

SN	Modules/ Units
1	<p>International HRM – An Overview</p> <p>a) International HRM – An Overview:</p> <ul style="list-style-type: none"> • International HRM- Meaning and Features, Objectives, Evolution of IHRM, Reasons for Emergency of IHRM, Significance of IHRM in International Business, Scope/Functions • Difference between International HRM and Domestic HRM • Approaches to IHRM- Ethnocentric, Polycentric, Geocentric and Regiocentric • Limitations to IHRM • Qualities of Global Managers • Organizational Dynamics and IHRM • Components of IHRM- Cross Cultural Management and Comparative HRM • Cross Cultural Management- Meaning, Features, Convergence of Cultures, Role of IHRM in Cross Culture Management, Problems of Cross Cultural Issues in Organizations, Importance of Cultural Sensitivity to International Managers • Comparative HRM- Meaning, Importance, Difference between IHRM and Comparative HRM • Managing Diversity in Workforce • Dealing with Cultural Shock
2	<p>Global HRM Functions</p> <p>a) Global HRM Functions:</p> <ul style="list-style-type: none"> • International Recruitment and Selection- Meaning- Sources of International Labour Market, Global Staffing, Selection Criteria, Managing Global Diverse Workforce • International Compensation – Meaning, Objectives, Components of International Compensation Program, Approaches to International Compensation • HRM Perspectives in Training and Development - Meaning, Advantages, Cross Cultural Training, Issues in Cross Cultural Training • International Performance Management – Meaning, Factors Influencing Performance, Criterion used for Performance Appraisal of International Employees, Problems Faced in International Performance Management • Motivation and Reward System- Meaning, Benchmarking Global Practices • International Industrial Relations – Meaning, Key Issues in International Industrial Relations, Trade Union and International IR

SN	Modules/ Units
3	Managing Expatriation and Repatriation
	<p>a) Managing Expatriation and Repatriation</p> <ul style="list-style-type: none"> • Concepts of PCNs (Parent-Country Nationals), TCNs(Third-Country Nationals) and HCNs(Host-Country Nationals) • Expatriation- Meaning, Reasons for Expatriation, Factors in Selection of Expatriates, Advantages of Using Expatriates, Limitations of using Expatriates, Role of Family, the Role of Non-expatriates, Reasons for Expatriate Failure, Women and Expatriation, Requirements/Characteristics of Effective Expatriate Managers • Repatriation- Meaning, Repatriation Process, Factors affecting Repatriation Process, Role of Repatriate, Challenges faced by Repatriates
4	International HRM Trends and Challenges
	<p>a) International HRM Trends and Challenges:</p> <ul style="list-style-type: none"> • Emerging Trends in IHRM • Off Shoring – Meaning, Importance, Off Shoring and HRM in India • International Business Ethics and IHRM – Meaning of Business Ethics, Global Values, International Corporate Code of Conduct, Criminalization of Bribery, Operationalizing Corporate Ethics of HR in Overall Corporate Ethics Programme • Managing International Projects and Teams- Meaning, How Projects are Managed across the World and Challenges in Managing International Projects across the World • HR in MNCs – Industrial Relations in MNCs • Role of Technology on IHRM • IHRM and Virtual Organization- Meaning and Features of Virtual Organization, Difference between Virtual Organization and Traditional Organization, Managing HR in Virtual Organization • Growth in Strategic Alliances and Cross Border Mergers and Acquisitions- Impact on IHRM • Knowledge Management and IHRM

SN	Modules/ Units
1	Introduction of Services Marketing <ul style="list-style-type: none"> • Services Marketing Concept, Distinctive Characteristics of Services, Services Marketing Triangle, Purchase Process for Services, Marketing Challenges of Services • Role of Services in Modern Economy, Services Marketing Environment • Goods vs Services Marketing, Goods Services Continuum • Consumer Behaviour, Positioning a Service in the Market Place • Variations in Customer Involvement, Impact of Service Recovery Efforts on Consumer Loyalty • Type of Contact: High Contact Services and Low Contact Services • Sensitivity to Customers' Reluctance to Change
2	Key Elements of Services Marketing Mix <ul style="list-style-type: none"> • The Service Product, Pricing Mix, Promotion & Communication Mix, Place/Distribution of Service, People, Physical Evidence, Process-Service Mapping-Flowcharting • Branding of Services – Problems and Solutions • Options for Service Delivery
3	Managing Quality Aspects of Services Marketing <ul style="list-style-type: none"> • Improving Service Quality and Productivity • Service Quality – GAP Model, Benchmarking, Measuring Service Quality -Zone of Tolerance and Improving Service Quality • The SERVQUAL Model • Defining Productivity – Improving Productivity • Demand and Capacity Alignment
4	Marketing of Services <ul style="list-style-type: none"> • International and Global Strategies in Services Marketing: Services in the Global Economy- Moving from Domestic to Transnational Marketing • Factors Favouring Transnational Strategy • Elements of Transnational Strategy • Recent Trends in Marketing Of Services in: Tourism, Hospitality, Healthcare, Banking, Insurance, Education, IT and Entertainment Industry • Ethics in Services Marketing: Meaning, Importance, Unethical Practices in Service Sector

SN	Modules/ Units
1	<p>Retail Management- An overview</p> <p>a) Retail Management:</p> <ul style="list-style-type: none"> • Introduction and Meaning, Significance, Factors Influencing Retail Management, Scope of Retail Management <p>b) Retail Formats:</p> <ul style="list-style-type: none"> • Concept of Organized Retailing: Factors Responsible for the Growth of Organized Retail in India, Multichannel Retailing: Meaning and Types, E-tailing: Meaning, Advantages and Limitations <p>c) Emerging Trends in Retailing</p> <ul style="list-style-type: none"> • Impact of Globalization on Retailing • I.T in Retail: Importance, Advantages and Limitations, Applications of I.T. in Retail: EDI, Bar Coding, RFID Tags, Electronic Surveillance, Electronic Shelf Labels • FDI in Retailing: Meaning, Need for FDI in Indian Retail Scenario • Franchising: Meaning, Types, Advantages and Limitations, Franchising in India • Green Retailing • Airport Retailing
2	<p>Retail Consumer and Retail Strategy</p> <p>a) Retail Consumer/Shopper:</p> <ul style="list-style-type: none"> • Meaning of Retail Shopper, Factors Influencing Retail Shoppers, Changing Profile of Retail Shoppers, Market Research as a Tool for Understanding Retail Markets and Shoppers <p>b) CRM in Retail:</p> <ul style="list-style-type: none"> • Meaning, Objectives • Customer Retention Approaches: Frequent Shopper Programme, Special Customer Services, Personalization, Community <p>c) Retail Strategy:</p> <ul style="list-style-type: none"> • Meaning, Steps in Developing Retail Strategy, Retail Value Chain <p>d) Store Location Selection:</p> <ul style="list-style-type: none"> • Meaning, Types of Retail Locations, Factors Influencing Store Location <p>e) HRM in Retail:</p> <ul style="list-style-type: none"> • Meaning, Significance, Functions • Organization Structure in Retail: Meaning, Factors Influencing Designing Organization Structure, Organization Structure for Small Stores/Single Stores/Independent Retailers and Retail Store Chain/Department Store

Sr. No.	Modules / Units
1	Introduction to Integrated Marketing Communication
	<ul style="list-style-type: none"> • Meaning, Features of IMC, Evolution of IMC, Reasons for Growth of IMC. • Promotional Tools for IMC, IMC planning process, Role of IMC in Marketing • Communication process, Traditional and alternative Response Hierarchy Models • Establishing objectives and Budgeting: Determining Promotional Objectives, Sales vs Communication Objectives, DAGMAR, Problems in setting objectives, setting objectives for the IMC Program.
2	Elements of IMC – I
	<ul style="list-style-type: none"> • Advertising – Features, Role of Advertising in IMC, Advantages and Disadvantages, Types of Advertising, Types of Media used for advertising. • Sales promotion – Scope, role of Sales Promotion as IMC tool, Reasons for the growth, Advantages and Disadvantages, Types of Sales Promotion, objectives of consumer and trade promotion, strategies of consumer promotion and trade promotion, sales promotion campaign, evaluation of Sales Promotion campaign.
3	Elements of IMC – II
	<ul style="list-style-type: none"> • Direct Marketing - Role of direct marketing in IMC, Objectives of Direct Marketing, Components for Direct Marketing, Tools of Direct Marketing – direct mail, catalogues, direct response media, internet, telemarketing, alternative media evaluation of effectiveness of direct marketing • Public Relations and Publicity – Introduction, Role of PR in IMC, Advantages and Disadvantages, Types of PR, Tools of PR ,Managing PR – Planning, implementation, evaluation and Research, Publicity, Sponsorship – definition, Essentials of good sponsorship, event sponsorship, cause sponsorship • Personal Selling – Features, Role of Personal Selling in IMC, advantages and disadvantages of Personal Selling, Selling process, Importance of Personal Selling
4	Evaluation & Ethics in Marketing Communication
	<ul style="list-style-type: none"> • Evaluating an Integrated Marketing program – Evaluation process of IMC – Message Evaluations, Advertising tracking research – copy testing – emotional reaction test, cognitive Neuro science – online evaluation, Behavioural Evaluation – sales and response rate, POPAI, Toll free numbers, QR codes and facebook likes, response cards, Internet responses, redemption rate Test Markets – competitive responses, scanner data, Purchase simulation tests • Ethics and Marketing communication – stereotyping, targeting vulnerable customers, offensive brand messages – legal issues – Commercial free speech, misleading claims, puffery, fraud, questionable B2B practices • Current Trends in IMC – Internet & IMC, Advertising on internet, PR through Internet Banner, Sales promotion on Internet, direct marketing on internet.

Sr. No.	Modules / Units
1	<p>Introduction to Ethics and Business Ethics</p> <ul style="list-style-type: none"> • Ethics: Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial Importance of Ethics, Objectives, Scope, Types – Transactional, Participatory and Recognition • Business Ethics: Meaning, Objectives, Purpose and Scope of Business Ethics Towards Society and Stakeholders, Role of Government in Ensuring Business Ethics Principles of Business Ethics, 3 Cs of Business Ethics – Compliance, Contribution and Consequences Myths about Business Ethics Ethical Performance in Businesses in India
2	<p>Ethics in Marketing, Finance and HRM</p> <ul style="list-style-type: none"> • Ethics in Marketing: Ethical issues in Marketing Mix, Unethical Marketing Practices in India, Ethical Dilemmas in Marketing, Ethics in Advertising and Types of Unethical Advertisements • Ethics In Finance: Scope of Ethics in Financial Services, Ethics of a Financial Manager – Legal Issues, Balancing Act and Whistle Blower, Ethics in Taxation, Corporate Crime - White Collar Crime and Organised Crime, Major Corporate Scams in India, Role of SEBI in Ensuring Corporate Governance, Cadbury Committee Report, 1992 • Ethics in Human Resource Management: Importance of Workplace Ethics, Guidelines to Promote Workplace Ethics, Importance of Employee Code of Conduct, Ethical Leadership
3	<p>Corporate Governance</p> <ul style="list-style-type: none"> • Concept, History of Corporate Governance in India, Need for Corporate Governance • Significance of Ethics in Corporate Governance, Principles of Corporate Governance, Benefits of Good Governance, Issues in Corporate Governance • Theories- Agency Theory, Shareholder Theory, Stakeholder Theory and Stewardship Theory • Corporate Governance in India, Emerging Trends in Corporate Governance, Models of Corporate Governance, Insider Trading
4	<p>Corporate Social Responsibility (CSR)</p> <ul style="list-style-type: none"> • Meaning of CSR, Evolution of CSR, Types of Social Responsibility • Aspects of CSR- Responsibility, Accountability, Sustainability and Social Contract • Need for CSR • CSR Principles and Strategies • Issues in CSR • Social Accounting • Tata Group's CSR Rating Framework • Sachar Committee Report on CSR • Ethical Issues in International Business Practices • Recent Guidelines in CSR • Society's Changing Expectations of Business With Respect to Globalisation • Future of CSR

Modules / Units	
Sr. No.	
1	Introduction to business research methods
	<ul style="list-style-type: none"> • Meaning and objectives of research • Types of research– a) Pure, Basic and Fundamental b) Applied, c) Empirical d) Scientific & Social e) Historical f) Exploratory g) Descriptive h) Causal • Concepts in Research: Variables, Qualitative and Quantitative Research • Stages in research process. • Characteristics of Good Research • Hypothesis-Meaning, Nature, Significance, Types of Hypothesis, Sources. • Research design– Meaning, Definition, Need and Importance, Steps in research design, Essentials of a good research design, Areas / Scope of research design and Types-Descriptive, Exploratory and causal. • Sampling– <ul style="list-style-type: none"> a) meaning of sample and sampling, b) methods of sampling-i) Non Probability Sampling– Convenient, Judgment, Quota, Snow ball ii) Probability– Simple Random, Stratified, Cluster, Multi Stage.
2	Data collection and Processing
	<ul style="list-style-type: none"> • Types of data and sources-Primary and Secondary data sources • Methods of collection of primary data <ul style="list-style-type: none"> a) Observation- i) structured and unstructured, ii) disguised and undisguised, iii) mechanical observations (use of gadgets) b) Experimental i) Field ii) Laboratory c) Interview – i) Personal Interview ii) focused group, iii) in- depth interviews - Method, d) Survey– Telephonic survey, Mail, E-mail, Internet survey, Social media, and Media listening. e) Survey instrument– i) Questionnaire designing. f) Types of questions– i) structured/ close ended and ii) unstructured/ open ended, iii) Dicotomous, iv) Multiple Choice Questions. f) Scaling techniques-i) Likert scale, ii) Semantic Differential scale
3	Data analysis and Interpretation
	<ul style="list-style-type: none"> • Processing of data– i) Editing- field and office editing, ii) coding– meaning and essentials, iii) tabulation – note • Analysis of data-Meaning, Purpose, types. • Interpretation of data-Essentials, importance and Significance of processing data • Multivariate analysis– concept only • Testing of hypothesis– concept and problems– i) chi square test, ii) Zandt-test (for large and small sample)
4	Advanced techniques in Report Writing
	<ul style="list-style-type: none"> • Report writing – i) Meaning , importance, functions of reports, essential of a good report , content of report , steps in writing a report, types of reports, Footnotes and Bibliography • Ethics and research • Objectivity, Confidentiality and anonymity in Research • Plagiarism

Sr. No.	Modules / Units
1	<p>Foundations of Entrepreneurship Development:</p> <ul style="list-style-type: none"> • Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship, Importance and significance of growth of entrepreneurial activities Characteristics and qualities of entrepreneur • Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating Theory of High Achievement by McClelland X-Efficiency Theory by Leibenstein Theory of Profit by Knight Theory of Social change by Everett Hagen • External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economical, Personal. Role of Entrepreneurial culture in Entrepreneurship Development.
2	<p>Types & Classification Of Entrepreneurs</p> <ul style="list-style-type: none"> • Intrapreneur – Concept and Development of Intrapreneurship • Women Entrepreneur – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group • Social entrepreneurship – concept, development of Social entrepreneurship in India. Importance and Social responsibility of NGO's. • Entrepreneurial development Program (EDP) – concept, factor influencing EDP. Option available to Entrepreneur. (Ancillarisation, BPO, Franchise, M&A)
3	<p>Entrepreneur Project Development & Business Plan</p> <ul style="list-style-type: none"> • Innovation, Invention, Creativity, Business Idea, Opportunities through change. • Idea generation – Sources – Development of product / idea, • Environmental scanning and SWOT analysis • Creating Entrepreneurial Venture – Entrepreneurship Development Cycle • Business Planning Process – The business plan as an Entrepreneurial tool, scope and value of Business plan. • Elements of Business Plan, Objectives, Market and Feasibility Analysis, Marketing, Finance, Organization & Management, Ownership, • Critical Risk Contingencies of the proposal, Scheduling and milestones.
4	<p>Venture Development</p> <ul style="list-style-type: none"> • Steps involved in starting of Venture • Institutional support to an Entrepreneur • Venture funding, requirements of Capital (Fixed and working) Sources of finance, problem of Venture set-up and prospects • Marketing: Methods, Channel of Marketing, Marketing Institutions and Assistance. • New trends in entrepreneurship

SN	Modules/ Units
1	<p>Introduction to Business Ethics</p> <ul style="list-style-type: none"> • Business Ethics – Concept, Characteristics, Importance and Need for business ethics. Indian Ethos, Ethics and Values, Work Ethos, • Sources of Ethics, Concept of Corporate Ethics, code of Ethics-Guidelines for developing code of ethics, Ethics Management Programme, Ethics Committee. • Various approaches to Business Ethics - Theories of Ethics- Friedman’s Economic theory, Kant’s Deontological theory, Mill & Bentham’s Utilitarianism theory • Gandhian Approach in Management and Trusteeship, Importance and relevance of trusteeship principle in Modern Business, Gandhi’s Doctrine of Satya and Ahimsa, • Emergence of new values in Indian Industries after economic reforms of 1991
2	<p>Indian Ethical Practices and Corporate Governance</p> <ul style="list-style-type: none"> • Ethics in Marketing and Advertising, Human Resources Management, Finance and Accounting, Production, Information Technology, Copyrights and Patents • Corporate Governance: Concept, Importance, Evolution of Corporate Governance, Principles of Corporate Governance, • Regulatory Framework of Corporate Governance in India, SEBI Guidelines and clause 49, Audit Committee, Role of Independent Directors, Protection of Stake Holders, Changing roles of corporate Boards. • Elements of Good Corporate Governance, Failure of Corporate Governance and its consequences
3	<p>Introduction to Corporate Social Responsibility</p> <ul style="list-style-type: none"> • Corporate Social Responsibility: Concept, Scope & Relevance and Importance of CSR in Contemporary Society. • Corporate philanthropy, Models for Implementation of CSR, Drivers of CSR, Prestigious awards for CSR in India. • CSR and Indian Corporations- Legal Provisions and Specification on CSR, A Score Card, Future of CSR in India. • Role of NGO’s and International Agencies in CSR, Integrating CSR into Business
4	<p>Areas of CSR and CSR Policy</p> <ul style="list-style-type: none"> • CSR towards Stakeholders-- Shareholders, Creditors and Financial Institutions, Government, Consumers, Employees and Workers, Local Community and Society. • CSR and environmental concerns. • Designing CSR Policy- Factors influencing CSR Policy, Role of HR Professionals in CSR • Global Recognitions of CSR- ISO- 14000-SA 8000 – AA 1000 – Codes formulated by UN Global Compact – UNDP, Global Reporting Initiative; major codes on CSR. • CSR and Sustainable Development • CSR through Triple Bottom Line in Business

		<p>stereotype images, roles etc.)</p> <ol style="list-style-type: none"> 2. Role of media in social construction of gender, Changing attitudes & behaviour for empowerment of women : Movements of change 3. Gender equality and media 4. Hegemonic masculinity in media 5. Gender issues in news media (TV, radio, newspapers & online news) 	
GLOBALISATION AND MEDIA CULTURE			
IV	GLOBAL, LOCAL, CONSUMER AND THE RECENT TRENDS	<ol style="list-style-type: none"> 1. Media imperialism 2. Globalisation and Local culture- Issues and Perspectives, threat to regional and local identities, Impact of global culture and its relevance in media and gender 3. Consumer culture and media in the era of globalisation. 4. Digital Media culture: Recent trends and challenges 5. Media and Globalisation: Global economic flows, global cultural flows, homogenization & fragmentation, glocalization, creolization, globalization & power. 	(12)

SYLLABUS DESIGNED BY:-

1. PADMAJA ARVIND(CONVENOR)
2. RANI D'SOUZA
3. RUMINA RAI

INTERNAL EVALUATION METHODOLOGY

1. CONTINUOUS ASSIGNMENTS
2. ORAL & PRACTICAL PRESENTATIONS
3. GROUP/INDIVIDUAL PROJECTS
4. CLASS TEST
5. OPEN BOOK TEST
6. GROUP INTERACTIONS
7. QUIZ

REFERENCE

1. MEDIA AND CULTURAL STUDIES: MEENAKSHI GIGI DURHAM AND DOUGLAS M.KELLNER
2. CULTURAL STUDIES- THEORY AND PRACTICE - CHRIS BARKER
3. AN INTRODUCTION TO CULTURAL STUDIES- PROMOD K. NAYAR
4. CULTURE CHANGE IN INDIA- IDENITY AND GLOBALISATION - YOGENDRA SINGH
5. INDIAN MEDIA IN A GLOBALISED WORLD- MAYA RANGANATHAN USHA M. RODGRIGUES
6. MEDIA GENDER AND POPULAR CULTURE IN INDIA- TRACKING CHANGE AND CONTINIUTY - SANJUKTHE- DASGUPTA

Sr. No	Modules /Units
1	Globalisation and Indian Society
	Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.
2	Human Rights
	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution
3	Ecology
	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment
4	Understanding Stress and Conflict
	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict
5	Managing Stress and Conflict in Contemporary Society
	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society

Sr. No.	Modules / Units
1	Overview of Indian Society
	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference
2	Concept of Disparity- 1
	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities
3	Concept of Disparity-2
	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism ; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences
4	The Indian Constitution
	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen ; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution
5	Significant Aspects of Political Processes
	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics

Topics for Project Guidance: Growing Social Problems in India:

- Substance abuse- impact on youth & challenges for the future
- HIV/AIDS- awareness, prevention, treatment and services
- Problems of the elderly- causes, implications and response
- Issue of child labour- magnitude, causes, effects and response
- Child abuse- effects and ways to prevent
- Trafficking of women- causes, effects and response

Note:

Out of the 45 lectures allotted for 5 units for Semester I, about 15 lectures may be allotted for project guidance

Sr. No.	Modules / Units
1	Solid Waste Management for Sustainable Society
	Classification of solid wastes – Types and Sources of Solid Waste ; Effects of Solid Waste Pollution- Health hazards, Environmental Impacts; Solid Waste Management – solid waste management in Mumbai- Schemes and initiatives run by MCGM – role of citizens in waste management in Mumbai
2	Agriculture and Industrial Development
	Environmental Problems Associated with Agriculture: Loss of Productivity, Land Degradation ,desertification - Uneven Food Production – Hunger, Malnutrition and Food Security – Sustainable Agricultural practices Environmental Problems Associated with Industries – pollution -Global warming, Ozone Layer Depletion , Acid rain, - Sustainable Industrial practices – Green Business and Green Consumerism, Corporate Social Responsibility
3	Tourism and Environment
	Tourism: Meaning, Nature, Scope and importance –Typology of tourism-classification; Tourism potentials in India and challenges before India; New Tourism Policy of India; Consequences of tourism : Positive and Negative Impacts on Economy, Culture and environment- Ecotourism
4	Environmental Movements and Management
	Environmental movements in India: Save Narmada Movement, Chipko Movement, Appiko Movement, Save Western Ghat and Save Jaitapur; Environmental Management: Concept, need and relevance; Concept of ISO 14000 and 16000; Concept of Carbon Bank and Carbon Credit.EIA - Environment Protection Acts – Concept and components of Geospatial Technology- Applications of GST in Environmental Management.
5	Map Filling
	Map filling of Konkan and Mumbai (Environmentally significant features and GST centers) using point, line and polygon segment. Concept and Calculation of Environmental Performance Index (EPI)

Sr. No.	Modules / Units
1	Environment and Ecosystem
	Environment: Meaning, definition, scope and its components; concept of an ecosystem : definition, Characteristics, components and types, functioning and structure; Food Chain and Food Web- Ecological Pyramids - Man and environment relationship; Importance and scope of Environmental Studies.
2	Natural Resources and Sustainable Development
	Meaning and definitions ; Classification and types of resources, factors influencing resource; Resource conservation- meaning and methods- I and non-conventional resources, problems associated with and management of water, forest and energy resources- resource utilization and sustainable development
3	Populations and Emerging Issues of Development
	Population explosion in the world and in India and arising concerns- Demographic Transition Theory - pattern of population growth in the world and in India and associated problems - Measures taken to control population growth in India; Human population and environment- Environment and Human Health – Human Development Index – The World Happiness Index
4	Urbanisation and Environment
	Concept of Urbanisation– Problems of migration and urban environment- changing landuse, crowding and stress on urban resources, degradation of air and water, loss of soil cover impact on biodiversity, Urban heat islands – Emerging Smart Cities and safe cities in India - Sustainable Cities
5	Reading of Thematic Maps and Map Filling
	Reading of Thematic Maps(4 Lectures) Located bars, Circles, Pie charts, Isopleths, Choropleth and Flow map, Pictograms - Only reading and interpretation. Map Filling: (4 Lectures) Map filling of World (Environmentally significant features) using point, line and polygon segment. Concept and Calculation of Ecological Footprint

Modules / Units	
Sr. No.	
1	<p>Introduction to Advertising</p> <ul style="list-style-type: none"> • Definition, Evolution of Advertising, Importance, Scope, Features, Benefits, Five M's of Advertising • Types of Advertising – consumer advertising, industrial advertising, institutional advertising, classified advertising, national advertising, generic advertising • Theories of Advertising : Stimulus Theory, AIDA, Hierarchy Effects Model, Means – End Theory, Visual Verbal Imaging, Cognitive Dissonance • Ethics and Laws in Advertising : Puffery, Shock Ads, Subliminal Advertising, Weasel Claim, Surrogate Advertising, Comparative Advertising Code of Ethics, Regulatory Bodies, Laws and Regulation – CSR, Public Service Advertising, Corporate Advertising, Advocacy Advertising • Social, cultural and Economic Impact of Advertising, the impact of ads on Kids, Women and Advertising
2	<p>Strategy and Planning Process in Advertising</p> <ul style="list-style-type: none"> • Advertising Planning process & Strategy : Introduction to Marketing Plan, Advertising Plan- Background, situational analysis related to Advertising issues, Marketing Objectives, Advertising Objectives, Target Audience, Brand Positioning (equity, image personality), creative Strategy, message strategy, media strategy, Integration of advertising with other communication tools • Role of Advertising in Marketing Mix : Product planning, product brand policy, price, packaging, distribution, Elements of Promotion, Role of Advertising in PLC • Advertising Agencies – Functions – structure – types - Selection criteria for Advertising agency – Maintaining Agency–client relationship, Agency Compensation.
3	<p>Creativity in Advertising</p> <ul style="list-style-type: none"> • Introduction to Creativity – definition, importance, creative process , Creative strategy development – Advertising Campaign – determining the message theme/major selling ideas – introduction to USP – positioning strategies – persuasion and types of advertising appeals – role of source in ads and celebrities as source in Indian ads – execution styles of presenting ads. • Role of different elements of ads – logo, company signature, slogan, tagline, jingle, illustrations, etc – • Creating the TV commercial – Visual Techniques, Writing script, developing storyboard, other elements (Optical, Soundtrack, Music) • Creating Radio Commercial – words, sound, music – scriptwriting the commercial – clarity, coherence, pleasantness, believability, interest, distinctiveness • Copywriting: Elements of Advertisement copy – Headline, sub-headline, Layout, Body copy, slogans. Signature, closing idea, Principles of Copywriting for print, OOH, essentials of good copy, Types of Copy, Copy Research

CLARA'S COLLEGE OF COMMERCE
Yari Road, Versova, Andheri, Mumbai-61

CCC/NSS/2022-23/16

15-12-2022

NOTICE

All the volunteers are hereby informed that the N.S.S. Unit of Clara's College Of Commerce is conducting a Consumer Awareness Drive in the local area of Versova. This is an area-level project. Volunteers need to complete at least 40 hours of this activity as per the NSS rule.

Dates of the activity: **19th & 20th December 2022;**

5th , 6th, 12th , 13th , 19th , 20th ,27th, 28th January 2023



(Dr. Madhwar Gitte)

Principal



Principal
Claras College
Yari Road,
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CLARA'S COLLEGE OF COMMERCE
YARI ROAD, VERSOVA, ANDHERI (W), MUMBAI-61

REPORT ON CONSUMER AWARENESS DRIVE

A) **DATE:** 19th & 20th December 2022;

5th, 7th, 12th, 13th, 19th, 20th, 27th, 28th January 2023

B) **PLACE:** Versova Local Area

C) **HOURS DEVOTED:** 40 Hrs

D) **LEVEL:** Area Level Activity

E) **STRENGTH OF THE STUDENTS:** 38

Category	Male	Female	Total
N.S.S.	13	12	25

F) **OBJECTIVE:** To create awareness among the consumers about consumer Rights and their duties.

G) **DESCRIPTION:**

In this age of capitalism and globalization, the main objective of each producer is to maximize his profit. Therefore, in fulfillment of their aim they forget the interests of consumers and start exploiting them. Therefore it becomes necessary that the information about consumer rights should be provided to the people so that they cannot be cheated by producers and sellers. Through consumer awareness drive they are also made known to the proceedings of laws so that they can solve their problems.

The N.S.S. Unit of the college organized Consumer awareness drive. The major responsibility assigned to the volunteers was to create awareness amongst the consumers regarding their consumer rights and duties. Volunteers were deputed at Versova local area. The awareness drive was completed successfully.

Prepared by:

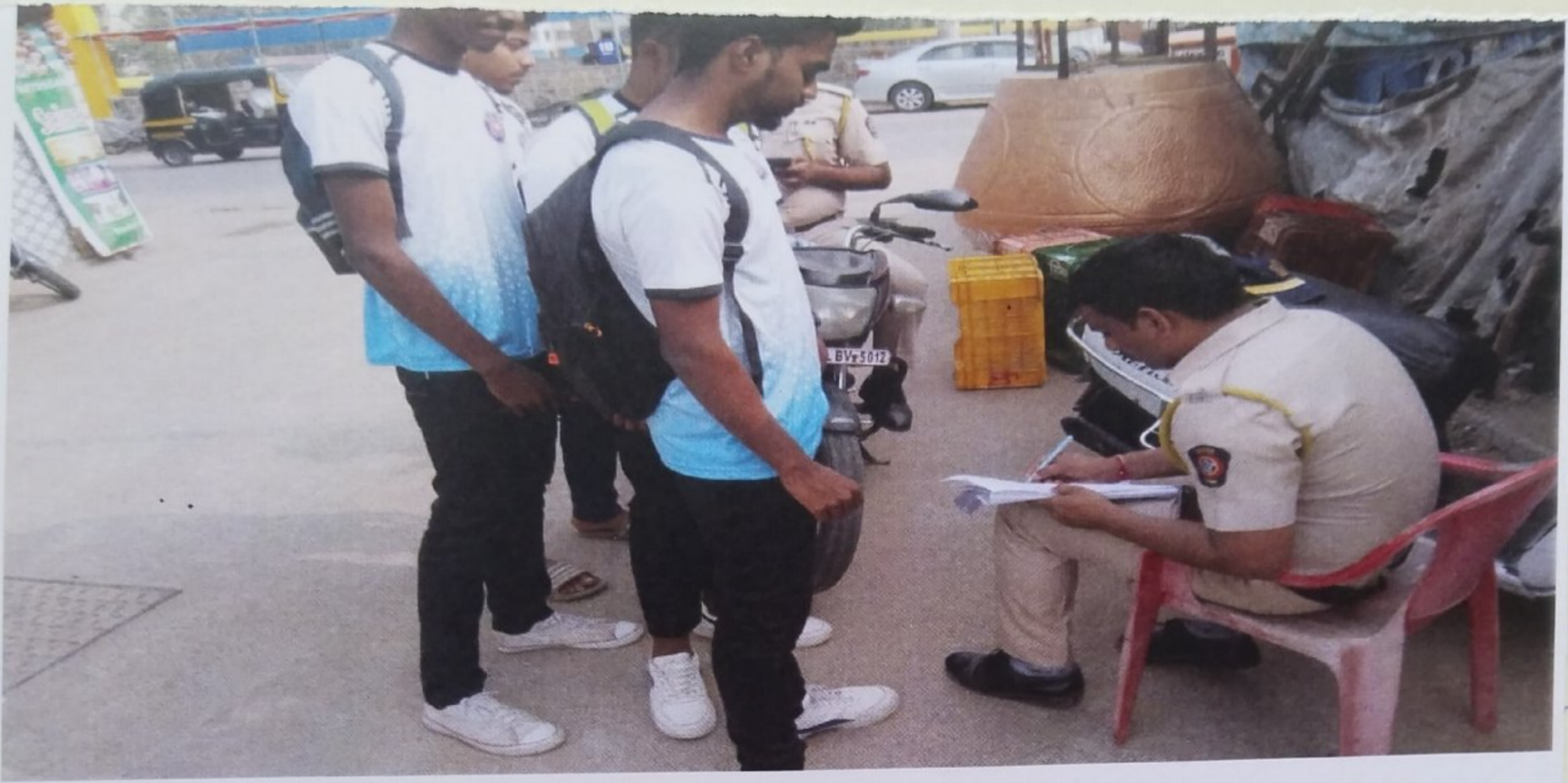
Ruchita Pandhare


Principal

Dr. Madhukar Gitte



Principal
Claras College of Commerce
Yari Road, Versova,
Andheri (W), Mumbai-400 061



AN APPEAL

Date: 16/03/2023

Respected Parents/Well Wishers,

As you are all aware of the massive fire outbreak in the slums of **Appa Pada, Malad (East), Mumbai**. Many people have lost their belongings in the fire. Clara's College of Commerce NSS Unit and Children Welfare Centre High School has always been in forefront to help people in distress.

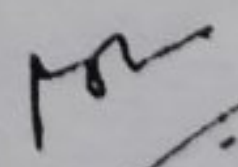
We appeal to you through this letter to come forward and help the needy people of **Appa Pada, Malad (East)** in their hard times. Requesting the teaching, non-teaching staff, students, parents and all well wishers from the society to come forward and help the people of **Appa Pada** to sustain life by donating clothes, sanitary items, utensils, food, dry snacks, ration, stationery, etc.

The Collection Drive will be undertaken at Children Welfare Centre High School, Versova, between 10.00 am to 5.00 pm till 22nd March 2023.

Volunteers from the society can join us on the day of distribution of materials at the site.

Thanking you.

Yours' faithfully


(Ajay Kaul)

For further details contact
Mr. Prashant Kashid
Mobile No.9821362625




Principal
Claras College of Commerce
Yari Road, Versova,
Andheri (W), Mumbai-400 061

CLARA'S COLLEGE OF COMMERCE
Yari Road, Versova, Andheri (W), Mumbai-61

Report on Appa Pada Donation Drive

Date: 17th March 2023 to 22nd March 2023.

Objective: To promote a sense of pride and responsibility among our citizens.

Number of Participants: 08

HOURS DEVOTED: 45 Hrs

LEVEL: College Level Activity

Organizer: NSS UNIT

Report

A major fire broke out in Anand Nagar and slumps in Appapada in Malad. Around 800-1000, huts were gutted in the fire breakout and many peoples are homeless.

In the wake of present massive fire outbreak in the slums of Appa Pada, Malad (E), N.S.S unit of Clara's College Of Commerce in association with Ekata Manch appealed to all the teaching, Non-teaching staff, students, parents, and all well-wishers from the society to come forward and help the people of Appa Pada to sustain life by donating clothes, sanitary items, utensils, food, dry snacks, ration, stationary, etc.

This donation drive had undertaken from 17th March 2023 to 22nd March 2023 between 10 am to 5 pm. After the sorting and packing of collected materials by NSS Volunteers, the distribution was carried out successfully on 9th April 2023. This humanitarian gesture would eventually help people recover from an awful situation.

Number of Participants:

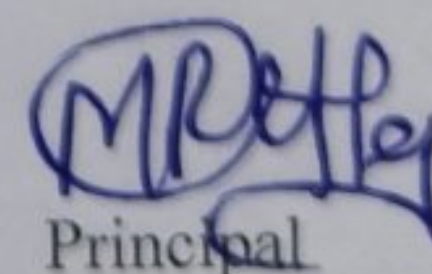
Category	Male	Female	Total
NSS Volunteers	05	03	08

Mr. Ajay Kaul Sir, Secretary, Mr. Prashant Kashid Sir, Activity Chairman, and Principal Dr. Madhukar Gitte guided and encouraged him to conduct the activity.

Submitted by:

Ruchita Pandhare




Principal

Dr. Madhukar Gitte

Principal
Claras College of Commerce
Yari Road, Versova,
Andheri (W), Mumbai - 400 061

Photographs of Appa Pada Donation Drive



Photographs of Appa Pada Donation Drive



CLARA'S COLLEGE OF COMMERCE
Yari Road, Versova, Andheri, Mumbai-61

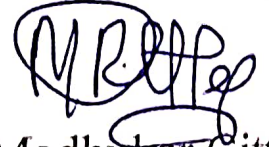
CCC/NSS/2022-23/5A

02-08 -2022

NOTICE

All NSS volunteers are hereby informed that Clara's college of Commerce is celebrating Independence day with street children on 15th August 2022 at 11 am at local area of Versova.

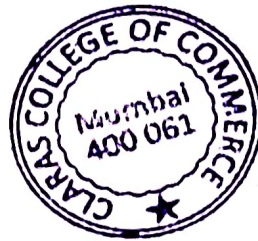
All the N.S.S. volunteers are requested to attend the same.



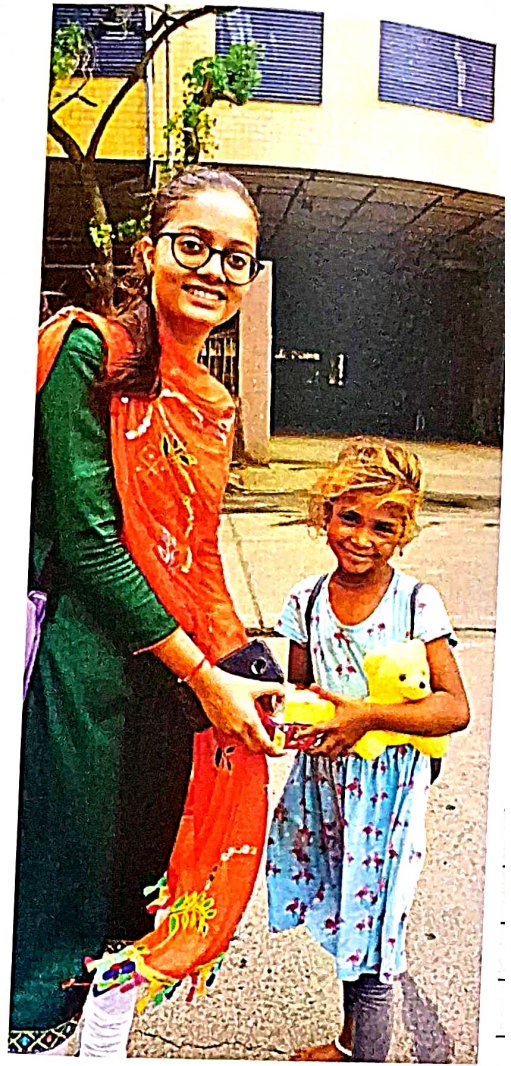
Dr. Madhukar Gitte

Principal

Principal
Claras College of Commerce
Yari Road, Versova,
Andheri (W), Mumbai-400 061







CLARA'S COLLEGE OF COMMERCE
YARI ROAD
Notice

21/11/2022

All the students are hereby informed that IQAC with all departments of Clara's College of Commerce is going to organise "Celebration of The Constitution Day" on 26th November 2022.in room number 66 at 9.00 AM.

This event will be conducted in two activities as follows-

1. "An Awareness Talk on Importance of Fundamental Duties"
 - Venue-Room number 66.
 - Time -9.00 AM
2. "An Intercollegiate Quiz Competition on The Constitution Day"
 - The competition will be conducted Online.
 - There will be 20 questions carrying 1 mark each
 - Only those scoring minimum 40 % marks will be awarded with an E-Certificate.
 - Participants have to join the WhatsApp group, for which the required link will be shared with participants well before the competition.
 - The Registration -cum- participation will be shared on the WhatsApp group.
 - The link will be live on 26th November 2022 from 7.00 AM to 11.00 PM
 - Registration Fee: Free



A handwritten signature in blue ink, appearing to read "M. Gitte".

Dr. Madhukar Gitte

Principal

Principal
Claras College of Commerce
Yari Road, Versova,
Andheri (W), Mumbai-400 061

CLARA'S COLLEGE OF COMMERCE
Yari Road, Versova.

Report on "Celebration of the Constitution Day of India".

Date: 26/11/2022

Duration: 1 HOUR

SDP/FDP/Class: NA

Title: "Celebration of the Constitution Day of India".

Activity: 1. Talk by Dr. Madhukar Gitte sir

2. An Intercollegiate Quiz Competition on The Constitution Day

Name of Resource Person: Dr. Madhukar Gitte

Objectives: To aware participants about the constitution of India.

No. of participants/Beneficiaries: 1) 54 / 2) 319

Organizer: IQAC

1)

The Principal was the resource person for the day making us remember the glorious day for India which happened 73 yrs back on 26th January, 1950. The constitution declares India a sovereign, socialist, secular, and democratic republic, assures its citizens justice, equality, and liberty, and endeavors to promote fraternity. For today's generation it is very important for them to know the fundamental rights of being a citizen of India.

In the "Celebration of the Constitution Day of India" the knowledge was imparted to them regarding the Importance of fundamental duties of India. Following amount of students were present for the same:

Total number of students: 57

Sr.	Female	Male	Total
1	23	31	54

der to examine their knowledge towards the constitution an online quiz has been
ged for the students. The **Constitution of India** is the supreme law of India. The
ment lays down the framework that demarcates fundamental political code, structure,
edures, powers, and duties of government institutions and sets out fundamental rights,
tive principles, and the duties of citizens.

319 individuals had participated in the quiz.

Number of beneficiaries: 319

distribution of beneficiaries was as follows:

	Female	Male	Other	Total
rticipated ividuals	221	98	0	319
led Participants <40%)	9	9	0	18
alified rticipants	212	89	0	301

qualifying criteria to earn e-certificate was 40%. Total 319 participants could qualify the
ria and thus they were awarded the E-certificates.



Dr. Madhukar Gitte
Principal



ort prepared by:
Prof. Sojani Bafna

Principal
Claras College of Commerce
Yari Road, Versova,
Andheri (W), Mumbai-400 061



CLARA'S COLLEGE OF COMMERCE
Versova, Yari road, Andheri (W), Mumbai-400061

Notice

30-08-2022

Notice/NSS/2022-23

All the NSS volunteers are hereby informed that the NSS Unit of Clara's College Of Commerce is participating in the function of Ekta Manch and Mumbai Suburban District Legal Services Authority is scheduled on 4th September at 4.00pm at CWC High school ground to felicitate Social Organization for their selfless, committed and dedicated services rendered towards the society during covid pandemic.

All are required to attend the same.



Dr. Madhukar Gitte

Principal

Principal

Claras College of Commerce
Yari Road, Versova,
Andheri (W), Mumbai-400 061.



CLARA'S COLLEGE OF COMMERCE
Yari Road, Versova, Andheri (W), Mumbai-61

Report on Felicitation programme of Social Organisation and Meritorious Students

Date: 04/09/2022

Objective: To felicitate social organization for their selfless services rendered towards the society during covid pandemic.

Number of Participants: 162

HOURS DEVOTED: 5 Hrs

LEVEL: University Level Activity

Organizer: NSS UNIT

Report

The NSS Unit of Clara's College Of Commerce participated in the function of Ekta Manch and Mumbai Suburban District Legal Services Authority scheduled on 4th September at 4.00pm at CWC High school ground to felicitate Social Organization for their selfless, committed and dedicated services rendered towards the society during covid pandemic.

Honourable Governor Bhagat Singh Koshiyari felicitated volunteers and social organizations who did exemplary work during pandemic. NSS unit of many colleges have attended this function .

Number of Beneficiaries:

Category	Male	Female	Total
NSS Volunteers	34	35	69
Faculty	9	7	16
Other colleges	32	55	87
Total	75	97	172

Mr. Ajay Kaul Sir, Secretary, Mr. Prashant Kashid Sir, Activity Chairman, and Principal Dr. Madhukar Gitte guided and encouraged to conduct the activity.



Submitted by:
Ruchita Pandhare



Principal

Dr. Madhukar Gitte

Principal
Claras College of Commerce
Yar' Road, Versova,
Andheri (W), Mumbai-400 061

