




SYBMS-B-MARKETING

SR. NO	NAME OF THE PROFESSOR	SUBJECT	MODULE COVERED	TOPICS COVERED CHAPTER WISE
1	Prof. Manisha Jadhav	Information Technology in Business Management-I	MODULE-I ,MODULE-II	Introduction to IT Support in Management ,2 Office Automation using MS Office ,Learn Word , Spreadsheet application (e.g. MS-Excel) , Presentation Software
2	Prof. Aarti Singh	Foundation Course - III (Environmental Management)	MODULE- I	Environment: Definition and composition, Lithosphere, Atmosphere, Hydrosphere, Biosphere <ul style="list-style-type: none"> • Biogeochemical cycles - Concept and water cycle • Ecosystem & Ecology; Food chain, food web & Energy flow pyramid • Resources: Meaning, classification(Renewable & non-renewable), types & Exploitation of Natural resources in sustainable manner
3	Prof. Nirav Tawadia	Business Planning & Entrepreneurial Management	MODULE - I (FULL)	Foundations of Entrepreneurship Development, Theories of Entrepreneurship & External Influences on Entrepreneurship Development:
4	Prof. Durgesh Kenkare	Accounting for Managerial Decisions	IV- FULL	WORKING CAPITAL MANAGEMENT- ESTIMATION OF WORKING CAPITAL AND RECEIVABLES MANAGEMENT
5	Prof. Adity Sharma	Strategic Management	MODULE- I	Business Policy - Meaning, Nature, Importance, Strategy - Meaning, Strategic Management - Meaning, Importance, Process, Levels, Strategic Business Units, Strategic Intent - Mission, Vision, Goals and Objectives
6	Prof. Ishita Tavadia	Consumer Behaviour	MODULE I AND II	Introduction to Consumer Behaviour. Individual - Determinants of Consumer Behaviour
7	Prof. Smruti Vasavada	Advertising/ Social Marketing	MODULE I AND II	Introduction to social marketing and its environment, Social Marketing mix

SYBMS-C -HRM

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1	Prof. Manisha Jadhav	Information Technology in Business Management-I	MODULE-I ,MODULE-II	Introduction to IT Support in Management ,2 Office Automation using MS Office ,Learn Word , Spreadsheet application (e.g. MS-Excel) , Presentation Software
2	Prof. Aarti Singh	Foundation Course - III (Environmental Management)	MODULE- I	Environment: Definition and composition, Lithosphere, Atmosphere, Hydrosphere, Biosphere <ul style="list-style-type: none"> • Biogeochemical cycles - Concept and water cycle • Ecosystem & Ecology; Food chain, food web & Energy flow pyramid • Resources: Meaning, classification(Renewable & non-renewable), types & Exploitation of Natural resources in sustainable manner
3	Prof. Nirav Tawadia	Business Planning & Entrepreneurial Management	MODULE - I (FULL)	Foundations of Entrepreneurship Development, Theories of Entrepreneurship & External Influences on Entrepreneurship Development:
4	Prof. Durgesh Kenkare	Accounting for Managerial Decisions	IV- FULL	WORKING CAPITAL MANAGEMENT- ESTIMATION OF WORKING CAPITAL AND RECEIVABLES MANAGEMENT




	5	Prof. Adity Sharma	Strategic Management	MODULE- I	Business Policy - Meaning, Nature, Importance, Strategy - Meaning, Strategic Management - Meaning, Importance, Process, Levels, Strategic Business Units, Strategic Intent - Mission, Vision, Goals and Objectives
	6	Prof. Ishita Tavadia	Motivation and Leadership	MODULE-I & MODULE-II	Motivation-I and Motivation-II
	7	Prof. Sangeeta Choudhary	Organisation Behaviour & HRM	MODULE-I ,MODULE-II (upto Time Management)	• Introduction to Organizational Behaviour-Concept, definitions, Evolution of OB, • Importance of Organizational Behaviour-Cross Cultural Dynamics, Creating Ethical Organizational Culture& Climate, • Individual and Group Behaviour-OB models–Autocratic, Custodial, Supportive, Collegial & SOBC in context with Indian OB, • Human Relations and Organizational Behaviour, • Managing Communication: Conflict management techniques, • Time management strategies.
					
		Prof. Durgesh Kenkre		Prof. Subhashini Naikar	Dr. Kiran Mane
		BMS Coordinator & Exam Conv		Vice Principal - SFC	I/c Principal

TYBMS-B- MARKETING

SR. NO	NAME OF THE PROFESSOR	SUBJECT	MODULE COVERED	TOPICS COVERED CHAPTER WISE
1	Prof. Harshal Adani	Logistics & Supply Chain Management	MODULE-I	Chapter 1 - Introduction to Logistics Management. Chapter 2 - Introduction to Supply Chain Management Chapter 3 - Customer Service Chapter 4 - Demand Forecasting (Theory Only)
2	Prof. Sunita Bedi	Corporate Communication & Public Relations	MODULE-I	Foundation of Corporate Communication (a) Corporate communication: Scope and Relevance (b) Key concept in Corporate communication (c) Ethics and Law in Corporate Communication
3	Prof. Namrata Murugeshan	Services Marketing	UNIT 1 (FULL)	Introduction of services marketing
4	Prof. Manisha Jadhav	E- Commerce & Digital Marketing	MODULE-I ,MODULE-II	Introduction to E-commerce (FULL) , E-Business & Applications (FULL)
5	Prof. Nirav Tawadia	Customer Relationship Management	MODULE - I (FULL)	Concept, Evolution of Customer Relationships: Customers as strangers, acquaintances, friends and partners □ Objectives, Benefits of CRM to Customers and Organisations, Customer Profitability Segments, Components of CRM: Information, Process, Technology and People, Barriers to CRM □ Relationship Marketing and CRM: Relationship Development Strategies: Organizational Pervasive Approach, Managing Customer Emotions, Brand Building through Relationship Marketing, Service Level Agreements, Relationship Challenges
6	Prof. Manjula Kamath	Sales & Distribution Management	MODULE -I (FULL)	Chapter 1- Introduction to Sales and Distribution Management

TYBMS-C - HRM

SR. NO	NAME OF THE PROFESSOR	SUBJECT	MODULE COVERED	TOPICS COVERED CHAPTER WISE
1	Prof. Harshal Adani	Logistics & Supply Chain Management	MODULE-I	Chapter 1 - Introduction to Logistics Management. Chapter 2 - Introduction to Supply Chain Management Chapter 3 - Customer Service Chapter 4 - Demand Forecasting (Theory Only)

2	Prof. Sunita Bedi	Corporate Communication & Public Relations	MODULE-I	Foundation of Corporate Communication (a) Corporate communication: Scope and Relevance (b) Key concept in Corporate communication (c) Ethics and Law in Corporate Communication
3	Prof. Manjula Kamath	Strategic HRM and HR Policies	MODULE-I (Full)	Chapter 1-SHRM-An Overview
4	Prof. Smruti Vasavada	Performance Management and Career Planning	MODULE I & II	Introduction to Performance Management, future of PM, Performance Management Process
5	Prof. Nirav Tawadia	Talent and Competency Management	MODULE I & II	Introduction to Talent Management, Talent Management System
6	Prof. Mohini Nadkarni	Stress Management	MODULE-I	Stress – concept, features, types of stress Relation between Stressors and Stress Potential Sources of Stress – Environmental, Organizational and Individual Consequences of Stress – Physiological, Psychological and Behavioural Symptoms Stress at work place – Meaning, Reasons Impact of Stress on Performance Work Stress Model Burnout – Concept Stress v/s Burnout
				
	Prof. Durgesh Kenkre	Prof. Subhashini Naikar		Dr. Kiran Mane
	BMS Coordinator & Exam Convenor	Vice Principal - SFC		I/c Principal