

Anjuman Islam Janjira Degree College of Science

Lokmanya Tilak Road, Murud-Janjira dist. Raigarh. Maharashtra 402401

Academic Calendar

Teaching Plan for Semester-II Year: 2025-2026

Course	F.Y.BMS (management Accounting)			Paper: I
Course Code				
Title	Foreign exchange market and Derivatives			
Credits	2			
Name of the Faculty	Batool Farhan	Walele		
Month	Date	Topic	Lecture	Lecture per Month
	Module I(Foreign Exchange Markets – an Overview)			
Nov-25	15-11-2025	Concept of Foreign Exchange Markets		5
	18-11-2025	Feature of Foreign Exchange Markets		
	22-11-2025	Need of Foreign Exchange Markets		
	25-11-2025	Participant of Foreign Exchange Markets		
	29-11-2025	Function of Foreign Exchange Markets		
Dec-25	2-12-2025	Structure of Forex Markets		9
	6-12-2025	Foreign Currency Accounts – VOSTRO, NOSTRO, LORO		
	9-12-2025	Meaning and types of Foreign Exchange Risk		
	13-12-2025	Role of Foreign Exchange Dealers Association of India.		
	16-12-2025	FERA and FEMA Regulations		
	20-12-2025	Advantages - Limitations of Capital and Current Account Convertibility		
	23-12-2025	Meaning of Fixed and Flexible Exchange Rate		
	27-12-2025	Advantages and limitation of Fixed and Flexible Exchange Rate		
	30-12-2025	Distinction between Fixed and Flexible Exchange Rate		
	3-1-2026	Revision of Module I		
Jan-26	Module II (Derivatives Market)			8
	6-1-2026	Definition of Derivatives		
	10-1-2026	Feature of Derivatives		
	17-1-2026	Benefits of Derivatives		
	20-1-2026	Disadvantages of Derivatives		
	24-1-2026	Introductions and significance of Index		
	27-1-2026	Types of foreign Exchange Quotations		
	31-1-2026	Basic Numerical Problems -Direct and Indirect quotes		
	3-2-2026	Spread, Spread Percentage		
	7-2-2026	Forward Rates		
Feb-26	10-2-2026	Cross rate		7
	14-2-2026	Types of Derivatives and Practical numerical problems on Spot		
	21-2-2026	Emerging Structure of Derivatives Markets in India		
	24-2-2026	Forward, Futures		
	27-2-2026	Options and Swaps		
Mar-26	3-3-2026	Revision		1
		Total Lecture		30

Anjuman Islam Janjira Degree College of Science				
Lokmanya Tilak Road, Murud-Janjira dist. Raigarh. Maharashtra 402401				
Academic Calendar				
Teaching Plan for Semester-IV Year: 2025-26				
Course	SYBMS			
Course Code				
Title	CUSTOMER RELATIONSHIP MANAGEMENT			
Credits	4			
Name of the Faculty	Prof Farzana Azhar Kadiri			
Month	Date	Topic	Lectures	Lecture per Month
Nov-25		Introduction to Customer Relationship Management	15	8
	04-11-25	Introduction to CRM-Definition & Scope, Importance of CRM in Service Marketing		
	05-11-25	Evolution of Customer Relationships		
	06-11-25	Customers as Strangers Customers as Acquaintances		
	10-11-25	Evolution of Customer Relationships Customers as Friends Customers as Partners		
	11-11-25	Objectives of CRM-Strategic & Tactical Goals		
	12-11-25	Benefits of CRM to Customers		
	13-11-25	Benefits of CRM to Organisations		
	17-11-25	Customer Profitability Segments		
	18-11-25	Components of CRM		
	19-11-25	Relationship Marketing & CRM		
	20-11-25	Linking CRM with Relationship Marketing Principles		
	24-11-25	Relationship Development Strategies		
	25-11-25	Relationship Development Strategies		
	26-11-25	Brand Building through Relationship Marketing		
	27-11-25	Service Level Agreements (SLAs)-SLA Design & Monitoring		
Dec-25		Unit: CRM Marketing Initiatives, Customer Service & Data Management	15	20
	02-12-25	Role of CRM in strategic marketing		
	03-12-25	Cross-Selling and Up-Selling Strategies-Meaning, examples, and benefits		
	04-12-25	Customer Retention Strategies		
	08-12-25	Behaviour Prediction in CRM		
	09-12-25	Customer Profitability & Value Modelling		
	10-12-25	Lifetime value calculation		
	11-12-25	Channel Optimization		
	15-12-25	Selecting effective customer touchpoints- Omni-channel strategy		
	16-12-25	Personalization & Event-Based Marketing		
	17-12-25	CRM and Customer Service Overview		
	18-12-25	Types of data: reference, transactional, warehouse, business view		
	22-12-25	Data Quality Management-Identifying data issues		
	23-12-25	Data Analysis in CRM		
	24-12-25	OLAP, clickstream analysis		
	26-12-25	Data Reporting & Insights		
		UNIT 3 CRM Strategy, Planning, Implementation and Evaluation		
	30-12-25	Understanding Customers: Introduction Defining customer value		

	31-12-25	Company Profit Chain-Link between satisfaction and loyalty		
Jan-26	02-01-26	Objectives of CRM Strategy	15	16
	05-01-26	The CRM Strategy Cycle		
	06-01-26	Contact & Lead Management- Tools & techniques for efficient management		
	07-01-26	Integration with marketing campaign		
	08-01-26	Knowledge Management in CRM		
	12-01-26	CRM Implementation steps		
	13-01-26	CRM Evaluation		
	15-01-26	Basic measures: service quality, satisfaction, loyalty		
	19-01-26	post-implementation reviews		
	20-01-26	Company 3E measures: efficiency, effectiveness, employee change		
	21-01-26	Role in customer service efficiency		
	22-01-26	B2B CRM applications		
	27-01-26	CRM in sales processes		
		Unit 4 CRM New Horizons		
	29-01-26	Introduction to e-CRM Concept & scope -Evolution		
Feb-26	02-02-26	Levels of e-CRM	15	16
	03-02-26	Privacy in e-CRM-Data protection regulations		
	04-02-26	Customer trust & consent management		
	05-02-26	Software Applications in Customer Service		
	09-02-26	Customer Self-Service tools		
	10-02-26	Email Response Management-Escalation handling		
	11-02-26	Inbound Communication Management-Invoicing processes		
	12-02-26	Outbound Communication Management-Queuing & Routing systems		
	16-02-26	Scheduling systems		
	17-02-26	Social Networking & CRM -Role of social media in CRM		
	18-02-26	Handling customer queries on social platforms		
	20-02-26	Crisis management via social channels		
	25-02-26	Mobile CRM-Benefits, applications, and limitations		
	28-02-26	CRM Trends		
			60	60

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Academic Calendar

Teaching Plan for Semester-VI Year: 2025-2026

Course	T.Y.BMS		Semester VI
Course Code			
Title	MARKETING OF NON PROFIT ORGANIZATION		
Credits	3		
Name of the Faculty	Prof. Farzana Azhar Kadiri		
Month	Date	Topic	Lectures
		Introduction to Non-Profit Organization	
	04-11-25	Meaning and Definition of Non-Profit Organization	
	05-11-25	Features and Characteristics of Non-Profit Organizations	

Nov-25	06-11-25	Difference between Profit and Non-Profit Organizations	15	15
	07-11-25	Stakeholders in Non-Profit Organizations		
	11-11-25	Types of Non-Profit Organizations (Charities, Public Sector, NGOs, etc.)		
	12-11-25	Newly Emerging Social Enterprise Sector		
	13-11-25	Role of Public Sector, Political Parties, and Campaign Organizations		
	14-11-25	Classification of Non-Profit Organizations		
	18-11-25	Concept of Social Need and Social Cause		
	19-11-25	Introduction to Fundraising: Meaning and Importance		
	20-11-25	Techniques to Solicit Funds (Events, Campaigns, Online, etc.)		
	21-11-25	Fundraising and Communication for Non-Profits		
	25-11-25	Building Donor Relationships and Loyalty Ladder		
	26-11-25	Case Studies		
	27-11-25	Case Studies		
		Unit 2: Segmenting, Targeting, Positioning, Product Mix & Pricing Mix in NPO		
Dec-25	02-12-25	Concept of Segmentation in Non-Profit Organizations	15	15
	03-12-25	Importance of Targeting and Positioning in NPOs		
	04-12-25	Strategic Marketing for Non-Profit Organizations		
	05-12-25	Steps in Strategic Marketing for NPOs		
	09-12-25	Market Segmentation Approaches for NPOs		
	10-12-25	Target Market Selection and Positioning Techniques		
	11-12-25	Introduction to Product Mix in Non-Profit Organizations		
	12-12-25	Budgeting and Cost-Effective Marketing Mix		
	16-12-25	Cost Management in Non-Profit Organizations		
	17-12-25	Product/Offer Levels in Non-Profit Marketing		
	18-12-25	Pricing Objectives in Non-Profit Organizations		
	19-12-25	Challenges in Applying 4Ps to Non-Profit Sector		
	23-12-25	Case Studies: Successful Non-Profit Marketing Campaigns		
	24-12-25	Pricing Strategies for NPOs		
	26-12-25	Case Studies		
Jan-26		Unit 3: Promotion Mix, Place Mix & Advocacy of NPOs	15	15
	31-12-25	Promotion in Non-Profit Organizations: Concept and Role		
	02-01-26	Marketing Communication Strategies in NPOs		
	06-01-26	Integrated Marketing Communication for NPOs		
	07-01-26	Marketing Communication Process and Image Building		
	08-01-26	Role of Audience, Message & Media in NPO Promotion		
	09-01-26	Importance of Promotion in Fundraising and Awareness		
	13-01-26	Significance of Place in Non-Profit Marketing (Distribution)		
	15-01-26	Challenges of Place Mix in Rural NPOs		
	16-01-26	Advocacy and Fundraising: Meaning and Importance		
	20-01-26	Steps in Building Support for Advocacy		
	21-01-26	Advocacy Tactics: Lobbying, Coalition Building, Outreach		
	22-01-26	Educating Policy Makers and the Public on Policy Issues		

	23-01-26	Fundraising Principles and Fundraising Cycle		
	27-01-26	Donor Life Cycle and Fundraising Pyramid		
	28-01-26	Case Study		
		Unit 4: Corporate Social Responsibility (CSR), Innovation & Ethics in NPO		
	30-01-26	Concept and Importance of CSR	15	15
Feb-26	03-02-26	History and Evolution of CSR in India		
	04-02-26	Policy Framework for CSR under Companies Act, 2013		
		Section 135 and CSR Committee on Boards		
		Code of Ethics in Non-Profit Organizations		
	10-02-26	Hierarchy of Ethical Values in NPOs		
	11-02-26	Careers in CSR and Non-Profit Sector		
	12-02-26	Trends and Innovations in CSR and NPOs		
	13-02-26	Opportunities and Challenges in CSR Implementation		
	17-02-26	Impact of CSR on Non-Profit Organizations		
	18-02-26	Introduction to NGOs – Meaning and Functions		
	19-02-26	Difference between Voluntary Organizations and NGOs		
	20-02-26	Types of NGOs: Small, Medium, Large, Global		
	21-02-26	Role of NGOs in Social and Economic Development		
	22-02-26	Case Studies		
	23-02-26			
	24-02-26			
	25-02-26			
Total lecture:			60	60

Anjuman Islam Janjira Degree College of Science Lokmanya Tilak Road, Murud-Janjira dist. Raigarh. Maharashtra 402401 Academic Calendar				
Teaching Plan for Semester-VI Year: 2025-2026				
Course	T.Y.B.COM.(M.S)			
Course Code				
Title	RETAIL MANAGEMENT			
Credits	(60 Lectures)			
Name of the Faculty	ab Madiha Shahzad			
Month	Date	Topic	Lectures	Lecture per Month
	UNIT I:RETAIL MANEGEMENT -AN OVERVIEW			8
Nov-25	04-11-25	a) Retail Management: •Introduction and Meaning, Significance,		
	10-11-25	Introduction and Meaning, Significance,		
	11-11-25	Management, Scope of Retail Management		
	12-11-25	b)Retail Formats:		
	17-11-25	Concept of Organized Retailing: Factors Responsible for the Growth of Organized Retail in India		
	18-11-25	Multichannel Retailing: Meaning and Types, E-tailing:		
	19-11-25	Meaning, Advantages and Limitations		
	24-11-25	a) Emerging Trends in Retailing. •Impact of Globalization on Retailing		
	25-11-25	I.T in Retail: Importance, Advantages and Limitations, Applications of I.T		
	26-11-25	Retail: EDI, Bar Coding, RFID Tags, Electronic Surveillance, Electronic Shelf Labels		
	01-12-25	FDI in Retailing: Meaning,		
	02-12-25	Need for FDI in Indian Retail Scenario		

Dec-25

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03-12-25	Green Retailing	
08-12-25	Airport Retailing	
09-12-25	Revision of Unit -I	
Unit II:RETAIL CONSUMER AND RETAIL STRATEGY		
10-12-25	a)Retail Consumer/Shopper:Meaning of Retail Shopper, Factors Influencing Retail Shoppers,	
15-12-25	Changing Profile of Retail Shoppers, Market Research as a Tool for Understanding Retail Markets and Shoppers	
16-12-25	a) CRM in Retail:Meaning, Objectives ,Customer Retention Approaches: Frequent Shopper Programme,	
17-12-25	• Special Customer Services, Personalization, Community	
22-12-25	a) Retail Strategy: Meaning, Steps in Developing Retail Strategy, Retail Value Chain	
23-12-25	c) Store location Selection:Meaning, Types of Retail Locations, Factors Influencing Store Location	
24-12-25	e) HRM in Retail: Meaning, Significance, Functions	
05-01-26	Organization Structure in Retail: Meaning, Factors Influencing Designing Organization Structure.	
06-01-26	Organization Structure for Small Stores/Single	
07-01-26	Stores/Independent Retailers and Retail Store Chain/Department Store	
15-01-26	Meaning, Factors Influencing Designing Organization Structure	
16-01-26	Revision Of Unit II	
17-01-26	Revision of unit II	
UNIT : III Merchandise Management and Pricing		
23-01-26	Merchandise Management and Pricing	
24-01-26	Concept, Types of Merchandise, Principles of Merchandising, Merchandise Planning- Meaning and Process,	
25-01-26	Merchandise Category – Meaning, Importance, Components, Role of Category Captain, Merchandise Procurement/Sourcing	
29-01-26	Buying Function:Meaning, Buying Cycle, Factors Affecting Buying Functions, Functions of Buying for Different Types of Organizations Young and Rubicam's Brand Asset	
30-01-26	Concept of Lifestyle Merchandising , Private Label , Meaning, Need and Importance, Private Labels in India	
31-01-26	Retail Pricing: • Meaning, Considerations in Setting Retail Pricing • Pricing Strategies:	
02-02-26	High/ Low Pricing: Meaning, Benefits, Everyday Low Pricing: Meaning, Benefits,	
03-02-26	Market Skimming, Market Penetration, Leader Pricing,	
04-02-26	Variable Pricing and Price Discrimination- Meaning Types:	
09-02-26	Individualized Variable Pricing/First Degree Price Self-Selected Variable Pricing/ Second Degree Price Discrimination-	
10-02-26	Clearance and Promotional Markdowns, Coupons, Price Bundling, Multiple – Unit Pricing	
11-02-26	Variable Pricing by Market Segment/ Third Degree Price Discrimination	
16-02-26	Odd Pricing, Single Pricing, Multiple Pricing, Anchor Pricing	
17-02-26	Revision session	
18-02-26	Revision session	
23-02-26	Revision session	
UNIT: IV Managing and Sustaining Retail		
24-02-26	a) Retail Store Operations: Meaning, Responsibilities of Store Manager, The 5 S's of Retail Operations	

Jan-25

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Feb-25

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Mar-25	25-02-26	b) Store Design and Layout:store Design- Meaning, Objectives, Principles, Elements of Exterior and Interior Store Design, Store Atmospherics and Aesthetics Store Layout-Meaning, Types: Grid, Racetrack, Free Form		14
	02-03-25	Signage and Graphics: Meaning, Significance, Concept of Digital Signage		
	03-03-25	Feature Areas: Meaning, Types: Windows, Entrances, Freestanding Displays,		
	04-03-25	End Caps, Promotional Aisles, Walls, Dressing Rooms, Cash Wraps		
	09-03-25	c) Visual Merchandising and Display: •Visual Merchandising- Meaning, Significance, Tools Used for Visual Merchandising		
	10-03-25	The Concept of Planogram		
	11-03-25	Display- Meaning, Methods of Display, Errors in Creating Display		
	16-03-25	c) Mall Management :Meaning and Components: Positioning, Zoning, Promotion and Marketing, Facility Management, Finance Management		
	17-03-25	c) Legal and Ethical Aspects of Retailing Licenses/Permissions Required to Start Retail Store in India		
	18-03-25	Ethical Issues in Retailing		
	23-03-25	Career Options in Retailing		
	24-03-25	Revision of Unit -I		
	25-03-25	Revision of Unit -II		
	30-03-25	Revision of Unit -III		
	31-03-25	Revision of Unit -IV		
		Tot. Lec.		60

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Academic Calendar				
Teaching Plan for Semester-VI Year: 2025-2026				
Course	T.Y.B.COM.(M.S)			Paper:
Course Code				
Title	BRAND MANAGEMENT			
Credits	(60 Lectures)			
Name of the Faculty	ab Madiha Shahzad			
Month	Date	Topic	Lectures	Lecture per Month
UNIT I:Introduction to Brand Management				
Nov-25	06-11-25	Meaning of Brand, Branding,		13
	07-11-25	Brand Management,		
	08-11-25	Importance of Branding to Consumers		
	13-11-25	Firms		
	14-11-25	Brands v/s Products, Scope of Branding		
	15-11-25	Branding Challenges and Opportunities,		
	20-11-25	Strategic Brand Management Process		
	21-11-25	Customer Based Brand Equity model (CBBE),		
	22-11-25	Sources of Brand Equity		
	27-11-25	Steps of Brand Building including Brand Building Blocks,		
	28-11-25	Brand Positioning: Meaning		
	29-11-25	Importance		
Dec-25	04-12-25	Basis		9
	05-12-25	revision session		
	06-12-25	Revision Of Unit-I		
	Unit II:Planning and Implementing Brand Marketing Programs			
	11-12-25	Brand Elements: Meaning, Criteria for choosing Brand Elements, Types of Brand Elements		
	12-12-25	Integrating Marketing Programs and Activities		

	13-12-25	Personalising Marketing: Experiential Marketing		
	18-12-25	One to One Marketing, Permission Marketing Product Strategy: Perceived Quality and Relationship Marketing		
	19-12-25			
	20-12-25			
Jan-25	01-01-26	Channel Strategy: Direct, Indirect Channels		16
	02-01-26	Promotion Strategy: Developing Integrated Marketing Communication Programs		
	03-01-26	Leveraging Secondary Brand Associations to Build Brand Equity:		
	08-01-26	Companies, Countries		
	09-01-26	, Channel of Distribution,		
	10-01-26	Co-branding,		
	15-01-26	Characters,		
	16-01-26	Events.		
	17-01-26	Revision Of Unit-II		
	Unit-III: Measuring and Interpreting Brand Performance			
	22-01-26	a) The Brand Value Chain		
	23-01-26	b) Measuring Sources of Brand Equity:		
	24-01-26	Qualitative Research Techniques: Projective Techniques: Completion,		
	29-01-26	Comparison,		
	30-01-26	, Brand Personality and Values: The Big Five, Free Association		
	31-01-26	Quantitative Research Techniques: Brand Awareness		
Feb-25	05-02-26	Recognition, Recall, Brand Image, Brand Responses		13
	06-02-26	c) Young and Rubicam's Brand Asset Valuator		
	07-02-26	d) Measuring Outcomes of Brand Equity		
	12-02-26	Comparative Methods: Brand based Comparative Approaches,		
	13-02-26	Marketing Based Comparative Approaches, Conjoint Analysis		
	14-02-26	Holistic Methods: Residual Approaches, Valuation Approaches		
	19-02-26	Perspectives and Interbrand's Brand Valuation Methodology		
	20-02-26	Revision Of Unit-III		
	UNIT: IV Growing and Sustaining Brand Equity			
	21-02-26	a) Designing & Implementing Branding Strategies:		
	26-02-26	Brand Architecture: Meaning of Brand Architecture,		
	27-02-26	The Brand-Product Matri,		
Mar-25	28-02-26	Meaning of Brand, Branding,		12
	05-03-25	Breadth of a Branding Strategy		
	06-03-25	Depth of a Branding Strategy		
	07-03-25	Brand Hierarchy: Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels		
	12-03-25	Cause Marketing to Build Brand Equity: Meaning of Cause Marketing,		
	13-03-25	Advantages, Green Marketing		
	14-03-25	a) Brand Extensions:		
	19-03-25	Meaning, Advantages, Disadvantages,		
	20-03-25	Brand Extension and Brand Equity		
	21-03-25	a) Managing Brands over Time:		
	22-03-25	Reinforcing Brands, Revitalising Brands		
	21-03-25	Building Global Customer Based Brand Equity		
	22-03-25	Revision of Unit -IV		
		Tot. Lec.		60

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Academic Calendar

Teaching Plan for Semester-VI Year: 2025-2026

Course	T.Y.B.M.S		Paper:
Course Code			
Title	Media Planning and Management		
Credits	3 Credits (60 lectures)		
Name of the Faculty	Sajgeen Akhalque Bade		

Month	Date	Topic	Lectures	Lecture per Month
	Module-1 Overview of Media and Media Planning			
Nov-25	4-11-2025	Introduction to Media – Meaning and features of media in advertising	15	14
	6-11-2025	Meaning of Media Planning – Defining media planning and its scope		
	8-11-2025	Elements of Media Planning – Key components involved in media planning		
	10-11-2025	Role of Media in Business – How media impacts business and marketing strategies		
	11-11-2025	Media Planning Process – Steps involved in creating a media plan		
	13-11-2025	Impact of Marketing Objectives on Media Planning		
	15-11-2025	Factors Influencing Media Decisions – Factors that affect media planning decisions		
	17-11-2025	Media's Role in Consumer Buying Decisions – How media shapes consumer purchasing behavior		
	18-11-2025	Role of Media Planner – The responsibilities and skills of a media planner		
	22-11-2025	Challenges in Media Planning – Common issues and challenges faced in media planning		
	24-11-2025	Organization Structure of Media Companies Structure and functioning of media organizations		
	25-11-2025	Regulatory and Legal Aspects – Key regulations and legal considerations in media planning		
	27-11-2025	Introduction to Media Research, Sources of Media Research		
	29-11-2025	Reach and Coverage Studies – Understanding studies like National Readership Survey, ADMAR		
	1-12-2025	Revision -		
December-2025	Module-2 Media Mix & Media Strategy		15	14
	2-12-2025	Introduction to Media Mix – Meaning and need for a media mix		
	4-12-2025	Identifying Audience for Mass Media – Targeting the right audience		
	6-12-2025	Factors Affecting Media Mix Decisions – Key considerations for selecting a media mix		
	8-12-2025	Broad Media Classes – Understanding the main categories in media planning		
	9-12-2025	Media Vehicles and Media Units – Types of media vehicles and units in the mix		
	11-12-2025	Deciding the Ideal Media Mix – How to choose the most effective media mix		
	13-12-2025	Print Media – Meaning, types, and factors affecting print media selection		
	15-12-2025	Advantages and Limitations of Print Media – Pros and cons of using print media		
	16-12-2025	Television Media – Meaning and factors influencing TV media decisions		

	18-12-2025	Advantages and Limitations of Television – Strengths and weaknesses of TV as a medium		
	20-12-2025	Radio Media – Meaning and factors influencing radio media decisions		
	22-12-2025	Advantages and Limitations of Radio – Pros and cons of radio as a medium		
	23-12-2025	Out of Home (OOH) Media, Emerging Media – Online, mobile, gaming, in-flight, etc		
Jan-26	1-1-2026	Introduction to Media Strategy – Meaning, need, and steps in media strategy development		
	3-1-2026	Revision		
	Module-3 Media Budgeting, Buying & Scheduling		15	17
	5-1-2026	Introduction to Retail Marketing – Meaning, characteristics, and importance of retail marketing.		
	6-1-2026	FDI in Retail & Globalization – Impact of FDI and globalization on retail marketing.		
	8-1-2026	Retail Consumer Behavior – Factors influencing retail consumer buying decisions.		
	10-1-2026	CRM in Retail Marketing – Customer retention strategies and personalization.		
	12-1-2026	Retail Location Strategy – Importance and types of location decisions in retail.		
	13-1-2026	Store Design & Layout – Key elements of store planning and design.		
	15-1-2026	Merchandising and Assortment Planning – Principles of merchandising and product procurement.		
	17-1-2026	Rural Retailing – Characteristics and challenges in rural retail markets.		
	19-1-2026	Retail Branding – Concept, importance, and challenges of retail branding.		
	20-1-2026	E-Retailing – Introduction to e-retailing and its business models.		
	22-1-2026	Visual Merchandising, Advertising Concepts – definitions, classifications, and ad agency roles.		
	24-1-2026	Regulatory Bodies & Advertising Trends – Role of regulatory bodies and new advertising trends.		
	27-1-2026	Media Mix & Strategy – Key elements of media mix and media strategy formulation.		
	29-1-2026	Media Budgeting, Buying & Scheduling – Methods ,media buying process, scheduling strategies.		
	31-1-2026	Revision		
Feb-26		Module- 4 Media Measurement, Evaluation	15	12
	2-2-2026	Introduction to Media Measurement – Understanding key media measurement metrics.		
	3-2-2026	Basic Media Metrics – Reach, frequency, AOTS, and effective frequency/reach.		
	5-2-2026	Television Metrics – TRP/TVR, program reach, stickiness index, and ad viewership.		
	7-2-2026	Radio Metrics – Arbitron radio ratings and their impact.		
	9-2-2026	Print Media Metrics – Circulation, AIR, and sole reader metrics.		
	10-2-2026	Out of Home (OOH) Metrics – Understanding Traffic Audit Bureau (TAB) for OOH.		
	14-2-2026	Benchmarking Metrics – Share, profile, and selectivity index in media buying.		
	17-2-2026	Plan Metrics – Gross Rating Points (GRP), Gross Impressions (GI), and Share of Voice (SOV).		
	19-2-2026	Evaluating TV Media Buys – Dysfunctional card rates, CPRP, and reach delivered.		
	21-2-2026	Evaluating Print Media Buys – CPT, readership vs circulation, and market share incentives.		
	24-2-2026	Evaluating Radio Media Buys, Evaluating Outdoor Media Buys – Metrics for outdoor advertising		

	28-2-2026	Evaluating Cinema Media Buys – Assessing cinema ad buys and their impact.		
Mar-26	2-3-2026	Evaluating Internet Media Buys – Online metrics and performance evaluation.		3
	2-3-2026	Evaluating Mobile Media Buys – Mobile ad buying metrics and analysis.		
	7-3-2026	Revision		
		Total Lec.	60	60

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Academic Calendar

Teaching Plan for Semester-IV Year: 2025-2026

Course	S.Y.B.M.S		Paper:
Course Code			
Title	RETAIL MARKETING		
Credits	4 Credits (60 lectures)		
Name of the Faculty	Sajgeen Akhalque Bade		

Month	Date	Topic	Lectures	Lecture per Month
		Module 1: Introduction to Retail marketing		
Nov-25	4-11-2025	Retail Marketing: Meaning and Definitions Overview of retail marketing, its scope, and definitions.	15	15
	6-11-2025	Characteristics of Retail Marketing, Key features that define retail marketing in the industry.		
	7-11-2025	Importance of retailing – social and economic aspects		
	10-11-2025	Types of retail stores		
	11-11-2025	Challenges and opportunities in retailing		
	13-11-2025	FDI in Retail Marketing – concept and need in India		
	14-11-2025	Green Retailing and Airport Retailing concepts		
	17-11-2025	Green Retailing and Airport Retailing concepts		
	18-11-2025	Impact of globalization on retail marketing		
	20-11-2025	Retail consumer – meaning and characteristics		
	21-11-2025	Factors influencing retail consumer behavior		
	24-11-2025	Retail customer buying behavior, Customer decision-making process		
	25-11-2025	CRM in Retail Marketing – meaning and objectives, Customer retention and personalization in retail		
	27-11-2025	Community building and special customer services in retail		
	28-11-2025	Revision		
		Module 2: Decision on Retail Location, Layout and Merchandising		
	1-12-2025	Retail Location Strategy – Importance and types of location decisions		
	2-12-2025	Factors Determining Location – Key factors influencing retail location decisions		
	4-12-2025	Retail Location Theories – Overview of major location theories		
	5-12-2025	Location Assessment Procedures – Steps for evaluating retail locations		
	8-12-2025	Store Design and Layout – Importance of store design in retail marketing		
	9-12-2025	Comprehensive Store Planning – Process of planning store layout and design		

December-2025	11-12-2025	Exterior Design and Layout – Focus on exterior store design elements	15	15
	12-12-2025	Interior Store Design – Key elements in interior store layout and design		
	15-12-2025	Interior Design Elements – Detailed look at store interior design features		
	16-12-2025	Merchandising and Assortment Planning – Concept and evolution of merchandising		
	18-12-2025	Types and Principles of Merchandising – Understanding the types and principles involved		
	19-12-2025	Factors Influencing Merchandising – Key factors that affect merchandising decisions		
	22-12-2025	Merchandise Categories – Components and importance of merchandise categories		
	23-12-2025	Role of Category Captain – Understanding the category captain's role in retail		
	1-1-2026	Revision		
Jan-26	Module 3: Rural Retailing and Retail Branding		15	16
	2-1-2026	Introduction to Rural Retailing – Meaning, characteristics, and scope of rural retailing		
	5-1-2026	Importance of Rural Retailing – Key trends and significance in the retail landscape		
	6-1-2026	Rural vs. Urban Retailing – Key differences between rural and urban retailing		
	8-1-2026	Challenges in Rural Retailing – Issues faced in rural retail environments		
	9-1-2026	Product Strategy for Rural Retail – Developing product strategies for rural markets		
	12-1-2026	Price Strategy for Rural Retail – Pricing approaches in rural retailing		
	13-1-2026	Place Strategy in Rural Retailing – Location and distribution strategies for rural areas		
	15-1-2026	Promotion Strategy for Rural Retail – Effective promotional strategies in rural markets		
	16-1-2026	Introduction to Retail Branding – Concept and importance of retail branding		
	19-1-2026	Scope of Retail Branding – Understanding the reach and potential of retail branding		
	20-1-2026	Challenges in Retail Branding – Key obstacles faced by brands in retailing		
	22-1-2026	Opportunities in Retail Branding – Potential growth areas and opportunities for retail brands		
	27-1-2026	Brand Equity – Understanding the concept of brand equity in retail		
	29-1-2026	Strategic Brand Management – Key steps in managing and growing retail brands		
		Retail Branding vs. Corporate Branding		
	30-1-2026	Revision		
Feb-26	Module 4: E-Retailing and Visual Merchandising		15	12
	2-2-2026	Foundation of E-Retailing – Meaning, features, and the need for e-retailing		
	3-2-2026	Traditional Marketing to E-Marketing – Transition from traditional marketing to e-marketing		
	5-2-2026	Challenges in E-Retailing – Key issues faced by e-retail businesses		
	6-2-2026	E-Retailing Business Models – Different business models in e-retailing		
	9-2-2026	E-Retailing Marketing Mix – Key components of the marketing mix in e-retailing		
	10-2-2026	Supply Chain Management in E-Retailing– Importance and systems in e-retail supply chains		
	13-2-2026	Promotional Strategies in E-Retailing – Effective promotional approaches in e-retail		

	16-2-2026	Concept of Online Pricing – Understanding online pricing and its importance		
	17-2-2026	Factors Affecting Online Pricing – Key factors influencing pricing decisions online		
	20-2-2026	Methods/Strategies of Online Pricing – Different pricing strategies for e-retail		
	23-2-2026	Price Discrimination in E-Retailing – Understanding price discrimination in e-commerce		
	24-2-2026	Dynamic Pricing in E-Retailing – Concepts and applications of dynamic pricing, Introduction to Visual Merchandising		
Mar-26	2-3-2026	Tools Used in Visual Merchandising – Key tools and techniques in visual merchandising		2
	5-3-2026	Display Methods and Errors– Methods of display & common display errors in visual merchandising		
	6-3-2026	Revision		
		Total Lec.	60	60

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Academic Calendar

Teaching Plan for Semester-IV Year: 2025-2026

Course	S.Y.B.M.S		Paper:
Course Code			
Title	AD MAKING		
Credits	2 Credits (30 lectures)		
Name of the Faculty	Sajgeen Akhalque Bade		

Month	Date	Topic	Lectures	Lecture per Month
Nov-25	Module 1: Introduction to Advertising and ad agency			
	6-11-2025	Concept of Advertising – Meaning, features, and evolution of advertising		
	12-11-2025	Benefits of Advertising – Benefits for consumers and businesses		
	13-11-2025	Classification of Advertising – Geographic, media, target audience-based classifications		
	19-11-2025	Functions and Purpose of Advertising – Key functions and goals of advertising		
	20-11-2025	Personalized Social Media Ads – Understanding personalized ad strategies on social media		
	26-11-2025	Types of Advertising Agencies – Different types of ad agencies (e.g., full-service, specialized)		
	27-11-2025	Agency Selection Criteria – Factors to consider when selecting an ad agency		
	29-11-2025	Creative Pitch Process – Overview of the process of pitching creative ideas to clients		8
December-2025	3-12-2025	AI-Driven Campaigns in Advertising – Role of AI in modern advertising campaigns		
	4-12-2025	Introduction to Careers in Advertising – Overview of career opportunities in the advertising industry		
	10-12-2025	Freelancing in Advertising – Exploring freelancing career options in advertising		
	11-12-2025	Skills Required in Advertising – Essential skills for a career in advertising		
	17-12-2025	Creative Skills for Advertising – Importance of creativity and design skills in advertising		
	18-12-2025	Marketing Knowledge in Advertising, Communication Skills in Advertising		
	24-12-2025	Revision	15	7
	Module 2: Regulatory bodies and New Trends in Advertising			

January-2026	1-1-2026	Economic Impact of Advertising – Effect of advertising on consumer product pricing	15	8
	7-1-2026	Social Aspects of Advertising – Ethical and social issues in advertising		
	8-1-2026	Regulatory Bodies in Advertising – Overview of key regulatory bodies in India		
	15-1-2026	Directorate of Advertising and Visual Publicity (DAVP) – Role and functions of DAVP		
	21-1-2026	Advertising Standards Council of India (ASCI) – Role of ASCI in maintaining advertising standards		
	22-1-2026	Role of ABC & DD in Advertising–The role of Audit Bureau of Circulations(ABC)and Doordarshan		
	28-1-2026	AIDA Model vs DAGMAR Model – Difference between AIDA and DAGMAR advertising models		
	29-1-2026	Brand Building Through Advertising – Techniques for building brands through advertising		
Feb-26	11-2-2026	Advertising to Gen Z – Strategies for targeting Gen Z in advertising campaigns		5
	18-2-2026	Managing Brand Crises – Approaches for managing and recovering from brand crises		
	19-2-2026	Rural Advertising , Political Advertising		
	25-2-2026	Advocacy Advertising – Overview of advocacy advertising and its role		
	26-2-2026	Green Advertising – Understanding and leveraging environmentally focused advertising		
Mar-26	5-3-2026	Top Ad Agencies – Top ten advertising agencies in the world and in India		2
	11-3-2026	Revision		
Total Lec.			30	30

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Academic Calendar

Teaching Plan for Semester-I Year: 2025-2026

Course	F.Y.B.M.S	Paper: I
Course Code		
Title	Global management theories and styles	
Credits	2	
Name of the Faculty	Ms.Sneha D.Ghosh	

Month	Date	Topic	Batch	Lecture per Month
		Module-I: Introduction to organizational development and global motivation theories		
Nov-25	18-11-25	Introduction to syllabus		15
	22-11-25	concept of organizational development		
	25-11-25	features of organizational development		
	29-11-25	values of organizational development		
	02-12-25	organizational development models		
	06-12-25	weisbord six box model		
	09-12-25	organizational diagnosis		
	13-12-25	mckinsey 7's model		
	16-12-25	organizational diagnosis model		
	20-12-25	global motivation theories		
	23-12-25	maslow need hierarchy theory		
	06-01-26	douglas mc gregor theory X and Y		
	09-01-26	William Ouch theory Z		

Dec-25	13-01-26	victor vrooms expectancy theory		
	17-01-26	alderfer's erg theory		
	20-01-26	David mclelland need theory		
		Module-II: global leadership theories and management styles		
Jan-26	24-01-26	global leadership theories		15
	27-01-26	charismatic leadership		
	31-01-26	likert's four system leadership		
	03-02-26	Blake and montons		
	07-02-26	managerial grid theory		
	10-02-26	fiedler contingency theory		
	14-02-26	harsey and blanchard situational leadership theory		
	17-02-26	leadership qualities		
Feb-26				
	21-02-26	indian management style japanese management styles		
	24-02-26	american management style european management style		
				30

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Academic Calendar

Teaching Plan for Semester-II Year: 2024-2025

Course	F.Y.B.M.S		Paper: II
Course Code			
Title	Principle of management		
Credits	4		
Name of the Faculty	Ms.Sneha D.Ghosh		

Month	Date	Topic	Lectures	Lecture per Month
Nov-25		Introduction to management and management thoughts unit 2: management		13
	11-11-25	introduction to syllabus		
	13-11-25	Introduction and overview to PODSCORB		
	14-11-25	delegation of authority		
	10-07-25	meaning of delegation		
	14-07-25	need of delegation		
	15-11-25	principles of effective delegation		
	15-11-25	controlling concept		
	18-11-25	concept and steps		
	20-11-25	techniques n. co ordination		
	20-11-25	concept devices of coordination		
	21-11-25	criteria of sucessful coordination		
	24-11-25	methods of coordination		
	27-11-25	key characteristics of management		
	28-11-25	directing concept		
	29-11-25	principles of directing		
	29-11-25	motivation of direction		
	02-12-25	concept of directing		
	04-12-25	criticisms of scientific management		

Dec-25	05-12-25	factors influencing motivation		19
	06-12-25	importance b. leadership		
	06-12-25	concept and styles		
	09-12-25	qualities of a successful leader		
	11-12-25	case studies of successful leaders		
	12-12-25	Indian business leaders		
	13-12-25	leaders and their contribution to the field of management		
	13-12-25	concept process of management		
	16-12-25	Kurt Lewin's change management model		
	18-12-25	time management		
	19-12-25	need for time management		
	20-12-25	techniques of time management		
	20-12-25	Murphy's law case studies		
	23-12-25	conflict management		
	Unit II:			
Jan-26	01-01-26	causes of conflicts		26
	02-01-26	essential skills for conflict management		
	02-09-26	management information system		
	03-01-26	concept of information system		
	03-01-26	sources of information system		
	06-01-26	types of information system		
	08-01-26	management information system		
	08-01-26	meaning of information system		
	09-01-26	process of information system		
	09-01-26	stress management in business organization		
	10-01-26	measures in business organization		
	13-01-26	needs for stress in business set ups		
	15-01-26	green management practices		
	15-01-26	need for work life balances for managers		
	16-01-26	management practices		
	17-01-26	Information system		
	17-01-26	conflict management		
	20-01-26	causes of conflicts		
	22-01-26	essential skills for conflict management		
	23-01-26	process of managerial opportunities		
	24-01-26	management model		
	24-01-26	time management meaning		
	27-01-26	case studies of managerial opportunities		
	29-01-26	need for time managerial opportunities		
	30-01-26	contribution to the field of management		
Feb-26				2
	03-02-26	green management practices		
	05-02-26	need for work life balances for managers		
				60