisition, knowledge conversion. knowledge mapping techniques .Knowledge Management, as best practice systems, K- Careers, Challenges in KM.</p> <p>Field Work:</p> <p>Visit any local organization and study knowledge literacy with knowledge Management</p>	June
2	<p>Knowledge Management and Information Technology</p> <p>Theory :</p> <p>Introduction to organizational Knowledge Management System, Component Architecture of Knowledge Management System, Knowledge Management tools, Knowledge Work System, KPO-Knowledge Process Outsourcing</p> <p>Practical :</p> <p>Case Study on KPO in business organizations and KM architecture for service and manufacturing organization.</p>	July
3	<p>Knowledge Management Implementation</p> <p>Theory :</p> <p>Development of Knowledge Management plan, Integrating Knowledge Management plan with strategic plan, Knowledge Management Platform, Building Knowledge Management Team, Creating Blueprint of</p>	August

	<p>Knowledge Management System, Examples of Knowledge Management system in business organization</p> <p>Practical :</p> <p>Case Study: Knowledge Management practices implemented by business organization.</p>	
4	<p>Future of Knowledge Management</p> <p>Theory :</p> <p>Introduction to Artificial Intelligence. Introduction to Knowledge Based Systems, and Introduction to Expert Systems: Characteristics; Knowledge representation; Architecture, Introduction to Branches of AI: Neural Networks; Fuzzy Logic; Genetic Algorithm, Virtual Reality.</p> <p>Practical :</p> <p>Case Study: Design and Development of Expert Systems.</p>	September



  
 (Dr. Mrs. T.A. Hilage)

Academic Plan

Class: MBA 2

Semester: 4

Subject: **Innovation and Entrepreneurship**

Academic Year: 2020 – 21

Name of the teacher: Dr. Mrs. T. A. Hilage

Unit Number	Unit Title	Month
3	<p><b>Theory :</b></p> <p>A. Growth of entrepreneurship in India- Pre Independence and Post-independence growth pattern.</p> <p>B. Factors Affecting Entrepreneurship Growth- Economic factors, non- economic factor Government Actions</p> <p>C. Ethics and Entrepreneurship: Concept of Business Ethics, Importance of business ethics, Causes and issues of unethical behaviour</p> <p>D. Entrepreneurial Profile- HanmantGaikwad (BVG)</p> <p><b>Practical :</b></p> <p>Audio- Visual session on eminent entrepreneurs in pre independence era like G D Birla, Jamsetji Tata</p>	June and July
4	<p><b>Theory :</b></p> <p>A. Intrapreneur- concept, importance, intrapreneurial culture Case study of Shivkumar, ITC e-choupal, SundarPichai (Google)</p> <p>B. Women Entrepreneur: Concept, Functions and Problems; Case Study of KiranMujamdar Shaw (Biocon), VandanaLuthara (VLCC)</p> <p>C. Rural Entrepreneurship: Meaning, Need and Problems; Case study of MansukhbhaiPrajapati (Matti Cool), Varghese Kurien (AMUL).</p> <p>D. Social Entrepreneurship: Meaning, Difference between Business and social Entrepreneurship, Case Study of Dr. Yunus Khan (Grameen Bank), Ela Bhatt (SEWA)</p> <p><b>Practical :</b></p> <p>Library Exercise and book reading session on books like Business Maharajas Stay hungry and Stay foolish, Connecting dots, Leading Women.</p>	August and September



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(Dr. Mrs. T. A. Hilage)



# Academic Plan

Class: MBA 2

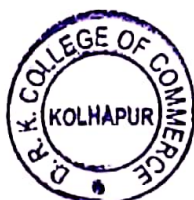
Semester: 4

Subject: Startups And New Venture

Academic Year: 2020 – 21

Name of the teacher: Dr. Mrs. T. A. Hilage

Unit Number	Unit Title	Month
3	<p><b>Theory :</b></p> <p>A. Institutional Support for Start-up; Role and importance of KVIC, NIESBUD, DIC, SIDC, SIDBI, SFC.</p> <p>B. Venture capital; Meaning, importance, process and Venture capital funding in the Indian Scenario. Angle funding</p> <p>C. Sources of finance: long term, medium and short term financing</p> <p>D. Incubation center: Meaning, Role and importance, Center for innovation, incubation and Entrepreneurship IIMA, NSRCEL, IIM Bangalore.</p> <p><b>Practical :-</b></p> <p>1. Visit DIC/ SIDBI 2. Guest lecture of SIDBI/ DIC/ SFC manager on various schemes on start-up 3. Study of different venture funding avenues.</p>	June
4	<p><b>Theory :</b></p> <p>A. E-Commerce: E-commerce; meaning, evolution prospective areas.</p> <p>B. Franchising; Meaning, types, Franchising in India</p> <p>C. International business: Meaning, forms of business, types of documents</p> <p>D. Identification of start-up opportunities</p> <p><b>Practical :</b></p> <p>1. Case studies on recent start-ups by management graduates.</p> <p>2. Interaction with young entrepreneurs</p>	



*T. A. Hilage*  
(Dr. Mrs. T. A. Hilage)

Academic Plan

Class: MBA 2

Semester: 4

Subject:Employability Skills

Academic Year: 2020 – 21

Name of the teacher: Dr. Mrs. T. A. Hilage

Unit Number	Unit Title	Month
1	<p><b>Theory :</b> Computer Technology Computer Basics - Microsoft Office Suite – MS Word – MS Excel – MS PowerPoint – MS Outlook. Advanced MS Excel Tools. 21st Century Study Skills-What are 21st Century Study Skills? – search engine usage - Wikipedia to search the information - Synonyms, Antonyms and Thesaurus on dictionary.com - vocabulary using volt - learn a new language using the duoLingo App - join online courses on Coursera.org - improve my vocabulary using volt - share information using Slide Share - Can take quick notes and access them anywhere - knowledge of technology by making a blog via Tumblr - access online Research Papers (Google Scholar) - learn / programming coding with peers on www.codecademy.com - express my Ideas using Mind map tool - learn by discussions in forums (quora.com)</p> <p><b>Practical :</b> Complete MSCIT course</p>	June & July
2	<p><b>Theory :</b> Business Data Analysts What is Business Analytics - Business Analytics Process - Types Predictive, Descriptive, Prescriptive - Appendixes- Statistical</p>	August & September

tools, linear programming, duality and sensitivity analysis in linear programming, integer programming, forecast, simulation, decision theory.

**Practical :**

Form a group of 5 people. Ask each group to bring some complex business data with the use of internet from different industries such as finance, banking, insurance, telecoms, utilities, software services, government and so on of a company which is currently facing Business problems. Each group should hand over the data to the other group of 5 members for Data Analysis and presentation. Complete research and performs tasks of a business analyst and make a report. The tasks include: • Creating a detailed business analysis, outlining problems, opportunities and solutions for a business in line with business problem that is being observed in the Data. It can include aspectssuch a - Budgeting and forecasting - Planning, organizing, monitoring& controlling - Process improvement - Increasing profitability etc.



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(Dr. Mrs. T.A. Hilage)

COUNCIL OF EDUCATION'S,  
D.R.K COLLEGE OF COMMERCE, KOLHAPUR  
DEPARTMENT OF M.B.A,  
ACADEMIC PLAN 2020-21

NAME: MRS. ADITI MANIK MULIK

SUBJECT: COMPENSATION MANAGEMENT

SR.NO.	UNIT TITLE	MONTH
1.	Introduction to Pay Systems Compensation – Meaning, Philosophies, types compensation tools- Job based approaches & skill based approaches, challenges and theories – reinforcement, expectancy, equity & agency. Factors influencing employee compensation, pay policies – wage policies in India. Concept of Minimum wage, Fair wage and living wage.	AUGUST
2.	Designing & Pricing pay plans Job Evaluation.	SEPTEMBER
3.	Incentives, Benefits & Services Motivation & Incentives: Pay for performance.	OCTOBER
4.	Wage fixation & legislation, Workmen Compensation Act, Employee State Insurance Act, PF Act, Employee Gratuity	NOVEMBER

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DEPARTMENT OF M.B.A,  
ACADEMIC PLAN 2020-21

NAME: MRS. ADITI MANIK MULIK

SUBJECT: HUMAN RESOURCE DEVELOPMENT

SR.NO.	UNIT TITLE	MONTH
1.	Introduction to Human Resource Development - Concept of HRD, Objectives of HRD, Process of HRD, Functions of HRD, HRD Goals, Challenges in HRD, The training process, Roles and competencies of HRD Professionals, writing HRD report, HRD Climate, Ethical issues in HRD.	AUGUST
2.	Training and Development – Concept, Principles of training, Difference between training and development, methods of training (on the job and off the job) and Executive Development Methods.	SEPTEMBER
3.	Performance Appraisal, Career Planning & Employee Engagement –Performance appraisal– Concept, Process, Methods of performance appraisal, Performance Management System, Career Planning- Career anchor, Career development programme:- Career need assessment, Designing career path..	OCTOBER
4.	Auditing and Evaluating HRD.	NOVEMBER

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ADITI MANIK MULIK



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COUNCIL OF EDUCATION'S,

D.R.K COLLEGE OF COMMERCE, KOLHAPUR

DEPARTMENT OF M.B.A, ACADEMIC PLAN 2020-21

NAME: MRS. ADITI MANIK MULIK

SUBJECT: IFS

SR.NO.	UNIT TITLE	MONTH
1.	Introduction to Indian Financial System:- Development of Financial System in India, Structure of Indian Financial System, Role of Financial Sector in the economy, Institutional framework of Indian Financial System-Regulatory, Intermediaries, Non-Intermediaries Institutions, Reserve Bank of India(RBI).	AUGUST
2.	Financial Markets: a) Capital Market: concept, types of markets- primary and secondary, Instruments in Capital Market- Shares, stocks, Debentures, bonds b) Money Market: concept, Instruments in Money market, Recent Developments, Composition of Money market.	SEPTEMBER
3.	Stock Exchanges: a) Stock Exchanges in India: National Stock Exchange (NSE), Bombay Stock Exchange (BSE), Over The Counter Exchange of India (OTCE) and other exchanges, SENSEX and NIFTY b) Trading Mechanism in Stock Exchanges: Demat, National Exchange of Automated Trading (NEAT), BSE Online Trading (BOLT), Screen based trading	OCTOBER
4.	Financial Services: a) Venture Capital, Merchant Banking, Hire Purchase and Leasing and Credit Rating. b) Insurance: concept and importance, types of insurance- Life Insurance and General Insurance, Privatization and Globalization of Insurance in India.	NOVEMBER

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COUNCIL OF EDUCATION'S,  
D.R.K COLLEGE OF COMMERCE, KOLHAPUR  
DEPARTMENT OF M.B.A,  
ACADEMIC PLAN 2020-21

NAME: MRS. ADITI MANIK MULIK

SUBJECT: INTERNATIONAL BUSINESS

SR.NO.	UNIT TITLE	MONTH
1.	PRINCIPLES OF INTERNATIONAL BUSINESS Introduction to International Business: Importance, nature and scope of International Business, Advantages and problems of International Business; Modes of entry into International Business, Stages of Internationalization. International Business Environment – Economic, Political, Technological, Social & Cultural Environment; Economic Integration (Trade Blocks) –Types of Economic Integration.	AUGUST
2.	International Institutions : International Monetary fund – Functions; Organization & Management; Resources; Financing Facilities & Policies World Bank – Policies of World Bank, Lending Programmes, World Trade Organization – Functions, Organization Structure; India & WTO	SEPTEMBER
3.	International Trade : Government Influence on trade – protectionism, tariff barriers, non – tariff barriers, regulation of foreign trade; State trading, Financing techniques, Export promotion; Foreign Direct Investment – Forms of FDI; Cost & benefits of FDI; FDI in India. International treaties.	OCTOBER
4.	Multinational Corporations: Characteristics, importance & benefits of MNCs; code of conduct to guide & regulate MNCs; Transfer of Technology – Methods & Issues in Transfer.	NOVEMBER

SIGNATURE OF FACULTY

ADITI MANIK MULIK



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DEPARTMENT OF M.B.A,  
ACADEMIC PLAN 2020-21

NAME: MRS. ADITI MANIK MULIK

SUBJECT: HUMAN RESOURCE MANAGEMENT

SR.NO.	UNIT TITLE	MONTH
1.	INTRODUCTION TO HUMAN RESORCE MANAGEMENT Personnel Management Vs. Human Resource Management, HRM and HRD, Traditional Vs. Strategic Human Resource; HRM in Indian context. Human Resource Development: Concept, Objectives, Significance, Benefits, Subsystems, HRD Process.	AUGUST
2.	HRP- Objectives and Process, Job Analysis- Uses and Process, job description and job specification, Recruitment-sources of recruitment, Selection-Selection Process. Placement – process, Induction of new employees	SEPTEMBER
3.	Performance Appraisal: Meaning, Need, Problems of Performance Appraisal, Training and Development: Difference between training and Development, Methods of Training, Career Planning:- Meaning, use of career planning, Mobility of employees:-Internal and External, Succession Management Wage and Salary administration: Factors affecting wage/ salary, objective of wage and salary administration, Employee Benefits Principles of employee benefit programme.	OCTOBER
4.	HR in new era :-HR in Virtual organisation, HR Accounting and Auditing, HRIS, Flexi time, Dual career, Glass ceiling of employees. Moonlighting of employees, International HRM and Cross Culture. (only conceptual knowledge) Emerging concepts like Employee Engagement & Employer Branding. Green HRM, HR Capital, Talent Management, HR Metrics	NOVEMBER



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**Council of Education's**  
**D. R. K. College of Commerce, Kolhapur**  
**MBA Department**


Syllabus Completion Report (Semester-III)

1. Name of the Teacher- Dr. Tahir S. Zari
2. Subject- STRATEGIC AND CHANGE MANAGEMENT
3. Class and Div.-MBA II
4. Academic Year-2020-21

Unit-I	Unit Title	Month
<b>Syllabus Allotted by University/ Department</b>		
	<b>Unit I- Strategy Implementation: Inter-relationship of formulation and implementation, Project Implementation. Procedural implementation. Resource Allocation, Behavioural implementation. Structural implementation,</b>	Completed
	<b>Unit I</b> Functional implementation. b. Strategy Evaluation & Control - Strategy Evaluation: Importance. Overview of strategic evaluation, strategic control. Operational Control. techniques of strategic evaluation and control	Completed
	<b>Unit II</b> A. Change Management: Meaning Principles of change management, Models, Process.	Completed
	<b>Unit II</b> B. Leading Changes; Visionary Leadership. Leadership Framework, McKinsey's 7 S framework C. Change Agents; Meaning and types	Completed
	Details of Incomplete Syllabus	—
	Details of extra syllabus taught (Remedial Coaching/ Special Coaching)	—

This is certified that I have completed the syllabus in time. Periodical unit tests, seminars, practical exams, study tours and assessments also organized.



  
 Teachers Signature  
**Dr. T. S. Zari**

**Council of Education's**  
**D. R. K. College of Commerce, Kolhapur**  
**MBA Department**

**Syllabus Completion Report (Semester-III)**

1. Name of the Teacher- Dr. Tahir S. Zari
2. Subject- PAPER-XVIII BUSINESS INTELLIGENCE & ANALYTICS
3. Class and Div.-MBA II
4. Academic Year-2020-21

Unit-I	Unit Title	Month
<b>Syllabus Allotted by University/ Department</b>		
	<b>Unit I-</b> Business Intelligence-Introduction, History and Evolution. Business Intelligence segments, Real Time business intelligence. Type business intelligence, business intelligence platform,	Completed
	<b>Unit I</b> difference between information and Intelligence defining business intelligence value chain, factors of busin 10 Hours 5 intelligence system,	Completed
	<b>Unit II</b> Business intelligence Essentials- Introduction, creating business intelligence Environment, business intelligence landscape,	Completed
	<b>Unit II</b> Dynamic roles in business intelligence, Roles in business intelligence modern business, Challenges of business intelligence.	Completed
Details of Incomplete Syllabus		-
Details of extra syllabus taught (Remedial Coaching/ Special Coaching)		-

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 Teachers Signature

**Dr. T. S. Zari**



Brand management: Brand name and trademark, branding Decisions, advantages and disadvantages of branding, brand equity, brand image, brand personality, brand identity system, brand strategies, brand extension	Complete
<b>Unit-IV</b> Brand Development: Brand Rejuvenation, Rebranding, Celebrity, endorsements, brand positioning and brand building. Co-Branding	Complete
Details of Incomplete Syllabus	—
Details of extra syllabus taught (Remedial Coaching/ Special Coaching)	—

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**Dr. T. S. Zari**

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**MBA Department**

Syllabus Completion Report (Semester-III)

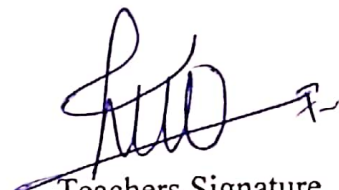
1. Name of the Teacher- Dr. Tahir S. Zari
2. Subject- PAPER – II ADVERTISING AND SALES  
MANAGEMENT PAPER-XXI
3. Class and Div.-MBA II
4. Academic Year-2020-21

Unit-I	Unit Title	Month
<b>Syllabus Allotted by University/ Department</b>		
<p><b>Unit-I</b>            Advertising Management- Role &amp; Importance of advertising, 5 M's of advertising, setting advertising objectives, Types of advertising, Advertising Budget - methods, factors influencing on budget. B. Media planning strategy- Types of media, Advantages &amp; disadvantages of different Medias, Media planning process, Factors in media selection. Designing media plan. Message design &amp; development- Types of message appeals, Creative Process in visualization. C. Advertising Effectiveness –Types of Advertising evaluation, Pre testing and post testing techniques of ads. D. Advertising Business and Advertising Agency – Functions of Advertising Agency, working of agency. E. Online advertisement and Google AdWords</p> <p><b>Unit-II</b>            Sales Management – Evolution, Definition, sales management functions, place &amp; importance of sales management in the organization. B. Sales forecasting – Meaning, Importance, Types of forecasting, Forecasting methods and procedure, Importance, merits &amp; demerits of various methods. C. Sales related marketing policies.</p> <p><b>Unit-III</b>            Sales Management – Evolution, Definition, sales management functions, place &amp; importance of sales management in the organization. B. Sales forecasting</p>	<p>Completed</p> <p>Completed</p> <p>Completed</p>	

– Meaning, Importance, Types of forecasting, Forecasting methods and procedure, Importance, merits & demerits of various methods. C. Sales related marketing policies.	Completed
<b>Unit-IV</b> Logistics & Supply Chain Management - Definition & scope of logistics, key logistics activities, market logistics decision, emerging concepts in logistics. B. Concept of supply chain management, need for SCM, advances in SCM. Distribution: 6 C's of distribution. Selection and appointing distributors	Completed
Details of Incomplete Syllabus	
Details of extra syllabus taught (Remedial Coaching/ Special Coaching)	

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Teachers Signature

Dr. T. S. Zari

**Council of Education's**  
**D. R. K. College of Commerce, Kolhapur**  
**MBA Department**  
**Syllabus Completion Report (Semester-III)**

1. Name of the Teacher- Dr. Tahir S. Zari
2. Subject- Organizational Behaviour (Choice-Based Credit System)  
PAPER-VI
3. Class and Div.-MBA I
4. Academic Year-2020-21

Unit-I	Unit Title	Month
<b>Syllabus Allotted by University/ Department</b>		
<b>Unit-I</b> Introduction to OB: Definition, Nature, : Evolution of Organizational Behaviour Approach – Historical perspective – from Robert Owen(1825) to Elton Mayo(1925), Disciplines contributing to OB – Psychology, Sociology, Anthropology, Social Psychology. Economics & political Science: Approaches to the study of OB -Human Resource Approach, Contingency Approach, Productivity Approach, and System Approach.		Completed
<b>Unit-II</b> Micro Perspectives of OB: Individual Behaviour: Personal factors Biographical characteristics & Learned characteristics, Environmental factor & Organizational factors. Personality- concept, determinants of personality theories – Sigmund Freud, Erikson, Chris Argyris, Types of Personality – Type A & type B Learning & Perception- meaning, nature & process. Learning- meaning, theories & principles; Attitude-concept, components of attitude. formation of attitude. Values- concept. types of values, sources of values.		Completed
<b>Unit-III</b> Micro & Macro Dynamics of OB: Motivation-concept, types of motives. theories of motivation A. H. Maslow. Herzberg, Elderfer, McClelland, Vroom, Theory Z : Individual conflict & group interpersonal conflict. conflict resolution. Group - Definition, Importance,		Completed

Types of groups. Stages of group formation. Group dynamics – factors affecting group dynamics. Behavioral Problems in group communication process. Stress– Causes effect & coping strategy, Leadership styles – Autocratic, Democratic, laissez-fair; theories of leadership- Behavioral Managerial Grid , Situational- Harsey Blanchard, Fiedler’s LPC contingency theory , Contemporary issues in leadership- Transactional and transformational , Roles & activities of leadership	Completed
<b>Unit-IV</b> Logistics & Supply Chain Management - Definition & scope of logistics, key logistics activities, market logistics decision, emerging concepts in logistics. B. Concept of supply chain management, need for SCM, advances in SCM. Distribution: 6 C’s of distribution. Selection and appointing distributors	Completed
Details of Incomplete Syllabus	
Details of extra syllabus taught (Remedial Coaching/ Special Coaching)	

This is certified that I have completed the syllabus in time. Periodical unit tests, seminars, practical exams, study tours and assessments also organized.



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Teachers Signature

**Dr. T. S. Zari**



**Council of Education's**  
**D. R. K. College of Commerce, Kolhapur**  
**MBA Department**

**Syllabus Completion Report (Semester-III)**

1. Name of the Teacher- Dr. Tahir S. Zari
2. Subject- Indian Ethos and Management (Choice-Based Credit System)  
Paper - I
3. Class and Div.-MBA I
4. Academic Year-2020-21

Unit-I	Unit Title	Month
<b>Syllabus Allotted by University/ Department</b>		
<b>Unit-I</b>	A) Introduction and Evolution of Management: Definition-Scope of management. Classical Approach- Scientific Management Approach- Behavioral Approach- Human Relations Approach, Contingency, Operational Approach, B) Levels of Management: Different levels of Management and skills required. Management by Objectives (MBO) – Definition, Meaning and Significance, MBO process.	Completed
<b>Unit-II</b>	A) Planning and Organizing: Planning-nature, types and limitation of planning Organizing-meaning, Process, Organization structure, Types of organizational structure. B) Staffing, Directing and Controlling: Staffing- concept, need and importance. Directing- concept, need and principles of directing. Controlling - Steps in Control Process-Need-Types of control Method- Techniques of Controlling-Benefits.	Completed
Details of Incomplete Syllabus		—
Details of extra syllabus taught (Remedial Coaching/ Special Coaching)		—

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Teachers Signature

**Dr. T. S. Zari**

**Council of Education's**  
**D. R. K. College of Commerce, Kolhapur**  
**MBA Department**

**Syllabus Completion Report (Semester-III)**

1. Name of the Teacher- Dr. Tahir S. Zari
2. Subject- Indian Ethos and Management (Choice-Based Credit System)  
Paper - I
3. Class and Div.-MBA I
4. Academic Year-2020-21

Unit-I	Unit Title	Month
<b>Syllabus Allotted by University/ Department</b>		
<b>Unit-I</b> Basics of soft skills: Introduction to soft skills, importance, understanding oneself, innovative thinking, problem management, stress and emotional management, leadership, team work		Completed
<b>Unit-II</b> Critical thinking Skills Introduction, Definition, importance of critical thinking, Critical thinking process-identification, research, identifying biases. inference. determining relevance. curiosity, Critical thinking habits, How to improve critical thinking skills		Completed
Details of Incomplete Syllabus		—
Details of extra syllabus taught (Remedial Coaching/ Special Coaching)		—

This is certified that I have completed the syllabus in time. Periodical unit tests, seminars, practical exams, study tours and assessments also organized.



Teachers Signature

**Dr. T. S. Zari**

**Council of Education's**  
**D. R. K. College of Commerce, Kolhapur**  
**MBA Department**  
 Syllabus Completion Report (Semester-II)

1. Name of the Teacher- Dr. Tahir S. Zari
2. Subject- PaperIX Marketing Management
3. Class and Div.-MBA I
4. Academic Year-2020-21

Unit-I	Unit Title	Month
<b>Syllabus Allotted by University/ Department</b>		
<b>Unit-I</b>		
Basics of Marketing: Introduction, Nature & scope of marketing, the core concepts of marketing, marketing in 21st century, marketing environment: Micro and Macro marketing environment, Marketing Planning and Marketing Planning process, Differentiation between Sales and Marketing. Introduction to Services marketing.		<i>Completed</i>
<b>Unit-II</b>		
Market segmentation-Meaning and concept, benefits of segmentation, Bases for market segmentation consumer goods market segmentation; industrial goods market segmentation, Market targeting Selection of segments, Product positioning. B. Consumer Behaviour-Meaning and definition of Consumer Behaviour, importance, Different buying roles, Consumer buying decision process, factors influencing consumer Behaviour		<i>Completed</i>

### Unit-III

Marketing Mix- Introduction, Meaning, Scope and importance, 4P's to 4 C's. A. Product Mix: concept of product, product characteristics, intrinsic and extrinsic, product life cycle (PLC) concept, product elimination, product diversification, new product development. B. Branding and packaging, decisions – concept of branding and packaging, advantages and disadvantages of branding and packaging,

Completed

### Unit-IV

A. Place mix: meaning and concept of channel of distribution. Types of channels of distribution or intermediaries, factors influencing selection of channels, types of distribution strategies, intensive, selective and extensive, recent changes in terms of logistics and supply chain management. B. Promotion mix: meaning, elements of promotion mix, advertising: definition, importance, limitations, types of media, 5 M's of advertising. Distinction between advertising and publicity.

Completed

Details of Incomplete Syllabus

Details of extra syllabus taught (Remedial Coaching/  
Special Coaching)

This is certified that I have completed the syllabus in time. Periodical unit tests, seminars, practical exams, study tours and assessments also organized.



A handwritten signature in black ink, appearing to read "Dr. I. S. Zait".

Teachers Signature

Dr. I. S. Zait

**Council of Education's**  
**D. R. K. College of Commerce, Kolhapur**  
**MBA Department**  
**Syllabus Completion Report (Semester-II)**

1. Name of the Teacher- Dr. Tahir S. Zari
2. Subject- Research Methodology
3. Class and Div.-MBA I
4. Academic Year-2020-21

Unit-I	Unit Title	Month
<b>Syllabus Allotted by University/ Department</b>		
<b>Unit-I</b> Research Fundamentals: (a) Meaning, objectives & Motivation in Research. Types of research – Research Approach.		Completed
<b>Unit-I</b> Research process (identification of research/management problem –, research question, statement of a research problem), Distinction between management problem and managerial research problems - relevance & scope of research in management.		Completed
<b>Unit-IV</b> Interpretation and Report Writing: (a) Interpretation of data.		Completed
<b>Unit-IV</b> Techniques of Interpretation, report writing, layout of a project report.		Comple
Details of Incomplete Syllabus		—
Details of extra syllabus taught (Remedial Coaching/ Special Coaching)		—

This is certified that I have completed the syllabus in time. Periodical unit tests, seminars, practical exams, study tours and assessments also organized.



*Dr. T. S. Zari*

Teachers Signature  
**Dr. T. S. Zari**

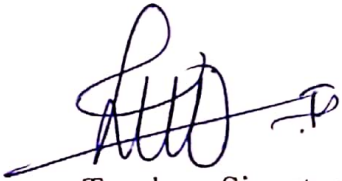
**Council of Education's**  
**D. R. K. College of Commerce, Kolhapur**  
**MBA Department**  
**Syllabus Completion Report (Semester-II)**

1. Name of the Teacher- Dr. Tahir S. Zari
2. Subject- PAPER – XV Managerial Skills For Effectiveness
3. Class and Div.-MBA I
4. Academic Year-2020-21

Unit-I	Unit Title	Month
<b>Syllabus Allotted by University/ Department</b>		
<b>Unit-I</b>	Introduction & Personal Skills for Managers a) Skills of effective managers – Essential management skills – what are management skills – Different methods of Improving management skills – An approach to skill development - leadership & management. b) Personal Skills (Skill Learning) Developing Self-Awareness. Managing Personal Stress, Solving Problems Analytically and Creatively	Completed
<b>Unit-II</b>		Completed
	Specific Communication Skills for Manager a) Making Oral and Written Presentations b) Conducting Interviews c) Conducting Meetings	Completed
	Details of Incomplete Syllabus	—
	Details of extra syllabus taught (Remedial Coaching/ Special Coaching)	—

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 Teachers Signature  
**Dr. T. S. Zari**

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**D. R. K. College of Commerce, Kolhapur**  
**MBA Department**  
**Syllabus Completion Report (Semester-IV)**

1. Name of the Teacher- Dr. Tahir S. Zari
2. Subject- PAPER-XXV INNOVATION AND ENTREPRENEURSHIP  
Semester-IV
3. Class and Div.-MBA II
4. Academic Year-2020-21

Unit-I	Unit Title	Month
<b>Syllabus Allotted by University/ Department</b>		
<b>Unit-I</b> Innovation- Meaning, Characteristics, Purpose/ goals of innovation, Sources of innovation, Types of innovation. B. Theories of Innovation- Peter Drucker, Schumpeter, X. Efficiency Theory. C. Creative Thinking, Barriers to creativity, Techniques for improving creativity process. D. Entrepreneurial Profile: Sanjeev Bikhchandani (Naukri.com)		Completed
<b>Unit-II</b> Entrepreneurship- Concept of entrepreneurship, Evolution of the concept, characteristics of successful entrepreneur. B. Theories of entrepreneurship- McClelland's Theory of Need for achievement- Max Weber's Theory of social belief Hagen's Theory of social change C. Link between Entrepreneurship and economic development D. Entrepreneurial Profile: Narayan Murthy (Infosys)		Completed
Details of Incomplete Syllabus		—
Details of extra syllabus taught (Remedial Coaching/ Special Coaching)		—

This is certified that I have completed the syllabus in time. Periodical unit tests, seminars, practical exams, study tours and assessments also organized.



*(Signature)*  
 Teachers Signature  
**Dr. T. S. Zari**

**Council of Education's**  
**D. R. K. College of Commerce, Kolhapur**  
**MBA Department**  
**Syllabus Completion Report (Semester-IV)**

1. Name of the Teacher- Dr. Tahir S. Zari
2. Subject- PAPER-XXVI STARTUPS AND NEW VENTURE
3. Semester-IV
4. Class and Div.-MBA II
5. Academic Year-2020-21

Unit-I	Unit Title	Month
<b>Syllabus Allotted by University/ Department</b>		
<b>Unit-I</b>	Micro Small and Medium Enterprises: Meaning, definition, types. Rationale behind micro and small enterprises. B. Establishing a Start-up; Identification of business opportunity. Sources of idea generation, methods of generating ideas, opportunity identification and selection. C. Forms of an enterprise, Sole proprietorship, Partnership, Private Limited Company, Public Limited Company, Cooperatives, Joint Hindu Family business and Limited liability partnership. D. Problems of Micro and Small Enterprises	<i>Complex</i>
<b>Unit-II</b>	Venture Feasibility study: Market feasibility, financial feasibility, technical feasibility and organizational feasibility B. IPR: Concept, Significance of IP, Types of IP, IP Audit C. TQM for small scale enterprise: Principles of TQM, Elements of TQM, Core concepts of TQM D. Business Plan and Feasibility Report: Writing an implementing business plan.	<i>Complex</i>
<b>Details of Incomplete Syllabus</b>		
<b>Details of extra syllabus taught (Remedial Coaching/ Special Coaching)</b>		

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Teachers Signature

**Dr. T. S. Zari**



**Council of Education's**  
**D. R. K. College of Commerce, Kolhapur**  
**MBA Department**  
**Syllabus Completion Report (Semester-IV)**

1. Name of the Teacher- Dr. Tahir S. Zari
2. Subject- PAPER-XXVII Employability Skills Academic Year-2020-2021
3. Class and Div.-MBA II
4. Academic Year-2020-21

Unit-I	Unit Title	Month
<b>Syllabus Allotted by University/ Department</b>		
<b>Unit-I</b>	(A) Communication here is indulging in actual basic of communication with completely practical approach. This Unit shall focus on below 3 aspects of communication and assess the same. - Command of standard written English - Skills in analyzing arguments and - Ability to read critically The section consists of 3 question types: - Critical Reasoning & AWA – Analytical Writing Assessment - Sentence Correction. and - Reading Comprehension	<i>Completed</i>
<b>Unit-II</b>	B) Adaptability What is Adaptability – Why adaptability is Important to Leaders – What are obstacles for Adaptability – Three elements of Adaptability – ways to develop adaptability – Adaptability – a leadership imperative.	<i>Completed</i>
<b>Unit-III</b>	(A) Problem Solving What is problem solving - Problem solving Process - Steps in effective problem-solving behavior - Mental Blocks to problem solving? (B) Creative Thinking – Introduction – Divergent & Convergent Thinking - Creative Problem Solving - The Thinking Skills model – CPS the Thinking Skills Model – Applying CPS in Life.	<i>Completed</i>
Details of Incomplete Syllabus		—
Details of extra syllabus taught (Remedial Coaching/ Special Coaching)		—

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*Tahir S. Zari*  
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**Dr. T. S. Zari**

**Council of Education's**  
**D. R. K. College of Commerce, Kolhapur**  
**MBA Department**  
**Syllabus Completion Report (Semester-IV)**

1. Name of the Teacher- Dr. Tahir S. Zari
2. Subject- PAPER— IV CONTEMPORARY ISSUES IN MARKETING
3. Class and Div.-MBA II
4. Academic Year-2020-21

Unit-I	Unit Title	Month
<b>Syllabus Allotted by University/ Department</b>		
<b>Unit-I</b>	Analyze global marketing environment 2. Illustrate global marketing strategies 3. Analyze and develop rural marketing strategies 4. Understand digital marketing applications 5. Develop an event marketing programme	Completed
<b>Unit-II</b>	Rural Marketing - Introduction, Characteristics of rural marketing, Rural marketing mix challenges, Rural marketing environment, Rural consumer behavior, STP for Rural Markets, Rural Marketing mix strategies. Services Marketing in rural areas, ICT in Rural Areas, The future of Rural marketing in India. Marketing of Agricultural Inputs, agricultural products, non-farm products.	Completed
<b>Unit-III</b>	Digital Marketing –Meaning, definition and benefits, emergence of digital marketing, Digital marketing plan, Digital marketing types, Digital marketing framework, Digital marketing and buying Behaviour	Completed
<b>Unit-IV</b>	Event Marketing –Meaning and importance, STP for event marketing, Event Marketing Mix- Product, Price, Place, Promotion, Partnership, physical evidence, People, Programming, Applications of event marketing – Entertainment, Sports, Festivals, Social events. Corporate events	Completed
Details of Incomplete Syllabus		—
Details of extra syllabus taught (Remedial Coaching/ Special Coaching)		—

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**Dr. T. S. Zari**

**Council of Education's**  
**D. R. K. College of Commerce, Kolhapur**  
**MBA Department**  
**Syllabus Completion Report (Semester-IV)**

1. Name of the Teacher- Dr. Tahir S. Zari
2. Subject- PAPER-III SERVICE MARKETING AND RETAIL MARKETING
3. Class and Div.-MBA II
4. Academic Year-2020-21

Unit-I	Unit Title	Month
<b>Syllabus Allotted by University/ Department</b>		
<b>Unit-I</b>	Service Marketing – Meaning, definition, importance of services, distinction between services & goods, characteristics of services, Marketing Mix in Service Marketing- Product, Price, Place, Promotion	Completed
<b>Unit-II</b>	People –Moment of Truth, Service encounters service personnel issues, emotions and service situations, Process – types, Service Blueprint, service recovery and empowerment. Service Quality –Gap model, SERVQUAL Model. Physical Evidence-evidence types, role of physical evidence, stimulus response model, services scapes	Completed
<b>Unit-III</b>	People –Moment of Truth, Service encounters service personnel issues, emotions and service situations, Process – types, Service Blueprint, service recovery and empowerment. Service Quality –Gap model, SERVQUAL Model. Physical Evidence-evidence types, role of physical evidence, stimulus response model, services scapes	Completed
<b>Unit-IV</b>	Store management, Managing the Retail Store, Role of Store managers, Retail Personnel Management Process, Retail supply chain management, Visual merchandise, Customer Service, Retail franchising, Ethical and Legal issues in retailing, Careers in Retailing: Employment opportunities, ownership opportunity. Online Retailing, retail strategies. Technology in retail eg. RF based billing	Completed
Details of Incomplete Syllabus		-

Details of extra syllabus taught (Remedial Coaching/ Special Coaching)	—
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This is certified that I have completed the syllabus in time. Periodical unit tests, seminars, practical exams, study tours and assessments also organized.

Teachers Signature

*Dr. T. S. Zari*  
Dr. T. S. Zari



**Council of Education's  
D.R.K. College of Commerce, Kolhapur**

**Department: MBA**

**SYLLABUS COMPLETION REPORT (Semester - I)**

1. Name of Teacher : Dr. Mrs. Tejaswini Hilage
2. Subject : Information Technology for Mgt.
3. Class : MBA I
4. Academic Year : 2020 - 2021

<b>Syllabus allotted by University/ Department</b>	<b>Syllabus Completed</b>
Unit – 1 : Information Technology	Completed
Unit – 2 :Ecommerce	Completed
Unit – 3 :E_Banking	Completed
Unit – 4 : DBMS	Completed
<ul style="list-style-type: none"><li>• Details of Incomplete Syllabus : Nil</li></ul>	
<ul style="list-style-type: none"><li>• Details of extra syllabus taught (Remedial coaching/ special coaching) :</li></ul>	

This is certified that I have completed the syllabus in time. Periodical unit tests, seminars, practical exams, study tours and assignment also organized.



Teachers Signature

**Council of Education's  
D.R.K. College of Commerce, Kolhapur**

**Department: MBA**

**SYLLABUS COMPLETION REPORT (Semester - II)**

1. Name of Teacher : Dr. Mrs. Tejaswini Hilage
2. Subject : MIS
3. Class : MBA I
4. Academic Year : 2020 - 2021

<b>Syllabus allotted by University/ Department</b>	<b>Syllabus Completed</b>
Unit – 1 : Information System	Completed
Unit – 2 : Types of IS	Completed
Unit – 3 : DSS & ESS	Completed
Unit – 4 : Enterprise Resource Planning	Completed
<ul style="list-style-type: none"><li>• Details of Incomplete Syllabus : Nil</li></ul>	
<ul style="list-style-type: none"><li>• Details of extra syllabus taught (Remedial coaching/ special coaching) :</li></ul>	

This is certified that I have completed the syllabus in time. Periodical unit tests, seminars, practical exams, study tours and assignment also organized.



A handwritten signature in blue ink, appearing to read "Tejaswini Hilage".

Teachers Signature

**Council of Education's  
D.R.K. College of Commerce, Kolhapur**

**Department: MBA**


**SYLLABUS COMPLETION REPORT (Semester– III)**

1. Name of Teacher : Dr. Mrs. Tejaswini Hilage
2. Subject : IT Strategy and Governance
3. Class : MBA II
4. Academic Year : 2020 - 2021

<b>Syllabus allotted by University/ Department</b>	<b>Syllabus Completed</b>
Unit – 1 :Strategic Role of IS in Business	Completed
Unit – 2 :IT Strategy	Completed
Unit – 3 :IT Governance	Completed
Unit – 4 :IT Governance Framework	Completed
<ul style="list-style-type: none"><li>• Details of Incomplete Syllabus : Nil</li></ul>	
<ul style="list-style-type: none"><li>• Details of extra syllabus taught (Remedial coaching/ special coaching) :</li></ul>	

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Teachers Signature

**Council of Education's  
D.R.K. College of Commerce, Kolhapur**

**Department: MBA**

**SYLLABUS COMPLETION REPORT (Semester– III)**

1. Name of Teacher : Dr. Mrs. Tejaswini Hilage
2. Subject : Information System Security & Audi
3. Class : MBA II
4. Academic Year : 2020 - 2021

<b>Syllabus allotted by University/ Department</b>	<b>Syllabus Completed</b>
Unit – 1 :Information System security	Completed
Unit – 2 :Data Security	Completed
Unit – 3 :IS Audit & Control	Completed
Unit – 4 :Security Policy	Completed
<ul style="list-style-type: none"><li>• Details of Incomplete Syllabus : Nil</li></ul>	
<ul style="list-style-type: none"><li>• Details of extra syllabus taught (Remedial coaching/ special coaching) :</li></ul>	

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Teachers Signature



**Council of Education's  
D.R.K. College of Commerce, Kolhapur**

**Department: MBA**

**SYLLABUS COMPLETION REPORT (Semester- IV)**

1. Name of Teacher : Dr. Mrs. Tejaswini Hilage
2. Subject : Business Process Reengineering & ERP
3. Class : MBA II
4. Academic Year : 2020 - 2021

<b>Syllabus allotted by University/ Department</b>	<b>Syllabus Completed</b>
Unit – 1 : Introduction to BPR	Completed
Unit – 2 : Introduction to ERP	Completed
Unit – 3 : ERP implementation	Completed
Unit – 4 : Oracle ERP	Completed
<ul style="list-style-type: none"><li>• Details of Incomplete Syllabus : Nil</li></ul>	
<ul style="list-style-type: none"><li>• Details of extra syllabus taught (Remedial coaching/ special coaching) :</li></ul>	

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Teachers Signature

**Council of Education's  
D.R.K. College of Commerce, Kolhapur**

**Department: MBA**


**SYLLABUS COMPLETION REPORT (Semester- IV)**

1. Name of Teacher : Dr. Mrs. Tejaswini Hilage
2. Subject : Knowledge Mgt.
3. Class : MBA II
4. Academic Year : 2020 - 2021

<b>Syllabus allotted by University/ Department</b>	<b>Syllabus Completed</b>
Unit – 1 : Essentials of KM	Completed
Unit – 2 : KM and IT	Completed
Unit – 3 : Knowledge Mgt. implementation	Completed
Unit – 4 : Future of Knowledge Management	Completed
<ul style="list-style-type: none"><li>• Details of Incomplete Syllabus : Nil</li></ul>	
<ul style="list-style-type: none"><li>• Details of extra syllabus taught (Remedial coaching/ special coaching) :</li></ul>	

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Teachers Signature

**Council of Education's  
D.R.K. College of Commerce, Kolhapur**

**Department: MBA**

**SYLLABUS COMPLETION REPORT (Sem - II)**

1. Name of Teacher : Dr. Mrs. Tejaswini Hilage
2. Subject : HRM
3. Class : MBA I
4. Academic Year : 2020 - 2021

Syllabus allotted by University/ Department	Syllabus Completed
Unit – 1 :Introduction to Human Resource Management	Completed
Unit – 2 : HRP	Completed
Unit – 3 :Development and Maintenance of Human Resource	Completed
Unit – 4 :HR in new era	Completed
<ul style="list-style-type: none"><li>• Details of Incomplete Syllabus : Nil</li></ul>	
<ul style="list-style-type: none"><li>• Details of extra syllabus taught (Remedial coaching/ special coaching) :</li></ul>	

This is certified that I have completed the syllabus in time. Periodical unit tests, seminars, practical exams, study tours and assignment also organized.



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Teachers Signature

**Council of Education's  
D.R.K. College of Commerce, Kolhapur**

**Department: MBA**

**SYLLABUS COMPLETION REPORT (Sem - II)**

1. Name of Teacher : Dr. Mrs. Tejaswini Hilage
2. Subject : Operations Management
3. Class : MBA I
4. Academic Year : 2020 - 2021

Syllabus allotted by University/ Department	Syllabus Completed
Unit – 1 :Introduction to Operations Management	completed
Unit – 2 : Facilities & Technology Management	completed
<ul style="list-style-type: none"><li>• Details of Incomplete Syllabus : Nil</li></ul>	
<ul style="list-style-type: none"><li>• Details of extra syllabus taught (Remedial coaching/ special coaching) :</li></ul>	

This is certified that I have completed the syllabus in time. Periodical unit tests, seminars, practical exams, study tours and assignment also organized.



*Tejswini Hilage*

Teachers Signature

**Council of Education's  
D.R.K. College of Commerce, Kolhapur**

**Department: MBA**

**SYLLABUS COMPLETION REPORT (Sem -III)**

1. Name of Teacher : Dr. Mrs. Tejaswini Hilage
2. Subject : Strategic & Change Management
3. Class : MBA II
4. Academic Year : 2020 - 2021

Syllabus allotted by University/ Department	Syllabus Completed
Unit – 1 :Strategic Management Strategic Vocabulary	completed
Unit – 2 : Corporate-Level Strategy Business Level Strategy Strategic Choice Models Tailoring strategy to fit specific industry	completed
<ul style="list-style-type: none"><li>• Details of Incomplete Syllabus : Nil</li></ul>	
<ul style="list-style-type: none"><li>• Details of extra syllabus taught (Remedial coaching/ special coaching) :</li></ul>	

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D.R.K. College of Commerce, Kolhapur**

**Department: MBA**


**SYLLABUS COMPLETION REPORT (Sem - 4)**

1. Name of Teacher : Dr. Mrs. Tejaswini Hilage
2. Subject : Innovation And Entrepreneurship
3. Class : MBA II
4. Academic Year : 2020 - 2021

Syllabus allotted by University/ Department	Syllabus Completed
Unit – 3 :Growth of entrepreneurship in India Factors Affecting Entrepreneurship Growth Ethics and Entrepreneurship Entrepreneurial Profile	completed
Unit – 4: Intrapreneur Women Entrepreneur Rural Entrepreneurship Social Entrepreneurship	completed
• Details of Incomplete Syllabus : Nil	
• Details of extra syllabus taught (Remedial coaching/ special coaching) :	

This is certified that I have completed the syllabus in time. Periodical unit tests, seminars, practical exams, study tours and assignment also organized.



  
Teachers Signature

**Council of Education's  
D.R.K. College of Commerce, Kolhapur**

**Department: MBA**

**SYLLABUS COMPLETION REPORT (Sem - 4)**

1. Name of Teacher : Dr. Mrs. Tejaswini Hilage
2. Subject : Startups And New Venture
3. Class : MBA II
4. Academic Year : 2020 - 2021

Syllabus allotted by University/ Department	Syllabus Completed
Unit – 3 :Institutional Support for Start Venture capital Sources of finance Incubation center	Completed
Unit – 4: E-Commerce Franchising International business Identification of start-up opportunities	Completed
• Details of Incomplete Syllabus : Nil	
• Details of extra syllabus taught (Remedial coaching/ special coaching) :	

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D.R.K. College of Commerce, Kolhapur**

**Department: MBA**

**SYLLABUS COMPLETION REPORT (Sem - 4)**

1. Name of Teacher : Dr. Mrs. Tejaswini Hilage
2. Subject : Employability Skill
3. Class : MBA II
4. Academic Year : 2020 - 2021

Syllabus allotted by University/ Department	Syllabus Completed
Unit – 1 :Computer Technology Computer Basics	Completed
Unit – 2: Business Data Analysts What is Business Analytics	Completed
• Details of Incomplete Syllabus : Nil	
• Details of extra syllabus taught (Remedial coaching/ special coaching) :	

This is certified that I have completed the syllabus in time. Periodical unit tests, seminars, practical exams, study tours and assignment also organized.



Teachers Signature



DATE:

TO,

THE PRINCIPAL,

D.R.K COLLEGE OF COMMERCE,

KOLHAPUR.


SUBJECT: SYLLABUS COMPLETION REPORT FOR THE ACADEMIC YEAR 2020-21

RESPECTED SIR,

I MRS ADITI MANIK MULIK, ASSISTANT PROFESSOR, MBA DEPARTMENT IS HEREWITH SUBMITTING THE SYLLABUS COMPLETION REPORT FOR THE SUBJECTS ALLOATED TO ME FOR THE ACADEMIC YEAR 2020-21.

SR.NO.	CLASS	SUBJECT
1.	MBA 1	HUMAN RESOURCE MANAGEMENT
2.	MBA 1	SOFT SKILL
3.	MBA 11	HUMAN RESOURCE DEVELOPMENT
4.	MBA 11	COMPENSATION MANAGEMENT
5.	MBA 11	INDIAN FINANCIAL SYSTEM
6.	MBA 11	LABOUR LAW

YOURS FAITHFULLY



ADITI MANIK MULIK

